

URBAN DEVELOPMENT DEPARTMENT

Madam Kama Road, Hutatma Rajguru Chowk,
Mantralaya, Mumbai 400 032, dated the 9th May 2022.

NOTIFICATION**MAHARASHTRA MUNICIPAL CORPORATIONS ACT, 1949.**

No. PMC-3010/C.R.394/UD-22.—Whereas, by the Government of Maharashtra, Urban Development Department, Notification No.PMC-3010/C.R.394/UD-22, Dated 21st June 2014 published in the *Maharashtra Government Gazette*, Extraordinary Part-I-A Central sub division, dated 21st June 2014, announced its intention to make rules, in exercise of the powers conferred by sub-section (1) 456A read with a view to regulate and control the display of sky-signs and advertisements in the area of the Municipal Corporation ;

And whereas, the objections and suggestions received pursuant to the said notification within the period mentioned therein have been considered by the Government;

Now therefore, In exercise of the powers conferred by section 244 and 245 read with sub-section (1) section 456A of the Maharashtra Municipal Corporation Act (LIX of 1949) and in supersession of the Bombay provincial Municipal corporations (Control of Advertisement and Hording) Rules, 2003 and all others rules, orders, instruments issued by the Government of Maharashtra and municipal Corporation in this regards, exercising powers delegated under the said Act, Government of Maharashtra, hereby after previous publication, as required by sub-section (2) of the said section 456A makes the following rules regulating the control of the display of sky-signs and advertisement in the area of the Municipal Corporation, as fallows, namely :—

1. Short title, extent and commencement :— (1) These rules may be called the Maharashtra Municipal Corporations (Regulation and Control of the Display of Sky-signs and Advertisement) Rules, 2022.

(2) They shall apply to the areas of Excluding Mumbai Municipal Corporation of all the Municipal Corporations established and constituted under the Maharashtra Municipal Corporations Act (LIX of 1949).

(3) They shall come into force at once.

2. Definitions :— (1) In this rules, unless the context otherwise requires :—

(a) Advertisement means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, digital boards, sky sign, placard, digital, LED, LCD, Backlit Board, Neon Display, Electronic display, Video Display, Laser Show, Balloons etc., placed on any private/ public/ State Government/Central Government/ Public Sector Undertaking/ Government Companies/Government Authorities etc., Land/spaces around the building/terrace/structures/land surrounding the building/ Parapet visible from any street for the purpose of commercial exploitation or for publicity. However, any display in the form of graffiti and civic messages published by the Municipal Corporation or any Government Authorities (having no commercial Exploitation) for the benefit of the Citizen shall not be considered as an advertisement.

(b) Advertisement on balloons means advertisement on hot air balloons which are filled with gas and floats in the air.

(c) Advertisement on vehicle (Movable) means single, double or multiple advertisement board affixed by means of sticker/boards on vehicle, side panel or behind a vehicles in a manners that advertisement draw visibility while the vehicle is driven on the road. However, care must be taken to ensure that this does not impede traffic as well as pedestrians.

(d) Advertisement on vehicle (Parked) means a single, double or multiple sided board panels mounted on side panel mounted on sides or behind a vehicle in a manner that can draw visibility when the vehicle is parked at strategic location. However, care must be taken to ensure that this does not impede traffic as well as pedestrians.

(e) Agency means an applicant who may be an individual, registered charitable organization, firm, Government-semi Government Organization, partnership or a company incorporated under The Companies Act 1956.

(f) Banner means cloth or any other material, which contains some advertisement or announcement or written matter for display in public place.

(g) Building means a house, out house, stable, shed, hut, tank (except Tank for storage of drinking water in a building or part of building), and every other such structure, whether of masonry, bricks, wood, mud, metal or any other material what-so-ever.

(h) Bus Shelter advertisement means an advertisement displayed on the structure of a Bus Shelter. It does not include cantilever, lollipop, etc.

(i) Building wrap advertisement means an advertisement display on the scaffolding of a building under construction or repair.

(j) Cantilever means a long bar supported/ fixed at one end and carrying load/ vertical support at the other end of long unsupported portion used to hold the structure (portion) erected on the divider of the road or the foot path/ pavement for display of road direction/ places or advertisement.

(k) The Commissioner is as mentioned in The Maharashtra Municipal Corporation Act, 1949.

(l) Competent Authority means Municipal Commissioner or an officer of the Municipal Corporation duly authorized by the Municipal Commissioner.

(m) Dead wall means a blank wall unbroken by windows or any other openings.

(n) Corporation is as mentioned in The Maharashtra Municipal Corporation Act, 1949.

(o) Compound wall means a wall erected at the edge of the plot boundary of the building/structure/ open space/ other property.

(p) Direction Boards means any surface of structure erected on ground or any portion of roof of a building or on or above the parapet/ wall of any structure which indicate a direction to a road, building, park or any site and boards put up by private and commercial establishments to indicate direction to their offices or commercial outlets, etc. Direction boards set up by Government or semi-government authorities will not require any kind of permission.

(q) Electronic Display means electronically operated advertisement display fixed on a structure LED/ LCD/ Neon Sign, etc.

(r) Gantry advertisement means advertisement and affixed on gantry erected across a road and usually fabricated from metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road with advertisement on the face opposite to the direction of traffic and which will not disturb pedestrians.

(s) Glass Facade advertisement means any advertisement which is affixed or pasted to the glass facade of any building/structure.

(t) Glow sign box advertisement means an advertisement displayed on a transparent or translucent sheet of any material mounted on a metal sheet box, illuminated from behind using electrical lamps.

(u) Graffiti means painting on wall.

(v) Ground rent means rent paid under the terms of a lease/ tenancy by the occupier of building/ land to the owner of land on which it is used for any purpose by the occupant.

(w) Hoarding means any structure erected on Land, Space around the building, Terrace, Parapet

on dead wall with characters, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for purpose of advertising or to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever and also include advertisement by using neon bulbs/ lamps/ lights, which flash and appear in synchronized manner in one or more different colors and also cutouts with LED lights.

(x) Kiosk means a small structure in a public area used for providing information or displaying advertisement, often incorporating an interactive display screen or screens.

(y) Land means land which is being built upon or is built upon or covered with water.(benefits to arise out of land, things attached to the earth or permanently fastened to anything attached to the earth and rights created by legislative enactment over any street).

(z) Laser advertisement means advertisement displayed on surface of the premises/screen by using laser projector.

(aa) License means the documents issued by the Competent Authority to authorize and erect a sky-sign, advertisement within the provisions of these guidelines.

(ab) License Fees refers to an amount of money paid by an business to a government agency for the privilege of performing a certain service or engaging in a certain line of business.

(ac) Lollypop means round/square piece of advertisement board at the end of the pole erected from ground.

(ad) Owner when used in reference to any premises, means the person who receives the rent of said premises or who would be entitled to receive the rent there of, if the premises were let and include:

(i) Agent or trustee who receive such rent on account of owner

(ii) Agent or trustee who receive such rent on account of or is entrusted with or concerned for any premises devoted to religious or charitable purpose; and

(iii) A receiver, sequester, or manager appointed by any Hon'ble court of competent Jurisdiction to have the charge of or to exercise the rights of an owner of the said premises.

(iv) In case of Co-operative society, a General Body of the society.

(ae) Permit means written permission of The Municipal Commissioner (or any officer authorized by Municipal Commissioner) to erect, fix or retain any sky sign.

(af) Premises means buildings and lands of any tenure whether open or enclosed, whether built on or not and whether public or private.

(ag) Prescribed Application Form means a format prescribe by the Commissioner at Appendix-A on which an application for permission to erect and display of any advertisement is to be made to the Corporation.

(ah) Private Street means a street which is not a Public Street.

(ai) Public Street means any street heretofore leveled, paved, metaled, channeled, severed or repaired by the Corporation or any street which became Public Street under any of the provision of the Maharashtra Municipal Corporation Act, 1949 or which vests in the Corporation as Public Street.

(aj) Rooftop means the structure having roof of Mangalore Tiles, asbestoses/ metal sheets or any other material sloping roof of the structure.

(ak) Scroller Display Advertisement means a box type display with rollers for scrolling a display of looped printed sheet which displays advertisements.(Illuminated or Non illuminated)

(al) Seaward Side means the direction or side away from land and toward the open sea.

(am) Show Case Advertisement means a case covered from three sided and visible from any street, used for display of advertisements.

(an) Sponsor means a person who sponsors the advertisement either by payment or without

any commercial exploitation.

(ao) Stop line means the line at which the traffic must stop before crossing the junction at signal intersection. Usually this is a solid line painted parallel to the Zebra Crossing.

(ap) Sky- Sign means any word, letter, model, sign, device or representation in the nature of an advertisement, announcement or directions supported on or attached to any post, poles, standard framework or other support wholly or in part upon or over any land, building, surrounding the open space of building, terrace, parapet or structure which, or any part of which sky sign, is visible against the sky from some point in any street and includes all and every part of any such post, pole (s) standard frame work or other support. The expression "sky-sign" shall also include any balloon, parachute, or other similar device employed wholly or in part for the purposes of any advertisement, announcement or directions or over any street but shall not include :

(i) Any flag staff, pole, vane or weathercock, unless adopted or used only or in part for the purpose of any advertisement, announcement or direction.

(ii) Any word, letter, model, sign, device or representation as aforesaid relating exclusively to the business of a railway company and placed wholly upon or over a railway, railway station, yard, platform or station approach belonging to a railway company, and so placed that it cannot fall into any street or public place.

(iii) Any notice of land or building to be sold, or let, placed upon such land or buildings.

(aq) Temporary Arches means temporary structures erected across the road for greeting of personalities or for display of advertisement.

(ar) Terrace means the flat roof of a house, building, open to sky portion of the constructed place having rooftop.

(as) Traffic Island means a traffic island which is a solid or painted object on a road that channels traffic. It can also be a narrow strip of island between roads that intersect at an acute angle.

(at) Traffic Island Watch Tower means a tower/ structure created for the use of safety and security of the public and smooth movement of traffic.

(av) Tri-Vision Advertisement (or 'Tri-Ads') means an advertisement hoardings/ board that use rotating triangular panels in a synchronized manner such that the three faces of the triangular section are seen one after the other displaying three different advertising messages.

(au) Vehicle shall include Auto motor cars, and every wheeled conveyance which is used or capable of being used on a public street.

(aw) Wall painting Advertisement means an advertisement displayed by painting it directly on the wall or structure of a building or any civil structure.

(ax) Advertisement On Bicycle means advertisement displayed on Bicycles.

(ay) Chowk, Center Point Or Intersection Of Chowk means the place where two or more roads intersects each other, on the main road where a stop line is defined for smooth flow of traffic.

2. The words and expressions used but not defined herein shall have the respective meaning as assigned to them under the Act.

3. New Permission for erection of new advertisement :— (1) No agency, without permission in writing from the Competent Authority, shall erect, exhibit, fix, retain or display any advertisement by means of hoarding, posters, sky signs, kiosks, wall paintings, wall stickers, balloons etc.. Such permission shall not be granted, unless fulfilling all the norms and the provisions mentioned in these rules and the provisions contained in the Act in this regards.

(2) (a) Subject to the provisions of section 79 of the Act, and these rules, Corporation shall permit advertisement by various means mentioned in sub-rule (1) on Municipal lands by inviting tenders. Such matter all previous advertising licenses will need to be considered according to their approval / approval period. In case of approval level as well as previous working licenses, action
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should be taken as per previous rules. However, newly received proposals should be acted upon in accordance with these rules. These rules will not apply retrospectively.

(b) The Commissioner should take a decision in consultation with the Corporation regarding the existing agreement or the existing license within a period of 5 years from the date on which these rules come into force.

(3) (a) Any other Agency desirous the display of advertisement or erect the hoardings on their land or premises shall have to obtain a valid license from the competent authority as per the provisions contained in these rules and under the relevant sections of the Act.

(b) The competent authority while granting such license shall take into account the provision as mentioned in these rules.

(4) Permissions and license for advertisement shall not ordinarily be refused if they are in conformity with these rules, and are put up from the surroundings at the buildings unless if the same abstracts the light or ventilation or obstructions to the residents around or if the residents are not obstructed for movement of vehicles and parking of the same building/ premises. The competent authority, may give reasons to be recorded in writing, in case of refusing the permission for advertisement.

(5) If the hoarding is not erected within 3 months, the permission granted shall stand revoked or cancelled. However, any agency including applicant herein may apply a fresh by adopting the procedure laid down in this behalf.

(6) If a structure is found erected for purpose of the display of advertisement or a hoarding is erected or advertisement displayed without valid license, such hoarding or advertisement shall be liable to be removed without a notice to the agency and the agency shall also be liable to pay penalty as prescribed by the Corporation from time to time.

(7) The competent authority may, in his own discretion, and by an order in writing, regularize the installation of any hoarding that may have been installed without permission, by charging a compounding fee five times of chargeable fee provided such hoarding or advertisement is in accordance with the provisions of these rules.

(8) Advertising Panel with proper ad widening usage, the panel may be erected at that place with the permission of the competent type. Competent community producers will be fruitful, rearranging or replacing their hoarding. The applicant /agency will not claim any damages. The following advertisements by the competent authority regarding the permission to replace the panel. Transfer can be granted after fulfillment of required documents and if no case is pending in any court. The advertiser will be responsible for the cost of moving the boards.

(9) The new rules will not apply retrospectively.

4. Advertisement for which no permission is required:— The following types of advertisements excluding illuminated advertisements and sky-signs, are not required to obtain permission from Competent authority :—

(a) Advertisements displayed within premises not visible from the road.

(b) Advertisement relating to business of the railways, state transport and displayed within the railways, state transport premises, but not in front of any road.

(c) Advertisements displayed on or upon business premises relating to trade or business carried on within the premises.

(d) Advertisements displayed on or upon any premises relating to the sale or letting of the premises or of any effects therein.

5. Restriction for display of the hoarding or advertisement:—

(a) No illuminated hoarding or advertisement shall be permitted having high intensity focusing on the eyes of the driver.

(b) No hoarding shall be permitted at intersection within a distance of 25 meters, in front or ahead of the stop-line of its approach road that is facing the visibility of hoarding's display erected from ground level.

(c) No hoarding or advertisement shall be permitted in the public open space which includes public recreation grounds, playgrounds, parks and gardens etc.

(d) No mobile hoarding or advertisement will be permitted on any public road.

(e) No hoarding or advertisement shall be permitted on buildings of archaeological, historical, architectural, aesthetical, inherited and heritage importance.

(f) No hoarding or advertisement shall be permitted in river bed, lakes, canals and water bodies.

(g) No hoarding or advertisement shall be permitted inside mangroves, creek or sea of High Tide Line (HTL). (As per CRZ guidelines)

(h) Advertising boards should not exceed 20 feet on the floor / terrace/parapet of the building

(i) In case of illuminated or neon-sign hoardings or advertisement, following restrictions should be observed:—

(i) The level of luminance should not exceed a source limit of 1 cd/cm square. Illumination shall not be continued after 11-00 pm.

(ii) The neon-signs in residential premises should not be flickering.

(iii) Neon-signs should be put off by 11-00 p.m.

(iv) No video or moving digital advertisements will be allowed. LED displays etc. should be still only. Changing of images after minimum 10 seconds will only be permissible.

(v) LED display panels should not be allowed to be erected without the permission of the Department of Electricity (Maharashtra State Electricity Department) and the concerned Traffic Police Department.

(j) No hoarding shall be permitted around Traffic Islands and signal junctions within a distance of 25 meters, in front/ ahead of the stop-line of its approach road that is facing the visibility of hoarding's display erected from ground level.

(k) Advertising boards (hoardings) will not be allowed if there are complaints from residents that they may interfere with the lighting or ventilation.

(l) No hoardings or advertisement shall be permitted on the walls other than dead walls of any building except wrap up neon or digital advertisements, subject to other provisions of these rules and the Act.

(m) No diesel generators sets will be allowed to illuminate hoardings or advertisement as these create noise and air pollutions.

(n) No hoardings or advertisement shall be erected to a height exceeding 40 feet above the road level of the road from where the advertisement hoarding is visible.

(o) There shall be no hoarding or advertisement on footpath or Public road.

(p) No hoarding or advertisement shall be projected on a public road where there is no footpath.

(q) No hoardings or advertisement shall be permitted one above another which are not in accordance with the provisions of these rules.

(r) Display of advertisement by means of wall painting shall not be permitted.

(s) Clubbing of the hoardings or advertisement shall not be allowed which are not in accordance with the provisions of these rules.

(t) Hoardings or advertisement shall also not be permitted in the following conditions:—

(i) Any hoarding or advertisement erected in such manner and at such places, which will

cause obstruction or interference with the visibility of approaching, merging, or intersecting traffic.

(ii) The hoarding or advertisement which would obstruct the vision of the sea, sunrise or sunset from a location designated for such vision.

(iii) The building, which does not have structural stability certificate.

(iv) The building, where action under the Act or under the Maharashtra Regional and Town Planning Act, 1966 is pending either at Municipal Corporation level or in a court of law or the owner of the building has been issued with a stop work notice under the said Acts.

(v) The building, which has been declared dangerous (partly or fully) or has been issued with a notice under the Act.

(vi) An advertisement which is likely to offend public moral and decency will not be permitted. If the Commissioner is satisfied that the contents of display thereof violates norms of public morality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing. (Legal action will be taken as per the penal code).

(vii) An advertisement which is in such form as it will obstruct the path of pedestrians and obstruct their visibility.

(viii) An advertisement which will obstruct the visibility of any existing advertisement.

(ix) Any individual or company who puts up advertisement or display on hoardings without prior permission from the licensor shall be liable for action.

6. Sizes of Hoardings :— (1) The standard size of the hoarding boards shall be as follows:—

(i) 10 feet x 20 feet

(ii) 20 feet x 10 feet

(iii) 20 feet x 20 feet

(iv) 20 feet x 30 feet

(v) 25 feet x 25 feet

(vi) 30 feet x 20 feet

(vii) 30 feet x 30 feet

(viii) 40 feet x 10 feet

(ix) 40 feet x 20 feet

(x) 40 feet x 30 feet

(xi) 30 feet x 15 feet

Provided that, the competent authority may allow an advertisement of a different size, in case of advertisement on.—

(i) Dead wall,

(ii) Entrance of subways,

(iii) Railings on an over-bridge and such other riches of odd size as well as on floating boards, floats, vessels and vehicles.

(2) Advertising boards larger than the prescribed size will not be allowed.

(3) No hoarding shall be erected to a height exceeding 40 fit above the road level of the road from where the advertisement hoarding is visible. The lower base or the bottom of hoarding shall be at height not less than 10 feet from the surface of the below.

(4) The maximum height of the hoarding erected on the terrace of a building shall not be more

than (Leaving the floor suit) 20 feet. Also the width can be kept according to the available space. However, in this regard, it will be mandatory for the advertiser to provide the stability certificate of the Municipal Licensed Structural Engineer/Architect registered with the Corporation. In case of any mishap, the entire responsibility lies with the concerned advertiser, Government/Municipal licensed structural engineer /architect and senior authority of the Corporation. This rule will not apply to hoardings that exist before this rule.

(5) No Hoarding shall exceed the boundary line of the plot on which it is erected.

(6) This duration of such stability certificate will be at least 3 years.

(7) The lower bottom of the hoarding board shall not be at a height less than 10 feet meters.

(8) No hoarding or advertisement on the ground or on the building shall be permitted within a distance of 25 meters from the stop-line i.e. in front or ahead of the approach road on which the traffic faces the visibility of hoarding or advertisement display.

(9) Sandwich (back to back) and ('V' shape) hoarding having standard size can be permitted.

(10) The structural framework supporting advertisement board shall not be outsized compared, Any incremental deviation shall be deemed to be an increase in the size of the advertisement board against norms and breach of the terms and conditions of the license.

(11) Existing hoardings of non standard sizes which are permitted prior to these rules shall be given a grace period of six months to rectify will be eligible for the renewal of license and the existing hoardings.(As per rule 3(2)(a)(b)).

(12) Non lit or backlit advertisement boards, of suitable size decided by competent authority, on top and at the rear side of the Bus Queue shelters can be permitted. However, the advertiser will have to pay additional charges or premium as decided by the Corporation.

(13) Construction of Fence may be allowed as non lit special advertising structure, temporary in nature, which will be of non-standard advertising field, subject to height restriction of 10 feet from the ground.

(14) Kiosks advertisements displaying on electric poles, etc. shall be a standard size of 3 feet width x 4 feet height all over the city and bottom clearance of 14 feet from the ground.

7. Structural design, erection of the hoarding :— The design or erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by a Licensed Structural Engineer. The size of the hoarding permitted will include appropriate frame on all sides to make hoarding look aesthetically beautiful. All poles and back of hoardings will be aesthetically covered. The structures of all hoardings along with their support and the rear side of the hoarding will be painted in the dark green enamel paint at least twice in a year.

8. Structural stability of hoarding :— (a) Any hoarding shall be allowed to erect on a building, if it has been examined from the angle of the Structural Stability and a Certificate of such structural stability and a Certificate of such structural stability from the Government or Corporation licensed Structural Engineer is produced.

(b) The Agency will have to provide the necessary insurance for liability arising out of an unforeseen accident due to hoarding.

(c) Responsibility for all unforeseen accidents arising out of boards should be determined by the competent authority concerned with due diligence. In such a case, if any question arises regarding the strength of the relevant board, the relevant agency will remain responsible.

9. Permissible Colours of Advertisement :— No advertisement sign shall be placed in the area where the colour of signal used on the advertisement sign, the traffic signal signs and the red, yellow and green colors on the signage which are similar to the traffic signal will not be clearly obstructed.

10. Maximum Height of the Hoarding Board :— (a) When erected on the ground maximum

height *i.e.* top of the hoarding board shall not be more than 40 feet from the surface of the ground below it including the bottom clearance.

(b) When erected on terrace of a building, the maximum height of the hoarding board shall not be more than 20 ft. from the terrace level including the bottom clearance. It shall be further subject to the height restrictions imposed by Airport Authority of India within its landing and takeoff operational area.

(c) When erected on the ground for the visibility from a bridge or a flyover the maximum height *i.e.* top of the hoarding board shall not be more than 40 feet from the road level of the bridge or flyover from where the advertisement hoarding is visible.

11. Minimum distance between two Hoardings :— (a) The minimum distance between two roadside panels should not be less than 1 meters. This rules will not apply retrospectively.

(b) Distance between two hoardings on ground on the same side of the road alignment shall be minimum 1 meters. This distance will be measured from the outer edge of the hoarding frame. The distance criteria shall be applicable for hoarding on ground to ground. This criterion will not be applicable for existing hoardings/advertisement boards etc. and for those boards erected by Municipal Corporation on land/road/footpath/other properties of Municipal Corporation, erected for display of civic messages, directional signage etc. for the benefit of public at large.

(c) In case of sandwich hoarding (back to back) and 'one above the other hoarding' the minimum distance norm shall not be applicable.

12. Projection of Hoardings :— (a) Hoarding structure on the terrace of built up structure or building shall not be allowed to project not more than 1 meter each on left & right side of the hoarding, in the interest of public safety, beyond the building line.

(b) Hoardings on open ground shall not be permitted to project over the carriageway of the road line if there is no footpath.

(c) Hoardings on open ground shall not be permitted to project over footpath.

13. Hoardings on Railway Premises – (a) Advertisement set up in the railway premises or stations or falling in the following categories shall be regulated under these rules :—

(i) Advertisement or Wall Painting set up by the railways on railway premises or stations (even if relating to their business) visible from or fronting any street, and

(ii) Advertisement or Wall Painting set up by private or non-railways agencies on railway premises, station or land visible from or fronting any street.

(b) For permissions of hoarding on railway premises, the agency must apply to the Competent authorities in Municipal Corporation in the prescribed manner, after obtaining, No Objection Certificate from the railway authorities.

(c) All the advertisement hoardings, permitted by railway authorities in their premises, shall be as per provisions in these rules for getting No Objection Certificate or permission from the Corporation.

(d) The demand notices for advertisement fees shall be sent to the concerned advertisement agency as per schedule of the Corporation. The concerned railway authorities shall provide the names of agency, location, size, period allotted and all other details of hoardings on their premises.

(e) Responsibility of removal of hoarding as per specific direction of any Hon'ble Courts or when hoarding is not permitted by Corporation shall, however, lie upon the railway authority.

14. Hoardings On The Premises Of Other Public Authorities :— (a) Agencies desirous to erect hoardings on the land or premises of other public authorities, whether government, semi-government, viz. International Air-Port Authority of India, Defence Ministry, public sector Undertakings etc. have to obtain a valid permit or No Objection Certificate from the concerned Authority and abide by the norms and regulations of these rules.

(b) The demand notices for advertisement fees shall be sent to the concerned advertising agencies as per schedule of the Corporation. The concerned authorities shall provide the names of agencies, location, size, period and all other details of the hoardings on their premises.

15. Special Norms For Display Of Advertisements By Floating Balloons :— Permission for illuminated or non-illuminated advertisements by means of floating balloons can be granted subject to the compliance of conditions as follows ;

(a) The agency shall display the balloon in such a manner that does not interfere with or obstruct other displays of advertisements.

(b) The agency shall make all the necessary arrangements for watching the balloon for any emergency during the display of the said advertisement by means of balloon.

(c) The agency shall produce No Objection Certificate from the Civil Aviation Department of the Government of India, wherever necessary and shall observe all its rules and regulations.

(d) The agency shall be liable to pay damages for any accident or any injury which may be caused to any property or person by reason of keeping the said balloon or the material, gas or any device used in respect thereof or by reason of the fall or otherwise of the said balloon or any part thereof due to storm, faulty construction, negligence, accident or any other cause whatsoever.

16. Special Norms For Display Of Advertisement On Business Premises :— The advertisement, such as illuminated Glow sign boxes and illuminated or neon-sign name boards on the business premises, shall be permitted and regularized as per the provisions laid down in Act and these rules. Permission for display of advertisement, such as Glow sign boxes and illuminated or neon-sign name boards on the business premises, can be granted subject to the compliance of the conditions mentioned below and also subject to compliance of Part-X- signs and outdoor display structure of National Building Code. Exceptions can also be made in respect of multiple advertisements on big size boards on malls, big bazaars, shopping centers, hospitals, banks, cinema theatres. etc.:—

(a) No illuminated sign in red, amber or green colors shall be erected or maintained within a horizontal distance of 10 meters of any illuminated traffic sign. All advertising signs illuminated by light other than a white light at a height of less than two storey's or 6 meter above the footpath, whichever be the greater height, shall be so displayed that it does not interfere with any sign or signal of traffic control.

(b) No person shall erect any sign which is of such intense illumination as to disturb the residents in adjacent or nearby residential buildings. Not with standing any permission given for such erection, any such sign which after erection is, in the opinion of the authority, of such intense illumination as it disturbs the occupants of adjacent or nearby buildings, shall on the order of the authority, be suitably altered or removed by the owner of the site concerned within such reasonable period as the authority may specify.

(c) No electric sign other than those necessary in the opinion of the authority in the interest of public amenity, health and safety, shall be operated after 11.00 p.m.

(d) No ground sign shall be erected so as to obstruct free access to or egress from any building,

(e) No projecting sign or any part of its supports or framework shall project beyond the plot line / boundary line.

(f) On business premises advertisement related to products sold or services rendered only can be permitted.

17. Procedure For Obtaining Permission for new Advertisement :— (a) Any agency intending to take initial permission to erect any type of hoarding or an advertisement or sky-signs or balloons or kiosks etc. shall apply to the Competent Authority in the Form- A appended hereto, together with prescribed version fee per application form. After the competent authority verifies and approves the documents suitable for erection of the proposed hoarding /advertisement, the corporation will issue the challan of license fee to the agency. It is mandatory for the agency to pay it within 15 days. Once the erection of the approve structure is over then Corporation will issue the sanketik

Number /Code Number to the agency. The competent officer of the corporation would inspect it and gives its approval letter. After erection of structure and putting up of the Sanketik Number /Code Number the competent authority would issue the license (Form C) if any advertiser violates the corporation norms the notice would be issued to cancel such proposal.

(b) The application shall be accompanied by the following documents, namely :—

(i) No Objection Certificate (NOC) from the landlord of the land or building over which advertisement is proposed to be displayed.

(ii) If the land on which advertisement is to be displayed is given on lease by a public authority, viz. Corporation, Government, Port Trust, MHADA, MMRDA etc. No Objection Certificate from the lesser is also required.

(iii) In case of hoarding on the terrace of a building, No Objection Certificate from the General Body Co-operative Housing Society is necessary. In other cases, the No Objection Certificate from 2/3rd members of the building is necessary.

(iv) If the No Objection Certificate is from a Co-operative Housing Society, the certified copy of the Resolution duly passed in the General Body Meeting.

(v) Two copies of proposed hoarding location plan duly attested by the Structural Engineer.

(vi) Two copies of the design and colour scheme and sketch showing the exact location of the proposed site in question, including computer generated design image along with external lighting fixtures.

(vii) Two copies of 10"x 8" size photograph of the proposed site with marking of the proposed hoarding thereon.

(viii) Two copies of the location plan indicating presence of any trees or any other hoarding within 40 meters of the location along the same alignment and dimensions thereof. The details of the owners, if known, may be given.

(ix) No Objection Certificate from the office of Traffic department and Garden Department of the Corporation, if necessary.

(x) No Objection Certificate from the Civil Aviation Department of the Government of India wherever necessary.

(xi) The Structural design or plan, approved by a Licensed Structural Engineer.

(xii) The structural stability certificate, from Licensed Structural Engineer, of the building on which the advertisement is to be erected and the structural stability certificate of the hoarding structure.

(xiii) The Registration Certificate under the Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017 and General Service Tax Certificate.

18. Documents to be submitted with Application for permission of advertisements on business premises by way of illuminated glow sign, neon-sign, etc. :—

(a) Copy of the No Objection Certificate of the business premises or any other document regarding legal and physical possession of the premises or copy of the Registration Certificate under Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017.

(b) Sketch of the advertisement board with dimensions and details of matter to be displayed.

19. Application for temporary advertisement licenses :—(a) The application for temporary advertisement permissions such as Road Show, Building Wraps, advertisement ballon, arches or any other display etc. should ordinarily be made in the prescribed form (Form A) to the Competent Authority together with the processing fees of with prescribed version fee per application and the

security deposit as prescribed by the Corporation from time to time. The locations for temporary advertisement will be decided by the Competent Authority. The temporary advertisement will not be permitted for not more than 3 days. The size will not exceed 6' width x3'height, 8' width x3' height or 8' width x 6' height. These temporary advertisements shall not obstruct the view of the existing hoardings or advertisements having valid license.

(b) The applicant shall arrange to remove the advertisement immediately after the function or purpose is over, which should normally not exceed 3 days. On receipt of such intimation, the amount of security deposit shall be refund, unless forfeited for breach of any condition.

(c) The scheduled fees charges should be levied on advertisements on mobile vehicles, stationary vehicles and bicycles.

20. Fees for advertisement licenses :— (a) As regards fixing of license fee, regulatory fee should be fixed by the Commissioner with the sanction of the Corporation u/s 386 (2) of Maharashtra Corporation Act 1949. The fee should not exceed the reasonable limit of expenses for issuing of license. The license fee for the advertisement shall be collected from the agencies as per the rate approved by the Corporation from time to time. The rate of license fee shall be revised every after 3 years taking into consideration the inflation rate. 10 days before the expiration of the permission of the agency will pay 6 months license fee in advance if the advertising board is in private place and 6 months rent and 6 months license fee in advance if it is on municipal land.

(b) If fees are not paid within the prescribed time, a composition amount equal to 10 percent of the license fee for delay up to 3 months and equal to 25 percent for delay of up to 6 months shall be payable. For delay beyond 6 months, the license shall be revoked.

(c) It shall be mandatory on the part of the agency to display a civic message as and when directed by the Competent Authority for a period of 15 days, provided the hoarding is vacant or would be vacant in near future, for which no fees shall be payable.

(d) At the time of renewal of advertisement license, the agency shall produce the license for taking endorsement of the competent authority and shall pay the requisite fees in cash, pay order, demand draft or e-payment. If payment is made by cheque, the license will be renewed only after realization of the cheque. If the security deposit on account of preservation of trees or projection over corporation footpath is forfeited in part or full, the shortfall cause by such forfeiture shall also be recouped before the license is renewed if not decided for revocation.

(e) To maintain, preserve and protect the existing trees up to a distance of 25 meters on corporation footpath in front of the hoarding facing the display of advertisement board and for faithful observance of this condition, at the time of initial / new permission, the agency will be required to deposit a sum of Rs.2500/- for every such existing trees as security deposit with corporation. If tree within 25 meter distance to be replanted then permission from Competent Authority is compulsory. For such replantation of tree, a cultivation fee per tree has to be paid Rs.2500/-.

(f) If advertising agency desires to prune the branches/trim the tree in front of the advertisement hoarding for better visibility, they shall obtain No Objection Certificate from the Garden Department. Concern authority of Municipal Corporation shall recover the schedule fees for such pruning of tress.

(g) The corporation will not allow the planting of tall trees in front of the existing advertising boards.

21. Fees and deposits for other advertisement licenses such as advertisement on business premises :— (a) On grant of new / initial sanction, the agency shall be liable to pay advertisement fees as prescribed by the Corporation in advance within 10 days from the date of sanction of the permission. The agency has to deposit a sum equal to one month's advertisement fees for faithful compliance of the terms and conditions of the license, within ten days from the date of grant of license. If the deposit is forfeited in part or in full for breach of any terms and conditions, the resultant shortfall in deposit shall be recouped within 15 days. Renewal of such license shall be done in advance within 10 days before expiry of license.

(b) In case of temporary licenses such as wraps, balloons, inflatable advertisements, road shows, display by political parties, religious or educational institutions or commercial establishments, the agency should pay the fees and deposits, as decided by the Corporation, immediately upon the grant of the said permission.

22. Duties and responsibilities of license holder agency .— (a) The license holder shall ensure that the structure and the advertisement board are aesthetically designed, framed and properly maintained at all times. Further, the hoarding structure and back side of hoarding shall be painted with dark green enamel paint.

(b) The license holder must ensure that advertisements of obscene or ostentatious nature or any other offensive message are not allowed to be displayed. Also, no offensive messages or advertisements related to tobacco products or alcohol related advertisements will be displayed on the boards directly or similarly (As defined in the Indian Penal Code).

(c) The agency displaying advertisement through hoardings shall display or affix his nameplate of appropriate size and serial number allotted to the hoarding at the corner of the hoarding to facilitate the identification of the agency. The Agency shall also display the month and the year of expiry of the license.

(d) For an offense such as branch cutting, tree cutting, trimming and/or pruning, in addition to any penal action that may be initiated under Maharashtra (Urban Area) Preservation of Trees Act, 1975, the Competent Authority shall forfeit the deposit in part or full and in addition to that, the permission granted to the agency shall automatically stand revoke. Partial forfeiture of the security deposit for the second time shall also result in automatic cancellation of the permission in the case of any dangerous branches, trimming or cutting of such branches will require permission from competent authority.

(e) The license holder is prohibited to display any advertisement of liquor or tobacco and tobacco related products.

23. Renewal of advertisement licenses :— (a) The applicant agency has to apply for renewal of license every three years in the prescribed Form 'B' to the Competent Authority. After approval of renewal form, the demand notice for advertisement fees shall be sent to concerned person or agency by competent authority.

(b) Following are the documents to be submitted with the renewal application :—

(i) The no objection certificate from the property/ land owner or Municipality Corporation or the competent authority of public authority.

(ii) Structural Stability Certificate from any Licensed Structural Engineer.

(iii) Two copies of 10"x 8" photograph of the existing hoarding.

(iv) Copy of License (form C) issued by Municipal Corporation for advertising boards.

24. Transfer, Cancellation and Recovery of dues of licensee .—The hoarding or advertisement license can be transferred with the prior permission of Competent Authority and on payment of transfer fees as prescribed by the Corporation from time to time, subject to the following :—

(a) Consent in writing from the agency *i.e.* the holder of the permission or license and the land owning authority or Co-operative Society,

(b) In case of legal transfer, death certificate of the original owner and proof of legal succession or legal heir and no objection certificate from other legal heirs,

(c) Affidavit indemnifying the Commissioner for all other claimant,

(d) In case of transfer through sale, with the sale document the no objection certificate from the seller and indemnity bond from purchaser, indemnifying Corporation from all claims,

(e) Cancellation of License.—

(i) In case of cancellation of License, the agency will apply to the competent authority.

(ii) The concerned authority will inspect, scrutinize the said hoarding and collect the dues if any. And accordingly will complete the cancellation procedure.

(iii) All the deposits of the license holder will be refunded by the competent authority as per conditions.

(f) Recovery of Dues :—

(i) If the licensee is reluctant or avoiding to pay the dues the competent authority shall have full rights to recover the dues from the property of licensee. if any other fee or license fee of the agency is outstanding and agency is unable to pay or evade it, the Municipal Commissioner has the power to recover the fee from the property of the agency or by confiscation.

(ii) In case of the dues / arrears of the licensee, the competent authority shall not grant any renewal, new permission and also their names will be put in black list for further business.

25. Procedure for disposal of applications.— (a) At the time of submission of the application, a pre-scrutiny of the filled-in form and the accompanying documents would be made by the Competent Authority who is accepting the application. If the application is found complete in all respects, then only, the same shall be accepted along with the processing fees. Hence, applicants are advised to submit complete applications in all respects.

(b) Every application received shall be acknowledged and the decision thereon shall be communicated by the Competent Authority to the applicant in writing, within 15 days from the date of receipt of the application. If the decision on such application is not communicated to the applicant within the specified period, the permission shall be deemed to have been granted.

(c) On the permission being granted by Competent Authority, shall issue the license in Form-C.

(d) The initial permission for advertisement at a particular location may be granted for a period not exceeding three years and shall be renewed, subsequently. Then it was renewed every 3 years as per the rules.

(e) In case of any dispute/complaint with respect to the sanctioned hoarding/ advertisement, the competent authority shall serve a notice in writing. The aggrieved parties shall reply in 15 days. And accordingly, the competent authority will have to take the decision within one month.

26. Appellate Authorities.— (a) Appeal against the decisions taken by Assistant Commissioners, shall lie with the Deputy Municipal Commissioner.

(b) Appeal against the decisions taken by the Deputy Municipal Commissioner shall lie with the Additional Commissioner.

27. Procedure for appeal.— (a) An appeal must be filed, along with appeal fees as prescribed by the Corporation, within 30 days from the receipt of the orders of a lower authority or when the cause of action arose as the case may be.

(b) For sufficient cause, the Appellate authority at his discretion may condone delay of filing appeal up to 30 days.

(c) Appellate authority will as far as possible decide the appeal within 2 weeks.

(d) If the applicant simultaneously seeks redresses in a court of law for the same cause of action, the appeal shall stand automatically dismissed.

(e) During the pendency of appeal in any forum, the hoarding owner, license holder shall not display any advertisement on the alleged hoarding. During the pendency of suit, which is pending in the court, the licensee as well as the competent authority shall abide by the court orders.

28. If any change is to be made or in case any doubts about the interpretation of any provision in these rule or if any extensive policy changes are to be made, the decision of the State Government will be final.

29. Orders sanctioned by Hon'ble Supreme Court / Hon'ble High Court and other Courts shall prevail over these rules.

30. These rules will remain in force for 10 years or until the new rules come into force in the future, whichever comes first.

31. These rules will not apply retrospectively.

32. The advertiser / agency as well as the competent authority shall be bound to comply with the provisions of the Maharashtra Municipal Corporation Act, 1949, the Maharashtra Property Prevention Act, 1995 and other relevant Acts, Rules, Regulations and Guidelines.

33. While placing such advertisement, it will be mandatory for the concerned agency and the concerned authority to ensure that the traffic and the surrounding area will not be disturbed and no mishap will be caused due to the structure of the advertisement. The agency will be responsible for any loss of life / property due to any accident due to the structure of the advertisement.

34. It will be mandatory for the concerned agency and competent authority to ensure that the premises will not be tarnished due to advertisement.

35. To save paper and time, the entire procedure from start to finish and till the hoarding permit is alive shall be one window online process like all application, payment and its further correspondence will be done online.

Form A
Application Form

[See rule 17]

(See section 244 in the MMC Act)

1. Name of Applicant : _____
2. Name of Agency : _____
3. Status : Proprietary firm/Company/Charitable Trust/Others
4. Address : _____

Telephone No. _____ Fax _____

5. Medium of advertisements applied for : Illuminated/Non Illuminated.
6. Form of Advertisement : Temporary/Non-temporary
7. Nature of advertisement applied : _____
8. Are you applying for display of free banner? : Yes/No
If yes :
(a) Purpose : Academic/religious/public awareness/health/political/others.
(b) Peroid : From _____ to _____
(c) Location : Single/Multiple :
If multiple:
No. of Locations :
(d) Text of the message on free banner : _____
(e) Indicate the category of Civic message you propose to carry :
(g) Whether photocopy of Trust Registration attached : Yes/No

9. Dimensions :

Dimensions	In tt/sq.ft.	In ftr./sq.mtr.
Length		
Width		
Total Area		
Height		

10. Site Location :

Name of the Road drawing visibility :

- Width of the Road :
- No. of hoarding located within 25 mtr. :
- No. of trees within 25 mtr. on either side :

- Whether trees are required to cut : Yes / No

11. Name of the Landlord :

12. NOC of the Landlord submitted : Yes / No

13. Whether documents submitted as per rule 17 (b) : Yes / No

I have read carefully the provision of Maharashtra Municipal Corporations (regulating and control the display of sky-signs and advertisement) Rules, 2022 on above and have complied all the conditions. I accept, that, in the event the information submitted by me is found false, I am liable for all such penal actions as prescribed under the law.

Date:

Signature of the Applicant

Designation :

FOR OFFICE USE ONLY :

Whether the application is complete as per rule 28 of the Maharashtra Municipal Corporations (regulating and control the display of sky-signs and advertisement) Rules, 2022 Yes / No

(a) Registration No.

(b) Processing fee :

(c) Deposit :

(d) Date of receipt of application :

(e) Call date :

Signature of the Competent Authority

Form B

[See rule 23]

Application form for Renewal

1. Name of applicant and address	:	
2. Details of Advertisement	:	
3. Place	:	
4. Sanctioned size and type	:	
5. Illuminated/Non illuminated	:	
6. Upto which date last renewal is done	:	
7. Next period of renewal	:	
8. Whether the property owner/has given no objection for further renewal of sanctioned hoarding.	:	

* Documents are submitted in accordance with Rule 23 (b)

Yes / No

Date:

Signature of Applicant

Form C

[See rule 28(e)]

(Section 244 of MMC Act)

License No.

M/s..... Res.
is hereby authorized to erect Sky-sign as
 detailed below subject to the compliance of provision of the Maharashtra Municipal Corporations
 (regulating and control the display of sky-signs and advertisement) Rules, 2022 for the period
 from.....to.....

Nature of Sky-sign	Place of Sky-sign	Size and Area of Sky-sign	Period of Display	
			From	To

The Applicant has paid fee of Rs..... vide challan No.
 dated.....as per rate prescribed by the Municipal Corporation.

Date:

Competent Authority
 Municipal Corporation _____

ANNEXURE - I

SPECIFICATIONS FOR ERECTION OF HOARDINGS

(A) Introduction :

This annexure provides specifications and details relating to the erections of hoardings under Corporation jurisdiction.

(B) General :

(1) The hoardings should be maintained properly by providing the painting time to prevent corrosion. All joints should be checked periodically to ensure its safety.

(2) The display of the Corporation permission number and name of the advertisement company shall mandatorily be displayed in bold types. New Roman font. This letter should be 6" high in white color on black background.

(3) The erection of the hoarding should be done by machineries (erecting in equipments) wherever necessary and all precautionary measures will be taken to prevent any accident.

(4) The agency shall take all necessary precautions to prevent nuisance or inconvenience to vehicular and pedestrian traffic movement due to erection of the hoarding.

(C) Height Limitations and Size of the Hoarding Board :

(1) The top of the hoarding board should not be more than 40 feet's from the respective road or terrace level.

(D) Prevention of Nuisance and Pollution :

(1) The agency shall take necessary precautions to prevent any nuisance or inconveniences to the owners, tenants or occupants of adjacent properties and to the public in general and to prevent any damage to such properties and any pollution of stream and waterways.

(2) He shall make good at its cost and to the satisfaction of the Corporation, any damage to roads, paths, cross drainage works or public or private property whatsoever cost during the execution of the work.

(3) No hoarding shall be erected, flushed to any doors and/or windows of the building or adjoining building.

(4) After erection of hoarding, all waste or superfluous materials at the site shall be cleared by the agency.

(E) Structural Specification :

Design calculation shall be submitted along with working drawing from a practicing structural engineer, registered with the Corporation.

(F) Electrification :

The specification for the illumination of hoarding shall be done as per the guidelines provided by certified electrical consultant.

By order and in the name of the Governor of Maharashtra,

PRIYANKA KULKARNI-CHHAPWALE,
Deputy Secretary to Government.