

# A POLICY ON ROADSIDE ADVERTISEMENTS

(*First Revision*)

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## A POLICY ON ROADSIDE ADVERTISEMENTS

### 1. INTRODUCTION

Lack of control on hoardings or display of advertisement panels (including wall panels on roadside structures) leads not only to creation of traffic hazards but often also causes serious detriment to local amenity and the general aesthetic characteristics of a neighbourhood.

**1.2** At present the desired measure of control is either not exercised or is only partly exercised.

**1.3** Advertisements can often effectively distract the attention of drivers of motor vehicles and in that case are a public hazard or nuisance. They may also obstruct the view of the drivers of fast moving vehicles and are then a public danger.

**1.4** When they become an eyesore or otherwise are an "injury to amenity", they interfere with public rights and can be logically prohibited on that ground.

**1.5** As such, control of roadside advertisements is justified on the multiple grounds of protecting public investment in highways, ensuring safety of the road users and preserving local amenity. In addition to enforcement, it is desirable that there should be a voluntary acceptance of this principle.

**1.6** This standard was originally prepared by the Specifications and Standards Committee and published in 1953. Partly for conversion into metric system, and partly for making other changes in the light of comments received from different agencies such as the State Public

Works Departments, Municipalities, Institute of Town Planners and Indian Standards Institution, a review of the Policy was taken up by the Committee at its meetings held in 1966 and 1967. Later on, the Policy was revised in the light of the discussions at a number of meetings of the committee and the final draft was approved by them in their meeting held on the 29<sup>th</sup> and 30<sup>th</sup> September, 1972 and the Executive Committee approved it in the meeting held on 25<sup>th</sup> November, 1972. Later on, it was finally approved by the Council in the 79<sup>th</sup> meeting held at Gandhinagar on the same date. This revised standard takes into account the different foreign Practices.

## **2. ADVERTISEMENT CONTROL**

**2.1** "ADVERTISEMENT", in the following paragraphs, means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or in part, for the purpose of advertisement, announcement or direction (excluding any such thing employed wholly as a memorial, road sign or railway signal).

**2.2** "Advertisement" includes any hoarding or similar structures used or adapted for the display of advertisements.

**Note:-** Any sign-post, bus sign, name plate, warning sign, etc., not being on a vehicle, will be included under the head "Advertisement", the dictionary meaning of the word being "public announcement".

**2.3** The following paragraphs discuss the principles which should be applied before consent is given to the erection of advertisements on road lands or on structures

adjoining the roads. They also cover the cases where advertisements on private land adjoining a road may destroy amenity or endanger public safety.

### **3. PRINCIPLES OF ADVERTISEMENT CONTROL**

#### **3.1 What may be Considered as Objectionable**

3.1.1 In general, advertisements should not be permitted:

- (1) at or within 100 m of any road junction, bridge or another crossing. In urban areas, this distance may be reduced to 50 m, provided there is no conflict with the requirements stated further on;

**Note:-** The safe stopping distance for a vehicle travelling at a speed of 50 km/hr. is 60 m. This should be the "uninfluenced distance" for a driver approaching a junction. Assuming that 3 seconds is the time during which the influence of an advertisement board persists, the distance travelled in this time will be about 40 m. The sign should, therefore, be more than 100 m away from the junction. Hence 100 m is suggested.

- (2) in such manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic;
- (3) within 10 m of the edge of a carriageway;

**Note:-** A distance of 10 m may be taken as the normal minimum setback from the edge of the carriageway, the maximum area of the advertisement being 0.3 sq.m. for every metre of setback.

- (4) within 50 m along the road, of any sign board erected for the regulation of traffic under the orders of a

Public Authority such as a Traffic Authority, a Public Transport Authority, or a Local Authority;

- (5) in such a form as will obscure or hinder interpretation of any sign, signal or other device erected for traffic control by the Public Authorities. For instance, the advertisements should not imitate or resemble, in colour or shape, the standard legal traffic signs, or employ such words as "STOP" in the same manner as used on traffic signs;
- (6) on boards, placards, cloth banners or sheets hung across a road as they distract the attention of the driver and are, therefore, hazardous;
- (7) in such form as will obstruct the path of pedestrians and hinder their visibility at crossings;
- (8) within right-of-way of the road;
- (9) when these will affect local amenity.

3.1.2 Illuminated advertisements of the following description are objectionable from the angle of traffic safety and should not be allowed:

- a) advertisements which contain, include or are illuminated by any flashing, intermittent or moving light or lights except those giving public service information such as time, temperature, weather or date;
- (b) Illuminated advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrians, or which otherwise interfere with any operations of driving.
- (c) advertisements illuminated in such a way as to obscure or diminish effectiveness of any official traffic sign, device or signal.

### **3.2 What may be Considered as Affecting Amenity**

3.2.1 From aesthetic considerations, the display of commercial advertisements should be strictly controlled where either the general characteristics of the locality are predominantly those of a residential neighbourhood or where natural scenery or public improvements are thereby likely to be depreciated.

3.2.2 The frontage of buildings of a dignified and subdued character such as hospitals, educational institutions, public offices, memorials of national importance, places of worship, etc., should be protected from the vandalism of commercial advertisements.

### **3.3 Relaxations**

3.3.1 In public interest, advertisements of the following classes are permissible without express consent, though these should reasonably conform to the principles set out in Clause 3.1.1.

#### **Class (I) Functional advertisements**

- (a) Official warning signs, traffic directions, sign posting and notices or advertisements posted or displayed by or under the directions of any public or court officer in the performance of his official or directed duties:

*Example :*

DIVERSION AHEAD

- (b) Direction signs to places of public amenity, such as petrol filling stations, repair shops,

garages, hospitals, first-aid posts, police stations and fire stations.

*Examples :*

HOSPITAL

BUS STATION

- (c) Signs relating solely to any city, town, village or historic place, shrine, place of tourist interest.

*Examples :*

ELLORA CAVES

FARIDABAD TOWN

- (d) Signs, notices, etc., erected by the Defence Department for the information of members of the armed forces or the public.

*Example :*

ARTILLERY RANGE AHEAD

- (e) Signs restricting trespass of property, limited to 0.2 sq.m in area or less.

*Example :*

PRIVATE  
PROPERTY

TRESS PASSERS WILL  
BE PROSECUTED

- (f) Signs or notices, 0.2 sq.m in area or less, placed so as to show direction to a residence or place of business and planted sufficiently away from the carriageway.

### **Class (2) Advertisements relating to the premises on which these are displayed**

- (a) Advertisements for the purpose of identification, direction or warning with respect to the

land or building on which they are displayed, provided not exceeding 0.2 sq. metre in area in the case of any such advertisement.

*Example :*

MIND THE  
STEP

PROPERTY OF  
MOHAN LAL & CO.

USHA KIRAN

- (b) Advertisements relating to any person, partnership or company separately carrying on a profession, business trade at the premises where any such advertisement displayed; limited to one advertisement not exceeding 0.3 sq. metre in area in respect of each such person, partnership or company.

*Example :*

RAM LAL & COMPANY

- (c) Advertisements relating to any institution of a religious, educational, cultural, recreational, medical or similar character or any hotel, public house, dak bungalow, block of flats, club, boarding, house or hostel situated on the land on which any such advertisement is displayed; limited to one advertisement not exceeding 1.2 sq. metre in area in respect of each such premises.

*Example :*

COLLEGE OF  
ENGINEERING

HOLIDAY HOME

ROTARY CLUB

**Class (3) Advertisements of temporary nature**

- (a) Advertisements relating to the sale or letting of the land on which they are displayed; limited in respect of each such sale or letting, to one advertisement not exceeding 2 sq. metre in area.

*Examples :*

TO LET

HOUSE FOR SALE

- (b) Advertisements announcing sale of goods or livestock, and displayed on the land where such goods or livestock are situated or where such sale is held, limited to one advertisement not exceeding 1.2 sq. metre in area.

SALE THIS WEEK

CATTLE SALE

- (c) Advertisements relating to the carrying out of building or similar work on the land on which they are displayed not exceeding 2 sq. metre in area.

CAUTION

EXCAVATION IN PROGRESS

- (d) Advertisements announcing any local event of a religious, educational, cultural,

political social or recreational character, not being an activity promoted or carried on for commercial purposes; limited to a display of advertisements occupying an area not exceeding 0.6 sq. metre on any premises.

*Examples :*

DIWALI MELA

FLOWER SHOW

#### **4. DIMENSIONS OF ADVERTISEMENTS**

**4.1** The general rule for maximum permissible area of advertisements should be 0.3 sq. metre per metre of setback from the edge of the carriageway. This is exclusive of the cases for which the maximum area of advertisement is specified in Clause 3.1.1.

#### **5. CONDITIONS FOR PERMITS**

**5.1** The following conditions might be attached to permits:

- (1) The advertisement must be maintained in a clean, tidy, and safe condition;
- (2) If the Road Authority requires the removal of the advertisement, it must be removed forthwith;
- (3) The advertisement must not be put in such a position as to obscure or hinder the ready interpretation of any road traffic sign, railway signal, or any other public notices;
- (4) The advertisement, must not offend public morals and decency;

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- (5) The grant of permission is not to be taken as operating to discharge any obligation or liability imposed or incurred by any other enactment in force in relation to any operation or other matter in connection with building bye-laws or any other laws or bye-laws concerning roads, buildings, etc.
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