

## **NOTIFICATION**

No. .... .- In exercise of the powers conferred under Section 145 read with item 28 of Part-II of Seventh Schedule of the Punjab Local Government Act, 2013 (*XVIII of 2013*), the ..... is pleased to frame the following byelaws:

**1. Short title and commencement.**– (1) These byelaws may be cited as the ..... (name of local government) Advertisements Byelaws 2017.

(2) These byelaws shall extend to the whole area of the Local Government (Name of local government) excluding cantonment area.

(3) These byelaws shall come into force at once.

**2. Definitions.**– (1) In these bye-laws:

- (a) "Act" means the Punjab Local Government Act, 2013 (*XVIII of 2013*);
- (b) "advertisement" includes advertisements displayed, placed on the roads, green belts or verges or private or Government premises, shops, houses, hospitals, educational institutions, petrol pumps, fences, vehicles, balloons streamers, posters, banners or any other thing placed, painted, pasted or installed and visible from a public place and is intended to inform the viewer of the availability of a service, product or outlet;
- (c) "advertising substance" includes trivisions, neon signs, hoardings, billboards, cutouts, pole signs, sky signs, directional boards, banners, streamers, moppy signs, LED screens, temporary advertisement structures, posters, one way vision stickers, temporary publicity stalls, hot-air balloon, blimp and moving vehicle;
- (d) "auction" means to lease or rent out outdoor advertisement of any nature through competitive bidding process to ensure transparency and fairness for such period as may be prescribed in the Punjab Local Governments (Auctioning of Collection Rights) Rules 2017;
- (e) "banners" means publicity material comprising cloth, flex or parachute installed temporarily with ropes for purposes of advertisement in a horizontal direction;
- (f) "billboard/hoarding" means a publicity board made of MS sheet on iron poles or girders fixed independently on a structure other than a building facade;

- (g) "byelaws" means the .....(name of local government) Advertisements Bye-Laws 2017;
- (h) "Chief Officer" means the Chief Officer of the local government concerned and Secretary of the Union Council having urban characteristics;
- (i) "commercial building" means a building having shops, showrooms, offices, hotels, restaurants or apartments duly declared commercial by the concerned regulatory department or authority;
- (j) "committee" means the committee constituted under byelaw 14 of the byelaws;
- (k) "competent authority" means the Chief Officer or any other person duly authorized in this behalf for purposes of these bye-laws;
- (l) "directional sign" means a small board installed for the awareness or guidance of public towards a commercial or non-commercial entity;
- (m) "Form" means the Forms appended to the byelaws;
- (n) "Government" means Government of the Punjab;
- (o) "green verge" means the area between the boundary wall of a house or building and the road;
- (p) "LED/LCD Screen" means light emitting diode or liquid crystal display screen installed on properly designed steel structure;
- (q) "moppy sign" means aesthetically designed small scale structure or hoarding of specific size to be installed in green belts, central medians and near bus stops;
- (r) "moving vehicles" means a bus, truck, tractor, trolley, floats, cycle, auto rickshaw, taxi, tonga, rehra, cart, boat or through air or aero plane;
- (s) "neon signs" means illuminated board particularly visible at night;
- (t) "person" means and includes an individual, company, agency, federal and provincial government department, agencies, autonomous and semi-autonomous bodies and corporations or a firm, cooperative society or association of individuals duly incorporated;
- (u) "pole signs" means an advertisement board of regulated size permitted to be installed or fixed on electric pole, street light pole or traffic light signals;
- (v) "poster" means any publicity printed on paper for purpose of advertisement pasted or fixed or placed

anywhere on building, wall, tree, any type of poles, fences or on any moving vehicle pasted or fixed for the purpose of advertisement;

- (w) "Private Housing Societies" means any residential area, colony, society or apartments duly approved by the concerned regulatory department, constructed by private persons or builders falling within limits of the local government concerned.
- (x) "registered advertisers" means a person, multinational or national companies duly registered with the ..... (name of local government) in the manner prescribed;
- (y) "residential building" means a building exclusively designed and is being used for residential purposes;
- (z) "sky signs" means, a structure installed or employed, wholly or in parts for purposes of advertisement, erected on private or government building or premises having view from a distance;
- (aa) "shop board sign" means outdoor advertisement installed on business premises but not limited to shops, banks, petrol pumps, restaurants, hotels, clinics, private school, colleges, franchised outlets, display centers branded by national and multinational companies;
- (bb) "streamer" means a vertical banner made of cloth or flex supported by a frame that can be installed on electricity poles, street light poles, traffic signals on temporary basis;
- (cc) "street furniture" means installation of service oriented features such as road safety sign, directional sign, benches, dustbins, tree guards, pedestrian bridges or underpasses fascia, water coolers, street lights; and
- (dd) "trivision" means, a publicity illuminated or non-illuminated board made of steel structure having three visions.

(2) An expression used but not defined in the byelaws shall have the same meanings as is assigned to it in the Act.

**3. Application of bye-laws.**— (1) Any person intending to carry outdoor advertising within the limits of the ..... (local government) shall comply with provisions of the byelaws and shall not undertake any job pertaining to outdoor advertisement in such area without prior approval.

(2) The ..... (local government) shall:

- (a) conduct a survey for determination of advertisements affixed within its local limits;
- (b) issue notices to the concerned person; and
- (c) direct him to obtain necessary permission in accordance with the provisions of the bye-laws within thirty days.

(3) In case a person fails to obtain the permission within the prescribed time, the .....(local government) shall take legal action against him under the Act and the bye-laws including removal of advertisement at his own risk and cost.

**4. Registration of advertiser.-** (1) A person intending to carry out outdoor advertising business, other than banners, streamers, floats, advertisement stalls and directional signs, shall get registration as advertiser by submitting an application on Form-I along with the prescribed fee.

- (2) An application shall clearly reflect the following information:
  - (a) name of the person;
  - (b) complete address;
  - (c) status;
  - (d) NTN number;
  - (e) CNIC Number;
  - (f) name of directors and partners (if required);
  - (g) name of the proprietor;
  - (h) company profile;
  - (i) sales tax registration number;
  - (j) registration with other government departments and a list of staff;
  - (k) an undertaking or affidavit on judicial paper in the format determined by the .....(local government); and
  - (l) any other information required by the Local Government.

(3) A multinational or national company may conduct outdoor advertisement only for its own brand or product without any registration.

**5. Renewal.-** (1) The registered advertiser shall get the renewal on annual basis on payment of fee notified by the ..... (local government) before 30<sup>th</sup> of June each year.

(2) The competent authority reserves the right to reject any application for registration or renewal to work as an advertiser within its jurisdiction after providing an opportunity of hearing and recording reasons in writing for such rejection and may also order for removal of installed outdoor advertisement in public interest.

(3) The process of registration shall remain open round the year unless otherwise determined by the competent local government.

**6. Parameters for Installation of advertisements.-** The following shall be the parameters for installation of advertisement.

- (1) For installation of trivision, neon sign, hoarding, billboard, mopyy signs, LED screens along roads or green belts:
  - (a) Outdoor advertisement, hoardings, boards, digital screens, except moving signs, LCD and LED, may be allowed at roadside declared suitable by the committee notified under the byelaws.
  - (b) LCD or LEDs may be permitted at the pedestrian areas, market places or in parks.
  - (c) Only direction boards, mopyy signs, temporary cutouts or area branding and publicity material to be fixed on street furniture shall be installed inside the center medians or roundabouts.
  - (d) No publicity board shall be placed or erected in a way that creates hurdle in the free and smooth flow of traffic.
  - (e) The sizes for billboard or hoardings are standardized as 60x20, 45x15, 30x10, 10x20 and for mopyy signs, 6x4, 8x4.
  - (f) A minimum gap of 250 feet shall be kept between installations of two advertisement boards on each side without creating cluttering at any site.
  - (g) In all cases the limit of height of publicity board shall not exceed 45 feet from the ground level.
  - (h) Permission to install publicity board at state land through open auction shall not be granted for more than one year and after the expiry of said period open auction shall be held again as per provisions of the Act and the rules.
  - (h) The .....(local government), if required, may install its own structures for hoardings, billboards or LEDs and rent out its display to registered advertisers, national-multinational companies through the process of open auction as prescribed in the Punjab Local Governments (Auctioning of Collection Rights) Rules 2017.
  - (i) The number of sites at one particular road shall be determined by the committee before any auction and shall remain frozen for the period of auction.
- (2) For the sky signs at commercial buildings, wall signs, facade based sky signs or parapet sky sign:
  - (a) Onsite signage on the business premises shall be encouraged to be standardized and limited to create

an ambient and pleasant environment in the prescribed manner.

- (b) The ..... (local government) may allow installation of facade based and parapet sky signs at commercial buildings.
- (c) The sky sign can be installed on the facade or wall of commercial building with the maximum size of 1200 square feet and only one wall sign or facade based sign can be installed per building elevation.
- (d) For a three storied commercial building, the sky signs up to 15 feet high from the roof level with parapet wall, with the maximum size of 1200 square feet may be allowed.
- (e) Installation of any type of parapet sky signs on the rooftop of the property having more than three stories shall not be allowed.
- (f) Facade based and parapet sky sign shall not be allowed at one over the other per building elevation.
- (g) Advertising firms or companies and owners of the premises are bound to provide free access and provide necessary assistance, if required, to the ..... (local government) officials, in case any sky sign is to be removed on account of non-payment of rent, unstable structure, obscene message or any violation of the byelaws or the policy instructions issued from time to time.
- (h) The advertisement material installed within the open spaces of commercial premises shall be regulated and appropriately charged by the Local Government in the manner as prescribed from time to time.

(3) For installation of streamers, operation of floats and other temporary campaigns, the following shall be procedure and parameters:

- (a) **Streamer:** the maximum size of streamer shall be 7x3 feet preferably mounted on a wooden frame. The .....(local government) reserves the right to use the remaining portion of the pole for any other purpose or any other streamer.
- (b) **Banner:** No banner shall be fixed across the road.
- (c) **Moving Float** subject to the approval of design and size by the .....(local government).
- (d) **Temporary Campaigns including Cutouts:** Temporary campaigns including cutouts are subject to the approval of design and size by the officer authorized by ..... (local government) in this behalf at the rates notified by the ..... (local government).

- (e) The ..... (local government) reserves the right to reject any application subject to recording reasons therefor.

(4) The outdoor advertisement installed in a private housing scheme shall be regulated by the ..... (local government) under the byelaws.

**7. Shop sign.-** (1) The charges for shop signs shall be levied and collected by the .....(local government) according to the rates prescribed in the Punjab Local Government (Taxation) Rules 2017.

(2) A shopkeeper using fixed non-branded board of maximum size of 30 square feet at his shop shall be exempted from the payment of shop sign charges.

**8. Policy and criteria for advertising substance.-** (1) The following shall be criteria for advertising substance:

- (a) Signboard sites shall not be given or renewed to an advertiser, multinational and a national company which is a defaulter and against whom a recovery is pending.
- (b) The ..... may declare any registered advertiser as black-listed in case of non-payment of advertisement charges or non-compliance of instructions issued by the .....(local government).
- (c) Every registered advertiser, national or multinational company, shall comply with the byelaws and policy instructions issued by the Government.
- (d) All outdoor advertisement and sign boards shall be fabricated in a structurally safe manner and shall be installed in a manner which does not adversely affect road safety or integrity of the building structure on which they are fixed.
- (e) The advertising company or sole proprietor shall be bound to adhere to the bye-laws, instructions and guidelines issued by the .....(local government).
- (f) In case of one vision film sticker, the maximum limit is the façade (elevation) of the building.
- (g) The permission to illuminate any publicity board shall be allowed by the ..... (local government) as per policy of the Government.
- (h) Any illegal publicity material installed shall be removed by the ..... (local government) immediately at the risk and cost of the advertiser or owner of the premises without prior notice.

(2) Any advertisements contrary to social norms, public morality, promoting obscenity, public decency and against the state, any religion or creating ethnic or sectarian conflict, considered misleading to the general public shall not be allowed and any such display it shall be removed immediately, without any prior notice and action according to law shall be taken.

**9. Lease.-** Any site for installation of hoarding or billboard, LED/LCD screen, sky sign or any other structural sign on the ..... (local government) land other than directional boards, streamers, banners, floats and temporary cutouts and campaigns shall be leased out through the process of open auction for each site for a period as prescribed in the Punjab Local Governments (Auctioning of Collection Rights) Rules 2017.

**10. Application for advertisement.-** (1) A person who intends to carry out advertisement shall apply for sanction by submitting written application to the ..... (local government).

(2) An Application referred to in clause (1) shall be accompanied by:

- (a) A written request of the landowner or the person legally authorized;
- (b) photograph of location identifying the placement of advertisement by the applicant;
- (c) copy of agreement executed with building owner, duly signed by the applicant; and
- (d) full specifications showing the dimensions of such sign, its location or proposed location on a building or other supporting structure, the materials of construction, design, and where applicable, the number of electric lights and electrical details in regard thereto.

(3) On approval of the application submitted under clause (2), the applicant shall submit the following additional documents:

- (a) the drawings:
  - (i) indicating the position of such sign on the site at a scale of not less than 1:50;
  - (ii) relating to the construction;
  - (iii) of the overall dimensions;
- (b) structural stability certificate of the building in case of rooftop and structural design for Advertisement board, hoarding, sky sign from structural engineer, registered with Pakistan Engineering Council having ten years minimum experience;
- (c) the method of attachment, suspension or support; and



- (d) in the case of ground signs, information with regard to all calculations on which such size is based.
- (e) Indemnity bond on judicial paper indemnifying ..... (local government) against any loss of life or property caused due to the publicity board installed by the applicant and liability of the applicant to compensate all such loss as per law.
- (f) Any other details required by the ..... (local government).

(4) The advertisement fee shall be paid only through a pay order or bank draft in favour of the ..... (local government).

**11. Processing of an application.** – (1) On receipt of an application, the competent authority shall refer it to District Officer (Planning), Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, for scrutiny and recommendations within fifteen days from the date of receipt of the application.

(2) The District Officer (Planning), Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, for scrutiny and recommendation shall observe the following principles:

- (a) the compatibility of the proposed advertising substance with the environment, the immediate neighborhood, urban design and streetscape;
- (b) the proposed advertising substance shall:
  - (i) not have a negative visual impact on any property zoned or used for residential purposes.
  - (ii) not constitute a danger to any person or property or to motorists or pedestrians or obstruct vehicular or pedestrian traffic;
  - (iii) not impair the visibility of any road traffic sign;
  - (iv) not obscure any existing and legally erected advertising sign;
  - (v) not obscure any natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance; and
  - (vi) not be unsightly or objectionable or detrimentally impact on the architectural design of any building on the property concerned or any adjacent property;
- (c) the number of advertising substance displayed or to be displayed on the property concerned and on any adjacent property and its visibility in the circumstances in which it shall be in compliance with the minimum distances specified in the byelaws;

- (d) the area of control applicable to the property on which the proposed advertising substance is to be erected and the immediate surrounding area;
- (e) any written representations, objections and comments received from any interested party; and
- (f) any conflict with provisions of the bye-laws.

(3) If, on scrutiny of the application, District Officer (Planning), Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, requires any additional information or raises any objection or if the application is found incomplete, shall:

- (a) inform the person in writing within a period of fifteen days from the date of receipt of such application; and
- (b) inform for production of documents, if any, within a period of seven days from issuance of notice.

(4) All objections or short comings, if any, shall be intimated to the applicant in the first instance based on check list. Subsequent objections, if any, may be raised only if they are fully justified.

(5) If a person fails to furnish the required information within the stipulated time, the application for permission shall stand rejected and fee submitted shall be forfeited; provided that the security fee may be refunded on written request of the applicant.

(6) The District Officer (Planning), Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, after scrutiny shall submit the report and recommendations to the Committee for decision.

(7) The District Officer (Planning), Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics or the competent authority, as the case may be, if satisfied that the:

- (a) details provided in the application are correct and sufficient, may refer the matter to the committee constituted under byelaw No.14 for appropriate action; or
- (b) found the details of the application unsatisfactory, may recommend for rejection of the application.

(8) In case the committee approves the recommendations of the District Officer (Planning) or Municipal Officer (Planning) or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, the District Officer (Regulation) or Municipal Officer (Regulation) or Secretary, as the case may be, shall approve the application and issue the permission to undertake advertisement within three days.

(9) The holder of permission for advertisement shall ensure that, on every advertisement for which the permission is granted, the

unique number of the permission shall be displayed at a prominent place.

(10) The permission granted under clause (8) shall be valid only for the period mentioned in the permission and on the expiry of such period, the person concerned may apply for its renewal. The competent authority may extend the permission period, on such terms and conditions, as it may determine, or refuse an application for renewal with or without assigning any reason.

(11) In case the advertiser intends to remove the advertising substance, he shall inform the .....(local government) in writing at least two weeks' in advance but the advance fee paid in such a case shall not be returned.

(12) The competent authority may order for removal or non-renewal of any advertising substance on account of any change in byelaws or policy, cluttering, unaesthetic look or in public interest.

(13) A two weeks' advance notice shall be given to the concerned advertiser for removal of the advertisement but in that case, balance of fee deposited shall be refunded after adjusting the period the advertising substance remained installed.

(14) If the advertisement Board is not removed within two weeks, the same shall be removed by the ..... (local government) at the risk and cost of advertiser.

**14. Committee for approval of advertisement.**-The following shall be the composition of Committee for Municipal Corporations, District Councils, Municipal Committees and Union Councils:

**Municipal Corporations:**

<b>Sr.No</b>	<b>Designation</b>	<b>Status</b>
1.	Mayor concerned	Convener
2.	Deputy Commissioner concerned	Co-convener
3.	Chief Officer concerned	Member
4.	Representatives of: (i) Chamber of Commerce (ii) Media (iii) Bar Association	Member Member Member
5	Municipal Officer (Regulation)	Secretary/Member

**District Councils:**

<b>Sr.No</b>	<b>Designation</b>	<b>Status</b>
1.	Chairman concerned	Convener
2.	Additional Deputy Commissioner concerned	Co Convener
3.	Chief Officer	Member
4.	Representatives of: (i) Chamber of Commerce (ii) Media (iii) Bar Association	Member Member Member
5.	District Officer (Regulation)	Secretary/Member

**Municipal Committees:**

<b>Sr.No</b>	<b>Designation</b>	<b>Status</b>
1.	Chairman concerned	Convener
2.	Assistant Commissioner concerned	Co Convener
3.	Chief Officer	Member
4.	Representatives of: (i) Chamber of Commerce/ Anjuman-e-Tajran (ii) Media (iii) Bar Association	Member Member Member
5.	Municipal Officer (Regulation)	Secretary/Member

**Union Councils having urban characteristics:**

<b>Sr.No</b>	<b>Designation</b>	<b>Status</b>
1.	Chairman Union Council concerned	Convener
2.	Representative of Assistant Commissioner concerned	Member
3.	Representative of District Officer (Regulation)	Member
4.	Representative of Anjuman-e-Tajran	Member
5.	Secretary (Community Development)	Secretary/Member

***[please opt for one of the above committees compatible with the concerned local government and omit the others]***

**15. Inspection and examination.-** (1) The ..... (local government), through its authorized representatives may, at any time before approval of the application, during execution of the work, before and after receipt of completion notice and later, may inspect the installation.

(2) If on making any inspection, the ..... (local government) finds that the advertisement substance contravenes any of the provisions of the byelaws, the official duly authorized by the ..... (local government) shall, by written notice require the person (owner of building or applicant) within a period specified in such notice, to make such alteration as shall be specified in such notice with the object of bringing the advertisement substance in conformity with the approval and specification, within a period of one week.

(3) In the event of default, without any further notice, the ..... (local government) shall remove the sky sign, hoarding, streamers or any other advertising material at the risk and cost of advertiser or the owner of the premises, as the case may be.

(4) In case of detection report of any illegal outdoor advertisement substance, the same shall be removed by the ..... (local government) without any notice at the risk and cost of advertiser or owner that shall lead to confiscation of such material by ..... (local government) and the cost of which shall be recovered through

auction or deposit of the prescribed charges as determined by the ..... (local government).

**16. Maintenance of sites adjoining the boundary wall.**– (1) The owners, occupants of houses, shops, commercial buildings, cinemas, schools, clinics, banks, stores and petrol pumps shall maintain the sites between their boundary walls and the road to ensure that:

- (a) Proper leveling and dressing of the site and keeping it 2-inches lower than the road level.
- (b) Turfing with plantation of trees, shrubs, ground covers and flowers.
- (c) Proper cleanliness and to keeping it free from littering.
- (d) Permanent fence shall not be permitted and growing of hedges, plat-form, barbed wire fencing and others barricades shall be avoided.
- (e) In case the green verges are not properly maintained, the Local Government shall undertake development or keep up and recover from the owner or the occupant, all development charges.
- (f) No land and green belt shall be used in a manner inconsistent with policy of Government.

(2) In case of dust, mulba, wild growth or litter lying at the said area, it shall be termed as violation of bye-laws and the defaulters would be dealt according to the provisions of the bye-laws and the Act.

**17. Appeals.**– Any person aggrieved by an order passed under the byelaws may file an appeal under section 143 of the Act to the Appellate Authority as prescribed under the Punjab Local Governments (Appeal) Rules 2017.

**18. Exemptions.**– (1) Subject to clauses (2) or (3), there shall be no exemption from the byelaws.

(2) The ..... (local government) may, in its discretion allow for awareness, publicity and campaigns free of cost or on subsidized charges for government, semi-government, NGOs, charitable organizations environment, health, sports and investment oriented events such as conferences, exhibitions, seminars and entertainment and cultural events.

(3) A vehicle owned by a national or multi-national company, displaying its registered logo or trademark shall be exempted from levy of advertisement fee if a vehicle is being used in the manner to advertise a product for purposes of promoting business.

**19. Fee on advertisement.**– (1) The rate for all types of advertisements, publicity signs in case of private land or buildings shall be such as levied by the ..... (local government) under section 115 of the Act and determined in accordance with the procedure laid down in the Punjab Local Government (Taxation) Rules 2017.

(2) The prescribed fee shall be deposited in the local fund of ..... (local government).

**20. Penalties.-** In addition to any other action as provided in the byelaws, the person contravening any provisions of the bye-laws shall be proceeded against under sections 132 and 134 read with Fifth Schedule and Sixth Schedule of the Act.

**21. Responsibility of Enforcement.-** The District Officer (Regulations), Municipal Officer (Regulations), or Secretary (Community Development) of the Union Council having urban characteristics, as the case may be, shall be responsible to enforce the bye-laws.

(Head of Local Government)  
NAME of Local Government

\*\*\*\*

**FORM-I**

(see bye-law 4(2))

To

The Chief Officer,  
(name of local government).

Subject:- **APPLICATION FOR REGISTRATION AS ADVERTISER**

Sir,

I intend to install advertisement board in the limits of (local government) under the Local Government (Advertisements) Byelaws, 2017.

2. I may kindly be registered as advertiser.
3. I undertake to abide by the bye-laws applicable to the subject matter and all directions issued by the Government and local government \_\_\_\_\_, from time to time.
4. After the expiry of the registration period, I will myself apply for renewal.

Applicant's Signature \_\_\_\_\_

Applicant's Name \_\_\_\_\_

Father's/Husbands Name \_\_\_\_\_

C.N.I.C No. \_\_\_\_\_

Residential Address \_\_\_\_\_

Contact No. \_\_\_\_\_

**Following documents are enclosed:**

**1) CNIC copy**

**2) NTN copy**

**3) Proof of registration/incorporation of sole proprietor/ firm/company**