

Pimpri Chinchwad Municipal Corporation

Outdoor Media Policy, 2022

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1. Short Title

1.1. This Policy may be called as the Pimpri Chinchwad Municipal Corporation Outdoor Media Policy 2022. It shall be applicable to all areas falling within the jurisdiction of Pimpri Chinchwad Municipal Corporation (PCMC). This Policy shall be applicable to all Outdoor Advertisements, whether new or existing, within the jurisdiction of Pimpri Chinchwad Municipal Corporation. For clarification, renewal of all existing outdoor advertisements permits shall be granted on compliance of all conditions of this policy, except where specifically mentioned.

2. Definition

- 2.1. **Advertising:** Advertising consists of all the activity involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message, called an advertisement is disseminated through one or more media and is paid for, by the identified sponsor, with or without the assistance of an intermediate entity. This identified sponsor is called **advertiser**. This media is called as an **advertising Media**.
- 2.2. **Advertising Agency:** It is an entity set up to render a specialised service in advertising in particular and marketing in general.
- 2.3. **Outdoor Advertisement Device:** Any advertisement medium used to display an outdoor advertisement shall be called as an Outdoor Advertising Device. For clarification such outdoor advertisement device shall also include motorised, non-motorised vehicles and humans wherever used for the display and dissemination of advertisements.
- 2.4. **PCMC:** Wherever mentioned within this Policy, PCMC shall refer to Pimpri Chinchwad Municipal Corporation, except wherever mentioned otherwise.
- 2.5. **ARC:** Wherever mentioned within this Policy, ARC shall refer to Advertisement Regulatory Committee, except wherever mentioned otherwise (Detailed in Clause 4).
- 2.6. **Types of Advertisements:** The General basic typologies of advertisement media have been defined visually
- 2.7. **Outdoor Advertising:** Means a sign, display, or device of any kind of character including statutory, erected, exhibited, fixed, displayed or maintained for outdoor advertising purposes and shall include but not be limited to any cloth, paper, card, painted, balloon, metal or wooden sign of any character placed for outdoor advertising purposes, on or
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affixed to the ground or any tree, wall, land, building, hoarding, frame, post, kiosk, balloon, fence, billboard, structure or upon or in any vehicle within jurisdiction of PCMC.

2.8. Temporary Advertisement: Temporary advertisement are the advertisements that are issued for a period of 1 day to maximum of 7 days.

2.9. Any other definitions not present in this policy, can be located in the Maharashtra Municipal Corporations Act, 1949, Bombay Provincial Municipal Corporations (Control of Advertisement and Hoarding) Rules, 2003.

3. Preamble

3.1. Vision Statement

3.1.1. Pimpri Chinchwad Municipal Corporation and the Sky sign and Licenses department, through the PCMC 2022, provide guidelines to achieve the vision stated below.

3.1.1.1. The regulation of information flow through outdoor media adding up to the visually pleasant aesthetics of the city

3.2. The Basis of the Policy

3.2.1. Ensuring Road Safety: The policy is based upon a careful review of national and global trends on the safety of Advertisement Devices. The premise of the policy is that all advertisements are not hazardous, but clearly Advertisements on roads, visible to traffic, are potential dangers to drivers. It is for this reason that the Outdoor Media Policy has given careful and high consideration to issues of road safety. This requires the policy to consider the location, design, size or type of sign along the arterial routes, where the potential for conflicts with traffic safety is highest. It also requires enforcement measures to ensure that structures adhere to these stipulations.

3.2.2. Working for City Aesthetics: The research and review for the framing of this policy has been noted that there are a significant number of cities, which discourage the excessive use of large Advertisement Devices within the city. Advertisement devices are preferred in Wide Road & highways or if these large devices are allowed within the city limit, then these are regulated to adhere to a mandate that considers the city's aesthetics. Globally, the agencies mandated with overseeing issues connected to city aesthetics has also made it clear that it wants to ensure against visual clutter. The guidelines for outdoor media devices have been framed based on these premises.



3.2.3. The policy is premised on the fact that while outdoor advertisements do bring revenue to the city, any city-based policy must be driven by considerations of safety and aesthetics.

3.3. Guiding Principles

- 3.3.1.** This policy has been framed in complete accordance of The Maharashtra Municipal Corporations Act, 1949
- 3.3.1.1. Section 244 – Regulations as to sky-signs
 - 3.3.1.2. Section 245 – Regulation and control of advertisement.
 - 3.3.1.3. The Bombay Provincial Municipal Corporations (Control of Advertisement and Hoarding) Rules, 2003
- 3.3.2.** This policy is designed to guide the PCMC making process in such a manner that it focuses on the safety of its citizens and the aesthetics of the city, while also maximising the capabilities of the PCMC to generate revenue from outdoor media.
- 3.3.3.** The policy will explicitly work to discourage visual clutter. This will be done by specifying select locations for outdoor advertising devices and in restricting large advertising media to select zones and locations of the city, by phasing out construction of these devices by the advertisers and instead leasing out infrastructure constructed by the PCMC. Wherever the construction of devices are allowed by the advertiser, such devices shall adhere to the specifications prescribed by PCMC.
- 3.3.4.** The policy is designed to ensure that outdoor advertising is not hazardous to traffic. It will assume that there is a significant correlation between road safety and distraction because of roadside advertising media, visible to the drivers.
- 3.3.5.** The policy is judicious in ensuring that there is a differentiation between the use of commercial advertising and on-premise private advertising, where signage is used to identify the location of the owner of the building or the space within the building.
- 3.3.6.** The Policy shall look towards ensuring that the outdoor advertising and display structures do not degrade the city's aesthetic urban fabric, its skyline and its architecture by specifying list of restrictions to regulate outdoor advertising.
- 3.3.7.** In this light, the policy will necessitate the phasing out of advertisement hoardings constructed on the basis of ground rent and transition towards leasing of advertising hoarding spaces constructed by the PCMC.
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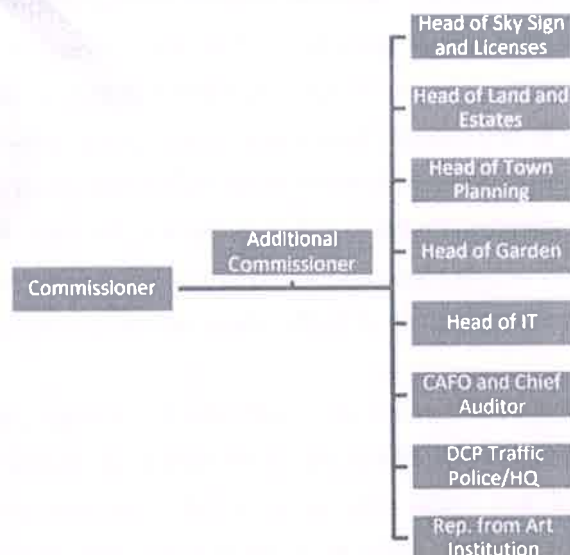
3.3.8. This Policy on another dimension could be the major key for the revenue generation for Pimpri Chinchwad Municipal Corporation by creating advertisements as one of the more sustainable sources of income.

4. Advertisement Regulatory Committee (ARC)

4.1. Advertisement Regulatory Committee that shall be constituted at the level of administration, to act as the highest decision-making authority on all matters regarding outdoor advertising such as to regulate the approval process to advertisement agencies, ensure enforcement of guidelines on advertisements devices and authorise mandates to accommodate emerging trends with regards to advertising. The ARC can convene quarterly, or as and when required. The Committee can assist the Sky and Signs department in its decision making, and can be useful in keeping track of the changing landscape of advertising.

4.2. The Advertisement Regulatory Committee shall be headed by the Commissioner of the PCMC, with permanent members comprising of the:

4.2.1. Additional Commissioner of the PCMC, the Head of the Sky Sign and License department, the Head of the Civil department, the Head of the Department of Information and Technology, the Head of the Land and Estates department, the Head of the Department of Town Planning, the Head of the Garden department, the Chief Accounts and Finance Officer along with Chief Auditor, the DCP Traffic Police/ HQ and a representative from the art institution (as defined in Clause 8.1). Temporary members may be added to the committee on a per case basis and permanent members may be added upon the discretion of the Commissioner.





4.3. The Advertisement Regulatory Committee is the highest decision-making authority regarding matters that concern outdoor advertising within PCMC's jurisdiction. The scope of the ARC:

4.3.1. To regulate the approval process, and determine the criteria for approval of advertisers.

4.3.1.1. To provide authorization for approvals to the IT portal (as expanded in section 6) and other officers

4.3.2. To determine prices and premiums based on market trends.

4.3.3. To accommodate for the approval of any new technological or innovative interventions

5. Issuance of Advertiser Licenses

5.1. Role of Pimpri Chinchwad Municipal Corporation

5.1.1. The Pimpri Chinchwad Municipal Corporation is the sole authority to permit the erection, exhibition, fixation, retention or display of advertisement and/or sky signs over any land, building, wall, hoarding, frame, tree, rock, fence, post, kiosk, billboard, structure or upon or in any vehicle within its jurisdiction.

5.1.2. No persons shall erect, exhibit, fix or retain or over any land, building, wall, hoarding, frame, tree, rock, fence, post, kiosk, billboard (to be displayed on electric pole) or structure or upon or in any vehicle, any advertisement or display any advertisement to public view in any manner whatsoever in any place within the jurisdiction of PCMC without the prior written permission of the Authorized officers.

5.1.3. PCMC is also responsible to collect charges in the form of taxes, fees and rent, from every person who displays any advertisement to public view in any what so manner visible from a public street or public place, with some exceptions as laid down in this Policy.

5.1.4. PCMC shall keep a check on unauthorized and illegal outdoor advertising and has the powers to remove, dismantle, spoil, deface or prohibit the display of any such unauthorized and illegal advertising. PCMC can take punitive action against the violators, and holds the authority to ban the advertiser of advertising agency from any future partnerships or commercial interactions with the PCMC. PCMC may also take civil or criminal actions against the violators as per the Code of Civil Procedure, 1908 or Criminal Procedure Code, 1973 or relevant acts, policies, and guidelines. Civil and



criminal actions may be taken, as per the relevant acts, policies, and guidelines, by the PCMC depending on the severity of the offence committed.

5.1.5. The approval on placement or location of any advertisement visible from public place, their sizes etc shall be provided by PCMC. PCMC can alter, re-position or remove any hoarding as per the powers vested in them. The Commissioner's/Authorised Officer's directions are final and binding on all outdoor-advertisers.

5.1.6. The role of PCMC shall be to ensure that the establishment of public amenity (where any public amenity is used for advertisement) shall focus on public utility without compromising the promotion of advertisement.

5.2 Procedure for Application for Permission for display of advertisement

5.2.1. Any entity desiring to erect, exhibit, fix, or display an advertisement shall undergo the due process to apply for the license permission for to be recognized as an advertiser. The said application form (format in Annexure 4) duly completed in all respects shall be submitted or cause to be submitted by the applicant in the authorised online portal or in unavoidable cases, at the Citizen Facilitation Centre (CFC) with due reason, against a proper receipt. The Commissioner/Authorised Officer may after making such inspection as may be necessary and within thirty days after the receipt of the application (complete in all respect), grant, refuse, renew or cancel the permission, as the case may be, in accordance with the provisions of the Maharashtra Municipal Corporations Act, and the Byelaws / Policies made there under.

5.2.2. Persons intending to entrust the work of displaying advertisement on their behalf shall not entrust it to any unlicensed or unregistered advertiser.

5.2.3. Every advertisement that is to be erected, exhibited, fixed, or displayed, will have to undergo the process of approvals through the online portal. In case of billboards and hoardings that are to be leased out from the PCMC, the advertiser or advertising agency will have to bid for the rights to advertise in that space through the established portal. In case of other advertisements, applications to display such a device, the design and structure of which are stipulated within the guidelines, will have to be applied for within the same portal.

5.2.4. No application shall be considered by the Commissioner/Authorised Officer, if it is not submitted in the prescribed Pro-forma along with all the documents as required by the Commissioner from time to time. Any application submitted in any other format and incomplete in any respect shall be deemed to be rejected without any due notice and



no person shall exhibit, erect, fix or retain upon or over any land, building, wall etc. any advertisement and display any advertisement to public view on the basis of the same.

5.2.5. The permit/license shall be provided to the applicant, on best effort basis, within 30 days post the submission of the complete application. There shall be NO deemed permission on application.

5.2.6. If the application is not complete, and the applicant fails to furnish the requisite document(s) within 30 days from the date of intimation then the applicant will have to reapply.

5.2.6.1. This clause is applicable for advertiser licenses and for registration for advertisements.

5.2.7. Licences are subject to constant scrutiny, and the Advertisement Regulatory Committee holds all authority to revoke the License if the advertiser or advertising agency do not comply to the necessary guidelines or norms prescribed to them.

5.3 Documents to Be Submitted with Application

5.3.1. The applications for advertisers and advertising agency licenses should be submitted along with these self-attested documents:

5.3.1.1. Details of the registered business in case of an advertising agency or private advertiser. In cases of individual persons advertising, ID proof which also prescribes the address location of said person.

5.3.1.2. Furnished letter of intent of advertising needs to be submitted.

5.3.1.3. Documents furnishing any prior involvement with the PCMC on any project, including beyond the scope of advertising.

5.3.1.4. Affidavit regarding clearance of all tax dues, including details of property tax, by applicant

5.3.2. The applications for advertisements should be submitted along with the following self - attested documents:

5.3.2.1. No Objection Certificate of the Landlord of the land/building over which advertisement is proposed to be displayed or from the PCMC in case of hoardings leased out from the corporation.

5.3.2.2. If the N.O.C. is from a Co-operative Housing Society, copy of the Resolution duly passed in the General body Meeting, certified by the auditor of the Society.

5.3.2.3. A joint Indemnity (Further details provided in Clause 11.3) Bond-cum-Undertaking on Stamp paper of specified value, by the premises



owner/Society and the advertiser in the prescribed format to include the following:

- 5.3.2.3.1. That the advertisement does not cause obstruction to the air, light and ventilation of any neighbouring building or premises.
 - 5.3.2.3.2. That they indemnify the PCMC against any claim or litigation by anybody adversely affected by the advertisement. They will also undertake to indemnify PCMC for any cost incurred in case of third-party litigation.
 - 5.3.3. In case of a leased out municipal land, a joint undertaking by the lessee and the advertiser in the prescribed format to the effect that they will be jointly and severally liable to pay to the Advertisement/License Department of the Pimpri Chinchwad Municipal Corporation the leasing fees as laid down in this behalf.
 - 5.3.4. Three colour copies of key-plans of the location in the scale of 1:400 and Block Plan in the scale of 1:4000 in hard copy formats and specified soft copy format (Web based map, preferable Google Maps/Satellite image, CAD Map) with a location marker giving the latitude and longitude of the location of advertisement device proposed.
 - 5.3.5. Three copies of A4 standard size photographs taken from a distance of 60 metres from the proposed site with marking of the proposed hoarding thereon. (Soft Copy of geotagged photographs must also be submitted separately)
 - 5.3.6. N.O.C. from the Traffic Department (Police), if the advertisement is to be illuminated or if it is to be a digitised.
 - 5.3.7. In case an Advertisement device is proposed upon a building, a certified true copy of the Completion Certificate of the Building, issued by PCMC or other competent authority, shall be submitted along with the Application. In case where the building is under construction the commencement certificate, issued by PCMC or other competent authority, of the building shall be submitted as a document initially and the completion certificate at time renewal building completion.
 - 5.3.8. Certified True copy of Ownership documents of the Plot on which the Advertisement device is proposed.
 - 5.3.9. Structural Stability Certificate for the outdoor advertisement device, in case of large and medium format advertisements. Where the outdoor advertisement device is proposed upon a building, then the Structural Stability Certificate of the building shall also be provided along with.
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- 5.3.10.** Any other document relevant for consideration for grant of permission for the proposed advertisement device

5.4 Period of License

- 5.4.1.** The maximum license period for the licenses and individual advertisement permit to erect, exhibit, fix, retain or display an advertisement, in normal course of business shall be as follows:

- 5.4.1.1. Advertiser or Advertising Agency License: License period shall be 3 (three) years, which can be renewed each year based on the conditions specified in this policy. This fee is to be paid upfront.
- 5.4.1.2. Advertisement Devices on Private Property: License period shall be 1 (One) year, which can be renewed each year based on the conditions specified in this policy.
- 5.4.1.3. Advertisement Devices on Public Property: Advertisement period shall be as per the contract /Tender document in case of a public procurement process carried out in a fair and transparent manner. The License period shall be guided by the viability and feasibility of Advertisement devices on public space. For each year, the advertiser has to produce 3 months' fees in advance.
- 5.4.1.4. Temporary Advertisements: Temporary Licenses shall be issued for a period of 1 day to maximum of 7 days. The Commissioner or ARC shall identify specific places for the temporary advertisement for erection of flex, banner or any other means of outdoor advertisement. The size of temporary advertisement panels shall be notified by the ARC from time to time. No flex, banner or any other means of temporary advertisement other than that specified by the ARC shall be allowed on any other spaces or spots fixed by the corporation. Any non-compliance shall be punishable as per the provisions of Maharashtra Public Property Defacement Act, 1995.

5.5 Renewal of Permit/Contract of Existing Advertisement Device

- 5.5.1.** The Licensee shall be eligible for renewal of the permit, subject to submission of structural stability certificate of the Advertisement device structure and if the said device is on, a building structural certificate of the building, at time of renewal, from an empanelled structural engineer. The renewal shall be approved on the following basis: -
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- 5.5.1.1. Duly and timely payment of rent/fee during the License period, supported by the copy of receipt
- 5.5.1.2. That, the licensee has strictly followed the rules and regulations as laid by the PCMC during the license period.
- 5.5.1.3. The structural stability certificate provided by the empanelled structural engineer shall be based on the Non-Destructive tests carried out by him, as per acceptable norms and practices, which should be specified in the certificate. Any one the following tests may be used for the Non-Destructive tests (NDT)
- 5.5.1.4. On RCC Structures, Non-Destructive Tests need to be performed. They are as follows: Ultrasonic Pulse Velocity Test, Rebound Hammer Test and On Steel Structures: Corrosion Resistance Test
- 5.5.1.5. The Licensee shall produce a copy of the No Objection Certificate (NOC) from the Owner of the premises, where the advertisement device is erected.
- 5.5.1.6. Upon the submission of affidavits regarding clearance of all tax dues, including details of property tax, by applicant.

5.6. Compliance, enforcement, and removal of unauthorised advertising devices

- 5.6.1. If any Fee on advertisement and penalty is not paid within stipulated time after the demand notice, the same shall be recoverable as an arrear of property tax under the Maharashtra Municipal Corporations Act, 1949 and the permission shall be deemed to be terminated. The Sky Sign and license department, with or without the recommendation of Advertisement Regulatory Committee, shall be at liberty to remove the Advertising device.
 - 5.6.2. After completion of first three months of each year of the contract/lease, demands shall be placed for every progressive month.
 - 5.6.2.1. If the demands are not paid within the month, for the first two months, appropriate penalties shall be imposed.
 - 5.6.2.2. Post the third month of unpaid demands, the ARC and the Sky Sign and License department reserve the right to terminate the contract/lease.
 - 5.6.3. If any advertisement device erected, exhibited, fixed or retained on any land and building unauthorized and in contravention of provision of the Maharashtra Municipal Corporations Act and the bye-laws/Policies framed there under, such advertisements or hoardings shall be removed by the Commissioner/Authorised Officer without any
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notice whatsoever and expenses regarding removal of such unauthorized advertisement or advertisement devices shall be recovered from the concerned through demand or through forfeiture, sale and auction of such unauthorised advertisement device/ structure, as defined by the Maharashtra Municipal Corporations Act.

5.7. Duties and Responsibilities of Permit Holder

- 5.7.1.** The outdoor advertisement license holder shall ensure that the Advertisement structure and device are aesthetically designed as specified by laid out by PCMC and properly maintained all times. The Permit holder shall follow the minimum standards and norms & design guidelines therein provided in this policy. The Permit holder shall provide Cladding/Panelling to the advertisement device so that no structural member is visible to naked eye, to maintain city aesthetics. The cladding/panelling may be exempted in case the site conditions do not permit such cladding/panelling at location, with approval of the Authority.
- 5.7.2.** The permit holders must ensure that advertisements of obscene, of ostentatious nature or any other offensive message are not allowed to be displayed. The advertisement shall adhere to the Advertisement Standards Council of India Guidelines and no such advertisement as mentioned in the negative list in the policy shall be displayed on any advertisement devices.
- 5.7.3.** The advertiser shall display or affix their name place of appropriate size and Permit No. allotted at the bottom road side corner of the Advertisement Device to facilitate identification of the advertiser. He shall also display the month and year of expiry of the permit in symbols, viz 9/18 for September 2018, 7/19 for July 2019. etc., the permit Number, Licensee name and contact number. The font size of the nameplate of the advertiser should be of dimensions such that it shall be easily and clearly readable from the Road level/Base level of the Advertisement device/structure, as the case may be.

6. IT and GIS based Approvals and Monitoring System

- 6.1.1.** The Advertisement Regulatory Committee (ARC) of the PCMC shall adopt an ICT system, in the form of a portal dedicated to outdoor advertising, for grant of licenses for advertisers, permission for display of outdoor advertisements and monitoring of the same. The ARC shall adopt the Information Technology based Implementation
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and Monitoring System, prepared as per the guidelines of the Maharashtra Municipal Corporations Act, for such approvals and monitoring. The ARC shall also mandate the setting up of a GIS based outdoor Media location tracking system for the area under the jurisdiction of the Competent Authority, wherein all the existing and proposed OMD with their GPS coordinates shall be marked on the GIS map of the Pimpri Chinchwad region and the same shall be available on the Website of the respective Competent Authority. The features as part of this system will be as follows:

- 6.1.2.** Outdoor Media Rules and all notifications related to outdoor Media shall be made available to general public by means of display of information on the portal.
- 6.1.3.** Online registration of entities shall be enabled and promoted. The Registering Entities shall be assigned a unique ID, which shall be password protected for all future correspondence with the PCMC in matters related to outdoor Media. Approvals shall be provided from within the portal with the necessary receipts.
- 6.1.4.** All applications for the installation of outdoor Media shall be submitted online, except under unavoidable circumstances that necessitate an offline application, reasons for which need to provide with the application (referred to in Clause 5.2)
- 6.1.5.** All existing and proposed outdoor Media shall be GIS tagged and shall be available with the Competent Authority on a GIS map of the respective cities.
- 6.1.6.** Each outdoor media site shall have unique code assigned to it which shall convey its ownership, location (GIS coordinates), type of media, size (area of display), ground rent/leasing fee payable, validity of Agreement for display of advertisement and any other information which in the opinion of the ARC is required to be coded.
- 6.1.7.** All notices shall also be sent electronically to the defaulters.

7. Minimum Standards & Norms for Display of Outdoor Advertisements within the City

7.1. City Zoning for the Purpose of Outdoor Advertisement

- 7.1.1.** Outdoor advertisements potential is dependent on location, road frontages, traffic density and direction of travel among many other factors. Thus, it is imperative that a zoning system be determined periodically, so that the location potential is inherently captured within the advertisement revenue. Two systems of Zoning are proposed to act in combination to appropriately capture the location potential: Area Zoning and Road Zoning.
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7.1.2. Pimpri Chinchwad Municipal Corporation shall review the zoning every three years to incorporate the developments taking place within its jurisdiction into the zoning system. However, PCMC at its discretion may review the zoning earlier if necessary. The zoning system is given in the Annexure 2.

7.2. Categorization of Advertisement Devices

7.2.1. The tabular categorisation is provided in the next page.

7.2.1.1. The layout provides for a type form that can allow for eased tracking of the category of advertisement device. For example: A Large format, Digital Gantry advertisement can be identified with the code: C1 T2 D

Table 1 – Categorization of Advertisement Devices



Sr. No	PCMC Lease/ Na	Category	Type of Media		Sub Types			
			C	T	N	I	D	B
1	Leased by PCMC	Large-Format Advertisement (Area > 201Sqft)	1	Hoarding, Unipole, variable msg displays, building wraps	Non-Illuminated	Illuminated	Digital	Backlit box/Neon
			2	Gantry	Non-Illuminated	Illuminated	Digital	Backlit Box
2	Leased by PCMC	Medium Format Advertisement (Area from 51 to 200 Sqft)	3	Minipole, Hoardings, variable message displays, building wraps	Non-Illuminated	Illuminated	Digital	Backlit Box/Neon
			4	Ad Kiosks	Non-Illuminated	Illuminated	Digital	Backlit Box
3	Na	Small-Format Advertisement (Area up to 50 Sqft)	5	Pole Kiosks	Non-Illuminated	Illuminated	Digital	Backlit Box
			6	Advertisement kiosks	Non-Illuminated	Illuminated	Digital	Backlit Box
4	Both	Moving Transit Advertisement	7	Public Transit	Non-Illuminated	Illuminated	Digital	Backlit Box
		(Motorable & Non Motorable)	8	Private Transit	Non-Illuminated	Illuminated	Digital	Backlit Box
			9	Human Carried	Non-Illuminated	Illuminated	Digital	-
5	Leased by PCMC	Advertisement on transit stops	10	Bus Stops/stand/depots	Non-Illuminated	Illuminated	Digital	Backlit Box
			11	Rickshaw Stand/ Cycle Stand etc	Non-Illuminated	Illuminated	Digital	Backlit Box
6	Na	Advertisement on shops*	12	Shutters Doors, Walls & Windows Arches	Non-Illuminated	Illuminated	Digital	Backlit Box/ Neon
7	Both	Advertisement on Street furniture & Signage	13	Dustbins, Benches, etc.	Non-Illuminated	-	Digital	-
			14	Street Name Board, chowk name board etc.	Non-Illuminated	Illuminated	Digital	Backlit
			15	Information Board	Non-Illuminated	Illuminated	Digital	Backlit Box
8	Both	Aerial Advertisement	16	Static - Ad Balloons	Non-Illuminated	Illuminated	-	Backlit
			17	Non-Static - Aerial Banners, Skytyping etc	Non-Illuminated	Illuminated	-	-
9	Na	Temporary Advertisements	18	Ad Boards /Kiosks/Media Screens/Flex /Vinyl/ Cloth Banners/ Posters	Non-Illuminated	Illuminated	Digital	-
10	Na	Subject to ARC Approval	19	Miscellaneous	Na	Na	Na	Na



7.3. Sizes and Clearances of the outdoor advertising Devices/Hoarding

7.3.1. Minimum Ground Clearance & Distances

- 7.3.1.1. The lower bottom of the Advertisement Display shall not be at a clear height less than 3.05 meters (10 feet) from the Ground, Base or the Road, as applicable.
- 7.3.1.2. No Advertisement device located on private property shall be projected onto the footpath or on the Public Road or any such public space at any time.
- 7.3.1.3. Advertisement Devices placed on Footpaths shall ensure that a minimum of 1m clear walking width is available after the placement of advertisement devices.
- 7.3.1.4. The clear distance between two Advertising Devices shall be determined on a case-by-case basis, by the ARC or the Sky signs and Licenses department.

7.3.2. Alignment of Hoardings

- 7.3.2.1. Uniformity of Advertisement Device and alignment thereof in a particular locality, more particularly along the expressway, highway and major roads shall be maintained.
- 7.3.2.2. In case of Advertisement device on the bridges, the height of the support shall be so adjusted as to make one uniform line not higher than the embankment of the wall.
- 7.3.2.3. Clubbing of the hoarding one above or below another, and side to side shall not be allowed. Sandwich (back-to-back) hoarding having standard size can be permitted.

7.3.3. Sizes of Advertising Hoardings:

- 7.3.3.1. Advertisement devices forms a part of the visual aesthetics of the city. It is necessary that the sizes of the advertisement devices regulated, so that it does not create visual clutter and interfere with city aesthetics. The following guidelines shall be used for deciding on Maximum permissible sizes.
 - 7.3.3.2. The width of the advertisement device shall not exceed onto the road, and shall maintain a 1.5 metre distance from the nearest end of the road, as instructed in the MMC act.
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- 7.3.3.3. In case of Pole Kiosks the maximum width of a single advertisement board on each side of the pole shall be 1 ft i.e 12 Inches. The total width of such Advertisement Board shall be 2 ft
- 7.3.3.4. The Aspect Ratio (Ratio of Width to Height) of the Advertisement Devices shall be between 1 to 2 in case of Large and Medium Format Advertisements. In case of Small Format Advertisement higher aspect ratio (Subject to a maximum of 1 is to 3) can be permitted in special cases.

8. City Aesthetics Guidelines

- 8.1. The ARC shall partner with institutions that it deems to be capable, to help construct guidelines for city aesthetics that shall be used to guide the design of outdoor media devices. The guidelines shall encompass the design of advertising media devices, location of media devices and the aesthetic requirements for the advertisements that will be placed within the region. The guidelines capacity can expand beyond the gambit of outdoor advertising and help in providing an artistic design structure for the city. Such a policy shall make use of experts, allowing for an aesthetic maintenance that originates from within the city. This does not provide any overriding authority to these institutions but allows them to exercise their artistic freedom to provide guidelines for stylistic requirements to help shape Pimpri Chinchwad in the image of its people and its culture.
- 8.2. In view of creating aesthetic harmony, maintaining architectural character, and beautifying and improving the aesthetic appearance of particular urban space, the policy mandates building wraps on any buildings that are under constructions on the date of publication of policy or proposed to be constructed and completed thereafter located on any street in any locality or part thereof in the municipal area under the jurisdiction of PCMC.
- 8.2.1. Any disputes arising out of non-compliance of sub-clause 8.2 would be dealt as per the sub section (3) and (4) of the section 185B of the Maharashtra Municipal Corporations Act, 1949. This would have no bearing on the grievance redressal procedure mentioned under the policy under section 11.
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9. Revenue structure

9.1. Advertisement Devices Revenue Structure

9.1.1. The following Revenue Structure shall be applicable to the display of outdoor advertisements within the Jurisdiction of Pimpri Chinchwad Municipal Corporation.

9.1.1.1. On Private Property: Licence Fee + Premium(s)

9.1.1.2. On Municipal Property, Large & Medium format Ads and Transit Ads:
Licence Fee + Premium(s) + Leasing costs [except in case of building wraps]

9.1.1.3. Others: Licence Fee + Premium(s) + Base Advertisement Rent

9.1.2. Licence Fee

9.1.2.1. Licence Fee shall be collected from the licensee as a financial compensation to PCMC for granting him/her the rights to put up outdoor advertisement for a particular period. The justification of Licence Fee is that the Advertising media has its importance only because it is facing towards municipal property i.e., road, garden, etc. and people using the road are able to see that media. The License fee shall be revised from time to time, as decided by the ARC.

9.1.3. Leasing Fees or Base Rent

9.1.3.1. Pimpri Chinchwad Municipal Corporation, Advertising Department shall charge a Leasing fee for advertising on a device constructed by the PCMC, and a Base Rent on advertisements devices erected within the jurisdiction of PCMC. Ground Rent shall not be charged if the advertising media is on private property. The Leasing Fee shall be determined by the ARC based on market trends and its own criteria. The Base Rent amount of this charge shall be calculated by multiplying the land value of that location taken from the Town Planning department of PCMC, as per the latest ready reckoner (Annual statement of rates) with the display area of the advertisement media.

9.1.4. Premiums

9.1.4.1. Location Premium: Location premium shall be added on advertising media on both public property and private property. Location premium value varies from



place to place depending on the place and Road frontage. Location premium value is based on the following: Road Premium, Zone Premium and Footfall Premium. The location premiums shall be tracked and determined with the help of the GIS tracking interface.

9.1.4.2. Central Divider Premium: Central Divider Premium shall be charged for all Advertising Media placed on Central Median. The Central Median Premium shall also be applicable to advertising devices placed on the Structures/Pillars of the Metro/BRTS

9.1.4.3. Illumination Premium- Illumination premium shall be added on certain types of Illuminated Advertising Media as proposed in Annexure 3.

9.2. Advertisement Charges

9.2.1. The Advertisement Fees, Premiums and Ground Rent, method of calculation is given in the Annexure 3. The ARC shall retain the right to determine the Advertisement License Fee, Premiums and Ground rent as applicable from time to time.

9.3. Penalties

Any advertisement device which does not conform with the policy guidelines shall be penalised as per applicable law. The ARC shall retain the right to determine the penalty as applicable from time to time.

9.4. Partnership Policy

9.4.1. Public Private Partnerships

9.4.1.1. The participatory (Public Private Partnership) approach may be taken in Conceptualisation, planning, operation, Revenue collection, implementation of outdoor Advertisements wherever possible to bring in operational efficiencies and effective management. Private sector participation may help in introducing innovative ideas, planning, generating financial resources through outdoor advertisements. Depending upon the specific situations, various combinations of private sector participation, in building, owning, operating, Marketing, Revenue collection, leasing and transferring of advertisement devices, may be considered for the procurement of citywide outdoor advertisements. The Key



guiding factor in PPP shall be transfer of risks to the party best positioned to handle such risks and a healthy IRR for implementation partnership.

- 9.4.1.2. Sponsored Advertisements: Advertisement on Public infrastructure may be developed under Public Private Partnership model and maintained by the Sponsor in public places with a Public Utility as permitted by the ARC or the authorized officer. In exchange for this service, the Sponsor of the infrastructure so developed shall have the right to Advertisement on those Infrastructure. This is subject to restrictions given in Clause 5.

9.4.2. Advertisement devices on Municipal Jurisdiction

- 9.4.2.1. The PCMC shall phase out the construction of hoardings by advertisers, and instead promote the construction of hoardings by the PCMC which shall then be leased out through the process of bidding. PCMC shall follow due procedure for the procurement of outdoor advertisement devices through an open, fair and competitive bidding process. It shall advertise such tenders called in a prominent National, Regional and Local Newspapers both in English and Local Language to ensure wide publicity and response from reputed vendors.

9.4.3. Advertisement devices on the Premises of other Public Authorities

- 9.4.3.1. Agencies desirous of erecting hoardings on the land or premises of other public authorities, whether government, semi government, viz. airport, defence ministry, railway authority, public sector undertaking have to obtain a valid permit after obtaining NOC from the concerned public authority before erecting any hoardings/advertisement after completing the due procedures as mentioned in this policy. The PCMC may enter into beneficial bilateral partnerships with said government organisations, and share the revenue earned in exchange for the approvals and monitoring of these advertisements by the ARC and Sky Sign & Licenses department.
- 9.4.3.1.1. In these instances, the maximum possible revenue split shall be in such a way that the government organisation shall share up to 40% of its revenue with the PCMC. This revenue is not-inclusive of the licensing fee which shall be paid to PCMC in full as instructed in this policy.



9.4.3.1.2. These rates may be determined based on negotiations conducted, and are subject to the discretion of the ARC.

9.4.4. Promotion of advertising in Commercial hubs

- 9.4.4.1. The policy will actively promote the large size billboards in commercial areas of the city. In this case, PCMC shall work to maximize the revenue gains, which can be used for city development.
- 9.4.4.2. Commercial areas are defined as metropolitan city centre, district centre/sub central business district, community centre/local shopping centre/convenience shopping centre or such areas where there is high footfall (avg. 10000 per day) but minimal to no vehicular traffic

10. General Permission Criteria for Outdoor Advertising

- 10.1.1.** Roadside Advertising Devices are one of the many stimuli confronting road users. The permission criteria for the display of advertising devices are intended to ensure that a high level of safety for road users is maintained and traffic efficiency is assured.

10.2. Criteria for Advertisement devices as Traffic Hazard

- 10.2.1.** If it interferes with road safety or traffic efficiency
- 10.2.2.** If it interferes with the effectiveness of a traffic control device (e.g., traffic light, stop or give way sign).
- 10.2.3.** Distracts a driver at a critical time (e.g., making a decision at an intersection)
- 10.2.4.** Obscures a driver's view of a road hazard (e.g., at corners or bends in the road).
- 10.2.5.** Gives instructions to traffic to "stop", "halt" or other (e.g., give way or merge).
- 10.2.6.** Imitates a traffic control device, such as with the use of Fluorescent or luminescent parts
- 10.2.7.** Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users
- 10.2.8.** Is in an area where there are several devices, and the cumulative effect of those devices may be potentially hazardous.
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10.2.9. If situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes.

10.2.10. The traffic hazard potential of an advertising device varies depending on its size, location, luminance and background. The hazard generally diminishes the further the device is away from the road.

10.3. Control of the physical characteristics of advertising

- 10.3.1.** Advertising Devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- 10.3.2.** No sign shall be attached in any way to trees or shrubs and any plants in public property.
- 10.3.3.** No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- 10.3.4.** Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.
- 10.3.5.** All On-Premise Advertising Devices shall, under no circumstances reflect activity/activities other than those undertaken within the premises. On Premise Advertisements having any Brand advertisements other than premise name and number shall be required to pay license fees and charges as applicable
- 10.3.6.** All On-Premise Advertising Devices must have the compulsory required information i.e., the Premise name
- 10.3.7.** The Code of Practice for Road Signs IRC: 67-2012, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations. No outdoor advertising signs or devices shall use such colour, colour combinations, shapes, sizes which can be mistakenly considered as a Road sign.
- 10.3.8.** Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light/s,
- 10.3.9.** All lighting associated with the Advertising Device shall be directed solely on the Advertising Device and its immediate surrounds.
- 10.3.10.** Under no circumstances shall illuminated - on premise signs be permitted to be in shops/commercial establishments facing residential areas on streets with width less than 12 meters.
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- 10.3.11.** External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
- 10.3.12.** Illumination of advertising device is to be concealed or be integral part of it. The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.
- 10.3.13.** Any light source shall be shielded so that glare does not extend beyond the Advertising Device.
- 10.3.14.** The level of luminance should not exceed a source limit of 1 cd per cm square. Illumination shall not be continued after 11.00 p.m. Neon signs should be put off before 11.00 p.m, and must be restricted to commercial hubs and away from road traffic.
- 10.3.15.** The neon signs should not flicker. No neon sign hoardings shall be permitted in Residential Zone/Localities, or near traffic lights as it poses a risk to road safety.
- 10.3.16.** The scale and location of a sign should be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.
- 10.3.17.** Materials used on all Advertising Device should be non-polluting, fire resistant and injury proof.
- 10.3.18.** No Advertising Device under any circumstances shall be supported from, hung or placed on other Advertisement Device. Each Advertisement device should be self-supporting or fixed securely with the architectural structure.
- 10.3.19.** Signs built and/or suspended from the roof at the roof level are not permitted.
- 10.3.20.** This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are also excluded.
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10.4. Advertisement restrictions on Private land

10.4.1. For advertisements on land other than the municipal land, concerned person or agency shall apply fresh to PCMC. The licenses shall only be issued to the parties complying with the guidelines post scrutiny of the structure and designs. These permits may be subject to alteration by the ARC.

10.5. Advertisement exempted from Permits:

10.5.1. Advertisement displayed within window of the shop but not facing the road

10.5.2. Advertisement relating to business of the railways and displayed within the railways premises but not fronting any streets

10.5.3. Non-Illuminated On-Premises Advertisement displaying their trade name, number or business carried out within the premises, subject to the limits specified in the Development control regulations for PCMC.

10.5.4. Temporary Non-Illuminated Advertisements displayed on or upon any premises relating to the sale or letting of the premises or of any effects therein up to a Maximum area of 20 Sqft.

10.5.5. For clarification, all on-premises advertisement or shop advertisements which contain anything (any text, image, logo) other than the shop name & number, business carried out within, address shall require permits as per the policy.

10.5.5.1. For further clarification, shops engaging in business of multiple brands, displaying any particular brand along with the business name, will NOT be exempt. Simultaneously, shops that are outlets of a particular brand, displaying said brand's details, will be exempt.

10.5.5.2. The maximum board size for such an exception shall not exceed 20 sq. ft.

10.6. Social and Informational Advertisements

10.6.1. Informational and social advertisements in general public interest by PCMC shall be allowed free of any license fee within the jurisdiction of PCMC, yet such an advertiser shall follow the process of application and license, as per the policy.

10.6.2. Where such social and informational advertisements in public interest, need to be displayed by other government departments/organisations within the jurisdiction of PCMC, such government department /organisation, shall apply to PCMC for



permission to display such advertisement as per this policy. The ARC shall retain the right to determine any discounts in license fee applicable to such advertisements by other government organisations, subject to a maximum discount of 50% on the License fee.

10.6.3. Any advertisement may have a maximum of 7 consecutive days, and a total maximum of 36 days in a year, be allocated to the PCMC for the purpose of informative advertisements.

10.7. Conservation Areas and No Hoarding Zone:

10.7.1. Certain areas of the city shall be Advertisement free or No Hoarding Zone, due to the nature of the area. PCMC shall from time to time prepare a list of conservation areas within 50 metres buffer of which, no Advertisement devices shall be permitted, except under special permission and separate design guidelines approved by the Advertisement Regulatory Committee. The areas which shall be advertisement-free are as follows:

- 10.7.1.1. National Parks, districts forest and Water bodies in it.
- 10.7.1.2. Historical monuments, cremation grounds, graveyards and ruins
- 10.7.1.3. World, National or Local heritage area
- 10.7.1.4. Areas classified as remnant of endangered regional ecosystem etc.
- 10.7.1.5. Places of Religious Significances, like Temple, Mosque, Church and Gurudwara etc.
- 10.7.1.6. Or any other areas as decided by the ARC, from time to time

10.7.2. Exceptions to the above restrictions may apply in special circumstances, as permitted by the ARC or the authorized officer. For example, for tourist service/accommodation businesses, advertising devices may be permitted as part of a regional tourist plan.

10.7.3. In rare and exceptional circumstances, applications would be considered on a case-by-case basis by the PCMC in consultation with the heritage and tourism committees

10.8. Content Criteria

10.8.1. The policy will rely upon self-regulatory controls within the advertising industry to enforce minimum advertising standards. Notwithstanding this approach, the implementing authorities may take action to modify or remove any Advertising Device that contravene the Advertising Industry's Code of Ethics, (refer List of Negative



Advertisements at Annexure at the end of the Policy) or that otherwise causes a traffic hazard.

10.8.2. For all categories of Advertising devices facing and directed at the motorists' text elements should be easily discernible to travelling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertising message to the viewer and reduce the period of distraction.

10.8.3. The content or graphic layout exhibited on advertising device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are inappropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, slow down, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.

10.9. Wall Painting and use of Wall for Advertisement:

10.9.1. Permission for display of advertisement by means of wall painting shall be granted by the ARC on the condition that it adds to the aesthetics of the city and does not pose as offensive visual clutter. No Advertisement devices shall be permitted on the walls other than dead walls of any building or on the walls allocated for the purpose of "Street Art" (as recognised by the ARC in consultation with the institutions posed to assist in mandating city aesthetics, designated in Clause 8), except Building wraps, neon/ digital advertisement, subject to other provisions of these guidelines.

10.9.2. Atleast 10% of the walls authorised for advertisement wall paintings, shall be reserved for the purpose of social messages.

10.10. Special Norms for Display of Advertisement by Floating Balloons

10.10.1. Permission for illuminated or non-illuminated advertisement by means of floating balloons can be granted subject to compliance of condition stated below:

10.10.1.1. The Advertiser shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisements.

10.10.1.2. The Advertiser shall make all arrangements for watching the balloon for any emergency during the display of the said advertisement by means of balloon.

10.10.1.3. The Advertiser shall produce NOC from the civil aviation department of the government of India and shall observe all their rules and regulation.



10.11. Criteria for Advertising Structure

- 10.11.1.** Advertising Device structures including the foundations shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity and any such natural and/or man - made disaster etc and shall comply with relevant Indian structural design standards, IS Codes, NBC codes and shall be as per the policy guidelines.
- 10.11.2.** The designs shall be certified by an empanelled structural engineer and shall be submitted to the PCMC before start of work at the site. If any deviations are found later, the permission given shall be withdrawn by the Authority
- 10.11.3.** The supporting structure shall have a non-reflective finish to prevent glare. The device structure shall be well maintained at all times. It shall be painted in colours that are consistent with and enhance the aesthetics of surrounding area.
- 10.11.4.** The Advertising Device structure designed as per the sizes and design guidelines provided and shall be clad/ panelled with materials of good and aesthetic quality and no structural elements shall be visible to naked eye.
- 10.11.5.** Official road/ street furniture such as official signs and delineator guideposts shall not be used as the supporting structure of an advertising device.
- 10.11.6.** Advertising device structure on the building, open-ground shall not project beyond the building line, footpath and over the carriage way of road lines

10.12. Special Guidelines for Digital Advertisements and Advanced Technologies

- 10.12.1.** To avoid distraction among road users, it shall be preferred that the digital advertisements or advertisements using any advanced technologies which are digital in nature, if installed in the market area and commercial hubs, should not face the vehicular movement of traffic on major roads i.e., roads having Right of Way more than 100 feet.
- 10.12.2.** To reduce the frequency and extent of movement and colour change within a display the following controls shall be applicable:
- 10.12.2.1. Signs should be installed only where the required sign viewing time does not result in a safety problem for the particular environment.
- 10.12.2.2. Sign should not be imposing on any major roads meant for vehicular traffic.
- 10.12.2.3. There is adequate advance visibility to read the sign.
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10.12.2.4. The environment is free from driver decision points and there is no competition with official traffic signs.

10.12.3. Further, specifications for signage are:

10.12.3.1. No video or moving digital advertisement shall be allowed. Each LED screen should have a minimum display period of 8-10 seconds. The time taken for consecutive displays to change should be within 0.1 seconds.

10.12.3.2. The complete screen display should change instantaneously.

10.12.3.3. Sequential message sets are not recommended.

10.12.3.4. The time limits should be reviewed periodically.

10.12.4. The policy shall also be open towards providing and developing these mediums for provision of new public services/utilities etc. for the overall development of the city without being a hazard to traffic or the visual environment of the city. The permission shall be taken from ARC on case-to-case basis, before implementing any such mediums.

10.12.5. Promotion of Variable Message Displays (VMD) and other advanced technologies

PCMC would revamp the existing infrastructure for promotion of VMDs and create new infrastructure for the purpose. As and when required, the ARC will hold the authority to approve the use of new, innovative and advanced technologies that it feels can improve the quality of advertising space within PCMC.

10.13. Electrical Connection for Outdoor Advertising devices

10.13.1. The electrical connections and components in all Advertising Devices shall be with accordance with relevant Indian Standards and designed to ensure there is no safety or traffic risk.

10.13.2. No generator running on diesel/ petrol/kerosene or any biofuel, causing noise, air or water pollution shall be allowed for providing power for illumination of any outdoor advertising device.

10.13.3. The Advertiser/ contractor shall procure his own electric connection from any Authorised power distribution company for the illumination of the Advertising Device, if required.



10.13.4. Use of Renewable energy to power hoardings

10.13.4.1. To promote conservation of electricity, the illumination at all outdoor advertising devices may draw power from alternate renewable resources like solar power. This policy aims to represent the overall mandate of the PCMC on its energy consumption - to attain carbon neutrality in the near future.

10.13.4.2. A nominal rebate of 10% of the total advertisement fee may be provided in cases where more than 50% of the energy consumption of the device comes from renewable sources.

10.14. Additional Conditions

10.14.1. No substantial additional/modifications to the outdoor advertisement structure/Device shall be permitted during the period of contract without permission of the Commissioner/Authorised Officer.

10.14.2. If the Commissioner/Authorized officer, for reasons to be recorded in writing, requires removal of the advertisements, it must be removed forthwith, failing which the PCMC shall have the right to get the advertisements removed at the risk and cost of the Advertiser/Vendor. This power shall not be exercised by officer below the rank of Deputy or Assistant Commissioner

10.14.3. The advertisement must be maintained in a clean, tidy and safe condition to the satisfaction of the Commissioner at all times during the contract/ License period.

10.14.4. Any breach committed by the agency of these rules shall result in the cancellation of the permission granted and or termination of the contract.

11. Liability and Redressal

11.1. Death and Injury

The Advertiser shall be liable to pay damages for any accident or any injury which may be caused to any person by reason of keeping the said advertisement device of any nature as mentioned in the policy or by reason of the fall or otherwise of the said advertisement device or any part thereof due to storm, faulty construction, negligence, accident or any other cause whatsoever.



11.2. Insurance

- 11.2.1.** The Licensee shall provide evidence of public liability insurance of the advertising devices. During the term and at its sole cost and expense, the licensee shall obtain and keep a public liability insurance policy for their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons; or accident damage to property.
- 11.2.2.** At any time during the License period, the Licensee shall provide evidence of a valid Insurance of the Advertisement device to Commissioner PCMC/Authorised officer, on demand

11.3. Indemnity

- 11.3.1.** A licensee/sign owner/applicant (licensee) shall be required to indemnify the Pimpri Chinchwad Municipal Corporation for the designated Advertising Device and activities located within the jurisdiction of Pimpri Chinchwad Municipal Corporation (PCMC). The licensee shall indemnify PCMC against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the PCMC which arise as a result of the installation of an Advertising Device. The licensee shall keep PCMC indemnified against all actions, proceedings, claims, demands, costs losses damages and expenses which may be brought against, or made upon, Pimpri-Chinchwad Municipal Corporation which might arise from the existence of such Advertising Device. The advertiser shall always be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the display of device/ advertisement and the consequential claim shall be borne by the advertiser who will also indemnify and safeguard PCMC in respect of any such claim or claims.

11.4. Arbitration

- 11.4.1.** Any controversy or dispute arising out of the permission granted to the advertiser, for display of advertisement in the municipal area shall be referred to sole arbitration of the Commissioner, of the PCMC or any other officer nominated by him. There shall be no bar to the reference of dispute to the arbitrator or such officer as nominated by the Commissioner even if the said officer dealing with the matter to whom it was
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originally referred, is transferred or vacates his office or is unable to act for any reason. The Commissioner, Municipal Corporation shall be competent to appoint another person to act as an arbitrator, who shall be entitled to proceed with the reference from the stage at which it was left by his predecessor.

11.4.2. No person other than the one nominated by the Commissioner, PCMC, shall act as arbitrator. The decision of the Commissioner or the arbitrator nominated by him shall be final and binding on the party(ies). The limitation for filing claims for arbitration is 90 days from the expiry of the contract period and in case no claim is filed within this period; it shall be presumed that there is no claim/dispute:

11.4.3. The party invoking the arbitration clause shall specify the dispute or disputes, to be referred to arbitration under this clause together with the amount or amounts claimed in respect of each dispute.

11.4.4. The party invoking arbitration with the intention of entering the court of law, must do so at legal avenues present within the jurisdiction of PCMC.

11.5. Grievance Redressal

11.5.1. PCMC shall set maintain an online trackable Grievance redressal system through its web Portal/ and or other modes to allow any common citizen to lodge any complains about any Advertising devices which contravene the clauses of this policy. Multiple Options of Grievance redressal shall be made available to citizen: Online Portal, Toll Free Number and Offline Procedure.

11.5.2. PCMC shall be responsible to maintain the privacy of the individual lodging any complaints by not disclosing his name and contact details to anyone officially or unofficially.



12. Annexures: Annexure 1: List of negative advertisements

- 12.1.1. Nudity in any form
 - 12.1.2. Racial advertisements or advertisements propagating caste, community or ethnic differences
 - 12.1.3. Advertisement promoting drugs, alcohol, cigarette or tobacco items
Advertisements propagating exploitation of women or child
 - 12.1.4. Advertisement having sexual overtone
 - 12.1.5. Advertisement depicting cruelty to animals
 - 12.1.6. Advertisement depicting any nation or institution in poor light.
 - 12.1.7. Advertisement casting aspersion of any brand or person
 - 12.1.8. Advertisement banned by the Advertisement Council of India or by law
Advertisement glorifying violence
 - 12.1.9. Destructive devices and explosives depicting items
 - 12.1.10. Lottery tickets, sweepstakes entries and slot machines related advertisements
Any psychedelic, or laser displays which cause glare to the viewers eyes.
 - 12.1.11. Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.
 - 12.1.12. Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing
 - 12.1.13. Advertisements which may be obscene or contain pornography or an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986
 - 12.1.14. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, such as the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860;
 - 12.1.15. Any other items considered inappropriate by the PCMC, on complaint from citizens of the city.
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13. Annexure 2 – Zoning System

13.1. Area Zoning

13.1.1. The city shall be divided in different zones as stated below for the purpose of display of advertisement and for purposes of License Fee Calculation. The zoning Map delineating the city into area zones is also given in this Annexure

13.1.1.1. Zone A – Developed & High-Density Zone

Area with highest Advertisement potential consisting of central, major transit hubs and Premium Residential Locations with high traffic density.

13.1.1.2. Zone B – Developing Commercial Zone

Areas with upcoming premium commercial & Residential Development including suburban district centres with lesser traffic density.

13.1.1.3. Zone C – Mixed Use Development Zone

Areas having Medium Advertising potential with a mix of Residential and Retail development with less Traffic density

13.1.1.4. Zone D- Residential Areas

Areas with minimum Advertisement Potential and low traffic density

13.2. Roads Zoning

13.2.1. Category R1- The Roads as specified in the table below shall form a part of Zone R1, and all advertisement devices on or abutting or facing such roads shall be considered to fall in Zone R1

13.2.2. Category R2- The Roads as specified in the table below shall form a part of Zone R2, and all advertisement devices on or abutting or facing such roads shall be considered to fall in Zone R2

13.2.3. Category R3- The Roads as specified in the table below shall form a part of Zone R3, and all advertisement devices on or abutting or facing such roads shall be considered to fall in Zone R3

13.2.4. Category R4- All other Roads except those falling in zones R1, R2 and R3

13.2.5. Note: where an advertisement faces or abuts on more than one Road zone, the higher zoning shall be considered for the calculation of Rental fee



13.3 Table 2 - Listing of Roads falling in different Road zones

S. No	Road Name	Road Category
1	Wakad to Mukai Chowk Road (express Highway)	R1
2	Rajiv Gandhi Flyover to Dange Chowk Road	R1
3	Harris Beidge to Nigdi (Bhakti Shakti) Road	R1
4	Nashik Phata to Moshi Toll Naka Road	R1
5	D Y Patil Akurdi College to Mukai Chowk Road	R1
6	Chinchwad station to Chinchwad Village Road	R1
7	Birla Hospital to Bhumkar Road	R1
8	Pimpri Chowk to Kalewadi Bridge Road	R1
9	Nashik Phata to Sai chowk Road (Jagtap dairy)	R1
10	Jagtap Dairy (Sai Chowk) to Hinjewadi Road	R1
11	Bhumkar Chowk to Vinode Basti Hinjewadi Phase 2 Road	R1
12	Dange Chowk to Basket Bridge Road	R2
13	Landewadi to Bajaj Material Gate Road	R2
14	Kudulwadi chowk to Chinchwad Station Road	R2
15	Walhekarwadi to Basket bridge Road	R2
16	Kalewadi Bridge to Kaspate Chowk Road	R2
17	Empire Estate Bridge end to MM School Kalewadi	R2
18	Dighi to Alandi Road	R3
19	Dudulgaon to Chikhli Road	R3
20	Chikhli to Talawade (KSB) chowk Road	R3
21	Market Yard (Borahadewadi) to CNG Pump Road	R3
22	Jaiganesh Samrajya to Krishnanagar Chowk Road (Spine Road)	R3
23	Number 16 to Wakad Village Road	R3
24	Rest of the Roads	R4

The Road zones are illustrated in the Zoning Map also along with the Road names.

The above list is an indicative list and not exhaustive



14. Annexure 3: Fees, Premiums, Lease and Rents for Outdoor Advertisement Devices – 2022

14.1.1. Advertiser Fee:

14.1.1.1. **License Fees:** A one-time fee of Rs. 5000 will be charged to get registered as an advertiser with the PCMC, for a period of 3 years.

14.1.2. The Advertisement Fee is composed of the various components. The Premiums are expressed as multiplicative factors on the Base Advertisement Fee. Ground Rent and Leasing costs are only applicable to Advertisement devices on PCMC property.

14.1.2.1. Base Advertisement Fee

14.1.2.2. Premiums

14.1.2.2.1. Zone Premium

14.1.2.2.2. Road Premium

14.1.2.2.3. Central Divider Premium

14.1.2.3. **Ground Rent:** in case of Advertisement device on PCMC Land/Property

14.1.2.4. **Leasing Fee:** In case advertisement is a Large/Medium sized hoarding, which are only available to advertise through leasing from the PCMC.

14.1.3. **Total Fee** = Area of Advertisement Device X (Base Advertisement Fee X All applicable premiums)

14.1.4. **Total Demand** = Total Fee + applicable Ground Rent + applicable Leasing Fee

14.1.4.1. Example of calculation given at end.

14.1.5. In case of Advertisement Devices on Public properties, Ground Rent or Leasing costs shall be added to the Total License Fee.

14.1.6. **Base Advertisement Fee:** The Base Advertisement fee applicable to various categories of Advertisement devices shall be decided by the Commissioner on recommendation of ARC. The same shall be approved by the Standing Committee of PCMC. The existing base advertisement fee rates are as below

Table 3 – Base Advertisement Fee



S.No	Category	Sub-Category	Base License Fee (INR per Sq.ft. per annum)
1	Large-Format Advertisement	Hoardings, Unipole, Media Screens, Wraps	65
		Gantry	85
2	Medium-Format Advertisement	Minipole, Hoardings, Media Screen, Wraps	78
		Advertisement Kiosks	78
3	Small-Format Advertisement	Pole Kiosks	85
		Advertisement Kiosks	85
4	Moving Transit Advertisement (Motorable and Non Motorable)	Public Transit	143
		Private Transit	143
		Human Carried	130
5	Advertisement Transit Stops	Bus Stops/ Stands/Depots	85
		Rickshaw Stand/ Cycle Stand etc	85
6	Advertisement on Shops	Shutters	46
		Doors, Walls & Windows	46
		Arches	46
7	Advertisement on Street Furniture Signage	Dustbins, Benches, etc	46
		Street Name Board, Chowk Name board etc.	46
		Information Board	46
8	Aerial Advertisements	Static - Ad Balloons	2000 (Per Ad
		Moving - Drone, Air Banners, Skytyping etc.	10000 (Per Ad per day)
9	Temporary	Ad Boards/Kiosks/Media	7 (Per Sq.ft. per

14.1.7. Premiums: These premiums are subject to alteration by the ARC

14.1.7.1. Zone Premium (Table 4)

S. No	Zone	Premium Factor
1	Zone A – Developed & High-Density Zone	1.25
2	Zone B – Developing Commercial Zone	1
3	Zone C – Mixed Use Development Zone	0.85
4	Zone D- Residential Areas	0.7

14.1.7.2. Road Premium (Table 5)

S.No	Zone	Premium Factor
1	Zone R1	1.5
2	Zone R2	1.25
3	Zone R3	1
5	Zone R4	0.7

14.1.7.3. Illumination premium (Table 6)

S. No	Zone	Premium Factor
1	Non-Illuminated	1
2	Front, Bottom or Backlit	1.2
3	Electronic, LED or Digital Display including VMDs	1



14.1.7.4. **Central Divider Premium:** If the Advertisement Device is located on the Central Median or central divider, Metro Pillar/BRTS Median a Premium factor of 1.2 shall be applicable

14.1.8. Ground Rent and Leasing Fees (Only applicable to corporation property)

14.1.8.1. Medium/Small Format Advertisements: Ground Rent shall be charged on the basis of display area of advertisement media, as per the Ground Rent determined by the Town planning department of PCMC for the Land or Road on which the advertisement device is situated. It shall be increased each year as per the average rate of increase of the Annual statement of Rates published by Government of Maharashtra for Pimpri Chinchwad Area.

14.1.8.2. Large /Medium Format Advertisement – Leasing Fees shall be charged as those advertisements that are allowed only on PCMC constructed infrastructure on the basis of prices set by the ARC. Leasing Fee will be calculated as: $15\% \times (\text{Cost of construction of advertising infrastructure})$. This will be added to the Base Advertising Fee along with the Ground Rent

14.1.8.3. Other Formats – In case of Advertisement on Moving Transit Advertisements, Advertisement on shops, Ground Rent shall not be added separately.

14.1.9. Revision of License Fee: The Base Advertising fee, Zoning, Ground Rent and the Premiums shall be revised by the ARC, PCMC periodically.



15. Annexure 4: Application form for Licence to Advertise

- 1) Name and address of the applicant/Company /Government Department:
- 2) Whether the applicant/Company/Government Department has been previously blacklisted by any other authority in connection with display of advertisements: Yes/No
- 3) Whether the applicant/Company/Government Department has any payable dues permission fee, License fee, royalty, renewal fee etc to any other authority in connection with display of advertisements: Yes/No
- 4) Whether the applicant/Company/Government Department has any payable penalties to any other authority in connection with display of advertisements: Yes/No
- 5) Whether the applicant/Company/Government Department was involved in any incident endangering the public safety, in connection with display of advertisements: Yes/No
- 6) Indicate whether the following documents have been enclosed
 - a) Copy of Certificate of Incorporation/ Copy of certificate under Shops and Establishment Act
 - b) Copy of PAN card
 - c) Copy of TAN
 - d) Copy of GST registration Certificate
 - e) Bond comprehensively indemnifying PCMC from all damages and losses including life and property
 - f) Copy of registration with ESI/PR organisation
 - g) Copy of Professional Tax registration

Signature of the applicant


16. Annexure 5: Permissibility Criteria for different Categories (Table 7)


S. No	Category of Advertisement	Sub Type	Municipal/PCMC Land	Other Public Land	Private Land
1.1	Large Format Advertisements (Display Area > 201 Sqft)	Billboards/Hoardings/Media Screens	Allowed on devices leased by PCMC	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
		Uni-poles/ Bipoles/ Wraps etc	Allowed on permit		
1.2		Gantry	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
2	Medium Format Advertisement (Display Area 51 - 200 Sqft)	Minipole, Hoardings, Media Screens,	Allowed on devices leased by PCMC	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
		Wraps, Advertisement Kiosks	Allowed		
3.1	Small Formal Advertisements (Display Area < 50 Sqft)	Advertisement Kiosks/Pole Kiosks	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
3.2		Streetlight Kiosks	Allowed		
4.1	Moving Transit Advertisement (Motorable & Non Motorable)	Public Transit	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
4.2	Moving Transit Advertisement (Motorable & Non Motorable)	Private Transit	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
4.3	Moving Transit Advertisement (Motorable & Non Motorable)	Human Carried	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy



5.1	Advertisement on Transit Stops	Bus Stops/ Stands/Depots	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
5.2		Rickshaw Stand/ Cycle Stand etc	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC, subject to this policy
6.1	Advertisement on Shops*(On - Premises Ad)	Shutters	Allowed	Allowed on permit from PCMC	Allowed on permit from PCMC
6.2		Doors, Windows & Walls	Allowed. Wall Painting Allowed under discretion of ARC	Allowed on permit from PCMC. Wall Painting Allowed under discretion of ARC	Allowed on permit from PCMC. Wall Painting Allowed under discretion of ARC
6.3		Arches	Allowed	Allowed on permit from PCMC.	Allowed on permit from PCMC.
7.1	Advertisement on Street Furniture & Signages	Dustbins, Benches, etc	Allowed	Allowed on permit from PCMC.	Allowed on permit from PCMC, subject to this policy
7.2		Street Name Board, Chowk, Name Board, etc	Allowed	Allowed on permit from PCMC.	Allowed on permit from PCMC, subject to regulations
7.3		Information Board	Allowed	Allowed on permit from PCMC.	Allowed on permit from PCMC, subject to this policy

8.1	Aerial Advertisements	Static Ad Balloons	Allowed with NOC from Civil Aviation Authority	Allowed on permit from PCMC and NOC from Civil Aviation Authority	Allowed on permit from PCMC and NOC from Civil Aviation Authority
8.2		Non-Static – Aerial Banners, typing etc	Allowed on city Airspace with NOC from Civil Aviation Authority	Allowed on city Airspace with NOC from Civil Aviation Authority	
9	Temporary Advertisements	Ad Boards/Kiosks/Media Screens/ Flex/Vinyl/Cloth Banners/Posters	Allowed	Allowed on permit from PCMC.	Allowed on permit from PCMC, but not allowed in purely residential areas.

This is to certify that this policy
contains pages 1 to 44 (Including title
page).


Asst. Commissioner (Licence)
Pimpri Chinchwad Municipal Corporation
Pimpri-411 0108.


Commissioner
Pimpri-Chinchwad Municipal Corporation
Pimpri - 411 018