Outdoor Advertisement Policy 2018
Pimpri Chinchwad Municipal Corporation
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1 Short Title

This Policy may be called as the Pimpri Chinchwad Municipal Corporation Outdoor Advertising Policy 2018. 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

i. 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. This identified sponsor is called advertiser. This media is called as an advertising Media.

ii. Advertising Agency: It is an independent company, set up to render specialised service in advertising in particular and marketing in general.

iii. 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 include motorised, Non-Motorised vehicles and humans wherever used for the display and dissemination of advertisements.

iv. PCMC: Wherever mentioned within this Policy, PCMC shall refer to Pimpri Chinchwad Municipal Corporation, except where mentioned otherwise

v. Types of Advertisements: The General basic typologies of advertisement media have been defined visually.
**Hoardings** – It is a large boards erected to display advertisements, especially on the side of the Roads, or upon buildings/structures. These types of advertisement devices are often called as billboard also.

**Gantry Advertisements:** These are advertisements affixed to a large frame like overhead structure on the road and supported at two opposite ends of the road ends with pillars. It appears like a bridge or an Arch, which is used to display signages or advertisement media to vehicles on Roads.

**Unipole** – It is type of hoarding with a single pole like support, hence the name Unipole.

**Moving Transit Advertisements** – Advertisement media or devices which are fixed, pasted or attached to a Moving vehicle – Motorable as well as non motorable, mobile humans etc are called Transit Advertisements.
### Pole Kiosks
- Small sized advertisement devices fixed to Poles – mainly electric or light poles

### Advertisement Kiosks/Kiosks
- A type of free standing small advertisements which is fixed to ground instead of Pole. These are also known by various other names such as Lollypops, Minipoles etc based on configuration and norms.

### Street Furniture Advertisements
- Advertisements which are placed on street furniture’s installed for public conveniences in public places such as public toilets, dustbins, benches etc.
<table>
<thead>
<tr>
<th><strong>Transit Advertisements (Static)</strong> – Advertisements on Bus Queue Shelters, Bus Stands, Terminals, Airport/Railway Terminals, Cycle Stands etc are defined as Transit advertisements (static). These advertisements are located at transit facilities but are static and fixed to a location unlike Moving Transit Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Posters/Stickers</strong>: A piece of paper which is printed on one side with textual or graphical illustration and used for advertisements by directly pasting or sticking it on any horizontal or vertical surface.</td>
</tr>
<tr>
<td><strong>Flex/Vinyl Banner</strong> – Advertisements printed, painted on a flexible substrate like Vinyl or similar material. These are used predominantly as temporary advertisement unless mounted on a sky sign/Advertisement device</td>
</tr>
</tbody>
</table>
3 Preamble

3.1 The Basis of the Policy

i. Ensuring Road Safety:
The policy is based upon a careful review of global studies 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 advertising 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.

ii. Working for City Aesthetics
The global review has noted that there are a significant number of cities, which discourage the 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 restricted to business or already commercial districts and areas. 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 advertisements are based on these premises.
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.

3.2 Guiding Principles
The guiding principles of the Outdoor Advertising Policy are as follows:

i. The policy for outdoor advertising is driven, not by revenue imperatives, but by city development imperatives. Therefore, in its implementation, it will be clear that outdoor hoardings are permitted only if they are not a road safety hazard or if they support the city's public service development and enhance its aesthetics.

ii. The policy will explicitly work to discourage visual clutter. This will be done by specifying select locations for Outdoor advertising Media and in restricting large advertising media to select zones and locations of the city, like its commercial hubs and wider roads.

iii. 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.

iv. The policy will promote the use of advertising in what is commonly known as street furniture. These are devices placed on public service amenities of the city.
like railway carriages, buses, metro trains, commercial passenger vehicles, bus shelters, metro shelters, public toilets and public garbage facilities, Parks and Gardens to name a few. This is done to improve the revenue viability of these public provisions. But it will be noted that the use of advertising space is not the primary function of the utility, it is its supporting function. Therefore, the city agency will ensure that the placement of the public utility is done keeping in mind its public purpose, not its advertising viability. In addition, the agency will ensure that the primary function of the “street furniture” is being maintained and if not then suitable punitive action must be taken against the Advertising agency.

v. The policy is judicious in ensuring that there is a differentiation between the use of commercial advertising and on premises private advertising, where signage is used to identify the location of the owner of the building or the space within the building. The policy will do this by laying down clear lists of what is allowed and what is completely disallowed to guide members of the public.

vi. 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.

vii. Hence this policy shall be encouraged with the prominence on the quality rather than the quantity. 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 important source of income.

4 Administrative Procedure for issue of Advertising Permits

4.1 Role of Pimpri Chinchwad Municipal Corporation

i. 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, post, kiosk, Bill Board, structure or upon or in any vehicle within its jurisdiction.

ii. No persons shall erect, exhibit, fix or retain or over any land, building, wall, hoarding, frame, post, kiosk/Bill Board (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 the Corporation without the prior written permission of the Commissioner.
iii. 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.

iv. 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.

v. 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.

vi. The role of PCMC shall be to ensure that the establishment of public amenity (where any public amenity is used for advertisement) shall be for public utility not for the promotion of advertisement.

4.2 Procedure for Application for Permission for display of advertisement

The following procedure will apply for grant of permission for erection, exhibition, fixation, retention or display of advertisements and/or sky signs within the jurisdiction of PCMC:

i. Every person desiring to erect, exhibit, fix, retain or display an advertisement shall send or cause to send to the Commissioner an application for permission for display of advertisement. The said application form duly completed in all respects shall be submitted or cause to be submitted by the applicant in the Citizen Facilitation Centre (CFC) or at such authorised place, 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 Bye-laws / Policies made there under.

ii. 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 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.
iii. There shall be no deemed permission even after the expiry of 30 days of the submission of application in the prescribed Pro-forma along with all the documents.

4.3 Documents to Be Submitted with Application

The applications should be submitted along with the following self-attested documents:

i. No Objection Certificate from the Landlord of the land/building over which advertisement is proposed to be displayed.

ii. 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.

iii. A joint Indemnity 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:
   
   a. That the advertisement does not cause obstruction to the air, light and ventilation of any neighbouring building or premises.
   
   b. That they indemnify the Municipal Corporation (PCMC) against any claim or litigation by anybody adversely affected by the hoarding. They will also undertake to indemnify PCMC for any cost incurred in case of third party litigation.

iv. 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 extra Ground Rent as laid down in this behalf.

v. 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.

vi. 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 shall also be submitted separately)

vii. N.O.C. from the Traffic Department (Police), if the advertisement is to be illuminated.

viii. In case an Advertisement device is proposed upon a building, a certified true copy of the Completion Certificate of the Building shall be submitted along with the Application. In case where the building is under construction the commencement certificate of the building shall be submitted as a document.
initially and the completion certificate at time of renewal after the building completion.

ix. Certified True copy of the Ownership documents of the Plot on which the Advertisement device is proposed.

x. 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.

xi. Any other document relevant for consideration for grant of permission for the proposed advertisement device

4.4 Period of License

The maximum license period for the permit to erect, exhibit, fix, retain or display an advertisement, in normal course of business shall be as follows:

- **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.

- **Advertisement Devices on Public Property:** License 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.

- **Temporary Advertisements:** License period shall be a maximum of 1 (One) Month, which can be renewed every month for temporary advertisements on Public or Private Property.

4.5 Renewal of Permit/Contract of Existing Advertisement Device:

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:-

i. Duly and timely payment of rent/fee during the License period, supported by the copy of receipt

ii. That, the licensee has strictly followed the rules and regulations as laid by the PCMC during the license period.

iii. 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)
a. On RCC Structures, Non-Destructive Tests need to be performed. They are as follows: -
   • Ultrasonic Pulse Velocity Test
   • Rebound Hammer Test
b. On Steel Structures: -
   • Corrosion Resistance Test

iv. The Licensee shall produce a copy of the No Objection Certificate (NOC) from the Owner of the premises, where the advertisement device is erected.

4.6 Compliance, enforcement and removal of unauthorised advertising devices

i. 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 fees and the permission shall be deemed to be terminated. The Commissioner/Authorised Officer shall be at liberty to remove the Advertising device.

ii. If any advertisement device erected, exhibited, fixed or retained on any land and building unauthorized and in contravention of provision of the MMC Act and the bye-laws/Policies framed there under, such advertisements or hoardings shall be removed by the Commissioner/Authorised Officer without any 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 MMC Act.

4.7 Duties and Responsibilities of Permit Holder

i. The Outdoor Advertisement permit holder shall ensure that the Advertisement structure and device are aesthetically designed 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 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.

ii. 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.
iii. The advertiser shall display or affix his 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 many be.

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

5.1 City Zoning for the Purpose of Outdoor Advertisement

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
- Road Zoning

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 along with the Zoning Map.

5.2 Categorization of Advertisement Devices

For the purpose of display and permit the advertisement devices have been broadly categorized as follows

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Category</th>
<th>Type of Media</th>
<th>Sub Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Large-Format Advertisement</td>
<td>Hoardings, Unipole, Screens</td>
<td>Digital, Illuminated Bottom &amp; Top</td>
</tr>
<tr>
<td></td>
<td>(Area &gt; 201Sqft)</td>
<td>Wraps</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gantry</td>
<td>Non-Illuminated</td>
<td>Digital, Backlit neon Box</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Illuminated (Bottom &amp; Top)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Medium-Format Minipole</td>
<td>Non-Illuminated</td>
<td>Digital, Backlit Box</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Illuminated (Bottom &amp; Top)</td>
<td></td>
</tr>
<tr>
<td>Advertisement (Area from 51 to 200 Sqft)</td>
<td>Hoardings, Media Screens, Wraps (Bottom &amp; Top)</td>
<td>/Neon</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-----------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Advertisement Kiosks</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
<td></td>
</tr>
<tr>
<td>Small-Format Advertisement (Area upto 50 Sqft)</td>
<td>Pole Kiosks</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td>Advertisement Kiosks</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
<td></td>
</tr>
<tr>
<td>Moving Transit Advertisement (Motorable &amp; Non Motorable)</td>
<td>Public Transit</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td></td>
<td>Private Transit</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td></td>
<td>Human Carried</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td>Advertisement on Transit Stops</td>
<td>Bus Stops/ Stands/Depots</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td></td>
<td>Rickshaw Stand/ Cycle Stand etc</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td>Advertisement on Shops*</td>
<td>Shutters</td>
<td>Non-Illuminated</td>
<td>-</td>
</tr>
<tr>
<td>Doors, Walls &amp; Windows</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
<td>Digital</td>
</tr>
<tr>
<td>Arches</td>
<td>Non-Illuminated</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Advertisement on Street Furniture &amp; Signages</td>
<td>Dustbins, Benches, etc</td>
<td>Non-Illuminated</td>
<td>-</td>
</tr>
<tr>
<td>Street Name Board, Chowk Name Board, etc</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
<td>Digital</td>
</tr>
<tr>
<td>Information Board</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
<td>Digital</td>
</tr>
<tr>
<td>Arial Advertisements</td>
<td>Static - Ad Balloons</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td></td>
<td>Non Static – Arial Banners, Skytyping etc</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
<tr>
<td>Temporary Advertisements</td>
<td>Ad Boards /Kiosks/ Media Screens /Flex /Vinyl/ Cloth Banners/ Posters etc</td>
<td>Non-Illuminated</td>
<td>Illuminated</td>
</tr>
</tbody>
</table>
5.3 Sizes and Clearances of the Outdoor Advertising Devices/Hoarding

5.3.1 Minimum Ground Clearance & Distances

i. 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.

ii. 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.

iii. Advertisement Devices placed on Footpaths shall ensure that a minimum of 1m clear walking width is available after the placement of advertisement devices.

iv. The clear distance between two Advertising Devices shall be maintained as per the table below

<table>
<thead>
<tr>
<th>Category of Advertisement Devices</th>
<th>Devices placed near or abutting Road Junctions</th>
<th>Advertisement Devices at Other Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Format Advertisement Devices</td>
<td>10 Metres</td>
<td>30 metres</td>
</tr>
<tr>
<td>Medium Format Advertisement Devices</td>
<td>7.5 Metres</td>
<td>15 metres</td>
</tr>
<tr>
<td>Small Format Advertisement Devices</td>
<td>5 Metres</td>
<td>10 Metres</td>
</tr>
</tbody>
</table>

5.3.2 Alignment of Hoardings

i. Uniformity of Advertisement Device and alignment thereof in a particular locality, more particularly along the expressway, highway and major roads shall be maintained.

ii. 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.

5.3.3 Clubbing Of Hoardings:

i. 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.

5.3.4 Sizes of Advertising Hoardings:

Advertisement devices form 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.
1.) The perimeter of the advertisement device shall not exceed 1.5 times the width of the Abutting Road. In case of a Junction the width of the larger road shall be considered.

2.) 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.

3.) 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.

6 Fee & Charges for Advertisement

6.1 Advertisement Devices Revenue Structure

The following Revenue Structure shall be applicable to the display of Outdoor advertisements within the Jurisdiction of Pimpri Chinchwad Municipal Corporation:

- On Private Property: Base Licence Fee + Premium(s)
- On Municipal Property: Base Licence Fee + Premium(s) + Ground Rent

6.1.1 Base Licence Fee

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 Licence Fee shall vary according to different types of media. The Base License fee shall be revised from time to time, as decided by the commissioner, PCMC.

6.1.2 Ground Rent

Pimpri Chinchwad Municipal Corporation, Advertising Department shall charge a Ground Rent for allowing an advertising device over its property. Ground Rent shall not be charged if the advertising media is on private property. The amount of this charge will 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.
6.1.3 Premiums

i. Different types of premiums have been introduced based on the features and locational attractiveness of the Outdoor advertising devices. Types of premiums to be charged are as follows:-

ii. 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

iii. 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

iv. Illumination Premium - Illumination premium of 20% shall be added on any type of Illuminated Advertising Media i.e. top-lit, bottom lit or backlit box. 35% Premium shall be added for Digital/Electronic or Neon Signs

6.1.4 Total Fee

i. The total License fee to be charged shall be calculated by adding Base Licence Fee, and all applicable premiums. For Advertisement devices on Corporation property Ground rent shall be charged additionally over total License fee. Over the total License fee - 5% supervision charges.

6.2 Advertisement Charges

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

6.3 Penalties

Any advertisement device which does not confirm with the policy guidelines shall be penalised as per applicable law. Commissioner PCMC/Authorised Person shall retain the right to determine the penalty as applicable from time to time.
6.4 Procurement Policy

6.4.1 Public Private Partnerships

The participatory (Public Private Partnership) approach shall be encouraged 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.

6.4.2 Advertisement devices on Municipal Sites

Hoardings on municipal properties shall be allowed by inviting tenders or through Open Auction. PCMC shall devise and adopt a model for procurement to enhance the revenue potential of the city as well as to maintain the city aesthetic. It shall be PCMC’s endeavour to ensure that the revenue enhancement from advertisement shall not be at a cost of city aesthetic or traffic hazard.

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.

6.5 Advertisement devices on the Premises of other Public Authorities:

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.

6.6 Advertisement devices on the Private Premises:

Agencies desirous of erecting hoardings on the Private land or premises are also required to follow the prescribed procedure for permission along with additional conditions as mentioned in the policy, specifically with respect to city aesthetics and surroundings.
7 General Permission Criteria for Outdoor Advertising

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.

7.1 Criteria for Advertisement devices as Traffic Hazard

An advertising device may be considered a traffic hazard

i. If it interferes with road safety or traffic efficiency

ii. If it interferes with the effectiveness of a traffic control device (eg. traffic light, stop or give way sign).

iii. Distracts a driver at a critical time (eg. making a decision at an intersection).

iv. Obscures a driver's view of a road hazard (eg. at corners or bends in the road).

v. Gives instructions to traffic to "stop", "halt" or other (eg. give way or merge).

vi. Imitates a traffic control device

vii. Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road user's.

viii. Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.

ix. 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.

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.

7.2 Outdoor Advertisement Controls

Control of the physical characteristics of advertising devices shall be as follows:

i. Advertising Devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign.

ii. No sign shall be attached in any way to trees or shrubs and any plants in public property.

iii. No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.

iv. Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.

v. All On-Premise Advertising Device 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

vi. All On-Premise Advertising Device must have the compulsory required information ie – the Premise name

vii. 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.

viii. 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,

ix. All lighting associated with the Advertising Device shall be directed solely on the Advertising Device and its immediate surrounds.

x. 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.

xi. External illumination sources shall be shielded to ensure that external ‘spot’ light sources are not directed at approaching motorists.

xii. 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.

xiii. Any light source shall be shielded so that glare does not extend beyond the Advertising Device.

xiv. 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.

xv. The neon -signs should not flicker. No neon sign hoardings shall be permitted in Residential Zone/Localities."

xvi. 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.

xvii. Materials used on all Advertising Device should be non-polluting, fire resistant and injury proof.
xviii. No Advertising Device under any circumstances shall be supported from, hung or placed on other Advertising Device. Each Advertisement device should be self-supporting or fixed securely with the architectural structure.

xix. Signs built and/or suspended from the roof at the roof level are not permitted.

xx. 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.

7.3 Advertisement exempted from Permits:

The following type of advertisement shall not require obtaining any permission from PCMC.

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

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

iii. 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.

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

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. Eg – Shop boards containing Brand names.

7.4 Social and Informational Advertisements

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

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 Commissioner PCMC 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.
7.5 Conservation Areas and No Hoarding Zone:

i. 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 Heritage and tourism committee. The areas which shall be advertisement-free are as follows:-

- National Parks, districts forest and Water bodies in it.
- Historical monuments, cremation grounds, graveyards and ruins
- World, National or Local heritage area
- Areas classified as remnant of endangered regional ecosystem etc.
- Places of Religious Significances, like Temple, Mosque, Church and Gurudwara etc.

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

iii. 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.

7.6 Content Criteria

i. 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.

ii. 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.

iii. 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.
7.7 Restriction on Wall Painting and use of Wall for Advertisement:

No permission for display of advertisement by means of wall painting shall be granted. No Advertisement devices shall be permitted on the walls other than dead walls of any building except Building wraps, neon/digital advertisement, subject to other provisions of these guidelines.

7.8 Special Norms for Display of Advertisement by Floating Balloons

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

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

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

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

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

7.9 Policy Regarding Other New and Innovative Media

i. Special Permission shall be granted to other new media innovative from time to time in future, provided is in conformity with all the conditions pertaining to General permission criteria, Locational Criteria, Sizing criteria & Content criteria as laid out in this policy and as amended from time to time. The Commissioner, PCMC shall be the final authority to grant such permission after taking due considerations of the criteria as mentioned in the Policy.

ii. Where any new or innovative media is permitted as a special permission, PCMC shall within six months of grant of such permission, include necessary provisions related to the new/innovative media in the advertising policy/Byelaws after proper consultation and study.
7.10 Criteria for Advertising Structure

i. 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.

ii. 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 later on any deviations are found, the permission given will be withdrawn by the Authority.

iii. 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.

iv. 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.

v. Official road/street furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.

vi. Advertising device structure on the building, open-ground shall not project beyond the building line, footpath and over the carriage way of road lines.

7.11 Electrical Connection for Outdoor Advertising devices

i. 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.

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

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

7.12 Additional Conditions

The following additional conditions shall be attached while permitting advertisement:

i. 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.
ii. If the Commissioner, 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

iii. 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.

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

7.13 Insurance

i. 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.

ii. 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

7.14 Grievance Redressal

i. 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 complain 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
   • Offline Procedure

ii. 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.

7.15 Arbitration

i. 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 in this behalf either by himself or on party's request. 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 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.

ii. No person other than the one nominated by the Commissioner, Municipal Corporation 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 filling 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:

iii. 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.
8 Annexures

8.1 Annexure 1: List of negative advertisements

The following advertisements fall in the negative list and are not permitted to be displayed on Outdoor advertisements.

i. Nudity in any form

ii. Racial advertisements or advertisements propagating caste, community or ethnic differences

iii. Advertisement promoting drugs, alcohol, cigarette or tobacco items

iv. Advertisements propagating exploitation of women or child

v. Advertisement having sexual overtone

vi. Advertisement depicting cruelty to animals

vii. Advertisement depicting any nation or institution in poor light

viii. Advertisement casting aspersion of any brand or person

ix. Advertisement banned by the Advertisement Council of India or by law

x. Advertisement glorifying violence

xi. Destructive devices and explosives depicting items

xii. Lottery tickets, sweepstakes entries and slot machines related advertisements

xiii. Any psychedelic, or laser displays which cause glare to the viewers eyes.

xiv. Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.

xv. Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing

xvi. Advertisements which may be obscene or contain pornography or contain an “indecent representation of women” within the meaning of the Indecent Representation of Women(Prohibition) Act, 1986

xvii. 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;

xviii. Any other items considered inappropriate by the PCMC, on complaint from citizens of the city.
8.2 Annexure 2 – Zoning System

8.2.1 Area Zoning

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 Annex.

i. 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 etc.

ii. Zone B – Developing Commercial Zone
   Areas with upcoming premium commercial & Residential Development including suburban district centres with lesser traffic density.

iii. Zone C – Mixed Use Development Zone
    Areas having Medium Advertising potential with a mix of Residential and Retail development with less Traffic density

iv. Zone D – Residential Areas
    Areas with minimum Advertisement Potential and low traffic density

8.2.2 Roads Zoning

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

Note: where an advertisement faces or abuts on more than one Road zone, the higher zoning shall be considered for the calculation of License fee
# Table listing the name of Roads falling in different Road zones

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

The Road zones are illustrated in the Zoning Map also along with the Road names.
The Advertisement Fee is composed of the various components. The Premiums are expressed as multiplicative factors on the Base License Fee. Ground Rent is only applicable to Advertisement devices on PCMC property.

1. **Base License Fee**
2. **Premiums**
   i. Zone Premium
   ii. Road Premium
   iii. Central Divider Premium
   iv. Illumination Premium
3. **Ground Rent** (in case of Advertisement device on PCMC Land/Property)

The Advertisement Fee shall be calculated as per the following method:

- Total License Fee = Area of Advertisement Device X (Base License fee X All applicable premiums) (Example of calculation given at End)
- In case of Advertisement Devices on Public Properties Ground Rent shall be added to the Total License Fee.

### 1. Base License Fee

The Base License fee applicable to various categories of Advertisement Device is given below. The Base License fee along with premiums shall form the total license fee.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Category</th>
<th>Sub Category</th>
<th>Base License Fee (INR per Sqft per Annum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Large-Format Advertisement</td>
<td>Hoardings, Unipole, Media Screens, Wraps</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gantry</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>Medium-Format Advertisement</td>
<td>Minipole, Hoardings, Media Screens, Wraps</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advertisement Kiosks</td>
<td>78</td>
</tr>
<tr>
<td>3</td>
<td>Small-Format Advertisement</td>
<td>Pole Kiosks</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advertisement Kiosks</td>
<td>85</td>
</tr>
<tr>
<td>4</td>
<td>Moving Transit Advertisement</td>
<td>Public Transit</td>
<td>143</td>
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<tr>
<td></td>
<td>(Motorable &amp; Non Motorable)</td>
<td>Private Transit</td>
<td>143</td>
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<tr>
<td></td>
<td></td>
<td>Human Carried</td>
<td>130</td>
</tr>
<tr>
<td>S. No</td>
<td>Category</td>
<td>Sub Category</td>
<td>Base License Fee (INR per Sqft per Annum)</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------</td>
<td>--------------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>Advertisement on Transit Stops</td>
<td>Bus Stops/ Stands/Depots</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rickshaw Stand/ Cycle Stand etc</td>
<td>85</td>
</tr>
<tr>
<td>6</td>
<td>Advertisement on Shops</td>
<td>Shutters</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Doors, Walls &amp; Windows</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arches</td>
<td>46</td>
</tr>
<tr>
<td>7</td>
<td>Advertisement on Street Furniture &amp; Signages</td>
<td>Dustbins, Benches, etc</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Street Name Board, Chowk Name Board, etc</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Information Board</td>
<td>46</td>
</tr>
<tr>
<td>8</td>
<td>Arial Advertisements</td>
<td>Static - Ad Balloons,</td>
<td>2000 (Per Ad per Week)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moving - Drone, Air Banners, Skytyping etc</td>
<td>10000 (Per Ad per Day)</td>
</tr>
<tr>
<td>9</td>
<td>Temporary Advertisements</td>
<td>Ad Boards/Kiosks/Media Screens/Flex/Vinyl/Cloth Banners/Posters etc</td>
<td>7 (Per Sqft per Month)</td>
</tr>
</tbody>
</table>

2. Premiums

a.) Zone Premium

<table>
<thead>
<tr>
<th>S. No</th>
<th>Zone</th>
<th>Premium Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Zone A – Developed &amp; High Density Zone</td>
<td>1.25</td>
</tr>
<tr>
<td>2</td>
<td>Zone B – Developing Commercial Zone</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Zone C – Mixed Use Development Zone</td>
<td>0.85</td>
</tr>
<tr>
<td>4</td>
<td>Zone D- Residential Areas</td>
<td>0.7</td>
</tr>
</tbody>
</table>

The Zone of the Advertisement device shall be decided based on the zoning Map in the Policy.

b.) Road Premium

<table>
<thead>
<tr>
<th>S. No</th>
<th>Zone</th>
<th>Premium Factor</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Zone R1</td>
<td>1.5</td>
</tr>
<tr>
<td>2</td>
<td>Zone R2</td>
<td>1.25</td>
</tr>
<tr>
<td>3</td>
<td>Zone R3</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Zone R4</td>
<td>0.7</td>
</tr>
</tbody>
</table>
c.) Illumination Premiums

<table>
<thead>
<tr>
<th>S. No</th>
<th>Zone</th>
<th>Premium Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Non Illuminated</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Front, Bottom or Backlit</td>
<td>1.2</td>
</tr>
<tr>
<td>3</td>
<td>Electronic, LED or Digital Display</td>
<td>1.35</td>
</tr>
</tbody>
</table>

d.) 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.

3. Ground Rent (Only applicable to corporation property)

- Large/Medium & Small Format Advertisement – 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.
- Other Formats – In case of Advertisement on Moving Transit Advertisements, Advertisement on shops, Ground Rent shall not be added separately.

4. Revision of License Fee: The Base license fee, Zoning, Ground Rent and the Premiums shall be revised by the Commissioner, PCMC periodically.

5.) Examples of Calculation of Fee:

A. In case of an Illuminated Advertisement Hoarding on private land, Hoarding having a size 20 feet X 30 feet in between Jagtap Dairy to Planet Millennium.

Steps of Calculation of fee based on geographical location
1.) Total Display Area of Hoarding = 20 X 30 = 600 Sqft
2.) Base License Fee as per Large Format Hoarding = INR 65/- per sqft per Annum
3.) Zone Premium as per location zone: It falls in Zone B (Falling in election ward 48), Therefore Zone Premium is 1
4.) Road Premium: As per the Road table it falls in Road zone R1, Thus Road Premium = 1.5
5.) Illumination Premium: The Hoarding is illuminated hence the Illumination Premium = 1.2
6.) Central Divider Premium – Not Applicable as Hoarding located at Road side = 1
7.) Therefore Total License Fee for one year = 1 X 2 X 3 X 4 X 5X 6 = 600 x 65 x 1 x1.5 x 1.2 x 1 = INR 70,200 per year
In case of Private Land ground rent shall not be applicable and thus the total Annual Demand shall be INR 70,200/- per year. The Administrative and Supervision charges at 5% shall be INR 3,510/-

B – In case the same Hoarding as elaborated on Example A was on Municipal Land, then the total Annual demand shall be calculated as below
1.) Total License fee = INR 70,200/- (as per calculation above)
2.) Ground Rent: In case of Hoarding on Public Land ground rent shall also be added to the base license fee. In such case the ground rent for the example above is calculated as = Area X Ground Rent = 600 x 24/- =INR 14,400/- per Month = 1,72,800/- per Annum
3.) Total Annual Demand = 1+2 = 70,200 + 1,72,800 = INR 2,43,000/-
The total Annual demand shall be INR 2,43,000/- and Administrative and supervision fee @ 5% of total license fee shall be INR 3,510/- in case of Advertisement Hoarding on Municipal Land.
### Annexure 4 – Permissibility Criteria for different Categories

The table below gives the permission criteria for different category of advertisements

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category of Advertisement</th>
<th>Sub Type</th>
<th>Municipal/PCMC Land</th>
<th>Other Public Land</th>
<th>Private Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Large Format Advertisements (Display Area &gt; 201 Sqft)</td>
<td>Billboards/Hoarding/Unipoles/Bipoles/Media Screens/Wraps etc</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC, subject to distance regulations</td>
</tr>
<tr>
<td>1.2</td>
<td>Gantry</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Not Allowed</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Medium Format Advertisement (Display Area 51 - 200 Sqft)</td>
<td>Minipole, Hoardings, Media Screens, Wraps, Advertisement Kiosks</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC, subject to distance regulations</td>
</tr>
<tr>
<td>3.1</td>
<td>Small Format Advertisements (Display Area &lt; 50 Sqft)</td>
<td>Advertisement Kiosks/Pole Kiosks</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC, subject to distance regulations</td>
</tr>
<tr>
<td>3.2</td>
<td>Streetlight Kiosks</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Not Allowed</td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Moving Transit Advertisement (Motorable &amp; Non Motorable)</td>
<td>Public Transit</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Not Allowed</td>
</tr>
<tr>
<td>4.2</td>
<td>Moving Transit Advertisement (Motorable &amp; Non Motorable)</td>
<td>Private Transit</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC, subject to distance regulations</td>
</tr>
<tr>
<td>4.3</td>
<td>Moving Transit Advertisement (Motorable &amp; Non Motorable)</td>
<td>Human Carried</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC, subject to distance regulations</td>
</tr>
<tr>
<td>5.1</td>
<td>Advertisement on Transit Stops</td>
<td>Bus Stops/Stands/Depots</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Not Allowed</td>
</tr>
<tr>
<td>5.2</td>
<td>Rickshaw Stand/Cycle Stand etc</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Not Allowed</td>
<td></td>
</tr>
<tr>
<td>6.1</td>
<td>Advertisement on Shops*(On Premises Ad)</td>
<td>Shutters</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC</td>
<td>Allowed on permit from PCMC</td>
</tr>
<tr>
<td>6.2</td>
<td>Doors, Walls &amp; Windows</td>
<td>Allowed. No Wall Painting and Posters Allowed for advertisements</td>
<td>Allowed on permit from PCMC. No Wall Painting and Posters Allowed for advertisements</td>
<td>Allowed on permit from PCMC. No Wall Painting and Posters Allowed for advertisements</td>
<td></td>
</tr>
<tr>
<td>6.3</td>
<td>Arches</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC.</td>
<td>Allowed on permit from PCMC.</td>
<td></td>
</tr>
<tr>
<td>7.1</td>
<td>Advertisement on Street Furniture &amp; Signages</td>
<td>Dustbins, Benches, etc</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC.</td>
<td>Not Allowed</td>
</tr>
<tr>
<td>7.2</td>
<td>Street Name Board, Chowk Name Board, etc</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC.</td>
<td>Not Allowed</td>
<td></td>
</tr>
<tr>
<td>7.3</td>
<td>Information Board</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC.</td>
<td>Not Allowed</td>
<td></td>
</tr>
<tr>
<td>8.1</td>
<td>Arial Advertisements</td>
<td>Static - Ad Balloons</td>
<td>Allowed with NOC from Civil Aviation Authority</td>
<td>Allowed on permit from PCMC and NOC from Civil Aviation Authority</td>
<td>Allowed on permit from PCMC and NOC from Civil Aviation Authority</td>
</tr>
<tr>
<td>8.2</td>
<td>Non Static – Arial Banners, Sky typing etc</td>
<td>Allowed on city Airspace with NOC from Civil Aviation Authority</td>
<td>Allowed on city Airspace with NOC from Civil Aviation Authority</td>
<td>Allowed on city Airspace with NOC from Civil Aviation Authority</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Temporary Advertisements</td>
<td>Ad Boards /Kiosks/Media Screens/ Flex /Vinyl/ Cloth Banners/Posters etc</td>
<td>Allowed</td>
<td>Allowed on permit from PCMC.</td>
<td>Allowed on permit from PCMC, but not allowed in purely residential areas.</td>
</tr>
</tbody>
</table>