



POLICY FOR HOARDING AND SIGNAGE IN JNPA SEZ

- **Background and Need for Policy**
- **Guiding Principles of Policy**
- **Existing similar Policies Referred**
- **Categories of Hoardings and Advertisements**
- **Proposed Minimum Standards & Norms**
- **Proposed Fees and Charges**
- **Proposed Procedure for Granting permits**

- Presently there is inadequate regulation for the hoardings and signages at JNPA SEZ
- Few plot-holders in SEZ have requested permission to install directional signages within and outside SEZ.
- In the absence of regulations, plot-holders may install hoardings in ad-hoc manner which may cause visual clutter, spoil the skyline of SEZ and have potential to cause distraction to vehicular drivers.
- Therefore there is a need to formulate policy to regulate hoardings and signages at JNPA SEZ.

Signage policies implemented by other Authorities:

- Delhi Outdoor Advertisement Policy, 2008
- The Advertisement Policy for Navi Mumbai and New Towns -2013, by CIDCO
- Outdoor Advertisement Policy 2018 for Pimpri Chinchwad Municipal Corporation
- MIDC DCR 2009 and Draft DCPR 2021

Guidelines for outdoor advertisements/ signages along the roads are proposed to be driven by careful consideration of road safety and aesthetics:

1. Ensuring Road Safety:

- The Advertisements on roads, visible to traffic have potential to cause distraction to drivers and conflict with traffic safety
- The policy shall contain guidelines to ensure that outdoor advertising is not hazardous to traffic
- This requires the policy to regulate location, design, size or type of sign along vehicular roads

2. Aesthetics of Public Spaces:

The Policy shall aim to discourage visual clutter and ensure that the outdoor advertising and display structures do not degrade the SEZ's aesthetic, its skyline and its architecture by specifying list of regulations.

Present Provision in JNPA SEZ DCPR

Relevant Extract from Development Control and Promotion Regulations 2020” for the JNPA SEZ:

43. Erections of Hoardings and Signage:

Prior Approval of JNPT SPA shall be mandatory for erection of Hoarding and Signages. The erection of hoardings shall be governed by Special Regulations as contained in Appendix IV (of the DCPR 2020 for JNPA SEZ).

Only brief Special Regulations regarding the above are contained in Appendix IV of SEZ DCPR 2020

Categories of Hoardings / Signages to be regulated by Policy

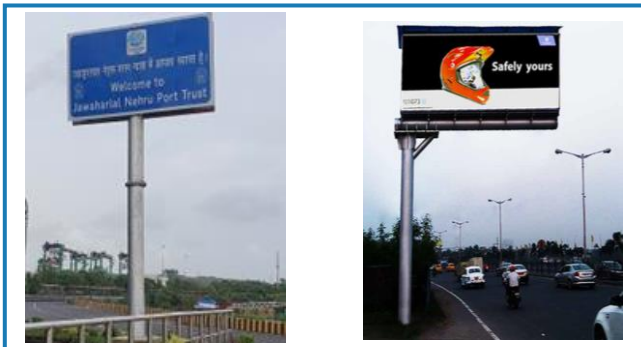


1. Hoardings: Large board erected to display advertisements, on the side of roads, or upon buildings/ structures. These types of signage devices are also called as billboard.

This could be in conventional form such as billboard with poster format or its digital version with LED display screen.



2. 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 is used to display signages to vehicles on roads.

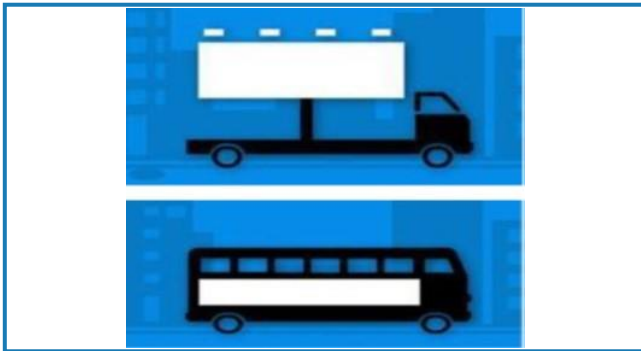


3. Unipole: It is type of hoarding with a single pole like support, hence the name Unipole. It could be in conventional format such as billboard with poster or its digital version with LED display screen.

Categories of Hoardings / Signages to be regulated by Policy



4. Pole Kiosks: Small sized advertisement devices fixed to Poles – mainly street-light poles.



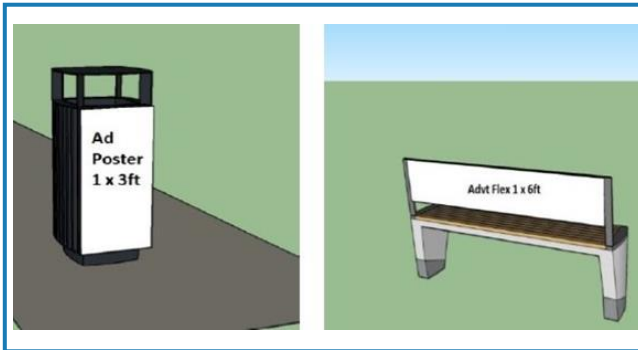
5. Moving Transit Advertisements: Advertisement media or devices which are fixed, pasted or attached to a moving vehicle are called Transit Advertisements.



6. Advertisement Kiosks/ Panel: A type of free-standing small advertisement panel which is fixed nearer to ground.



7. Transit Advertisements (Static): Advertisements on Bus Queue Shelters, Bus Stands, 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.



8. 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.



9. Flex / Vinyl Banner: Advertisements printed, painted on a flexible substrate like Vinyl or similar material. These are used predominantly as temporary advertisement mounted on a sky sign.

Cloth Banner: Advertisements printed or painted on cloth. These are predominantly used in temporary advertisement displays.

Proposed Minimum Standards & Norms

Sr. No.	Category	Type of Media	Sub Types			
1	Large-Format Advertisement (Area > 15 SqM subject to maximum 22.5 SqM)	Hoardings, Unipole, Media Screens	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
		Gantry	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
		Hoardings, Media Screens	Non-Illuminated		Digital	Backlit Box
		Advertisement Kiosks	Non-Illuminated		Digital	Backlit Box
3	Small-Format Advertisement (Area upto 5 SqM)	Pole Kiosks	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
		Advertisement Kiosks	Non-Illuminated		Digital	Backlit Box

Sizes of Advertising Hoardings:

1. The maximum size of hoarding shall be **3 m in height and 7.5 m in length**.
2. In case of Pole Kiosks the maximum width of a single advertisement board on each side of the pole shall be 0.3 m i.e 1 ft. The total width of such Advertisement Board shall be 0.6m
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.

Proposed Minimum Standards & Norms

Minimum Ground Clearance & Distances:

1. The lower bottom of the Advertisement Display shall not be at a clear height less than 2.25 meters from the Ground, Base or the Road, as applicable.
2. Maximum height of hoardings on ground: No hoarding shall be erected to a height exceeding 9 m above the ground
3. 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.
4. Advertisement Devices placed on Footpaths shall ensure that a minimum of 1m clear walking width is available after the placement of advertisement devices.

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

Category of Advertisement	Devices placed near or abutting Road Junctions	Advertisement Devices at Other Locations
Large Format Advertisement Devices	10 Metres	30 metres
Medium Format Advertisement Devices	7.5 Metres	15 metres
Small Format Advertisement Devices	5 Metres	10 metres

Zoning for the Purpose of Outdoor Advertisement

Outdoor Advertisement potential is dependent on location, road frontages, and direction of travel.

A system of Road Zoning is proposed so that the location potential is inherently captured within the Advertisement Revenue.

- **Category R1** - The major roads of 60 m width and 45 m width shall form part of Zone R1
- **Category R2** - The arterial roads of 24 m width and 30 m width shall form a part of Zone R2
- **Category R3** - All other roads of 18 m width and lesser width shall form a part of Zone R3



Proposed General Conditions

Key Conditions:

- Any installation of hoarding **without prior written permission of the SEZ Authority shall be treated as unauthorized** and shall be liable for demolition or removal, as the case may be.
- The advertisement hoarding along roads **shall not be permitted within a distance of 100 meters from the intersection of a road**. This distance shall be measured between the hoarding and the centerline of a junction
- The Authority **shall not allow the illuminated or electronic advertisement if it obscures or diminishes effectiveness of any official traffic sign, device or signal, etc**
- Illuminated signs should be **put off at zero hours in the mid night**.
- Advertisement **along the road** will conform to and **comply with IRC 46:1972**.
- Every hoarding should be designed so as per provision in National Building Code, 2016
- An advertisement which is likely to offend public moral and decency will not be permitted.

Proposed Fees and Charges

- The JNPA SEZ DCPR 2020 mentions the following: “***The fees for erection and maintenance of the hoarding shall be decided by JNPA from time to time***”.
- Therefore, it is essential to detail out the fee structure for hoardings and signages at the SEZ.
- The outdoor advertisement hoardings have potential to generate revenue for JNPA and accordingly following fee structure is proposed for granting license to install hoardings/ signages in SEZ.

Proposed fee components:

- 1) Base License Fee
- 2) Premiums
 - a. Road Premium
 - b. Central Divider Premium
 - c. Illumination Premium
- 3) Ground Rent (in case of Advertisement device is on JNPA Land)
- 4) Development Permission Scrutiny Fee
- 5) Security Deposit

The Base License fee along with premiums shall form the total license fee.

Proposed Fees and Charges

1. Base License Fee:

S. No.	Category	Sub Category	Base License Fee (INR per SqM per Annum)
1	Large-Format Advertisement (Area > 15 SqM upto max 22.5 SqM)	Hoardings, Unipole, Media Screen	700
		Gantry	900
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole, Hoarding, Media Screen	800
		Advertisement Kiosk	800
3	Small-Format Advertisement (Area upto 5 SqM)	Pole Kiosk	900
		Advertisement Kiosk	900
4	Moving Transit Advertisement (Motorable)	Public Transit	1500
		Private Transit	1500
5	Advertisement on Transit Stops	Bus Stops/ Bi-cycle docking stations	900
6	Advertisement on Shops	Shutters	500
		Doors, Walls & Windows	500
7	Advertisement on Street Furniture & Signages	Dustbin, Bench, etc	500
		Directional signage, Street Name Board	500
		Information Board	500
8	Aerial Advertisements	Ad Balloons	2000 (Per Ad per Week)
9	Temporary Advertisements*	Ad Board/ Flex/ Vinyl/ Cloth Banner	100 (Per SqM per Month)

Note: Note: The Advertiser/ vendor shall be responsible to remove the temporary banner immediately at end of license period, failing which JNPA SEZ shall get it removed at the cost of the advertiser and deduct penalty from the Security deposit

Proposed Fees and Charges

2. Premiums:

The Base License fee along with premiums shall form the total license fee

2a. Road Premium:

Sr No.	Zone	Type of Road	Premium Factor
1	Zone R1	Major roads of 60 m & 45 m width	1.5
2	Zone R2	Roads of 24 m and 30 m width	1.25
3	Zone R3	Roads of 18 m and lesser width	1

2b. Central Divider Premium:

If the Advertisement Device is located on the Central Median or central divider then a Premium factor of 1.2 shall be applicable.

2c. Illumination Premium:

Sr No.	Type of signage	Premium Factor
1	Non-Illuminated	1
2	Front lit, Bottom lit or Backlit	1.2
3	Electronic, LED or Digital Display	1.5

Proposed Fees and Charges

3. Ground Rent:

Ground Rent shall be charged for hoardings located on JNPA land, on the basis of display area of advertisement media, as per the Lease Rental for JNPA SEZ land determined by the Scale of Rates as published in the State Gazette.

LEASE RENTAL FOR JNPA SEZ LAND

Base Rate – Rs. 324 /- Sq. Mtr per annum

Note:

- Scale of Rates for allotment of land on lease rental basis in the JNPA SEZ as notified vide notification no. S.O. 2047 (E), dated 11/08/2014.
- Above base rate shall be subject to annual escalation as decided by JNPA as per provisions of PGLM 2019.

4. Development Permission Scrutiny Fee:

Development Permission Scrutiny Fee shall be payable with the application at the rate of Rs.16 per Sq.m with a minimum of Rs.1000.

Note: Above fee as per clause 5.1 of approved JNPA SEZ DCPR 2020.

3. Security Deposit:

The applicant shall deposit an interest free amount equivalent to license fee/ lease rental for 6 months as a Security for the due performance of the conditions attached to the development permission granted by the Authority.

Example of Fee Calculation

A. In case of an Illuminated Advertisement Hoarding on leased plot, Hoarding having a size 3m X 7.5m on 45m wide road.

Steps of Calculation of fee based on geographical location:

1. Total Display Area of Hoarding = 3m X 7.5m= 22.5 SqM
 2. **Base License Fee** as per Large Format Hoarding = INR 700/- per sqM per Annum
 3. **Road Premium:** As per the Road table it falls in Road zone R1, Thus Road Premium = 1.5
 4. **Illumination Premium:** The Hoarding is illuminated hence the Illumination Premium = 1.2
 5. **Central Divider Premium** – Not Applicable as Hoarding located at Road side = 1
 6. Therefore, **Total License Fee** for one year = 1 X 2 X 3 X 4 X 5 = 22.5 x 700 x 1.5 x 1.2 x 1 = **INR 28,350/-**
- In case of leased plot, the ground rent shall not be applicable and thus the total Annual Demand shall be INR 28,350/- per year.
 - The Development Permission Scrutiny Fee shall be at the rate of Rs.16 per Sq.m with a minimum of Rs.1000/-.
Therefore, Development Permission Scrutiny Fee = 22.5 x 16 = INR 360/- i.e. INR 1000/- (applicable)
 - The Security Deposit equivalent to 6 months total fee will have to be deposited.

Example of Fee Calculation

B. In case the same Hoarding as elaborated on Example A was on non-leased JNPA land within SEZ, then the total Annual demand shall be calculated as below:

Steps of Calculation of fee based on geographical location:

1.) **Total License fee** = INR 28,350/- (as per calculation above)

2.) **Ground Rent:** In case of Hoarding on non-leased JNPA land within SEZ, the 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 = $22.5 \times 324/- = \text{INR } 7,290/-$ per Annum

3.) **Total Annual Demand** = 1+2 = $28,350 + 7,290 = \text{INR } 35,640/-$

- The total Annual demand shall be INR 35,640/- in case of Advertisement Hoarding on JNPA Land.
- Additionally, Development Permission Scrutiny Fee shall be at the rate of Rs.16 per Sq.m with a minimum of Rs.1000/-. Therefore, Development Permission Scrutiny Fee = $22.5 \times 16 = \text{INR } 360/-$ i.e. INR 1000/- (applicable)
- The Security Deposit equivalent to 6 months total fee will have to be deposited.

Proposed Procedure for Granting permits

The following procedure will apply for grant of permission for installation, retention or display of hoardings or signage within the jurisdiction of JNPA SEZ:

- Every person desiring to install, exhibit, retain or display a hoarding/ advertisement shall submit an application to the Chief Manager (PPD), JNPA, for permission for display of the advertisement.
- The Authorised Officer may after making such inspection as may be necessary and within sixty days after the receipt of the application, grant, refuse, renew or cancel the permission, as the case may be, in accordance with the provisions of the sanctioned DCPR and the “Policy for Hoarding and Signage in JNPA SEZ”.
- No application shall be considered by the Authorised Officer, if it is not submitted in the prescribed Pro-forma along with all the documents as required by the Authority from time to time.

Period of Permission/ License:

- The maximum license period for the permit shall be **11 months**, and **extendable** by mutual agreement **for maximum 33 months** as per prevailing license fee rate.
- The decision regarding further renewal of License period shall be at clear discretion of the Authority.

Thank You

Appendix IV of the JNPA SEZ DCPR 2020

- I. Every hoarding shall be designed so as to withstand the wind, dead, seismic and other loads.
- II. Sizes of hoardings: The maximum size of hoarding shall be 3 m in height and 7.5 m in length.
- III. Maximum height of hoardings on ground: No hoarding shall be erected to a height exceeding 9 m above the ground. The light reflectors may however extend beyond the top of the hoarding. The lower base or the bottom of the hoarding shall be at a height of not less than 2.25 m from surface of ground below.
- IV. Distance from Road: A minimum distance of 3 m shall be maintained between the edges of the existing or proposed street, as stipulated by SPA of JNPT SEZ.
- V. Distance from the junction of a road: The Hoarding along roads shall not be permitted within a distance of 100 m from the intersection of a road. This distance being measured between hoarding and the center line of a junction.
- VI. Any hoarding which in the opinion of SPA of JNPT SEZ is likely to be confused with an authorized traffic sign or signal shall not be permitted.
- VII. Any hoarding containing the word 'stop', 'look' 'danger' or other similar word that might mislead or confuse the traveler shall not be permitted.
- VIII. No hoarding on roof shall be permitted.
- IX. Deposit and Fees:
 - (i) The fees for erection and maintenance of the hoarding shall be decided by JNPT from time to time.
 - (ii) The fees for hoarding shall be paid by the applicant in advance, for a calendar year, or part thereof.
- X. Prohibition of advertising signs and outdoor display structures in certain cases:

Notwithstanding the above provisions, no advertising sign or outdoor display structures shall be permitted on buildings of architectural, aesthetical, historical or heritage importance as may be decided by SPA of JNPT SEZ, or on Government buildings, save that in the case of Government buildings only advertising signs or outdoor display structures may be permitted if they relate to the activities for the said buildings' own purposes or related programs.

Basis and Comparison of License Fee for Hoardings

S. No.	Category	Sub Category	CIDCO	MIDC	PCMC		JNPA SEZ		
			Base License Fee (INR per SqM per Annum)	Base License Fee (INR per SqM per Annum)	Base License Fee (INR per SqFt per Annum)	Base License Fee (INR per SqM per Annum)	Base License Fee (INR per SqM for 11 months)		
1	Large-Format Advertisement (Area > 15 SqM subject to maximum 22.5 SqM)	Hoardings, Unipole, Media Screens, Wraps	Rs 500 per SqM upto 5 SqM and Rs 125 for every additional 1 SqM	Rs 100 per SqM upto 5 SqM and Rs 25 for every additional 1 SqM	65	699	700		
		Gantry			85	915	900		
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole, Hoardings, Media Screens					78	839	800
		Advertisement Kiosks					78	839	800
3	Small-Format Advertisement (Area upto 5 SqM)	Pole Kiosks	500	100	85	915	900		
		Advertisement Kiosks			85	915	900		
4	Moving Transit Advertisement (Motorable)	Public Transit	By inviting tender or with such fees as determined by NWCDC from time to time.	No provision in the regulations	143	1539	1500		
		Private Transit			143	1539	1500		
5	Advertisement on Transit Stops	Bus Stops/ Bi-cycle docking stations			85	915	900		
6	Advertisement on Shops	Shutters			46	495	500		
		Doors, Walls & Windows			46	495	500		
7	Advertisement on Street Furniture & Signages	Dustbins, Benches, etc			46	495	500		
		Directional signage, Street Name Board, etc			46	495	500		
		Information Board			46	495	500		
8	Aerial Advertisements	Ad Balloons			2000 (Per Ad per Week)	2000 (Per Ad per Week)	2000 (Per Ad per Week)		
9	Temporary Advertisements	Ad Boards / Flex /Vinyl/ Cloth Banners/ Posters etc	7 (Per Sqft per Month)	75.32 (Per Sqft per Month)	100 (Per SqM per Month)				

Note: PCMC system of charging base license fee is comprehensive and detailed and therefore has been considered as the basis of License fee for JNPA SEZ.