CHAPTER X.

HOARDINGS, BANNERS AND PLACARDS.

PART I.

HOARDINGS.

320. Application for licence.– (1) Every application for a licence to erect a hoarding shall be made to the Commissioner in Form 1.

(2) Every application made under sub-rule (1) shall contain,-

(a) a plan of the hoarding to be erected indicating the height and other dimensions and the material to be used;

(b) Stability Certificate issued by a Structural Engineer Grade I registered with the local body concerned;

(c) No objection letter from the owner of the land, in case the hoarding is to be erected in a private land or building;

(d) in case, the land or building belongs to a department of the State Government or the Central Government or an undertaking of the State Government or Central Government or to any such related agency of the State Government or Central Government, a 'No objection' letter issued by the competent authority or an authorized Officer of the said department, undertaking or agency;

(e) a topo sketch indicating the proposed location of the hoarding;

(f) copy of PAN card and Goods and Service Tax Certificate of the applicant/ agency/company; and

(g) a Test Certificate from a licenced electrical engineer, in regard to the electrical connections and components.

(2) Every application made under sub-rule (1) shall be accompanied with the receipt for payment of the application fee specified under rule 332 through demand draft or any other mode of payment as indicated by the municipality.

321. Single window approval committee.— Every application made under rule 320, shall be scrutinized by a Single Window Committee constituted for the purpose, consisting of officers from the Municipality concerned and a Traffic Police Officer not below the rank of Inspector of Police of the area concerned and submit its recommendation to the Commissioner.

322. Grant of licence.— (1) The Commissioner shall, after satisfying himself that the applicant has complied with all the requirements of the Act and Rules and after local inspection and on payment of licence fee as specified in rule 333, grant a licence in Form 2, for the categories of Hoardings specified in column (1) of the Table below, in the places specified in column (2), in the devices specified in column (3) and in the sizes specified in column (4) thereof:—

THE TABLE.

Category	Places	Devices	Size	
			Road-width/No. of Lanes	Maximum Size of display
(1)	(2)	(2)	(4)	
1	(a) Panel on Walls or any other structure visible to public	Large format displays like Scrolling boards/Bill boards/Unipoles/Bipoles/Hoardings and Digital Boards with or without Neon, LED lights, whether frontlit, backlit or both/ Balloons	Above 9 m to 15 m width	8 m x 4 m
	(b) Bridges, Flyovers and Pillars Gantries, Foot over bridges		15 m to 30 m	10 m x 4.5 m
	(c) Bus Stands/Terminus		Above 30 m	12 m x 6 m
	(d) Parks and Play Grounds			
	(e) Land and buildings			
	(f) Metro stations or other structures of Metro Rail organisations like pillars, gantries, etc. (visible to public)			
	(g) Railway station or Railway land (visible to public)			
	(h) Recreational areas such as outside of mall			
2	On Mobile vans, Buses, Trucks, Containers, Taxis, auto-rickshaws, delivery and service vehicles and other motor vehicles.	Outside of the vehicle/LCD mounted screens	Not exceeding 75 per cent of the surface area of the vehicle.	
3	Mobile advertising	Boards/Digital Boards	Not exceeding 3 m x 3 m	
4	Bus Shelters/Bus stops	Display boards with or without lights.	For 2 pole bus shelter - not exceeding 16 sq.m. and for 3 pole bus shelter - not exceeding 22 sq.m.	
5	Public utilities like Street lamp posts/Kiosks/Booths	Display/Panel boards with or without lights.	Not exceeding 0.6 m x 1.0 m	
6	Parking lots	Display/Panel boards with or without lights.	Not exceeding 1 m x 1.5 m	
7	Landscapes, Parks and Gardens	Fencing/Tree guards	Not exceeding 0.3 m x 0.6 m	
		Display of Information Board like maps	Not exceeding 9 sq.m.	
8	Toilets/Public Convenience/Garbage collection centre/other service oriented utility	Display/Panel boards with or without lights	Not exceeding 3 m x 9 m	
9	Traffic barricading	Steel barricades	Not exceeding 0.60 m x 1.0 m	
10	Foot way and Roadside	Vendor sign	Not exceeding 2.0 sq.m.	
		Welcome board	Not exceeding 5.0 sq.m.	
11	Construction site/Real estate site	Boards	Not exceeding 5.0 sq.m.	

12	Shops/Commercial/ Private establishments	Fascia, Awning, façade	Not exceeding 9.0 sq.m.
		Projected Sign	For buildings up to 18 m height – 3.0 m; for buildings 18 m to 36 m height – 4.5 m and for buildings above 36 m – 6.0 m

(2) The licence to erect hoardings granted under sub-rule (1) shall be subject to the following conditions, namely:—

(a) The licence shall not be transferable.

(b) The licensee shall not transfer the ownership of the hoarding without prior permission of the Commissioner.

(c) The Licence holder shall adhere to the conditions laid down in rule 326 for erection of hoarding in the permitted locations.

(d) The Licence holder shall mention the licensee name, number, period of licence and size of the hoarding, in the right side corner of the hoarding.

323. Validity of licence.— Every licence granted under rule 322 shall be valid for a period of three years.

324. Renewal of licence.— Every application for renewal of a licence shall be made to the Commissioner in Form 3, two months before the date of expiry of the licence, along with the licence fee specified in rule 333.

325. Prohibition of advertisements in sensitive areas.— (1) Erection of Hoardings shall not be permitted in the following areas namely:—

(a) National Parks, district forests and water bodies;
(b) Historical monuments, cremation grounds, graveyards and ruins;
(c) World Heritage sites;
(d) Areas classified as remnant or endangered regional ecosystems; and
(e) Places for worship like temples, mosques, churches, Gurudwaras etc.,:

Provided that hoardings may be permitted in such areas, in special circumstances as may be permitted by the municipality.

326. Conditions for hoardings.— (1) The applicants shall maintain self-regulatory controls and ensure minimum advertising standards such as abiding the code of ethics and avoiding of advertisements which are negative, or disturb safe traffic movement.

(2) The following display types are permitted for hoardings:—

(a) Static, printed on flex/paper/other materials.

(b) Scrolling of printed displays with a dwell time of 10 seconds and transition time of one second.

(c) Animations or full motion video only at locations for viewing by non-vehicular traffic or at parking lots.

(d) Variable message Hoardings are not permitted in areas other than those specified in Category 1 within the jurisdiction of Municipalities, State/Central jurisdiction roads. Variable Message Hoardings may be permitted on case-to-case basis by the Commissioner:

Provided that this rule shall not apply to variable message displays used by the Municipality or Police Authorities for the purpose of traffic management or for displaying other relevant public information.

(3) No “double-decker” hoardings shall be allowed i.e. two boards displaying two different advertisements with one directly on top of the other.

(4) The maximum height of a hoarding as measured from the base shall not be more than 10 m from the ground level for the devices mentioned in Category 1 in rule 322.

(5) The hoardings erected in a road shall be of uniform size as practicable as possible.

(6) Where the footpath does not exist, the hoarding shall not be permitted within 1.5 mtrs (i.e. 5 feet) of the road as measured from the edge of the road and no projection shall be permitted on the footpath.

(7) All hoardings on unipoles shall be constructed without any over-hang on any pavement or road.

(8) Category 1 hoardings (large format displays) specified in rule 322 shall not be permitted in medians and traffic islands, where carriageways diverge and on footpaths.

(9) The maximum height of a hoarding from the road level, placed along the side of a flyover, foot over bridge or gantry shall be measured clearly from the top of the flyover, foot over bridge or gantry and centre of the flyover. There needs to be a clear distance of ten meter between the bottom of any display and surface of the road below.

(10) Independent hoardings including the foundations, shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc., and shall comply with the relevant Indian structural design standards, codes of practice and the policy guidelines.

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

(12) In a vehicular mounted hoarding, the area for advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle.

(13) Vehicle hoardings shall not interfere in anyway with the mandatory vehicle signs such as route of the bus service, number plate, etc.,

(14) Aerial hoardings and Balloons shall be permitted after obtaining No Objection Certificate from Airports Authority of India, wherever necessary.

(15) The hoardings in bus shelters/bus stops shall not affect the visibility of the waiting passengers.

(16) The hoardings shall not project outside the roof top boundary of the bus shelter/ bus stop.

(17) Not less than twenty per cent of the area shall be earmarked for display of Bus route numbers, Government schemes, public awareness slogans, etc., at top side and back panel of the Bus Shelter.

(18) Hoardings shall be mounted only on the Back Panel and Front Panel of the bus shelters or the bus stops.

(19) Hoardings on angular or side panels and stand alone panels will not be allowed in bus shelters or bus stops.

(20) In lamp posts, the hoarding shall be placed at least two mtrs (i.e. 6 feet) below any light fixture and the bottom of such device shall not be less than three mtrs (i.e. 10 feet) above the ground level.

(21) Only one structure in portrait format (single frame containing two back to back posters) is permitted per street lamp pole.

(22) No hoarding shall be permitted in medians or overhang that obstructs pedestrian movement or the view of the traffic on the road.

(23) Hoardings shall not use shapes that could be taken as an official traffic sign.

(24) The supporting structure for hoardings shall have a non-reflective finish to prevent glare.

(25) External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.

(26) Hoardings shall not cover any mandatory/cautionary signs or the cover plates on street lamp pole.

(27) Hoardings shall not be displayed on the first three street lamp poles from any intersection or traffic light.

(28) Public Convenience Signage: Name, Location, Ward Number, information about Government Schemes, Public awareness slogans, etc. shall be displayed at the top of public convenience.

(29) No part of the Hoardings shall project into the public right of way including in parking lots.

(30) For category 6 hoardings specified in rule 322, free standing parking hoardings shall be placed on the edge of the authorised parking lots and the overall spread of the parking hoardings shall not exceed 50 per cent of the sum total of the peripheral length, so as not to interfere with vehicular or pedestrian movement to enter or exit of the parking facility.

(31) Category 11 hoardings specified in rule 322 shall be limited to one sign per street face.

(32) As far as possible, the hoardings may be constructed or fabricated using tubular sections of desired strength and life with optimal design that uses minimal number of members. The edges and back of the hoardings shall be enclosed, framed or cladded with metallic sheets or aluminium composite panel sheets, with both having either non-reflective paint or finish, giving a neat look and hiding the structure from view.

(33) During periods when no commercial advertisements are displayed, hoardings should have social messages displayed along with any promotional message that the site marketer may desire (contact numbers, etc).

(34) The Government or Municipality may provide their art work or any message for promotion of their campaigns, only when the hoardings are not occupied with any commercial display, in lieu of payment of licence fee during that period.

(35) All hoardings other than those that are exempted from obtaining licence under section 117-Q of the Act must contain the information on the lower right hand side specifying the name of the licensee, licence number, period of licence i.e. validity and contact number of the licensee or his representative.

(36) Electrical connections and components in all hoardings shall be in accordance with relevant Indian Standards. No generator running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any hoardings.

(37) The Code of Practice for Road Signs IRC:67-2012 or its further amendments, design parameters of official traffic signs and standard legend/background colour combinations shall be followed.

(38) Hoardings 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 lights.

(39) Non-static illuminated hoardings (flashing lights) are not permitted.

(40) Scrolling of printed displays shall be permitted with a minimum dwell time of 10 seconds and transition time of 1 second.

(41) The average maintained luminance shall be reduced to 0.5 candelas or altogether shut, after 23.00 hours (11 pm) and sunrise by automatic timing devices.

(42) All hoardings must have mandatory public liability insurance cover for the structure and any consequent damage it may inflict upon any passer-by or user and.

(43) The applicants shall follow such other conditions as may be specified by the Government from time to time.

327. Exemptions.— (1) The categories of hoardings exempted from obtaining licence under section 117-Q of the Act shall comply with the following guidelines:—

(a) Fascia, Façade and Awning Signages for Self advertising:

(i) All fascia, façade, awning signages shall not exceed the width of the wall upon or in front of which it is situated.

(ii) Within enclosed corridors or verandah like location, the fascia sign must follow the datum line coinciding with the top of the shop/business opening.

(iii) Each business shall restrict itself to one fascia sign per street face having a public entrance.

(iv) The signs by no means shall exceed the frontage of the premises of the business.

(v) One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot.

(vi) The advertiser shall only be permitted to advertise the product/service/name/logo that is being offered from the facility. No surrogate advertising shall be permitted on fascia sign.

(b) Projected sign for self- advertising:

(i) No projection of the signage or any part of its support or frame- work shall project more than 0.60 m beyond the building.

(ii) Only one projecting sign shall be allowed per enterprise façade, provided that the width of the facade is at least 4.50m.

(iii) A projecting sign shall not be fixed other than at right angles to the street line.

(iv) In no case, projecting sign shall not be attached to a lamppost, traffic sign, heritage or religious building, educational facilities and buildings that house government offices.

(v) The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging.

(vi) The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/loading points.

(vii) Instead of separate signage for each business on the outside wall of a multi-storied building, signage pylon may be erected at entrance of building of suitable dimensions to accommodate all business premises, with one signage per premise.

(c) General conditions regarding On-Premises Advertising:

(i) All on-premises advertising devices/business/trade signs should be restricted to commercial areas and authorized business/trade establishments within institutional areas.

(ii) On-premise advertising device shall not,—

(a) attached in any way to trees or shrubs.

(b) obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings.

(c) in any form or manner interfere with openings required for light and ventilation.

(d) be located to obstruct or alter the frontal silhouette of any transparent/ translucent surface/opening.

(e) interfere with fire safety transit/exit space requirements and prescribed norms.

(iii) No trade and business sign, message, poster or printed material of any nature shall be pasted onto any supporting column, pillar or post or electricity/telephone/utility distribution boxes or pillars.

(iv) The sign information should be non-polluting, fire resistant, injury proof, non reflective and should be kept to a minimum in size for both aesthetics and traffic safety.

(v) 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.

(vi) No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.

(2) The exempted advertising devices exceeding the dimensions or violating the conditions mentioned in clauses (a), (b) and (c) of sub-rule (1) of this rule shall liable to be removed.

328. Right to advertise in municipal property.— The Commissioner may grant right to any person or a class of persons or any institution or organization to display advertisements on properties belonging to, or vested with, the municipality on payment of a concession fee of fourteen per cent per annum on the guideline value of the land wherein the advertisement is displayed, in addition to the licence fee prescribed in rule 333.

329. Cancellation of licence.— (1) Where the Commissioner either *suo-motu* or on an application, has reason to believe that,—

(i) a licence has been obtained by fraud, misrepresentation or suppression of material particulars ; (or)

(ii) a licensee has violated or failed to comply with the conditions of the licence or has contravened any provision of the Act or these Rules, he shall call upon the licensee, by notice in writing, addressed by registered post to the address given in his licence stating the grounds, to show cause within seven days from the date of receipt of such notice as to why the licence should not be cancelled.

(2) On examining the reply received from the licensee within the time limit specified in sub-rule (1), the Commissioner may either cancel the licence or drop further action in the matter.

330. Unauthorised, obscene or objectionable hoarding.— (1) On cancellation of a licence under rule 329 or refusal to renew a licence under rule 324, the owner of such a hoarding shall remove it within seven days from the date of receipt of the order of cancellation of licence or of the order refusing to renew the licence, failing which the Commissioner shall cause to remove such hoarding without further notice and recover the cost of such removal from the owner of such hoarding.

(2)The Commissioner may, either *suo-motu* or on representation, shall direct the licensee to remove a hoarding, which contents are considered to be obscene or objectionable within seven days. If the licensee

does not remove such advertisements within seven days, the Commissioner shall remove the hoarding without further notice and recover the cost from the owner of such hoarding.

331. Appeal.— An appeal to the Director shall be made in Form 4 within thirty days from the date of receipt of an order refusing to grant or renew a licence or cancelling the licence. The appeal shall be accompanied by a fee of Rs. 1,000/- (Rupees one thousand only) and the grounds of appeal. Such appeal shall be disposed of within a period of sixty days from the date of its receipt.

332. Application fee.— (1) The application fee for applying for grant of licence or for renewal of licence to erect a hoarding shall be as specified in the Table below:-

THE TABLE.

Category (1)	Amount (2)
Municipal Corporations	Rs.2,000/- (Rupees two thousand only)
Municipal Councils	Rs.1,000/- (Rupees one thousand only)
Town Panchayats	Rs.500/- (Rupees five hundred only

(2) All fees payable under this Chapter shall be paid in the name of Commissioner of the Municipality concerned by way of demand draft or any other mode of payment as provided by the Municipality.

333. Licence fee for hoardings.— (1) The licence fee for hoardings shall be levied as specified in the Table below:-

THE TABLE.

Sl. No. (1)	Category of Hoardings (2)	Licence fee per sq.m. per year for each display in (3)			
		Chennai City Municipal Corporation	Other Municipal Corporations	Municipal Councils	Town Panchayats
1.	Categories 1,4,7 and 8	Rs.6,000	Rs.4,500	Rs.3,000	Rs.2,000
		The fee shall be increased by 10% for frontlit or backlit boards, by 15% for Neon lighting, by 20% for LED /LCD advertising and variable messaging devices.			
2.	Categories 2,3,5, 6 and 9	Rs.3,000	Rs.1,500	Rs.1,000	Rs.750
		The fee shall be increased by 10% for frontlit or backlit boards, by 15% for Neon lighting, by 20% for LED /LCD advertising and variable messaging devices.			
3.	Categories 10, 11 and 12	Exempted from levy of license fees, subject to the size mentioned in serial numbers 10, 11 and 12 of the Table under rule 322.			

(2) The licence fee specified in this rule may be revised by the Government once in every three years and such a revision of licence fee shall be not less than ten per cent and the licence fees shall not exceed Rs.20,000/- (Rupees twenty thousand only) per sq.m. per year.

334. Payment of licence fee.— (1) The licence fee shall be levied and collected every financial year commencing on and from the 1st April and upto the 31st March of next year.

(2) The licence fee shall be paid within thirty days from the beginning of the year.

(3) If the licence fee is not paid within the said period of thirty days, the Commissioner may, after giving notice in writing to the owner of such hoarding, cancel the licence and take such action as are required under these rules.

(4) The schedule of payment of licence fee shall be mentioned in the Licence.

335. Maintenance of registers.— A register in Form 5 shall be maintained by the Commissioner in regard to issue of licence for erection of hoarding and collection of application fee, licence fee, etc., either physically or digitally.

336. Insurance against damages.— (1) In the case of Category 1, 4, 7 and 8 hoardings, the licensee shall provide proof of public liability insurances as prescribed by the licencing authority.

(2) The licensee shall obtain a public liability insurance policy in the joint names of the licensee and Municipality concerned for their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons, or accidental damage to property, for the period of licence.

337. Inspection of hoardings.— (1) The Director or Regional Director or Assistant Director shall cause periodical inspection of hoardings. The Director shall review the licensing of hoardings and collection of fees once in three months. The Regional Director or Assistant Director shall review the licensing of hoardings and collection of fees every month and send a report to the Director.

(2) The Commissioner or any officer authorized by him in this behalf shall make periodical inspection of the hoardings and verify whether they are being maintained in accordance with the conditions prescribed in the licence. During such inspection, if it is noticed that the hoardings are not in accordance with the provisions of the Act and these Rules and the conditions of the licence, the Commissioner shall take such action as required under these rules. A quarterly report of all Municipalities shall be sent to the Director in this regard.

338. Removal of hoardings.— (1) Every person who has erected the hoarding after obtaining the permission, shall, on expiry of such licence remove the same and dispose it, without causing any hazard to health and environment.

(2) Where a person who has obtained permission for the erection of hoarding has retained the same after expiry of the period of licence or has erected the hoarding contrary to the conditions of the licence, the Commissioner may, by notice in writing, require the licensee to remove the hoarding within 24 hours.

(3) Where the hoarding is not removed within such time referred to in sub-rule (2), the Commissioner shall, without further notices, remove the same and recover the cost of removal from the person concerned as an arrears of land revenue.

PART II.

DIGITAL BANNERS AND PLACARDS.

339. Application for permission.— (1) Every application for permission to erect digital banners or placards shall be made to the Commissioner, fifteen days prior to the date of the proposed erection, in Form 6.

(2) The applicant shall submit separate applications for erection of digital banners or placards in respect of each Police Station limit.

(3) Every application in Form 6 shall be accompanied by,—

(a) a No objection letter from,—

(i) the owner of the land where the digital banner or placard is to be erected on private land or building; or

(ii) where the land or building belongs to a Department of the State Government or Central Government or Municipality or an Undertaking of the State Government or Central Government or to any such related agency, a no objection letter or authorization letter from the such Department or Undertaking or Agency, as the case may be.

(iii) the Commissioner concerned or any officer of the Municipality authorized by him in this behalf, where the digital banner or placard is to be erected on a municipal land:

Provided that if digital banners or placards are to be erected in lands or buildings of different owners (both Government and private), separate no objection certificate shall be obtained from every land or building owner.

(b) no objection certificate from the Station House Officer of the Police Station concerned, to the effect that the proposed digital banners or placards would not be an obstruction to free and safe flow of movement of traffic, pedestrians and vehicles;

(c) Topo sketch of the roads and streets indicating the proposed approximate points of erection of each digital banner or placard.

(4) Every application in Form 6 shall also be accompanied by a challan/online receipt showing the payment of requisite permission fee as specified in rule 340.

(5) The Commissioner shall, on receipt of the application, scrutinise the same and if it fulfills the requirements of the Act and these rules, grant permission in Form 7 for erection of digital banner or placard, subject to the following conditions, namely:—

(a) This permission shall not be transferable.

(b) On or before the date of expiry of the permission, the digital banners or placards shall be removed and disposed safely, without causing any hazard to public health or environment.

(c) No digital banner or placard shall be erected,—

(i) in front of educational institutions, places of worship and hospitals with in patient treatment facility;

(ii) in the corners of roads or street junctions, up to a distance of fifty metres on either sides of the junction including the junction and traffic island; and

(iii) in front of notified monuments, statues, iconic places and other places of tourist importance.

(d) No digital banner or placard shall be permitted on both sides of the road having a footpath of less than three metres width. In roads with no separate footpath, a minimum of three metres width shall be available between the road margin and the digital banners/placards for the use of pedestrians.

(e) No digital banner, placard shall be permitted in the centre median of the road.

(f) No digital banner or placard shall be permitted on narrow roads where the total width of the road (carriage way and foot path) is less than three metres. On roads with width between three metres and twelve metres, the digital banners or placards shall be permitted only on one side of the road margin, and if the width of the road is above twelve metres, digital banners or placards may be permitted on both sides of the road margin.

(g) The digital banners or placards erected in one particular road must be of uniform size as practicable as possible.

(h) The digital banners or placards shall be erected only parallel to the footpath or road, and not across the footpath or road margin.

(i) There shall be a space of not less than ten metres between one digital banner or placard and another. The space between digital banners and placards on a road shall be uniform in length.

(j) No digital banner or placard shall be erected on the carriage way of the road or foot path, and can be erected only on the earthen surface in between (wherever available).

(k) If any damage is caused to the public property or road, while erecting the digital banners or placards on the roads and public places, the entire deposit amount will be forfeited. If the damage caused to the road or public property is more, additional compensation shall be claimed from the permission holder.

(l) In case of any accidental death of, or accidental bodily injury to, persons; or accidental damage to property caused by the banner or placard, the compensation shall be paid by the applicant.

(m) Erection of digital banners or placards with obscene or objectionable content is strictly prohibited and is liable for confiscation and summary removal.

(n) Any digital banner or placard erected after expiry of the permission is liable for confiscation and summary removal.

(o) The permission holder shall erect only the actual number of digital banners or placards for which permission has been granted.

(6) The permission granted under sub-rule (5) shall be valid for a period of not exceeding six days including the date of erection and removal.

(7) The Commissioner may refuse to grant permission, if the application is submitted belatedly or without necessary details and certificates or without necessary permission fee or in violation of any of the provisions of the Act or these rules.

(8) The permission holder shall display the following details in the bottom of the digital banners or placards, in a font size of not less than twenty five millimeter height, namely, the Permission Number given by the Commissioner, period of validity, total number of digital banners and placards and size details for which permission has been given.

340. Payment of permission fee.— (1) The non-refundable fee for grant of permission for each digital banner or placard irrespective of private or public place shall be as follows:-

Category of Municipality	Fee for each digital banner/ placard
Chennai City Municipal Corporation	Rs.1,000/- (Rupees One thousand only).
Other Municipal Corporations	Rs.750/- (Rupees Seven hundred and fifty only).
Municipal Councils	Rs.500/- (Rupees Five hundred only).
Town Panchayats	Rs.250/- (Rupees Two hundred and fifty only)

(2) The permission fee shall be paid by a demand draft drawn in favour of the Commissioner concerned or by challan in municipal treasury or online or by person in the designated centres specified by the Municipality concerned.

341. Maximum size of digital banner or placard.— (1) The maximum size of a digital banner or placard shall be as specified in the Table below:—

THE TABLE.

Road width (in metre).	Maximum size of Digital banner/ Placard
(1)	(2)
Above 30	4.50 m (height) x 8.00 m (width).
18 to 30	3.60 m (height) x 6.00 m (width).
12 to 18	3.00 m (height) x 4.80 m (width).
6 to 12	2.40 m (height) x 1.50 m (width).
3 to 6	1.00 m (height) x 0.75 m (width).

(2) No digital banner or placard shall be permitted in the centre median of the road.

(3) The digital banners or placards erected in one particular road shall be of uniform size, as far as practicable.

(4) No digital banner or placard shall be permitted on both the sides of a road with a footpath of less than three metre width. On a road with no separate footpath, a minimum of three metre width shall be available between the road margin and the digital banners or placards, for use of pedestrians.

(5) The digital banner or placard shall be erected only parallel to the footpath or road, and not across the footpath or road margin.

(6) There shall be a space of not less than ten meters between one digital banner or placard and another. The space between digital banners and placards on a road shall be of uniform length.

(7) No digital banner or placard shall be permitted on narrow roads where the total width of the road (carriage way and foot path) is less than three metres. On roads with width between three metres and twelve metres, the digital banners or placards shall be permitted only on one side of the road margin, and if the width of the road is above twelve metres, digital banners or placards may be permitted on both sides of the road margin.

(8) No digital banner or placard shall be erected on the carriage way of the road or foot path, and shall be erected only on the earthen surface in between, wherever available.

342. Restriction on grant of permission.— Permission for erection of digital banners and placards shall not be granted in the following places, namely:-

(i) In front of educational institutions, places of worship and hospitals with inpatient treatment facility;

(ii) In the corners of road or street junctions, up to a distance of 50 metres on either sides of the junction, including the junctions and traffic islands;

(iii) In front of places of notified monuments or statues or iconic places and other places of tourist importance; and

(iv) In such other places as may be prescribed by the Government from time to time.

343. Unauthorised, obscene or objectionable digital banners or placards.— (1) The Commissioner, may confiscate or summarily remove any digital banner or placard erected without permission, and recover the cost of removal from the person who has erected it.

(2) The Commissioner may, either *suo-motu* or on representation, direct the permission holder of a digital banner or placard to remove it immediately, if its contents are considered to be obscene or objectionable, failing which the Commissioner shall summarily remove it through his authorised representative, and recover the cost of removal from the applicant.

344. Inspection of digital banners or placards.— The Commissioner or any officer authorised by him in this behalf shall make an inspection of the digital banners or placards erected and verify whether they are erected in accordance with the conditions specified in the permission order, the provisions of the Act and these rules.

345. Removal of digital banners or placards.— (1) Every person who has erected the digital banners or placards after obtaining the permission, shall, on expiry of such permission remove the same and dispose it, without causing any hazard to health and environment.

(2) In case, a person who has obtained permission for the erection of digital banners or placards has retained the digital banner or placard after the expiry of the period of permission or erected the digital banner or placard contrary to the conditions of the permission, the Commissioner may, by notice in writing require the permit holder to remove such digital banners or placards within twenty four hours.

(3) Where the digital banner or placard is not removed within such time referred to in sub-rule (2), the Commissioner shall, without further notices, remove the same and recover the cost of removal from the person concerned as an arrear of land revenue.

346. Exemption.- Nothing contained in this Chapter shall apply to any digital banner or placard on which is exhibited any advertisement which relates to,–

(i) the trade or business carried on within the land or building, upon or over, which such digital banner or placard is erected or to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held upon or in such land or building; or

(ii) the name of the land or building, upon or over which the digital banner or placard is erected or to the name of the owner or occupier of such land or building:

Provided that the size of such digital banner or placard does not exceed the maximum size prescribed in sub-rule (1) of rule 341.

347. Appeal against order refusing to give permission for erection of digital banners or placards.— (1) An appeal against the refusal of permission by the Commissioner for erection of digital banners or placards, shall be made to the Government in case of Chennai City Municipal Corporation and to the District Collector in case of other Municipalities in Form 8, within thirty days from the date of receipt of the order of such refusal.

(2) An appeal shall be accompanied by a fee of Rs.1,000/- (Rupees One thousand only) and the grounds of appeal and such appeal shall be disposed of within a period of thirty days from the date of its receipt. The orders of the Government or the District Collector, as the case may be, on such appeal shall be final.

(3) Fee for appeal shall be remitted by way of demand draft in favour of the Secretary to Government, Municipal Administration and Water Supply Department or the District Collector in which the Municipal Corporation exists, as the case may be, or through online.

348. Maintenance of register.— A register in Form 9 shall be maintained by the Commissioner to record details of grant or rejection of permission for erection of digital banners or placards and permission fee therefor.

349. Compensation against damages.— After obtaining permission for erection of digital banner or placard, the applicant shall provide an undertaking for compensation, in case of any accidental death of, or accidental bodily injury to persons; or accidental damage to property as the case may be.

FORM 1

[*See* sub-rule (1) of rule 320]

APPLICATION FOR LICENCE TO ERECT A HOARDING

(1)	Name and address of the applicant/ Company/Government Department*		:	
(2)	Exact location with identification land marks and direction of facing of the frontage of the hoarding		:	
(3)	Ward No. and Place of erection (Name of the road) of the hoarding (If on buildings, address of the buildings) T.S.No., T.S. Ward No. and Block No.		:	
(4)	Name of the owner of the land/building on which the hoarding is to be erected		:	
(5)	Size of the hoarding proposed to be erected (Length, breadth and width to be mentioned)		:	
(6)	Nature of the materials to be used		:	
(7)	Indicate whether the following documents have been enclosed with the application.		:	
	(a)	Copy of demand draft/ challan of licence fees paid or details of fees paid.	:	Yes (enclosed)/ No
	(b)	Copy of receipt of rent paid to State or Central Government or Municipality and details of fees paid	:	Yes (enclosed)/ No
	(c)	Plan showing the hoarding to be erected indicating the height and other dimensions and the material proposed to be used	:	Yes (enclosed)/ No
	(d)	Stability Certificate issued by Registered Structural Engineer Grade-1	:	Yes (enclosed)/ No
	(e)	No Objection letter from the owner of the land where the hoarding is to be erected in a private land or building	:	Yes (enclosed)/ No
	(f)	If the land or building belongs to a Department of the State Government or Central Government or an Undertaking of the Government or Municipality or to any such related agency, a No Objection Letter/ Authorization Letter issued by an authorised Officer	:	Yes (enclosed)/ No
	(g)	Topo sketch indicating the proposed location of the hoarding for any advertisement or display of an advertisement	:	Yes (enclosed)/ No
	(h)	Copy of PAN Card and GST (PAN card of Proprietor/Partner/Company Directors whichever is applicable)	:	Yes (enclosed)/ No
	(i)	Test Certificate from a licenced Electrical Engineer	:	Yes (enclosed)/ No
(9)	Insurance against damages [The licensee shall provide proof of public liability insurance]		:	Yes (enclosed)/ No

Signature of the applicant.

ACKNOWLEDGEMENT

Received the application for erection of hoarding in ..... Municipality at Ward No..... at ..... from Thiru/Thirumathi*.....

Signature and date.

[* strikeout whichever is not applicable.]

FORM 2

[*See* rule 322]

LICENCE FOR THE HOARDING

Licence No. Date:

Reference: Application number and date.

*****

Licence is granted to _____ for erection of hoarding at the following places:—

Sl. No.	Name of the Municipality	Zone No.	Ward No.	Location with T.S. No.	Place	Device	Size
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	.....	.....	.....	.....	.....	.....	.....

2. This licence is valid for three years.

3. This Licence is granted subject to payment of licence fee for erection of hoarding at the above place within the limits of ……. Municipal Corporation/Municipal Council/Town Panchayat*, as per the schedule of payment as detailed below:—

First year	Rs. ……./-
Second year	Rs. ……./-
Third year	Rs. ……./-

In total, Rs……./- payable for three years. The fee shall be paid to…… Municipal Corporation/Municipal Council/Town Panchayat* through demand draft in favour of Commissioner, ……. Municipal Corporation/Municipal Council/Town Panchayat* or through online. Non-payment of licence fee shall attract sub-rule (3) of rule 334 of the Tamil Nadu Urban Local Bodies Rules, 2023.

4. The licence granted is subject to the following conditions, namely:—

(1) This licence is not transferable.

(2) The licensee should not transfer the ownership of the hoarding without prior permission of the Commissioner.

(3) The Licence holder shall adhere to the conditions laid down in rule 326 for erection of hoarding in the permitted locations.

(4) The Licence holder shall mention the licensee name, number, period of licence and size of the hoarding in the right side corner of the hoarding.

Place:
Date:

Seal and Signature of the Commissioner,
……. Municipal Corporation /
Municipal Council/Town Panchayat*.

[* strikeout whichever is not applicable.]

FORM 3

[*See* rule 324]

APPLICATION FOR RENEWAL OF LICENCE

No. ..... Date .....

(1)	Name and address of the hoarding's licensee		:	
(2)	Exact location with identification land marks and direction of the frontage of the hoarding.		:	
(3)	Ward No. and Place of erection (Name of the road) of the hoarding (If on buildings, address of the buildings). T.S.No., T.S. Ward No. and Block No.		:	
(4)	Details of licence.		:	
(5)	Details of Licence-Reference No. and fee paid.		:	
(6)	Permitted size of the hoarding as per Licence.		:	
(7)	No objection certificate for the land or building on which the hoarding is erected, for the purpose of renewal.		:	
	(a)	Copy of receipt of rent paid to State or Central Government or Municipality and details of fees paid.	:	Yes (enclosed)/ No
	(b)	Stability Certificate issued by Registered Structural Engineer Grade-1 in case of hoardings.	:	Yes (enclosed)/ No
	(c)	No objection letter from the owner of the land where the hoarding is to be erected in a private land or building.	:	Yes (enclosed)/ No
	(d)	If the land or building belongs to a Department of the State Government or Central Government or an Undertaking of the Government or Municipality or to any such related agency, a no objection letter/ authorization letter issued by an authorised Officer.	:	Yes (enclosed)/ No
	(f)	Insurance against damages – The licensee shall provide proof of public liability insurance.	:	Yes (enclosed)/ No

Signature of the applicant.

FORM 4

[*See* rule 331]

APPEAL AGAINST THE ORDERS OF THE COMMISSIONER, ……. MUNICIPAL CORPORATION/MUNICIPAL COUNCIL/TOWN PANCHAYAT* REFUSING TO GRANT OR RENEW A LICENCE OR CANCELLING OR SUSPENDING THE LICENCE FOR ERECTION OF HOARDING.

From Date .....

To

The Director,

Ref: Orders of the Commissioner, ……. Municipal Corporation/Municipal Council/Town Panchayat* No ..... dated .....

*****

Sir,

I hereby appeal against the orders of the Commissioner, ……. Municipal Corporation/Municipal Council/Town Panchayat*, dated ..... refusing to grant or renew a licence or cancellation or suspension of the licence for erection of hoarding, for the period from ..... to ..... applied by me/granted to me* (copy enclosed).

2. I enclose herewith a copy of the receipt for payment of Rs.1,000/- towards fee for filing appeal.

3. Under the following grounds, I appeal to the Director for reconsideration (Details of the Grounds):-

(1)
(2)

Signature of the applicant.

[* strikeout whichever is not applicable.]

FORM 5.

[*See* rule 335]

REGISTER FOR ISSUE OF LICENCE AND COLLECTION OF APPLICATION FEE, LICENCE FEE etc.,

Sl. No.	Name of the applicant and address	Ward No. and Location of the hoarding.	If on Government land (State or Central or Municipality/ Agency)	Name and address of the owner of the building.	Application fee paid and Receipt No.	Licence number and date.	Period of licence		Amount of Licence Fee paid /date of payment/ Receipt No.	Size permitted
							From	To		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)

Commissioner.
……. Municipal Corporation/
Municipal Council/Town Panchayat.*

[* strikeout whichever is not applicable.]

FORM 6

[*See* rule 339 (1), (3) and (4)]

APPLICATION FOR PERMISSION TO ERECT DIGITAL BANNERS/ PLACARDS*
WITHIN ……POLICE STATION LIMITS OF
……MUNICIPAL CORPORATION/MUNICIPAL COUNCIL/TOWN PANCHAYAT*.

(Separate application shall be submitted for each Police Station Limit)

(1)	Name, address and contact details of the applicant	:			
	Mobile Phone Number	:			
	Land Line Phone Number	:			
	Email ID	:			
(2)	Number of days for which permission is sought for (not exceeding six days)	:			
	Dates for which permission is sought for (Please specify the date(s))	:			
(3)	Nature of the materials to be used for the digital banners/placards*	:			
(4)	Purpose of erection of digital banners/placards* (indicate whether it is for political/social/religious/ cultural/commercial/other purpose)	:			
(5)	List of the contents of the proposed digital banners/placards* (copy of the content to be enclosed separately)	:			
(6)	List of locations for Banners:- Name of roads and size of Banners proposed to be erected	:	Name of Road/ Street	Banner Size	Nos.
(7)	List of locations for Placards:- Name of roads and size of Placards proposed to be erected	:	Name of Road/ Street	Placard Size	Nos.
(8)	(a) Total number of digital banners proposed to be erected	:			
	(b) Total number of placards proposed to be erected	:			
	(c) Total number of roads covered	:			
(9)	Indicate whether the following documents have been enclosed with the application:-	:			
	(i) Original permission fee (non refundable) receipt/challan paid in Municipal Corporation/ Municipal Council/ Town panchayat* (indicate the total permission fee paid (Rs.) Challan Number and Date)	:	Yes/No		
	(ii) No objection-Certificate(s) for the land or building on which the digital banners or placards are to be erected. (indicate the owner and the authority who has given no objection certificate)	:	Yes/No		
	(iii) No objection-Certificate from the Station House Officer of the concerned Police Station	:	Yes/No		
	(iv) A topo Sketch of the roads/ streets indicating the proposed approximate points of erection of the digital banners or placards	:	Yes/No		

Signature of the applicant

[* strikeout whichever is not applicable.]

FORM 7

[*See* rule 339 (5)]

PERMISSION FOR THE ERECTION OF DIGITAL BANNERS/PLACARDS* WITHIN ..... POLICE STATION LIMITS OF ..... MUNICIPAL CORPORATION/MUNICIPAL COUNCIL/TOWN PANCHAYAT*.

No..... Date .....

Reference: Application number....., Dated: .....

******

Permission is granted to Thiru/Tmt/Selvi* ..... for erection of.....number of digital banners/number of placards* from ..... (Date) to ..... (date), of ..... size ..... at ..... within ..... Police Station Limits of..... Municipal Corporation/ Municipal Council/ Town Panchayat*, on the land/building* belonging to ....., subject to the following conditions:—

Conditions:

(1) This permission is not transferable.

(2) On or before the last date of permission, the digital banners or placards shall be removed and disposed safely, without causing any hazard to health or environment.

(3) No digital banner or placard shall be erected,—

(i) in front of educational institutions, places of worship and hospitals with in-patient treatment facility;

(ii) in the corners of roads or street junctions, up to a distance of 50 metres on either sides of the junction including the junctions and traffic islands; and

(iii) in front of notified monuments, statues, iconic places and other places of tourist importance.

(4) No digital banner or placard shall be permitted on both sides of the road having a footpath of less than three metres width. In roads with no separate footpath, a minimum of three metres width shall be available between the road margin and the digital banners/placards for the use of pedestrians.

(5) No digital banner, placard shall be permitted in the centre median of the road.

(6) No digital banner or placard shall be permitted in narrow roads where the total width of the road (carriage way and foot path) is less than three metres. In the roads with width between three metres and twelve metres, the digital banners or placards shall be permitted only on one side of the road margin, and if the width of the road is above twelve metres, digital banners or placards may be permitted on both sides of the road margin.

(7) The digital banners or placards erected in one particular road must be of uniform size as practicable as possible.

(8) The digital banners or placards shall be erected only parallel to the footpath or road, and not across the footpath or road margin.

(9) There shall be a space of not less than ten metres between one digital banner or placard and another. The space between digital banners and placards in a road shall be uniform in length.

(10) No digital banner or placard shall be erected on the carriage way of the road or foot path, and can be erected only on the earthen surface in between (wherever available).

(11) If any damage is caused to the public property or road, while erecting the digital banners or placards on the roads and public places, the entire deposit amount will be forfeited. If the damage caused to the road or public property is more, additional compensation will be claimed from the permission holder.

(12) In case of any accidental death of, or accidental bodily injury to, persons; or accidental damage to property caused by the banner or placard, the compensation shall be paid by the applicant.

(13) Erection of digital banners or placards with obscene or objectionable content is strictly prohibited and is liable for confiscation and summary removal.

(14) Any digital banner or placard erected after the expiry of the permission is liable for confiscation and summary removal.

(15) The permission holder shall erect only the actual number of digital banners or placards for which permission has been granted. Whoever erects any digital banner or placard without the permission of the Commissioner shall be punished with imprisonment for a term which may extend to one year or with fine which may extend to five thousand rupees or with both.

(16) The permission holder shall display the following details in the bottom of the digital banners or placards, in a font size of not less than 25mm., viz., permission number/period of validity/total number of digital banners or placards for which permission has been granted.

Place:
Date:

Seal and Signature of the Commissioner,
……. Municipal Corporation/
Municipal Council/Town Panchayat*.

[* strikeout whichever is not applicable.]

FORM 8

[*See* rule 347 (1)]

APPEAL AGAINST THE ORDERS REFUSING TO GIVE PERMISSION FOR THE ERECTION OF DIGITAL BANNERS OR PLACARDS*.

Dated .....

From

.....
.....

To

The Secretary/Principal Secretary/Additional Chief Secretary to Government*,
Municipal Administration and Water Supply Department,
Secretariat, Chennai – 600009.
(**in case of Chennai city Municipal Corporation)**/
The District Collector, **(in other Municipal Corporations/Municipal Councils/Town Panchayats),**
--------- District*.

Reference: Orders of the Commissioner of …….. Municipal Corporation/Municipal Council/Town Panchayat* No....., dated .....

******

I hereby make an appeal against the orders of the Commissioner, dated..... , refusing to grant permission for the erection of digital banners/placards* for the period from..... to ..... at ..... Municipal Corporation/Municipal Council /Town Panchayat* (copy enclosed) applied for by me.

2. I enclose herewith a copy of the receipt for payment of Rs. 1,000/- (Rupees one thousand only) towards fee for filing appeal.

3. I submit my appeal on the following grounds, (Details of the Grounds):-

(1)
(2)
(3)
(4)

Signature of the Appellant.

[* strikeout whichever is not applicable.]

FORM 9

[*See* rule 348]

REGISTER OF GRANT OR REJECTION OF PERMISSION FOR ERECTION OF DIGITAL BANNERS/PLACARDS.

Serial Number.	Date of receipt of application.	Name of the Municipality in which permission is sought for.	Name and address of the applicant.	Police Station Limit.	Total Number of digital banners/ placards for which application submitted.	Total Number of roads for which permission sought.	Permission fee collected (Rs.)	Whether permission granted or rejected	Period for which permission granted (from– to).	File Number	Remarks
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)

CHAPTER XI.

WATER SUPPLY AND SEWERAGE.

PART I.

WATER SUPPLY.

350. Supply of drinking water.— (1) For the purpose of supply of drinking water in the municipal area, the Commissioner shall cause to have the quality of water received from different water sources and the water distributed in the municipal area tested at least once in three months and place the result of the tests before the council for information.

(2) The Commissioner may regulate the frequency, the hours and quantity of water supply based on the availability of water.

351. Water supply connection.— (1) The number of water supply connections shall not exceed the number of the assessed households in the Municipality. The water supply connection shall be provided to all assessed properties, without any restriction.

(2) In addition to the installation of public fountains fixed at the time of formulation of the water supply scheme, no new public fountain except in areas where people belonging to economically weaker sections reside shall be installed. The number of public fountains in such area shall be calculated at the rate of fifty residential buildings which have no house connection for water supply.

(3) Wherever economically weaker sections reside, the Commissioner may decide whether the existing public fountain may be maintained or the same may be converted into bulk water supply with charges collected from the beneficiaries of such area, but assessing a 'Nil' property tax in the name of Community Based Organisation (CBO).

352. Application for water supply connection.— (1) Every owner or occupier of the premises who desires to have water supply connection for consumption may apply in Form 1.

(2) Every application received under sub-rule (1) shall be registered in a separate register maintained for this purpose in seriatim.