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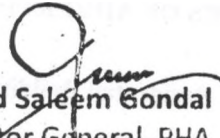
PARKS & HORTICULTURE AUTHORITY MULTAN

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Dated Multan, the 13th August, 2015

Notification.

No: Dir/Horti/ 489 :In exercise of the powers conferred under section 31 of The Parks And Horticulture Authority Act XLVII of 2012 the Board of Directors of PHA Multan in its third meeting held on 10th of August 2015 made Multan Regulations for Out Door Advertisement 2015 (copy enclosed).


Zahid Saleem Gondal
Director General, PHA
Multan.

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In exercise of the powers conferred under section 31 of The Parks and Horticulture Act XLVII of 2012, the Board of Directors of Parks and Horticulture Authority Multan is pleased to make following Regulations for outdoor advertisement.

1. **Short title, extent and commencement:** These Regulations may be called as Multan Regulations for Out Door Advertisement 2015.

These Regulations shall extend to the operational area of The Parks and Horticulture Authority, Multan.

These Regulations shall come into force at once.

2. **Definitions:** Unless otherwise expressly stated the following terms shall, for the purpose of these bye-laws, have the meaning indicated against each. Where the terms are not defined they shall have their ordinarily accepted meaning or such meaning as the context may apply:

- i. **"Advertisement"** means and includes all types of advertisements, any work letter, Model sign, neon sign, moppies, device or representation supported on or attached to any post, pole, standard framework or other support wholly or in parts upon or over any land, building or structure or any vehicle may it be mechanically propelled or manually pulled, which or any part of which shall be visible from some point in any street, road or public place includes all and every part of any such post, pole standard frame work or other support and Balloon parachute or other similar employed modes including the electronic and magnetic bill boards wholly or in parts for the propose of any advertisement, announcement or direction upon or over any land building structure or upon any vehicle or over any street.
- ii. **"Area"** means the whole geographical area of the Parks & Horticulture Authority, Multan.
- iii. **"Auction"** means to rent Outdoor Advertisement of any nature through competitive bidding after such period as may be prescribed by the Director General Parks & Horticulture Authority (PHA) Multan to ensure transparency and fairness.
- iv. **"Authority"** means the Parks & Horticulture Authority established under section 3 of Act.
- v. **"Board"** means the Board of Directors of the Authority.
- vi. **"Competent Authority"** means the Director General Parks & Horticulture Authority (PHA) Multan or any other person duly appointed by him on his behalf; or his successor time to time conveyed by Provincial Government for the purpose of these bye-laws.
- vii. **"Director General"** means the Director General of the Parks & Horticulture Authority (PHA) Multan.
- viii. **"Commercial Buildings"** means a building having shops or showrooms, offices, hotels, restaurants, etc on any floor and may also have apartment in it.

- ix. "Government" means the Government of the Punjab.
- x. "Hoarding / Billboard" means a publicity board made of M.S sheet with wooden frame mounted on wooden or iron poles / girders of like material and fixed independently.
- xi. "LED/LCD" means light emitting diode/liquid crystal display. Erected/placed on private/Government building and projection above the top of wall to which it is affixed.
- xii. "Special 'Premises'" means any building of "Historical importance, Government institutes / Departments, Court of Law, Assembly, Town Hall, Jails, Universities, Police Stations, Railway Stations etc.
- xiii. "Structural Calculations" means, detailed calculation showing sufficiency of the strength of every load bearing part of the proposed structure.
- xiv. "Trivision" means a publicity illuminated board made of steel structure having three visions.

3. Terms not defined:- A word or terms used in these Bye-laws but not defined shall have the same meaning as in the Parks & Horticulture Authority Act 2012.

CHAPTER II PRINCIPLES AND OBJECTIVES

4. **Principles for the outdoor Advertisement-**(1) The Parks & Horticulture Authority, Multan shall ensure that the advertisement are based on principle of value for money, social acceptability, to protect and preserve the health, safety and welfare of the citizens, the culture, aesthetics and the environment of Area.

(2) The Parks & Horticulture Authority, Multan based on principle, shall ensure that the character and appearance of the Area have been protected preserved and improved.

5. **Objective:-** (1) The Parks & Horticulture Authority Multan in exercise of these Bye-laws shall:

- a. Promote and facilitate business and commerce through advertisement and signboards in commercial and industrial areas, while conserving and improving the special character, aesthetics and appearance of the Area.
- b. Limit signs in residential and agriculture areas to essential ones, primarily for the purpose of identifications and information.
- c. Maximum the revenue for the Parks & Horticulture Authority, Multan.
- d. Regulate and standardize the advertisement displays to make them essentially aesthetically beautiful and structurally safe.
- e. The policy will also 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, to name a few.

CHAPTER III
REGULATION, CONTROL, PERMISSION AND APPROVAL
ADVERTISEMENT

6. Regulation and control of Advertisement:- No prospective advertiser including the Federal and Provincial Government autonomous, semi autonomous and local bodies of Provincial and Federal Government, Federal and Provincial Government agencies shall erect, exhibit, fix or retain upon any advertisement over any land, building, wall, hoardings, frame, post or structure or place within the territorial limits of Parks & Horticulture Authority, Multan, without prior written permission of the Competent Authority, granted in accordance with the provisions of these bye-laws.

Provided that no permission shall be required for any onsite Advertisement, having size less than 100 sqft, which,

- i. Is exhibited on the glass with a transparent film within the window of any building if the advertisement relates to the trade, profession of business carried in that building provided it does not violate any building bye-laws rules or regulations for the time being in force: or
- ii. Relates to name of the premises or building, trade, profession or business carried on, within the premises or building upon which such advertisement is exhibited: or
- iii. Relates to any activity of the Federal Provincial or any Local Government: or
- iv. Is exhibited on an enclosed land and building not visible from outside the land or building.
- v. Is a name plate announcing the name of owner or name of occupier of building and / or name of a building upon which such advertisement is so fixed, exhibited painted, pasted, retained or displayed.
- vi. In the case of residential buildings where commercial activity like nursing home, chartered accountant, advocate, doctor, architect or any other professional is running, as permitted by law, and advertisement is allowed up to maximum as permitted under the provisions of respective law in force for the time being.

7. Registration of Advertiser:- (1) Any Person intending to erect, exhibit or fix any advertisement or to carry advertisement job shall get himself be registered on the panel of registered advertisers of the Parks & Horticulture Authority Multan, by submitting an application to the Competent Authority on a prescribed form (Appendix 3) and on payment of registration fee of Rs. 25,000/- (Twenty Five Thousand) annually under the provisions of these bye-laws. It will be valid for only financial year in which it has been submitted and renewal will be mandatory upon expiry on the payment of renewal fees i.e. Rs. 10,000/- (Ten Thousand) renewal will be subject to clearance of all due for current financial year fee.

(2) An Application referred to in sub-Clause (1) shall be accompanied by;

- i. Attested Copy of CNIC in case of individual/Director/CEO.
- ii. Attested Copy of registration Certificate, in case of firm, corporation or Company
- iii. NTN number (attach certificate)
- iv. Income tax return of last financial year.

- v. Sales tax registration certificate.
- vi. No default Certificate / Affidavit;
- vii. Indemnity Bond;
- viii. Certificate of registration with Punjab Revenue Authority (PRA).
- ix. Bank account statement for the last financial year for ascertaining financial stability/turnover of Firm/Company/Individual.
- x. Attested copies of educational qualification certificates(if any) of CEO/MD/Proprietor etc
- xi. Attested copy of title document/lease agreement of the office premises of advertiser.
- xii. A copy of company/firm profile.

(3) Application and attached document will be judged and evaluated on the proforma as given in (Appendix 4)

(4) The Competent Authority reserves the right to approve or reject any application, with or without mentioning any cause of such rejection.

(5) Every registered advertiser will submit application (Appendix 5) along with complete documents for renewal at least one month before expiry of his registration and after scrutiny the Department (PHA) will issue renewal certificate before 15th of July each year.

(6) No formal registration is required for holding stall sampling and brand activity in its different forms but it will be subject to departmental permission and payment of scheduled fee.

8. Application for the permission of Advertisement:- (1) Any person intending to erect, exhibit, fix or retain any advertisement for which the prior written permission of Competent Authority is required, shall apply for such permission to the Competent Authority by filing an application on a prescribed form (Appendix 1) and on payment of such permission/ advertisement fee as may be prescribed from time to time under the provisions of these bye-laws.

- (2) An application referred to in sub-clause (1) shall be accompanied by;
 - i. Written request of landowner with a copy of agreement with the advertiser.
 - ii. A full specification showing the dimensions of such sign, its location or proposed location on a building or other supporting structure, the materials of construction, design, and where applicable, the number of electric lights and electrical details in regard thereto;
 - iii. In the case of ground signs, information in regard to all calculations upon which such size is based;
 - iv. Structure stability certificate from a certified structure engineer nominated by PHA.
 - v. Photographs of bill board from all angles.
 - vi. Indemnity bond on prescribed proforma.
 - vii. Any other details required by the Competent Authority; and

viii. The paid Original Bank Challan of prescribed NOC/ permission/advertisement fee for each application before the approval of permission.

9. **Procedure on Application:-** (1) On receipt of an application under Law the Competent Authority shall refer it to the Authorized Officer, Multan for detailed scrutiny and submission of his recommendations within fifteen days from the date of receipt of such applications.

(2) The Authorized Officer while considering an application in terms of sub-Clause (1), must, in addition to any other relevant factor, legislation, policy and bye-laws for the time being in force, shall have due regard to the following:

- i. The compatibility of the proposed advertising sign with the environment and with the amenity of the immediate neighborhood, urban design and streetscape;
- ii. Whether the proposed advertising sign will:-
 - a) Have a negative visual impact on any property zone or used for residential purposes.
 - b) Constitute a danger to any person or property or to motorists or pedestrians or obstruct vehicular or pedestrians traffic.
 - c) In any way impair the visibility of any road traffic sign;
 - d) Obscure any existing and legally erected advertising sign;
 - e) Obscure any feature which in his opinion is of a natural feature, architectural feature or visual line of civic, architectural, historical or heritage signification; or
 - f) Be unsightly or objectionable or detrimentally impact on the architectural design of any building on the property concerned or any adjacent property;
 - g) Create visual clutter at or near intersectional junction.
- iii. The number of advertising sign displayed or to be on the property concerned and to any adjacent property and its visibility in the circumstances in which it will be viewed in compliance with the minimum distance as specified in Clause 24;
- iv. The area of control applicable to the property on which the proposed advertising sign is to be erected and the immediate surrounding area;
- v. Any conflict with provisions of these bye-laws.

(3) If, upon scrutiny of the application, the Authorized Officer requires any additional information with respect to the application is incomplete, the Authorized Officer shall inform the person in writing within a period of fifteen days from the date of receipt of such application and such information shall be provided to him within a period of seven days from issuance of such notice.

(4) If the person fails to furnish the required information within the stipulated time, the application for permission shall stand rejected and fee submitted by him shall be forfeited.

(5) After submission of scrutiny report and recommendations by the Authorized Officer, the Competent Authority may grant permission, on such terms and conditions as it may determine, or refuse an applications referred to in Clause 7.

(6) The holder of permission for advertisement must ensure that, on every advertisement of which the permission is granted, the unique number of the permission shall be displayed at prominent place.

(7) The permission granted under sub Clause 5 shall be valid only for a period of one year and on expiry of such period, every Person shall apply for its renewal and Competent Authority may grant permission, on such terms and conditions as it may determine, or refuse an application for renewal with or without assigning any reason.

10. Collection of Advertisement Fee

(a) The Parks & Horticulture Authority, Multan is competent to levy / impose/ charge advertisement fee as per provisions of Sections 12(8) of Parks & Horticulture Authority Act 2012. The Parks & Horticulture Authority reserves the rights to contract out the collection rights of advertisement fee through Contractor as per procedure laid down in Punjab Local Government (Auctioning of Collection Rights) Rules 2003.

(b) The Director General Parks & Horticulture Authority (PHA) Multan is competent to reduce suspend and exempt advertisement fee with reasons explained in writing.

11. Withdrawal and Amendment of Approvals

(1) The Parks & Horticulture Authority may, after having considered any representation made, withdraw an approval granted or may amend any condition or impose a further condition in respect of such approval if, in the opinion of the Parks & Horticulture Authority, the advertising sign concerned-

- (a) Is or has, as a result of a change to the nature of the environment or the amenity of the neighborhood, streetscape or urban design existing at the time of such approval, illumination, quality of design workmanship material of its existence;
- (b) Constitutes, or has become, a danger to any person or property;
- (c) Is obscuring any other advertising sign, natural feature, architectural, historical or heritage significance;
- (d) Is erected on a property where the main land-use, in an area within a 50m radius from the advertising sign concerned, has become residential in nature; or
- (e) Is or has become prohibited in terms of these Bye-laws or any other law /policy.

(2) The owner of the advertising sign concerned and, if applicable, the owner of the property concerned shall forthwith be given notice in writing of the decision so that he may have recourse to the appellate authority.

- (3) The applicant will be bound to clearly write reference of approval, date of expiry with name & contact numbers of the company on the approved board.

CHAPTER IV

TYPES OF ADVERTISEMENT AND CRITERIA

12. Residential Buildings:- No advertisement shall be erected, exhibited, fixed or installed upon any residential building except, for onsite signage where commercial activity like nursing home, chartered accountant, advocate, doctor, architect or any other professional is permitted by law, and advertisement is allowed up to maximum size permitted under these bye-laws.

13. Commercial Area:- (1) The Competent Authority may allow advertisements and sign boards in the designated commercial areas. However, the advertisements and sign boards on buildings and roads shall be allowed only in conformity with the prevailing building regulations and any other provision of any law for the time being in force or notification issued by the Competent Authority to protect and preserve the environment, design and architecture or right of way in the Area.

(2) Onsite and offsite sky signs shall be allowed on commercial buildings or buildings legally allowed for the purpose other than residential.

14. Along Roads Declared Commercial:- (1) Advertisement Boards and signs may be allowed on roads which have been declared as commercial, but limited to static advertisements, where the frame, structure and message are stationary, as well as mobile floats with no moving screens.

Provided that, mobile floats are not parked on "No Parking Areas"

(2) Any kind of moving signs, LCDs or LEDs shall not be permitted along roadsides; however these may be installed in parking areas, parks, markets and recreational places.

(3) Where the sign is in a transport corridor, a landscape management plan may be required. This may include requirements to provide appropriate vegetation behind and adjacent to the Advertisement to minimize the unintended visual impact.

(4) Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, color, soil stabilization and weed reduction.

15. Industrial Areas:- The criteria for industrial areas shall be same as for commercial areas provided in Clause 13.

16. Agricultural Areas:- (1) Onsite Advertisement or signboards shall be allowed for purposes of identification and information.

(2) Offsite advertisement can also be allowed, if it does not create any environmental problem and hurdle in traffic.

17. **Highways and Intercity Roads:-** On highways and intercity roads, only boards and signs, where structure, screen and message both are stationary, shall be allowed, subject to the rules and regulations of the highways and roads authorities. No sign boards shall be installed in central medians of the roads.

18. **Notified Areas: -** (1) The advertisement shall not be allowed on heritage buildings or other heritage items, excluding railways stations. Only onsite signage would be allowed, with specification to be prescribed under the provisions of any law for time being in force.

(2) The Parks & Horticulture Authority Multan may designate advertisement rights of a specific place within its area to any other Government Authority or Department etc.

19. **Special Premises: -** No advertisement shall be allowed to be erected or installed on special premises declared by the Parks & Horticulture Authority Multan from time to time.

20. **Free Standing Advertisement/Hording and Bill Boards:-** Signboards installed on Land will not disrupt the prevailing skylines and in all cases should not exceed the height limit 35 feet. The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within visual catchments of one kilometer.

21. **Wall Signs / Facade Signs:-** The architectural design quality of the building must not be diminished. The advertising structure must be contained completely within the solid boundaries of the building walls (i.e. the sign must not be wider or higher than the building itself). The advertisement must not extend over or block windows or other opening in the building.

22. **Rooftop / Sky Advertisements.** In case of signboards to be erected on private commercial buildings prior permission under Clause-9 (5) will be obtained from the competent Authority and the board will be installed within parapet and maximum height will be 15 feet from roof level including structure. Only three storey building is allowed to install any kind of roof top sky sign. No signboard should have any part of it projected or extended out of the permitted building line. Furthermore, no sky sign should be allowed on residential buildings without obtaining permission to change its use from residential to commercial from the relevant authorities.

CHAPTER - V -
SIZE, FEES, SPACING, STRUCTURE,
SAFETY AND AUCTION ADVERTISEMENTS

23. **Size.** The size of on-site and off-site Advertisement and signboards shall be standardized and notified by the Competent Authority while considering the special characteristics of each place, market, roads or premises.

However, the maximum size of any advertisement, signboard shall not exceed 20'x60' feet in cities and will not exceed 30'x90' feet on highways and intercity roads.

24. Spacing. (i) The minimum spacing between two advertisements should not be less than 150 feet for billboards, hoarding boards or free standing Boards on ground within city and not be less than 200 feet on intercity roads and highways.

(ii) Minimum clearance between road level and the lower edge of the signboard shall be 12 feet (in case of 20' x 60'), 10 feet (in case of 15' x 45') and 7 feet (in case of 10' x 20' or 10' x 30').

25. Structure: Every Person having due permission of Competent Authority under Clause 9(5) to erect, exhibit or fix the Advertisements in any area shall ensure that the advertisement is aesthetically pleasing and blending with the surroundings architecture, design and environment of the area.

26. Safety: Every person erecting exhibiting, fixing or retaining any advertisement, for which the prior written permission of competent authority has been sought, shall develop adequate control and system to ensure.

- a) All advertisement and signboards are fabricated in a structurally safe manner and are installed in a manner which does not adversely affect road safety or integrity of the building structure upon which they are affixed.
- b) No advertisement or signboards will be allowed in the central medians of the roads, however streamers, pole signs on street light poles, directional signs & moppy sign size 6'x4' feet excluding platform shall be allowed in center medians.
- c) No advertisement or signboard shall obstruct the view of traffic signs, signal or directional indicators.
- d) No advertisement or signboards shall be affixed to traffic signal on directional board poles.
- e) No advertisement or signboard shall use imitations, images or colors of traffic signals, traffic signs or directional indicators anywhere in the vicinity of road junctions and traffic signals.
- f) Pole, sign on street, light pole shall be only allowed in accordance with the designed structural stability.

- g) The installation of advertising substance in or monument building mosque ,grave yard or a place of national importance shall not be allowed.
- h) No banner across the road will be allowed. The banners permissible under these bye-laws shall not be displayed beyond one week.
- i) The applicant shall be bound to observe the Rules, policies and directions issued from time to time and loss so incurred to the applicant shall not be claimed or challenged in any Court of law.

27. Auction of Advertisement:- All sites, advertisements on state land shall be allocated through open competitive auction, in order to gain maximum revenue for the Parks & Horticulture Authority, Multan.

28. Script of Advertisement: (1) Every Person having due permission of competent authority under clause 9 (5) erect, exhibit or fix the advertisements in any area shall ensure that the advertisement should not be contrary to social norms, public morality and public decency or against the state of any religion or creating ethnic or sectarian conflict considered misleading to the general public.

(2) On receiving such complaints the competent Authority shall notify a committee, including members from academia and civil society, to act as a review forum for addressing public complaints against such offensive matter.

CHAPTER – VI GENERAL PROVISIONS

29. Maintenance of Advertisements:- The person having possession and control of any advertisement shall, while such advertisement is displayed, at all times maintain such advertisement, including any sign board on which it is displayed in good repair and safe condition.

30. Alternation of and additions to advertisements: (1) Any person wishing to alter or add to any advertisement, including any sign board on which it is displayed shall first apply to the competent authority in writing for its approval.

(2) Any application referred to in sub clause (1) shall in addition to the requirements of clause -8 (2) specify the nature and extent of the proposed alternation or addition (3) Any person intending to apply under sub clause (2)

for the approval of competent authority shall furnish such additional particulars in connection with his applications as the competent authority may require.

31. **Advertisement fee:-** The Parks & Horticulture Authority, Multan shall notify the advertisement fee, which may vary from area to area.
32. **Prohibited Areas:-** No advertisement shall be erected, exhibited, fixed or displayed or any type of offsite advertisements on grave yards, Masjid, Shrines, Churches or other places of worship and banned at once by the competent authority.
33. **Inspections :-** (1) The competent authority may on its own or through its authorized officers at any time, before approval of applications' received under clause 8 and during execution of work, before and after receipt of completion notice, inspect the site of advertisement.
- (2) In addition to any power of instruction which an authorized official may have in terms of these bye-laws, he or she may for any purpose relating to the implementation and enforcement of these bye-laws, of any day other than gazette holidays, carry out an inspection of any advertising sign.
- a) Publicity Inspector concerned will be responsible for inspection/checking of the respective circle/town in order to identify and to check any illegal erection of all kinds of advertisements and submit report on daily bases to the authorized officer.
- b) Authorized officer concerned is also competent to remove, confiscate and forfeit all illegally installed advertisements and submit challans in the relevant court of law or proceed under section 23(5) of Parks & Horticulture Authority Act 2012.
- c) Forfeited/confiscated advertisements material shall not be returned back to the concerned advertiser/person-The Parks & Horticulture Authority, Multan-will auction all such material. The expenses incurred for removal of illegal advertisements material either may be recovered from such auction income or from the owner of the hoardings/advertising etc. Remaining income from the auction will be deposited in the PHA account.
34. **Removal of advertisement :-** (1) All advertisement for which the approval of competent authority has not be sought under clause-9 (5) or which is erected exhibited or displayed in contravention of these bye-laws, the competent authority may by notice in writing, direct the person having possession or

control of the advertisement to remove it or to effect such alteration as may be prescribed in the notice and to effect such removal or alternation of such period as may be specified in the notice.

(2) If a person to whom a notice has been given in terms of sub-clause (1) fails to comply with the directions contained in the notice within the specified period, the competent authority may at any time after the expiration of that period, through the agency of any person authorized thereto by the competent authority, enter upon the land upon which the advertisement to which the notice relates and remove the advertisements or effect the alterations prescribed in the notice.

(3) The competent authority may recover the expenses which it incurred by any action taken under sub-clause (2) from any Person to whom the notice was given, or may recover from such auction income as described in section 33 sub clause-2(C) of bye-laws *ibid*.

35. Indemnity:- (1) Any Person duly authorized to erect, exhibit or install any advertisement shall bear indemnity against any loss to life or property arising out of the incident due to collapse of advertisement board/sign board to the extent.

In case of death Rs. 10,00,000/-

In case of injury Rs. 1,00,000/-

In case of loss to property Rupees/compensation as per site assessment by the credible and practicing Civil Engineers. Registered with Pakistan Engineering Council.

36. Special Power:-

a) The Director General Parks & Horticulture Authority (PHA) Multan may at any time for reasons to be recorded in writing direct the removal of any bill board, notice board, sign board etc. in his opinion such bill, or notice board etc. is indecent, obscene or offensive to good taste or space or site is required for other purpose by PHA or Government or for public interest.

b) The Authority may at any time withdraw any of its approval mentioned in clause 7 & 8 without assigning any reason, However the aggrieved person will be paid the balance of lease money proportionally.

c) The Director General Parks & Horticulture Authority (PHA) Multan on behalf of the Authority shall use all the powers provided in the PHA Act 2012.

d) The Director General Parks & Horticulture Authority (PHA) Multan may, in his discretion allow the publicity free of cost, which is purely of a charitable nature or is to be advertised in public interest.

37. Offences and penalties:-

Any person who:

- i) Erects /Installs any kind of advertisement without approval from the Parks & Horticulture Authority, Multan would be guilty of an offence, and involved persons / advertisers will be held accused and will be dealt with provisions as well as regulations of the PHA, Multan.
- ii) Contravenes or fails to comply with any provision of these regulations refuses or fails to comply with any notice / instructions served on him or her in terms of or for the purposes of these regulations:
- iii) Refuses or fails to comply with the terms and conditions of any approval issued in terms of these regulations, obstructs, hinders or interferes with an authorized official or other official of the PHA, Multan acting under power delegated to him or her, in the exercise of any power of the performance of any duty under these regulations:
- iv) Fails or refuses to furnish to an authorized official or other official of the PHA, Multan acting under power delegated to him or her, with any documentation or information required for the purposes of these regulations or furnishes any false or misleading document or false or misleading information:
- v) Pretends to be an authorized official or other official of the PHA, Multan acting under power delegated to him or her, is guilty of an offence.
- vi) Will be liable on conviction under relevant provisions of PPC and Parks & Horticulture Authority Act 2012.
- vii) If an advertiser illegally and without having permission from Competent Authority erects any bill board, sky sign, steamer or displays any other form of advertisement, his registration with Parks & Horticulture Authority Multan shall be cancelled and his firm & company or other mode of business shall be black listed.
- viii) Signboard site will not be given / renewed to advertisers, Multinational. National companies who is either defaulter or blacklisted.

38. Application of Rules, Policies & Directions: (1) Every person shall be bound to observe the Rules, Policies and Directions issued by the Federal, Provincial Government or Local Government and PHA, Multan from time to


time and loss so incurred to any person shall not be claimed or challenged in any Court of Law.

(2) In case of any dispute, public complaint against any advertisement or sign board contrary to social norms public morality, and public decency or against the state or any religion or creating ethnic or sectarian conflict. Competent Authority shall redress and resolve the grievance.

39. Right of Appeal:- (1) in case of any ambiguity or doubtful interpretation of regulations the matter would be referred to the Director General Parks & Horticulture Authority (PHA) Multan for clarification.

(2) In case of any dispute, rejection of application or grievance, the applicant may submit an appeal to the Commissioner, Multan Division Multan within Seven days. The decision passed by the Commissioner on the appeal shall be final.

40. Repeal. The Parks & Horticulture Authority, Multan previously adopted Outdoor Advertisement Bye-laws from the City District Government Multan vide Notification No. 131/DG/PHA dated 15-07-2015 are hereby repealed.


ZAHID SALEEM GONDAL
DIRECTOR GENERAL
PARKS & HORTICULTURE AUTHORITY
MULTAN

APPENDIX-1

Application form for the permission to install /erect Advertisement Boards

To

Sir / Madam,

I / we hereby apply for the permission for erecting / installing advertisement board /of the following description at.....

.....

The following papers /documents shall accompany this application:

- i. CNIC No. _____ with attached copy
- ii. NTN No: _____
- iii. Structure stability certificate from a registered Civil Engineer / Structure Engineer.
- iv. Indemnity Bond.
- v. A written request form the land owner or the person legally authorized to accord such NOC
- vi. Agreement with property owner
- vii. Affidavit / Declaration:
- viii. Design / view of Advertisement / Sky Board:

I /We understand that work will be done as per NOC / Permission granted and in accordance with advertisement Bye-laws, 2015.

.....

Signature of applicant

(Advertiser / Individual / company)

Correspondence address	
Phone	
Date	

Signature of applicant

Name of the Register Advertiser	
Registration No.	

Signature of applicant

APPENDIX-2

AFFIDAVIT / DECLARATION OF REGISTERED ADVERTISERE / APPLICANT

I, Mr. /Mis. _____ S/O. D/O W/O _____

Having CNIC # _____ R/O _____

Being _____ of M/S _____ hereby

Declare, on oath on behalf of M/s _____ that I have gone through the Parks & Horticulture Authority, Multan Advertisement Regulations, 2015 and will comply with the same. In case of violation of any provision of these Bye-laws the PHA, Multan has the due authority to proceed against me in accordance with the penal provisions of these Bye-laws. I shall be bound to pay the cost incurred by the PHA, Multan or removed of boards. The information and documents provided by me in the application are true and genuine in all respect.

As regards strength or structure, complete safety of human lives and public and private property is assumed and hereby undertakes to indemnity all claims, losses and liabilities caused due to any unforeseen incidents arising out of the collapse of my proposed advertisement/hoarding board etc. in any manner what so ever.

Signature of
Applicant _____
Name _____
Designation _____
Company Name _____
C.N.I.C. No. _____
Address _____
Date _____

APPENDIX-3

Application Form for Registration with PHA as an Outdoor Advertisement Firm

PART-A

1. Company/Firm's Name : _____
2. Address : _____
3. Telephone/Fax No./Email address : _____
: _____
4. Company/Firm's Status : Private Limited, Partnership, Sole Proprietor
(Attach the copy of certificate/registration)
5. Name of Directors : Name _____ Designation _____ CNIC# _____
Partners, Proprietor : Name _____ Designation _____ CNIC# _____
With copy of CNIC : Name _____ Designation _____ CNIC# _____
: _____
: _____
6. Company Profile : _____
7. National Income Tax No./Certificate : _____
(Attach the copy)
8. Sales Tax Registration No/Certificate : _____
(Attach the copy)
9. Detail of Litigation (if any) with : _____
 1. PHA
 2. Any other Government Department

Name : _____

Designation : _____

Signature : _____

Date : _____

Company Stamp: _____

PART-B

1. Personal

- 1.1 Total number of employee including Owner(s)/Director(s).
- 1.2 Qualifications (exclude peons, tea-boys, sweeper, malis, chowkidars etc.) If required separate list duly stamped & signed by the authorized person may be attached.

Sr. No.	Designation	Qualification	Status of employment Full time/ part time

2. Job Description

For each staff-member of category of staff listed at 1.2 above, provide job description (may be attached duly stamped & signed by the authorized person).

3. Experience

Experience in years with proof of experience in outdoor advertisement Names of departments and numbers of years be given.

4. Office Accommodation

4.1. Total area (sft) : _____

Name : _____

Designation : _____

Signature : _____

Date : _____

Company Stamp: _____

Note: Please attach extra sheets wherever required

5. Financial Position

Financial stability / credibility certificate in the name of company from a scheduled bank

- 5.1 Last financial year's income tax amount
(attach proof)
- 5.2 last financial year's turn-over
(attach bank statement)
- 5.3 Last two monthly salary bill
(attach proof duly stamped & signed by authorize person)

Name : _____

Designation : _____

Signature : _____

Date : _____

Company Stamp: _____

APPENDIX 4

EVALUATION CRITERIA
FOR REGISTRATION OF ADVERTISERS

SR #	COMPONENT	MARKS	MARKS OBTAINED
1	COMPANY PROFILE (EXPERIENCE) 25-MARKS MAX.		
	a. 5 year or more b. each complete year	25 5	
2	Financial position 25-marks max.		
	Income tax a. last financial year income tax paid more than 1-million b. for every 100000	10 1-each	
	<u>Annual Turn Over (from bank statement)</u> a. more than 10 million b. for every 1 million	10 1-each	
	<u>Monthly salary bill</u> a. 500000 or more b. for every 1 lac	5 1-each	
3	Staff 15-marks max (exclude peons, sweeper, mali, chowkidar)		
	a. 10 and above employees	15	
	b. 9 employees	14	
	c. 8 employees	13	
	d. 7 employees	12	
	e. 6 employees	11	
	f. 5 employees	10	
g. below 5-employees	0		
4	Office accommodation 20-marks max. Main office/fabrication facility		
	a. more than 5000 sq.ft	20	
	b. between 3000-5000 sq.ft	18	
	c. between 2000-3000 sq.ft	17	
	d. between 1000-2000 sq.ft	15	
	e. between 500-1000 sq.ft f. between 200-500 sq.ft	13 10	
5	Qualification 15 -marks max.		
	a. master degree & above	5-each	
	b. B.Sc (engineering)	5-each	
	c. graduate	3-each	
	e. DAE (engineering) or equivalent	3-each	
	f. computer operator with matriculation	2-each	
	g. telephone operator with matriculation	2-each	

Registration Evaluation Sheet

1. Name of company _____
2. Head office Address _____
3. Telephone/Fax/Email Address _____

4. Basic Eligibility Criteria

I. Company status

II. Company registration

III. NTN No.

IV. Sales tax Reg.

V. Office in Multan

VI. Outstanding amount against PHA

VII. Copy of CNIC(s)

5. Company profile(experience)

Maximum marks 25

6. Financial position

Maximum marks 25

I. Income Tax

II. Annual Turnover

III. Monthly salary

7. Office staff

Maximum marks 25

8. Qualification

Maximum marks 15

9. Office accommodation

Maximum marks 20

Total marks

Recommendation _____

By evaluation committee

(i) ASSISTANT DIRECTOR MARKETING

(ii) DUPTY DIRECTOR MARKETING

Approved by: DIRECTOR HORTICULTURE PHA MULTAN

APPENDIX 5.

Renewal of Outdoor Advertisement Firm with PHA Financial year 2015-16.

Part A (To be filled in by the owner/proprietor/CEO etc)

- 1- Company/Firm name :-----
- 2- Registration No with PHA :-----
- 3- Address: -----
- 4- Telephone :PTCL ----- Mobile: -----
- 5- Company Profile : Private Ltd, Partnership ,Sole Proprietor
- 6- Declaration:

I/We on behalf of M/S-----most
solemnly declare that during -----(mention last financial year).

- i- I/We have not installed any illegal sign board/carried out any illegal outdoor advertisement campaign within limits of PHA Multan controlled area.
- ii- I/We are not a willful defaulter of PHA, Multan.
- iii- I/We have submitted all the relevant documents i.e structure stability certificate of installed boards, indemnity bonds etc.

Name:-----

Designation:-----

Signature:-----

Date:-----

Company stamp:-----

Part B: (For office use only)

Keeping in view company/Firm/Sole Proprietor's performance in the year (mention preceding year), its registration has been renewed/ cancelled.

Assistant Director Marketing

Deputy Director Marketing

Director Horticulture, PHA Multan.