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PARKS & HORTICULTURE AUTHORITY
GOVERNMENT OF THE PUNJAB
MULTAN

January 2017

NOTIFICATION

No. 38/PS/DG/PHA In exercise of the power conferred under clause-31 of The Parks & Horticulture Authority Act XLVII of 2012, the Parks & Horticulture Authority is pleased to frame the following Regulations:

1. **Short title and commencement.** (1) These Regulations may be cited as the Parks & Horticulture Authority Outdoor Advertisement Regulations 2017.
(2) These Regulations shall come into force at once.

2. **Definitions:**(i) In these Regulations
 - (a) "Act" means the Parks & Horticulture Authority Act 2012;
 - (b) "advertising substance" means a streamer, board, poster, banner, or any other thing placed, painted, pasted or installed on a public or private building or property so that it is visible from a public place and which is intended to inform the reader of the availability of a service, product or outlet or otherwise promote a person or a message;
 - (c) "area" means the area within the jurisdiction of the Authority under the Act.
 - (d) "auction" means to lease or rent out Outdoor Advertisement of any nature through competitive bidding process to ensure transparency & fairness for such period as may be prescribed by the Authority;
 - (e) "banners" means, publicity material comprising of cloth, flex, parachute installed temporarily with ropes for the purpose of advertisement in horizontal direction;
 - (f) "commercial building" means, a building having shops or showrooms, offices, hotels, restaurants on any floor and may also have apartments in it or duly declared commercial by the concerned regulatory department/authority;
 - (g) "Competent authority" means, the Director General of and a member of the Authority and includes a committee of members as determined by the Authority.

"Controlled area" means a controlled area with the area as the authority notified.

- (i) "directional sign" means a small board installed for the awareness or guidance of public towards a commercial or non-commercial entity;
- (j) "government" means Government of the Punjab;
- (k) "green verge" means the area between the boundary wall of houses, buildings and the roads;
- (l) "LED/ LCD screen" means light emitting diode or liquid crystal display screen installed on properly designed steel structure;
- (m) "moppysign" means esthetically designed small scale structure or hoarding of specific size and can be installed in green belts, central medians and near bus stops;
- (n) "moving vehicles" means any type of advertisement, which is made on moving vehicles, such as bus, truck, tractor, trolley, floats, cycle, auto rickshaw, taxi, tonga, rehra, cart, boat or through air / aeroplane;
- (o) "neon signs" means illuminated board particularly visible at night;
- (p) "person" includes an individual, company, firm, cooperative societies or association of individuals whether incorporated or not, agency or Federal or Provincial Government Departments/Agencies, Autonomous/ Semi-autonomous bodies and corporations etc.;
- (q) "pole signs" means an advertisement board of regulated size permitted to be installed or fixed on electric pole, street light pole, traffic light signals;
- (r) "posters" means any publicity printed on paper for the purpose of advertisement pasted or fixed or placed anywhere on building, wall, tree, any type of poles, fences or on any moving vehicle pasted or fixed for the purpose of advertisement;
- (s) "private housing societies" means any residential area, colony, society or apartments, duly approved by the concerned regulatory department, constructed by private persons or builders falling within limits of the controlled area;
- (t) "registered advertisers" means a person, Multinational/ National Companies duly registered with the Authority in the manner prescribed by the Authority;
- (u) "regulations" means Parks & Horticulture Authority (Advertisement) regulations 2016;
- (v) "residential building" means a building exclusively designed as being used for residential purposes;
- (w) "shop board sign" means outdoor advertisement installed on business premises but not limited to shops, banks, petrol pumps, restaurants, hotels, clinics, private school/colleges, franchised outlets, display centers branded by national & multinational companies;
- (x) "streamer" means a vertical banner made of cloth or flex supported by a frame that can be installed on electricity poles, street light poles, traffic signals on temporary basis;
- (y) "street furniture" means installation of service oriented features such as road safety sign, directional sign, benches, dustbins, tree guards, pedestrian bridges or underpasses fascia, water coolers, street lights.
- (z) "trivision" means, a publicity illuminated or non-illuminated board made of steel structure having three visions;

Application of Regulations:- any individual, company, agency or federal and provincial government department, agency, autonomous bodies & corporations intending

to carry, outdoor advertising within the limits of the controlled area shall comply with provisions of regulations and shall not undertake any job pertaining to outdoor advertisement in such area without prior approval as prescribed;

Registered Advertiser.- (1) person, Company, Firm or an Agency intending to carry out, outdoor advertising business (other than banners, streamers, floats, advertisement stalls and directional sign) shall get registration as advertiser by submitting an application on Form-A appended to the Regulations along with the prescribed fee;

(2) An application referred in sub-regulations (1) shall clearly reflect the following information:

- a) Name of person;
- b) Complete address;
- c) Status;
- d) NTN number
- e) CNIC number;
- f) Name of directors and partners (if required);
- g) Proprietor;
- h) Company profile;
- i) Sale tax registration number;
- j) Registration with other government department and list of staff;
- k) An understanding or affidavit on judicial paper in prescribed manner as determined by the authority;
- and
- l) any other information required by the authority;

(3) A multinational or national company may conduct outdoor advertisement only for its own brand or product without any registration;

5. Renewal: (1) the registered advertiser shall get the renewal on annual basis on payment of prescribed fee before 30th of June every year but the Competent Authority on a request may extend the date;

(2) The Director General of the authority reserve the right to reject any application for registration or renewal to work as an advertiser within its jurisdiction after providing an opportunity of hearing and recording reasons in writing for such rejections and may also order for removal of installed outdoor advertisement in public interest;

(3) The process of registration shall remain open round the year unless otherwise determined by the competent authority;

6. Parameter for installation of advertisement: The following shall be the parameters for installation of advertisement.

(1) For installation of trivision, neon sign, hoarding, billboard, mopy sign, led screens along roads or green belts:

- (a) outdoor advertisement, hoardings, boards, digital screens, LEDs may be allowed at roadside building facade which have been declared as commercial

- (b) Outdoor advertisement, hoarding, boards, digital screens or LEDs can be permitted center medians through the process of open auction only at such size and numbers as shall be determined by the Authority.
- (b) No publicity board shall be placed or erected in a way that creates hurdle in the free and smooth flow of traffic.
- (d) The sizes for billboard or hoardings are standardized as 60x20, 45x15, 30x10, 10x20 and for muppy signs are 6x4, 8x4.
- (e) A minimum gap of 150 feet shall be kept between installations of two advertisement boards on each side and cluttering should not be created at any site.
- (f) In all cases the limit of height of publicity board shall not exceed 35 feet from the ground level.
- (g) Permission to install publicity board at state land through open auction shall not be granted for more than one year and after the expiry of said period open auction shall be held again as per provision of the Act.
- (h) The Authority, if required, may install its own structures for hoardings, billboards or LEDs and rent out its display to registered advertisers, national-multinational companies only through the process of open auction for a period of one year.
- (i) The number of sites at one particular road shall be determined by the Authority before any auction and shall remain frozen for the period of auction.
- (2) For the sky signs at residential buildings, commercial building wall sign, facade based sky signs, parapet sky sign:
- (a) Installation of any kind of advertisement at residential buildings and premises shall not be permitted except for onsite signage for purpose of identification and information.
- (b) Onsite signage on the business premises shall be encouraged to be standardized and limited to create an ambient and pleasant environment in prescribed manner.
- (c) The Authority may allow installation of facade based and parapet sky signs at commercial buildings.
- (d) The advertisement must not be placed on heritage building or other heritage items, excluding Railway Stations. Only onsite signage would be allowed with specifications to be prescribed under the relevant Law.
- (e) The sky sign can be installed on the facade or wall of commercial building with the maximum size of 1200 sq.ft. Only one wall sign or facade based sign can be installed per building elevation.
- (f) The sky sign up to 15 feet high from the roof level with parapet wall, with the maximum size of 1200 sq.ft may be allowed up to three storied commercial building may be installed. The property having more than three stories is not allowed to install any type of parapet sky sign on the rooftop.

- (g) Facade based and parapet sky sign shall not be allowed at one over the other per building elevation.
- (h) Advertising firms or companies and owners of the premises are bound to provide free access and provide necessary assistance, if required, to the Authority officials in case any sky sign is to be removed on account of non-payment of rent, unstable structure, obscene message and any violation of the regulations.

(3) The advertisement material installed within the open spaces of commercial premises shall be regulated and appropriately charged by the authority in the manners as Prescribed from time to time.

(4) The procedure for installation shall be as follows:

(a) All applications for installation of sky signs shall be submitted before Director General of the Authority in a manner prescribed but shall at least be supported by following documents:

- i. Photograph of location identifying the placement of the sky sign duly signed by the applicant.
- ii. Copy of agreement executed with building owner, duly signed by the applicant.

(b) In case, the application is found suitable for further processing, the applicant shall submit the following documents:

- i. Structure Design, stability certificate from the Authority enlisted structural engineer.
- ii. Indemnity bond on judicial paper indemnifying the Authority against any loss of life or property caused due to the applications publicity board and the applicant's liability to compensate all such loss as per law.
- iii. The advertisement charges duly notified by the PHA shall be deposited only through a pay order or bank draft in favor of the Authority in the manner as determined by the Authority.

(5) The renewal of installed sky sign shall be made after receiving the outdoor advertisement fee in advance. The outdoor advertisement fee shall be charged bi-annually in two installments (January to June and July to December) and the advertiser shall deposit outdoor advertisement fee in the first two months of the period. The Authority reserves the right to take appropriate action against the defaulter.

(6) The permission for installation of any sky sign is for limited period only and it is the sole discretion of the Authority to order removal of any board at any time or may not to renew any site, in public interest

(7) in case the advertiser intends to remove the sky sign, he shall:

- (a) Inform the Authority, in writing at least two weeks' in advance. Advance rent paid in this case is not refundable.

- (b) Director General of the Authority may order removal, non-renewal of any facade based or parapet based sky signs or any other publicity media on account of any change in regulations, cluttering, unaesthetic or in public interest.
- (c) A two weeks' notice in advance shall be given to the concerned advertiser for removal and unconsumed rent, if any, shall be returned to the concerned advertiser.
- (d) If the board is not removed within two weeks, the same shall be removed at the risk and cost of advertiser by the Authority.

(8) The outdoor advertisement installed in private housing schemes shall be regulated by the authority in line with the Regulations.

(9) For installation of streamers, operation of floats and other temporary campaigns the following shall be procedure and parameters:

- a) **Streamer:** maximum size of streamer shall be 7x3 feet preferably mounted on wooden frame. The authority reserves the right to use remaining portion of the pole for any other purpose or any other streamer.
- b) **Banner:** No banner shall be fixed across the road.
- c) **Moving Float:** subject to the approval of design and size by the Authority
- d) **Temporary Campaigns including Cutouts:** Temporary campaigns including cutouts are subject to the approval of design and size by the Authority on the rates as decided by the Authority.
- e) The Authority reserves the right to reject any application without any reason

7. **Shop Sign Charges:** The charges for Shop signs will be levied and collected by the Authority according to the rates and manner prescribed from time to time. Individual shopkeeper who have non-branded boards fixed at their shops are exempted from the payment of shop sign charges.

8. **Policy and criteria for advertising substance.-** (1) The following shall be criteria for advertising substances:

- (a) Signboard site shall not be given or renewed to an advertiser, Multinational and National Company who is a defaulter and has not cleared the outstanding dues.
- (b) The Authority may declare any registered advertiser as black-listed in case of non-payment of advertisement charges or non-compliance of instructions issued by the authority.
- (c) Every registered advertiser, national or multinational company shall comply with the Regulations.
- (d) All outdoor advertisement and sign boards must be 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 on which they are fixed. The advertising company or sole proprietor shall be bound to adhere the instructions, guidelines issued by the Authority.

- (e) In case of one vision film sticker the maximum limit is façade, elevation of the building
- (f) The permission to illuminate any publicity board shall be allowed by the Authority as per the policy of Authority of the Government.
- (g) Any illegal publicity material installed shall be removed by the Authority immediately at the risk and cost of the advertiser or owner of the premises without prior notice

(2) Any advertisement contrary to social norms, public morality, promoting obscenity, public decency and against the state, any religion or creating ethnic or sectarian conflict, considered misleading to the general public shall not be allowed, in case of any such display it will be removed immediately, without any prior notice.

9. **Appeal:** (1) An appeal against the decision passed by the officers authorized in this behalf by the Authority under the regulations may be filed with Director General of the Authority within 15 days from the receipt of the order.

(2) The Director General shall, after affording hearing to the appellant, decide the case within 15-days. In case, the appellant is not satisfied with the order of Director General, he may file an appeal within 15-days before the Secretary HUD&PHE Department whose decision shall be final

10. **Special Powers:** (1) The Director General may, after affording hearing to the person concerned, direct or order the removal of any outdoor advertisement substance which is indecent, obscene or offensive to good taste, or which is structurally not safe or site is required for any other purpose by the Authority or by Government or in Public Interest.

(2) The authority may at any time withdraw any of its approval after serving an appropriate notice to the effected party but in that case the balance of advance rent, if any, shall be refunded.

(3) The Board shall approve the annual scheduled of rates for all advertisement Substances before 30th of June every year for next financial year. The Board may decide the maximum number of sky signs/ billboards to be installed on a particular road or area. Any Change in the number of sky signs / billboards shall only be allowed after expiry of auction period, if deemed appropriate by the Board.

11. **Outdoor Advertisement:** (1) all sites for installation of hoarding/billboard, LED, or LCD Screens or any other structural sign on PHA land other than (sky signs, directional boards, streamers, banners, floats and temporary cutout/campaigns) can only be awarded through the process of open and transparent auction. In case of auction of public site for the purpose of outdoor advertisement, permission shall be granted by a committee constituted for the purpose.

(2) All outdoor advertisement charges including that for Sky signs, directional boards, streamers, Banners, Floats, Shop Board charges, temporary campaigns displayed on the roads, shops or private, Government premises and within the city shall be charged in

accordance with the schedule of rates for each and every type of advertisement duly issued by the Authority

(3) Collection of all advertisement charges shall be made only at the Head Office (Marketing Department of PHA) in such manner as may prescribed by the Authority.

12. Inspection and Examination: (1) The Authority may, through its authorized representative at any time; before approval of application received and during execution of work, before and after receipt of completion notice, inspect the installation.

(2) If on making any inspection, the Authority find that the advertisement substance contravenes any of the provisions of these Regulations, the official duly authorized by the Authority shall by written notice require the person (owner of building or applicant) within a period to be specified in such notice, to make such alteration as shall be specified in such notice with the object of bringing advertisement substance in conformity with the approval, specification. The compliance so desired shall be executed within one weeks' time

(3) In the event of default, without further notice the sky sign, hoarding, streamers shall be removed by the Authority at the risk & cost of advertiser or premises owner as the case may be

(4) In case of detection/report of any illegal outdoor advertisement substance, the same shall be removed by PHA without any notice at the risk & cost of advertiser/owner that shall lead to confiscation of such material by PHA and the cost of which will be recovered through auction OR returned on prescribed charges as determined by the Authority.

13. Miscellaneous (1) There shall no exemption from the regulations, however Director General, PHA may in his discretion allow for awareness, publicity and campaign free of cost or on subsidized charges for government, semi government, NGOs, charitable organizations, environment, health, sports and business oriented events such as conferences, exhibitions, seminars and entertainment and cultural events.

(2) The Director General may allow multination and national companies to participate in the auction even though they are not registered with the authority.

(3) The rate for all type of advertisement, publicity signs in case of private land or buildings shall be those as given in schedule 'B'.

(4) The details of categories A, Band C of roads are given in schedule 'C'

(5) The Authority may re-categorized any road as and when required.

(6) The authority reserves the right to levy, enhance, reduce or change the schedule of rates in public interest at any time.



DIRECTOR GENERAL
PARKS & HORTICULTURE AUTHORITY
MULTAN