



# भारतीय मानक ब्यूरो BUREAU OF INDIAN STANDARDS

MANAK BHAVAN, 9 BAHADUR SHAH ZAFAR MARG, NEW DELHI 110002  
Phone: + 91 11 23230131, 23233375, 23239402 Extn 4402; Fax: + 91 11 23235529

व्यापक परिचालन मसौदा

हमारा संदर्भ : सीईडी 46/टी-22

29 अक्टूबर 2015

तकनीकी समिति : राष्ट्रीय भवन निर्माण संहिता विषय समिति, सीईडी 46

प्राप्तकर्ता :

- 1 सिविल इंजीनियरी विभाग परिषद् के सभी सदस्य
- 2 राष्ट्रीय भवन निर्माण संहिता विषय समिति, सीईडी 46 व भू-दृश्य-, संकेत एवं बाह्य संरचना के लिए पैनल ,  
सीईडी 46:P18 के सभी सदस्य
- 3 रुचि रखने वाले अन्य निकाय ।

महोदय/महोदया,

निम्नलिखित मसौदा संलग्न है:

प्रलेख संख्या	शीर्षक
सीईडी 46(8056)WC	राष्ट्रीय भवन निर्माण संहिता का मसौदा: भाग 10 भू-दृश्य, संकेत एवं बाह्य संरचना, अनुभाग 1 भू-दृश्य आयोजन, डिजाइन एवं विकास [एस पी 7 (भाग 10/अनुभाग 1) का पहला पुनरीक्षण]
सीईडी 46(8057)WC	राष्ट्रीय भवन निर्माण संहिता का मसौदा: भाग 10 भू-दृश्य, संकेत एवं बाह्य संरचना, अनुभाग 2 संकेत एवं बाह्य संरचना [एसपी 7 (भाग 10/अनुभाग 2) का तीसरा पुनरीक्षण]

कृपया इस मसौदे का अवलोकन करें और अपनी सम्मतियाँ यह बताते हुए भेजें कि यदि यह मसौदा भारत की राष्ट्रीय भवन निर्माण संहिता के भाग के रूप में प्रकाशित हो तो इस पर अमल करने में आपके व्यवसाय अथवा कारोबार में क्या कठिनाइयाँ आ सकती हैं ।

सम्मतियाँ भेजने की अंतिम तिथि : **29 नवंबर 2015** ।

यदि कोई सम्मति हो तो कृपया अधोहस्ताक्षरी को उपरिलिखित पते पर संलग्न फॉर्मेट में भेजें । हो सके तो कृपया अपनी सम्मतियाँ ई-मेल द्वारा [sanjaypant@bis.org.in](mailto:sanjaypant@bis.org.in) पर भेजें ।

यदि कोई सम्मति प्राप्त नहीं होती है अथवा सम्मति में केवल भाषा सम्बन्धी त्रुटि हुई तो उपरोक्त प्रलेखों को यथावत अंतिम रूप दे दिया जाएगा । यदि सम्मति तकनीकी प्रकृति की हुई तो विषय समितिके अध्यक्ष के परामर्श से अथवा उनकी इच्छा पर आगे की कार्यवाही के लिए विषय समिति को भेजे जाने के बाद प्रलेख को अंतिम रूप दे दिया जाएगा ।

ये प्रलेख भारतीय मानक ब्यूरो की वेबसाइट [www.bis.org.in](http://www.bis.org.in) पर भी उपलब्ध है ।

धन्यवाद ।

भवदीय,

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(बी.के. सिन्हा)

प्रमुख (सिविल इंजीनियरी)

संलग्न: उपरिलिखित



# भारतीय मानक ब्यूरो BUREAU OF INDIAN STANDARDS

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**DRAFT IN WIDE CIRCULATION**

## DOCUMENT DESPATCH ADVICE

Reference	Date
CED 46/T-22	29 October 2015

### **TECHNICAL COMMITTEE:**

**NATIONAL BUILDING CODE SECTIONAL COMMITTEE, CED 46**

### **ADDRESSED TO:**

1. All Members of Civil Engineering Division Council, CEDC
2. All Members of National Building Code Sectional Committee, CED 46 and Panel for Landscaping, Signs and Outdoor Display Structures, CED 46:P18
3. All other interests.

Dear Sir/Madam,

Please find enclosed the following draft:

Doc. No.	Title
<b>CED 46 (8056)WC</b>	Draft National Building Code of India: Part 10 Landscape Architecture, Signs And Outdoor Display Structures <u>Section 1 Landscape Planning, Design And Development</u> [First Revision of SP 7(Part 10/Section 1)]
<b>CED 46 (8057)WC</b>	Draft National Building Code of India: Part 10 Landscape Architecture, Signs And Outdoor Display Structures <u>Section 2 Signs And Outdoor Display Structures</u> [Third Revision of SP 7(Part 10/Section 2)]

Kindly examine the draft and forward your views stating any difficulties which you are likely to experience in your business or profession if this is finally adopted as Part of the National Building Code of India.

Last Date for comments: **29 November 2015.**

Comments if any, may please be made in the format as attached, and mailed to the undersigned at the above address. You are requested to send your comments preferably through e-mail to [sanjaypant@bis.org.in](mailto:sanjaypant@bis.org.in).

In case no comments are received or comments received are of editorial nature, you may kindly permit us to presume your approval for the above document as finalized. However, in case of comments of technical nature are received then it may be finalized either in consultation with the Chairman, Sectional Committee or referred to the Sectional Committee for further necessary action if so desired by the Chairman, Sectional Committee.

These documents are also hosted on BIS website [www.bis.org.in](http://www.bis.org.in).

Thanking you,

Yours faithfully,

Sd/-

**(B. K. Sinha)**  
**Head (Civil Engg)**

Encl: as above

## FORMAT FOR SENDING COMMENTS ON THE DOCUMENT

[Please use A4 size sheet of paper only and type within fields indicated. Comments on each clause/sub-clause/ table/figure, etc, be stated on a fresh row. Information/comments should include reasons for comments, technical references and suggestions for modified wordings of the clause. **Comments through e-mail in MS WORD format to [sanjaypant@bis.org.in](mailto:sanjaypant@bis.org.in) shall be appreciated.**]

Doc. No.: CED 46(8057)WC BIS Letter Ref: CED 46/T-22 Dated: 29 Oct 2015

Title: NATIONAL BUILDING CODE OF INDIA: Part 10: Landscape Architecture, Signs and Outdoor Display Structures: Section 2 Signs and Outdoor Display Structures [Third Revision of SP 7 (Part 10/Section 2)]

Name of the Commentator or Organization: \_\_\_\_\_

Clause No. with Para No. or Table No. or Figure No. commented (as applicable)	Comments/Modified Wordings	Justification for the Proposed Change

*Draft* NATIONAL BUILDING CODE OF INDIA

PART 10 LANDSCAPING, SIGNS AND  
OUTDOOR DISPLAY STRUCTURES

SECTION 2 SIGNS AND OUTDOOR DISPLAY STRUCTURES

[SP 7(Part 10/ Section 2)]

**BUREAU OF INDIAN STANDARDS**

## **C O N T E N T S**

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LIST OF STANDARDS

#### IMPORTANT EXPLANTORY NOTE FOR USERS OF THE CODE

In this Part of the Code, where reference is made to 'good practice' in relation to design, constructional procedures or other related information, and where reference is made to 'accepted standard' in relation to material specification, testing, or other related information, the Indian Standards listed at the end of this Part may be used as a guide to the interpretation.

At the time of publication, the editions indicated in the standards were valid. All standards are subject to revision and parties to agreements based on this Part are encouraged to investigate the possibility of applying the most recent editions of the standards.

In the list of standards given at the end of this part, the number appearing in the first column indicates the number of the reference in this Part. For example:

- a) Accepted standard [10-2(2)] refers to the Indian Standard given at serial number (2) of the above list given at the end of this Section 2 of Part 10, that is IS 2553 (Part 1) : 1990 'Specification for Safety Glass: Part 1 General Purpose (*third revision*)'.
- b) Good practice [10-2(3)] refers to the Indian Standard given at serial number (3) of the above list given at the end of this Section 3 of Part 10, that is IS 401:2001 ' Code of practice for preservation of timber (*fourth revision*)'.

**BUREAU OF INDIAN STANDARDS**

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***Draft* NATIONAL BUILDING CODE OF INDIA**

**PART 10 LANDSCAPING, SIGNS AND OUTDOOR DISPLAY STRUCTURES  
Section 2 Signs and Outdoor Display Structures**

**[Third Revision of SP 7(Part 10/Section 2)]**

ICS: 01.120; 91.040.01

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**National Building Code  
Sectional Committee, CED 46**

Last Date for Comments:  
**29 November 2015**

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National Building Code Sectional Committee, CED 46

**FOREWORD**

This Section covers the requirements of signs and outdoor display structures with regard to public safety, structural safety and fire safety. With the growing industrialization followed by urbanization of large number of cities and towns, the advertising signs and its appurtenant structures had increased. In the absence of any definite rules, the display of advertising signs had proceeded unrestrained resulting in a city or town littered indiscriminately with hoardings and advertising signs of all types. Consideration of the aspects of urban aesthetics and public safety, pointed to the necessity for building regulations for the control of advertising signs and structures.

This Section was, first published in 1970 as Part 10 of the Code and was subsequently revised in 1983 and 2005. In the first revision, comments and suggestions received during its use were incorporated. In the second revision of 2005, the scope of Part 10 was enlarged to cover landscaping along with signs and outdoor display structures. The Part 10 was brought out in two sections, namely Section 1 Landscape planning and design and Section 2 Signs and outdoor display structure. In the last revision of this section, few terminologies related to signs; few explanatory figures; guidelines for signs in urban and rural areas; and guidelines for environmental graphics for the cityscape were introduced.

Based on the experience gained in the use of this Section, the provisions have been modified in this revision. Also certain terminologies have been included/. Further modifications shall be done based on the comments and suggestions received as a result of this wide-circulation of the document for public comments.

The provisions of this section are without prejudice to the regulations already in vogue in areas requiring special controls in harmony with their historical monuments/environment.

For signs coming on highways, relevant IRC rules shall apply. In this connection reference may be made to the following:

IRC 46:1972	A policy on road advertisements
IRC 67:2012	Code of Practice for Road Signs (Third Revision)
IRC SP 85:2010	Guidelines for Variable Message Signs

All standards, whether given or cross-referred to in the main text of this section, are subject to revision. The parties to agreement based on this section are encouraged to investigate the possibility of applying the most recent editions of the standards.

For the purpose of deciding whether a particular requirement of this standard is complied with, the final value, observed or calculated, expressing the result of a test or analysis, shall be rounded off in accordance with IS 2:1960 'Rules for rounding off numerical values (*revised*)'. The number of significant places retained in the rounded off value should be the same as that of the specified value in this Section.

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Section 2 Signs and Outdoor Display Structures**

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ICS: 01.120; 91.040.01

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**National Building Code  
Sectional Committee, CED 46**

Last Date for Comments:  
**29 November 2015**

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**1 SCOPE**

This Section covers the requirements with regard to public safety, structural safety and fire safety of all signs and outdoor display structures.

**2 TERMINOLOGY**

**2.0** For the purpose of this section, the following definitions shall apply.

**2.1 Signs**

**2.1.1 Abandoned Sign** – A sign structure that has ceased to be used, and the owner intends no longer to use the same, for the display of sign copy, or as otherwise defined by state law.

**2.1.2 Advertising Sign** – Any surface or structure with characters, letters or illustrations applied thereto and displayed in any manner whatsoever out of doors for purposes of advertising or to give information regarding or to attract the public to any place, person, public performance, article or merchandise whatsoever, and which surface or structure is attached to, forms part of or is connected with any building, or is fixed to a tree or to the ground or to any pole, screen, fence or hoarding or displayed in space.

**2.1.3 Banner** – A flexible substrate on which copy or graphics may be displayed.

**2.1.4 Banner Sign** – A sign utilizing a banner as its display surface.

**2.1.5 Canopy Sign** – A sign affixed to the visible surface(s) of an attached or freestanding canopy.

**2.1.6 Closed Sign** – An advertising sign in which at least more than fifty percent of the area is solid or tightly enclosed or covered.

**2.1.7 Combination Sign** – A sign that is supported partly by a pole and partly by a building structure.

**2.1.8 Direction Sign** – Usually included with an arrow and used for indicating a change in route or confirmation to a correct direction.

**2.1.9 Electric Sign** – An advertising sign in which electric fittings, which are an integral part of the signs, are used.

**2.1.10 Exterior Sign** – Any sign placed outside a building.

**2.1.11 Freestanding Sign** – A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground.

**2.1.12 Ground Sign** – An advertising sign detached from a building, and erected or painted on the ground or on any pole, screen, fence or hoarding and visible to the public.

**2.1.13 Identification Sign** – A sign that gives specific location information, identifies specific items, for example, Parking Lot B, Building No. 5, First Aid, etc.

**2.1.14 Illuminated Sign** – An advertising sign, permanent or otherwise, the functioning of which depends upon its being illuminated by direct or indirect light, and other than an electric sign.

**2.1.15 Informational Sign** – Used for overall information for general organization of a series of elements i.e. campus plan, bus route, building layout, shopping mall plan, etc.

**2.1.16 Mansard** – An inclined decorative roof-like projection that is attached to an exterior building façade.

**2.1.17 Marquee Sign** – An advertising sign attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, building line.

**2.1.18 Open Sign** – An advertising sign in which at least fifty percent of the enclosed area is uncovered or open to the transmission of wind.

**2.1.19 Parapet** – A low wall or railing built along the edge of a roof or floor.

**2.1.20 Portable Sign** – Any sign not permanently attached to the ground or to a building or building surface.

**2.1.21 Projecting Sign** – An advertising sign affixed to any building element and projecting more than 300 mm therefrom.

**2.1.22 Regulatory Sign** – Sign that gives operational requirements, restrictions or gives warnings, usually used for traffic delineation or control, for example ‘Stop’, ‘No Parking’, ‘One Way’, etc.

**2.1.23 Roof Sign** – An advertising sign erected or placed on or above the parapet or any portion of a roof of a building including signs painted on the roof of a building.

**2.1.24 Sky Sign** – An advertising sign displayed in space like:

- a) a gas filled balloon anchored to a point on the ground and afloat in the air with or without a streamer of cloth, etc; or
- b) sky-writing, that is, a sign or word traced in the atmosphere by smoke discharged from an aeroplane.

**2.1.25 Sign** – Any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs shall not be considered as signs.

**2.1.26 Sign Area** – The area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The area of any double-sided or ‘V’ shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple-sided signs shall be computed as 50 percent of the sum of the area of all faces of the sign.

**2.1.27 Sign Copy** – Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

**2.1.28 Sign Face** – The surface upon, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border.

**2.1.29 Sign Structure** – Any structure supporting a sign.

**2.1.30 Temporary Sign** – An advertising sign, banner or other advertising device constructed of cloth, canvas, fabric or any other light material, with or without a structural frame, intended for a limited period of display; including decorative displays for holidays or public demonstrations.

**2.1.31 Verandah Sign** – An advertising sign attached to, posted on or hung from a verandah.

**2.1.32 Wall Sign** – An advertising sign, other than a projecting sign, which is directly attached to or painted or pasted on the exterior surface of or structural element of any building.

**2.1.33 Window Sign** – A sign affixed to the surface of a window with its message intended to be visible to and readable from the public way or from adjacent property.

**2.1.34 Animated Sign** – A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this Section, include the following types: Electrically activated (flashing / patterned movement), Environmentally activated and Mechanically activated.

## **2.2 General**

**2.2.1 Approved** – Approved by the Authority having jurisdiction.

**2.2.2 Area of Special Control** – Any area declared an area of special control by the Authority in respect of the display of advertising signs, where the requirements for such display are more restrictive than elsewhere in the area controlled by the Authority.

**2.2.3 Authority Having Jurisdiction** – The Authority which has been created by a statute and which for the purpose of administering the Code/Part, may authorize a committee or an official to act on its behalf; hereinafter called the 'Authority'.

**2.2.4 Building Line** – The line up to which the plinth of a building adjoining a street or an extension of a street or on a future street may lawfully extend. It includes the lines prescribed, if any, in any scheme.

**2.2.5 Combustible Material** – A material is combustible, if it burns or adds heat to a fire when tested for non-combustibility in accordance with good practice [10-2(1)].

**2.2.6 Owner** – Person or body having a legal interest in land and/or building thereon. This includes free holders, leaseholders or those holding a sub-lease which both bestows a legal right to occupation and gives rise to liabilities in respect of safety or building condition.

In case of lease or sublease holders, as far as ownership with respect to the structure is concerned, the structure of a flat or structure on a plot belongs to the allottee/lessee till the allotment/lease subsists.

**2.2.7 Street Line** – the line defining the side limits of a street.

### 3 PERMITS

#### 3.1 Application

##### 3.1.1 Conditions for Grant of Permit

No sign shall be erected, altered or maintained without first obtaining a permit for the same from the Authority and shall be subjected to the following conditions:

- a) The written permission shall not be granted or renewed at any one time, for a period exceeding three years from the date of grant of such permission or renewal.
- b) The written permission or the renewal granted by the Authority shall become void:
  - 1) if any sign or the part thereof falls either through an accident or any other causes;
  - 2) if any addition is made except for the purpose of making it secure under the direction of the Authority;
  - 3) if any change is made in the sign or part thereof;
  - 4) if any addition or alternation is made to the building or structure upon or over which the sign is erected and if such addition or alteration involves disturbance of the sign or any part thereof; and
  - 5) if the building or structure upon or over which the sign is erected fixed or restrained becomes demolished or destroyed.
- c) Light and ventilation of buildings, if any situated near the signs and hoardings shall not be obstructed in any way;
- d) Advertisements displayed shall not be of any objectionable or obscene nature given under **3.3**;
- e) In the public interest the Authority shall have the right to suspend the licence even before the expiry period, upon which the licensee shall remove the signs;
- f) The licensee shall be responsible for the observance of all the rules and regulations laid down by the Authority;
- g) The signs should not mar the aesthetic beauty of the locality;
- h) The signs other than pertaining to building shall not be permitted to come in front of buildings such as hospitals, educational institutions, public offices, museums, buildings devoted to religious worship and buildings of national importance;
- j) Maintenance and inspection of advertising signs and their supports shall be as given under **4**.
- k) No hoarding sign on the highways shall be put without the permission of the Authority maintaining/in-charge of flyovers, highways/ roads; and
- m) In addition all signs shall conform to the general requirements give under **6**.
- n) The signs shall not be nailed or tied to trees or any other woody vegetation.

### **3.1.2 Application for Licence or Permit and Required Drawings**

Every person intending to erect, alter or display an advertising sign for which a permit or licence is required, shall make application to the Authority on the prescribed form containing such particulars as the Authority may require. Such a form (see Annex A) shall be signed by the applicant and by the owner of the site upon which such sign is or is to be situated and shall include the following information:

- a) Full specifications showing the length, height and weight of the sign, the location where it is to be erected, the manufacturer's name and address and where applicable, the number of lights and electrical details of the same.
- b) Such form shall be accompanied by a location plan indicating the position of the sign on the site drawn to a scale of 1:500 and by full detail drawing drawn to a scale of 1:20 or an exact multiple thereof in ink or on prints including, if required by the Authority, an elevation showing the sign in relation to the façade.
- c) In the case of roof signs, projecting signs or ground signs in addition to the foregoing, the size of all members of supporting frameworks and anchorages, and, if required by the Authority, the necessary design calculations shall be furnished with the application.
- d) Any other particulars as may be desired by the Authority covered in 6 and its sub-clauses.
- e) In the case of sky signs, necessary information as desired by the Authority may be supplied.

**3.1.3** The Authority may, on the receipt of an application for permit, either sanction or refuse such a permit or sanction with modifications as deemed necessary and shall communicate decision to the applicant. If within 30 days of receiving an application for a permit the Authority fails to intimate in writing to the applicant, the permit along with the plans shall be deemed as sanctioned.

**3.1.4** When a sign has to be altered, information only on such plans and statements, as may be necessary, shall be included in the form. However, the changing of movable parts of an approved sign that is designed for such changes, shall not be deemed an alteration provided the conditions of the original approval and the requirements of this part are not violated.

### **3.1.5 Existing Advertising Signs**

Advertising signs in existence at the date of promulgation of the Code and covered by a valid licence or permit issued by the Authority shall not require to be licensed under the Code until such licence or permit has expired, provided it is maintained in a good and safe condition.

**3.1.6** For advertising signs application shall be submitted through a structural engineer along with necessary drawings and structural calculations. The wind load

taken in the design calculations shall be in accordance with Part 6 'Structural design, Section 1 Loads, Forces and Effects'.

## **3.2 Exemptions**

**3.2.1** No permit shall be required for signs and outdoor display structures of the following types:

- a) If the signs are exhibited within the window of any building provided it does not affect light and ventilation of the building.
- b) If it relates to the trade or business carried on within the land or building upon which such advertisement is exhibited or to any sale, entertainment or meeting or lettering of such land or building or any effects therein; or to the trade or business carried on by the owner of any tramcar, omnibus or other vehicle upon which such advertisements is exhibited, provided it is not more than 1.2 m<sup>2</sup>.
- c) In addition no permission shall be required for the signs covered by the provisions **3.2.2** to **3.2.5**. Such exemptions, however shall not construed to relieve the owner of the sign from the responsibility of erection and maintenance in compliance with the Code.

### **3.2.2 Wall Signs**

The wall signs listed in **3.2.2.1** to **3.2.2.3** shall not require a permit.

#### **3.2.2.1 Store signs**

Non-illuminated signs erected over a show window or over the door of a store or business establishment which announce the name of the proprietor and the nature of the business conducted therein; the sign shall not be more than 1 m in height and the width of the business establishment.

#### **3.2.2.2 Government building signs**

Signs erected on a municipal, state or central government building which announce the name, nature of the occupancy and information.

#### **3.2.2.3 Name plates**

Any wall sign erected on a building or structure indicating the name of the occupant of building, which is not more than 0.5 m<sup>2</sup> in area.

### **3.2.3 Ground Signs**

#### **3.2.3.1 Transit directions**

The erection or maintenance of a sign designating the location of a transit line, a rail track, station or other public carrier when not more than 0.5 m<sup>2</sup> in area.

### 3.2.3.2 Highway Signs

In general, advertisements of the following classes are permissible without permission though these should reasonably conform to the principles set out in 3.5.1:

#### *Class (1) Functional Advertisements:*

- a) Official warning signs, traffic directions, sign posting and notices or advertisements posted or displayed by or under the directions of any public or court officer in the performance of his official or directed duties:

*Example:*

DIVERSION AHEAD

- b) Direction signs to places of public amenity, such as petrol filling stations, hospitals, first-aid posts, police stations and fire stations:

*Example:*

HOSPITAL

BUS STATION

- c) Signs relating solely to any city, town, village or historic place, shrine, place of tourist interest:

*Example:*

ELLORA CAVES

FARIDABAD TOWN

- d) Signs, notices, etc, erected by the Defence Department for information of members of the armed forces or the public.

*Example:*

ARTILLERY RANGE AHEAD

- e) Signs restricting trespass of property, limited to 0.2 m<sup>2</sup> in area or less.

*Example:*

PRIVATE  
PROPERTY

TRESPASSERS  
WILL BE  
PROSECUTED

- f) Signs or notices, 0.2 m<sup>2</sup> in area or less, placed so as to show direction to a residence and planted sufficiently away from the carriageway.

*Class (2) Advertisements Relating to the Premises on which these are Displayed:*

- a) Advertisements for the purpose of identification, direction or warning with respect to the land or building on which they are displayed, provided not exceeding 0.2 m<sup>2</sup> in area in the case of any such advertisement.

*Examples:*

MIND  
THE STEP

PROPERTY OF  
MOHAN LAL & CO

USHA  
KIRAN

- b) Advertisements relating to any person, partnership or company separately carrying on a profession, business trade at the premises where any such advertisement is displayed; limited to one advertisement not exceeding 0.3 m<sup>2</sup> in area in respect of each such person, partnership or company.

*Example:*

RAM LAL & COMPANY

- c) Advertisements relating to any institution of a religious, educational, cultural, recreational, medical or similar character or any hotel, public house, dark bungalow, block of flats, club, boarding house or hostel situated on the land on which any such advertisement is displayed; limited to one advertisement not exceeding 1.2 m<sup>2</sup> in area in respect of each such person, partnership or company.

*Examples:*

COLLEGE OF  
ENGINEERING

HOLIDAY HOME

ROTARY CLUB

*Class (3) Advertisements of Temporary Nature*

- a) Advertisements relating to the sale or letting of the land on which they displayed; limited in respect of each such sale or letting to one advertisement not exceeding 2 m<sup>2</sup> in area.

*Examples:*

TO LET

HOUSE FOR SALE

- b) Advertisements announcing sale of goods or livestock, and displayed on the land where such goods or livestock are situated or where such sale is held, limited to one advertisement not exceeding 1.2 m<sup>2</sup> in area.

*Examples:*

SALE THIS  
WEEK

CATTLE SALE

- c) Advertisements relating to the carrying out of building or similar work on the land on which they displayed exceeding 2 m<sup>2</sup> in area.

*Examples:*

CAUTION  
EXCAVATION IN  
PGORESS

- d) Advertisements announcing any local event of a religious, educational, cultural, political, social or recreational character, not being an activity promoted or carried on for commercial purposes; limited to a display of advertisements occupying an area not exceeding 0.6 m<sup>2</sup> on any premises.

*Examples:*

DIWALI MELA

FLOWER SHOW

### **3.2.4 Temporary Signs**

#### **3.2.4.1 Construction site signs**

Construction signs, engineers' and architects' signs and other similar signs which may be authorized by the Authority in connection with construction operations (see Table 1).

#### **3.2.4.2 Special displays signs**

Special decorative displays used for holidays, public demonstrations or promotion of civic welfare or charitable purposes, on which there is no commercial advertising, provided that the Authority is not held responsible for any resulting damage (see 15.2.2).

**3.2.5** The qualitative requirements of signs given in Table 1 shall not require any permit.

### **3.3 Unsafe and Unlawful Signs**

#### **3.3.1 Notice of Unsafe and Unlawful Signs**

When any sign becomes insecure, or in danger of falling, or otherwise unsafe, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of the Code, the owner thereof, or the person or firm maintaining the same, shall upon written notice of the Authority, forthwith in the case of immediate danger and in any case within not more than three days, make such sign conform to the provisions of this part or shall remove it. If within three days the order is not complied with, the Authority may remove such sign at the expense of the owner.

**3.3.1.1** Notwithstanding the above, it shall be the responsibility of the owner to ensure the safety of the advertising signs, even without a reference from the Authority. The owner shall also ensure to remove the remnant structures of the abandoned sign.

**3.3.2** The following signs may not be permitted under any circumstances:

Any sign which in the opinion of the Authority is an obscene, repulsive, revolting, or objectionable character or prejudicial to the municipality or savouring political propaganda or of a nature calculated to produce pernicious or injurious effect on public or any particular class of persons, or is displayed in such a place, in such a manner or by any such means as, in the opinion of the Authority, could be likely to affect injuriously the amenities of, or to disfigure any neighbourhood.

### **3.4 Area of Special Control**

**3.4.1** Whenever in the opinion of the Authority it is likely that any advertising device otherwise permitted in terms of the Code may affect injuriously or disfigure any particular area within the jurisdiction of the Authority it may proclaim such area as an area of special control. Parks and land for public use may also be included as areas of special control.

**3.4.2** Subject to the provisions of **3.4.1** within such area, the erection and display of any advertising sign shall be prohibited or restricted in any manner deemed necessary by the Authority. The Authority shall publish its intention of proclaiming such an area in one or more newspapers circulating in the area of jurisdiction of the Authority. Any owner of property within such area who may feel aggrieved by such proclamation may appeal within one month from such publication against proclamation of such an area to the Authority whose decision shall be final.

**3.4.3** The wording on any verandah sign, permitted by the Authority, in any area of special control, shall be restricted to the name of the proprietor or firm occupying the premises, the name of the building or institution, the general business or trade carried on, such as 'JEWELLER', 'CAFÉ', 'DANCING', or information regarding the location of the building entrance, box office or regarding the theatre programme or similar information. No verandah sign in any area of special control shall advertise

any particular article of merchandise nor shall any such sign refer to price or reduction in price.

**3.4.3.1** Normally no other advertising sign shall, except as for **3.4.3**, be within a distance of 30 m from the area of special control.

### **3.5 Prohibition of Advertising Signs on Certain Sites**

Where the Authority is of the opinion that any site is unsuitable for display of advertising signs by virtue of the general characteristics of the locality in regard to historic, architectural, cultural or similar interest, or by virtue of its position, the display of such signs is likely to affect in any way the safety of any form of transport, erection of advertising signs on such a site shall be prohibited.

#### **3.5.1 Highways and Roads**

In general the following advertisements should not be permitted:

- a) At or within 100 m of any road junction, bridge or railway crossing or another crossing. In urban areas, this distance may be reduced to 50 m, provided there is no conflict with the requirements stated further on.

NOTE – The safe stopping distance for a vehicle traveling at a speed of 50 km/h is 60 m. This should be the 'uninfluenced distance' for a driver approaching a junction. Assuming that 3 seconds is the time during which the influence of an advertisement board persists, the distance traveled in this time will be about 40 m. The sign should, therefore, be more than 100 m away from the junction. Hence 100 m is suggested.

- b) In such manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic;
- c) Within 10 m of the edge of a carriageway;

NOTE – A distance of 10 m may be taken as the normal minimum setback from the edge of the carriageway, the maximum area of the advertisement being 0.3 m<sup>2</sup> for every metre of setback.

- d) Within 50 m along the road, of any sign board erected for the regulation of traffic under the orders of a Public Authority, such as a Traffic Authority, a Public Transport Authority, or a Local Authority;
- e) In such a form as will obscure or hinder interpretation of any sign, signal or other device erected for traffic control by the Public Authorities. For instance, the advertisements should not imitate or resemble, in colour or shape, the standard legal traffic signs, or employ such words as 'STOP' in the same manner as used on traffic signs;
- f) On boards, placards, cloth banners or sheets (except traffic signs) hung across a road as they distract the attention of the driver and are, therefore, hazardous;

NOTE – Any advertisement allowed on the sides of a foot over bridge or flyover across the carriage-ways shall be restricted in size and shape such that no part of the

advertisement board projects beyond the top, bottom and sides of the parapet of foot over bridge or flyover.

- g) In such form as will obstruct the path of pedestrians and hinder their visibility at crossings;
- h) Within right-of-way of the road; and
- j) When these will affect local amenity.

**3.5.2** Illuminated advertisements of the following description are objectionable from the angle or traffic safety and should not be allowed:

- a) Advertisements which contain, include or are illuminated by any flashing, intermittent or moving light or lights except those giving public service information, such as time, temperature, weather or date;
- b) Illuminated advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrians, or which otherwise interfere with any operations of driving; and
- c) Advertisements illuminated in such a way as to obscure or diminish effectiveness of any official sign, device or signal.

**Table 1 Advertising Signs For Which No Permit or Licence is Required**  
(Clause 3.2.5)

Class (with sample)	Area of Each Separate Sign (or Aggregate)	Maximum Height Above Ground Floor Level to Top of Sign	Illumination Provided	Description of Sign		Remarks
				Number Permitted	Maximum Dimension of Letters, Symbols, etc	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1) Functional signs of certain authorities statutory undertakings, public transport undertakings, and fire brigades, etc.		As may be reasonably required for the safe and efficient performance of the function	As stated in col 2	As stated in col 2	As stated in col 2	As stated in col 2
2) Miscellaneous signs relating to premises on which they are displayed		Not more than 4 m <sup>2</sup>	Not more than 5 m (in area of special control 4m)	Only to indicate that medical or similar services or supplies are available on premises where advertisement is displayed*	Any number	Not more than 750 mm (in area of special control 300 mm)
a) Identification, direction, or warning						

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
b)	Person partnership or company carrying profession business, or trade; name or private person	<div style="border: 1px solid black; padding: 2px; display: inline-block;">CHAWLA &amp; CO. LTD</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">S. BOSE</div>	Not more than 0.3 m <sup>2</sup> each	Not more than 5 m (in area of special control 4m)	Only to indicate that medical or similar services or supplies are available on premises where advertisement is displayed*	One at each entrance	Not more than 750 mm (in area of special control 300 mm)
c)	Relating to any institution of a religious, educational, cultural, or medical character; name of building or premises	<div style="border: 1px solid black; padding: 2px; display: inline-block;">COLLEGE OF COMMERCE</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">XYZ FLATS</div>	Not more than 1.2 m <sup>2</sup> each	Not more than 5 m (in area of special control 4m)	Only to indicate that medical or similar services or supplies are available on premises where advertisement is displayed*	One on each frontage	Not more than 750 mm (in area of special control 300 mm)
3)	Temporary signs (cloth banners)	<div style="border: 1px solid black; padding: 2px; display: inline-block;">HOUSE FOR SALE</div>	Not more than 2.4 m <sup>2</sup> (ratio of width to depth 2:1) in aggregate area. No sign to project more than 1 m when displayed on a building (within the site)	Not more than 5 m (in area of special control 4m)	None	Any number but aggregate area not to exceed that given in col 2	Not more than 750 mm (in area of special control 300 mm)
a)	Signs relating to the sale or letting off the land (within the site of the building) on which they are displayed.						Shall not be displayed earlier than 28 days before the sale or other matter is due to start and shall be removed within 14 days after the conclusion of such sale or matter

(1)	(2)	(3)	(4)	(5)	(6)	(7)	
b) Signs relating to the carrying out of building or similar operations on the land where sign is displayed.		Not more than 4 m <sup>2</sup>	Not more than 5 m (in area of special control 4m)	None	One for each road frontage for each contractor or sub-contractor	Not more than 750 mm (in area of special control 300 mm)	May be displayed only while such works are in progress
c) Signs announcing any local event in connection with an activity promoted for non-commercial purposes by various local organizations.		Not more than 1.5 m <sup>2</sup> (in aggregate area 4m)	Not more than 5 m (in area of special control 4m)	None	Any number but aggregate area not to exceed that given in Col 2 on any premises	Not more than 750 mm (in area of special control 300 mm)	Shall not be displayed earlier than 28 days before the event is due to start and shall be removed within 14 days of its conclusion
d) Signs and business premises for areas of special control, signs on business premises with reference to the business, the goods sold, or the services provided, etc, in these premises and the name and qualifications of the person carrying on such activity.	  	Not to exceed one-twelfth of area of each face up to a height of 4 m	Not more than 4 m	Only to indicate that medical or similar services or supplies are available where advertisement is displayed*	Any number but aggregate area not to exceed that given in Col 2	Not more than 300 mm	Area to be computed as if the advertisement were laid flat against the face of the building

\* or where connected with danger

## **4 MAINTENANCE AND INSPECTION**

### **4.1 Maintenance**

All signs for which a permit is required, together with all their supports, braces, guys and anchors shall be kept in good repair, both structurally and aesthetically, and when not galvanized or constructed of approved corrosion-resistive non-combustible materials, shall be painted when necessary to prevent corrosion.

### **4.2 Housekeeping**

It shall be the duty and responsibility of the owner of every sign to maintain the immediate premises occupied by the sign, in a clean, sanitary and healthy condition.

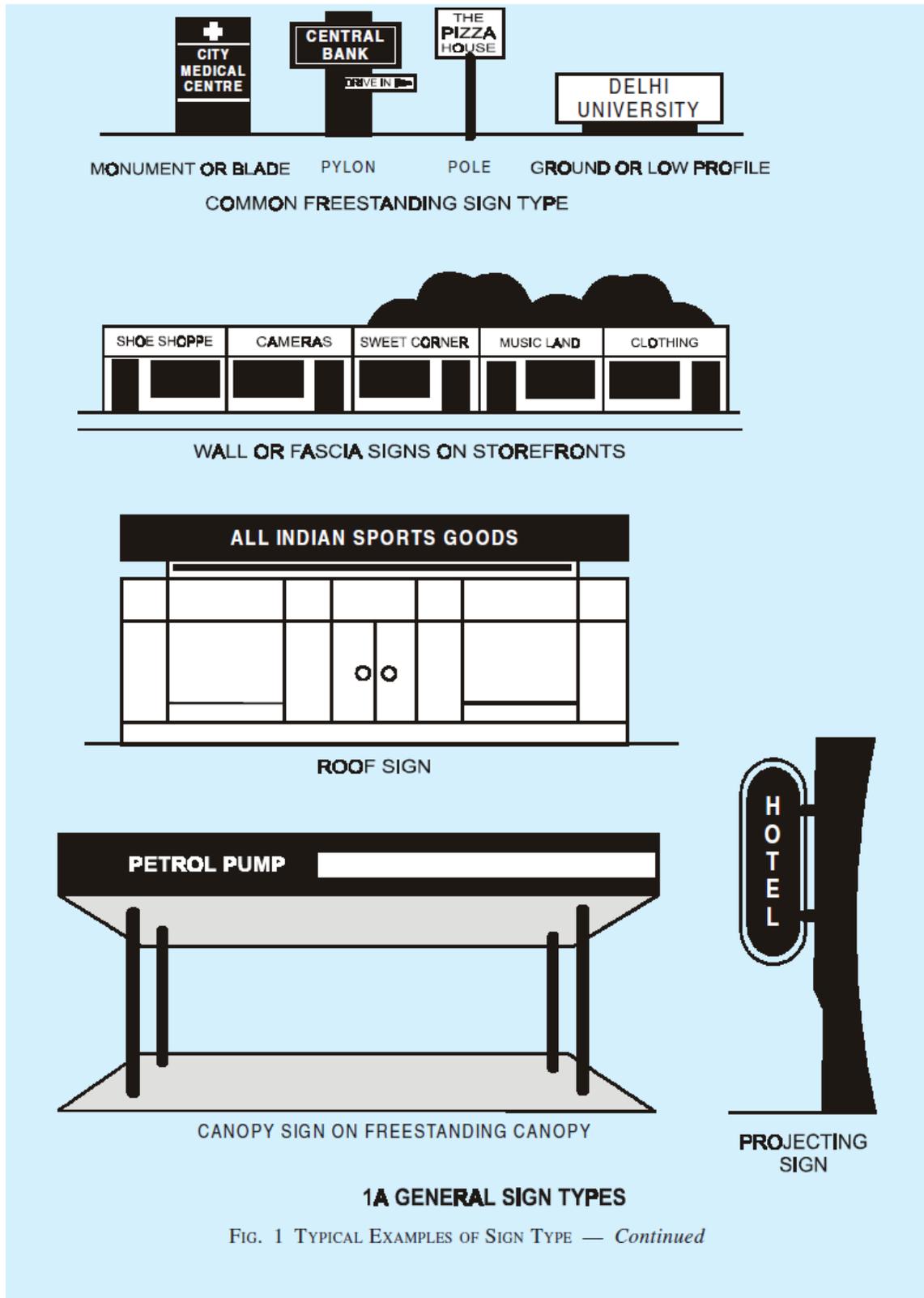
### **4.3 Inspection**

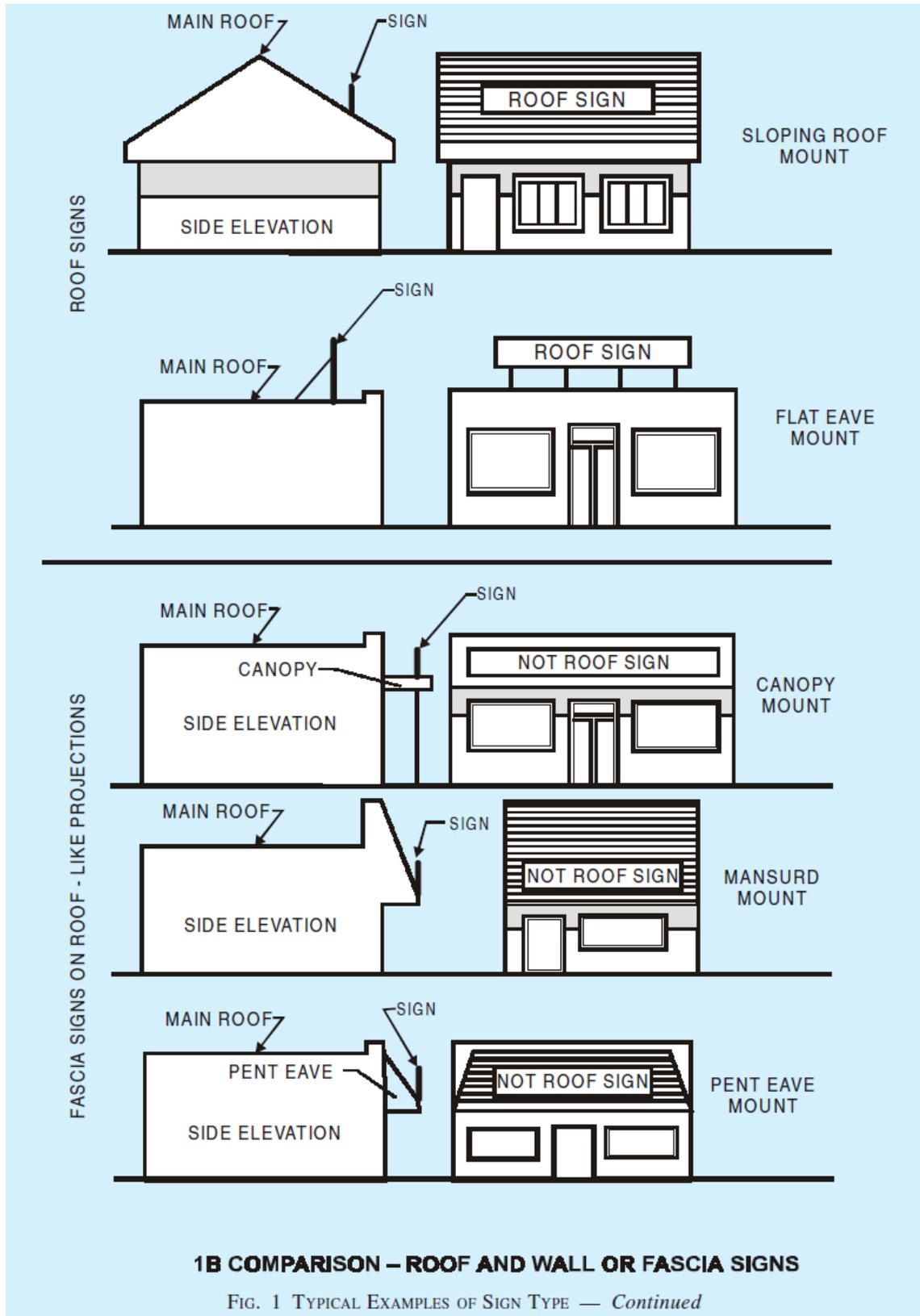
Every sign for which a permit has been issued and every existing sign for which a permit is required shall be inspected by the Authority at least once in every calendar year.

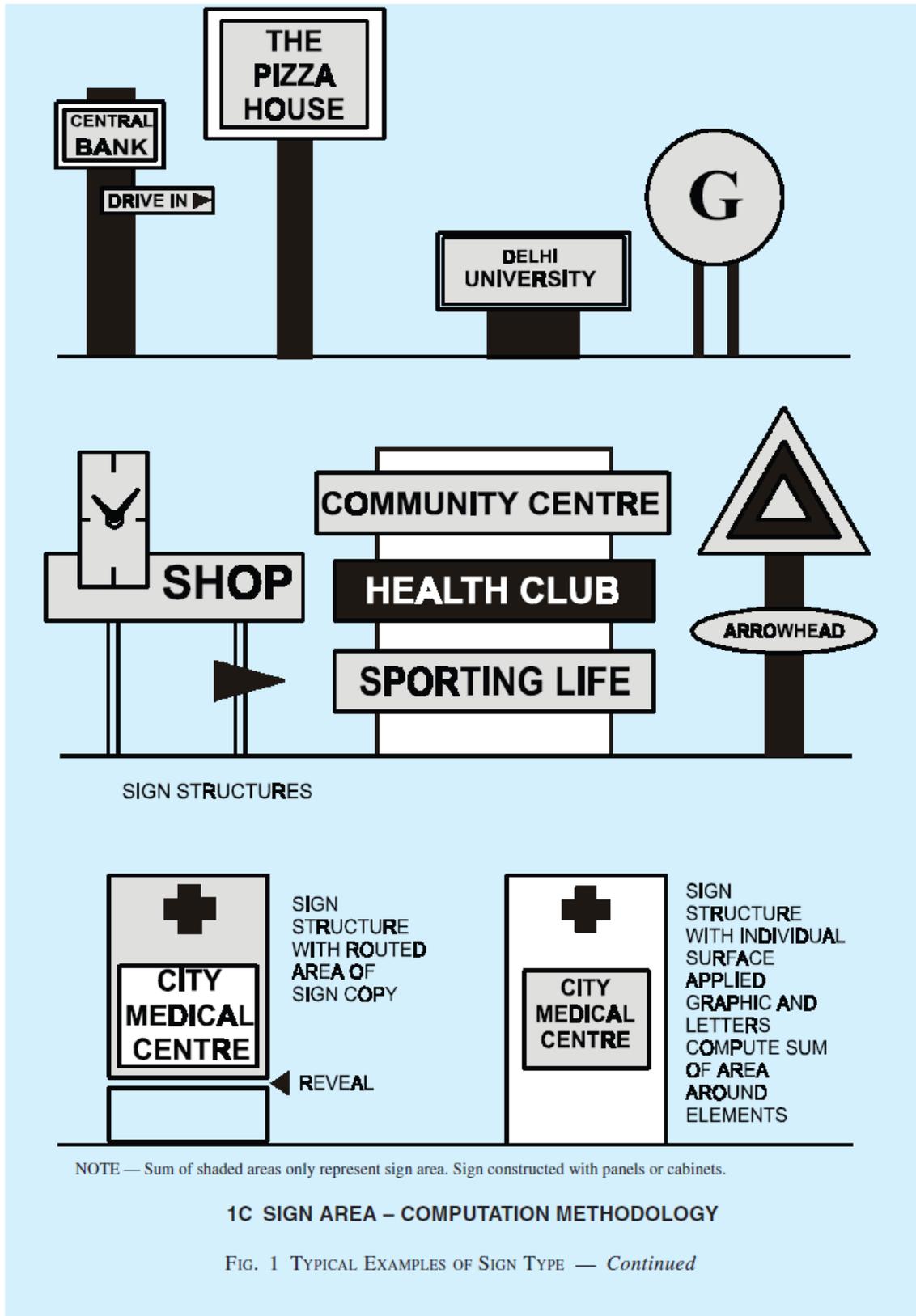
## **5 TYPES OF SIGNS**

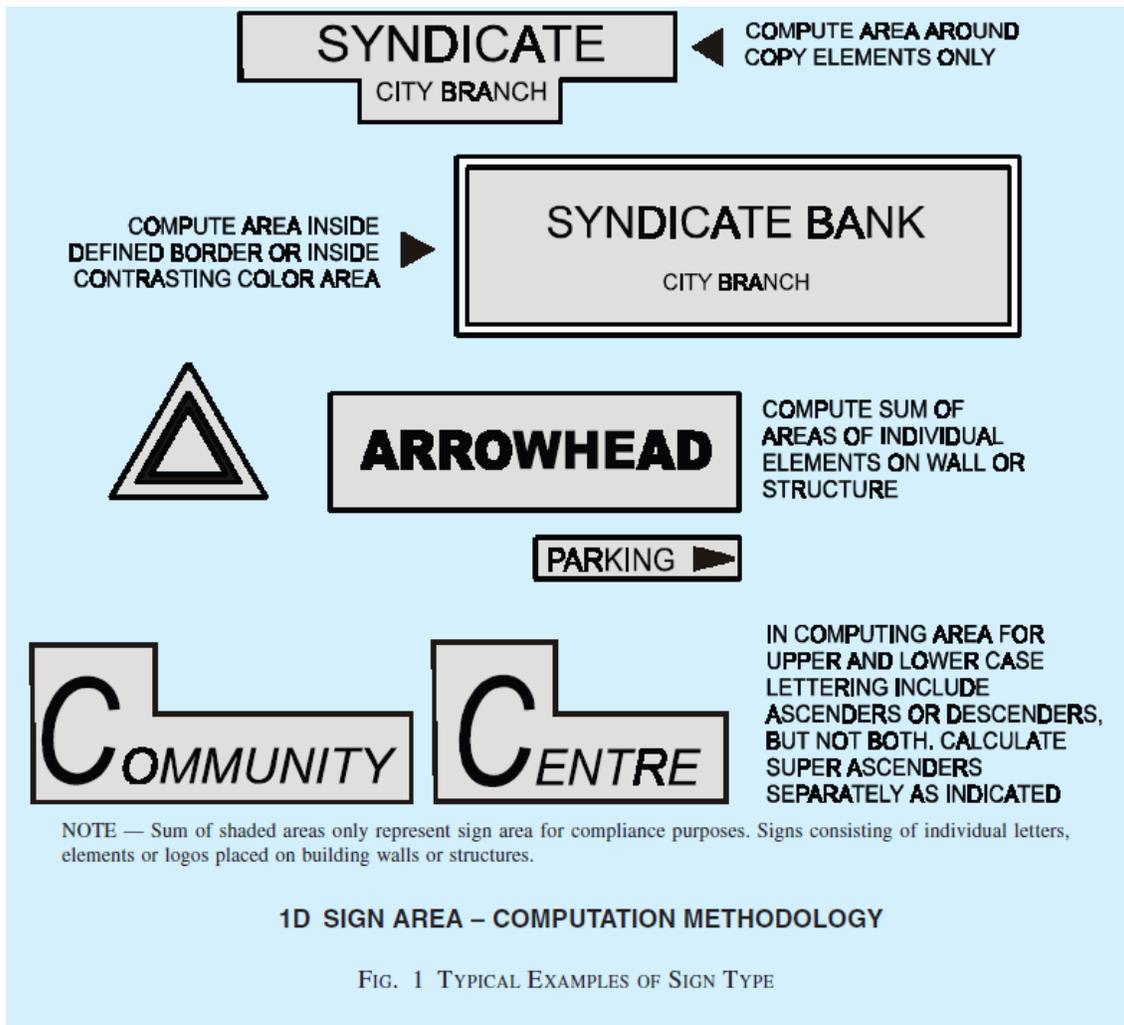
In this part, the following types of signs are covered [see also a few explanatory figures of general sign types (Fig. 1A), comparison of roof and wall or fascia sign (Fig. 1B) and sign area computation methodology (Fig. 1C and 1D)].

- a) Electric and illuminated signs (see **7**);
- b) Ground signs (see **8**);
- c) Roof signs (see **9**);
- d) Verandah signs (see **10**);
- e) Wall signs (see **11**);
- f) Projecting signs (see **12**);
- g) Marquee signs (see **13**);
- h) Sky signs (see **14**); and
- j) Miscellaneous and temporary signs (see **15**).









## **6 GENERAL REQUIREMENTS FOR ALL SIGNS**

### **6.1 Loads**

Every advertising sign shall be designed so as to withstand safely the wind, dead, seismic and other loads as set out in Part 6 'Structural design, Section 1 Loads, Forces and Effects'.

### **6.2 Illumination**

No sign shall be illuminated by other than electrical means and electrical devices and wiring shall be installed in accordance with the requirements of Part 8 'Building Services, Section 2 Electrical and Allied Installations'. In no case, shall any open spark or flame be used for display purposes unless specifically approved by the Authority.

### **6.3 Design and Location of Advertising Signs**

- a) Sign should not obstruct any pedestrian movement, fire escape, door or window, opening used as a means for egress or fire fighting purposes.
- b) No sign shall in any form or manner interfere with openings required for light and ventilation.
- c) When possible signs should be gathered together into unified systems. Sign clutter should be avoided in the landscape.
- d) Signs should be combined with lighting fixture to reduce unnecessary posts and for ease of illuminating the signs.
- e) Information signs should be placed at natural gathering spots and included in the design of sight furniture.
- f) Placement of sign should be avoided where they may conflict with pedestrian traffic.
- g) Sign should be placed to allow safe pedestrian clearance vertically and latterly.
- h) Braille strips may be placed along sign edges or raised letters may be used for readability for the blind and partially sighted.
- j) No sign shall be attached in anyway to a tree or shrub.

### **6.4 Use of Combustibles**

#### **6.4.1 Ornamental Features**

Wood or plastic or other materials of combustible characteristics similar to wood may be used for mouldings, cappings, nailing blocks, letters and latticing where permitted and for other purely ornamental features of signs.

#### **6.4.2 Sign Facings**

Sign facings may be made of approved combustible materials provided the area of each face is not more than 10 m<sup>2</sup> and the wiring for electric lighting is entirely enclosed in metal conduit and installed with a clearance of not less than 5 cm from the facing material.

#### **6.5 Damage or Defacement by Removal of Advertising Signs**

Whenever any advertising sign is removed, whether in consequence of a notice or order under the Code or otherwise, any damage or defacement to the building or site on or from which such sign was displayed, shall be made good to the satisfaction of the Authority.

#### **6.6 Alteration to Ground Level**

Whenever any alteration is made to the ground level adjacent to any advertising sign, the owner of the site on which sign is erected, shall be responsible for the alteration of the height of such sign so as to conform to the requirements of this part.

#### **6.7 Traffic Control Interference**

No advertising sign shall be erected or maintained which interferes with or is likely to interfere with any sign or signal for the control of traffic.

**6.7.1** No advertising sign shall be placed particularly in bends and curves so as to obstruct the view of traffic at intersecting streets.

#### **6.8 Draining of Signs**

Adequate provision for drainage shall be made in every advertising sign, where the possibility of collection of moisture exists.

#### **6.9 Glass in Signs**

All glass used in advertising signs, other than glass tubing used in gas discharge or similar signs, shall be of safety glass conforming to accepted standards [10-2(2)] at least 3 mm thick. Glass panels in advertising signs shall not exceed 6 m<sup>2</sup> in area, each panel being securely fixed in the body of the sign independently of all other panels. Glass signs shall be properly protected from the possibility of damage by falling objects by the provisions of suitable protecting metal canopies, or by other approved means. Use of glass may be discouraged or avoided wherever possible for signs placed overhead.

## **6.10 Interference to Fire Hydrants**

Advertising signs shall be so placed as not to obstruct the use of the hydrants or other fire fighting appliances.

## **6.11 Serving Devices**

Ladders, platforms, hooks, rings and all other devices for the use of servicing personnel shall have safety devices and suitable design loadings (reference may also be made to Part 7 'Constructional Practices and Safety').

## **6.12 Animated Devices**

Signs which contain moving section or ornaments shall have fail-safe provisions to prevent the section or ornaments from releasing and falling or shifting its center of gravity more than 450 mm. The fail-safe device shall be in addition to the mechanism and its housing which operate the movable section or ornament. The fail-safe device shall be capable of supporting the full dead weight of the section or ornament when moving mechanism releases.

# **7 ELECTRIC SIGNS AND ILLUMINATED SIGNS**

## **7.1 Material for Electric Signs**

Every electric sign shall be constructed of non-combustible material except where the sign is purely a flood-lit sign.

## **7.2 Installation of Electric Signs and Illuminated Signs**

Every electric sign and illuminated sign shall be installed in accordance with Part 8 'Building Services, Section 2 Electrical and Allied Installations'.

**7.3** No illuminated sign in red, amber or green colour shall be erected or maintained within a horizontal distance of 10 m of any illuminated traffic sign.

**7.4** All advertising signs illuminated by light other than a white light at height of less than two storeys or 6 m above the footpath, whichever be the greater height, shall be suitably screened so as to satisfactorily prevent any interference with any sign or signal for the control of traffic.

## **7.5 Intense Illumination**

No person shall erect any sign which is of such intense illumination as to disturb the residents in adjacent or nearby residential buildings. Notwithstanding any permission given for such erection, any such sign which after erection is, in the

opinion of the Authority, of such intense illumination as to disturb the occupants of adjacent or nearby buildings shall, on the order of the Authority, be suitably altered or removed by the owner of the site concerned within such reasonable period as the Authority may specify.

## **7.6 Hours of Operation**

No electric sign, other than those necessary in the opinion of the Authority in the interest of public amenity, health and safety, shall be operated between midnight and sunrise.

## **7.7 Flashing, Occulting and Animated Signs**

No flashing, occulting or animated advertising signs, the periodicity of which exceeds 30 flashes to the minute, shall be erected so that the lowest point of such signs is less than 9 m above the ground level.

**7.8** For illuminated signs in the vicinity of airports, the Directorate General of Civil Aviation should be consulted.

## **8 GROUND SIGNS**

### **8.1 Material**

Every ground sign exceeding 6 m in height together with frames, supports and braces shall be constructed of non-combustible material except as in **6.4**.

### **8.2 Dimensions**

No ground sign shall be erected to a height exceeding 9 m above the ground. Lighting reflectors may extend beyond the top or face of the sign.

### **8.3 Supports and Anchorage**

Every ground sign shall be firmly supported and anchored to the ground. Supports and anchors shall be of treated timber in accordance with good practice [10-2(3)], or metal treated for corrosion resistance or masonry or concrete.

### **8.4 Site Cleaning**

The owner of any site on which a ground sign is erected shall be responsible for keeping such part of the site as is visible from the street, clean, sanitary, inoffensive and free of all obnoxious substances and unsightly conditions to the approval of the Authority.

**8.5 Obstruction to Traffic**

No ground sign shall be erected so as to obstruct free access to or egress from any building.

**8.6 Set Back**

No ground sign shall be set nearer to the street line than the established building line.

**8.7 Bottom Clearance**

The bottom line of all ground signs shall be at least 0.6 m above the ground, but the intervening space may be filled with open lattice work or platform decorative trim.

**8.8** Ground painted signs shall conform to the requirements of **6** and **7** where applicable.

**9 ROOF SIGNS****9.1 Material**

Every roof sign together with its frames, supports and braces, shall be constructed of non-combustible material, except as in **6.4**. Provision shall be made for electric grounding of all metallic parts; and where combustible materials are permitted in letters or other ornamental features, all wiring and tubing shall be kept free and insulated therefrom.

**9.2 Dimensions**

No roof sign shall exceed the following heights on buildings of heights:

	Height of Building	Height of Sign <i>Max</i>
a)	Not exceeding four storeys or 18 m	2 m
b)	Five to eight storeys or exceeding 18 m but not exceeding 36 m	3 m
c)	Exceeding eight storeys or 36 m, provided that in calculating the height of such signs, signs placed one above the other, or on planes at different levels of the same building shall be deemed to be one sign, whether or not such signs belong to different owners	5 m

### **9.3 Location**

- a) No roof sign shall be so placed on the roof of any building as to prevent free passage from one part of the roof to another.
- b) No roof sign shall be placed on or over the roof of any building unless the entire roof construction is of non-combustible material.

### **9.4 Projection**

No roof sign shall project beyond the existing building line of the building of which it is erected or shall extend beyond the roof in any direction.

### **9.5 Supports and Anchorage**

Every roof sign shall be thoroughly secured and anchored to the building on or over which it is erected. All loads shall be safely distributed to the structural members of the building.

**9.6** For roof signs near the airports the Directorate General of Civil Aviation should be consulted.

**9.7** Painted roof signs shall conform to the requirements of **6** and **7**, where applicable.

## **10 VERANDAH SIGNS**

### **10.1 Material**

Every verandah sign shall be constructed entirely of non-combustible material except as in **6.4**.

### **10.2 Dimensions**

No verandah sign exceed 1 m in height. No verandah sign hanging from a verandah shall exceed 2.5 m in length and 50 mm in thickness, except that verandah box signs measuring not more than 200 mm in thickness, measured between the principal faces of the sign and constructed entirely of metal wired glass may be erected.

### **10.3 Alignment**

Every verandah sign shall be set parallel to the building line, except that any such sign hanging from a verandah shall be set at right angles to the building line.

## 10.4 Location

Verandah signs, other than hanging signs only, shall be placed in the following locations:

- a) Immediately above the eaves of the verandah roof in such a manner as not to project beyond the rear of the roof gutter;
- b) Against but not above or below the verandah parapet or balustrade provided such parapet or balustrade is solid and the sign does not project more than 20 cm from the outside face of such parapet or balustrade; or
- c) On the verandah beams or parapets in the case of painted signs.

## 10.5 Height of Hanging Verandah Signs

Every verandah sign hanging from a verandah shall be fixed in such a manner that the lowest point of such sign is not less than 2.5 m above the pavement.

## 10.6 Projection

Except as provided for in **10.4**, no verandah sign shall extend outside the line of the verandah to which it is attached.

## 11 WALL SIGNS

### 11.1 Material

Every wall sign exceeding 4 m<sup>2</sup> in area shall be constructed of non-combustible material except as in **6.4**.

### 11.2 Dimensions

- a) The total area of any wall sign shall not exceed 20 m<sup>2</sup> for every 15 m of building frontage to the street to which such sign faces; except that in the case of a wall sign, consisting only of the name of a theatre or cinema, the total area of such sign shall not exceed 200 m<sup>2</sup>.
- b) No wall sign which exceeds 30 m<sup>2</sup> in area shall be located on any wall not directly facing the road; provided that any such sign or signs shall not exceed 25 percent of the side wall area visible from the street.

### **11.3 Projection**

No wall sign shall extend above the top of the wall or beyond the ends of the wall to which it is attached. At any place where pedestrians may pass along a wall, any wall sign attached thereto shall not project more than 7.5 cm therefrom within a height of 2.5 m measured from the level of such place.

### **11.4 Supports and Attachment**

Every wall sign attached to walls shall be securely attached. Wooden blocks or anchorage with wood used in connection with screws, staples or nails shall not be considered proper anchorage, except in the case of wall signs attached to walls of wood.

## **12 PROJECTING SIGNS**

### **12.1 Material**

Every projecting sign and its support and framework shall be constructed entirely of non-combustible material.

### **12.2 Projection and Height**

No projecting sign or any part of its supports or frame work shall project more than 2 m beyond the building; however it shall not project beyond the plot line facing the street; when it projects into the street it shall be at clear height of 2.5 m from the road (see Part 3 'Development Control Rules and General Building Requirements'):

- a) The axes of all projecting signs shall be at right angles to the main face of the building. Where a V-construction is employed for the faces, the base of the sign against the building shall not exceed the amount of the overall projection.
- b) No projecting signs shall extend above the eaves of a roof or above the part of the building face to which it is attached.
- c) The maximum height of a projecting sign shall be related to the height of the building to which it is attached in the following manners:

SI No.	Height of Building	Height of Sign, Max
1)	Not exceeding four storeys or 18 m	9 m
2)	Five to eight storeys or not exceeding 36 m	12 m
3)	Exceeding eight storeys or 36 m	15 m

### 12.3 Supports and Attachment

Every projecting sign shall be securely attached to a building so that movement in any direction is prevented by corrosion-resistant metal brackets, rods, anchors, supports, chains or wire ropes so designed and arranged that half the number of such fixing devices may safely support the sign under all circumstances.

**12.3.1** Staples or nails shall not be used to secure any projecting sign to any building.

### 12.4 Additional Loads

Projecting sign structures which could be used to support an individual on a ladder or other servicing device whether or not specifically designed for the servicing device shall be capable of supporting the anticipated additional load but in no case less than 500 kg concentrated horizontal load and 1 500 kg vertical concentrated load applied at the point of assumed loading or point of most eccentric loading. The building component to which the projecting sign is attached shall also be designed to support the additional loads.

## 13 MARQUEE SIGNS

### 13.1 Materials

Marquee signs shall be constructed entirely of metal or other approved non-combustible materials.

### 13.2 Height

Such sign shall not exceed 2 m in height nor shall they project below the fascia of the marquee nor lower than 2.5 m above the footpath.

### **13.3 Length**

Marquee signs may extend the full length but in no case shall they project beyond the ends of the marquee.

## **14 SKY SIGNS**

**14.1** In the case of the sky signs, the regulations laid down by the Authority concerned shall apply.

## **15 TEMPORARY ADVERTISING SIGNS, TRAVELLING CIRCUS SIGNS, FAIR SIGNS AND DECORATIONS DURING PUBLIC REJOICING**

### **15.1 Types**

None of the following advertising signs shall be erected or maintained, other than as temporary signs erected in accordance with **15.2**:

- a) Any advertising sign which is painted on or fixed on to or between the columns of a verandah;
- b) Any advertising sign which projects above or below any fascia, bearer, beam or balustrade of a verandah or balcony;
- c) Any advertising sign which is luminous or illuminated and which is fixed to any fascia bearer, beam or balustrade of any splayed or rounded corner of a verandah or balcony;
- d) Any streamer sign erected across a road;
- e) Any sign not securely fixed so as to prevent the sign swinging from side to side;
- f) Any advertising sign made of cloth, paper mache, or similar or like material but excluding licensed paper signs on hoardings or fences;
- g) Any advertising sign on a plot used or intended to be used exclusively for residential purposes, other than a brass plate or board preferably not exceeding 600 mm x 450 mm in size, affixed to the fence or entrance door or gate of a dwelling, and in the case of a block of flats, affixed to the wall of the entrance hall or entrance door of any flat; and
- h) Any sign on trees, rocks, hillsides and similar natural features.

### **15.2 Requirements for Temporary Signs**

**15.2.1** All temporary advertising, traveling circus and fair signs and decorations during public rejoicing shall be subject to the approval of the Authority and shall be subjected to the approval of the Authority and shall be erected so as not to obstruct any opening and to minimize fire risk.

**15.2.2** The advertisement contained on any such sign shall pertain only to the business, industry or other pursuit conducted on or within the premises on which such sign is erected or maintained. Temporary advertising signs shall be removed as soon as torn or damaged and in any case within 14 days after erection unless extended.

**15.2.3** The Authority shall be empowered to order the immediate removal of any temporary advertising sign or decoration, where, in its opinion such action is necessary in the interests of public amenity and safety.

**15.2.4** *Pole Signs*

Pole signs shall be constructed entirely of non-combustible materials and shall conform to the requirements for ground or roof signs as the case may be (see **8** and **9**). Such signs may extend beyond the street line if they comply with the provisions for projecting signs (see **12**).

**15.2.5** *Banner and Cloth Signs*

Temporary signs and banners attached to or suspended from a building, constructed of cloth or other combustible material shall be strongly constructed and shall be securely attached to their supports. They shall be removed as soon as torn or damaged, and in no case later than 14 days after erection; except, that permits for temporary signs suspended from or attached to a canopy or marquee shall be limited to a period of 10 days.

**15.2.6** *Maximum Size*

Temporary signs shall not exceed 10 m<sup>2</sup> in area.

**15.2.7** *Projection*

Temporary signs of cloth and similar combustible construction shall not extend more than 300 mm over or into a street or other public space except that such signs when constructed without a frame may be supported flat against the face of a canopy or marquee or may be suspended from the lower fascia thereof but shall not extend closer to the footpath than 2.5 m.

**15.2.8** *Special Permits*

All temporary banners suspended from building or hung on poles, which extend across streets or other public spaces shall be subject to special approval of the Authority.

**15.2.9** Bill boards set up by the Authority shall be used for temporary signs, symbols, bills for entertainment, etc, so that other walls of the city are not defaced.

**15.2.9.1** Bills for entertainment and other functions shall not be affixed on to building walls other than the bill boards (see **15.2.9**). The organization responsible for such bills and posters shall be held responsible for any such defacement and non-removal of signs.

## **16 ADDITIONAL GUIDELINES FOR SIGNS IN URBAN AND RURAL AREAS**

**16.1** Erecting maintaining and owning signs in rural areas shall be encouraged so as to boost the information and economic status of the rural population.

**16.2** The tolerance criteria for the permission granted towards putting up any signs for any urban area shall be as given in **16.2.1** to **16.2.4**.

### **16.2.1 Small Towns**

The traffic hazards in small towns are few and the defacement due to excessive advertising signs has not occurred. Therefore, orderly development of signs may enliven the town environment and boost the economy. The tolerance here may be high. The following guidelines may be followed for signage:

- a) *Advertising Sign* – Electric sign, ground sign, building sign, illuminated sign, sky sign and temporary sign are permissible.
- b) *Directional Sign* – Electric sign, ground sign, building sign, illuminated sign and temporary sign are permissible while sky sign is not permissible.
- c) *Informational Sign* – Electric sign, ground sign, building sign, illuminated sign and temporary sign are permissible while sky sign is not permissible.
- d) *Identification Sign* – Electric sign, ground sign, building sign, illuminated sign and temporary sign are permissible while sky sign is not permissible.
- e) *Regulatory Sign* – Electric sign, ground sign, illuminated sign and temporary sign are permissible while building sign and sky sign are not permissible.

### **16.2.2 Medium Towns**

The traffic hazards in medium towns are few and the defacement due to excessive advertising signs has not occurred. Proper design, erection and maintenance of the signs shall be encouraged. The following guidelines may be followed for signage:

- a) *Advertising Sign* – Electric sign, ground sign, building sign, illuminated sign, sky sign and temporary sign are permissible.
- b) *Directional Sign* – Electric sign, ground sign, illuminated sign are permissible while building sign, sky sign & temporary sign are not permissible.
- c) *Informational Sign* – Electric sign, ground sign, illuminated sign, and temporary sign are permissible while building sign and sky sign are not permissible.
- d) *Identification Sign* – Electric sign, ground sign, building sign, illuminated sign and temporary sign are permissible while sky sign is not permissible.
- e) *Regulatory Sign* – Electric sign, ground sign, illuminated sign and temporary sign are permissible while building sign and sky sign are not permissible.

### 16.2.3 Large Cities

The traffic is high and hazards of accidents are many in large cities. Defacement of buildings, roads and the urban spaces due to advertisements has to be checked. Therefore, the permissivity and tolerance for erecting signs is very low. The following guidelines may be followed for signage:

- a) *Advertising Sign* – Electric sign, ground sign, illuminated sign and sky sign are permissible while building sign and temporary sign are not permissible.
- b) *Directional Sign* – Ground sign, illuminated sign are permissible while electric sign , building sign, sky sign and temporary sign are not permissible.
- c) *Informational Sign* – Ground sign, illuminated sign, building sign and temporary sign are permissible while electric sign and sky sign are not permissible.
- d) *Identification Sign* – Electric sign, ground sign, building sign, illuminated sign and temporary sign are permissible while sky sign is not permissible.
- e) *Regulatory Sign* – Ground sign, illuminated sign and temporary sign are permissible while electric sign , building sign and sky sign are not permissible.

### 16.2.4 Mega and Metro Cities

The traffic hazards in mega and metro cities are many and the defacement due to excessive advertising signs has marred the urban environment. The density of population is very high and the danger of greater loss of life due to disasters is self evident. Therefore, the permissivity for erecting signs is very low and no

tolerance exists for law breakers. The following guidelines may be followed for signage:

- a) *Advertising Sign* – Electric sign, ground sign, illuminated sign and sky sign are permissible while building sign and temporary sign are not permissible.
- b) *Directional Sign* – Ground sign, illuminated sign are permissible while electric sign, building sign, sky sign and temporary sign are not permissible.
- c) *Informational Sign* – Ground sign, illuminated sign and temporary sign are permissible while electric sign, building sign and sky sign are not permissible.
- d) *Identification Sign* – Electric sign, ground sign, building sign, Illuminated sign and temporary sign are permissible while sky sign is not permissible.
- e) *Regulatory Sign* – Ground sign, illuminated sign and temporary sign are permissible while electric sign, building sign and sky sign are not permissible.

## **17 ENVIRONMENTAL GRAPHICS FOR CITYSCAPE**

**17.1** The urban environment may be susceptible to confusion and chaos due to improper graphics, hoardings and advertisements. Therefore, the signage should be installed following requisite guidelines laid down keeping the functional, safety and aesthetic aspects in view.

The scale of the project should also be considered for implementing signage design. In urban design/ planning projects and landscape projects on a large scale, the following criteria should be followed for signs and outdoor display structures:

- a) The aesthetic and harmonious development of the visual environment.
- b) Signage for the handicapped at all grade changes, entry points to buildings and public conveniences and facilities. Braille strips used should be displayed not above 1.5 m height for the benefit of the visually impaired at all important nodes, entrances and routes. Ramps for the people on wheelchair should be highlighted with the appropriate international sign of the wheelchair. These need to be lighted adequately even for night time.
- c) Environmental graphics should be creatively designed to cater to the basic function of information, identity and way finding, with the objective of improvement of urban scape.
- d) Safety aspects.
- e) Protection of trees and other vegetation from harm due to signs.

**ANNEX A**  
(Clause 3.1.2)

**SPECIMEN FORM FOR APPLICATION FOR PERMIT  
TO ERECT, RE-ERECT OR ALTER ADVERTISING SIGN**

1. Type of sign \_\_\_\_\_
2. \*Location : \_\_\_\_\_
  - a) Building/premises \_\_\_\_\_
  - b) Location of building/premises with respect to neighbouring streets \_\_\_\_\_
3. \*Dimensions and details of the sign \_\_\_\_\_
4. Materials used for different parts \_\_\_\_\_
5. \*Electrical and lighting details \_\_\_\_\_
6. \*Structural details showing also supporting framework and anchorages \_\_\_\_\_
7. Mode of operation \_\_\_\_\_

\* Plans as desired in 3.1.2(b) are enclosed.

Name and address of the applicant

\_\_\_\_\_

\_\_\_\_\_

Name and address of the owner of  
the building/premises

\_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

**LIST OF STANDARDS**

The following list records those standards which are acceptable as 'good practice' and 'accepted standards' in the fulfillment of the requirements of this Code. The latest version of a standard shall be adopted at the time of enforcement of the Code. The standards listed may be used by the Authority as a guide in conformance with the requirements of the referred clauses in the Code.

(1)	IS 3808:1979	Method of test for non-combustibility of building materials ( <i>first revision</i> )
(2)	IS 2553	Specification for safety glass
	(Part 1):1990	Part 1 General purpose ( <i>third revision</i> )
	(Part 2):1992	Part 2 For road transport
(3)	IS 401:2001	Code of practice for preservation of timber ( <i>fourth revision</i> )