



**Government of Karnataka**

No.UDD 439 MNU 2018

Karnataka Government Secretariat,  
Vikassasoudha,  
Bengaluru, Date: 15-07-2019.

**NOTIFICATION**

Whereas, the Government of Karnataka is of the opinion that the Bruhat Bengaluru Mahanagara Palike advertisement Bye-law 2006 or any other Bye-law made in this behalf which is in force are not adequate. Therefore in exercise of the powers conferred by section 421 read with proviso to sub-section (1) of the said section and section 427 of the Karnataka Municipal Corporations Act, 1976 (Karnataka Act 14 of 1977), the Government of Karnataka hereby intends to make the following rules and is hereby published as required by section 421 and 427 of the said Act, for the information of all persons likely to be affected thereby and notice is hereby given that the said draft will be taken into consideration after fifteen days from the date of its publication in the Official Gazette.

The Bruhat Bengaluru Mahanagara Palike is also hereby given notice of fifteen days as required under sub-section (5) of section 427 of the Karnataka Municipal Corporations Act, 1976 (Karnataka Act 14 of 1977) as to show cause why the following rules shall not be made.

Any Objection or suggestion which may be received by the State Government from any person and reply from the Bruhat Bengaluru Mahanagara Palike with respect to the said draft before the expiry of the period specified above will be considered by the State Government. Objections and suggestions may be addressed to the Additional Chief Secretary to Government, Urban Development Department, Vikasa Soudha, Bengaluru-560001.

**DRAFT RULES**

**1. Title, commencement and application.-**

- (1) These rules may be called as the Bruhat Bengaluru Mahanagara Palike Advertisement Rules, 2019.
- (2) They shall come into force from the date of their publication in the official Gazette.

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(3) These rules shall,-

- (a) have effect notwithstanding anything contained in the Bangalore Mahanagara Palike Advertisement Bye-laws, 2006 or any other bye-law regulating advertisement in force;
- (b) be applicable to the Bruhat Bengaluru Mahanagara Palike within its Jurisdiction.

## 2. Definitions.

(1) In these rules, unless the context otherwise requires,-

- (a) "**Act**" means the Karnataka Municipal Corporations Act, 1976 (Karnataka Act 14 of 1977)
- (b) "**Advertisement**" means and includes any display, device or representation by word, direction, abbreviation, letter, logo, symbol, model, image, or a combination thereof sign by means of posters, billboards, hoarding, banners, temporary arches, electronic display, name boards, direction boards, pamphlets, flags or any other visible or audible media, displayed in or in view of any public place, to promote a product or service in a commercial sense under categories covered in these definitions. This does not include signage installed for the identification and naming of places, buildings and tenant business names.
- (c) "**Agency**" means a originator or facilitator of advertisement who may be an individual, Government, semi-Government organizations, registered charitable organization firm, partnership or a company incorporated under the Companies Act, 2013;
- (d) "**BBMP**" means Bruhat Bengaluru Mahanagara Palike;
- (e) "**Banner**" means cloth or any other bio degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled), which contains some advertisement or announcement or written matter for display in public place;
- (f) "**Billboard/Hoarding**" means an outdoor media device with space for display of advertising in the form of an advertisement panel and where such panel is, mounted with its foundation on any structure either on ground or building and made of any bio degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) or Electronic display/LCD.
- (g) "**Building wrap advertisement**" means an advertisement displayed on any building frontage usually stretched across the building frontage or on scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window;

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- (h) **"Building wrap electronic advertisements without any use of poles, etc. which are used to erect hoardings"** means an advertisement displayed on any building frontage, which is not a heritage structure, using digital displays, which can be switched on at night time and may flash or appear in a synchronized manner in one or more different colours;
  - (i) **"Commissioner"** means the Commissioner of the BBMP;
  - (j) **"Display"** means an advertisement being visible to public, irrespective of the space on which the advertisement is installed;
  - (k) **"Electronic Display"** means an outdoor media device, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means.
  - (l) **"Form"** means a form appended to these rules;
  - (m) **"Legacy Advertisement Billboards"** are permitted Commercial Billboards erected and displayed on Private Properties by Enrolled/Registered Agencies, after having obtained permissions under the Advertisement Byelaw 2006, now referred to as Commercial Billboards / Billboards.
  - (n) **"License"** means the license granted under rule 3;
  - (o) **"Permission"** means the permission granted under rule 4;
  - (p) **"Poster"** means sheet of paper or any other bio degradable material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) used to advertise something for display in a public place, usually by sticking the same on a flat surface such as a wall, compound, parapet, hoardings, etc.
  - (q) **"Right of Way (RoW)"** shall mean total land width required for the road, to accommodate the roadway (carriageway and shoulders), side drains, service roads, tree plantation, utilities, etc, owned by the respective authority.
  - (r) **"Schedule"** means a schedule appended to these rules;
  - (s) **"Sponsored Advertisement"** means Advertisement on certain Public Infrastructure developed and maintained by the Sponsor in Public places with a Public Utility as permitted by the Commissioner, under rule 15
- (2) Words and expressions used but not defined shall have the same meaning as assigned to them in the Act and Rules and bye-laws made there under;

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### 3. Licensed or registered advertisement.

- (1) No person except licensed or registered advertisers or agencies shall be allowed to undertake display of advertisements on behalf of other persons or agencies, but shall enroll themselves as licensed or registered advertisers with the BBMP by furnishing the required information, documents, security as may be determined by Commissioner and shall pay the license fee or registration fee and security deposit as may be determined by the Commissioner from time to time.
- (2) Persons intending to entrust the work of displaying advertisement on their behalf shall not entrust it to any unlicensed or unregistered advertiser.
- (3) A licensed or registered advertiser shall before displaying or causing the display of advertisements, satisfy himself that, the fee due thereon has been paid to the BBMP and the Commissioner's approval obtained thereof.
- (4) All licensed or registered advertiser shall maintain proper record of advertisements displayed by him and produce the same whenever required for inspection by the Commissioner or any other officer authorized by him.

### 4. Grant of Permission.

- (1) Every application for grant of permission for an advertisement shall be made to the Commissioner in Form-I.
- (2) Every application made under sub-rule (1) shall contain,-
  - (i) a plan of the advertisement to be erected indicating the height and other dimensions and the material proposed to be used as approved by a qualified engineer ;
  - (ii) a no objection certificate from the owner of the land where the advertisement is to be erected in a private land or building or a no objection certificate from the State or Central Government Department concerned, if the advertisement is to be erected on the land of State or Central Government or a no objection certificate from the Commissioner of the BBMP if the advertisement is to be erected on BBMP land:  
Provided that, in respect of State and Central Government land, the no objection certificate shall be issued by an Officer not lower in rank than that of an Assistant Executive Engineer as the case may be;
  - (iii) a topographical sketch indicating the proposed location of the advertisement.
- (3) Every application made under sub-rule (1) shall be accompanied by a Challan for payment of the fee specified in the Schedule-I.

*Resmi Laghu*



- (4) The Commissioner shall, after satisfying himself that the applicant has complied with all the requirements of the Act and rules, grant the permission in Form II for erection of hoarding.
- (5) The permission granted under this rule shall be valid for not more than three years.
- (6) The Permission shall be issued in Form-III
- (7) Change of location of display may be allowed once, against an application and payment of requisite fee, provided the new location is in line with the provisions of these rules.

**5. Grant of License to Agency.**

- (1) Every application for a License to an Agency for registration shall be made to the Commissioner in Form II and required enclosures, along with a fee of Rupees five thousand for a term of three years.
- (2) Applicant can appeal against decisions taken by the Commissioner with the Advertisement Regulatory Committee Constituted under these rules

**6. The Commissioner shall, refuse to register any agency where-**

- (1) the individual or agency, any of its directors, owners or promoters has been debarred from the display of advertisement by any Corporation or Government or any agency owned and controlled by the Government;
- (2) the individual or agency, its directors, owners or promoters are in arrears of payment of any dues to BBMP;
- (3) the authorized signatory of the agency has earlier been the authorized signatory of any company in arrears of payment of any dues to BBMP.

**7. Renewal of License.-**

Every license granted under these rules may be renewed after three years. The application for renewal of license shall be made to the Commissioner in Form-V two months before the date of expiry of the license and the provisions applicable to the grant of license shall mutatis mutandis apply to the renewal of license. The fee for license shall be applicable for renewal also.

**8. Renewal of Permission.-**

Every permission granted under these rules may be renewed after three years. The application for renewal of permission shall be made to the Commissioner in Form-VI two months before the date of expiry of the renewal of permission and the provisions applicable to the grant of permission shall mutatis mutandis apply to the renewal of permission. The fee for permission shall be applicable for renewal also.

*Musini Sreenivasulu Reddy*



**9. Manner of display of advertisement on vehicles.**

No vehicle used for the purpose of advertisement shall display any advertisement in a manner different from that as approved by the commissioner. Every advertisement on vehicle shall obtain permission from the commissioner on payment of a fee in the manner specified for other advertisements.

**10. Prohibition of erection, exhibition, fixation, retention or display of advertisement without written permission of the Commissioner.**

No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosks, structure, vehicle, neon-sign or sky-sign, any advertisement or display any advertisement to public view in any manner whatsoever in any place within the jurisdiction of the BBMP without the prior written permission of the commissioner.

**11. Prohibition of erection, exhibition, fixation, retention or display of advertisements on historic public building.**

No person shall erect, exhibit, fix, retain or display or cause to be erected, exhibited fixed, retained or displayed any advertisement so as to cause damage to the amenities or obstruct the view of any historic public building or buildings of national importance, monument or public garden, etc.

**12. Prohibition of erection, exhibition, fixation, retention or display of advertisements.**

- (1) On roads-No person shall erect, exhibit, fix, retain or display or cause to be erected, exhibited, fixed, retained or displayed any advertisement on any land, building which may be opened to the view of traffic causing distraction to motorists thereby endangering public safety. Neither can the advertisements interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal, or device because of its position, shape, or colour, including signs illuminated in red, green, or amber colour to resemble a traffic signal nor can the advertisements make use of the words STOP, LOOK, DETOUR, DANGER, CAUTION, WARNING, or any other word, phrase, symbol, or character in a manner that misleads, interferes with, or confuses traffic
- (2) Within 50 meters from religious places, measured along the roads; on which temples, mosques, gurudwaras, churches and other such religious places are situated and 100 meters from religious places on roads leading exclusively to Temples, church's, Mosques and Gurudwaras.

*Handwritten signature: Jayu Singh*



- (3) Within 3.5 meters of the edge of any fly-over, railway over-bridge, elevated corridor, communication tower and buildings and within 15 Mtrs from BWSSB water tank and transmission tower over land.
- (4) On any other street, road, crossing, junction, place, area, locality or part thereof as may be decided by the Commissioner from time to time, in public interest for reasons to be recorded in writing.
- (5) World Heritage areas.
- (6) National parks, forests and water bodies in it.
- (7) Areas classified as remnant endangered regional ecosystems.

### 13. Outdoor hoarding and their content criteria.

- (1) The revenue officer shall take action to modify or remove any outdoor hoarding, advertising device that contravene the provisions of these rules along with following list of negative advertisement, namely:-
  - (i) Nudity;
  - (ii) Racial advertisements or advertisements propagating caste, community or ethnic differences;
  - (iii) Advertisement promoting drugs, alcohol, cigarette or tobacco items;
  - (iv) Advertisements propagating exploitation of women or child;
  - (v) Advertisement having sexual overtone;
  - (vi) Advertisement depicting cruelty to animals;
  - (vii) Advertisement depicting any nation or institution in poor light;
  - (viii) Advertisement casting aspersion of any brand or person;
  - (ix) Advertisement banned by the Advertisement Council of India or by law;
  - (x) Advertisement glorifying violence;
  - (xi) Destructive devices and explosives depicting items;
  - (xii) Lottery tickets, sweepstakes entries and slot machines related advertisements;
  - (xiii) Any psychedelic, laser or moving displays;
  - (xiv) Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
  - (xv) Advertisements which may be defamatory, tradelibelous, unlawfully threatening or unlawfully harassing;
  - (xvi) Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986 (Central Act 60 of 1986)

*Muni Singh*



(xvii) Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940 (Central Act 23 of 1940), the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954 (Central Act 21 of 1954) and the Indian Penal Code, 1860; or

(xviii) Any other items considered inappropriate by the Committee.

- (2) For all categories of devices (except Category 3 and some Category 4 devices which are directed at pedestrians), text elements on an Advertising Device face should be easily discernible to travelling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertising message to the viewer and reduce the period of distraction.
- (3) The content or graphic layout exhibited on advertising device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.
- (4) All signs shall be so designed as to maintain a proportion where, as a general rule, letters shall not appear to occupy more than 20 percent of the sign area, unless otherwise permitted by the BBMP.

**14. Advertisement for which no permission is required.**

The following types of advertisements excluding illuminated advertisements and sky-signs, are not required to obtain permission from commissioner.

- (a) Advertisements displayed within window.
- (b) Advertisement relating to business of the railways and state transport and displayed within the railways and state transport premises but not fronting any street. Also displays within METRO stations and on Metro train wraps.
- (c) Advertisements displayed on or upon business premises relating to trade or business carried on within the premises, but not fronting any street.
- (d) Advertisements displayed on or upon any premises relating to the sale or letting of the premises or of any effects therein.

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### 15. Sponsored Advertisement.

- (a) Advertisement on Public Infrastructure shall be developed under Public Private Partnership model and maintained by the Sponsor in Public places with a Public Utility as permitted by the Commissioner. The above Sponsor of Infrastructure so developed shall have right to Advertisement on those Infrastructure not exceeding the limits set out in Rule 17, subject to payment of Ground rent and such concessional fee as may be agreed upon with B.B.M.P

The following categories of Sponsored Infrastructure may be developed in Public Places,-

- (i) bus shelter,
- (ii) Pedestrian bridges / skywalks and underpasses,
- (iii) e-Toilets.
- (iv) Electric Vehicle Charging Stations, Traffic Police Chowki
- (v) And any other PPP projects

### 16. Procedure for appeal.

- (1) An appeal must be filed in Form-IV along with appeal fees as prescribed by the BBMP within thirty days from the receipt of the orders of a lower authority or when the cause of action a case as the arose may be.
- (2) For sufficient cause, the appellate authority at his discretion may condone delay of filing appeal up to thirty days.
- (3) Appellate authority will as far as possible decide the appeal within four weeks.
- (4) If the applicant simultaneously seeks redresses in a court of law of the same cause of action the appeal shall stand automatically dismissed.
- (5) During the pendency of appeal in any forum, the hoarding owner or license holder shall not display any advertisement on the alleged hoarding.

### 17. Sizes of Hoarding Boards.

- (1) The standard size of the hoarding boards shall be as follows:-

Sl. No.	Description of Advertisement	Specific parameters			
		Max Length in Metre	Max Width in Metre	Max Height from base of structure in Metre	Min Ground Clearance in Metre
1	Commercial Billboards erected on Roof-top / Ground.				
	For ROW less than 30M, width. (roof top/wall mounted)	12	6	18	NA

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2	For Row more than 30M, width. (roof top / wall mounted)	18	9	18	NA
3	Trivision	12	6	18	NA
4	Variable message Advertising devices such as LED, LCD Screens etc.	12	6		2.5 if on Ground. NA if on Roof.
5	Billboards erected on Ground	18	9	25	2.5

Commercial Billboards may also be put up against Building Walls, the Criteria shall be similar to a Roof Top erection.

- (2) It shall not be permissible to erect hoarding larger in size than the largest standard size.
- (3) No hoarding shall be erected to a height exceeding 25.00 meters above the road level. The lower base or the bottom of hoarding shall be a height not less than 2.5meters from the surface of the below.
- (4) The maximum height of the hoarding erected on the terrace of a building shall not be more than 12.2 meters from the terrace level.
- (5) A minimum distance of 1.50 meters shall be maintained beyond the edge of the ROW.
- (6) The lower bottom of the hoarding board shall not be at a height less than 2.5 meters.
- (7) The advertisement along roads shall not be permitted within a distance of 20 meters measured from the center of the Traffic Junctions and Traffic Islands and 3.5 Meters from the edge of the road.
- (8) Sandwich (back to back) and ('V' shape) hoarding having standard size can be permitted.
- (9) The structural framework supporting advertisement board shall not be outsized compared, to the permitted board size and shall be within tolerance limits on either side laterally. No vertical tolerance is permitted except the columns up to the ground clearance. Any incremental deviation shall be deemed to be an increase in the size of the advertisement board against norms and breach of the terms and conditions of the permit.
- (10) Existing hoardings of non-standardised sizes or specifications which are permitted prior to these rules shall be given a grace period of two years to rectify the same.

*Musini Singh*



- (11) Construction fence may be allowed as no lit special advertising structure, temporary in nature, which will be non-standard advertising field, subject to height restriction of 10ft. from the ground.
- (12) Kiosks advertisement displaying on electric point etc., shall be a standard size of 2.5' x 3.25' height all over the city and bottom clearance of 10ft. from the ground.
- (13) Sponsored advertisements: Specific public infrastructure may be financed by private business, philanthropies, or individuals. Sponsoring individual, institution, is permitted to display a memorial plaque containing name, date, public message. Sponsorship may expressly be in return for sponsored for advertisement rights for

- i. **Bus Shelter-**

- a. Commercial signage sponsorship is permitted for bus shelters, not more than one bus shelter per 300 meters on the same side of Right-of-way.
- b. Permit validity is to be calculated by the Authority, based on the cost of infrastructures.
- c. Advertisement to be not more than 2.5 meters height from ground up.
- d. Not extending outside the roof of the bus stop.
- e. Total surface coverage not more than seventy percent of the interior vertical surface of the shelter.

- ii. **Pedestrian bridges/skywalks and underpasses-** Limited to not more than 50% of exterior vertical surface of the shelter

- iii. **e-Toilets** - Limited to not more than 25% of exterior vertical surface of the e-Toilets

- iv. **Electric Vehicle Charging Stations, Traffic Police Chowki-** May be individually reviewed by the Review Committee and additional relevant Authorities to ensure design and message enhances the environment, however Limited to not more than 25% of exterior vertical surface of the structure.

### 18. **Inspection of advertisements.**

The Commissioner or any officer authorized by him in this behalf shall make periodical inspection of advertisements erected and verify whether advertisements are being maintained in accordance with the conditions prescribed in the license. During such inspection, if it is noticed that the advertisements are not in accordance with provisions of the Act and these rules and the conditions of the license, the Commissioner shall take such action as specified under these rules.

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**19. Category of Advertisement.**

The advertisement devices shall be categorized as follows:-

**Category 1:** Large-format advertisements, mainly fixed on bill boards/ Uni-poles/Bi-poles/Variable Message advertising device such as LED, LCD Screens etc./and bridge / flyover panels etc;

**Category 2:** Advertisements mounted on public amenities, like public toilets, garbage collection points/Flag Signs etc;

**Category 3:** Fleets and transport related infrastructure;

**Category 4:** Advertisement devices for self-advertising in commercial areas

**20. Defacement of the sign or mark or letter of advertisement prohibited.**

No person shall deface or cause to be defaced any sign or mark or letter or words that, shall have been put by the commissioner on the advertisements erected, exhibited, fixed, retained or displayed in token of their having been permitted or approved by him and of the fee having been collected thereon.

**21. Procedure for grant of permission for erection, exhibition, fixation, retention or display of advertisement.-**

- (1) Every person desiring to erect, exhibit, fix, retain or display an advertisement shall apply to the Commissioner for permission in the form available in BBMP Office or Unit Cells at each ward of the BBMP against payment of fees specified in the schedule - I. The said application form duly filled in all respects shall be submitted by the applicant in the Unit Cell or BBMP Office, against a proper receipt. The Commissioner may, after causing such inspection as may be necessary and satisfied of the land status and within thirty days after the receipt of the application grant or refuse or renew or cancel the permission, as the case may be, in accordance with the provisions of the Act, these rules or bye-laws made there under, by specifying reasons in case of rejection.
- (2) The Commissioner may disapprove an advertisement among others, on the ground that, its contents or the manner of its display is unsuitable from the considerations of public safety, traffic hazards or aesthetic design, or otherwise offensive and in bad taste and offensive to public sentiments.
- (3) Every permission shall be valid for a period of not more than three years except in the case of sites used for temporary congregations including fairs, festivals, circus, yatra, exhibitions, sports events or cultural social programs.
- (4) If any fee on advertisements is not paid within the stipulated time after the demand notice, the same shall be recovered as arrears of fee and the permission granted shall be deemed to

*Devi Singh*



have been terminated. The Commissioner shall be at liberty to remove such hoardings and to collect the charges for removing such advertisement.

- (5) If any advertisement is erected, exhibited, fixed or retained on any land and building without due authorization and in contravention to the provisions of the Act, and the Rules made there under, such advertisement or hoarding shall be removed by the Commissioner, without giving any written notice whatsoever and expenses for the removal of such unauthorized advertisement or hoarding shall be recovered from the advertiser or exhibitor concerned at the rate of Rupees.5000 per advertisement or hoarding for size up to 100 Sq.ft and Rupees 7000 for size larger than 100 Sq.ft., as per the provisions of law.
- (6) The Commissioner shall cause to maintain a register showing the licenses or permissions issued under the Act, these Rules or Bye-laws made there under. The process of issue of licenses and permissions for outdoor advertisements shall be made online within one year from the date of these rules coming into effect. Also the Bruhat Bengaluru Mahanagara Palike Advertisement Rules, 2019 shall be placed within the ambit of Sakala Act.
- (7) Display on BBMP Lands are to be allocated only through a competitive tender process held through e-Procurement portal under the KTPP Act.

## 22. **Penalty.-**

- (1) Whoever contravenes any of the provisions of these Rules and terms and conditions on the License/Permission or fails to comply with the order or direction lawfully given, shall be punishable with a fine of Rupees 1000/- per day or such higher amount specified in the Act from time to time, till which such contravention continues. The contravention of these rules shall be dealt with and punishable as per the provisions of the Act and rules made there under.
- (2) Any other action including blacklisting of the defaulting agency or advertiser may also be taken by BBMP based on the recommendation of the Commissioner.

## 23. **Rules to be available for inspection and purchase.**

- (1) A copy of these rules shall be kept at the BBMP Office and during office hours shall be open free of charge for inspection by any inhabitant of Bengaluru.
- (2) The copies of the rules shall be kept at the BBMP office or Unit Cells of each Ward for sale to the public at the cost to be decided by the BBMP.

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**24. Permission for Free advertisement.**

The Commissioner may grant permission for free display of advertisements to any organization of either Central or State Government or to the BBMP itself or any other Institution or organization duly registered with the Commissioner Department of Endowment and Hindu Religious Charitable Institutions or the Director, Department of Minority Welfare or Commissioner of Department of Public Instructions or any other Department of the Government, for the advertisements relating to the Women and Child Development or religious or education or charitable or any other Welfare purposes under his discretionary powers.

**25. Restriction for display of the hoarding or advertisement.**

- (1) No hoarding shall be permitted at intersection for a distance of 20 meters measure from the center of the intersection and 3.5 Meters from the edge of the Road.
- (2) No hoarding shall be permitted in the compulsory open space required to be maintained under the provisions of the Act, rules and bye-laws made there under including public recreation grounds playgrounds, parks and Gardens.
- (3) No hoarding shall be permitted on buildings of archaeological, architectural, aesthetical and historical and heritage importance.
- (4) No hoarding shall be permitted in river bed, lakes and water bodies.
- (5) In case of illuminated or neon-sign hoardings following restrictions should be observed.-
  - (a) The level of luminance shall not be exceed a source limit of 1rd/cm square. Illumination shall not be continued after 11-00pm
  - (b) The neon-signs in residential premises should not be flickering.
  - (c) Neon-signs shall be put off by 10-00 p.m.
  - (d) No video or moving digital advertisements will be allowed. LED Displays etc. should be still only Changing of images after minimum 10 seconds will only be permissible.
- (6) No hoardings shall be permitted around Traffic islands and signal junctions within 20 meters measured from the center if the Traffic islands and 3.5 meters from the edge of the road.
- (7) No hoardings shall be permitted which would obstruct the light or ventilation of any premises.
- (8) Not more than two hoarding per 400 sq.mtrs. of plot area will be permitted on private properties or layouts. For every additional 400 sq. mtrs of area, another two hoardings will be allowed. To avoid appearance of clutter these should be erected back to

*Sumi Singh*



back, in the form of a "V" or separately facing the opposing traffic on the road.

- (9) No hoardings shall be permitted on the walls other than dead walls of any building except wrap up neon or digital advertisements subject to other provisions of these rules and Act.
- (10) No diesel generators sets will be allowed to illuminate hoardings as these create noise and air pollutions.
- (11) No hoardings shall be erected to a height exceeding 12.2 meters above the road level.
- (12) There shall be no hoarding or advertisement on footpath.
- (13) No hoarding shall be projected on a public road.
- (14) No hoardings shall be permitted one above another.
- (15) Display of advertisement by means of wall painting shall not be permitted.
- (16) Clubbing of the hoardings shall not be allowed.
- (17) Hoardings shall also not be permitted in the following conditions:-
  - (a) Any hoarding erected in such manner and at such places, which will cause obstruction or interference with the visibility of approaching, merging or intersecting traffic.
  - (b) The hoarding which would obstruct the vision of the sunrise or sunset from a location designated for such vision.
  - (c) The building, where action under the Act or under the Karnataka Town and Country Planning Act, 1961(Karnataka Act 11 of 1963) is pending either at BBMP level or in a court of law or the owner of the building has been issued with a stop work notice under the Acts.
  - (d) The building, which has been declared dangerous (partly or fully) or has been issued with a notice under the Act.
  - (e) An advertisement which is likely to offend public moral and decency will not be permitted. If the Commissioner is satisfied that the contents of display there of violates norms of public normality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing.
  - (f) An advertisement which is in such form as it will obstruct the path of pedestrians and obstruct their visibility.
  - (g) An advertisement is likely to affect any local amenity.
  - (h) An advertisement which will obstruct the visibility of any existing advertisement.
  - (i) If the hoarding or advertisement is not designed and constructed in accordance with building and fire codes.

*Handwritten signature: Dusi Sagar*



26. **Appellate Authority.**

- (a) Appeal against the decision taken by the Revenue Officer BBMP, shall lie with the Commissioner; and
- (b) Appeal against the decisions taken by the Commissioner shall be with the Advertisement Regulatory Committee Constituted under these rules.

27. **Advertisement Regulatory Committee.**

- (1) Advertisement regulatory committee shall be constituted at the highest level to accord prior approval to advertisement agencies or sites or devices after rejection by the Competent Authority appointed by the Commissioner, or by the Commissioner, himself. This body can also act as first stage of appeal for all rejected applications or for removal of devices order made by the commissioner which endanger safety of the public. This committee can meet once a month to monitor compliance enforcement and removal of unauthorized advertisement devices and those affecting safety of the public. The members may be decided in consultation by the Commissioner.

- (2) The suggested members maybe as follows;

a.	The Commissioner, BBMP	Chairperson
b	The Commissioner of Police, Bengaluru or his Nomine not below the rank of Joint Commissioner of Police (Traffic)	Member
c	The Managing Director, BESCOM	Member
d	The Chairman, Tax and Finance Committee of BBMP	Member
e	Joint Commissioner, Advertisement	Member
f	The Special Commissioner(Estate), BBMP	Member
g	The Chief Engineer (Road Infrastructure) BBMP	Member secretary

28. **Unauthorized, obscene or objectionable hoarding.-**

- (1) On disapproval of an advertisement under sub-rule (2) of rule 21 or refusal to renew a license under rule 6, the owner of such a hoarding shall remove it within seven days from the date of receipt of the order of such disapproval or of the order refusing to renew the license, failing which the Commissioner shall cause to remove such hoarding and recover the cost of such removal from the owner of such hoarding;
- (2) The Commissioner may either suo moto or on any representation shall direct the licensee to remove those advertisement in a hoarding, within seven days, if the contents of such advertisement is considered to be obscene or

*Handwritten signature*

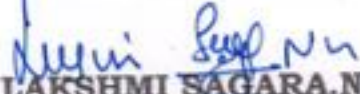


objectionable. If the licensee does not remove such advertisement within seven days, the Commissioner shall remove the hoarding and recover the cost from the owner of such hoarding.

**29. Maintenance of registers.**

A register as in Form-VII shall be maintained by the Revenue Officer of BBMP regarding issue of license or permission etc., for erection of and collection of fee and penalty on advertisement - hoarding.

By order and in the name of the  
Governor of Karnataka

  
(LAKSHMI SAGARA.N.K)

Under Secretary to Government,  
Urban Development Department  
(BBMP)

*Ch*  
*15/07*

**To,**

- 1) The Compiler, Karnataka Gazette, Bengaluru, for publication in official Gazette extra-ordinaire and to supply 500 copies to the Section Officer, Urban Development Department (BBMP), Room No.440, Vikasasoudha, Bengaluru.
- 2) Commissioner, Bruhat Bengaluru Mahanagar Palike, Bengaluru.
- 3) Joint Commissioner (Advertisement) Bruhat Bengaluru Mahanagar Palike, Bengaluru.

**Copy to,**

- 1) P.S. to Hon'ble Deputy Chief Minister, Government of Karnataka, Vidhana Soudha, Bengaluru.
- 2) P.S. to Additional Chief Secretary, Urban Development Department, Vikasa Soudha, Bengaluru.
- 3) P.S. to Secretary to Government, Department of Parliamentary Affairs, Vidhana Soudha, Bengaluru.
- 4) Section Guard file/Spare Copies.







**Schedule-I**  
**(see sub-rule (3) of rule 4)**  
**FEE FOR PERMISSION TO ADVERTISEMENT**

The Permission fee per hoarding per annum shall be Rs. 1,25,000/-

*Resmi Begum*







**FORM - I**  
**(See sub-rule (1) of rule 4)**  
**APPLICATION FOR LICENCE TO ERECT ADVERTISEMENT-**  
**HOARDING**

- (1) Name and address of the :  
 applicant/Company/Government Department
- (2) Whether the applicant/Company/Government : Yes/No  
 Department has been previously blacklisted by any other  
 authority in connection with display of advertisements
- (3) Whether the applicant/Company/Government : Yes/No  
 Department has any payable dues (permission fee,  
 License fee, royalty, renewal fee etc) to any other  
 authority in connection with display of advertisements
- (4) Whether the applicant/Company/Government : Yes/No  
 Department has any payable penalties to any other  
 authority in connection with display of advertisements
- (5) Whether the applicant/Company/Government : Yes/No  
 Department was involved in any incident endangering  
 the public safety, in connection with display of  
 advertisements
- (6) Indicate whether the following documents have been :  
 enclosed
1. Copy of Certificate of Incorporation/ Copy of :  
 certificate under Shops and Establishment Act
  2. Copy of PAN card :
  3. Copy of TAN :
  4. Copy of GST registration Certificate :
  5. Bond comprehensively indemnifying BBMP/GoK :  
 from all damages and losses including life and  
 property
  6. Copy of registration with ESI/PF organisation :
  7. Copy of Professional Tax registration :

Signature of the applicant

**ACKNOWLEDGMENT**

Received the application for erection of hoarding in BBMPat Ward  
 No. ----- at ----- from Sri/Smt. -----

Signature and date

*Handwritten signature*





**FORM - II**

(See sub-rule (1) of rule 5)

**APPLICATION FOR PERMISSION TO ERECT AN ADVERTISEMENT-  
HOARDING**

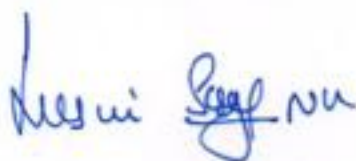
- (1) Name and address of the :  
applicant/Company/Government Department
- (2) Exact location with identification land marks and direction :  
of facing of the frontage of the hoarding
- (3) Place of erection of hoarding with ward number (If on :  
buildings, address of the building)
- (4) Name of the owner of the land/building on which the :  
hoarding is to be erected
- (5) Size of the hoarding proposed to be erected :  
(Length, breadth and width to be mentioned)
- (6) Nature of the materials to be used :
- (7) Whether annual rent paid for land belonging :  
to Government or BBMP, if so, the date of  
payment and other details
- (8) Indicate whether the following documents have been :  
enclosed
1. Copy of challan by which Licence fees and :  
enclosed rent for BBMP lands is paid
  2. No Objection Certificate for the land or building :  
on which the hoarding is to be erected
  3. Plan of the hoarding indicating width, height, etc., :  
duly approved by the qualified Engineer
  4. A Topo sketch indicating the proposed location of :  
the hoarding

Signature of the applicant

**ACKNOWLEDGMENT**

Received the application for erection of hoarding in BBMP at Ward  
No. ----- at ----- from Sri/Smt. -----

Signature and date







**FORM-III**  
**(See sub-rule (6) of rule 4)**  
**LICENCE/PERMISSION FOR THE ADVERTISEMENT (HOARDING)**

No.....

Date.....

Reference:- Application number and date of Form-I / II

This licence/ Permission is valid upto 31<sup>st</sup> day of March of the third year.Licence/ permission is granted to.....for erection  
of ..... hoarding ..... of

size.....at.....

No.....in.....BBMP

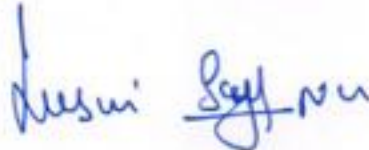
on the land belonging to.....subject to the conditions  
prescribed below:-**CONDITIONS:**

(1) This license / Permission is not transferable.

(2) Any other condition that may be included from time to time

Competent Authority

By Order and etc.....







**Form-IV**

(See sub-rule (1) of rule 14)

**Application Form****APPEAL AGAINST THE ORDERS REFUSING TO GRANT OR RENEW  
A LICENCE/PERMISSION FOR ERECTION OR CANCELLING OR  
SUSPENDING A LICENCE**

From

.....  
.....

Date-----

To

.....  
.....

Reference: Order No-.....Dated:.....of .....

Sir,

I hereby appeal against Order No-.....Dated:.....of  
.....refusing to grant or renew a license/permission or  
cancellation or suspension of the license/permission for the period from  
.....to .....applied by me/granted to me(copy  
enclosed).

I enclose herewith a copy of challan for payment of Rs.500/- towards  
fee for filing appeal.

Under the following grounds only, I appeal to the ----- for  
reconsideration (Details of the Ground):--

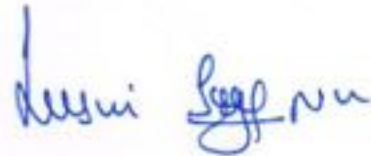
- (1).
- (2).
- (3).
- (4).

Signature of the applicant

**ACKNOWLEDGMENT**

Received the appeal against the orders refusing to grant or renew a  
license/permission for erection or cancelling or suspending a license  
bearing Application No:----- from Sri/Smt. -----

Signature and date







**Form-V**  
(See rule 6)  
**APPLICATION FOR RENEWAL OF LICENCE**

No.....

Date.....

- (1) Name and address of the existing Advertisement licensee :
- (2) Place of erection of Advertisement with ward number :
- (3) Exact location with identification land marks of the advertisement :
- (4) Permitted size of the existing advertisement :
- (5) Details of existing license issued. :
- (6) Number and date of the fee assessment order issued :
- (7) License fee paid details :
- (8) No objection certificate for the land or building on which advertisement is erected :

Signature of the applicant

**ACKNOWLEDGMENT**

Received the application for renewal of License No: ----- from  
Sri/Smt. -----

Signature and date

**Form-VI**  
(See rule 7)  
**APPLICATION FOR RENEWAL OF PERMISSION**

No.....

Date.....

- (1) Name and address of the existing Advertisement Permittee :
- (2) Place of erection of Advertisement with ward number :
- (3) Exact location with identification land marks of the advertisement :
- (4) Permitted size of the existing advertisement :
- (5) Details of existing permission issued. :
- (6) Number and date of the fee assessment order issued :
- (7) Permission fee paid details :
- (8) No objection certificate for the land or building on which advertisement is erected :

Signature of the applicant

**ACKNOWLEDGMENT**

Received the application for renewal of permission No: -----from  
Sri/Smt. -----

Signature and date

*Desai Panna*





**Form-VII**  
(See rule 29)

**MAINTAINACE OF REGISTER FOR ISSUE OF LICENCE /  
PERMISSION / ERECTION / COLLECTION FEE/PENALTY  
ON ADVERTISEMENT - HOARDING**

- (1) Name of the applicant :
- (2) Location of the hoarding :
- (3) Name of the land owner/competent Authority if :  
on Government land and Name and address of  
the owner of the building :
- (4) License/Permission number and date :
- (5) License/Permission fee paid :
- (6) Size :

Year	License Fee (in Rs.)	Permission Fee (in Rs.)	Renewal Fee (in Rs.)	Penalty (in Rs.)

Competent Authority

By Order and etc.....

*Lusni Singh*

