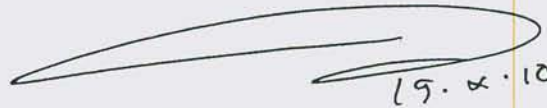


SRINAGAR MUNICIPAL CORPORATION

NOTIFICATION NO: 01 OF 2010

In exercise of the powers conferred under Section 395(G) Sub Section (XVII) of Municipal Corporation Act, 2000, I Sheikh Mushtaq Ahmad (IAS), Commissioner, Srinagar Municipal Corporation, do hereby notify the Advertisement Policy for implementation within the limits of Srinagar Municipal Corporation.

The Advertisement Policy shall come into force from the date of its publication in the Government Gazette.



(Sheikh Mushtaq Ahmad) IAS
Commissioner,
Sgr. Municipal Corporation.

No: SMC/PS/Com/1725-27

Dated: 19-10-2010

Encl = 12 leaves

CC to:

- ✓ 1. Commissioner/Secretary to Government, Housing and Urban Development Department, Srinagar. This is with reference to the approval conveyed vide letter No: LSG/K/93/2010 dated 28.09.2010.
- ✓ 2. General Manager, Government Press, Srinagar for publication in Government Gazette.
3. Public Relations Officer, SMC for publication of this notice in all local dailies.

Advertisement Policy

1. Preliminary

1.1 Title *This Policy*

1.1.1. ~~These guidelines~~ may be called the Advertisement Policy.

1.2 Application

1.2.1. This policy is applicable to all advertisements within the Srinagar Municipal Corporation area, whether on land, building, wall, hoarding, frame, kiosk, post, tree guards or by any other means whatsoever by which it is open to public viewing, visible from a public street or public place, whether moving or non-moving.

1.2.2. This policy shall apply in general to banners, boards, balloons, gantries, subways, illuminated and non illuminated hoardings (including neon signs, electronic sign boards, video display boards etc.) mobile vans, passage shelters, posters, signs, temporary arches, and any other means of display of advertisements.

1.2.3. This policy however, do not apply to the following

- i. Newspaper advertisements
- ii. Radio and television broadcasts
- iii. Advertisements relating to public meeting or to an election to the Parliament or the State Legislature or the Corporation or to candidature in respect of such election
- iv. Exhibits within the doors/windows of any building, if the advertisement relates to the trade, profession or business carried on in that building

1.3 Commencement

1.3.1. The policy shall come into effect from their date of issue.

- This policy*
- 1.3.2. These guidelines have incorporated all previously followed guidelines and hence shall supersede all other guidelines issued and practices followed in the past in this respect.

1.4 Policy Objective

- 1.4.1. The advertising policy must give careful and high consideration to the ambience of an area, the architectural character of the area or building in particular and to issues of road safety. This would require the policy to consider location, size, design, and type of sign, where the potential for creation of visual clutter and conflicts with traffic safety is minimal.
- 1.4.2. It would require enforcement measures to ensure that hoardings follow these stipulations.
- 1.4.3. The objective of an advertising policy is to "seek the enhancement of physical character and visual appearance of a city"
- 1.4.4. Permission to an advertising hoarding should be permitted based on the following criteria:
- i. If they support the commercial viability of a significant building tenant (advertisement in cinemas etc).
 - ii. If they advertise a civic/community event involving the city
 - iii. If they can be considered as a public art
 - iv. If the cumulative impact of the sign does not give rise to visual clutter.

1.5 Guiding Principles

- 1.5.1. The policy for outdoor advertisement should not be driven by revenue, but by the city development imperatives.
- 1.5.2. The policy should explicitly work to discourage visual clutter

1.5.3. The policy should be so designed that it does not compromise on road safety, it should ensure that outdoor advertising is not hazardous to road and pedestrian traffic.

1.5.4. Size and type of the advertisements should depend upon the use of land

1.5.5. Advertisements on street furniture should be primarily promoted for the public good and comfort. Advertisements should not play a decisive role in the placement of street furniture, vice versa however may be considered proper.

1.6 Authority

1.6.1. The Municipal Commissioner reserves the right to review, amend, waive or modify the aforementioned conditions or restrictions at his discretion.

1.7 Permission for Display of Advertisement

1.7.1. No person shall erect, exhibit or fix advertisement devices over any land, building, wall, hoarding, frame, post, kiosk or any other structure, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city without the written permission of the Municipal Commissioner.

The Municipal Commissioner shall not grant such permission if –

- i. A license for the use of the particular site for purpose of advertisement has not been issued or
- ii. The tax, if any, due in respect of the advertisement has not been paid

1.7.2. The Municipal Commissioner has the right to disapprove a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristics of the sign or hoarding may adversely affect

- i. The ambience of the area

- ii. The architectural character or appearance of the building, streetscape or precinct
- iii. Traffic safety

2. General Policy Guidelines

2.1 Physical Characteristics

2.1.1. Size and Shape

- i. Advertising devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign

2.1.2. Colour

- i. The code of practice for Road Signs IRC:67-2001, by Indian roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.
- ii. Advertising devices shall not use colours that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- iii. Use of fluorescent colours shall be restricted as they may hamper road visibility on exposure to direct sunlight.

2.1.3. Illumination and Luminance

- i. Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road could give the appearance of an emergency service or warning lights
- ii. External illumination sources shall be shielded and should not face the observer directly
- iii. Illumination of advertising device should be concealed or be an integral part of it
- iv.

2.1.4. Advertising Device Content

Following kinds of advertisements are forbidden

- i. Advertisements propagating racial caste or community discrimination
- ii. Advertisements depicting cruelty to animals
- iii. Advertisements containing nudity
- iv. Advertisements glorifying violence
- v. Advertisements propagating exploitation of woman or child
- vi. Advertisements banned by Council of India or by law
- vii. Advertisement of drugs, alcohol, cigarette or tobacco items
- viii. Advertisements depicting any nation or Institution in poor light
- ix. Advertisements with indecent or obscene content (graphics, images or text)
- x. Advertisements of weapons and related items

2.1.5. Structure:

- i. Advertisement Device structures shall be certified by a Structural Engineer, nominated by the Municipal Corporation who has been practicing in the field of Structural Engineering
- ii. The certification should comply with relevant Indian structural design standards and relevant codes of practice
- iii. The device structure should be well maintained. It shall be painted in colours that are consistent with, and enhance appearance of the surrounding area
- iv. The name of the advertising device license holder should be placed in a conspicuous position on the device

2.2 *Places for display of advertisements*

2.2.1 Municipal Commissioner may allow display of advertisement in the form of hoardings, unipoles, trivisions, frames, posts, kiosks, wall paintings or any other structure on/near the following :

- i. Along major arterial roads within the city and National Highways
- ii. On major crossings/intersections
- iii. Suitable land surrounding commercial areas
- iv. Around areas of transit and movement like railway stations, airports, bus stops and terminals and depots.

2.2.2 No Advertisement Zones

In front of /inside the compound of/ on the walls of any

- a) Buildings of archaeological, architectural, aesthetical, historical or heritage importance
- b) Places of worship or of religions significance
- c) Statues, minarets or pillars of heritage importance
- d) Painted advertisements on tree barks/other fauna
- e) Hospitals and nursing homes
- f) Educational institutions
- g) Cremation grounds, graveyards
- h) Police stations, post offices, any government or municipal corporation building/ office
- i) Parks and Gardens
- j) Water Bodies

2.3 Sources for Electrical Connection and Promotion of Renewable Energy:

- 2.3.1 The electrical connections to advertising devices shall accord with relevant Indian Standards
- 2.3.2 The power consumer or the licensee shall make application for power connection and shall obtain electricity connection from the Electricity Board in his name, after having obtained a "No Objection Certificate" from the Municipal Corporation
- 2.3.3 The electrical installation work shall be performed by a licensed electrical worker in accordance with the electricity regulations.
- 2.3.4 To promote conservation of electricity, it is important that as far as possible, the illumination devices at all outdoor advertising devices shall draw power from alternate renewable resources like Solar Power.
- 2.3.5 Incentives shall be given in the form of reduced monthly license fee (25% rebate) to all advertisers who invest in alternate renewable resources for drawing power supply for illumination
- 2.3.6 No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any advertising device.

2.4 Special Provisions for Display of Advertisements

S no.	General Description	Description of Device	Specific Parameters	Conditions
2.4.1	Advertisement on Hoardings	Hoardings on streets, footpaths, roof terraces or ground	Standard Size – Hoardings 12x20 feet 8x15 feet	<p>a) Placement of Hoardings</p> <p>I. Since bus stations are major traffic generating points, location of hoardings is recommended at all Bus Station and few other important locations which are abutting the major roads and National Highways.</p> <p>b) General Conditions</p> <p>I. The size of hoarding shall in general be proportional to the general average width of the abutting road. On roads with less than 60 feet width, the largest standard length of 15 feet will be permitted</p> <p>II. Back to back placement of hoarding shall be permitted</p> <p>ii. The average height of the base of the hoarding should not obstruct safe movement of pedestrians or vehicles. And should be atleast 11 feet and not greater than 60 feet. The top shall not be greater than 70 feet in any case.</p> <p>iii. The structural design of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the Municipal Corporation</p> <p>iv. The structural design of the foundation/footing shall be in accordance to the various types of dead/ live loads and wind</p>

S no.	General Description	Description of Device	Specific Parameters	Conditions
				<p>pressures and shall be necessarily approved by an authorized Structural Engineer</p> <p>v. The minimum distance between two hoarding shall be so maintained that that the proposed hoarding does not obstruct the existing hoarding.</p> <p>vi. As far as possible, uniformity of size and alignment thereof in a particular locality/road shall be maintained</p> <p>vii. Installation of hoarding shall not be permitted on a footpath with width less than 6 feet</p> <p>viii. Hoarding on a terrace shall not be allowed to project beyond the building line</p> <p>ix. The operating limit for illumination of the devices shall not be more than 8 hours in a day and the illumination shall be put off before midnight.</p> <p>x. The Municipal Commissioner, in special cases may relax the height restrictions for hoardings over flyovers and elevated roads.</p>
2.4.2	Advertisements on Flyover and bridges			<p>a) The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge.</p> <p>b) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge</p> <p>c) The length of the advertisement shall not exceed 50 feet</p>

S no.	General Description	Description of Device	Specific Parameters	Conditions
				d) Advertisement on the lampposts shall not be more than 2 feet in width and 4 feet in height and at a clear height of not less than 11 feet from the level of the road
2.4.3	Advertisement on floating balloons	-	NA	<p>a) The agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisement. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display</p> <p>b) The agency shall provide "No Objection Certificate" (NOC) from the Ministry of Civil Aviation, Govt. of India and shall observe their rules and regulations</p>
2.4.4	Bus Advertising	Bus Body – Vinyl stickering or standard quality painting		<p>a) Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation of persons or commodities from one place to another.</p> <p>b) Advertisements shall be affixed, painted, magnetically applied on the outer surfaces of the vehicle</p> <p>c) No animation or movement of any form shall be permitted in fleet advertising</p> <p>d) Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate etc.</p> <p>e) The advertisement agent shall have to obtain a no objection certificate from</p>

no.	General Description	Description of Device	Specific Parameters	Conditions
				the Municipal Corporation for the display of advertisement at their own cost.
2.4.5	Taxi Advertising		NA	<ul style="list-style-type: none"> a) Area for advertisement/name/logo shall not exceed 25% of the surface area on each side of the vehicle except the entire front portion and rear window of vehicle b) No animation or movement of any form shall be permitted in fleet advertising c) Revenues shall have to be shared with the Municipal Corporations and the parameter of the same shall be fixed by the Municipal Corporations only
2.4.8	Parking			<ul style="list-style-type: none"> a) No part of the parking advertising device shall project into the public right of way b) Advertisement devices should not obstruct the available parking space c) Advertising sign face of the free standing advertising devices in parking area shall be oriented inwards facing the parking bays d) The parking tickets shall contain the Municipal Corporation hologram on the front side and the rates of parking fee and advertisement on the reverse side e) All parking tickets being issued shall be of standard size and colour. f) The uniforms meant for parking attendants shall have

S no.	General Description	Description of Device	Specific Parameters	Conditions
				advertisement/logo of the firm on one side only
2.4.9	Devices mounted on tree guards		0.3mx0.3m (LXW). The device shall form an integral part of the tree guard	a) Signs shall be square advertising plates of the specified measurements b) The advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree guard advertising sign c) No illumination in any form shall be permitted on the tree guards advertising signs
2.4.10	Traffic Barricading			a) Advertising sign shall be an integral part of the frame b) The advertising strip can be reflecting in nature

2.5 Procedures

2.5.1 The applicant agency shall apply for permission to the Advertisement Department, Srinagar Municipal Corporation in the forms as prescribed by the Municipal Corporation and shall pay the requisite application processing fees and rent according to the Schedule of Rates issued by the advertisement department.

2.5.2 The decision to accept and reject an advertisement shall solely remain in the hands of the Municipal Commissioner based on the compliance with the notified advertisement policy.

Advertisement Policy

1. Preliminary

1.1 Title

1.1.1. These guidelines may be called the Advertisement Policy ~~Guidelines.~~

1.2 Application

✓ This policy is

1.2.1. ~~These guidelines are~~ applicable to all advertisements within the Srinagar Municipal Corporation area, whether on land, building, wall, hoarding, frame, kiosk, post, tree guards or by any other means whatsoever by which it is open to public viewing, visible from a public street or public place, whether moving or non-moving.

✓ This policy

1.2.2. ~~These guidelines~~ shall apply in general to banners, boards, balloons, gantries, sub-ways, illuminated and non illuminated hoardings (including neon signs, electronic sign boards, video display boards etc.) mobile vans, passage shelters, posters, signs, temporary arches, and any other means of display of advertisements.

✓ This policy

1.2.3. ~~These guidelines~~ however, do not apply to the following

- i. Newspaper advertisements
- ii. Radio and television broadcasts
- iii. Advertisements relating to public meeting or to an election to the Parliament or the State Legislature or the Corporation or to candidature in respect of such election

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- iv. Exhibits within the doors/windows of any building, if the advertisement relates to the trade, profession or business carried on in that building

1.3 Commencement

1.3.1. The ~~guidelines~~^{policy} shall come into effect from their date of issue.

1.3.2. ~~These guidelines~~^{This policy has} have incorporated all previously followed guidelines and hence shall supersede all other guidelines issued and practices followed in the past in this respect.

1.4 Policy Objective

1.4.1. The advertising policy must give careful and high consideration to the ambience of an area, the architectural character of the area or building in particular and to issues of road safety. This would require the policy to consider location, size, design, and type of sign, where the potential for creation of visual clutter and conflicts with traffic safety is minimal.

1.4.2. It would require enforcement measures to ensure that hoardings follow these stipulations.

1.4.3. The objective of an advertising policy is to "seek the enhancement of physical character and visual appearance of a city"

1.4.4. Permission to an advertising hoarding should be permitted based on the following criteria:

- i. If they support the commercial viability of a significant building tenant (advertisement in cinemas etc).
- ii. If they advertise a civic/community event involving the city
- iii. If they can be considered as a public art

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- (B)
- iv. If the cumulative impact of the sign does not give rise to visual clutter.

1.5 *Guiding Principles*

- 1.5.1. The policy for outdoor advertisement should not be driven by revenue, but by the city development imperatives.
- 1.5.2. The policy should explicitly work to discourage visual clutter
- 1.5.3. The policy should be so designed that it does not compromise on road safety, it should ensure that outdoor advertising is not hazardous to road and pedestrian traffic.
- 1.5.4. Size and type of the advertisements should depend upon the use of land
- 1.5.5. Advertisements on street furniture should be primarily promoted for the public good and comfort. Advertisements should not play a decisive role in the placement of street furniture, vice versa however may be considered proper.

1.6 *Authority*

- 1.6.1. The Municipal Commissioner reserves the right to review, amend, waive or modify the aforementioned conditions or restrictions at his discretion.

1.7 *Permission for Display of Advertisement*

- 1.7.1. No person shall erect, exhibit or fix advertisement devices over any land, building, wall, hoarding, frame, post, kiosk or any other structure, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city without the written permission of the Municipal Commissioner.

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The Municipal Commissioner shall not grant such permission if –

- i. A license for the use of the particular site for purpose of advertisement has not been issued or
- ii. The tax, if any, due in respect of the advertisement has not been paid

1.7.2. The Municipal Commissioner has the right to disapprove a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristics of the sign or hoarding may adversely affect

- i. The ambience of the area
- ii. The architectural character or appearance of the building, streetscape or precinct
- iii. Traffic safety

2. General Policy Guidelines

2.1 Physical Characteristics

2.1.1. Size and Shape

- i. Advertising devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign

2.1.2. Colour

- i. The code of practice for Road Signs IRC:67-2001, by Indian roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

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- ii. Advertising devices shall not use colours that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- iii. Use of fluorescent colours shall be restricted as they may hamper road visibility on exposure to direct sunlight.

2.1.3. Illumination and Luminance

- i. Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road could give the appearance of an emergency service or warning lights
- ii. External illumination sources shall be shielded and should not face the observer directly
- iii. Illumination of advertising device should be concealed or be an integral part of it
- iv.

2.1.4. Advertising Device Content

Following kinds of advertisements are forbidden

- i. Advertisements propagating racial caste or community discrimination
- ii. Advertisements depicting cruelty to animals
- iii. Advertisements containing nudity
- iv. Advertisements glorifying violence
- v. Advertisements propagating exploitation of woman or child
- vi. Advertisements banned by Council of India or by law
- vii. Advertisement of drugs, alcohol, cigarette or tobacco items
- viii. Advertisements depicting any nation or Institution in poor light

- ix. Advertisements with indecent or obscene content (graphics, images or text)
- x. Advertisements of weapons and related items

2.1.5. Structure:

- i. Advertisement Device structures shall be certified by a Structural Engineer, nominated by the Municipal Corporation who has been practicing in the field of Structural Engineering
- ii. The certification should comply with relevant Indian structural design standards and relevant codes of practice
- iii. The device structure should be well maintained. It shall be painted in colours that are consistent with, and enhance appearance of the surrounding area
- iv. The name of the advertising device license holder should be placed in a conspicuous position on the device

2.2 *Places for display of advertisements*


2.2.1 Municipal Commissioner may allow display of advertisement in the form of hoardings, unipoles, trivisions, frames, posts, kiosks, wall paintings or any other structure on/near the following :

- i. Along major arterial roads within the city and National Highways
- ii. On major crossings/intersections
- iii. Suitable land surrounding commercial areas
- iv. Around areas of transit and movement like railway stations, airports, bus stops and terminals and depots.

2.2.2 No Advertisement Zones

In front of /inside the compound of/ on the walls of any

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- 
- a) Buildings of archaeological, architectural, aesthetical, historical or heritage importance
 - b) Places of worship or of religious significance
 - c) Statues, minarets or pillars of heritage importance
 - d) Painted advertisements on tree barks/other fauna
 - e) Hospitals and nursing homes
 - f) Educational institutions
 - g) Cremation grounds, graveyards
 - h) Police stations, post offices, any government or municipal corporation building/ office
 - i) Parks and Gardens
 - j) Water Bodies

2.3 Sources for Electrical Connection and Promotion of Renewable Energy:

- 2.3.1 The electrical connections to advertising devices shall accord with relevant Indian Standards
- 2.3.2 The power consumer or the licensee shall make application for power connection and shall obtain electricity connection from the Electricity Board in his name, after having obtained a "No Objection Certificate" from the Municipal Corporation
- 2.3.3 The electrical installation work shall be performed by a licensed electrical worker in accordance with the electricity regulations.
- 2.3.4 To promote conservation of electricity, it is important that as far as possible, the illumination devices at all outdoor advertising devices shall draw power from alternate renewable resources like Solar Power.


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- 2.3.5 Incentives shall be given in the form of reduced monthly license fee (25% rebate) to all advertisers who invest in alternate renewable resources for drawing power supply for illumination
- 2.3.6 No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any advertising device.

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2.4 Special Provisions for Display of Advertisements

S no.	General Description	Description of Device	Specific Parameters	Conditions
2.4.1	Advertisements on Hoardings	Hoardings on streets, footpaths, roof terraces or ground	Standard Size – Hoardings 12x20 feet 8x15 feet	<p>a) Placement of Hoardings</p> <p>I. Since bus stations are major traffic generating points, location of hoardings is recommended at all Bus Station and few other important locations which are abutting the major roads and National Highways.</p> <p>b) General Conditions</p> <p>I. The size of hoarding shall in general be proportional to the general average width of the abutting road. On roads with less than 60 feet width, the largest standard length of 15 feet will be permitted</p> <p>II. Back to back placement of hoarding shall be permitted</p> <p>ii. The average height of the base of the hoarding should not obstruct safe movement of pedestrians or vehicles. And should be atleast 11 feet and not greater than 60 feet. The top shall not be greater than 70 feet in any case.</p> <p>iii. The structural design of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the</p>

S no.	General Description	Description of Device	Specific Parameters	Conditions
				<p>Municipal Corporation</p> <p>iv. The structural design of the foundation/footing shall be in accordance to the various types of dead/ live loads and wind pressures and shall be necessarily approved by an authorized Structural Engineer</p> <p>v. The minimum distance between two hoarding shall be so maintained that that the proposed hoarding does not obstruct the existing hoarding.</p> <p>vi. As far as possible, uniformity of size and alignment thereof in a particular locality/road shall be maintained</p> <p>vii. Installation of hoarding shall not be permitted on a footpath with width less than 6 feet</p> <p>viii. Hoarding on a terrace shall not be allowed to project beyond the building line</p> <p>ix. The operating limit for illumination of the devices shall not be more than 8 hours in a day and the illumination shall be put off before midnight.</p> <p>x. The Municipal Commissioner, in special cases may relax the height restrictions for hoardings over flyovers and</p>

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S.No.	General Description	Description of Device	Specific Parameters	Conditions
				elevated roads.
2.4.2	Advertisements on Flyover and bridges			<p>a) The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge.</p> <p>b) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge</p> <p>c) The length of the advertisement shall not exceed 50 feet</p> <p>d) Advertisement on the lampposts shall not be more than 2 feet in width and 4 feet in height and at a clear height of not less than 11 feet from the level of the road</p>
2.4.3	Advertisements on floating balloons	-	NA	<p>a) The agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisement. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display</p> <p>b) The agency shall provide "No Objection Certificate" (NOC) from the Ministry of Civil Aviation, Govt. of India and shall observe their rules and regulations</p>
2.4.4	Bus Advertising	Bus Body - Vinyl stickering or		<p>a) Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation of persons or</p>

no.	General Description	Description of Device	Specific Parameters	Conditions
		standard quality painting		commodities from one place to another. b) Advertisements shall be affixed, painted, magnetically applied on the outer surfaces of the vehicle c) No animation or movement of any form shall be permitted in fleet advertising d) Advertising devices shall not interfere in anyway with the mandatory vehicle signs such as purpose of the bus service, number plate etc. e) The advertisement agent shall have to obtain a no objection certificate from the Municipal Corporation for the display of advertisement at their own cost.
2.4.5	Taxi Advertising		NA	a) Area for advertisement/name/logo shall not exceed 25% of the surface area on each side of the vehicle except the entire front portion and rear window of vehicle b) No animation or movement of any form shall be permitted in fleet advertising c) Revenues shall have to be shared with the Municipal Corporations and the parameter of the same shall be fixed by the

S.no.	General Description	Description of Device	Specific Parameters	Conditions
				Municipal Corporations only
2.4.8	Parking			<p>a) No part of the parking advertising device shall project into the public right of way</p> <p>b) Advertisement devices should not obstruct the available parking space</p> <p>c) Advertising sign face of the free standing advertising devices in parking area shall be oriented inwards facing the parking bays</p> <p>d) The parking tickets shall contain the Municipal Corporation hologram on the front side and the rates of parking fee and advertisement on the reverse side</p> <p>e) All parking tickets being issued shall be of standard size and colour.</p> <p>f) The uniforms meant for parking attendants shall have advertisement/logo of the firm on one side only</p>
2.4.9	Devices mounted on tree guards		0.3mx0.3 m (LXW). The device shall form an integral part of	<p>a) Signs shall be square advertising plates of the specified measurements</p> <p>b) The advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree guard advertising</p>

S.no.	General Description	Description of Device	Specific Parameters	Conditions
			the tree guard	sign c) No illumination in any form shall be permitted on the tree guards advertising signs
2.4.10	Traffic Barricading			a) Advertising sign shall be an integral part of the frame b) The advertising strip can be reflecting in nature

2.5 Procedures

2.5.1 The applicant agency shall apply for permission to the Advertisement Department, Srinagar Municipal Corporation in the forms as prescribed by the Municipal Corporation and shall pay the requisite application processing fees and rent according to the Schedule of Rates issued by the advertisement department.

2.5.2 The decision to accept and reject an advertisement shall solely remain in the hands of the Municipal Commissioner based on the compliance with the notified advertisement guideline.

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