

20.0 ADVERTISING DISPLAY & COMMUNICATION INFRASTRUCTURE

Permission shall be required for any nature of outdoor Advertising Display Infrastructure or Communication Infrastructure as per Schedule 18 (other than sign boards for way-finding). This is applicable for but not limited to Billboards with Liquid Crystal Display Board (LCD) Light emitting diodes (LED), Kiosks, Wall Signs, Glass display, Vehicles (non-motorized and motorized etc.), floating balloons, digital display.

20.1 Advertising Display Infrastructure

20.1.1 Billboards / Hoardings in Marginal Space

1. One Billboard / Hoarding is permitted in the margin open space up to 500sq.mts area of the Building Unit. Up to a maximum of two Billboards per Building Unit shall be permitted in the marginal open space in Building Unit above 500 sq mts.
2. The Billboards/ Hoarding shall be permitted in the marginal space of the Building Unit as under:

| Location | Road Width | Max. Billboard/ Hoarding Size | Min. Margin | Min. Ground | Max. Height |
|----------------------|--------------|-------------------------------|-------------|-------------|-------------|
| | | | Road Side | Clearance | |
| Marginal Open Spaces | up to 60 mts | 9.0mts x 4.5mts (w x h) | 0.6mts | 3.0 mts | 15.0 mts |
| | Above 60 mts | 12.0 mts x 6.0 mts (w x h) | 1.5mts | 3.0 mts | 15.0 mts |

3. Lighting may extend beyond the stipulated maximum height of for the billboards erected on ground.

20.1.2 Billboards/ Hoardings on Roof tops / Terrace

| Location | Road Width (meters) | Max. Billboard Size (width x height) | Max. Number of Billboards / Hoardings | Min. Margin | | Max. Height |
|-----------------------|---------------------|--------------------------------------|---------------------------------------|---------------------|------------------------------------|----------------------------------|
| | | | | Road Side | Between two Billboards / Hoardings | |
| On Roof Tops/ Terrace | Up to 60 mts | 12mts x 6mts | 2 (different facing directions) | 1.5mts from parapet | 1.5mts | 7.5mts from top of terrace slab |
| | Above 60 mts | 18mts x 9.0mts | 2 (different facing directions) | 1.5mts from parapet | 1.5mts | 10.5mts from top of terrace slab |

Notes:

1. On Roof Tops: Maximum permissible height of the Billboard/ Hoarding shall be considered over and above the permissible/ existing height of the Building.
2. No Roof top Billboards/ Hoardings shall extend beyond the Building line of the building on which it is erected, nor shall it extend beyond the roof in any direction.

- Lighting may extend beyond the stipulated maximum height of for such billboards/ hoardings within the building-unit.

20.1.3 Billboards/ Hoardings on Public Roads

- *[The Billboards/ Hoardings on Public Roads shall be permitted and shall be regulated as under:

| Road Width | Minimum Ground Clearance | Permissible Size of the Billboard/ Hoarding (width height) |
|--------------|--------------------------|------------------------------------------------------------|
| Up to 60 mts | 3.0mts | 9.0mts x 4.5mts (W x H) |
| above 60 mts | 3.0mts | 12.0mts x 6.0mts |

Provided that, the competent authority shall decide with respect to the following for which it shall record reasons in writing:

- Allow exceptional size
- Allow/Disallow the erection on specific locations considering the safety.]

20.1.4 Billboards in Urban Renewal Project Areas

These Billboards must confirm with these Regulations and with the Local Area Plan or special restrictions for the area, which may include additional Regulations or requirements.

20.1.5 Heritage Buildings and Precincts

The Competent Authority can deny the permission on the grounds of protecting the ambience of heritage buildings and precincts.

20.1.6 General Restrictions:

Billboards will be restricted in the following scenario:

- Any Billboard which may obstruct the vision required for safe traffic movement
- Any Billboard which in the opinion of the Competent Authority is likely to be confused with authorized traffic signs or signals
- Any Billboard containing the word "Stop" , "Look" , "Danger" or other similar word that might mislead or confuse the travellers
- Any Billboard that is attached to or printed on a rock or other natural objects
- *[Deleted]
- Any Billboard that is prohibited or restricted for the purpose of public appearance under local or state or national law.
- Any Billboard with over hang over public property which obstructs access or egress from any building.
- Any Billboard/ Hoarding containing unfair, vulgar matter or advertisement that is considered objectionable in Competent Authority's opinion shall not be permitted. Advertisements that are prohibited by the Government shall not be permitted.
- Billboard/ Hoarding shall not project outside the boundary of the Building-unit.
- The structure of the billboard/ hoarding or any lighting reflector shall not project outside the boundary of the Building-unit.

* As per U.D & U.H.D of Govt. of Gujarat Order no. VNM-102015-CAM-38-L Dated 21-01-2015

20.2 Communication Infrastructure

Provisions shall apply for Communication infrastructures such as Post & Telegraph, Telephone, Wireless, Broadcasting, Cellular Mobiles, Internet, 'V' Set, ATM, Channel Discs and Overhead lines (for telephone, digital connections for internet and channels and other similar forms of communication).

20.2.1 Location:

The communication Infrastructure shall be either placed on the building roof tops or terraces at a distance of minimum 1.5mts from the parapet, or on the ground or open space within the premises subject to other Regulations.