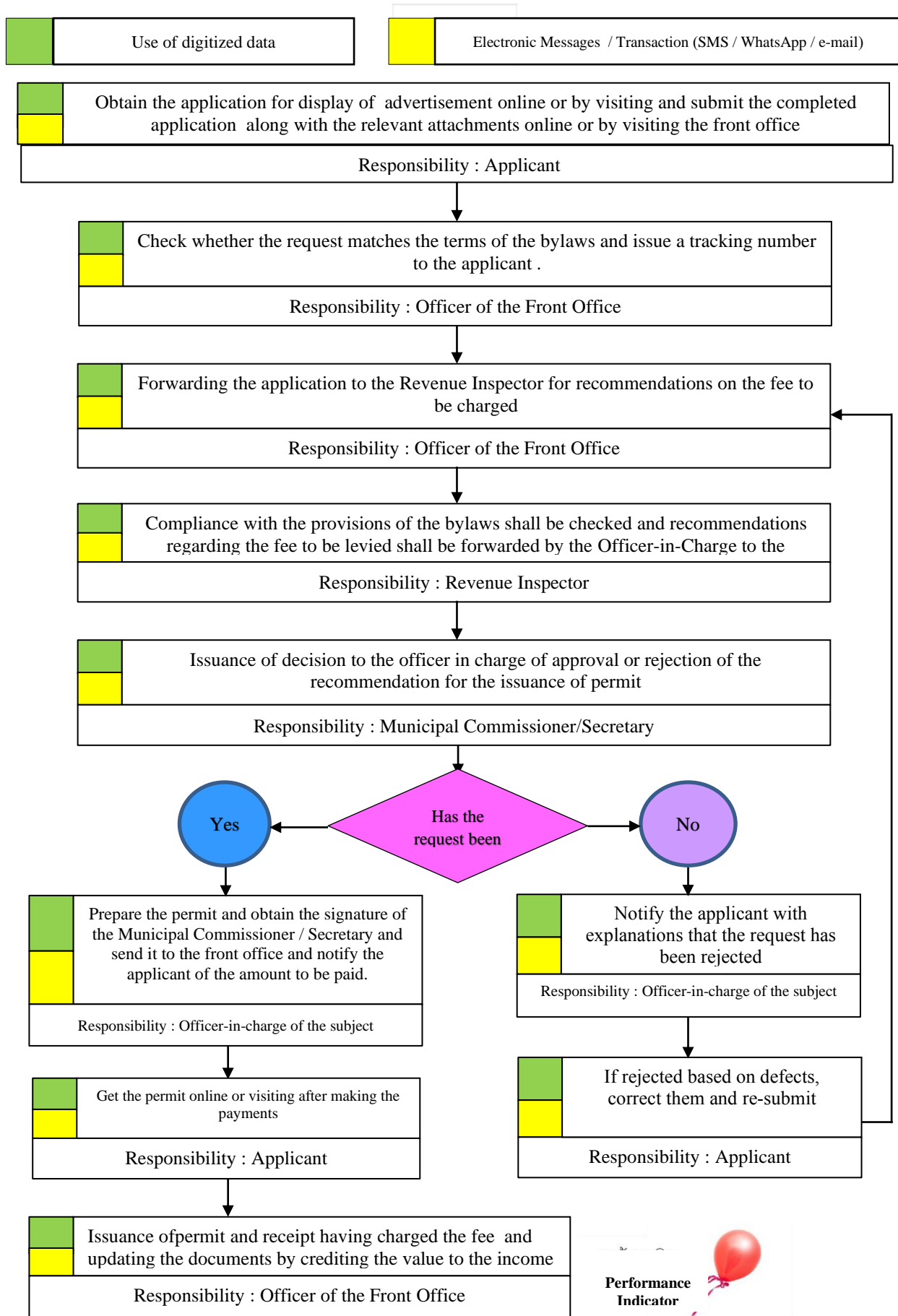


## 12. Issue of permits for display of advertisements - Flow Chart





## **12. Issue of permits for display of advertisements**

### **1. Introduction**

- (a) Bylaws have been made by local government institutions to regulate the display of hoardings with the aim of preventing any disturbance or damage to the visual environment caused by advertisements displayed with the help of a board or banner to communicate any message to the public as seen from a public place.
- (b) A communication whether fixed or hung or affixed or displayed as an illuminated board in any place visible from any public place, using images or words or any other form of sign to communicate an advertisement or message to any person receiving, printed or hand-drawn or displayed by electronic or other light signals or in any other manner is called an advertisement.
- (c) A "Public Place" shall mean any street, road, canal, lake, sea, sky or any place owned by the Government or local government institution or any other public place used by the public;
- (d) The certificate issued by the local government institution that any of the aforementioned advertisement and the place where it is displayed has followed the provisions of the bylaws, shall be referred to in this matter as "Permit".

Note: 1. Advertisements displayed in connection with any of the following matters are exempted from the payments and obtaining a permit.

-

Not being a fluorescent advertisement or billboard -

- (a) an advertisement that says "Available for Rent" or "Available for Sale";
  - (b) house name boards or an advertisement relating to a professional activity not exceeding 0.093 square meters (1 square foot);
  - (c) an advertisement displaying the nature of the business, owner's name, address and telephone numbers on a vehicle used for commercial purposes.
2. Advertisements displayed in connection with any of the following matters shall be exempted from the requirement of charging fees but shall be subject to obtaining a permit.

Not being a fluorescent advertisement or billboard -

- (a) an advertisement of a concert from which the net profits will be used for charity;
  - (b) an advertisement of a concert to be installed at the venue;
  - (c) an announcement of a religious, political or public meeting
3. Posters displayed for any advertising purposes are exempted from the requirement of obtaining permits, but it is an offense to put up any such poster in any place other than the place reserved for it.

### **2. Legal Authority**

Advertisements and visual environment bylaws made under or deemed to be made under powers vested in any local government institution.

### 3. Fees

A fee shall be paid in the amount decided by the local government institution from time to time and announced in the Gazette subject to the relevant bylaws and taxes imposed by the government from time to time.

### 4. Documents to be submitted

- (a) Application prepared and duly completed in the format shown in the annexure hereto
- (b) A similar sample of the advertisement intended to be displayed, printed or hand-drawn (also showing the colors used), on A4 size paper;
- (c) In the case of a hoarding is installed and displayed in the reserve of any road, the original of the permission letter given by the Road Development Authority or the Provincial Road Development Authority or the local government institution having the right to that road, as applicable;
- (d) The original of the letter of consent issued by the Chief of the traffic division of the police station where the relevant hoarding is displayed.
- (e) When the applicant is not the owner of the land and if it is a hoarding to be installed in any land or building a copy of the letter of consent given by the owner or owners of the land or building .
- (f) In case of a hoarding displayed within a Urban Developed area certified copy of the permit approved by the Urban Development Authority or the Council subject to the Section 104 of the Planning and Development Orders of Urban Development Authority 2021.

Note: The application can be obtained and submitted through the council's website or by visiting the Front Office.

### 5. Procedure

Procedure	Duration	Authority
To obtain the application online or visit the Front Office for the display of hoardings		Applicant
Submit the completed application along with the relevant attachments online or by visiting the Front Office	7 days prior to installation of advertisement	Applicant
Check whether the request complies with the terms of the bylaws and issue a tracking number to the applicant.	Immediately after the receipt of application	Officer of the Front Office
Check whether the request complies with the provisions of the bylaws and directing the Revenue Inspector to make recommendations on the fees to be charged	Immediately after the receipt of application	Officer of the Front Office

<b>Procedure</b>	<b>Duration</b>	<b>Authority</b>
Check compliance with the terms of the bylaws and forward the recommendation on the permit fee to be charged to the Municipal Commissioner/Secretary through the Officer-in-charge of the Subject.	Immediately after the receipt of application	Revenue Inspector
Issuance of decision to the Officer-in-charge regarding approval or rejection of the recommendation for issue of permit	On the same day of the receipt of the recommended application	Municipal Commissioner/Secretary
If the request is approved, prepare the relevant permit and get the signature of the Municipal Commissioner / Secretary and forward it to the Front Office and inform the applicant on the due amount.	On the Date of receipt of order of approval or rejection	Officer-in-charge of the subject
Having paid the due amount get the permit online or by visiting the office		Applicant
Charge the amount and issue the permit and receipt and update the documents by crediting the value to the income head.	Immediately after the fee is charged	Officer of the Front Office

Note : The followings should be taken into account while placing and maintaining hoardings.

- (a) All hoardings must have the permit number and the date of permit issued.
- (b) The permit holder's name and telephone number must be clearly depicted in the advertisement
- (c) Necessary procedures should be applied to prevent possible accidents to an outside party through the advertisement.
- (d) Advertisements should be placed so as not to disturb the attention of drivers. E.g. Banners should not be displayed across the road and distractions to the attention of the drivers should be avoided.
- (e) The rules, if any, specially made by the Municipal Commissioner/Secretary, should be followed.

..... Council

### **Application to obtain the permission for the display of hoardings/banners**

1. Personal information

- (a) Name of the applicant : .....
- (b) National Identity Card No. : .....
- (c) Mobile No. : .....
- (d) Official telephone No. : ..... Fax: .....
- (e) E-mail address : .....
- (f) Postal Address : .....

2. (a) Name and address of the representative if the applicant does not appear: .....  
.....
- (b) National Identity Card No. : .....
- (c) Telephone No. : .....

3. Advertising by way of hoarding/ banner to be installed:

A religious function/musical show or other amusement/educational function/ marketing advertisement/other ( Mention the function) ..... (Prepare a model of the advertisement to fit in an A4 size paper and attach it to the application)

4. Size of the hoarding/banner: Length:..... cm Width :..... cm

5. Number of hoardings/banners expected to be displayed : .....

6. Information about places where hoarding/banners are displayed: (If the space provided is not enough, enter this information on a separate paper. At the end of that paper, the applicant should have placed his signature.)

Serial No	Hoarding/banner installation location	Place of hoarding/banner installed		
		Owner	Address of the owner	Telephone No.
01.				

02.				
03.				
04.				

(A letter of prior written approval obtained from the person or persons having the legal ownership to the land or building on which the hoardings/banners are displayed must be attached to the application. Where the local authority intends to obstruct the natural beauty of a place or the attention or safety of drivers of vehicles passing through that place the hoardings/banners will not be allowed to be displayed at any above mentioned designated place. Display of advertisements at locations other than those for which approval has been requested or where advertisements are displayed in excess of the number requested, will be subject to legal action.)

7. Duration of which the hoardings/banners are to be displayed: From .....20 to ..... 20

8. Duration of which the hoardings/banners are to be displayed: From .....20 to ..... 20

I certify that the particulars given overleaf are true and correct. I assure to remove all hoardings/banners from their fixed places on the expiry date of the approval given on this application or to pay the fee incurred by the Council for their removal. And I accept that the Council is not liable for any action taken by the owner of the land or building where these hoardings/banners are installed or any other party to remove or mutilate them or damage them or prevent the display of those hoardings/banners under any other written law and that I undertake all the responsibilities for damages caused to any party from these hoardings/banners and I am not entitled to the permission issued by the council for that. I request to charge hoarding/banner display fees and give necessary approval to display hoardings/banners.

Date : .....20

.....

Signature of the applicant

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**For Office Use**

Revenue Inspector

The above request is forwarded to refer it to the Municipal Commissioner/Secretary with your observations and recommendations having examined the fees to be charged as per the bylaws on hoarding and visual environment.

Date: ..... 20

.....

Officer of the Front Office

-----

Municipal Commissioner/Secretary ,

I recommend to charge as follows for the display of hoardings/banners at the locations mentioned in paragraph 6 of the above application/ other than location of Serial No. .... \*. / It is not recommended as it is against the terms of the by-laws

Square footage of one hoarding/banner Square meter .....

Fees to be charged per hoarding/banner Rupees .....

Number of hoardings/banners .....

Total amount	Rupees .....
Total fee	Rupees .....
Tax imposed by the government (1)	Rupees .....
Tax imposed by the government (2)	Rupees ..... +
Total	Rupees .....

Date : 20 .....  
 .....  
 Revenue Inspector

Officer-in-charge of the subject

- \* Above recommendation is approved.
- \* Prepare the permit and submit for my signature.
- \* Above request is rejected. Submit the letter of notification for my signature.

Date: ..... 20  
 .....  
 Municipal Commissioner/Secretary

Municipal Commissioner/Secretary

- \* The permit/letter of rejection of the request is submitted as per the above order

Date: ..... 20  
 .....  
 Officer-in-charge of the subject

-----  
 Officer-in-charge of the subject

Letter of rejection of the request is signed. Issue. / Refer the signed permit to the Front Office.

Date: ..... 20  
 .....  
 Municipal Commissioner/Secretary

-----  
 Officer of the Front Office,

The signed permit is attached herewith. Charge the fees and issue the permit while noting down the details of the fees and send this application back to me.

Date: ..... 20  
 .....  
 Officer-in-charge of the subject

-----  
 Officer-in-charge of the subject

,

Permit issued. Fees have been charged as follows .

Total charges	Rupees .....
Tax imposed by the government (1)	Rupees .....



Tax imposed by the government (2)

Rupees .....+

Total

Rupees .....

Receipt No and date : ..... 20

Date : .....20.

.....  
Officer of the Front Office