

**Sub: - Regarding charging fee from the Self Signages & Wall Wraps and fixing/deciding the rates of Self Signages & Wall Wraps in the jurisdiction of the North DMC'.**

The display of advertisements/Self Signages are governed by the provisions of the Outdoor Advertisement Policy-2017 duly approved by the Hon'ble Supreme Court. The OAP-2017 provides that, no signage will be allowed beyond the length of the shop. Advertisement device/s for self signage/s exceeding 2.5 sq.m (sum total of self signage device) the owner of shop/Business establishment/Institution, who erects, fixes or retains upon or over part of building/property, where the business establishment is running its business, any such self signage advertisement or , who displays any such self signage advertisement to public view or visible from a public street or public place, shall pay for every such self signage display which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee at such rates as fixed by the Municipal Corporations of Delhi, from time to time. The self signage shall be strictly installed / displayed in accordance with the general conditions laid down for Category-4 devices in this policy.

In view of the above, the shops or establishments are allowed to display self signages of the size of 2.5 sq. Mtr. without obtaining any permission from the Corporation as per the above provisions. Further, no fees is charged for display of self signages of the above mentioned size/area. However, as per the OAP-2017, permission for display of self signages over and above the size mentioned above can be granted by the Corporation for a fee as fixed/decided by the Corporation.

In view of the above, a committee was constituted for exploring the possibility for charging fee from the Self Signages & Wall Wraps and fixing/deciding the rates of self signages & wall wraps in the jurisdiction of the North DMC with the approval of the Competent Authority. The committee held various meetings on the issue and the recommendations of the committee are as under:-

1. The Permission for the contract of display through Self Signages exceeding 2.5 sq. mtrs. in size will be granted for a period of 01 Year on payment of advance license fee for one year as detailed in the following table :-

**Table-'A'**

<u>Name of Zones</u>	<u>Rates of fee (INR)</u>	<u>Discretion of Display</u>
All zones in the jurisdiction of the North DMC.	Rs.100/- per Sq. Ft. per month for full display where, the display is found in excess of the exempted limit.	Name & Logo of Organization/Business as per the Criteria laid down in OAP-2017. Name of Products being sold from the premise can be displayed.  The display allowed without any charges is upto front width of the entrance of the Shop/Business Establishment/Institution with maximum permissible height of 4 ft.

**Table-'B'**

<u>Name of Zones</u>	<u>Rates of fee (INR)</u>	<u>Size</u>	<u>Rate of Fee (INR)</u>
All zones in the jurisdiction of the North DMC.	Display of Products/Services.	Upto 400 Sq. Ft.	Rs.300/- per sq. ft. per month for all zones of North DMC.
		More than 400 Sq. Ft.	Rs.450/- per sq. ft. per month for all zones of North DMC.

2. The contract will further be extendable up to another 02 years on payment of advance license fee for the entire period of the contract subject to approval by the Competent Authority.
3. A grace period of 15 days will be granted for seeking permission for renewal i.e. application for renewal alongwith requisite documents and fee is to be submitted within a period of 15 days from the date of expiry of the contract. In case of any delay for applying for renewal an interest @2% P.M. shall be charged for the period of delay beyond 15 days' grace period. In case of any failure on the part of the applicant in applying for permission for contract of display through Self Signages exceeding the size of 2.5 sq. mtr., the department shall be at liberty to initiate coercive action including removal of the self signage and imposition of penalty as per the provisions of the DMC Act.
4. A Software will be developed and all the applications for issuance of NOC for display of Self Signages will be invited online only. The payments may also be accepted online for smooth functioning.
5. It was also recommended that the applicable fees/charges shall be payable in advance for a period of one (1) year initially and subsequently for two (2) years on advance basis.
6. The committee has also recommended that in cases where Trade License/UPIC number has been issued by the North DMC to the Applicant no further verification of documents shall be required and the self signage permission shall be granted on the basis of issued Trade License/ UPIC number. The application in such cases shall be made online only. The payment of display of Self Signages shall be made through online mode in advance for the whole one year.
7. However, in cases where the trade license is not compulsory or required due to nature of business or where the trade license/UPIC number has not been obtained, the applicant shall submit all the documents required by the Advertisement Department in physical form alongwith application. The applicant shall be at liberty to make payment online or through any other mode except cash.
8. The 50% of signage should contain Name/Address of the shop/Business Establishment/Institution and name of the products/logo may be displayed on remaining 50% of total display area of self signage.
9. The owner of shop/Business/Establishment/Institution shall be permitted to display only the organization/ Business name/address/name of product actually being sold at the premises/logo of product, no surrogate advertising shall be permitted.
10. In the event of Change of Trade during the currency of Permission, the applicant to whom permission has been granted has to intimate the Advertisement Department, North DMC in writing, in advance with documentary evidence in support of his submission. The display of advertisement for new trade shall not be made until the permission is granted by the department, in this regard.

11. The Guidelines/Criteria as mentioned in OAP-2017, DMC Act and Bye Laws made there under shall be applicable for display of Advertisement through Self Signage.
12. In case of failure to deposit of fee in advance along with renewal application within the stipulated time, permission shall be deemed to be withdrawn and the Agency/displayer of self signage will have to apply afresh for any further permission.
13. Display of signage through LED Screen / Light, Neon Light and LCD Screens etc. is not allowed without the prior permission of the North DMC. The Display of signage through LED Screen / Light, Neon Light and LCD Screens etc can be permitted after deposition of two times of the rate/advertisement fee applicable.

**14. PENALTY :-**

Any display of Advertisement beyond the permission of the North DMC, North DMC shall attract a penalty @ 2 % per month as mentioned above.

15. The following documents are required to be submitted by the applicant:-
  - (i) An Application on plain paper addressed to the ADC/DC/Advtt.
  - (ii) Proof of Ownership/Rent Agreement/Legal occupancy of the Premises/Shop/Establishment where the business is being carried out.
  - (iii) An Affidavit to the effect that all the provisions of the OAP-2017 have been complied with is to be submitted by the applicant.
  - (iv) Photo Identity Proof (Voter ID/Aadhar Card of the Applicant)
  - (v) Photograph of site where product(s) are to be displayed.
  - (vi) Fee in the form of DD as applicable for the entire period of contract.
  - (vii) All the documents submitted must be self – attested.

Further, The committee examined the rates fixed for display of advertisements through wall wraps by other MCDs. The monthly rates for display of Advertisements through wall wraps are proposed to be fixed by the committee as under:-

<u>Range of display area (In Sq. Ft.)</u>	<u>Rate for Building Wrap at Malls and Cinema Halls (In Per Sq. Ft.)</u>
Upto - 600	580/-
601 – 1200 and more	260/- Per Sq. Ft. over and above 600 Sq. Ft.

1. It was recommended by the committee that a Software may be developed and all the applications for issuance of NOC for display of wall wraps on Malls and Cinema Halls may be invited online only. The payments may also be accepted online for smooth functioning.
2. It was also recommended that considering the amount payable for NOC for wall wraps, the applicable fees/charges shall be payable quarterly on the last date of previous quarter on advance basis.

**Further, the permission sought by an applicant on Malls and Cinema Halls shall be granted subject to fulfilling the criteria as mentioned below:-**

3. The applicant must be registered as an Advertiser (under appropriate category) in panel of the North DMC.
4. An applicant must submit a No Objection Certificate from the respective owner of Mall/Cinema Hall on non judicial stamp paper of Rs.100/-.
5. Sanctioned Building Plan for the premise where permission is applied.
6. The advertiser shall have to furnish No Dues Certificate from the North DMC.
7. Requisite Affidavit to be furnished (as per the format to be provided by the Department).
8. Coloured Photograph of proposed site/location and size of the proposed site of display.
9. Supporting Documents for recognition of building as Commercial where the permission is applied.
10. All the documents submitted must be self-attested.
11. Proof of Ownership/Lease Deed.

**Terms and Conditions for permission for display of Advertisement on Malls and Cinema Halls.**

1. The permission for display of advertisements through building wraps on Malls and Cinema Halls shall be given for a maximum period of 3 years and further extendable by another 2 years, subject to the satisfactory performance and as decided by the Commissioner, North DMC, from the date of issue of permission by the North DMC. The decision of the Commissioner/North DMC shall be binding and final in this regard.
2. The rates shall increase by 5% of the permitted rate each year of the Contract.
3. The firm/advertiser shall deposit quarterly license fee in advance and security equivalent to 3 months' license fee prior to issuance of permission letter/NOC. Subsequently, the applicable fees/charges shall be payable quarterly on the last date of previous quarter on advance basis. Further, failure to pay MLF by the due date shall invite penalty @2% per month on outstanding amount. Non Payment of MLF upto 15th day of the first month of the quarter shall render the contract liable for cancellation/withdrawal of NOC after giving one week's notice.
4. The Incubation Period permitted shall be of 7 days from the date of issue of permission letter (excluding the date of issue of permission letter) and the same shall not be extendable. The Incubation period is allowed for installation of structure for display. The Monthly License Fee shall be payable by the Advertiser from the day next to the date of expiry of the incubation period or from the actual date of display of advertisement whichever is earlier.