Policy Guidelines on Display of Advertisements within the Kolkata Municipal Corporation Area
Display of advertisements by means of hoardings, neon-signs, balloons etc. constitutes an essential part of business. However, environment needs to be protected against undue intrusions, disfigurement and visual pollution. Man made structures should not conflict with the environment. Instead they should blend with the surroundings and enhance its beauty by proper placing and pleasing designs. Moreover, advertising should not constitute a hazard to the safety and welfare of the citizens.

The provision relating to such display of advertisements are covered under and regulated by Chapter XIV (Sec 202 – 209) of the KMC Act, 1980. A need was felt to evolve a policy guideline for display of advertisements. The policy guidelines shall apply to all hoardings including that of KMC, Government Departments or private entities. Keeping in pace with the changing scenario in the advertising domain, it was also felt that a pragmatic policy would help the stakeholders in understanding the guidelines for putting up advertisement display units.

Taking into consideration all these various practical aspects, the present policy guidelines have been framed, under the able guidance of Sri Alapan Bandyopadhyay, IAS, the Municipal Commissioner in consultation with the Advertisement Department of KMC. Our consultants, KPMG, have advised us to prepare this policy guideline. Great emphasis has also been placed to make the procedures simple and transparent.

We hope that this document will serve its intended purpose and benefit all stakeholders.

Mayor

The Kolkata Municipal Corporation
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1 Preliminary

1.1 Short Title
1. These guidelines may be called the Advertisement Policy Guidelines.
2. These guidelines fall within the ambit of The Kolkata Municipal Corporation Act, 1980 and all other related Acts, Rules and Regulations. Hence, these guidelines are to be read in conjunction with such Acts and associated Rules, Regulations and Guidelines.

1.2 Application
1. These guidelines are applicable to all advertisements within the Kolkata Municipal Corporation area, whether on – Land, Building, Wall, Hoarding, Frame, Post, Kiosk, any structure, or by any other means whatsoever by which it is open to public view in any manner, visible from a public street or public place, whether moving or non-moving, (including any advertisement exhibited by means of cinematograph).
2. These guidelines shall apply in general to Balloons, Banners, Direction Boards, Foot over-bridges, Gantries, sub-ways, Illuminated and Non-illuminated Hoardings (incl. 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.
3. However, these guidelines do not apply to advertisements –
   a. Published in newspapers.
   b. Broadcast on radio or television.
   c. Relating to a public meeting or to an election to the Parliament or the State Legislature or the Corporation or to candidature in respect of such election.
   d. Exhibited within the window of any building, if the advertisement relates to the trade, profession or business carried on in that building
   e. Relating to the trade, profession or business carried on within the land or building upon or over which such advertisement is exhibited or to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held on or upon or in the same.
   f. Relating to the name of the land or building upon or which the advertisement is exhibited or to the name of the owner or occupied of such land or building.

1.3 Commencement
1. These guidelines shall come into effect from their date of issue.
2. These guidelines supersede all other guidelines issued and practices followed in the past in this respect.
1.4 Authority
The Municipal Commissioner reserves the right to review, amend, waive or modify any of the above conditions or restrictions at his discretion.

1.5 Definitions

1. Advertisement means any word, model, sign, sky-sign, placard, notice, device or representation, whether illuminated or not in the nature of and deployed wholly or in part for the purposes of advertising, announcement or publicity.

2. Agency means an applicant who may be an individual, registered charitable organization, firm, partnership or a company incorporated under the Companies Act 1956.

3. Direction Boards means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site, and contains an advertisement.

4. Hoarding means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, with character, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for purpose of advertising or to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever.

5. Sign means any writing (including letter, word or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); or any other figure of similar character; which:
   a. is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; and
   b. is used to announce, direct attention to, or advertise; and
   c. is on, over or in view of a public place.

But for the purposes of these conditions does not include:
   a. traffic or regulatory devices, legal notices, or warnings at railway crossings;
   b. signs required to be maintained by law or government order or regulation;
   c. memorial signs or tablets
   d. Any other signs as excluded by the Municipal Commissioner
2 General Policy Guidelines

2.1 Permission for display of advertisements

No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosk or structure any advertisement, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematograph), in any place within Kolkata (as defined in the KMC Act, 1980) without the written permission of the Municipal Commissioner.

The Municipal Commissioner shall not grant such permission if –

1. a license for the use of the particular site for purpose of advertisement has not been issued; or,
2. the advertisement contravenes any provisions of the Kolkata Municipal Corporation Act, 1980 or these guidelines; or,
3. the tax, if any, due in respect of the advertisement has not been paid;

The Municipal Commissioner may not approve 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:

1. the ambience of the area; or,
2. the architectural character or appearance of the building, streetscape or precinct; or,
3. traffic safety

2.2 Places for display of advertisements

Municipal Commissioner may allow display of advertisements on any land, building, wall, hoarding, frame, post, kiosk, structure or in any manner whatsoever for public view, visible from a public street or public place, in any place within Kolkata, provided the guidelines are complied with.

2.2.1 No advertisement zones – General

No advertisements shall be allowed in the following places –

1. 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 religious significance;
   c. statues, minarets or pillars of heritage importance;
   d. tourist spots of national or local importance;
   e. hospitals and nursing homes;
   f. educational institutions, libraries;
Kolkata Municipal Corporation
Draft Advertisement Policy
March, 2009

Draft for discussion purposes only

The intent is that the view of the monument or the building or the site in question is clear without any visual intrusion. The Municipal Commissioner may by notification, allow an advertisement in any of the above mentioned zones, on an exceptional basis.

2.2.2 No advertisement zones- Specific
No advertisement of any kind would be permissible in/on or obstructing the view of, the following areas -

1. On Jawaharlal Nehru Road from the Statesman House on the North to the starting point of Park Street fly-over on the south).

2. The entire maidan area including the Citizens Park, the Elliot Park, the Monohardas Tarag, the Curzon Park, the vast expanse of the maidan as such, the areas in front of Eden Gardens, Netaji Indoor Stadium and Akash Bani Bhavan.

3. The Council House Street and the two sides of the said street (including the premises like St. John’s Church, GPO, Calcutta Collectorate etc.

4. The Dalhousie Square tank and the four sides of the tank

5. The Writers’ Building, the St. Andrews’ Church etc., the Old Court House Street.

6. The High Court, the Victoria Memorial Hall, the Town Hall etc.

Some road intersections may be separately notified by the Municipal Commissioner as ‘No Advertisement zones’.

2.3 Manner of display of advertisements

2.3.1 Thematic content
Advertisements having the following themes/messages will not be allowed:

1. Nudity

2. Defamatory towards any caste, colour, creed, religion, nation, community, race or institution

3. Advertisement of drugs, alcohol, cigarette or tobacco items

4. Advertisements propagating exploitation of women or child

5. Advertisement depicting cruelty to animals

6. Advertisement casting aspersion on any brand or person or trade
7. Advertisement glorifying violence
8. Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.)
9. Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing structure of an Advertising Device
10. 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
11. 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

2.3.2 Structures / Impediments
The structure used for display of advertisements should not –
1. Obstruct the clear vision of any traffic signal.
2. Block the passage, entrance or cause inconvenience of access to any building (both entry & exit)
3. Block the passage of light or circulation of air/ventilation to any building.
4. Block any door, window, verandah or any such opening in any building.
5. Block, conceal or inconvenience the public view of the architectural features of any building.
6. Block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner so that the business behind is affected.
7. Materially obstruct/ cover the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word ‘materially’ is important and each case will have to be examined on its own merits. The Municipal Commissioner’s decision would be final in this respect.
8. Damage, cut or otherwise harm any tree
9. The exposed part of the structure visible from the road from any angle should be aesthetically covered.
10. Block any space on any street/lane/bylane/pavement in any manner that disturbs the movement of the traffic or pedestrians.

2.4 Display of advertisement at traffic junctions
1. No illumination sign in red, orange or green colors shall be erected or maintained within a horizontal distance of 32 feet of any illuminated traffic sign. All advertising signs illuminated by a light other than a white light at a height of less than two stories or 20 feet above the footpath, whichever be the greater height, shall be so displayed that it does not interfere with any sign or signal or control booth/equipment.
2. No sign is to be located within 32 feet from major street corners.
3. Signs using ‘flickering lights’ in any form shall not be allowed at traffic junctions or at any place where it interferes with the effectiveness of a traffic control device. The term ‘flickering lights’ does not cover normal illumination of hoardings or use of neon signs but, refers to fast changing color lights or a series of bulbs that switch on and off.

3 Special provisions for display of advertisements on hoardings

The following provisions shall be adhered to in respect of hoardings in addition to the general policy guidelines stated above (Please refer section 2):

3.1 Size of Hoardings

1. The standard sizes of the hoarding board shall be as follows:-

   a. In case of hoardings on streets, footpath or ground, the standard size of 20’x10’ (to be read as “20 feet by 10 feet”) should be maintained.

   b. In case of all other hoardings, one of the following standard sizes (length x breadth) should be maintained -

<table>
<thead>
<tr>
<th>a. 20’x10’</th>
<th>b. 20’x20’</th>
<th>c. 30’x20’</th>
</tr>
</thead>
<tbody>
<tr>
<td>d. 30’x15’</td>
<td>e. 20’x15’</td>
<td>f. 40’x20’</td>
</tr>
<tr>
<td>g. 60’x20’ (only in fringe areas)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Size of hoardings shall, as far as possible, be proportionate to the general average width of the abutting road. On roads with less than 60’ width, the largest standard size hoarding i.e. 60’ x 20’ will not be ordinarily permitted.

3. Back to back hoardings shall be permitted.

4. The angle made by the hoarding with the road line should not be more than 30 degrees.

5. Advertising Devices (especially placed close to parks and gardens) shall in no case be higher than the prevailing tree canopy line of the city unless allowed by the Municipal Commissioner. The advertising device should be located such that the trimming of vegetation will be unnecessary.

3.2 Structural design / erection of the hoarding

1. The hoarding irrespective of the size should be erected on steel frames.

2. Single pole hoardings would be preferred.

3. The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by a KMC enlisted Structural Engineer. For structurally unstable hoardings which were in existence before implementation of these guidelines, the agency owning such hoardings shall be advised to seek the views of a KMC-empanelled Structural Engineer.

4. Hoardings shall be allowed to be erected on a building only if it has been examined for structural stability and also the building has been examined on whether it can withstand the
pressure of the hoarding, and a certificate to that effect is produced from a KMC empanelled Structural Engineer (Grade II).

5. The hoarding shall be in alignment, as far as possible, with any other approved hoarding previously erected nearby.

6. The renewal of the license is subject to submission of structural stability certificate and building structural stability certificate, every three years, from the Structural Engineer.

3.3 **Height restrictions on hoardings**

1. When erected on ground, the ground clearance should be at least 11 feet and not greater than 60 feet. The top of the hoarding shall not be greater than 70 feet from the ground surface.

2. When erected on a building, the ground clearance should be at least 11 feet. The top of the hoarding shall not be more than 41 feet from the terrace level.

3.4 **Minimum distance between two hoardings**

1. The minimum distance between two hoardings on the same side of the road/alignment shall be maintained in such a way that the proposed hoarding will not obstruct the view of existing permitted hoarding.

2. If a new hoarding is proposed near an existing hoarding, then minimum distance between the two hoardings shall be 16 feet. However, minimum distance will have to be increased if aesthetic considerations so require. The decision of the Municipal Commissioner shall be final in this respect.

3. In case of V-shaped hoardings, the minimum distance norm shall not apply for the two parts of the hoarding.

3.5 **Alignment of hoardings**

1. As far as possible, uniformity of size of the hoarding and alignment thereof in a particular locality/road shall be maintained.

2. Agency shall realign, readjust, or shift the hoardings whenever called upon by the Municipal Commissioner to do so at his own cost without claiming any compensation.

3.6 **Projection of hoardings**

1. No new hoarding shall be permitted on a footpath with width less than 6 feet.

2. Hoarding structure on the terrace of a built up structure/building shall not be allowed to project, in the interest of public safety, beyond the building line.

3. No new hoarding/structure would be allowed to traverse the footpath or a road diagonally and the convenience of the pedestrians will supersede.
3.7 **Display of hoardings**

An Identification number for each and every hoarding would be issued by the Municipal Commissioner. The same should be displayed on the bottom right hand corner of each hoarding. In case of non-compliance, the Municipal Commissioner may demolish the hoarding by categorizing it as an unauthorized hoarding.

3.8 **Illumination of hoardings**

1. The level of luminance should not exceed a source limit of 1 cd/cm² with an operational limit of not more than 8 hours in a day (24 hours).

2. The illuminated hoardings should preferably be solar powered.

3. No illuminated hoarding shall be permitted within the cone of the vision (60 degrees) of the driver without the NOC from the Traffic Police Department.

4. Illuminated hoardings should be put off before midnight.

5. The illuminated hoardings in residential premises should not be blinking.

3.9 **Special cases**

1. In case of hoarding in the vicinity of a flyover, the Municipal Commissioner may relax the height restrictions (please refer Section 5) as the case may be.

2. The request for clubbing of the hoardings shall be considered only if the resultant single hoarding is in conformity with the standard sizes and subject to payment of one time premium as decided by the Commissioner.

4 **Special provisions for display of advertisements on bus stops**

Advertisement signs are allowed at bus stops provided that they are fully integrated into the overall design of the bus shelter. This is to ensure a visually neat and tidy streetscape and to maintain unobstructed and safe pedestrian movement. Advertising at the bus stops will be allowed subject to the following conditions

1. Advertisements have to be part of the structure and cannot be suspended or be an addition to the primary structure.

2. In case of illuminated panels, internally-illuminated advertising panels will be preferred.

3. Other general provisions as set out by this policy will be applicable to display of advertisements at bus stops.

The Municipal Commissioner may issue separate orders/schemes for design and installation of bus shelters.
5 Special provisions for display of advertisements on flyover and bridges

Advertisements on bridges will be subject to the following restrictions, apart from the general provisions as applicable to other advertisements:

1. The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge.

2. The maximum height of the advertisement shall not exceed the height of the parapet of the bridge.

3. The length of the advertisement shall not exceed 60’.

4. Advertisements on the pillars supporting the bridge are allowed subject to the condition that Total length of the advertisement panel on the pillars, shall not exceed the diameter of the pillar at the midsection by 2’. The clearance between the advertisement panel and surface area of the pillar shall not be greater than 1’.

6 Special norms for display of advertisement on business premises

The advertisement, such as illuminated glow sign boxes and illuminated/neon sign name boards on the business premises shall be permitted/regularized as per the KMC Act. These advertisements should conform to the following norms:

1. Notwithstanding any permission given for such erection, any such sign which after erection is, in the opinion of authority, of such intense illumination so as to disturb occupants of the adjacent or nearby buildings shall, on the order of authority, be suitably altered or removed by the owner of the site concerned within such reasonable period as the authority may specify.

2. No ground sign shall be erected so as to obstruct the free access to or exit from any building.

3. No part of the advertisement or its support structure shall project beyond the building on its sides. It shall also not project beyond the plot boundary.

4. Only advertisements related to products sold or services rendered by the entity occupying the business premises are permitted on the said premises.

7 Special norms for display of advertisements by floating balloons

Permission for illuminated or non-illuminated advertisement by means of floating balloons can be granted subject to compliance of conditions mentioned below:
1 The agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisements. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display.

2 The agency shall produce No Objection Certificate (NOC) from the Ministry of Civil Aviation, Government of India, and shall observe all their rules and regulations.

3 The agency shall be liable to pay damages for any accident or any injury which may be caused to any property or person by reason of keeping the said balloon or the material, gas or any device used in respect thereof or by reason of the fall or otherwise of the said balloon or any part thereof due to storm, faulty operation, negligence, accident or any other cause whatsoever.

8 Procedures

8.1 Erection of hoardings

8.1.1 Application
1. The applicant agency shall apply for permission in the prescribed form (Annex A) to the Advertisement Department of the Kolkata Municipal Corporation.

2. Along with the application form duly filled in, the applicant has to deposit the prescribed processing fees as per the schedule of rates and charges of KMC (available at KMC website www.KolkataMyCity.com).

3. Along with the application form, the following documents are required to be submitted –
   a. NOC/ allotment letter from the owner of land/ property and an agreement between the owner(s) of the building and the applicant.
   b. Current property tax bill.
   c. Structural Stability certificate of the hoarding and building (if) from empanelled structural Engineer.
   d. Engineering drawing of the proposed structure in triplicate blueprint duly signed by the structural engineer.
   e. Map of the location of hoarding.
   f. Two copies of 10”x8” size Photograph taken from a distance of 60 meters from the proposed site with marking of the proposed hoarding thereon.
   g. An affidavit in the prescribed format sworn before a first class magistrate.
   h. NOC from the Commissioner of Police (Traffic) (as applicable)

8.1.2 Scrutiny
1. At the time of submission of the application, a pre-scrutiny of the filled-in form and the accompanying documents would be made by the personnel of the Advertisement
Department. If the application is found complete in all respects, only then the same shall be accepted along with the processing fees. Hence, applicants are advised to file complete applications for faster processing.

2. On the acknowledgement receipt of the complete application, a call date, not later than three weeks from the date of receipt, would be indicated which would be the date on which the applicant shall get the decision on his application i.e. either a grant of permission or a rejection along with reasons.

3. The detailed scrutiny along with the site visit should be completed in such a manner that the decision of the authority is obtained before the call date given to the applicant.

4. In case the application is rejected for any reason whatsoever, the processing fees shall be forfeited.

5. In case the application is accepted, the Municipal Commissioner shall issue an Identification (ID) number for the hoarding. This ID no. should be displayed on the bottom right hand corner of the hoarding.

8.1.3 Post-approval

1. Within 48 hrs of erection of the hoarding, the agency shall submit to KMC a certificate from a Structural Engineer certifying that the hoarding has been constructed as per the specifications and engineering drawings.

2. Within 15 days of receipt of such certificate from the applicant, the KMC shall undertake a field visit to the approved hoarding and check for inconsistencies or deviations.

3. In case deviations are found, the agency would be given a notice period upto 30 days to rectify the same, except in cases where immediate action may be required.

4. After the lapse of 30 days notice, if deviations are still found, KMC would get the hoardings and the structures demolished. The processing fees and all charges would be forfeited and a suitable penalty may be imposed.

8.1.4 Appeals

Any grievance, in relation to this policy needs to be addressed to the Municipal Commissioner, within 30 days from the receipt of orders or cause of action as the case may be. The Municipal Commissioner, for sufficient cause, at his discretion may condone any delay of filing for upto 30 days.

If the applicant simultaneously seeks redressal in a court of law for the same cause of action, the appeal to Municipal Commissioner shall stand automatically dismissed.
8.2 **Regularization of existing hoardings**

1. All existing hoardings on KMC’s land/property shall be regularized as per the guidelines stated in this document.

2. In case it is required, then such hoardings may be re-aligned, re-adjusted, shifted or permanently removed as the case may be.

3. Efforts would also be taken to maintain uniformity of size of hoardings on a particular road.

4. KMC or the agency on advice from KMC shall complete such regularization within 6 months of issuance of these guidelines.

5. In case the agency regularizes a particular hoarding within the regularization period, it shall have the right to continue with the regularized hoarding for another period of 1 year from the date of lapse of the 6 months regularization time-frame subject to payment of land utilization fees at 20% over and above the last year’s fees and clearing of all arrear dues.

6. In case the agency fails to regularize the hoarding within a time-period of 6 months, KMC may decide to demolish the hoarding.

9 **Hoardings on the premises of other public authorities**

Agencies desirous of erecting hoardings on the land of premises of other public authorities, whether government, or semi governments have to obtain a valid license from the Kolkata Municipal corporation before they can erect the hoarding or display advertisements.

10 **New hoardings on corporation land/properties**

KMC permits the use of its land/properties for display of advertisements. Land/property is allotted to agency for display.

1. KMC shall henceforth, from time to time, identify locations on KMC property where it will allow new hoardings to be erected.

2. After such identification, it shall put such locations on auction through an open advertisement.

3. When auctions are not feasible, competitive tenders may also be invited.

4. The selected agency shall be issued an allotment letter for use of the KMC property/land for the purpose of advertisements. On receiving the allotment letter, the agency shall apply to KMC for display of advertisement under the usual procedure.

5. The Municipal Commissioner may permit the display of advertisement to any agency for a maximum period of 2 years on payment of land utilization charges and advertisement fees as fixed by the Commissioner and on such terms and conditions as deemed fit, provided such advertisement fulfills the policy guidelines.

6. Upon expiry of the period of the allotment letter, the agency shall hand over the site with the structure to the KMC. Thereafter, display of advertisement on the said site would be allowed by auctioning or by inviting competitive tenders.
10.1 Duties and responsibilities of the license holder agency

1. The license holder shall ensure that the structure and the advertisement board are aesthetically designed and properly maintained at all time.

2. The license holder will ensure to have a valid license at all times, as laid down by this policy, during the currency of the license.

3. It will be mandatory on the part of the agency to display, at their cost, a civic message or any other message as and when directed by KMC for a period of fifteen days in a year for which no fees will be charged.

4. The license can be transferred with the prior permission of Municipal Commissioner and on payment of transfer fees as prescribed by the Municipal Commissioner from time to time and subject to the following:
   a) In case of legal transfer, legal documents to prove the legal succession status of the transferee.
   b) In case of transfer through sale, sale document.
   c) Affidavit indemnifying the KMC from all other claimants.

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A Proforma for Application Form

APPLICATION FOR ERECTION OF NEW HOARDING

KOLKATA MUNICIPAL CORPORATION

<table>
<thead>
<tr>
<th>SN</th>
<th>Particulars</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Name of applicant</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Type of applicant</td>
<td>Proprietary firm/company/Charitable Trust/Others</td>
</tr>
<tr>
<td>3.</td>
<td>Address of applicant</td>
<td>Tel:</td>
</tr>
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<td></td>
<td></td>
<td>Fax:</td>
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<td></td>
<td></td>
<td>Mobile:</td>
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<td>Email:</td>
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<tr>
<td>4.</td>
<td>Registration Code (if any)</td>
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<tr>
<td>5.</td>
<td>Site location</td>
<td>Ward No.:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Borough No.:</td>
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<tr>
<td></td>
<td></td>
<td>On ground/ on roof/ others</td>
</tr>
<tr>
<td>6.</td>
<td>Road Details</td>
<td>Name of Road</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Width of Road (Mtrs)</td>
</tr>
<tr>
<td>7.</td>
<td>Size of hoarding (in feet)</td>
<td>Length</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Height</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Width</td>
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<tr>
<td></td>
<td></td>
<td>Area (sq)</td>
</tr>
<tr>
<td>8.</td>
<td>Height from the surface of the ground/ roof below it</td>
<td>Lower bottom of hoarding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To top of hoarding</td>
</tr>
<tr>
<td>9.</td>
<td>Distance from the nearest hoarding</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Type of display</td>
<td>Illuminated / Non Illuminated</td>
</tr>
<tr>
<td>11.</td>
<td>No. of trees within 25 m on all sides</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>No. of hoardings within 50m on all sides</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Name of Landlord</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Trees are required to be</td>
<td>Cut / Trimmed / No Interference</td>
</tr>
<tr>
<td>15.</td>
<td>Alignment with other hoarding</td>
<td>Yes/ No</td>
</tr>
</tbody>
</table>

I have read carefully the advertising policy guidelines of KMC and have complied with all the conditions. I accept that, in the event the information submitted by me is found false, I am liable for all such penal actions as prescribed under the law.
### Documents submitted

<table>
<thead>
<tr>
<th>SN</th>
<th>Documents</th>
<th>Please put a (✓)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Application for erection of hoarding</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Structural Stability certificate of the hoarding and building (if) from empanelled structural Engineer</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>NOC from the owner of land/property</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Engineering drawing of the proposed structure in triplicate blueprint duly signed by the applicant</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Map of the location of hoarding</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Two copies of 10”x8” size Photograph taken from a distance of 60 meters from the proposed site with marking of the proposed hoarding thereon *</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>An affidavit in the prescribed format sworn before a first class magistrate</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>An agreement between the owner (s) of the building and the applicant</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

Whether the application is complete as per the advertisement Guidelines? Yes/ No

If No, state the deviations: ________________________________

[a] Case No.: ____________________________________________

[b] Date of receipt of application: _______________________

[c] Processing fees: ________________________________

Signature of the __________
B  Proforma of the affidavit

I/We Sri/Smt. ________________________________ son/daughter/wife of Sri/Smt ________________________________, Director/Proprietor/Partner/Technical officer and Authorized Signatory of M/s. ________________________________, aged about _____ years, residing at ________________________________ and having its Regd. office at ______________________________________ P.S. __________________________________________, do hereby solemnly declare and say as follows:--

1. That I/We am/are owner/director/partner/Technical officer of M/s. ______________________________, above-named company/Firm.

2. I/We intend to use the site at Premises No. ________________________________ P.S. ________________________________, Kolkata ___________, for the purpose of advertisement and for the purpose, I have taken lease / sub-lease/ licence from the owner / I am the owner of such Premises.

3. The land, building, wall, hoarding, frame, kiosk, or structure is / will not hang over or reach any part of KMC land or Government or land of any statutory authority.

4. I / We declare that in the event of any contravention of any of the provision of the act or any regulation made under the Kolkata Municipal Corporation Act or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner or any advertisement or part thereof falls otherwise than through accident or if due to the work of government, Corporation or Statutory Authority the advertisement is required to be displaced the permission shall stand void and I / We will not claim any right.

5. I / We declare that if there is any contravention of any conditions and terms of the Licence and if there is any additional / alteration made to or in the building wall, hoarding, frame, post, kiosk or structure, upon or over which the advertisement is created, exhibited, fixed or retained the licence shall become void.

6. I / We also declare that structural stability of the hoarding has been duly certified by the enlisted structural Engineer of KMC and I / We also declare that due to erection of hoarding, frame, post, kiosk or structure if any accident occurs or right easement, window/light is affected I/ We shall be responsible and the Kolkata Municipal Corporation under no circumstances shall be held responsible for such act, I / We further declare that I/ We shall compensate KMC for any loss or damage due to my/our act or commission as will be determined by the Mpl. Commissioner or any other competent authority.

The statements contained in the foregoing paragraphs are true to my knowledge and belief.

Signature of Deponent
Designation