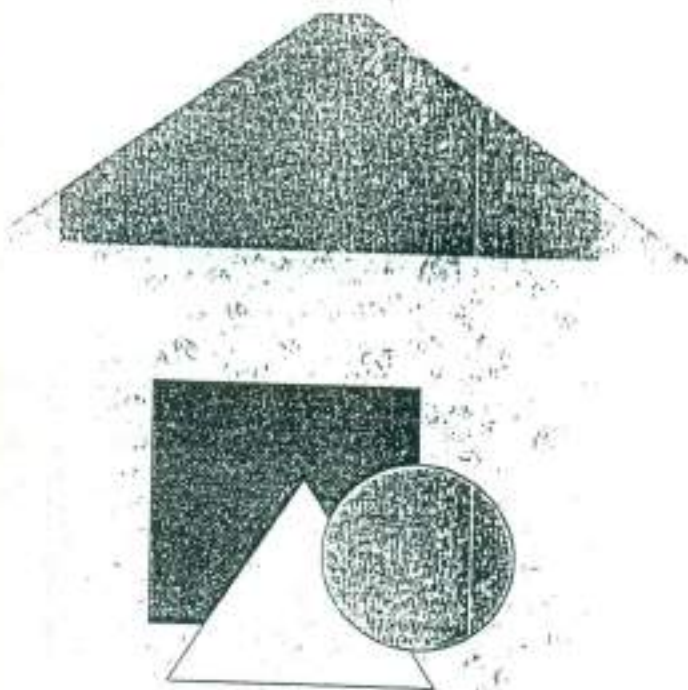


**PROPOSED**  
**DISTRICT MUNICIPAL CORPORATION**  
**KARACHI**  
**EAST/WEST/SOUTH/CENTRAL/MALIR**  
**ADVERTISEMENT AND SIGNAGE**  
**BYE LAWS 2001**



DISTRICT MUNICIPAL CORPORATION KARACHI  
EAST/WEST/SOUTH/CENTRAL/MALIR  
ADVERTISEMENT AND SIGNAGE BYE-LAWS 2001

INDEX

PREAMBLE

1. DEFINITIONS
2. APPLICATIONS FOR LICENSING AUTHORITY'S APPROVAL FOR SIGNS AND ADVERTISING
3. AMENDMENT, WITHDRAWAL AND TERMINATION OF THE LICENSING AUTHORITY'S APPROVAL
4. CHARGES
5. RELEVANT FACTORS IN CONSIDERING APPLICATIONS
6. RIGHT OF APPEAL
7. TYPES OF SIGN – SPECIFIC PROVISIONS RELATING TO
8. STRUCTURAL REQUIREMENTS
9. ELECTRICAL REQUIREMENTS
10. DISFIGUREMENT
11. SPECIAL PROVISIONS
12. DAMAGE TO PUBLIC PROPERTY
13. ENTRY AND INSPECTIONS
14. DISPOSAL OF REMOVED AND CONFISCATED ADVERTISEMENTS AND SIGNS
15. PRESUMPTIONS
16. IMPLEMENTATION AND MONITORING
17. ENFORCEMENT AND REMOVAL OF SIGNS
18. SERVICE OF NOTICES
19. REPEAL OF BYE-LAWS

Attached Documents :

1. APPLICATION FORM.
2. APPROVAL FORM.
3. REGISTRATION FORM FOR ADVERTISER
4. REGISTRATION CERTIFICATE FOR ADVERTISER
5. TARIFF FORM.

**DISTRICT MUNICIPAL CORPORATION KARACHI**  
**EAST/WEST/SOUTH/CENTRAL/MALIR**

Karachi dated \_\_\_\_\_

**NOTIFICATION**

No. \_\_\_\_\_ . In exercise of the powers conferred by section 104 of the Sindh Local Government Ordinance, 1979 read with Schedule VIII to the said ordinance and after compliance with the provisions of sub section(3) of the said section and with the sanction of the Government of Sindh, the District Municipal Corporation, Karachi East/West/South/Central/Malir are pleased to make the following bye laws.

- (1) these bye laws may be called the District Municipal Corporation, Karachi East/West/South/Central/Malir Advertisement and Signage bye laws 2001.
- (2) They shall come into force at once.

**I. DEFINITIONS**

In these bye laws, unless the context otherwise requires:

- i. "*advertising structure*" means any physical structure built or capable of being used to display an advertisement;
- ii. "*advertisement*" means any representation of a word, name, letter, figure or object or an abbreviation of a word or name, or any sign or symbol; or any light which is not intended solely for illumination or as a warning against any danger and "*advertising*" has a similar meaning; and shall also mean utilization of land as business use for the same;
- iii. "*agency*" means any Governmental, Semi Government and Public Sector Department, Corporation, Authority or Organization within territorial limits of Karachi Division who by virtue of having land control acquires right to collect land rent from outdoor signage/advertisement once a license has been issued by the licensing authority;

- iv. "approval" means approval by the licensing authority;
- v. "clear height" in relation to a sign, means the vertical distance between the lowest edge of the sign and the level of the ground, footway or roadway immediately below the sign;
- vi. "combustible material" means material other than incombustible material;
- vii. "commercial advertising" means any words, letters, logos, figures, symbols, pictures relating to the name of a business, trade, partnership, individual, or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered or any event for commerce and entertainment, including sporting events;
- viii. "committee for out door signage" means an advisory committee to oversee the implementation of these bye laws and to prescribe monitoring parameters;
- ix. "commercial advertiser" means an individual or advertising firm as being registered as such with the licensing authority and carries on business for third party advertising;
- x. "contract" means the contract agreement, the documents set out therein and includes the conditions and additional conditions, if any of contract, the tender and acceptance thereof, the specifications, the drawings, the bid schedule, and the prices, rates or bid amount;
- xi. "contractor" means the person or persons, firm or company whose tender has been accepted by the Licensing Authority and shall include the contractor's duly authorized representatives, successors and assigns;
- xii. "corporation" means the District Municipal Corporation, Karachi East/West/South/Central/Malir;
- xiii. "depth of a sign" means the vertical distance between the uppermost and lowest edges of the sign;

- xiv. "Director Advertisement" means the head of advertisement and signage department of the corporation and included any person to act under these bye laws as such;
- xv. "direct Advertiser" mean any individual, firm, industry, corporation including non profit body or shop owner or any other person intends to and get registered for advertisement of his own product, business or charity as the case may be, without any third party advertising;
- xvi. "display of a sign" means the display of a sign and includes the erection of any billboard, sign or structure intended solely or primarily for the support of such sign or billboard; and in addition includes the advertisement of a business, trade, partnership or individual connected to the contents of the sign or advertisement;
- xvii. "existing sign" means any existing sign approved by the competent authority before coming into force of these bye laws;
- xviii. "flashing sign" means any illuminated sign, the light emit from which does not remain constant in all respects;
- xix. "flat sign" means a sign which is affixed to or painted directly on a main wall and which at no point projects more than 0.75 ft ( ) in front of the surface of such wall;
- xx. "form" means a form specified in the schedule;
- xxi. "industrial building" means a warehouse, depository or store;
- xxii. "land rent" means charges of ground occupied beneath the sign to be computed according to horizontal projection of the sign;
- xxiii. "licensing authority" means the District Municipal Corporation, Karachi East/West/South/Central/Malir;
- xxiv. "license" means a license issued under these bye laws;

- ix. "main wall" means any external wall of a building but does not include a parapet wall or railing of a verandah or balcony;
- x. "neon sign" means any illuminated sign, the light emit from which remain constant;
- xi. "new sign" means any sign first displayed after coming into force of these bye laws;
- xii. "overall height" in relation to a sign, means the vertical distance between the uppermost edge of the sign and the level of the ground, footway or roadway immediately below the sign;
- xiii. "poster and notices" means any placard announcing or attracting public attention to any property, meeting, event, function, activity or undertaking or to the candidature of any person nominated for election to Government, be it national, provincial or local, or similar body or to a referendum;
- xiv. "projector sign" means any sign projected by a laser projector, video projector, cinematography or other apparatus;
- xv. "public place" means any road, street, thoroughfare, bridge, subway, foot pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed place vested in the licensing authority, or other State, Provincial, Local or Quasi Government Authority and also include a shopping plaza, market, meena bazar, art gallery, fun house, amusement park or any other place may it be private, corporate or public, to which general public or a particular class of public is generally or specifically invited for a commercial gain;
- xvi. "registration period" means registration period of a license issued to an individual, firm or body being a commercial advertiser or otherwise for a period of one financial year or part thereof by the licensing authority and shall remain valid up to 30th day of June of the financial year in which such registration sought;

- iii. "main wall" means any external wall of a building but does not include a parapet wall or railing of a verandah or balcony;
- iii. "neon sign" means any illuminated sign, the light emit from which remain constant;
- iii. "new sign" means any sign first displayed after coming into force of these bye laws;
- iii. "overall height" in relation to a sign, means the vertical distance between the uppermost edge of the sign and the level of the ground, footway or roadway immediately below the sign;
- iii. "poster and notices" means any placard announcing or attracting public attention to any property, meeting, event, function, activity or undertaking or to the candidature of any person nominated for election to Government, be it national, provincial or local, or similar body or to a referendum;
- iii. "projector sign" means any sign projected by a laser projector, video projector, cinematography or other apparatus;
- iii. "public place" means any road, street, thoroughfare, bridge, subway, foot pavement, footpath, sidewalk, lane, square, open space, garden, park or enclosed place vested in the licensing authority, or other State, Provincial, Local or Quasi Government Authority and also include a shopping plaza, market, meena bazar, art gallery, fun house, amusement park or any other place may it be private, corporate or public, to which general public or a particular class of public is generally or specifically invited for a commercial gain;
- iii. "registration period" means registration period of a license issued to an individual, firm or body being a commercial advertiser or otherwise for a period of one financial year or part thereof by the licensing authority and shall remain valid up to 30th day of June of the financial year in which such registration sought;

- ii. *"residential purposes"* means the use of a building as a dwelling, an apartment building, a hostel, a boarding house, guest house and a residential club;
- iii. *"roadway"* means portion of a road, street or thoroughfare improved, constructed or intended to be constructed and also include land reserved for a road or transit way or the lands acquired for the purpose of construction of such road or transit way measured from property line to property line on both sides;
- iiii. *"roof sign"* means a sign painted or affixed directly on the roof covering of a building;
- v. *"shop"* means any premises used wholly or in part for the whole-sale or retail sale of commodities or articles, either for cash or on credit, or where services are rendered to customers, and includes an office, a store room, godown, warehouse or place of work, whether in the same premises or otherwise, mainly used in connection with such trade or business;
- vi. *"sign"* means any advertisement and includes any object, structure or device which in itself is an advertisement or which is used to publicly display an advertisement; and includes a banner and a billboard;
- vii. *"trivision"* means any advertisement having tripartite illuminated or un-illuminated visionary sign whether constant or with moving parts;
- viii. *"toning classification"* means categorization of different areas or public places as defined in these bye laws and/or private areas and places fall within the jurisdiction of the licensing authority, for the propose of determination of charges and/or levying of tariff under these bye laws in accordance with zoning classification.



2. APPLICATIONS FOR LICENSING AUTHORITY'S APPROVAL FOR SIGNS AND ADVERTISING

2.1 No person shall display or erect any advertisement or sign or use any sign or advertising or use any structure or device as a sign or advertising without obtaining a license under these bye laws;

2.2 No sign nor its support structure shall in any way be altered, moved, re-erected or added to, nor shall any alteration be made to the electrical wiring system of a sign, without the prior written approval of the licensing authority in terms of this bye law;

2.3 Every person intending to display a sign or alter or add to an existing sign shall submit a written application to the licensing authority in the prescribed form and submit therewith to the licensing authority plans drawn in accordance with the following requirements:

2.3.1 A site plan showing the site on which the sign or advertising is proposed to be erected or displayed, drawn to a scale of not less than 1 : 200 showing clearly and accurately the position of the sign and the building, if any, to which it is to be attached and showing every building on the site and the positions with dimensions of the sign or advertisement in relation to the boundaries of the site and the location of the streets abutting the site ;

2.3.2 A drawing sufficient to enable the licensing authority to consider the appearance of the sign or advertising and all relevant construction detail including an indication of the materials of which the sign is to be constructed, the manner in which the lettering thereon is to be executed, the colors to be used, and whether or not the sign is to be illuminated; and in the latter event, the plan shall indicate whether or not the sign is a flashing sign and if so, full details shall be furnished ;

- 2.3.3 The drawing in terms of bye law 2.3.2 herein above shall have detailed drawings of such sign to a scale of not less than 1 : 20 ;
- 2.3.4 The content of every advertisement or signage shall be subject to the approval of the licensing authority ;
- 2.4 If a sign is to be attached to or displayed on the façade (main front/elevation) of a building, the licensing authority may require the submission of an additional drawing showing an elevation of the building in color, the details and position of the proposed sign and the details and the position of every existing sign on the building drawn to a scale of not less than 1 : 100, or the licensing authority may require a colored print or computer generated impression of the building with the details of the proposed sign superimposed on such graphic and drawn as nearly as is practicable to the same scale as that of the graphic;
- 2.5 In addition, the licensing authority may requires the submission of additional drawings, calculations and other information and a certificate by a person defined in as a certified engineer, in each case, giving details to the licensing authority's satisfaction, to enable it to establish the adequacy of the proposed means of securing, fixing or supporting any sign, advertisement or billboard to resist all loads and forces to which the sign, advertising or billboard may be exposed and the sufficiency of the margin of safety against failure in compliance with the provisions of the Karachi Building Control Regulations or any other law, rules and regulations generally or specifically made in this behalf. The approval and erection of billboard and super billboard classified at bye laws 7.4 and bye law 7.6 respectively and roof sign specified at bye law 7.10 shall exclusively subject to structural drawing and supervision from an structural engineer or architect approved by the Pakistan Engineering Council or Pakistan Council of Architects and Town Planners;

1. AMENDMENT, WITHDRAWAL AND TERMINATION OF LICENSING AUTHORITY'S APPROVAL

3.1 The licensing authority may, at any time, withdraw an approval granted in terms of bye law 2 or amend any condition or impose a further condition in respect of such approval, if a sign or advertising is in a state of disrepair or does not comply with these bye laws;

3.2 Where an approved sign is not erected within three months from approval or within the time specified in the approval granted, such approval shall lapse;

3.3 Any approval of third party advertising granted by the licensing authority in terms of bye law 2, will endure for a maximum period of one year or till the end of financial year (whichever is earlier) where after a new application for renewal must be submitted to the licensing authority for approval under bye law 2. Provided that in case of auctioned sites for advertisement/sign, the period stipulated in the auction notice and in subsequent agreement shall be the period of the currency of the license subject to a maximum of three years ending on the 30<sup>th</sup> day of June of the succeeding year(s).

#### 4. CHARGES

- 4.1 (a) Every person who applies to the licensing authority for approval in terms of bye law 2, shall upon approval of application, pay to the licensing authority the fee and land rent prescribed from time to time by the corporation and no advertisement or sign shall be displayed or extended until such charge has been paid;
- (b) Should any advertisement or sign does not fall within the land jurisdiction of the corporation the land rent shall be payable to the agency, fee/charge shall be payable to the licensing authority;

4.1.1 Notwithstanding any thing contained in these bye laws or in any notification issued under these bye laws, the licensing authority may on its discretion, auction any designated site, fulfilling criteria laid down in these bye laws;

4.2 Corporation by notification shall, from time to time, prescribe the charges for different classes of advertisement signs in accordance with provisions of bye laws 4.5, 4.6 and 4.7 of these bye laws regarding zoning classification;

4.3 One quarter percentum of one year license fee, as may be determined by the licensing authority for available advertising space shall be deposited in the form of pay order drawn in favour of the licensing authority alongwith the application. The balance of three quarter percentum license fee shall have to be deposited within fifteen days of approval of the application alongwith full amount of land rent in favour of the licensing authority/agency (as the case may be). Provided that initial deposit of one quarter percentum shall be refundable in case of non-acceptance of application;

- 4.4 A person, firm or body may be licensed one or more advertisement space(s) without submission of advertising matter to be displayed to the licensing authority subject prior approval shall be obtained by the advertiser before placing advertising matter on such advertisement/sign in terms of bye law 2;
- 4.5 The licensing authority, with the approval of council, shall apportion whole areas under its jurisdiction whether public or private; and/or " Public Places " as defined in these bye laws into four sign zones' to be called Zone "A", Zone "B", Zone "C" and Zone "D", in descending order, for determination of tariff and for levying of charge of each class of advertisement signage;
- 4.6 The licensing authority in addition to zoning classification may declare certain area or part thereof to be advertisement signage free zones, provided that any such declaration shall be applicable from the 1<sup>st</sup> July of succeeding financial year;
- 4.7 The licensing authority may from time to time amend or modify zones' in accordance with the provisions of bye law 4.5.

5. RELEVANT FACTORS IN CONSIDERING APPLICATION(S)

In considering an application in terms of bye laws 2, the licensing authority will have due regard to the following factors:

5.1 That no sign or advertisement should be so designed or displayed if:

5.1.1 It is detrimental to the environment artificial or natural or to the amenity of the neighborhood by reason of either size, intensity, frequency, illumination, quality of design or materials, or for any other reason;

5.1.2 It constitutes a danger to any person or property;

5.1.3 It displays any material which, whether in form, content may reasonably be expected to be offensive or shown to be offensive to the public or an identifiable class of persons;

5.1.4 It obscure or conceals from sight any other signs approved in terms of these bye laws;

5.1.5 It in any way impair the visibility of any road traffic sign or cause the driver to be distracted;

5.1.6 It contravenes any law, including these bye laws;

5.1.7 It will display objectionable social, religious or moral content.

6. RIGHT OF APPEAL

Any person may appeal to the Mayor of the corporation against any decision of the Director under these by laws within thirty days of the receipt of the decision on his application.

7. TYPES OF SIGN - SPECIFIC PROVISIONS RELATING TO

The following provisions shall also apply to the specific type of signs referred to hereinbelow :

7.1 Projecting Signs on walls and buildings

7.1.1 No part of any longitudinal projecting sign shall project more than 4 ft ( \_\_\_\_\_ ) in front of the main wall to which such sign is affixed;

7.1.2 Any sign projecting over a footway forming part of a public road or street shall be not less than 8 ft ( \_\_\_\_\_ ) in clear height;

7.2 Signs placed or painted on walls and buildings

7.2.1 That no sign shall extend above the top of such main wall/building or beyond either end of such main wall/building;

7.2.2 Sign on murals

Subject to the approval of the licensing authority, in terms of bye law 2, murals with advertising painted directly onto any approved surface may be considered on merit;

13 Signs on vehicles

7.3.1 No person shall erect or display any sign or cause any sign to be displayed on any vehicle, unless the sign displayed or caused to be displayed is painted or affixed directly on the body of such vehicle;

14 Billboards (Hoarding)

Any billboard displayed shall be any of the following standard size and corroborating clear height;

Size height x width	Clear height	Class of road where such erection is lawful
a) 20 ft x 60 ft. ( )	35 ft ( )	Major Arterials
b) 15 ft x 45 ft. ( )	30 ft ( )	Minor Arterials
c) 10 ft x 20 ft. ( )	25 ft ( )	Main Distributors
d) 8 ft x 12 ft. ( )	14 ft ( )	Local Distributors and main distributors

7.4.1 Shall be erected at an angle of 30 degree to 45 degree from the direction of the traffic flow and the corner near to the road edge shall be at least 7 ft. ( ) apart;

7.4.2 Shall have embossed or painted information as to advertiser who has been so licensed at the left side bottom corner on the back of billboard in a space of 1'x1' ( ) which must indicate:

- a) Name and office address of person or advertiser issued such license;
- b) Phone number (if any);
- c) Permission number of the licensing authority, with date, month & year;
- d) Bank challan number or pay order number with date;
- e) Code number allocated for such advertisement/sign by the licensing authority; with name of district;
- f) Any other information, directed to be displayed by the licensing authority;



7.4.3

May not encroach the boundary line of the property on which it is erected when erected inside a property or building;

7.4.4

Shall not be erected within 300 ft( ) of on and off-ramps of public roads;

7.4.5

Spacing of billboards shall also be subject to the following requirements:

- a) Major Arterials      Spacing of billboards at least 300 ft ( ) apart on the same side of the road on a straight section;
- b) Minor Arterials      Spacing of billboards at least 250 ft ( ) apart on the same side of the road on a straight section;
- c) Main Distributors      Spacing of billboards at least 200 ft ( ) apart on the same side of the road on a straight section;
- d) Local Distributors      Spacing of billboards at least 150 ft ( ) apart on the same side of the road on a straight section;

7.4.6

The erection of billboards shall furthermore comply with the following conditions:

a) **At intersections controlled by traffic lights:**

i. Shall not have as main colors, red or amber or green;

ii. Shall not obscure or interfere with any road traffic light or sign;

b) **Illumination:**

Illumination of billboards is permissible with constant light. flashing sign is prohibited for any type of billboard;

c) **Erection and servicing on public roads:** The traffic flow should not be impeded during erection and servicing of a billboard on a public road unless prior permission has been obtained and the necessary precautions arranged;

Transit signs

7.5.1

The parking of a transit advertising sign on the public property is prohibited;

7.5.2

Transit advertising signs parked on a private property for the purposes of storage shall be positioned in such a manner as not to be visible from a street or public place;

7.5.3

Notwithstanding any thing contained in these bye laws the licensing authority or it's authorised agent may without prior notice carry out the removal of such transit advertising sign;

7.6 Super Billboard

Subject to other provisions of these bye laws:

7.6.1

Shall not be less than 20' ft x 60' ft ( \_\_\_\_\_ )size;

7.6.2

Shall have clear height equal to or more than 40 ft ( \_\_\_\_\_ ) but to the maximum of 50 ft ( \_\_\_\_\_ );

7.6.3

Shall be permissible at the corners of the road inter section;

7.6.4

Sites for super billboard may be offered through public auction if deem beneficial to the licensing authority subjected reserved price shall not less than as defined in bye law 7.6.5;

7.6.5

The rates for super billboard shall be equal to twice the rates prescribed for the hoardings;

## Shop Signs

Shall comply to the following conditions :

7.7.1 Depth of sign may not be more than 6 ft ( \_\_\_\_\_ )maximum  
in vertical projection with a clear height of 8. ft ( \_\_\_\_\_ );

7.7.2 No sign affixed or erected over a shop shall extend beyond the  
external edge of the physical boundary of the shop :-

- a) Signs be affixed or erected flat over or onto the shop door, gate or entrance;
- b) No sign erected shall extend to the roof or window of the upper floor dwelling;
- c) No sign erected shall cause any disturbance, annoyance or danger to the occupant of the upper floor by reason of size, illumination or design;

Signs over bridges, flyovers, pedestrian overpasses and overhead crossings

The following signs may be affixed or painted on bridges, flyovers, pedestrian overpasses or overhead crossings:

- 7.8.1 Signs affixed flat or painted on a bridge or flyover but no such sign shall exceed 6 ft.( ) in depth or project above or below or beyond either end of such wall or railing;
- 7.8.2 Signs affixed or erected flat onto a pedestrian overpass or overhead crossing shall comply to the following:
- a) shall not exceed 6 ft.( ) in depth ;
  - b) shall not project beyond either end of such wall or railing;
  - c) shall not project upward beyond 1.5 ft.( ) from the floor of such pedestrian overpass or overhead crossing;
  - d) shall not have clear height less than 18 ft.( );
  - e) shall not obscure or conceal pedestrians passing through such overpass or crossing ;
- 7.8.3 Identical advertisement of only one product or service are permissible in the whole dimension of one side of such bridge, flyover, pedestrian bridge or overpass;
- 7.8.4 Advertisement or sign shall either be internally or externally illuminated;
- 7.8.5 Colors red, amber and green shall not be permitted at signalised Intersections;
- 7.8.6 Advertisement or signs of such bridges, flyovers, pedestrian overpasses and overhead crossings shall first be offered through public auction;

17 Pylon Signs shall comply with legal requirement of the road safety laws

- 7.9.1 Be erected complying the size as follow:
- (a) Ground width 20 ft ( \_\_\_\_\_ ) maximum one side;
  - (b) Height from ground to upper edge of the sign 50 ft ( \_\_\_\_\_ ) maximum;
  - (c) Thickness shall not exceed 1 ft.( \_\_\_\_\_ ) maximum;
- 7.9.2 Be erected at right angle to the ground with allowable tolerance of 5 degree maximum;
- 7.9.3 Be erected in close proximity of the outlet, business, trade, shop or company to which such sign refers or belongs to;
- 7.9.4 Be surrounded compulsorily with green area of 2700 sq. ft. ( \_\_\_\_\_ ) in accordance with plan approved by the licensing authority;
- 7.9.5 Be fabricated of non-combustible material;
- 7.9.6 Be illuminated either by external source or through internal luminary;

7.10 Roof signs (private sites)

- 7.10.1 A roof sign shall not obstruct the view from any other building or obscure existing advertisement/sign lawfully displayed;
- 7.10.2 No roof sign shall be erected or cause to be erected on any personal, private or public property unless approval is accorded by the licensing authority in terms of these bye laws;
- 7.10.3 Roof sign without illumination is not permissible except when sufficient reasons shown and accepted by the licensing authority;
- 7.10.4 Permissible limit of roof sign shall be 200 ft x 40 ft ( ) maximum subject to other general and specific conditions of these bye laws;
- 7.10.5 Permissible subject to erection in conformity with the Karachi Building Control Regulations or any substitute law for the time being in force for the discipline of building structures;

7.11 Pole Mounted Signs

- 7.11.1 No sign is permissible on a pole except a perspex or plexiglas sign with minimum clear height of 14 ft ( ) from the ground;
- 7.11.2 The standard depth and width of perspex or plexiglas sign shall be 6 ft x 4 ft ( ) and shall emit constant light from internal source;
- 7.11.3 A pole shall have not more than two signs abutting each other at an angle of 180 degree;
- 7.11.4 A pole sign shall be secured with the pole in a manner that maximum projection may not exceed 4.5 ft ( );
- 7.11.5 On a continuous straight road section not less than 20 poles shall have identical signs;
- 7.11.6 Notwithstanding any thing contained in this bye laws the licensing authority may permit varying dimension pole signs in accordance with specific requirement with due regard to aesthetic beauty and the safety factor;
- 7.11.7 No sign is permissible on poles mounted on the central islands and central medians;



7.12 Perspex (illuminated) Signs and Neon Signs

Perspex (illuminated) signs shall comply with road safety requirements and in addition to those :

- 7.12.1 Be fabricated of perspex, plexiglas or any other transparent thermoplastic acrylic tough material;
- 7.12.2 Shall have 7.5 ft.( ) clear height minimum if projecting over a footpath or walkway ;
- 7.12.3 Shall have 15 ft.( ) clear height minimum if projecting over a road, thoroughfare or street carrying traffic ;
- 7.12.4 Shall have 3 ft.( ) clear height if erected flat onto or casted in the wall or beam;
- 7.12.5 Shall have constant emitting light, flashing signs are not allowed;
- 7.12.6 Shall comply to standard conditions set forth for any of the corresponding class of signs to which such perspex signs related in category, dimension and volume;

7.13 Loose portable signs

Placement of loose portable sign on any public place is hereby prohibited.

8. STRUCTURAL REQUIREMENTS

- 8.1 All signs shall be properly constructed of the requisite strength and shall be securely fixed to the satisfaction of the licensing authority;
- 8.2 The person by whom such signs are erected and the owner of the fixture or building on which or to which they are attached shall assume all liability and responsibility in connection therewith, including maintenance, and shall undertake at least one annual inspection thereof with a view to satisfying themselves as to the safety thereof;
- 8.3 All signs and supports thereof shall be constructed of incombustible, durable materials;
- 8.4 Every sign and its support structure shall be repainted and cleaned regularly in order to prevent them from becoming unsightly or ugly;
- 8.5 The licensing authority may at any time require certification by a person as defined in bye laws 2.5 that the sign is structurally safe;
- 8.6 Where any sign becomes torn, damaged or otherwise unsightly or ugly the person displaying such sign shall forthwith remove it.

9. ELECTRICAL REQUIREMENTS

- 9.1 No sign shall be illuminated except by electricity from mains of Karachi Electric Supply Corporation and shall not be connected to such supply without written permission from relevant electricity supply department of Karachi Electric Supply Corporation, who shall supply electricity load on production of N.O.C from the licensing authority;
- 9.2 Each power cable and conduit contained electrical conductors in respect of a sign shall be so positioned and fixed so that they are unseen;
- 9.3 Cost of electricity connection fittings and other expenditure relevant to energization shall be incurred by the licensee who shall also be liable for payment of electric connection charges directly to K.E.S.C;
- 9.4 The licensing authority or the agency shall not be a party in the event of any dispute, arbitration or litigation between the licensee and the K.E.S.C;
- 9.5 While affecting installation or making repairs and maintenance of sign or for any other reason electric pole or any other public property is damaged or caused to be damaged, by the licensee, his nominees, worker or agents, as the case may be, the licensee shall cause to pay entire cost of such damages/losses to the licensing authority, agency, K.E.S.C or any other public authority/organization of whom property damaged;
- 9.6 Use of any type of incandescent and/or sodium luminaries in any class of advertisement or sign is not permissible.

10.

### DISFIGUREMENT

No person shall disfigure the front or frontage of any street, wall, fence, land, tree or other natural feature, or the front or frontage or roof of any building in any manner whatsoever.

11.

### SPECIAL PROVISIONS

The following special provisions shall apply:

11.1 Any sign displayed inside a building shall be exempt from the provisions of these bye laws; subject it is not visible from outside in any manner;

11.2 Any sign displayed inside a building having visibility from nearest road, street or thoroughfare, as the case may be, shall be deemed to have been displayed under the provisions of these bye laws and shall be subject to following condition :-

11.2.1 All general and special conditions setforth for such class of advertisement or sign shall apply;

11.2.2 Rates or charges except land rent as applicable to similar or identical class of sign shall apply to such advertisement or sign;

11.2.3 For the purpose of computation of rates/charges of the advertisement or sign, it will be lawful to presume that such advertisement or sign are erected, installed or affixed at the edge of property line and the road, street or thoroughfare to which such property, buildings or plot is situated or abutting;

11.2.4 Clear height of such advertisement or sign shall be reckoned as per actual physical measurement immediately below the advertisement or sign;

- 11.3 Any sign required to be displayed by any law shall be exempt from the provisions of these bye laws;
- 11.4 The licensing authority may direct any advertiser that in order to obscure or conceal shabby areas on the licensing authority notified roads, identical dimension signs shall be installed or erected in a straight line, equal distance apart and at a uniform clear height with equal depth of sign. The open area between abutting or adjacent signs and underneath of such signs shall be covered with white corrugated sheet or any other material as may be specified by the licensing authority in a manner that posterior or background area is not visible;
- 11.5 Any direction under bye law 11.4 may only be issued specifically at the time of grant of permission of the advertisement or sign and shall be deemed void if issued any subsequent stage thereafter;
- 11.6 Except standard perspex boxes (pole signs) no other display including billboards, trivision signs or plank signs shall be permitted on roads notified as such by the licensing authority;

11.7 No advertisement or signage shall be permissible :

- 11.7.1 In the dividing island, central median, carriage way or in the triangular island;
- 11.7.2 On or above overhead traffic directional device or sign;
- 11.7.3 On or above or around the traffic signal and other traffic control devices;
- 11.7.4 In the event of removal of any lawful advertisement/sign lawfully displayed for the facilitation or provision of public amenities viz construction of bridge(s), flyover(s) extension of road(s), establishment of monument(s) and for any other reason under specific or general direction of the Government or the licensing authority or any other authority lawfully empowered to execute such work or pass such orders, the advertiser shall only be entitled payment of remaining charges and land rent of an unexpired portion of such permission, approval or license;
- 11.7.5 It will be lawful for the licensing authority to remove or cause to be removed any advertisement or sign creating any distraction in the smooth flow of traffic or causing distortion in the drivers attention or has become controversial on religious, moral, ethical or social grounds after giving an opportunity;
- 11.7.6 No advertisement sign shall be permissible on signage free zone.

12. DAMAGE TO PUBLIC PROPERTY

- 12.1 No person shall intentionally or negligently in the course of erecting or removing any sign or advertisement cause damage to any tree, electric service or other installation or property of the licensing authority or agency;
- 12.2 The cost of any repairs necessary as a result of such damage, will be recovered from the person responsible for such damage;
- 12.3 In the event of any loss of life or property, caused owing to installation, maintenance, grounding of any advertisement or sign or for any other reason or mishap relevant to such sign, the advertiser or licensee shall be solely responsible for the consequence thereof. The licensing authority shall in any manner whatsoever not be responsible for any such damage, claim or consequences whether legal or otherwise.

13. ENTRY AND INSPECTIONS

The licensing authority shall be entitled, through its duly authorized officers, to enter into and upon any premises, at a reasonable time for the purpose of carrying out any inspection necessary for the proper administration and enforcement of the provisions of these bye laws.

14. Disposal of Removed and confiscated Advertisements/Signs

14.1 Any signs which have been removed and confiscated but not destroyed by the licensing authority, as a result of not complying with these bye laws, may be reclaimed by the original owners on payment of charges due as may be prescribed by the licensing authority ;

14.2 Unlawful signs other than posters, removed and confiscated by the licensing authority and not reclaimed within thirty days shall be disposed of by the licensing authority in its sole discretion, to defray its costs and/or charges in this regard.

15. PRESUMPTIONS

The owner, tenant or lawful occupier and user of any land or building on which any sign was or is displayed, shall be deemed until the contrary is proved, to have displayed such sign, or caused or allowed or consented to it to be displayed;

15.1 Any person who alone or jointly with any other person responsible for organising or was in control of any meeting, function or event to which a sign or poster relates, shall be deemed until the contrary is proved to have displayed every sign or poster displayed in connection with such meeting, function or event or to have caused or allowed it to be displayed;

15.2 Any person whose name appears on a sign, shall be deemed to have displayed such sign, or to have caused or allowed it to be displayed unless the contrary is proved.



16. Implementation and Monitoring

16.1 The corporation by notification establish a committee to be known as "Committee for Outdoor Signage " for overseeing the implementation by and monitoring performance of the licensing authority under these bye laws;

16.2 The committee shall consist of:

- |    |   |                  |
|----|---|------------------|
| a) | The Mayor<br>District Municipal Corporation<br>Karachi East/West/South/Central/Malir.   | Chairman         |
| b) | The Municipal Commissioner<br>District Municipal Corporation<br>Karachi East/West/South/Central/Malir.                                    | Member           |
| c) | The Superintendent of Police (Traffic)<br>Karachi East/West/South/Central/Malir.  | Member           |
| d) | The representative of<br>the Directorate, Traffic Engineering Bureau<br>Karachi not below an officer of BPS-17.                           | Member           |
| e) | The representative of Directorate Land,<br>Karachi Metropolitan Corporation<br>not below an officer of BPS-17.                            | Member           |
| f) | Four Nominees of recognized Professional<br>Bodies and/or Non-Governmental<br>Organisations, for a term of one year on<br>rotation basis. | Member(s)        |
| g) | Two Nominees of Associations of<br>Commercial Advertisers for a term of<br>one year on rotation basis.                                    | Member(s)        |
| h) | Nominee of Pakistan<br>Engineering Council.   | Member           |
| i) | Nominee of Pakistan Council of<br>Architects and Town Planners.   | Member           |
| j) | Nominee of Karachi Chamber of<br>Commerce and Industry.   | Member           |
| k) | Four Nominees of agencies as defined in<br>bye law 1(iii) to be selected by the<br>Mayor for one year on rotation basis.                  | Member(s)        |
| l) | Director Advertisement<br>District Municipal Corporation<br>Karachi East/West/South/Central/Malir.  | Member/Secretary |

16.3 The committee for out-door signage shall hold frequent sittings but not less than once in three consecutive months.

## 17. ENFORCEMENT AND REMOVAL OF SIGNS

- 17.1 If any sign displayed is in contravention of these bye laws, the licensing authority may serve a notice on the owner or licensee of the sign, or the owner or person whose product or services are advertised, calling upon such person to remove such sign or carry out such alteration thereto or do such work as may be specified in such request or notice, within a time frame of fifteen days thereof;
- 17.2 Should licensing authority's demands as set out in the notice referred to in bye law 17.1 above, not be carried out within the time specified therein, the licensing authority may, remove or alter the sign or do such work as may be specified in such notice;
- 17.3 The licensing authority shall in removing a sign or advertising contemplated in bye law 17.2 not be required to compensate any person in respect of such sign in any way of loss or damage resulted from its removal;
- 17.4 Any cost incurred by the licensing authority in removing a sign, in terms of bye law 17.2 or in doing alterations or other works in terms of this bye-law, and any storage charges incurred in the storage of such sign, may be recovered from the person on whom the notice contemplated in bye law 17.1 was served or if a deposit has been paid in respect of such signs, the costs may be deducted from the deposit;
- 17.5 Notwithstanding any provisions of these bye laws, if in the opinion of the licensing authority, a sign may be or is a danger to life or property, the licensing authority may, without prior notice; carry out the removal of such signs.

18. SERVICE OF NOTICES

Where any notice or other document is required by these bye laws to be served on any person, it shall be deemed to have been properly served if served personally on him, or any member of his household, apparently over the age of eighteen years, at his place of residence, or on any person employed by him at his place of business, or if posted by registered post to such person's residential or business address, as it appears in the records of the licensing authority or if such person is a company or corporation if served on any person apparently employed by that company, corporation if served on such person at the registered office, or sent by registered post to such office.

19. REPEAL OF BYE-LAWS

The Karachi Metropolitan Corporation (advertisement) bye laws are hereby repealed.