



**TAMIL NADU  
GOVERNMENT GAZETTE  
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**Part III—Section 1(a)**

**General Statutory Rules, Notifications, Orders, Regulations, etc.,  
issued by Secretariat Departments.**

**NOTIFICATIONS BY GOVERNMENT**

**MUNICIPAL ADMINISTRATION AND WATER SUPPLY (ELECTION) DEPARTMENT**

THE TAMIL NADU URBAN LOCAL BODIES RULES, 2023

[G.O. Ms. No. 45, Municipal Administration and Water Supply (Election) Department, 12th April 2023,  
பங்குனி 29, சுபகிருது, திருவள்ளுவர் ஆண்டு-2054.]

**No. SRO A-17(a)/2023.**

In exercise of the powers conferred by section 198 of the Tamil Nadu Urban Local Bodies Act, 1998 (Tamil Nadu Act 9 of 1999), the Governor of Tamil Nadu hereby makes the following rules, namely:—

**CHAPTER X.****HOARDINGS, BANNERS AND PLACARDS.****PART I.****HOARDINGS.**

**320. Application for licence.**— (1) Every application for a licence to erect a hoarding shall be made to the Commissioner in Form 1.

(2) Every application made under sub-rule (1) shall contain,-

(a) a plan of the hoarding to be erected indicating the height and other dimensions and the material to be used;

(b) Stability Certificate issued by a Structural Engineer Grade I registered with the local body concerned;

(c) No objection letter from the owner of the land, in case the hoarding is to be erected in a private land or building;

(d) in case, the land or building belongs to a department of the State Government or the Central Government or an undertaking of the State Government or Central Government or to any such related agency of the State Government or Central Government, a 'No objection' letter issued by the competent authority or an authorized Officer of the said department, undertaking or agency;

(e) a topo sketch indicating the proposed location of the hoarding;

(f) copy of PAN card and Goods and Service Tax Certificate of the applicant/ agency/company;  
and

(g) a Test Certificate from a licenced electrical engineer, in regard to the electrical connections and components.

(2) Every application made under sub-rule (1) shall be accompanied with the receipt for payment of the application fee specified under rule 332 through demand draft or any other mode of payment as indicated by the municipality.

**321. Single window approval committee.**— Every application made under rule 320, shall be scrutinized by a Single Window Committee constituted for the purpose, consisting of officers from the Municipality concerned and a Traffic Police Officer not below the rank of Inspector of Police of the area concerned and submit its recommendation to the Commissioner.

**322. Grant of licence.**— (1) The Commissioner shall, after satisfying himself that the applicant has complied with all the requirements of the Act and Rules and after local inspection and on payment of licence fee as specified in rule 333, grant a licence in Form 2, for the categories of Hoardings specified in column (1) of the Table below, in the places specified in column (2), in the devices specified in column (3) and in the sizes specified in column (4) thereof:—

THE TABLE.

Category	Places	Devices	Size	
			Road-width/No. of Lanes	Maximum Size of display
(1)	(2)	(2)	(4)	
1	(a) Panel on Walls or any other structure visible to public	Large format displays like Scrolling boards/Bill boards/Unipoles/Bipoles/Hoardings and Digital Boards with or without Neon, LED lights, whether frontlit, backlit or both/Balloons	Above 9 m to 15 m width	8 m x 4 m
	(b) Bridges, Flyovers and Pillars Gantries, Foot over bridges		15 m to 30 m	10 m x 4.5 m
	(c) Bus Stands/Terminus		Above 30 m	12 m x 6 m
	(d) Parks and Play Grounds			
	(e) Land and buildings			
	(f) Metro stations or other structures of Metro Rail organisations like pillars, gantries, etc. (visible to public)			
	(g) Railway station or Railway land (visible to public)			
	(h) Recreational areas such as outside of mall			
2	On Mobile vans, Buses, Trucks, Containers, Taxis, auto-rickshaws, delivery and service vehicles and other motor vehicles.	Outside of the vehicle/LCD mounted screens	Not exceeding 75 per cent of the surface area of the vehicle.	
3	Mobile advertising	Boards/Digital Boards	Not exceeding 3 m x 3 m	
4	Bus Shelters/Bus stops	Display boards with or without lights.	For 2 pole bus shelter - not exceeding 16 sq.m. and for 3 pole bus shelter - not exceeding 22 sq.m.	
5	Public utilities like Street lamp posts/Kiosks/Booths	Display/Panel boards with or without lights.	Not exceeding 0.6 m x 1.0 m	
6	Parking lots	Display/Panel boards with or without lights.	Not exceeding 1 m x 1.5 m	
7	Landscapes, Parks and Gardens	Fencing/Tree guards	Not exceeding 0.3 m x 0.6 m	
		Display of Information Board like maps	Not exceeding 9 sq.m.	
8	Toilets/Public Convenience/Garbage collection centre/other service oriented utility	Display/Panel boards with or without lights	Not exceeding 3 m x 9 m	
9	Traffic barricading	Steel barricades	Not exceeding 0.60 m x 1.0 m	
10	Foot way and Roadside	Vendor sign	Not exceeding 2.0 sq.m.	
		Welcome board	Not exceeding 5.0 sq.m.	
11	Construction site/Real estate site	Boards	Not exceeding 5.0 sq.m.	

12	Shops/Commercial/ Private establishments	Fascia, Awning, façade	Not exceeding 9.0 sq.m.
		Projected Sign	For buildings up to 18 m height – 3.0 m; for buildings 18 m to 36 m height – 4.5 m and for buildings above 36 m – 6.0 m

(2) The licence to erect hoardings granted under sub-rule (1) shall be subject to the following conditions, namely:—

- (a) The licence shall not be transferable.
- (b) The licensee shall not transfer the ownership of the hoarding without prior permission of the Commissioner.
- (c) The Licence holder shall adhere to the conditions laid down in rule 326 for erection of hoarding in the permitted locations.
- (d) The Licence holder shall mention the licensee name, number, period of licence and size of the hoarding, in the right side corner of the hoarding.

**323. Validity of licence.**— Every licence granted under rule 322 shall be valid for a period of three years.

**324. Renewal of licence.**— Every application for renewal of a licence shall be made to the Commissioner in Form 3, two months before the date of expiry of the licence, along with the licence fee specified in rule 333.

**325. Prohibition of advertisements in sensitive areas.**— (1) Erection of Hoardings shall not be permitted in the following areas namely:—

- (a) National Parks, district forests and water bodies;
- (b) Historical monuments, cremation grounds, graveyards and ruins;
- (c) World Heritage sites;
- (d) Areas classified as remnant or endangered regional ecosystems; and
- (e) Places for worship like temples, mosques, churches, Gurudwaras etc.,;

Provided that hoardings may be permitted in such areas, in special circumstances as may be permitted by the municipality.

**326. Conditions for hoardings.**— (1) The applicants shall maintain self-regulatory controls and ensure minimum advertising standards such as abiding the code of ethics and avoiding of advertisements which are negative, or disturb safe traffic movement.

(2) The following display types are permitted for hoardings:—

- (a) Static, printed on flex/paper/other materials.
- (b) Scrolling of printed displays with a dwell time of 10 seconds and transition time of one second.
- (c) Animations or full motion video only at locations for viewing by non-vehicular traffic or at parking lots.
- (d) Variable message Hoardings are not permitted in areas other than those specified in Category 1 within the jurisdiction of Municipalities, State/Central jurisdiction roads. Variable Message Hoardings may be permitted on case-to-case basis by the Commissioner:

Provided that this rule shall not apply to variable message displays used by the Municipality or Police Authorities for the purpose of traffic management or for displaying other relevant public information.

(3) No "double-decker" hoardings shall be allowed i.e. two boards displaying two different advertisements with one directly on top of the other.

(4) The maximum height of a hoarding as measured from the base shall not be more than 10 m from the ground level for the devices mentioned in Category 1 in rule 322.

(5) The hoardings erected in a road shall be of uniform size as practicable as possible.

(6) Where the footpath does not exist, the hoarding shall not be permitted within 1.5 mtrs (i.e. 5 feet) of the road as measured from the edge of the road and no projection shall be permitted on the footpath.

(7) All hoardings on unipoles shall be constructed without any over-hang on any pavement or road.

(8) Category 1 hoardings (large format displays) specified in rule 322 shall not be permitted in medians and traffic islands, where carriageways diverge and on footpaths.

(9) The maximum height of a hoarding from the road level, placed along the side of a flyover, foot over bridge or gantry shall be measured clearly from the top of the flyover, foot over bridge or gantry and centre of the flyover. There needs to be a clear distance of ten meter between the bottom of any display and surface of the road below.

(10) Independent hoardings including the foundations, shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc., and shall comply with the relevant Indian structural design standards, codes of practice and the policy guidelines.

(11) Official road furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.

(12) In a vehicular mounted hoarding, the area for advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle.

(13) Vehicle hoardings shall not interfere in anyway with the mandatory vehicle signs such as route of the bus service, number plate, etc.,

(14) Aerial hoardings and Balloons shall be permitted after obtaining No Objection Certificate from Airports Authority of India, wherever necessary.

(15) The hoardings in bus shelters/bus stops shall not affect the visibility of the waiting passengers.

(16) The hoardings shall not project outside the roof top boundary of the bus shelter/ bus stop.

(17) Not less than twenty per cent of the area shall be earmarked for display of Bus route numbers, Government schemes, public awareness slogans, etc., at top side and back panel of the Bus Shelter.

(18) Hoardings shall be mounted only on the Back Panel and Front Panel of the bus shelters or the bus stops.

(19) Hoardings on angular or side panels and stand alone panels will not be allowed in bus shelters or bus stops.

(20) In lamp posts, the hoarding shall be placed at least two mtrs (i.e. 6 feet) below any light fixture and the bottom of such device shall not be less than three mtrs (i.e. 10 feet) above the ground level.

(21) Only one structure in portrait format (single frame containing two back to back posters) is permitted per street lamp pole.

(22) No hoarding shall be permitted in medians or overhang that obstructs pedestrian movement or the view of the traffic on the road.

(23) Hoardings shall not use shapes that could be taken as an official traffic sign.

(24) The supporting structure for hoardings shall have a non-reflective finish to prevent glare.

(25) External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.

(26) Hoardings shall not cover any mandatory/cautionary signs or the cover plates on street lamp pole.

(27) Hoardings shall not be displayed on the first three street lamp poles from any intersection or traffic light.

(28) Public Convenience Signage: Name, Location, Ward Number, information about Government Schemes, Public awareness slogans, etc. shall be displayed at the top of public convenience.

(29) No part of the Hoardings shall project into the public right of way including in parking lots.

(30) For category 6 hoardings specified in rule 322, free standing parking hoardings shall be placed on the edge of the authorised parking lots and the overall spread of the parking hoardings shall not exceed 50 per cent of the sum total of the peripheral length, so as not to interfere with vehicular or pedestrian movement to enter or exit of the parking facility.

(31) Category 11 hoardings specified in rule 322 shall be limited to one sign per street face.

(32) As far as possible, the hoardings may be constructed or fabricated using tubular sections of desired strength and life with optimal design that uses minimal number of members. The edges and back of the hoardings shall be enclosed, framed or clad with metallic sheets or aluminium composite panel sheets, with both having either non-reflective paint or finish, giving a neat look and hiding the structure from view.

(33) During periods when no commercial advertisements are displayed, hoardings should have social messages displayed along with any promotional message that the site marketer may desire (contact numbers, etc).

(34) The Government or Municipality may provide their art work or any message for promotion of their campaigns, only when the hoardings are not occupied with any commercial display, in lieu of payment of licence fee during that period.

(35) All hoardings other than those that are exempted from obtaining licence under section 117-Q of the Act must contain the information on the lower right hand side specifying the name of the licensee, licence number, period of licence i.e. validity and contact number of the licensee or his representative.

(36) Electrical connections and components in all hoardings shall be in accordance with relevant Indian Standards. No generator running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any hoardings.

(37) The Code of Practice for Road Signs IRC:67-2012 or its further amendments, design parameters of official traffic signs and standard legend/background colour combinations shall be followed.

(38) Hoardings shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning lights.

(39) Non-static illuminated hoardings (flashing lights) are not permitted.

(40) Scrolling of printed displays shall be permitted with a minimum dwell time of 10 seconds and transition time of 1 second.

(41) The average maintained luminance shall be reduced to 0.5 candelas or altogether shut, after 23.00 hours (11 pm) and sunrise by automatic timing devices.

(42) All hoardings must have mandatory public liability insurance cover for the structure and any consequent damage it may inflict upon any passer-by or user and.

(43) The applicants shall follow such other conditions as may be specified by the Government from time to time.

**327. Exemptions.—** (1) The categories of hoardings exempted from obtaining licence under section 117-Q of the Act shall comply with the following guidelines:—

(a) Fascia, Façade and Awning Signages for Self advertising:

(i) All fascia, façade, awning signages shall not exceed the width of the wall upon or in front of which it is situated.

(ii) Within enclosed corridors or verandah like location, the fascia sign must follow the datum line coinciding with the top of the shop/business opening.

(iii) Each business shall restrict itself to one fascia sign per street face having a public entrance.

(iv) The signs by no means shall exceed the frontage of the premises of the business.

(v) One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot.

(vi) The advertiser shall only be permitted to advertise the product/service/name/logo that is being offered from the facility. No surrogate advertising shall be permitted on fascia sign.

(b) Projected sign for self- advertising:

(i) No projection of the signage or any part of its support or frame- work shall project more than 0.60 m beyond the building.

(ii) Only one projecting sign shall be allowed per enterprise façade, provided that the width of the facade is at least 4.50m.

(iii) A projecting sign shall not be fixed other than at right angles to the street line.

(iv) In no case, projecting sign shall not be attached to a lamppost, traffic sign, heritage or religious building, educational facilities and buildings that house government offices.

(v) The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging.

(vi) The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/loading points.

(vii) Instead of separate signage for each business on the outside wall of a multi-storied building, signage pylon may be erected at entrance of building of suitable dimensions to accommodate all business premises, with one signage per premise.

(c) General conditions regarding On-Premises Advertising:

(i) All on-premises advertising devices/business/trade signs should be restricted to commercial areas and authorized business/trade establishments within institutional areas.

(ii) On-premise advertising device shall not,—

(a) attached in any way to trees or shrubs.

(b) obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings.

(c) in any form or manner interfere with openings required for light and ventilation.

(d) be located to obstruct or alter the frontal silhouette of any transparent/ translucent surface/opening.

(e) interfere with fire safety transit/exit space requirements and prescribed norms.

(iii) No trade and business sign, message, poster or printed material of any nature shall be pasted onto any supporting column, pillar or post or electricity/telephone/utility distribution boxes or pillars.

(iv) The sign information should be non-polluting, fire resistant, injury proof, non reflective and should be kept to a minimum in size for both aesthetics and traffic safety.

(v) The scale and location of a sign should be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.

(vi) No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.

(2) The exempted advertising devices exceeding the dimensions or violating the conditions mentioned in clauses (a), (b) and (c) of sub-rule (1) of this rule shall liable to be removed.

**328. Right to advertise in municipal property.**— The Commissioner may grant right to any person or a class of persons or any institution or organization to display advertisements on properties belonging to, or vested with, the municipality on payment of a concession fee of fourteen per cent per annum on the guideline value of the land wherein the advertisement is displayed, in addition to the licence fee prescribed in rule 333.

**329. Cancellation of licence.**— (1) Where the Commissioner either *suo-motu* or on an application, has reason to believe that,—

(i) a licence has been obtained by fraud, misrepresentation or suppression of material particulars ;  
(or)

(ii) a licensee has violated or failed to comply with the conditions of the licence or has contravened any provision of the Act or these Rules, he shall call upon the licensee, by notice in writing, addressed by registered post to the address given in his licence stating the grounds, to show cause within seven days from the date of receipt of such notice as to why the licence should not be cancelled.

(2) On examining the reply received from the licensee within the time limit specified in sub-rule (1), the Commissioner may either cancel the licence or drop further action in the matter.

**330. Unauthorised, obscene or objectionable hoarding.**— (1) On cancellation of a licence under rule 329 or refusal to renew a licence under rule 324, the owner of such a hoarding shall remove it within seven days from the date of receipt of the order of cancellation of licence or of the order refusing to renew the licence, failing which the Commissioner shall cause to remove such hoarding without further notice and recover the cost of such removal from the owner of such hoarding.

(2) The Commissioner may, either *suo-motu* or on representation, shall direct the licensee to remove a hoarding, which contents are considered to be obscene or objectionable within seven days. If the licensee

does not remove such advertisements within seven days, the Commissioner shall remove the hoarding without further notice and recover the cost from the owner of such hoarding.

**331. Appeal.**— An appeal to the Director shall be made in Form 4 within thirty days from the date of receipt of an order refusing to grant or renew a licence or cancelling the licence. The appeal shall be accompanied by a fee of Rs. 1,000/- (Rupees one thousand only) and the grounds of appeal. Such appeal shall be disposed of within a period of sixty days from the date of its receipt.

**332. Application fee.**— (1) The application fee for applying for grant of licence or for renewal of licence to erect a hoarding shall be as specified in the Table below:-

**THE TABLE.**

Category (1)	Amount (2)
Municipal Corporations	Rs.2,000/- (Rupees two thousand only)
Municipal Councils	Rs.1,000/- (Rupees one thousand only)
Town Panchayats	Rs.500/- (Rupees five hundred only)

(2) All fees payable under this Chapter shall be paid in the name of Commissioner of the Municipality concerned by way of demand draft or any other mode of payment as provided by the Municipality.

**333. Licence fee for hoardings.**— (1) The licence fee for hoardings shall be levied as specified in the Table below:-

**THE TABLE.**

Sl. No. (1)	Category of Hoardings (2)	Licence fee per sq.m. per year for each display in (3)			
		Chennai City Municipal Corporation	Other Municipal Corporations	Municipal Councils	Town Panchayats
1.	Categories 1,4,7 and 8	Rs.6,000	Rs.4,500	Rs.3,000	Rs.2,000
		The fee shall be increased by 10% for frontlit or backlit boards, by 15% for Neon lighting, by 20% for LED /LCD advertising and variable messaging devices.			
2.	Categories 2,3,5, 6 and 9	Rs.3,000	Rs.1,500	Rs.1,000	Rs.750
		The fee shall be increased by 10% for frontlit or backlit boards, by 15% for Neon lighting, by 20% for LED /LCD advertising and variable messaging devices.			
3.	Categories 10, 11 and 12	Exempted from levy of license fees, subject to the size mentioned in serial numbers 10, 11 and 12 of the Table under rule 322.			

(2) The licence fee specified in this rule may be revised by the Government once in every three years and such a revision of licence fee shall be not less than ten per cent and the licence fees shall not exceed Rs.20,000/- (Rupees twenty thousand only) per sq.m. per year.

**334. Payment of licence fee.**— (1) The licence fee shall be levied and collected every financial year commencing on and from the 1<sup>st</sup> April and upto the 31<sup>st</sup> March of next year.

(2) The licence fee shall be paid within thirty days from the beginning of the year.

(3) If the licence fee is not paid within the said period of thirty days, the Commissioner may, after giving notice in writing to the owner of such hoarding, cancel the licence and take such action as are required under these rules.

(4) The schedule of payment of licence fee shall be mentioned in the Licence.

**335. Maintenance of registers.**— A register in Form 5 shall be maintained by the Commissioner in regard to issue of licence for erection of hoarding and collection of application fee, licence fee, etc., either physically or digitally.

**336. Insurance against damages.**— (1) In the case of Category 1, 4, 7 and 8 hoardings, the licensee shall provide proof of public liability insurances as prescribed by the licencing authority.

(2) The licensee shall obtain a public liability insurance policy in the joint names of the licensee and Municipality concerned for their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons, or accidental damage to property, for the period of licence.

**337. Inspection of hoardings.**— (1) The Director or Regional Director or Assistant Director shall cause periodical inspection of hoardings. The Director shall review the licensing of hoardings and collection of fees once in three months. The Regional Director or Assistant Director shall review the licensing of hoardings and collection of fees every month and send a report to the Director.

(2) The Commissioner or any officer authorized by him in this behalf shall make periodical inspection of the hoardings and verify whether they are being maintained in accordance with the conditions prescribed in the licence. During such inspection, if it is noticed that the hoardings are not in accordance with the provisions of the Act and these Rules and the conditions of the licence, the Commissioner shall take such action as required under these rules. A quarterly report of all Municipalities shall be sent to the Director in this regard.

**338. Removal of hoardings.**— (1) Every person who has erected the hoarding after obtaining the permission, shall, on expiry of such licence remove the same and dispose it, without causing any hazard to health and environment.

(2) Where a person who has obtained permission for the erection of hoarding has retained the same after expiry of the period of licence or has erected the hoarding contrary to the conditions of the licence, the Commissioner may, by notice in writing, require the licensee to remove the hoarding within 24 hours.

(3) Where the hoarding is not removed within such time referred to in sub-rule (2), the Commissioner shall, without further notices, remove the same and recover the cost of removal from the person concerned as an arrears of land revenue.