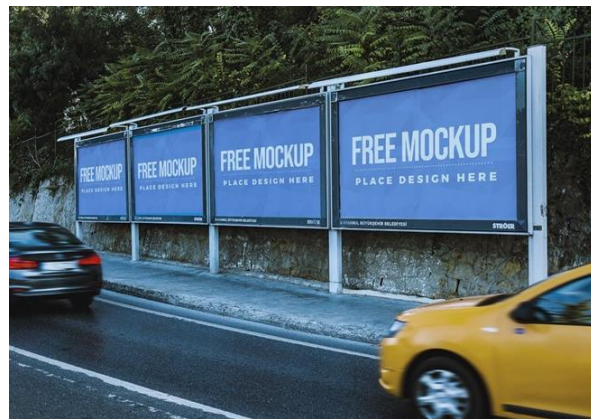




THE POLICY FOR HOARDING AND SIGNAGE IN JAWAHARLAL NEHRU PORT AUTHORITY SPECIAL ECONOMIC ZONE (JNPA SEZ)



Approved by JNPA Board vide Resolution no. JNPA-125/08.09.2023

JNPA Special Planning Authority
Jawaharlal Nehru Port Authority
Administration Building,
Sheva, Navi Mumbai - 400 707

Contents.

1. Preamble	1
2. Definitions	2
3. Basis of the policy	5
3.1 Guiding principles	5
4. Regulations for Advertisement Hoardings and Signage	7
5. Procedure for granting Advertisement Permits.....	8
5.1 Role of JNPA Special Planning Authority.....	8
5.2 Procedure for obtaining permission for hoarding/signage	8
5.3 Documents to be submitted with application	9
5.4 Period of Permission/ License.....	10
5.5 Renewal of Permit of existing advertisement device	10
5.6 Compliance, enforcement and removal of unauthorised advertisement devices	10
5.7 Duties and responsibilities of permit holder	11
6. Minimum Standards and Norms for Display of Outdoor hoarding/Advertisements within SEZ..	12
6.1 Zoning for the Purpose of Outdoor hoarding/Advertisement:.....	12
6.2 Various categories of hoarding/advertisements	12
6.3 Sizes and Clearances of the Outdoor Advertising Devices/ Hoarding	13
6.3.1 Minimum Ground Clearance & Distances.....	13
6.3.2 Alignment of Hoardings	14
6.3.3 Clubbing of Hoardings.....	14
6.3.4 Sizes of Advertising Hoardings	14
7. General Conditions for display of Advertisement.....	15
7.1 General condition and guidelines:	15
7.2 Criteria for Advertisement devices as Traffic Hazard	16
7.3 Outdoor hoarding/Advertisement Controls	17
7.3.1 Control of the physical characteristics of advertising devices	17
7.3.2 Content Criteria.....	18
7.3.3 Restriction on Wall Painting and use of Wall for Advertisement	19
7.4 Criteria for Advertising Structure.....	19
7.5 Electrical Connection for Outdoor Advertising devices	19
7.6 Additional Conditions.....	19
8. Fee and Charges for hoarding, signage and Advertisement.....	21

8.1	Advertisement Hoarding Devices Fee Structure.....	21
8.2	Base Licence Fee	21
8.3	Ground Rent.....	21
8.4	Premiums	22
8.5	Total fees.....	22
8.6	Development Permission Fees.....	22
8.7	Security Deposit	22
8.8	Penalties.....	23
9.	Annexures	24
9.1	Annexure I: Form for Application.....	24
9.2	Annexure II: Permissibility Criteria for different categories	26
9.3	Annexure III: List of negative/ prohibited advertisements	27
9.4	Annexure IV: Area Zoning System.....	28
9.5	Annexure V: Fees, Premiums and Ground Rents for Outdoor Advertisement Devices – 2022-23	29
9.6	Annexure VI: Scale of Rates notified by JNPA for allotment of land at JNPA SEZ vide notification no. S.O. 2047 (E), dated 11/08/ 2014.....	34
9.7	Annexure VII: Format of Undertaking to be given by the Advertiser.	35

1. Preamble

Installation of any hoarding and signage in JNPA SEZ shall be in accordance with Clause No. 43 in the sanctioned “Development Control and Promotion Regulations 2020” for the JNPA SEZ. The relevant extract which is illustrated below:

43. Erections of Hoardings and Signage:

Prior Approval of JNPT SPA shall be mandatory for erection of Hoarding and Signages. The erection of hoardings shall be governed by Special Regulations as contained in Appendix IV (of the DCPR 2020 for JNPA SEZ).

The Special Regulations from Appendix IV of the DCPR 2020 are mentioned in Chapter-4 of this document.

2. Definitions

“Advertisement” means any device or representation in the nature of announcement or direction by word, letter, model, sign, picture including posters, hoarding boards, illuminated signs, direction boards, etc.

“Agency ” means an entity, may be individual, firm, partnership firm.

“Applicant” means any unit-holder/ co-developer/ agency which may want to erect or install a hoarding or signage or an advertisement device.

“Authority” means Jawaharlal Nehru Port Authority or JNPA or person/s authorized by the JNPA Board

“Carriage Way ” means the part of the road on which the vehicle is permitted to go.

“Hoarding” means any surface of structure erected on ground or any portion of roof of a building or on or above the parapet with characters, letters or illustration applied thereto and displayed in any manner whatsoever for purpose of advertising or to give information regarding mercantile whatsoever.

“Outdoor Advertisement Device”: Any advertisement medium used to display an outdoor advertisement shall be called as an Outdoor Advertising Device.


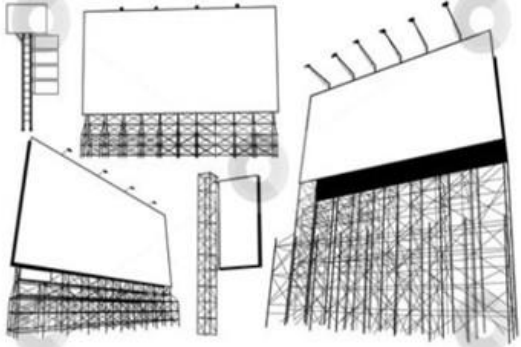
“Rotary” means central island on a road junction for regulating movement of traffic.

“Stipulated Time” means the period of time specified in the license/ permit/ notice by the Authority

“Registered Structural Engineer” means a qualified Civil Engineer who is duly registered and a valid member of The Institution of Engineers (India) with minimum five years of experience in structural design (in case of persons holding post graduate qualification experience required will be 3years).

“Traffic Island” means area raised on a road or junction over which vehicles may not pass, and which is meant for directing traffic into definite path.

Types of Advertisements: The types of advertisement media have been defined below:



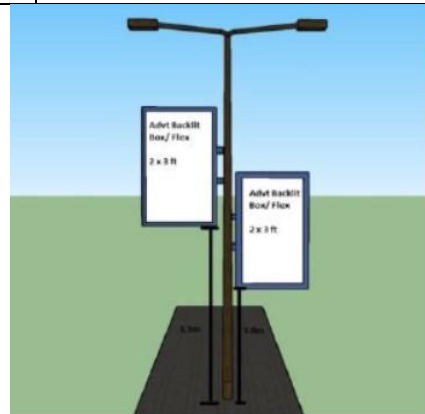
Hoardings: Large board erected to display advertisements, especially on the side of the roads, or upon buildings/ structures. These types of advertisement devices are often called as billboard. This could be in conventional form such as billboard with poster format or its digital version with LED display screen.



Unipole – It is type of hoarding with a single pole like support, hence the name Unipole. It could be in conventional format such as billboard with poster or its digital version with LED display screen.



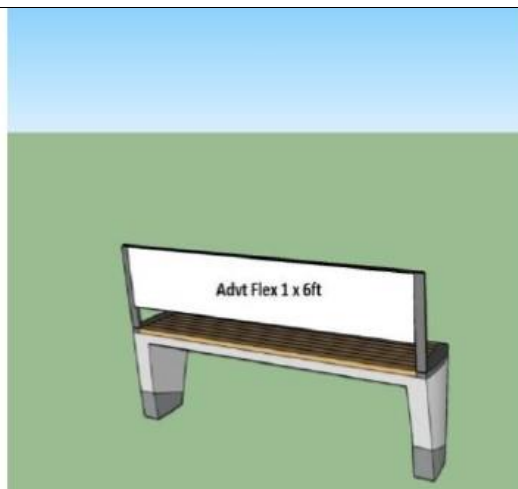
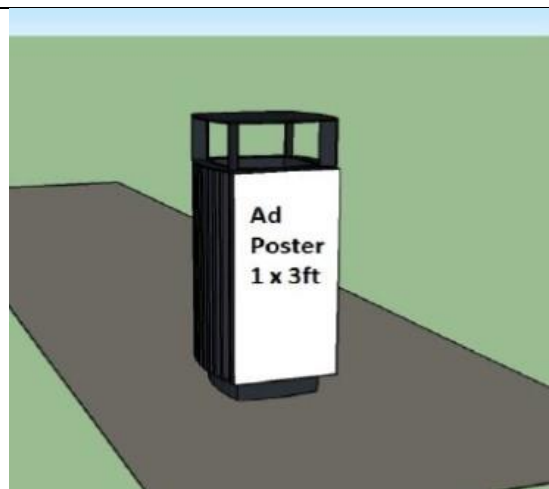
Moving Transit Advertisements – Advertisement media or devices which are fixed, pasted or attached to a Moving vehicle are called Transit Advertisements.



Pole Kiosks - Small sized advertisement devices fixed to Poles – mainly street-light poles.



Advertisement Kiosks/ Panel – A type of free-standing small advertisement panel which is fixed nearer to ground.



Street Furniture Advertisements – Advertisements which are placed on street furniture's installed for public conveniences in public places such as public toilets, dustbins, benches, etc.



Transit Advertisements (Static) –

Advertisements on Bus Queue Shelters, Bus Stands, Terminals, Airport/ Railway Terminals, Cycle Stands, etc are defined as Transit advertisements (static). These advertisements are located at transit facilities but are static and fixed to a location unlike Moving Transit Advertisements



Flex/ Vinyl Banner – Advertisements printed, painted on a flexible substrate like Vinyl or similar material. These are used predominantly as temporary advertisement mounted on a sky sign/ Advertisement device



Cloth Banner – Advertisements printed or painted on cloth. These are predominantly used in temporary advertisement displays.

3. Basis of the policy

1. Ensuring Road Safety:

The policy is based upon a careful review of global studies on the implications of Advertisement Devices on road safety. The premise of the policy is that Advertisements on roads, visible to traffic, may be potential dangers to drivers. It is for this reason that the Outdoor advertising policy has given careful and high consideration to issues of road safety. This requires the policy to consider the location, design, size or type of sign along the arterial routes, where the potential for conflicts with traffic safety is highest. It also requires enforcement measures to ensure that structures adhere to these stipulations.

2. Aesthetics of Public Spaces:

Globally significant number of cities discourage the use of large Advertisement Devices in public spaces to avoid visual clutter. Advertisement devices are preferred in wide road and highways or if these large devices are allowed within the city limit, then these are restricted to commercial districts and areas. The guidelines for outdoor advertisements are based on these premises.

The policy is premised on the fact that while outdoor advertisements do bring revenue to the Authority, any city-based policy must be driven by considerations of safety and aesthetics.

3.1 Guiding principles

The guiding principles of the Policy for JNPA SEZ are as follows:

- i. The policy for hoardings and signage is driven, not by revenue imperatives, but by development control and regulation imperatives. Therefore, in its implementation, outdoor hoardings shall be permitted only if they are not a road safety hazard or if they do not hamper the aesthetics of public spaces in JNPA SEZ.
- ii. The policy will explicitly work to discourage visual clutter. This will be done by specifying select locations for outdoor advertising media and in restricting large advertising media to select zones and locations of the SEZ.
- iii. The policy is designed to ensure that outdoor advertising is not hazardous to traffic. It will assume that there is a significant correlation between road safety and distraction because of roadside advertising media, visible to the drivers.
- iv. The policy will promote the use of advertising in what is commonly known as street furniture. These are devices placed in the public spaces of the SEZ such as parking lots, footpath, bus shelters, public toilets, open spaces and gardens to name a few. This is done to improve the revenue viability of these public amenities. But it will be noted that the use of advertising space is not the primary function of the utility, it is its supporting function. Therefore, the special planning authority will ensure that the placement of the public utility is done keeping in mind its public purpose, not its advertising viability. In addition, the Authority will ensure

that the primary function of the “street furniture” is being maintained and if not then suitable punitive action must be taken against the Advertising agency.

- v. The policy shall ensure that there is a differentiation between the use of commercial advertising and on premises private advertising, where signage is used to identify the location of the owner of the building or the space within the building. The policy will do this by laying down clear lists of what is allowed and what is disallowed to guide unit-holders/ co-developers.
- vi. The Policy shall look towards ensuring that the outdoor advertising and display structures do not degrade the SEZ’s aesthetic, its skyline and its architecture by specifying list of restrictions to regulate outdoor advertising.
- vii. The policy shall be applicable to the unit-holders and co-developers at the JNPA SEZ or any applicant/ agency which may want to display/ install a hoarding or advertisement device on JNPA SEZ land. This Policy could contribute to the revenue generation for JNPA SEZ by creating advertisements as one of the sources of income.

4. Regulations for Advertisement Hoardings and Signage

(As per Regulation No – 43 and Appendix IV of the JNPA SEZ DCPR 2020)

- I. Every hoarding shall be designed so as to withstand the wind, dead, seismic and other loads.
- II. Sizes of hoardings: The maximum size of hoarding shall be 3 m in height and 7.5 m in length.
- III. Maximum height of hoardings on ground: No hoarding shall be erected to a height exceeding 9 m above the ground. The light reflectors may however extend beyond the top of the hoarding. The lower base or the bottom of the hoarding shall be at a height of not less than 2.25 m from surface of ground below.
- IV. Distance from Road: A minimum distance of 3 m shall be maintained between the edges of the existing or proposed street (carriageway), or as stipulated by SPA of JNPA SEZ.
- V. Distance from the junction of a road: The Hoarding along roads shall not be permitted within a distance of 100 m from the intersection of a road. This distance being measured between hoarding and the centre line of a junction. However, this shall not be applicable to mandatory and directional signage
- VI. Any hoarding which in the opinion of SPA of JNPA SEZ is likely to be confused with an authorized traffic sign or signal shall not be permitted.
- VII. Any hoarding containing the word 'stop', 'look' 'danger' or other similar word that might mislead or confuse the traveller shall not be permitted.
- VIII. No hoarding on roof shall be permitted. However, building name signage shall be permitted
- IX. Deposit and Fees:
 - (i) The fees for erection and maintenance of the hoarding shall be decided by JNPA from time to time.
 - (ii) The fees for hoarding shall be paid by the applicant in advance, for a calendar year, or part thereof.
- X. Prohibition of advertising signs and outdoor display structures in certain cases: Notwithstanding the above provisions, no advertising sign or outdoor display structures shall be permitted on buildings of architectural, aesthetical, historical or heritage importance as may be decided by SPA of JNPA SEZ, or on Government buildings, save that in the case of Government buildings only advertising signs or outdoor display structures may be permitted if they relate to the activities for the said buildings' own purposes or related programs.

5. Procedure for granting Advertisement Permits

5.1 Role of JNPA / Special Planning Authority

Jawaharlal Nehru Port Authority (JNPA) with the objective of Port led industrialization, has conceptualised and developed the Special Economic Zone (SEZ) on 277.38 Ha of its land directly accessible from NH 348A (earlier SH-54, Uran-Panvel Road). JNPA SEZ is a port based Multi-product SEZ, with focus on sectors such as Logistics, Engineering Goods, Electronics & Electricals, Auto & Auto components, Food Processing amongst others.

JNPA is appointed as the Special Planning Authority (SPA) for the SEZ by Government of Maharashtra vide its notification dated 20th December 2017. JNPA has developed the basic infrastructure in the SEZ including internal roads, power, water-supply, sewage treatment, fire-station, parking and admin office. The SEZ comprises of industrial plots, commercial plots and amenity plots.

The role of JNPA in the context of advertisement permits in the SEZ is described below:

- JNPA is the sole authority to permit the erection, exhibition, fixation, retention or display of advertisement and/or Sky signs over any land, building, wall, hoarding, frame, post, kiosk, Bill Board, structure within its jurisdiction.
- No persons shall erect, exhibit, fix or retain or over any land, building, wall, hoarding, frame, post, kiosk/Bill Board (to be displayed on electric pole) or structure, any advertisement or display any advertisement to public view in any manner whatsoever in any place within the jurisdiction of the JNPA SEZ without the prior written permission of JNPA.
- JNPA is also responsible to collect charges in the form of taxes, fees and rent, from every person who displays any advertisement to public view in any what so manner visible from a public street or public place, with some exceptions as laid down in this Policy.
- JNPA shall keep a check on unauthorized and illegal outdoor advertising and has the powers to remove, dismantle, spoil, deface or prohibit the display of any such unauthorized and illegal advertising. JNPA can take punitive action against the violators.
- The approval on placement or location of any advertisement visible from public place, their sizes etc shall be provided by JNPA. The Authority can alter, re-position or remove any hoarding as per the powers vested in it. The JNPA Authorised Officer's directions are final and binding on all outdoor-advertisers.
- The role of JNPA shall be to ensure that the establishment of public amenity (where any public amenity is used for advertisement) shall be primarily for public utility not for the promotion of advertisement.

5.2 Procedure for obtaining permission for display of advertisements

The following procedure will apply for grant of permission for erection, exhibition, fixation, retention or display of advertisements and/or sky signs within the jurisdiction of JNPA SEZ:

- i. Any plot-holder/ co-developer desiring to erect, exhibit, fix, retain or display any hoarding of advertisement shall submit an application to the Chief General Manager (PPD), JNPA, for permission for display of the advertisement. The said application form duly completed in all respects shall be submitted at the JNPA SEZ office, against a proper receipt. The Authorised Officer may after making such inspection as may be necessary and within sixty days after the receipt of the application (complete in all respect), grant, refuse, renew or cancel the permission, as the case may be, in accordance with the provisions of the sanctioned DCPR and the “Policy for Hoarding and Signage in JNPA SEZ”.
- ii. No application shall be considered by the Authorised Officer, if it is not submitted in the prescribed Pro-forma along with all the documents as required by the Authority from time to time. Any application submitted in any other format and incomplete in any respect shall be deemed to be rejected without any notice and no person shall exhibit, erect, fix or retain upon or over any land, building, wall etc. any advertisement and display any advertisement to public view on the basis of the same.
- iii. For Advertisement devices or hoardings on JNPA SEZ non-leased land, the Authority will carry out allotment of spaces through a E-tender process with competitive bidding above minimum Base rate (as specified in Annexure -V), carried out in a fair and transparent manner.
- iv. If a plot-holder/ co-developer desires to erect a directional signage / hoarding of small format (upto 5 SqM) to provide directions to their plot, on JNPA SEZ land, in that case the permission will be granted on nomination basis, in accordance with this policy.

5.3 Documents to be submitted with application

The applications should be submitted along with the following self - attested documents:

- i. An Undertaking on Stamp paper of specified value, by the advertiser in the prescribed format (**refer Annexure VII**) to include the following:
 - a) That the advertisement does not cause obstruction to the air, light and ventilation of any neighbouring building or premises.
 - b) That they indemnify the JNPA SEZ against any claim or litigation by anybody adversely affected by the hoarding. They will also undertake to indemnify JNPA SEZ for any cost incurred in case of third-party litigation.
- ii. Three colour copies of key-plans of the location in the scale of 1:400 and Block Plan in the scale of 1:4000 in hard copy formats and specified soft copy format (Web based map, preferable Google Maps/ Satellite image, CAD Map) with a location marker giving the latitude and longitude of the location of advertisement device proposed.
- iii. Three copies of A4 standard size photographs taken from a distance of 60 metres from the proposed site with marking of the proposed hoarding thereon. (Soft Copy of geotagged photographs shall also be submitted separately)
- iv. Structural Stability provided by a registered structural engineer, in case of large and medium format outdoor advertisement devices.
- v. Any other document relevant for consideration for grant of permission for the proposed advertisement device

5.4 Period of Permission/ License

The license period for the permit to erect, install, retain or display a hoarding/ signage by the plot-holder/ co-developer on its own premises and for its own advertisement, shall be co-terminus with the lease period of that plot.

The license period for the permit to any plot-holder/ co-developer to erect a directional signage of small format (upto 5 SqM) on JNPA SEZ land, shall be initially for 11 (eleven) months, for permission given on nomination basis, which can be renewed based on the conditions specified in this policy.

In case of permit granted through tender/ competitive bidding to any agency to erect advertisement hoarding on JNPA unleased land within SEZ, the lease period shall be for 33 (thirty-three) months.

5.5 Renewal of Permit of existing advertisement device

The permit-holder shall be eligible for renewal of the permit, subject to submission of structural stability certificate of the Advertisement device structure and if the said device is on a building, then structural certificate of the building, at time of renewal, from a registered structural engineer. The renewal shall be approved on the following basis: -

- i. Duly and timely payment of rent/ fee during the License period, supported by the copy of receipt
- ii. That, the permit-holder has strictly followed the rules and regulations as laid by the JNPA SEZ during the license period.
- iii. The structural stability certificate provided by a registered structural engineer shall be based on the non-Destructive tests carried out by him, as per acceptable norms and practices, which should be specified in the certificate. Any one of the following tests may be used for the Non-Destructive tests (NDT)
 - a) On RCC Structures, Non-Destructive Tests need to be performed. They are as follows:
 - Ultrasonic Pulse Velocity Test
 - Rebound Hammer Test
 - b) On Steel Structures:
 - Corrosion Resistance Test

5.6 Compliance, enforcement and removal of unauthorised advertisement devices

- i. If any Fee on advertisement and penalty is not paid within stipulated time after the demand notice, the same shall be recoverable as an arrear of fees and the permission shall be deemed to be terminated. The Authorised Officer of JNPA SEZ shall be at liberty to remove the Advertising device.
- ii. If any advertisement device erected, exhibited, fixed or retained on any land and building unauthorized and in contravention of provision of the sanctioned DCPRs of JNPA SEZ and the Advertisement Policy framed therein, such advertisements or hoardings shall be removed by

the Authorised Officer without any notice whatsoever and expenses regarding removal of such unauthorized advertisement or advertisement devices shall be recovered from the concerned through demand or through forfeiture, sale and auction of such unauthorised advertisement device/ structure.

5.7 Duties and responsibilities of permit holder

- i. The outdoor advertisement hoarding permit holder shall ensure that the Advertisement structure and device are aesthetically designed and properly maintained at all times. The Permit holder shall follow the minimum standards and norms and design guidelines therein provided in this policy. The Permit holder shall provide cladding/ panelling to the advertisement device so that no structural member is visible to naked eye, to maintain city aesthetics. The cladding/ panelling may be exempted in case the site conditions do not permit such cladding/ panelling at location, with approval of the Authority.
- ii. The permit holders must ensure that advertisements of obscene, of ostentatious nature or any other offensive message are not allowed to be displayed. The advertisement shall adhere to the Advertisement Standards Council of India Guidelines and no such advertisement as mentioned in the negative list in the policy shall be displayed on any advertisement devices.
- iii. The advertiser shall display or affix his name of appropriate size and Permit No. allotted at the bottom road side corner of the Advertisement Device to facilitate identification of the advertiser. He shall also display the month and year of expiry of the permit in symbols, viz 9/18 for September 2018, 7/19 for July 2019. etc, the permit Number, permit-holder's name and contact number. The font size of the nameplate of the advertiser should be of dimensions such that it shall be easily and clearly readable from the Road level/ Base level of the Advertisement device/ structure, as the case may be.

6. Minimum Standards and Norms for Display of Outdoor Advertisements within the SEZ

6.1 Zoning for the Purpose of Outdoor Advertisement:

Outdoor Advertisement potential is dependent on location, road frontages, and direction of travel among several factors. Thus, it is imperative that a zoning system be determined periodically, so that the location potential is inherently captured within the Advertisement Revenue.

A system of Road Zoning is proposed to act in combination to appropriately capture the location potential.

JNPA shall review the zoning every three years to incorporate the developments taking place within its jurisdiction into the zoning system. However, JNPA at its discretion may review the zoning earlier if necessary. The zoning system is given in the Annexure IV along with the Zoning Map.

6.2 Various categories of advertisements

For the purpose of display and permit the advertisement devices have been broadly categorized as follows:

Sr. No.	Category	Type of Media	Sub Types			
1	Large-Format Advertisement (Area > 15 SqM subject to maximum 22.5 SqM)	Hoardings, Unipole, Media Screens	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box/ Neon
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole Hoardings, Media Screens Advertisement Kiosks	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
3	Small-Format Advertisement (Area upto 5 SqM)	Pole Kiosks Advertisement Kiosks	-Illuminated Non	Illuminated (Bottom & Top)	Digital	Backlit Box
4	Moving Transit Advertisement (Motorable)	Public Transit Private Transit	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box
5	Advertisement on Transit Stops	Bus Stops/ Bi-cycle docking stations	Non-Illuminated	Illuminated (Bottom & Top)	Digital	Backlit Box

Sr. No.	Category	Type of Media	Sub Types			
6	Advertisement on Shops	Shutters	Non-Illuminated	-	-	-
		Doors, Walls & Windows		Illuminated (Bottom & Top)	Digital	Backlit Box/ Neon
7	Advertisement on Street Furniture & Signages	Dustbins, Benches, etc	Non-Illuminated	-	-	-
		Directional signage, Street Name Board etc.		Illuminated (Bottom & Top)	Digital	Backlit Box
		Information Board		Illuminated (Bottom & Top)	Digital	Backlit Box
8	Aerial Advertisements	Ad Balloons	Non-Illuminated	Illuminated	-	-
9	Temporary Advertisements	Ad Boards / Flex /Vinyl/ Cloth Banners/ Posters etc	Non-Illuminated	Illuminated	-	-

6.3 Sizes and Clearances of the Outdoor Advertising Devices/ Hoarding

6.3.1 Minimum Ground Clearance & Distances

- The lower bottom of the Advertisement Display shall not be at a clear height less than 2.25 meters from the Ground, Base or the Road, as applicable.
- Maximum height of hoardings on ground: No hoarding shall be erected to a height exceeding 9 m above the ground
- No Advertisement device located on private property shall be projected onto the footpath or on the Public Road or any such public space at any time.
- Advertisement Devices placed on Footpaths shall ensure that a minimum of 1m clear walking width is available after the placement of advertisement devices.
- The clear distance between two Advertising Devices shall be maintained as per the table below

Category of Advertisement Devices	Devices placed near or abutting Road Junctions	Advertisement Devices at Other Locations
Large Format Advertisement Devices	10 Metres	30 metres
Medium Format Advertisement Devices	7.5 Metres	15 metres

Category of Advertisement Devices	Devices placed near or abutting Road Junctions	Advertisement Devices at Other Locations
Small Format Advertisement Devices	5 Metres	10 metres

6.3.2 Alignment of Hoardings

- Uniformity of Advertisement Device and alignment thereof in a particular locality, more particularly along the expressway, highway and major roads shall be maintained.
- In case of Advertisement device on the bridges, the height of the support shall be so adjusted as to make one uniform line not higher than the embankment of the wall.

6.3.3 Clubbing of Hoardings

Clubbing of the hoarding one above or below another, and side to side shall not be allowed.

Sandwich (back-to-back) hoarding having standard size can be permitted.

6.3.4 Sizes of Advertising Hoardings

Advertisement devices form a part of the visual aesthetics of the SEZ. It is necessary that the sizes of the advertisement devices regulated, so that it does not create visual clutter and interfere with city aesthetics. The following guidelines shall be used for deciding on Maximum permissible sizes.

- Sizes of hoardings: The maximum size of hoarding shall be 3 m in height and 7.5 m in length.
- In case of Pole Kiosks, the maximum width of a single advertisement board on each side of the pole shall be 0.3 m i.e. 1 ft. The total width of such Advertisement Board shall be 0.6m
- The Aspect Ratio (Ratio of Width to Height) of the Advertisement Devices shall be between 1 to 2 in case of Large and Medium Format Advertisements. In case of Small Format Advertisement higher aspect ratio (Subject to a maximum of 1 is to 3) can be permitted in special cases.

7. General Conditions for display of Advertisement

7.1 General condition and guidelines:

- 1) General condition and guidelines, for display of advertisement, will be followed as given as under:
 - a) Any installation of hoarding without prior written permission of the SEZ Authority shall be treated as unauthorized and shall be liable for demolition or removal, as the case may be.
 - b) If the Authority, for reasons to be recorded on writing, requires removal of the advertisement it shall be removed forthwith, failing which the Authority may get the advertisement removed at the risk and cost of the agency.
 - c) The advertisement must be maintained in a clean, tidy condition to the satisfaction of the Authority.
 - d) The advertisement hoarding along roads shall not be permitted within a distance of 100 meters from the intersection of a road. This distance shall be measured between the hoarding and the centreline of a junction. However directional and mandatory signage shall be permitted, if necessary, near the intersection of any road by the Authority.
 - e) The Authority shall not allow the illuminated or electronic advertisement if such illuminated or electronic advertisement has the following description:
 - i. Illumination advertisements of such intensity or brilliance as to cause glare or impair vision of the driver or pedestrian or which otherwise would interfere with any operation of driving.
 - ii. Advertisement illuminated in such a way as to obscure or diminish effectiveness of any official traffic sign, device or signal etc.
 - iii. The neon-signs in the SEZ premises should not be blinking.
 - iv. Illuminated signs should be put off at zero hours in the mid night.
 - f) Hoarding shall not be permitted in following conditions:
 - i. Any hoarding which in the opinion of the Authority is likely to be confused with an authorized sign or signal.
 - ii. Any hoarding erected in such manner and at such places, which will cause obstruction or interference with the visibility of approaching, merging or intersecting traffic.
 - iii. No hoarding shall be permitted which would obstruct the vision of the sea, sunrise or sunset from a location for such vision.
 - iv. No hoarding shall be permitted which is likely to obstruct the view of any building or important structures or coming in the way of the erection of any such building or structure.
 - v. No new advertisement hoarding shall be permitted inside mangroves, creek or sea or within a distance of 500 meters of high tide line (HTL). However, this

restriction will not apply to hoarding on existing building or land ward side of existing road and building.

- vi. No hoarding shall be permitted on a building, which has no occupation certificate.
 - vii. No hoarding shall be permitted on a building, where action under the act or under the Maharashtra Regional and Town Planning Act, 1966 is pending either at JNPA level or in a court of law or the building has been issued with a stop work notice under the act.
 - viii. No hording shall be permitted on a building which has been declared dangerous (partly or fully) or has been issued with a notice under the act.
 - ix. An advertisement which is likely to offend public moral and decency will not be permitted. If the JNPA is satisfied that the contents of display thereof violate norms of public normality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing.
 - x. An advertisement which is in such form as will obstruct the path of pedestrian and obstruct their visibility, will not be permitted.
 - xi. No advertisement shall be permitted, if the same is likely to affect any local amenity.
 - xii. No advertisement shall be permitted which will obstruct the visibility of any existing advertisement.
 - xiii. It shall be the sole responsibility of the agency to whom such permission is granted to maintain, preserve and protect the existing trees up to a distance 25 meter on either side of the hoarding.
 - xiv. When erected on terrace of a building the maximum height of the hoarding shall not be more than 12.2m from the terrace Level.
- g) If possible, advertisement hoarding should carry a slogan/message to promote any social cause or slogan/message as approved by the Authority.

2) Advertisement along the road in general will conform to and comply with IRC 46:1972.

3) Every hoarding should be designed so as per National Building Code, 2016.

4) The requirement with regard to public safety/ structure safety and fire safety of all display signs and structures of advertisement will be subject to compliance of part-X- section-II signs and outdoor display structure of National Building Code, 2016.

7.2 Criteria for Advertisement devices as Traffic Hazard

An advertising device may be considered a traffic hazard:

- i. If it interferes with road safety or traffic efficiency
- ii. If it interferes with the effectiveness of a traffic control device (eg. traffic light, stop or give way sign).
- iii. Distracts a driver at a critical time (eg. making a decision at an intersection).
- iv. Obscures a driver's view of a road hazard (eg. at corners or bends in the road).

- v. Gives instructions to traffic to "stop", "halt" or other (eg. give way or merge).
- vi. Imitates a traffic control device
- vii. Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road user's.
- viii. Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.
- ix. If situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes.

The traffic hazard potential of an advertising device varies depending on its size, location, luminance and background. The hazard generally diminishes the further the device is away from the road.

7.3 Outdoor Advertisement Controls

7.3.1 Control of the physical characteristics of advertising devices

Control of the physical characteristics of advertising devices shall be as follows:

- i. Advertising Devices shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- ii. No sign shall be attached in any way to trees or shrubs and any plants in public property.
- iii. No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- iv. Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.
- v. All On-Premise Advertising Device shall, under no circumstances reflect activity/activities other than those undertaken within the premises. On Premise Advertisements having any Brand advertisements other than premise name and number shall be required to pay license fees and charges as applicable
- vi. All On-Premise Advertising Device must have the compulsory required information i.e. – the Premise name
- vii. The Code of Practice for Road Signs IRC: 67-2012, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations. No Outdoor advertising signs or devices shall use such colour, colour combinations, shapes, sizes which can be mistakenly considered as a Road sign.
- viii. Advertising 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 light/s,
- ix. All lighting associated with the Advertising Device shall be directed solely on the Advertising Device and its immediate surrounds.
- x. Under no circumstances shall illuminated - on premise signs be permitted to be in shops/commercial establishments facing residential areas on streets with width less than 12 meters.
- xi. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.

- xii. Illumination of advertising device is to be concealed or be integral part of it. The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.
- xiii. Any light source shall be shielded so that glare does not extend beyond the Advertising Device.
- xiv. The level of luminance should not cause harsh glare in adjacent buildings. Illumination shall not be continued after 11.00 p.m. Neon-Signs should be put off before 11.00 p.m.
- xv. The neon -signs should not flicker. No neon sign hoardings shall be permitted in Residential Zone/ Localities."
- xvi. 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.
- xvii. Materials used on all Advertising Device should be non-polluting, fire resistant and injury proof.
- xviii. No Advertising Device under any circumstances shall be supported from, hung or placed on other Advertisement Device. Each Advertisement device should be self-supporting or fixed securely with the architectural structure.
- xix. Signs built and/or suspended from the roof at the roof level are not permitted.
- xx. This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are also excluded.

7.3.2 Content Criteria

- i. The policy will rely upon self-regulatory controls within the advertising industry to enforce minimum advertising standards. Notwithstanding this approach, the implementing authorities may take action to modify or remove any Advertising Device that contravene the Advertising Industry's Code of Ethics, (refer List of Negative Advertisements at Annexure at the end of the Policy) or that otherwise causes a traffic hazard.
- ii. For all categories of Advertising devices facing and directed at the motorist's text elements should be easily discernible to travelling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertising message to the viewer and reduce the period of distraction.
- iii. The content or graphic layout exhibited on advertising device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are inappropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, slow down, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.

7.3.3 Restriction on Wall Painting and use of Wall for Advertisement

No permission for display of advertisement by means of wall painting shall be granted. No Advertisement devices shall be permitted on the walls other than dead walls of any building except Building wraps, neon/ digital advertisement, subject to other provisions of these guidelines.

7.4 Criteria for Advertising Structure

- i. Advertising Device structures including the foundations shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity and any such natural and/or man - made disaster etc and shall comply with relevant Indian structural design standards, IS Codes, NBC codes and shall be as per the policy guidelines.
- ii. The designs shall be certified by a registered structural engineer and shall be submitted to the Authority before start of work at the site. If later on, any deviations are found, the permission given will be withdrawn by the Authority
- iii. The supporting structure shall have a non-reflective finish to prevent glare. The device structure shall be well maintained at all times. It shall be painted in colours that are consistent with, and enhance the aesthetics of surrounding area.
- iv. The Advertising Device structure designed as per the sizes and design guidelines provided and shall be clad/ panelled with materials of good and aesthetic quality and no structural elements shall be visible to naked eye.
- v. Official road/ street furniture such as official signs and delineator guide-posts shall not be used as the supporting structure of an advertising device.
- vi. Advertising device structure on the building, open - ground shall not project beyond the building line, footpath and over the carriage way of road lines

7.5 Electrical Connection for Outdoor Advertising devices

- i. The electrical connections and components in all Advertising Devices shall be with accordance with relevant Indian Standards and designed to ensure there is no safety or traffic risk.
- ii. No generator running on diesel/ petrol/kerosene or any bio fuel, causing noise, air or water pollution shall be allowed for providing power for illumination of any outdoor advertising device.
- iii. The Advertiser/ contractor shall procure his own electric connection from any Authorised power distribution company for the illumination of the Advertising Device, if required.

7.6 Additional Conditions

The following additional conditions shall be attached while permitting advertisement:

- i. No substantial additional/modifications to the Outdoor advertisement structure/Device shall be permitted during the period of contract without permission of JNPA SEZ.

- ii. If the Authority, for reasons to be recorded in writing, requires removal of the advertisements, it must be removed forthwith, failing which JNPA SEZ shall have the right to get the advertisements removed at the risk and cost of the Advertiser/Vendor. This power shall not be exercised by officer below the rank of Senior Manager, JNPA
- iii. The advertisement must be maintained in a clean, tidy and safe condition to the satisfaction of the Authority at all times during the contract/ License period.
- iv. Any breach committed by the permit-holder of this policy shall result in the cancellation of the permission granted and or termination of the contract.

8. Fee and Charges for Advertisement

8.1 Advertisement Hoarding Devices Fee Structure

The following Fee structure shall be applicable to the display of outdoor advertisement hoardings/ signages within the jurisdiction of JNPA SEZ:

1) On Leased Plots:

- a) **Plot holder/ co-developer intending to install a hoarding in its plot to advertise its own name / publicity information:** Only the Development Permission Scrutiny fee is payable along with the application.
- b) **Plot holder/ co-developer intending to install a hoarding in its plot to advertise name/ publicity information of others:** Charges comprising of Base Licence Fee + Premium(s) + Development Permission Scrutiny Fee+ Security Deposit is payable

2) On JNPA land within SEZ:

- a) **Plot-holder/ co-developer desirous to erect a directional signage / hoarding of small format (upto 5 SqM) to provide directions to their plot:** Base Licence Fee + Premium(s) + Ground Rent + Development Permission Scrutiny Fee + Security Deposit is payable in accordance with rates mentioned in this policy and permission will be granted on nomination basis.
- b) **Any agency desirous to erect advertisement hoarding/ signage on JNPA land within SEZ:** Base Licence Fee + Premium(s) + Ground Rent + Development Permission Scrutiny Fee + Security Deposit is payable. The Authority will carry out allotment of spaces through E-tender process with competitive bidding above minimum Base rate (as specified in this policy).

No fees shall be payable by the Developer of SEZ (JNPA) for installing its own hoarding/ signage on JNPA unleased land within the SEZ.

8.2 Base Licence Fee

Licence Fee shall be collected from the Licensee/ permit-holder as a financial compensation to JNPA SEZ for granting him/ her the rights to put up outdoor advertisement for a particular period. The justification of Licence Fee is that the Advertising media has its importance only because it is facing towards public property i.e. road, garden, etc. and people using the road are able to see that media. The Licence Fee shall vary according to different types of media. The Base License fee shall be revised from time to time, as decided by JNPA SEZ. Refer fee structure as given in **Annexure-V**.

8.3 Ground Rent

JNPA SEZ shall charge a Ground Rent for allowing an advertising device over its land. Ground Rent shall not be charged if the advertising media is on leased plot. The amount of this charge will be calculated by multiplying the land value of that location taken from the Scale of Rates (SOR) of JNPA with the display area of the advertisement media.

8.4 Premiums

Different types of premiums have been introduced based on the features and locational attractiveness of the Outdoor advertising devices. Types of premiums to be charged are as follows: -

- i. Location Premium- Location premium shall be added on advertising media on both public property and private property. Location premium value varies from place to place depending on the type of Road frontage viz. large road or small road.
- ii. Central Divider Premium: Central Divider Premium shall be charged for all Advertising Media placed on Central Median. The Central Median Premium shall also be applicable to advertising devices placed on the Structures/Pillars of the Metro/BRTS
- iii. Illumination Premium- Illumination premium of 20% shall be added on any type of Illuminated Advertising Media i.e. top-lit, bottom lit or backlit box. 40% Premium shall be added for Digital/ Electronic or Neon Signs

8.5 Total fees

The total License fee to be charged shall be calculated by adding Base Licence Fee, and all applicable premiums. For Advertisement devices on SEZ property Ground rent shall be charged additionally over total License fee.

The Advertisement Fees, Premiums and Ground Rent, method of calculation is given in the **Annexure-V**. JNPA SEZ shall retain the right to determine the Advertisement License Fee, Premiums and Ground rent as applicable from time to time.

8.6 Development Permission Fees

8.6.1 Scrutiny Fees:

A person/ company applying for permission to install any advertisement hoarding/ signage within the JNPA SEZ shall with his application pay to SPA of JNPA SEZ the Scrutiny Fees at the rate of Rs.16 per Sq.m or part thereof with a minimum of Rs.1000.

8.7 Security Deposit

- a) The applicant shall deposit and keep deposited an interest free amount as a Security for the due performance of the conditions attached to the development permission granted by the Authority. The Security Deposit amount shall be deposited along with the other fees at the rate equivalent to 6 months total fee applicable.
- b) The security deposit shall be forfeited either in whole or in part at the absolute discretion of the Authority for breach of any of the provisions of these regulations and conditions attached to the permission conveyed by JNPA. Such forfeiture shall be without prejudice to any other remedy or right of the Authority. In case of forfeiture of security deposit during the execution of work, the applicant must replenish the security deposit before carrying out any further works.

- c) The security deposit will be refunded without any interest after the end of license period for which the development permission was granted. The original challan shall be submitted by the applicant to the Authority to process the claim.

8.8 Penalties

Any advertisement device which does not confirm with the policy guidelines shall be penalised as per applicable law. JNPA SEZ shall retain the right to determine the penalty as applicable from time to time.

9. Annexures

9.1 Annexure I: Form for Application

Form of application for installation and maintenance of hoarding/ signage at JNPA SEZ.
(For Plot-holders/ Co-Developers)

To,
The Chief General Manager (PPD),
JNPA SEZ
JNPA Admin Building, Sheva
Navi Mumbai 400707

Sir,

I/ We hereby submit application seeking development permission for installation and maintenance of Advertisement hoarding/ signage in accordance with the provisions of clause No. 43 of the sanctioned "Development Control and Promotion Regulations 2020" for the JNPA SEZ pertaining to Erections of Hoardings and Signage and in accordance with the Policy for Hoarding and Signage in JNPA SEZ situated on Plot No.on road No., Sector..... of JNPA SEZ.

- 1.Name of Applicant in Full: _____ (in block letters)
2. Address of Applicant: _____
3. Type of Advertisement hoarding/ signage (Please Tick the appropriate One)
- a) Hoarding
 - b) Unipole
 - c) Moving Transit Advertisement
 - d) Pole Kiosks
 - e) Advertisement Kiosks
 - f) Temporary Advertisement

Note: The applicant shall provide detailed design of the proposed installation and the fixing details with sketch, for the proposed hoarding/ unipole/ kiosk/ transit/ street furniture advertisement. The applicant has to provide the certificate of a registered structural engineer regarding structural safety.

4. Location

- a) Sector No.:
- b) Name of Road/ Junction:
- c) Location name:

The exact location of proposed advertisement, with the proposal scaled drawing (scale preferably 1:500) is enclosed.

4. Proposed content of the Advertisement signage: (*Provide the detail of shape and size with the sketch*).

Kindly grant the permission for erection of hoarding and/or signage.

Date: _____

Signature of Applicant (authorised signatory):

Name of authorised signatory:

Company name:

Email ID:

Mobile number:

Enclosures:

9.2 Annexure II: Permissibility Criteria for different categories

The table below gives the permission criteria for different category of advertisements:

S. No.	Category	Type of Media	JNPA SEZ land	Leased Plots
1	Large-Format Advertisement (Area > 15 SqM subject to maximum 22.5 SqM)	Hoardings, Unipole, Media Screens	Allowed	Allowed on permit from JNPA, subject to distance regulations
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole, Hoardings, Media Screens, Advertisement Kiosks	Allowed	Allowed on permit from JNPA, subject to distance regulations
3	Small-Format Advertisement (Area up to 5 Sq.)	Pole Kiosks Advertisement Kiosks	Allowed	Allowed on permit from JNPA, subject to distance regulations
4	Moving Transit Advertisement (Motorable)	Public Transit	Allowed	Allowed on permit from JNPA
		Private Transit	Allowed	Allowed on permit from JNPA
5	Advertisement on Transit Stops	Bus Stops/ Bi-cycle docking stations	Allowed	Allowed on permit from JNPA
6	Advertisement on Shops	Shutters	Allowed	Allowed on permit from JNPA
		Doors, Walls & Windows	Allowed	Allowed on permit from JNPA
7	Advertisement on Street Furniture & Signages	Dustbins, Benches, etc	Allowed	Allowed
		Directional signage, Street Name Board etc.	Allowed	Allowed
		Information Board	Allowed	Allowed
8	Aerial Advertisements	Ad Balloons	Allowed with NOC from Civil Aviation Authority	Allowed on permit from JNPA and NOC from Civil Aviation Authority as applicable
9	Temporary Advertisements	Ad Boards / Flex /Vinyl/ Cloth Banners/ Posters etc	Allowed	Allowed on permit from JNPA

9.3 Annexure III: List of negative/ prohibited advertisements

The following advertisements fall in the negative list and are not permitted to be displayed on Outdoor advertisements.

- i. Nudity in any form
- ii. Racial advertisements or advertisements propagating caste, community or ethnic differences
- iii. Advertisement promoting drugs, alcohol, cigarette or tobacco items
- iv. Advertisements propagating exploitation of women or child
- v. Advertisement having sexual overtone
- vi. Advertisement depicting cruelty to animals
- vii. Advertisement depicting any nation or institution in poor light
- viii. Advertisement casting aspersion of any brand or person
- ix. Advertisement banned by the Advertisement Council of India or by law
- x. Advertisement glorifying violence
- xi. Destructive devices and explosives depicting items
- xii. Lottery tickets, sweepstakes entries and slot machines related advertisements
- xiii. Any psychedelic, or laser displays which cause glare to the viewers eyes.
- xiv. Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.
- xv. Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing
- xvi. 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
- xvii. 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, such as the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860;
- xviii. Any other items considered inappropriate by JNPA, on complaint from the citizens.

9.4 Annexure IV: Area Zoning System

Roads Zoning:

- **Category R1-** Roads of 18 m width and lesser width shall form Zone R1, and all advertisement devices on or abutting such roads shall be considered to fall in Zone R3.
- **Category R2-** The arterial roads of 24 m width and 30 m width shall form Zone R2, and all advertisement devices on or abutting such roads shall be considered to fall in Zone R2.
- **Category R3-** The major roads of 45 m width and 60 m width shall form Zone R3, and all advertisement devices on or abutting such roads shall be considered to fall in Zone R3.

Note: In case an advertisement faces or abuts on more than one Road zone, the higher zoning shall be considered for the calculation of License fee.

JNPA SEZ ROAD ZONING MAP:



9.5 Annexure V: Fees, Premiums and Ground Rents for Outdoor Advertisement Devices – 2022-23

The fee for hoarding and signage is composed of the various components including the Base License Fee, Ground Rent and applicable premiums. Ground Rent is only applicable to Advertisement devices on JNPA land. The Premiums are expressed as multiplicative factors on the Base License Fee. The applicable fees and charges are listed below:

- 1) Base License Fee
- 2) Premiums
 - i. Road Premium
 - ii. Central Divider Premium
 - iii. Illumination Premium
- 3) Ground Rent (in case of hoarding/ signage is on JNPA Land)
- 4) Development Permission Scrutiny Fee
- 5) Security Deposit

The Fee for advertisement hoarding and signage shall be calculated as per the following method:

- Total License Fee = Area of Hoarding X (Base License fee X All applicable premiums) (*Refer example of calculation given later in this Annexure*)
- In case of Hoarding/ Signage on Public Property/ JNPA land, the Ground Rent shall be added to the Total License Fee.
- The Development Permission Scrutiny Fee shall be payable over and above the License fee for processing of the application for hoarding/ signage in JNPA SEZ
- The Security Deposit shall be payable by the applicant, prior to installation of the signage.

The following Fee structure shall be applicable to the display of outdoor advertisement hoardings/ signages within the jurisdiction of JNPA SEZ:

1) On Leased Plots:

- a) **Plot holder/ co-developer intending to install a hoarding in its plot to advertise its own name / publicity information:** Only the Development Permission Scrutiny fee is payable along with the application.
- b) **Plot holder/ co-developer intending to install a hoarding in its plot to advertise name/ publicity information of others:** Charges comprising of Base Licence Fee + Illumination Premium + Development Permission Scrutiny Fee + Security Deposit is payable

2) On JNPA land within SEZ:

- a) **Plot-holder/ co-developer desirous to erect a directional signage / hoarding of small format (upto 5 SqM) to provide directions to their plot:** Base Licence Fee + Premium(s) + Ground Rent + Development Permission Scrutiny Fee + Security Deposit is payable in

accordance with rates mentioned in this policy and permission will be granted on nomination basis.

- b) **Any agency desirous to erect advertisement hoarding/ signage on JNPA land within SEZ:**
Base Licence Fee + Premium(s) + Ground Rent + Development Permission Scrutiny Fee + Security Deposit is payable. The Authority will carry out allotment of spaces through E-tender process with competitive bidding above minimum Base rate (*as specified in this policy*).

1. Base License Fee:

The Base License fee applicable to various categories of Hoardings/ Signage is given below. The Base License fee along with premiums shall form the total license fee.

S. No.	Category	Sub Category	Base License Fee (INR per SqM per Annum)
1	Large-Format Advertisement (Area > 15 SqM subject to maximum 22.5 SqM)	Hoardings, Unipole, Media Screens	500
2	Medium-Format (Area from 5 SqM to 15 SqM)	Minipole, Hoardings, Media Screens	500
		Advertisement Kiosks	
3	Small-Format Advertisement (Area upto 5 SqM)	Pole Kiosks	500
		Advertisement Kiosks	
4	Moving Transit Advertisement (Motorable)	Public Transit	1000
		Private Transit	
5	Advertisement on Transit Stops	Bus Stops/ Bi-cycle docking stations	500
6	Advertisement on Shops	Shutters	
		Doors, Walls & Windows	
7	Advertisement on Street Furniture & Signages	Dustbins, Benches, etc	
		Directional signage	
		Information Board	
8	Aerial Advertisements	Ad Balloons	2000 (Per Ad per Week)
9	Temporary Advertisements	Ad Boards / Flex /Vinyl/ Cloth Banners/ Posters etc	250 (Per SqM per Month)

2. Premiums:

The various applicable premiums are given below. The Base License fee along with premiums shall form the total license fee.

a) Road Premium:

Sr No.	Zone	Type of Road	Premium Factor
1	Zone R1	Roads of 18 m width and lesser width	1
2	Zone R2	Roads of 24 m width and 30 m width	1.25
3	Zone R3	Major roads of 45 m width and 60 m width	1.5

b) Central Divider Premium:

If the Advertisement Device is located on the Central Median or divider of any road then a Premium factor of 1.2 shall be applicable

c) Illumination Premiums:

Sr No.	Type of signage	Premium Factor
1	Non-Illuminated	1
2	Front lit, Bottom lit or Backlit	1.2
3	Electronic, LED or Digital Display	1.5

3. Ground Rent (Only applicable to JNPA land):

- **Large /Medium and Small Format Advertisement** – Ground Rent shall be charged on the basis of display area of advertisement media, as per the Lease Rental for JNPA SEZ land determined by the Scale of Rates for the JNPA Land as published in the State Gazette. Annual escalation shall be 2% per annum for lease rental as per the provisions of Policy Guidelines of Land Management 2019.
- **Other Formats** – In case of Advertisement on Moving Transit Advertisements, Advertisement on shops, Ground Rent shall not be added separately.

Jawaharlal Nehru Port Authority in exercise of the powers conferred under section 27 of the Major Port Authorities Act 2021 read with rule 6(2) of the Major Port Authorities (Fixation and Implementation of Scale of Rates, Fees and Conditions) Rules, 2021 has notified the following scale of rates for allotment of land on lease rental basis in the JNPA Special Economic Zone (SEZ) as notified vide notification no. S.O. 2047 (E), dated 11/08/ 2014.

LEASE RENTAL FOR JNPA SEZ LAND	Base Rate – Rs. 324 /- Sq. M per annum
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Note: The above base rate shall be subject to annual escalation as decided by JNPA as per the provisions of Policy Guidelines for Land Management, 2019.

The Licensee/ permit-holder shall have to enter into a Leave-and-License Agreement with JNPA for installation of hoarding/ signage on JNPA SEZ land.

4. Development Permission Fees:

Scrutiny Fee:

A person/ company applying for permission to install any advertisement hoarding/ signage within the JNPA SEZ shall with his application pay to SPA of JNPA SEZ the Scrutiny Fees at the rate of Rs.16 per Sq.m or part thereof with a minimum of Rs.1000.

5. Security Deposit:

- a) The applicant shall deposit and keep deposited an interest free amount as a Security for the due performance of the conditions attached to the development permission granted by the Authority. The Security Deposit amount shall be deposited along with the other fees at the rate equivalent to 6 months total fee applicable.
- b) The security deposit shall be forfeited either in whole or in part at the absolute discretion of the Authority for breach of any of the provisions of these regulations and conditions attached to the permission conveyed by JNPA. Such forfeiture shall be without prejudice to any other remedy or right of the Authority. In case of forfeiture of security deposit during the execution of work, the applicant must replenish the security deposit before carrying out any further works.
- c) The security deposit will be refunded without any interest after the end of license period for which the development permission was granted. The original challan shall be submitted by the applicant to the Authority to process the claim.
- d) The Security Deposit will not be applicable for the hoarding on leased plot/s.

6. Revision of License Fee:

The Base license fee, Ground Rent and the Premiums shall be revised by the JNPA from time to time.

7. Examples of Calculation of Fee:

Category 1 (b): In case of an Illuminated Advertisement Hoarding by Plot holder/ co-developer in its own plot to advertise name/ publicity of others (Hoarding having a size 3m X 7.5m).

Total Display Area of Hoarding = 3m X 7.5m= 22.5 SqM

1. **Base License Fee** as per Large Format Hoarding = INR 500/- per SqM per Annum = 22.5 x 500 = **INR 11,250/-**
2. **Premiums:**
 - **Road Premium:** Not Applicable as Hoarding located on leased plot
 - **Illumination Premium:** The Hoarding is illuminated hence the Illumination Premium = 1.2
 - **Central Divider Premium:** Not Applicable as Hoarding located on leased plot

Therefore, Total License Fee for one year = $1 \times 2 = 11250 \times 1.2 = \text{INR } 13,500/-$

3. **Ground Rent:** In case of leased plot, the ground rent shall not be applicable.
4. **Development Permission Scrutiny Fee** shall be at the rate of Rs.16 per Sq.m with a minimum of Rs.1000/-.

Accordingly, Development Permission Scrutiny Fee = $22.5 \times 16 = \text{INR } 360/-$ i.e. **INR 1000/-**

Therefore, Total **Fee payable** = $13,500 + 1000 = \text{INR } 14,500/-$

5. **Security Deposit** equivalent to 6 months total fee will have to be deposited i.e. **INR 6750/-**

Category 2B. *Any agency desirous to erect advertisement hoarding/ signage on JNPA land near 45m wide road in SEZ.

Steps of Calculation of fee:

Total Display Area of Hoarding = $3\text{m} \times 7.5\text{m} = 22.5 \text{ SqM}$

1. **Base License Fee** as per Large Format Hoarding = $\text{INR } 500/-$ per SqM per Annum = $22.5 \times 500 = \text{INR } 11,250/-$
2. **Premiums:**
 - **Road Premium:** Applicable premium of 1.5 if hoarding is along 45m wide road
 - **Illumination Premium:** The Hoarding is illuminated hence the Illumination Premium = 1.2
 - **Central Divider Premium** – Hoarding located at Road side = 1

Therefore, **Total License Fee** for one year = $1 \times 2 = 11,250 \times 1.5 \times 1.2 \times 1 = \text{INR } 20,250/-$

3. **Ground Rent:** In case of Hoarding on JNPA land in SEZ, the ground rent shall be applicable as
= Area X Ground Rent = $22.5 \times 324/- = \text{INR } 7,290/-$ per Annum

Total Annual Demand = $1+2+3 = 20,250 + 7,290 = \text{INR } 27,540/-$

4. **Development Permission Scrutiny Fee** shall be at the rate of Rs.16 per Sq.m with a minimum of Rs.1000/-, Accordingly, Development Permission Scrutiny Fee = $22.5 \times 16 = \text{INR } 360/-$ i.e. **INR 1000/-**

Therefore, **Total Fee payable** = $27,540 + 1000 = \text{INR } 28,540/-$

5. **Security Deposit** equivalent to 6 months total fee will have to be deposited, i.e. **INR 13,770/-**

* The allotment will be given through tender with above base rate.

9.6 Annexure VI: Scale of Rates notified by JNPA for allotment of land at JNPA SEZ vide notification no. S.O. 2047 (E), dated 11/08/ 2014.

JAWAHARLAL NEHRU PORT AUTHORITY SPECIAL ECONOMIC ZONE

Administration Building, Sheva, Raigad, Navi Mumbai – 400 707, Maharashtra
Tel: +91 22 27244022, website: www.jnport.gov.in

NOTIFICATION

S.O. 18985 (E)-dated 21/07/2022 WHEREAS, Jawaharlal Nehru Port Authority in exercise of the powers conferred under section 27 of the Major Port Authorities Act 2021 read with rule 6(2) of the Major Port Authorities (Fixation and Implementation of Scale of Rates, Fees and Conditions) Rules, 2021 hereby notifies the following scale of rates for allotment of land admeasuring 162 hectares on lease rental basis for 60 years for development of Special Economic Zone (SEZ) near JNPA as notified vide notification no. S.O. 2047 (E), dated 11/08/ 2014.

A. LEASE RENTAL FOR JNPA SEZ LAND

LEASE RENTAL FOR JNPA SEZ LAND	Base Rate – Rs. 324 /- Sq. Mtr per annum
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The above base rate shall be subject to the following:-

1. Annual escalation of 2 % per annum for lease rental as per the provisions of Policy Guidelines of Land Management 2019 (as amended).
2. Further while allotment / lease of land on upfront basis the authority shall fix the reserve price considering the provisions of the PGLM 2014 (as amended) and other guidelines issued by Central Government from time to time.
3. The above rates shall be valid for 3 years, however the same shall be subject to review and revision in terms of Rule 9 of the Major Port Authorities (Fixation and Implementation of Scale of Rates, Fees and Conditions) Rules 2021.

9.7 Annexure VII: Format of Undertaking to be given by the Advertiser.

UNDERTAKING

(On Rs 100/- stamp paper)

To,

The Chief General Manager (PPD),
Special Planning Authority SEZ
JNPA Administration Building,
Sheva, Uran, Navi Mumbai - 400707.

Sub: Undertaking regarding Development Permission for installation of advertisement hoarding / signage near Plot No. _____, at Road No.____, Sector __, JNPA SEZ, Navi Mumbai.

Sir,

I/ We Shri/ Smt _____, proprietor of _____, residing at _____, I do hereby solemnly affirm, declare and undertake as under:

I/We have submitted proposal for obtaining development permission for installation of advertisement hoarding / signage near Plot No. _____, at Road No.____, Sector _____, JNPA SEZ.

- 1.1. That I/ we shall ensure that the advertisement installation proposed by us does not cause obstruction to the air, light and ventilation of any adjacent building or premises.
- 1.2. That I/ we indemnify the JNPA SEZ against any claim or litigation by anybody adversely affected by the hoarding.
- 1.3. I/ we undertake to indemnify JNPA SEZ for any cost incurred in case of third-party litigation caused due to the advertisement hoarding/ signage installed by us.
- 1.4. I /we shall install our advertisement hoarding/ signage within the space allotted and shall not encroach into the boundaries of adjacent plot for any purpose whatsoever.
- 1.5. That, I / we shall cause no nuisance or obstruction to the peaceful occupation of adjoining plot owners.
- 1.6. That I / we shall totally responsible for any mishap that may occur during the erection of hoarding and during the license period of the hoarding in case if on JNPA land.
- 1.7. I am aware that failing to follow the prescribed plan/ use, the Authority will be free to take disciplinary actions against us.
- 1.8. I/ We further hereby undertake to pay prescribed license fee/ premium / charges whenever applied by Authority for the same.

The above undertaking shall be binding on me / us, or my / our heirs, Successors, Administrators and whosoever are deriving title on or through me/us.

Signed this _____ day of _____ 2023

Declarant:

Signature, Name and Address of witnesses:

1) -----

2) -----
