

7.4 Specific Conditions : Category 4

| S. No. | Type | Description of device | Specific parameters | | | | | General Conditions |
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| | | | Length | Width | Area | Max Height | Min ground clearance | |
| 4.1 | | Fascia Sign for self-advertising. | Na | 0.3m | | <0.9m in general | 2.5m | <ul style="list-style-type: none">All Fascia signs shall conform (should not exceed) to a maximum |

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| | | | | | | and can be increased upto 2 m depending on the site condition and subject to approval of the Commissioner on case to case basis as explained in the note below. | <p>height of 0.9m.</p> <ul style="list-style-type: none"> • No part of any such sign shall extend above the top level of the wall upon or in front of which it is situated • The width of the signage is allowed to extent of the width of the shop- External Fascia signs shall be mounted at a datum line not lower than 0.9m from top finished level. • Within the enclosed corridors or verandah like in location, the fascia sign must follow the datum line coinciding with the top of the shop/ business opening. • In case of double height openings in frontage the datum line of the sign shall be at 0.9m from the soffit of the ceiling. • The signage should not obstruct the open railings, jail, grill or any architectural features. In case the signage is placed below a railing or grill, its datum line shall coincide with the slab level or up to 0.9m from the bottom of the drop whichever is less to expose the architectural design of the railing. • Each business shall restrict itself to only one fascia sign. The signs by no means shall exceed the frontage of the premises of the business (in terms of the Width). • One additional sign is | |

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| | | | | | | | | <p>permitted for each business establishment having a rear, or side building face with a public entrance.</p> <ul style="list-style-type: none"> • One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot. • Internal illumination of a translucent sign face, or individual letters, characters or figures shall be permitted, such that the sign face, letter or character glows. • Flashing and Mechanical Movement graphics are not permitted. Excessive or Special illumination schemes, both on & within buildings (including windows & doorways) and sites shall not be permitted. Illuminated & animated signs are not to detract from the architecture of the supporting building during the daytime. • The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self- signage having area less than/equal to 2.5 sqm, which is free of charge, No surrogate advertising shall be permitted . • The Owner of Shop/Business |

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| | | | | | | | | Establishment/Institution shall be permitted to advertise the organization/business/product/service/ name/logo for Self Signages having area more than 2.5 sqm subject to payment of Advertisement Fee and Prior written Permission of Commissioner, Municipal Corporations of Delhi. |
| <p>• Note :- The maximum height limit of Self Signages for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be maximum 2 metre (proportionate to the Building façade area) as decided by the Commissioner, Municipal Corporations of Delhi on case to case basis. The signage shall not block natural light or ventilation in building/premise and shall not contravene the criteria mentioned above in general conditions.</p> | | | | | | | | |
| 4.2 | On premises signs. Awning Sign: | | <2m | <1m | <2sqm | As approved by Municipal Corporations of Delhi | 2.7m | <ul style="list-style-type: none"> • A sign shall be fixed at right angles to the street line. • Where enterprise facades exceed 20m in length, more than one sign may be allowed, spaced at a minimum of 6m intervals. • Self-illuminated Awning Signs are not permitted. • Permitted only on premises used for commercial, office, industrial or entertainment purposes. No Under-awning sign shall project at any point more than 100 mm from the surface to which it is affixed. • No Under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900 mm • No Under-awning sign shall extend above, below or beyond any extremity of |

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| | | | | | | | | a parapet wall, balustrade, railing, beam or fascia. <ul style="list-style-type: none"> • Not more than one Under-awning sign per facade per enterprise shall be allowed, unless the facade exceeds 20m in length, where more than one sign shall be allowed if they are spaced at a minimum of 6m Intervals. |
| 4.3 | | Projected sign: for self advertising only | | | | | | <ul style="list-style-type: none"> • Maximum height of letters: not exceeding 250mm when horizontally aligned; not exceeding 400mm when vertically aligned to the sign. • Maximum height of logo shall not exceed 750mm within the sign surface. • In no case shall any projecting sign be attached to a lamppost, traffic sign or any vertical structure other than the shop front where the business or service is practiced. • In no case, shall any projecting sign be attached to a heritage building, educational facilities, and buildings that house government offices. • For the NDMC areas - NDMC is not in favor of permitting separate signages for each business on the outside wall of a multi-storied building. |
| | | Installed on Building | | | | | >2.5m but <9m | <ul style="list-style-type: none"> • Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a |

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| | | ht not exceeding 18m | | | | | | footpath). <ul style="list-style-type: none"> • No projection of the signage or any part of its supports or frame-work shall project more than 1 m beyond the building. • The sign shall not project more than 0.6m beyond the building, or plot line facing the street. • A projecting sign shall not be fixed other than at right angles to the street line. • No projected sign shall be attached to the transom of a doorway or display window. • No projecting signs shall extend above the parapet or top most edge of a roof or above the part of the building face to which it is attached. |
| | | Installed on building ht not exceeding 36m | | | | | 12m | <ul style="list-style-type: none"> • Only one projecting sign shall be allowed per enterprise façade provided the width of the facade is at least 4.5m. • Only one projecting sign per façade shall be permitted vertically as well as horizontally • Material of the framework or supporting structure of the sign should be made of non-combustible material. • The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging. |

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| | | Installed on building height exceeding 36m | | | | | | <ul style="list-style-type: none"> The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/ loading points. | |
| 4.4 | | Footway and roadside vend or sign | | 0.6m | 0.6m | 0.36sq.m | 1m | NA | <ul style="list-style-type: none"> Footway signs are permitted within the Clear Zone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible. No portion of a footway signs shall project over the carriageway or any surface used by motor vehicles. The placement of a footway sign not cause a safety hazard to other traffic (eg. Pedestrians and cyclists) Generally be limited to one sign per premises in busy business precincts. Generally be limited to two signs per premises where there is more than one business on the premises Be located directly outside the premises they refer to. Not be located so as to restrict sight distance on approaches to intersections or the restrict the visibility of other authorized signs. Be permitted only during trading hours. Footway signs shall have a maximum height of 1.0 |

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| | | | | | | | | meter, a maximum width of 0.6 meters and a maximum depth of 0.6 meters. <ul style="list-style-type: none"> • Footway signs shall relate only to the business or product that may be obtained on the premises. | |
| 4.5 | | Real estate sign: for self advertising only | | NA | NA | <2sqm | 1m | NA | <ul style="list-style-type: none"> • A Real estate Sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed. • All Real estate Sign shall be temporary in nature. • All Real estate Sign shall be non-illuminated. • All Real estate Sign shall be displayed only during the times the premise is open for inspection or to be let out. No Real estate sign shall be placed at a distance less than 4m from the street line or the road right-of-way. • A Real estate Sign shall be placed so as to not impede pedestrian or traffic now. • Real estate sign shall be limited to one sign per street face • The maximum size of Real estate Sign permitted shall not exceed 2 sqm (but not more than 1 sqm per side). • A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height. |
| 4.6 | | Welcome sign | | NA | <3.85sqm | 1.6m | Na | | The content of welcome sign must be approved by MCD Commissioner |

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| 4.7 | | Construction sign: For self advertising only | | NA | NA | < 4.4 sq m | 3m | NA | <ul style="list-style-type: none"> • Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit. • A sign shall not be permitted unless there is direct access to that road from the property being advertised. • Signs shall be located as close as practicable next to, and parallel to, the property alignment. • A sign shall not interfere with any underground services. • No portion of a sign shall project over the carriageway or any surface used by motor vehicles. • The placement of the sign shall not cause a safety hazard to traffic (eg. vehicles, pedestrians and cyclists) • Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles. • One or more signs as per the guide, with a maximum area of 1 sqm, may be displayed per property. |

Permission criteria for Self-Signage (Category-4):

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

- Under no circumstances shall on Premise Advertising Device be permitted in residential areas.

- 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.
- No sign shall be attached in any way to trees or shrubs.
- No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post.
- On Premise Advertising Device in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings
- No On Premise Advertising Device shall be in any form or manner interferes with openings required for light and ventilation.
- Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.
- Non-illuminated transparent/translucent signs shall be permitted on transparent/ translucent external surfaces at any level.
- No trade and business sign shall be in any form or manner interfere with fire safety transit/exit space requirements and prescribed norms.
- All On Premise Advertising Device should under no circumstances reflect activity/activities other those undertaken within the premises.
- No sign shall contain additional advertising -promoting products or services other than approve use of the premises or site irrespective of whether that product or service is provided, sold or available on the site.
- All On Premise Advertising Device must have the compulsory required information as under:
 - Name of the trade and business
 - Shop/Premise number
- All On Premise Advertising Device must conform to the prevailing laws with regard to decency, decorum, social harmony etc.
- All the signs be visually interesting and exhibit a high level of design quality.
- All On Premise Advertising Device must conform to structural/ architectural discipline of the surface / edifice / building / open areas.
- 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.
- Materials used and all On Premise Advertising Device should be non-polluting, fire resistant and injury proof.
- Any new sign shall consider existing signs on a building, site or adjoining streetscape to ensure that the sign does not give rise to visual and/or physical clutter.
- All signs shall have a minimal projection from a building.
- 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.
- 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.
- Signs painted on or applied on the roof of a building are not permitted. Signs built and/or suspended from the roof at the roof level are also not permitted.
- The sign information should be kept to a minimum in the interest of both aesthetics and traffic safely.
- Where subordinate information is allowed, the name or use of the business shall be the dominant message on the sign- No supplementary (as in bylines, product specifications,

selling propositions) and subordinate information (addresses, telephone numbers, and other such details) which seeks the attention of drivers along vehicular stretches will be allowed as they present a traffic hazard.

- Sign should be non reflective such that they do not flash or glare at drivers on the streets. Signs should not use reflective surfaces as mirror foils etc as the use of such material are visually disruptive to traffic and can be hazardous to oncoming drivers.
- All permitted signs would attract levies payable as outlined by the MCD.