

ROAD DEVELOPMENT AUTHORITY



GUIDELINES FOR DISPLAY OF BANNERS

- 1 A banner is a strip of cloth/fabric bearing a slogan, design or advertisement and displayed in a public place.
- 2 Pursuant to Section 22(1) of the Roads Act, an authorisation from the Road Development Authority must first be sought and obtained for all banners which are visible from a main road or Motorway.
- 3 Applicants must submit an application at least five (5) working days in advance. The application must include the following details:-
 - Name, postal address and contact details of applicant or applicant's authorised representative;
 - Locations where banners will be placed. (See 4(b) and 4(c) below for authorised locations);
 - Start date and removal date. A banner should not remain on display for a period exceeding 15 days;
 - Model of design/wording to be placed on the banner(s);
 - A non-refundable processing fee of Rs 500/ per application will be charged for banners intended for commercial purposes. Payment of the processing fee can be either by cash or a crossed cheque drawn in favour of Road Development Authority. The application will be processed only after payment of the fee is made.
- 4 The following conditions shall apply for display of banners visible from a main road or a motorway:
 - a. A banner shall NOT be more than 5 metres along its longer side;
 - b. No banner is allowed across a road, or on footpaths, traffic signs, traffic lights, roundabouts, traffic islands, central reservations, shoulders or any location where road users can be confused or their visibility impaired;
 - c. Banners can be displayed along walls and hand-rails running parallel to the road;
 - d. Promotions of alcoholic products, tobacco and drugs are strictly prohibited. No slogan/graphics which may harm the feelings and beliefs of individuals or social groups is allowed.
 - e. No person is allowed to remove or cover an existing banner of another person to place their banner.
 - f. All banners shall be fixed firmly so as not to become loose in windy conditions and shall be removed by the owner on the due date.
- 5 The Road Development Authority reserves the right to remove banners displayed under the following conditions without any prior notice:

- Any banner not authorised or which is displayed beyond the authorised dates;
- Any banner, even if authorised, which is displayed contrary to the conditions listed in Section 4 above;
- Any banner, even if authorised, which becomes a traffic hazard through improper fixing.

The Road Development Authority will not be responsible for any damage caused to the banner in such circumstances.

6 The Road Development Authority reserves the right NOT to issue a permit to any person when that person was given authorisation to display banners in the past but either did not respect the conditions or failed to remove them by the due date.

Note: In submitting an application for display of banners, applicants are advised to use the model application letter available on the website for that purpose.

**Road Development Authority
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