



ROAD DEVELOPMENT AUTHORITY

Guidelines for Applications to Display Advertisement along Classified Roads

(1) How to Apply

Any person wishing to apply for an Advertisement Permit shall submit his/her application on the prescribed Application Form in person at the following address:

Road Development Authority

6th Floor, Blue Tower

Rue de L'Institut

Ebene

Tel. No. – (230) 4678600

Fax No. – (230) 4672071

(Application forms are available for download from RDA Website: <http://rda.gov.mu>).

(2) Requirements:

Only complete applications will be accepted.

A complete application shall consist of the following:

- 1) Application form duly filled and signed;
- 2) Location plan and site plan of advertisement;
- 3) Certified Copy of Title Deed of Memorandum of Survey from Land owner,
- 4) Original Certificate from Registered Professional Engineer – certifying that the structure supporting the advertisement can resist wind gust of 120 km/hr without flex (mandatory for Billboard);
- 5) Clearance from CEB (if advertisement is located within 5 metres of high-tension cables);
- 6) Letter of authorisation from owner of Advertisement and property of land to give free access at all times to Authority, for inspection or removal of Advertisement;
- 7) Insurance cover (mandatory for Billboard);
- 8) A non-refundable processing fee of Rs 500/ (for each advertisement applied).

(3) Issue of Permit

No permit will be issued for an application that (a) is contrary to specifications, OR (b) is potentially harmful to the environment, OR (c) represents a traffic or safety hazard OR (d) contravenes other existing legislations OR (e) is morally and ethically inappropriate.

If the Authority is satisfied with the application, a two-phase process will be applied before a Permit is issued:

Phase 1:

A Letter of Intent, specifying all conditions for the erection and display of the structure will be issued to the Applicant.

Within 7 days of the Letter of Intent, the Applicant shall pay a refundable deposit (by cash or cheque) to the Road Development Authority. The amount of the deposit will be specified in the Letter of Intent and will be calculated at the rate of Rs 2,000 per square metre.

The Applicant will be authorized to erect the advertisement which shall be strictly as specified in the Letter of Intent.

Phase 2.

The Applicant shall inform the Authority when the construction of the advertisement structure is completed.

Provided that all conditions specified have been respected, the Authority will issue the Advertisement Permit and refund back the deposit.

In case of non-compliance with specifications, the Authority will not refund the deposit until corrective measures are applied or the illegal structure removed.

(4) General Remarks:

- 1) The specifications with respect to dimensions, set-backs and distances are given in the Application Form.
- 2) The Road Development Authority reserves the right to amend these specifications at any time.
- 3) Advertisement Permits are issued for a maximum period of three years.

(5) Road safety and traffic considerations

An advertisement shall be placed in such a manner that it:-

- a) does not constitute a danger to any other person or property;
- b) does not distract, or contain an element which distracts, the attention of the driver of a vehicle in a manner likely to lead to unsafe driving conditions;
- c) is not illuminated to the extent that it causes discomfort to, or inhibits the vision of, an approaching pedestrian or the driver of a vehicle;

- d) is not attached to a traffic sign, combined with a traffic sign, obscures a traffic sign, creates confusion with a traffic sign, interferes with the functioning of a traffic sign, or creates a road safety hazard;
- e) does not obscure the view of a pedestrian or a driver, or obscures a road, sidewalk or a road feature, including a junction, bend or a change in width of a road;
- f) does not obstruct a fire escape or the means of egress to a fire escape;
- g) does not project over a road, a passage for pedestrians or a cycle track;
- h) does not display the colours red, amber or green in the vicinity of an intersection where traffic lights are operated;
- i) is away from a road junction, sharp bend, roundabout, black spot, on a traffic island or in any dangerous zone;
- j) does not interfere with, or obstruct or reduce the visibility and effectiveness of any traffic sign;
- k) does not emit a noise, sound, smoke, smell or odour.

(6) Design and Construction Considerations

- (i) Any advertisement shall –
 - (a) be properly constructed;
 - (b) have a neat appearance and consist of such materials as suited to the function and nature of the advertisement;
 - (c) have a neat appearance in terms of advertisement content and sign writing, and may not contain untidy handwritten messages;
 - (d) not deface building facades;
 - (e) where it is attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in, or passing through and secured on the opposite side of, such brickwork, masonry or concrete;
 - (f) not be secured by water soluble adhesive, adhesive tape or similar material;
 - (g) have all exposed metalwork painted or otherwise treated to prevent corrosion and all timber treated to prevent decay;
 - (h) have measures taken to prevent entry of water into, and the accumulation of water or moisture on or in, the advertisement or any part of its supporting framework, brackets or other members;
 - (i) not obstruct any window or opening provided for the ventilation of a building, or obstruct any stairway or doorway or other means of exit from a building, or prevent the movement of persons from one part of a roof to another part.
 - (j) shall not endanger the safety of the place/structure where it is attached.
 - (k) be readily and easily dismantled

Date: October 2021