



# ROAD DEVELOPMENT AUTHORITY

## GUIDELINES FOR THE ERECTION AND DISPLAY OF DIGITAL ADVERTISEMENTS LOCATED ALONG OR VISIBLE FROM MOTORWAYS AND MAIN ROADS.

### ➤ OVERVIEW

In accordance with **Section 22(1)** of the **Roads Act**, no person shall erect or display an Advertisement which is visible from a road without the written permission of the Highway Authority.

To this end, the control of digital Advertisements, along or visible from Motorways and Main Roads, falls under the purview of the Road Development Authority (RDA).

### ➤ APPLICATION PROCESS FOR DIGITAL ADVERTISEMENT

Any person who intends to erect, display or continue to use a digital Advertisement, along or visible from Classified Roads, should solicit the authorisation of the RDA by submitting his request on the prescribed Application form with supporting documents and processing fee, in person, at the following address:

The Road Development Authority

6<sup>th</sup> Floor, Blue Tower,

Rue de L'Institut, Ebène, Mauritius.

Tel: +230 467 8600

Fax: +230 467 2056

*(The prescribed form is available for download from the RDA Website)*

### ➤ CONTENT OF APPLICATION

A complete application should consist of the following:

- (1) Prescribed application form, duly filled and signed;
- (2) Location and site plan, with GPS coordinates of Advertisement;
- (3) Certified copy of Title Deed of Memorandum of Survey from Landowner;
- (4) Embellishment plan from a Registered Landscape Architect of the zone where the digital Advertisement would be located;

- (5) 3D Model of the digital Advertisement;
- (6) Original Certificate from a Registered Professional Engineer, certifying that the advertising structure would be structurally safe and sound and has been designed to withstand a wind gust of at least 120 Km/hr;
- (7) Structural designs and Specifications in accordance with design standards and relevant codes of practise, including the fixing and installation mechanism of the structure;
- (8) Insurance cover; and
- (9) A processing fee of Rs 500/- is payable per application.

Notwithstanding thereof, the following documents should be submitted, together with the prescribed form, in case the Advertisement would be:

- (1) Located within 5 metres of high-tension cables, clearance from Central Electricity Board should be sought;
- (2) Located within or inside the jurisdiction of Airport, clearance from Airport Authorities should be sought; and
- (3) Placed or affixed flat on the façade of a building, clearance from District Council or Municipality should be sought.

*Only complete applications would be processed by the Authority.*

## ➤ **PERMIT APPLICATION APPROVAL**

When the Authority is satisfied with the completeness of the application, the latter will be processed for the following modes of applications:

### (1) **New Construction**

For New Construction, a two-stage process would be applied before an Advertisement permit is issued:

#### (a) Stage 1 -

- The application will be analysed and site visit will be conducted to check the compliance of the Advertisement in line with the ***RDA Specifications, Roads Acts*** and ***RDA Guidelines***.
- In case the Advertisement is found to be in compliance, a letter of intent, specifying all conditions pertaining to the erection and display of the Advertisement, would be issued to the Applicant.

- In the same letter, the Applicant would be informed, to pay a refundable deposit fee *within fourteen days*, from the date of issuance of the letter, in the favour of the Authority. The refundable deposit amount is calculated at a rate of *Rs. 2,000/- per square metre, per face of Advertisement*.
- After paying the refundable fee, the Applicant may proceed with the erection and display of the Advertisement and affixing the Registration Mark onto the same. The whole construction should be completed, not exceeding *three months*. Beyond this period, the letter of intent would become invalid.

(b) Stage 2 -

- The Applicant should officially inform the Authority once the construction of the advertising structure has been completed and the Registration Mark affixed on the Advertisement.
- The Applicant should then request a site visit after submitting the following documents:
  - ❖ Original Certificate from a Registered Professional Engineer, that the works have been completed as per the approved plan to his satisfaction; and
  - ❖ Original Certificate from a Registered Electronic/Electrical Professional Engineer, certifying the:
    - electrical installations of the digital Advertisement; and
    - operating luminance of the digital Advertisement during daylight and night time.
  - ❖ Survey report, certified and signed by a Sworn Land Surveyor to confirm the location of the Advertisement with National Grid.
- After inspecting the compliance of the Advertisement and the affixing of the Registration mark, the Authority will issue, under **Section 22(2)** of the **Road Acts**, an Advertisement permit.

Upon receipt of the Letter of Permit, the Applicant should thereafter, officially request the Authority to release the refundable deposit sum.

In case of non-compliance with **RDA Specifications, Roads Acts and RDA Guidelines**, the Authority would not refund the deposit

until corrective measures are applied or the non-conform Advertisement is to be removed.

(2) **Renewal**

Prior to renewing the Advertisement permit of an existing structure, site visit will be conducted to check the compliance of the same in line with ***RDA Specification, Roads Acts and RDA Guidelines***.

In case of non-compliance with the aforesaid, the Applicant will be informed to bring the structure in conformity within three months or else the owner of the non-conform Advertisement will be informed accordingly, in accordance with ***Section 23*** of the ***Roads Act***.

(3) **Alteration**

For alteration of advertising structure, the procedure implemented for new construction would be adopted.

➤ **SPECIFICATIONS OF DIGITAL ADVERTISEMENTS**

In order to ensure public safety and maintain aesthetic of the road infrastructure, the following Specifications would be taken into consideration prior to issuing Advertisement permit for digital Advertisement:

(1) **Advertising message criteria**

Digital Advertisement would not be allowed to:

- (a) display moving images such as video and animations;
- (b) have subliminal flashes;
- (c) be displayed through blinking, intermittent, flashing, or moving lights;
- (d) have light beam, moving or directing in such a manner in view of distracting the attention of drivers; and
- (e) have light source or beam of light not meant for illumination be positioned or aimed to shine directly onto, or at, Main Roads and Motorways;
- (f) emit intermittent or variable intensity lighting; and
- (g) display more than one Advertisement, at a time.

(2) **Minimum display time of content**

The display or message on a digital Advertisement, of any type, may change no more frequently than once every eight seconds, with a transition period of one second or less.

All digital Advertisements should principally be switched off completely after 12 pm and remain off until one hour before sunrise, except those displaying traffic and safety information.

(3) **Illumination and luminance**

The luminance level of digital Advertisement, in all lighting conditions, should be in line with the **International Commission of Illumination**.

The maximum luminance emitted by a digital Advertisement, as recommended by the **United Kingdom Institution of Lighting Engineers** will also be considered by the Authority.

Intermittent or variable intensity lighting would not be permitted by the Authority.

(4) **Other Specifications**

(a) The Surface display area, Setback distance of the Advertisement with road edge, Radial distance of the Advertisement from junction, Spacing between consecutive Advertisements and Orientation of exterior edge of the Advertisement with respect to the edge of carriageway – **Annex A**.

(b) Amenity and decency of Advertisement – **Annex B**.

(c) Design, Construction and Aesthetical considerations of Advertisement – **Annex C**.

(d) Location of Advertisements – **Annex D**.

(e) Road safety and traffic considerations – **Annex E**.

(f) Power cables and conduits to Advertisement – **Annex F**.

(5) **Remarks**

- (a) Advertisement Permit for digital Advertisement will be issued for a renewable period of **3 years**, provided that the Applicant is in full compliance with the RDA for advertising structures;
- (b) Insurance cover should be submitted yearly;
- (c) The Applicant shall submit on a monthly basis a Compliance Certificate the Mauritius Standard Bureau or relevant Authorities with regard to the level of illuminance of the digital Advertisements;
- (d) Any person who erects, displays or maintains a digital Advertisement which is located along or visible from Classified Roads, on the announcement of a cyclone warning class 2, should make necessary arrangements to disconnect all electronic and electrical connections thereof;
- (e) This new guideline would be applied with immediate effect for all new applications received for the erection and display of digital Advertisements.

Any person who has erected or displayed or caused to be erected or displayed, should make the necessary application, as may be necessary to conform to these guidelines, upon their application of renewal or alteration.

- (f) The Authority reserves the right:
  - not to authorise the erection and display of digital Advertisement on certain types of Classified Roads; and
  - to amend these guidelines at any point in time.

**DATE: AUGUST 2022**

**ANNEX A - SPECIFICATIONS WITH RESPECT TO ALLOWABLE FACE, DIMENSIONS, SETBACKS, ORIENTATIONS AND DISTANCES OF DIGITAL ADVERTISEMENT**

1.	Allowable face	1 face only
2.	Maximum permissible area	36 square metres when free standing and roof top.
3.	Minimum setback distance between road edge with exterior edge of Advertisement.	Main Roads – 6 m Motorways – 10 m
4.	Minimum radial distance between nearest corner, stop line or give way line of a junction with exterior edge of Advertisement.	200 m
5.	Minimum radial distance between the exterior edge of 2 consecutive Advertisement, regardless of their facing direction.	500 m
6.	Orientation of exterior edge of Advertisement with respect to the edge of carriageway.	To be displayed perpendicular or, at an angle of 30 degrees, to the direction of oncoming traffic.

## **ANNEX B - AMENITY AND DECENCY OF ADVERTISEMENT**

No digital Advertisement shall:

- (a) disfigures or injuriously affects:
  - (i) the amenities, aesthetic appeal, ecological integrity and the character of any town or village or of a public garden, square or pleasure promenade; and
  - (ii) the natural beauty of a landscape.
- (b) is visible along scenic roads;
- (c) displays gambling or promotes products which would be detrimental to public health;
- (d) is detrimental to the environment or to the amenity of a human living environment by reason of its size, colour, texture, intensity or illumination, quality of design or materials or for any other reason;
- (e) unreasonably obscures, partially or wholly, any advertisement owned by another person previously erected and legally displayed;
- (f) uses the National Flag for or in connection with any advertisement, nor exhibit or display in any part of such flag, any name, device or mark intended for purposes of advertisement; and
- (g) causes visual or noise disamenity to the neighbouring residents.



## **ANNEX C - DESIGN, CONSTRUCTION AND AESTHETICAL CONSIDERATIONS OF ADVERTISEMENT**

Every digital advertisement shall:

- (a) be neatly and properly constructed and executed and finished in a workmanlike manner, up to the satisfaction of the Authority;
- (b) have a neat appearance and consist of durable materials in accordance with the function, nature and permanence of the advertisement;
- (c) have a neat appearance in respect of the content and signwriting;
- (d) not deface any building facade;
- (e) be structurally safe and sound, satisfying the requirements of the Authority;
- (f) having more than one pole, be equipped and with a cladding to hide its poles;
- (g) 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;
- (h) not be secured by water soluble adhesive, adhesive tape or similar material;
- (i) have every exposed metalwork painted or otherwise treated to prevent corrosion and all timber treated to prevent decay;
- (j) take such necessary measures as 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;
- (k) (i) not obstruct any:
  - (1) window or opening provided for the ventilation of a building; or
  - (2) stairway or doorway or other means of exit from a building.
- (ii) prevent the movement of persons from one part of a roof to another part.
- (l) not block or conceal, the public view of the:
  - (i) front of any establishment in any manner so that the business behind is affected; or
  - (ii) architectural features of any building.
- (m) not endanger the safety of the place or structure where it is attached;
- (n) where so required, be painted with weatherproof paint of good quality;

- (o) not project outside the boundaries of the property on which it is to be erected or displayed:
  - (i) comply with the minimum clearance with regard to overhead power lines stipulated in applicable law;
  - (ii) not result in the removal of, or damage to, any trees in a public place without prior written authorisation of the Authority; and
  - (iii) be readily and easily dismantled.

## **ANNEX D - LOCATION OF ADVERTISEMENTS**

- (1) No advertisement shall be erected or displayed, or caused to be erected or displayed or continue to be used:
  - (a) on the carriageway, road embankment, road cutting, road shoulder, central reservation, roadside drain or footpath;
  - (b) on any guardrail, traffic light, traffic sign, street lighting poles, guard-stone, shrubs or tree;
  - (c) on a security access control structure to any area property or building;
  - (d) within an area:
    - (i) which is accident prone or dangerous; or
    - (ii) an area where speed limit is required or is under the surveillance of a speed camera.
  - (e) on boundary wall, fence or retaining wall;
  - (f) on any bridge, pier, abutment, handrail, public bin, gantry, triumphal arch, electric or telephone pole, or sign post; and
  - (g) on any public building, water tank or reservoir, national or historical monument, public wall or fencing, national park, natural reserve and public garden or at less than 100 metres from the entrances of public buildings or places of worship.
  
- (2) No advertisement shall be erected or displayed, or caused to be erected or displayed or continue to be used, around or within the vicinity of:
  - (a) the airport, without the prior written approval of the airport authorities;
  - (b) river banks or wetland, without the prior written approval of relevant Ministries; and
  - (c) Petrol filling and service stations, without the prior written approval of the Mauritius Fire and Rescue Service.

## **ANNEX E - ROAD SAFETY AND TRAFFIC CONSIDERATIONS**

No digital Advertisement shall:

- (a) constitutes a danger to any other person or property;
- (b) distracts, or contains an element which distracts, the attention of the driver of a vehicle in a manner likely to lead to unsafe driving conditions;
- (c) competes with traffic control devices for the road user's attention;
- (d) results in visual clutter to the extent that traffic control devices cannot be easily seen and recognised by road users;
- (e) obscures or interferes with a road user's view of other vehicles and pedestrians;
- (f) poses a hazard to errant vehicles;
- (g) is attached to a traffic sign, combined with a traffic sign, obscures a traffic sign, creates confusion with a traffic sign, interferes with the functioning and effectiveness of a traffic sign, or creates a road safety hazard;
- (h) obscures 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;
- (i) obstructs a fire escape or the means of access to or egress from a fire escape;
- (j) projects over a road, a passage for pedestrians or a cycle track;
- (k) displays the colours red, amber or green in the vicinity of an intersection where traffic lights are operating;
- (l) is at a road junction, sharp bend, roundabout, black spot, on a traffic island, road median, ghost island, slip lane, merging and diverging of flyover or junction, or in any dangerous zone;
- (m) emits noise, sound, smoke, smell or odour;
- (n) is illuminated or reflective to the extent that it causes discomfort to, or inhibits the vision of an approaching pedestrian or the drive of a vehicle; and
- (o) encourages stopping, slowing down or turning movements in inappropriate locations.

## **ANNEX F - POWER CABLES AND CONDUITS TO ADVERTISEMENT**

1. Every advertisement located along or visible from, motorways and main roads, which is electrically powered shall –
  - (a) have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly;
  - (b) be of material that is not combustible;
  - (c) be wired and constructed in accordance with and subject to the provisions of all applicable laws; and
  - (d) be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off.
  
2. No advertisement located along or visible from, motorways and main roads, which is electrically powered shall be connected to any electricity supply without the prior written permission of the Central Electricity Board and such permission shall, on request by an authorised official, be presented to him or her by the owner of the advertisement concerned.