



ROAD DEVELOPMENT AUTHORITY

GUIDELINES FOR THE ERECTION AND DISPLAY OF FLAG 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 Flag Advertisements, along or visible from Motorways and Main Roads, falls under the purview of the Road Development Authority (RDA).

➤ APPLICATION PROCESS FOR FLAG ADVERTISEMENT

Any person who intends to erect, display, alter or continue to use a Flag Advertisement, along or visible from Classified Roads, shall 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

6th 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 shall consist of the following:

- (1) Prescribed application form, duly filled and signed;
- (2) Location and site plan, with GPS coordinates of the Flag Advertisement;
- (3) Copy of Title Deed or Memorandum of Survey from Landowner or Lessee;

- (4) Embellishment plan in case the Flag Advertisement will be erected on or within a green space;
- (5) Artwork of the Flag Advertisement; and
- (6) A processing fee of Rs 500/- is payable per face per application.

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

- (1) Located within 5 metres of high-tension cables, clearance from Central Electricity Board shall be sought; and/or
- (2) Located within or inside the jurisdiction of Airport, clearance from Airport Authorities shall be sought.

Only complete applications will 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 will 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, will be issued to the Applicant.
- In the same letter, the Applicant will 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 in black, with characters *no less than 50 mm* onto the same.

The whole construction shall be completed, not exceeding *three months*. Beyond this period, the letter of intent will become invalid.

(b) Stage 2 -

- The Applicant shall officially inform the Authority once the construction of the Advertisement has been completed and the Registration Mark affixed on the Advertisement.
- The Applicant shall then request a site visit after submitting a report that the works have been completed as per the approved plan to his satisfaction.
- 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 shall 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 will 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 will be adopted.

➤ SPECIFICATIONS OF ADVERTISEMENTS

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

- (a) Where the Authority authorises a person to erect, display, alter or continue to use a Flag Advertisement, the Applicant shall –
 - (i) merely discloses the name, logo and/or nature of business or undertaking which is being or will be carried out within his premises only;
 - (ii) relates solely to an article or service supplied in connection with business or undertaking which is being or will be carried out within his premises only;
 - (iii) advertise a function or event conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes or functions, to be held within his premises only; or
 - (iv) promote a campaign supported by the Government, having national importance within his premises only.
- (b) Specifications with respect to allowable face, dimensions, setbacks, orientations and distances of the Advertisement – **Annex A.**
- (c) Amenity and decency of Advertisement – **Annex B.**
- (d) Design, Construction and Aesthetical considerations of Advertisement – **Annex C.**
- (e) Location of Advertisements – **Annex D.**
- (f) Road safety and traffic considerations – **Annex E.**
- (g) Floodlighting of Advertisement – **Annex F.**

➤ REMARKS

- (a) Advertisement Permit for Flag Advertisement will be issued for a renewable period of **Three (3) years**, provided that the Applicant is in full compliance with the Authority for advertising structures;
- (b) Any person who erects, displays or maintains a Flag Advertisement which is located along or visible from Classified Roads, on the announcement of a cyclone warning class 2, shall make necessary arrangements to brace the structures accordingly;

- (c) This new guideline will be applied with immediate effect for all new applications received for the erection and display of Flag Advertisements.

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

- (d) The Authority reserves the right to amend these guidelines at any point in time.

DATE: NOVEMBER 2022

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

1.	Allowable face	Not more than 2 faces
2.	Maximum permissible area	1.2 m ²
3.	Allowable height of the supporting pole/structure with the Advertisement	Shall not exceed 2.4 m from ground level to top of structure
4.	Minimum setback distance between road edge with exterior edge of Advertisement.	Main Roads & Motorways – 2 m
5.	Minimum radial distance between nearest corner, stop line or give way line of a junction with exterior edge of Advertisement.	Main Roads & Motorways – 5 m
6.	Minimum radial distance between the exterior edge of 2 consecutive Advertisement, regardless of their facing direction.	Main Roads & Motorways – Case to case basis for different sites
7.	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 Flag 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) displays gambling or promotes products which will be detrimental to public health;
- (c) 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;
- (d) unreasonably obscures, partially or wholly, any Advertisement owned by another person previously erected and legally displayed;
- (e) 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
- (f) causes visual or noise disamenity to the neighbouring residents.

ANNEX C - DESIGN, CONSTRUCTION AND AESTHETICAL CONSIDERATIONS OF ADVERTISEMENT

Every Flag 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 ADVERTISEMENT

- (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 which is accident prone or dangerous;
 - (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.

ANNEX E - ROAD SAFETY AND TRAFFIC CONSIDERATIONS

No Flag 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, 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 – FLOODLIGHTING OF ADVERTISEMENT

1. Light source for every Advertisement located along or visible from, motorways and main roads, shall be positioned to ensure effective distribution of light and minimise light wastage or spill; and
2. Any light source for an Advertisement located along or visible from, motorways and main roads, shall not be visible to traffic travelling in either direction