

## **DHA SIGNAGE BYE-LAWS**

1. The signage policy of DHA Lahore Cantt is as under:-
  - a. Shop sign boards made of flex, plastic, metal or any other material and 3D letters made of plastic/ metal etc. may be installed at the specific place such that maximum width does not exceed 4 feet. It may any how extend to full front of the shop in horizontal direction, in line with the existing shop sign board. Depth of the back lit flex board will be 8 inches while depth of 3 D letters shall not be more than 6 inches.
  - b. All the shop signs will be back lit. No light shall be installed beyond the building line to light the sign board from the front.
  - c. Sign boards of Basements will be adjusted on the sign boards of ground floor in such a way that 1/3 of the front of the building will be used for the basement sign board, while 2/3 will be used for ground floor sign board. In case of shops / Plazas with more than one shop on its front, the sign for basement will be adjusted on top of the stair door of the shop.
  - d. No flex / plastic sign board, bill board or advertisement board will be allowed on road side, in verandah or anywhere else in the building except the above mentioned specified space.
  - e. Shop / office signboards will be installed on the front / side (for Corner Shop) of each shop with proper holding bracket and bolts. Owner / tenant will compensate damage to person / property of others if caused due to failure / falling of the sign board.
  - f. All the shop / office signboards shall be installed at a height at which existing sign boards of adjacent buildings are installed.
  - g. Sky boards will not be installed on the roof top of the building without proper permission from DHA, which will be governed by the policy on the subject.
  - h. If a shop owner fails to remove a signboard of unspecified size by the date mentioned in the notice issued by DHA, the same will be removed by DHA at the risk and cost of the shop owner and a fine of Rs.5000/- (Rupees Five thousand Only) will be imposed for this act. The removed signboard will be returned on payment of the fine imposed and submission of undertaking on stamp paper by the owner that the removed signboard will be used only after necessary modification as per approved policy.
  - i. In case of violation of DHA Policy for the second time, a fine of Rs.10,000/- (Rupees Ten Thousand Only) shall be imposed apart from confiscation of signboard.
  - j. No advertisement in the form of but not limited to signboard, banner, sticking paper, vinyl, flag, wall chalking etc shall be placed in and on the licensed premises/ shop without the prior approval of the Authority and if approved subject to the payment of fee/ rent levied by the Authority. Any promotional material displayed by pasting on the glass-walls of the shop shall have to be approved from the competent authority subject to the payment of fee/ rent levied as per DHA rules.
  - k. Damaged shop signboards shall be replaced with new signboard by the owner themselves.
  - l. Electric wire of appropriate size / gauge will be used for electric connections of signboards which shall be laid in proper PVC conduit. All wiring shall be fixed / secured properly to avoid any mishap.
  - m. Sponsored shop sign shall not be allowed to be installed without proper permission from DHA and payment of rent, as decided by DHA, shall be paid by sponsor to DHA for the period of advertisement.
  - n. Sign Boards shall be displayed on front side only for non-corner shops, whereas, for corner shops it can be displayed on front as well as on side of the shop.
  - o. Laser beams are not allowed to be fixed anywhere in commercial as well as residential areas.

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- (b) All the shop signs will be back lit. No light shall be installed beyond the building line to light the sign board from the front.
- (c) **Sign boards of Basements will be adjusted on the sign boards of ground floor in such a way that 1/3 of the front of the building will be used for the basement sign board, while 2/3 will be used for ground floor sign board. In case of shops / Plazas with more than one shop on its front, the sign for basement will be adjusted on top of the stair door of the shop.**
- (d) **No flex / plastic sign board, bill board or advertisement board will be allowed on road side, in verandah or anywhere else in the building except the above mentioned specified space.**
- (e) **Shop / office signboards will be installed on the front / side (for Corner Shop) of each shop with proper holding bracket and bolts. Owner / tenant will compensate damage to person / property of others if caused due to failure / falling of the sign board.**
- (f) All the shop / office signboards shall be installed at a height at which existing sign boards of adjacent buildings are installed.
- (g) Sky boards will not be installed on the roof top of the building without proper permission from DHA, which will be governed by the policy on the subject.
- (h) **If a shop owner fails to remove a signboard of unspecified size by the date mentioned in the notice issued by DHA, the same will be removed by DHA at the risk and cost of the shop owner and a fine of Rs.5000/- (Rupees Five thousand Only) will be imposed for this act. The removed signboard will be returned on payment of the fine imposed and submission of undertaking on stamp paper by the owner that the removed signboard will be used only after necessary modification as per approved policy.**
- (i) In case of violation of DHA Policy for the second time, a fine of Rs.10,000/- (Rupees Ten Thousand Only) shall be imposed apart from confiscation of signboard.
- (j) No advertisement in the form of but not limited to signboard, banner, sticking paper, vinyl, flag, wall chalking etc shall be placed in and on the licensed premises/ shop without the prior approval of the Authority and if approved subject to the payment of fee/ rent levied by the Authority. Any promotional material displayed either by pasting on the glass-walls of the shop or through display material close to glass-walls shall have to be approved from the competent authority subject to the payment of fee/ rent levied as per DHA rules.
- (k) Damaged shop signboards shall be replaced with new signboard by the owner themselves.
- (l) Electric wire of appropriate size / gauge will be used for electric connections of signboards which shall be laid in proper PVC conduit. All wiring shall be fixed / secured properly to avoid any mishap.
- (m) Sponsored shop sign shall not be allowed to be installed without proper permission from DHA and payment of rent, as decided by DHA, shall be paid by sponsor to DHA for the period of advertisement.
- (n) Sign Boards shall be displayed on front side only for non-corner shops, whereas, for corner shops it can be displayed on front as well as on side of the shop. Length of signboard on open side of corner shop will not be more than the width of verandah.