



## **6.0** SPECIFIC GUIDELINES FOR ADVERTISEMENT

## 6.1 Free Standing Advertisement

**Interpretation:** An advertisement or notification of product, activity or service, etc (with or without billboard) which is supported by system of structure, elevated from ground and usually placed on roadsides or private property and can be illuminated and to include:

1. Unipole / Monopole – an advertisement sign (usually billboard) frame structure mounted atop a single steel pole or column. The Unipole is a large-format billboard type placed on top a very high pole. Its effectiveness is enhanced by the fact that this billboard can be seen even from long distance.
2. Free Standing Electronic / Tri-Vision / Scrolling – an advertisement consisting of electronic/interface/scrolling which is supported by landed structure and usually placed on roadsides that can be illuminated.

### **Procedure:**

1. All application must be submitted by the “qualified person” to Land and Survey Department / BDA through Local Authorities.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

**Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

**Language of advertisement:**

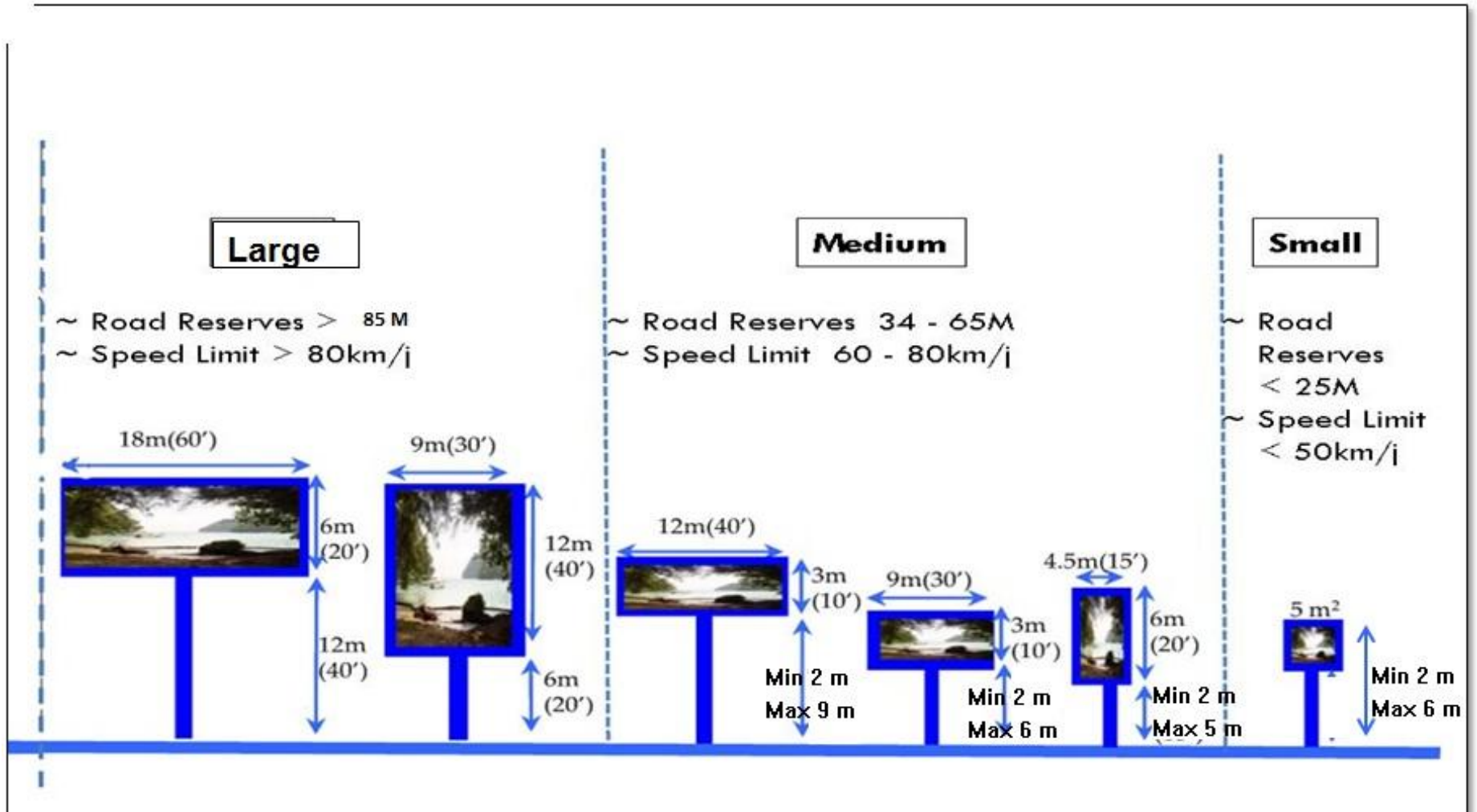
1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

## SPECIFIC GUIDELINES FOR ADVERTISEMENT **BILLBOARDS**

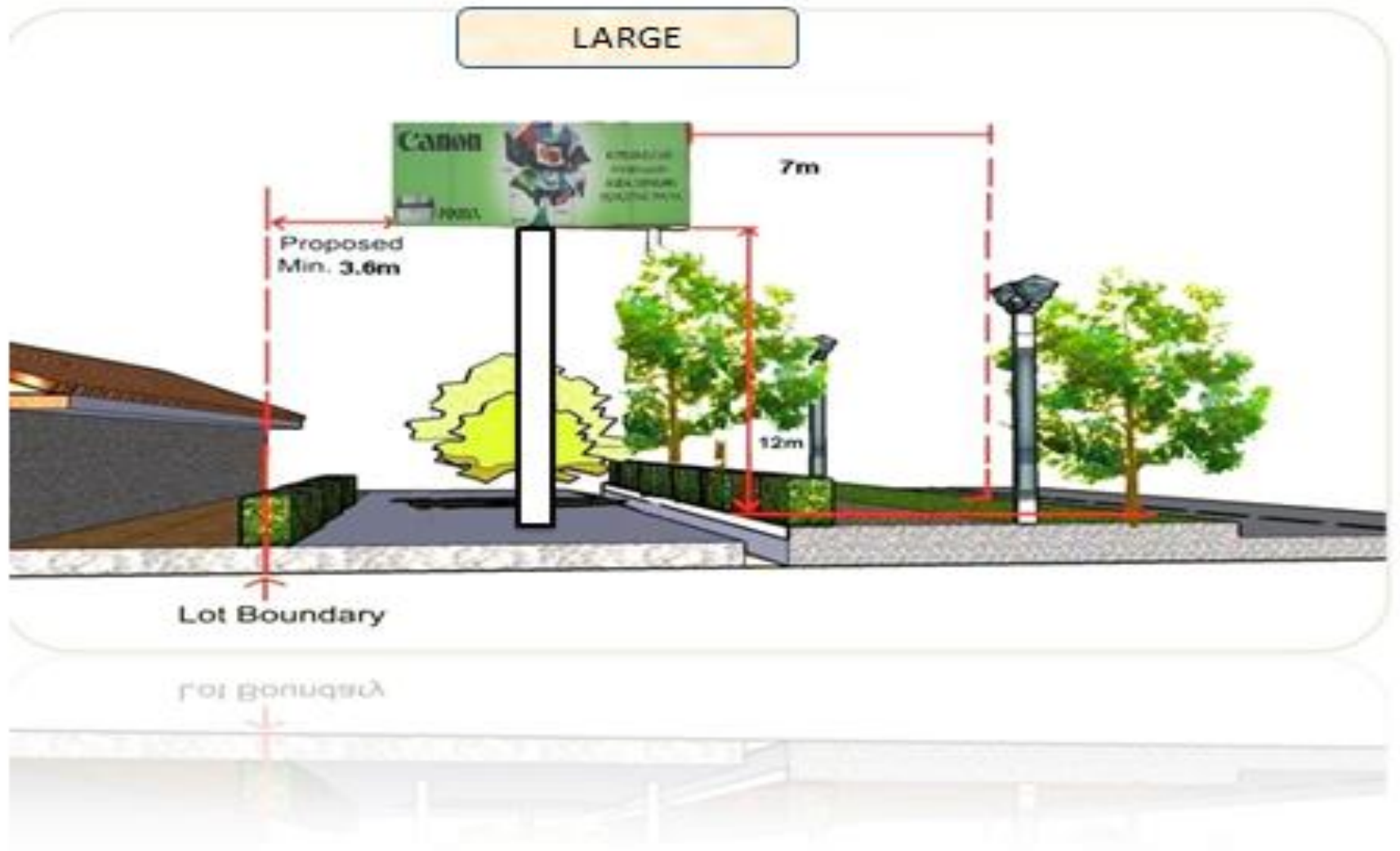
### **SIZES OF FREE STANDING BILLBOARDS**

<b>NO.</b>	<b>PROPOSED SIZE</b>	<b>JUSTIFICATION</b>	<b>PLACEMENT / ROAD RESERVE</b>
<b>1</b>	(2 sizes) <b>LARGE</b> Min clearance x maximum height x maximum width & setback	<b>Based on existing guidelines used by Jabatan Perancang Bandar dan Desa (JPBD) which addresses the following principles:</b>  <b>1. Public Safety</b> <b>2. Preserving Environment Amenity And Quality</b>	<b>&gt; 85m (road reserve)</b>
<b>2</b>	(3 sizes) <b>MEDIUM</b> Min clearance x maximum height x maximum width & setback		<b>34m to 65m (road reserve)</b>
<b>3</b>	(1 size) <b>SMALL</b> (5msq) Area & setback		<b>&lt; 25m (road reserve)</b>

## Size of Advertisement Billboard and Location:



Courtesy of SPA



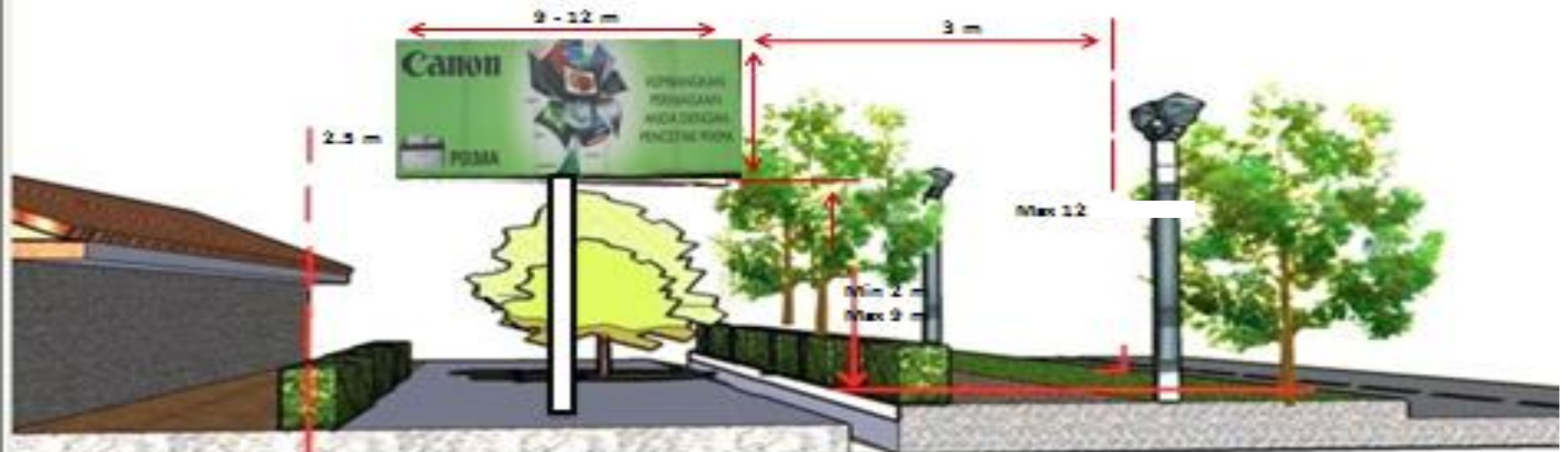
Courtesy of SPA

## SPECIFIC GUIDELINES FOR ADVERTISEMENT BILLBOARDS (based on SPA's recommendation)

Type & Billboard Size (Maximum)	Road Reserve	Speed Limit	Setback (minimum)				Specific Guideline
			From Lot Boundary	Carriage Way	Between Structure	From Junction Roundabout	
<b>Large Size</b> i. 18m x 6 m (60'x20') (Horizontal) ii. 9m x 12 m (30' x 40') (Vertical) Height i. 12m (40') (Horizontal) ii. 6m (20') (Vertical)	85m and above	80 km/h and above	3.6 m	7 m	<b>The distance between billboard structure along the same road shall not be less than 10KM.</b>	300 m from any junction (to follow standard applied for SACOFA tower).  The starting point for measurement of 300m shall be from boundary of the road reserve	<ul style="list-style-type: none"> <li>The approval is based on temporary basis. (between 5 to 20 year)</li> <li>Additional space 25% for embellishment is permitted if necessary for flexibility and creativity of outdoor advertisement design.</li> <li><b>Not allowed in town center and high density 'brown field' area and protocol road.</b></li> </ul>

\* Note : However, SPA may approve any application for advertisement billboards (that does not comply with this guidelines) based on the Planning principle

# MEDIUM



Lot Boundary

Lot Boundary

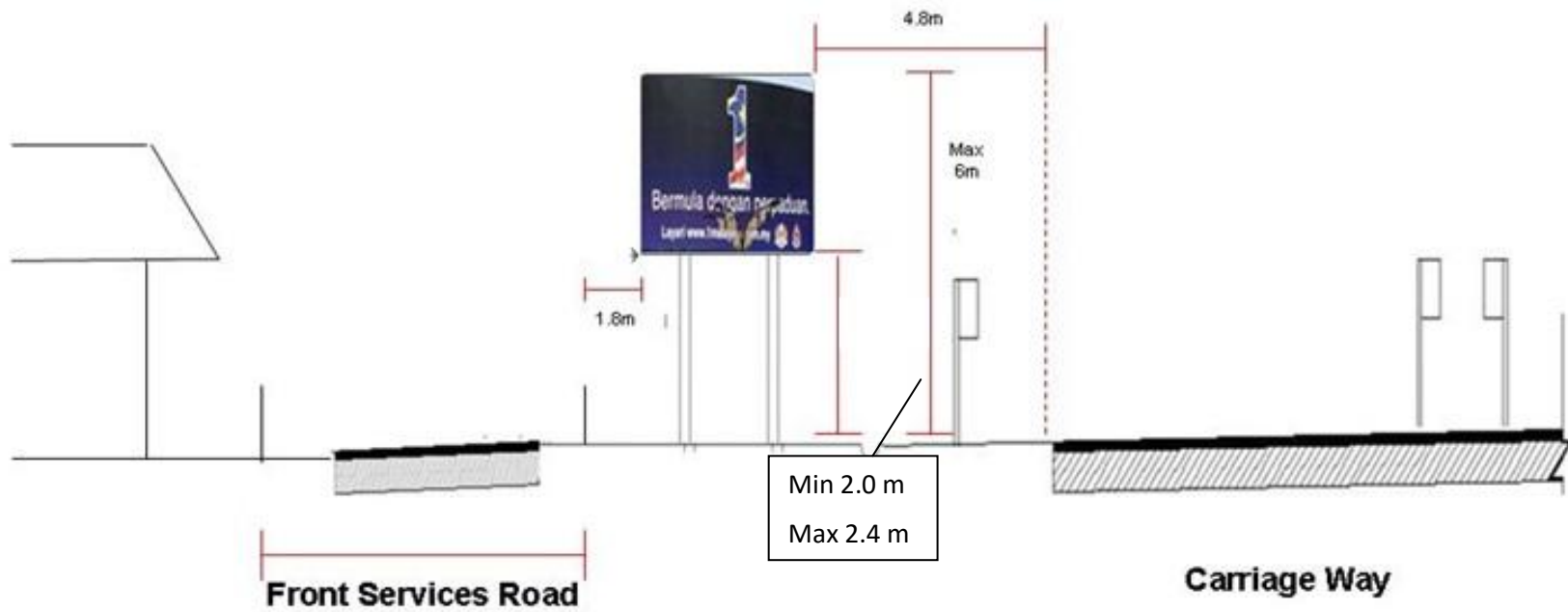
Courtesy of SPA



## SPECIFIC GUIDELINES FOR ADVERTISEMENT BILLBOARDS (based on SPA's recommendation)

Type & Billboard Size (Maximum)	Road Reserve	Speed Limit	Setback (minimum)				Specific Guideline
			From Lot Boundary	Carriage Way	Between Structure	From Junction Roundabout	
<p><b>Medium Size</b></p> <p>i. 12m x 3 m (40'x10') (Horizontal)</p> <p>ii. 9m x 3m (30'x10') (Horizontal)</p> <p>iii. 4.5 m x 6 m (15'x20') (Vertical)</p> <p>Height of pole *</p> <p>i. <b>Min</b> 2 m or <b>Max</b> 9m (30') (Horizontal)</p> <p>ii. <b>Min</b> 2m or <b>Max</b> 6m (20') (Horizontal)</p> <p>iii. <b>Min</b> 2m or <b>Max</b> 5m (15') (Vertical)</p>	34 m – 65 m	60-80 km/h	2.5 m	3 m  <i>(based on Technical study group lead by JKR in 2009)</i>	<p>Only <b>1 billboard</b> is allowed to be sited at any major junction.</p> <p>Billboards between two major junctions along the same road <b>shall not be less than 5 km apart</b></p>	<b>50 meters</b> from road junctions	<ul style="list-style-type: none"> <li>The approval is based on temporary basis. (within 3 to 15 years)*</li> <li>Additional space 15% for embellishment is permitted if necessary for flexibility and creativity of outdoor advertisement design.</li> </ul>
<p>* Note : However, SPA may approve any application for advertisement billboards (that does not comply with this guidelines) based on the Planning principle</p>							

# SMALL



## SPECIFIC GUIDELINES FOR ADVERTISEMENT BILLBOARDS (based on SPA recommendation)

Type & Billboard Size (Maximum)	Road Reserve	Speed Limit	Setback (minimum)			Specific Guideline	
			From Lot Boundary	Carriage Way	Between Structure		
<b>Small</b> Size i. 5m <sup>2</sup> (50sq)  Height of pole * i. <b>Min</b> 2 m or <b>Max</b> 2.4m (8')	25 m & below	50 km/h & below	1.8m	3 m  <i>(based on Technical study group lead by JKR in 2009)</i>	Only 1 billboard is allowed to be sited at any major junction.	50 m	<ul style="list-style-type: none"> <li>• The approval is based on temporary basis. (within 3 to 10 year)*</li> <li>• Shall only be considered for 25 meter roads that are having front service road.</li> <li>• Maximum height to the highest point of the advertisement shall not exceeding 6 meter</li> </ul>
* Note : However, SPA may approve any application for advertisement billboards (that does not comply with this guidelines) based on the Planning principle							

**Duration of Licence** : Per year basis

**Requirement:**

1. Location, position and size of advertisement shall comply with the above mentioned guidelines.
2. Structural Design & Calculation, Drawing, etc need to be submitted.
3. Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
4. Advertisement Licence Fee:
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities]**;
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**.
5. To impose a refundable security deposit as follows:

Advertisement	-	RM5,000.
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6. To impose public liability insurance with a minimum coverage of:

Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum

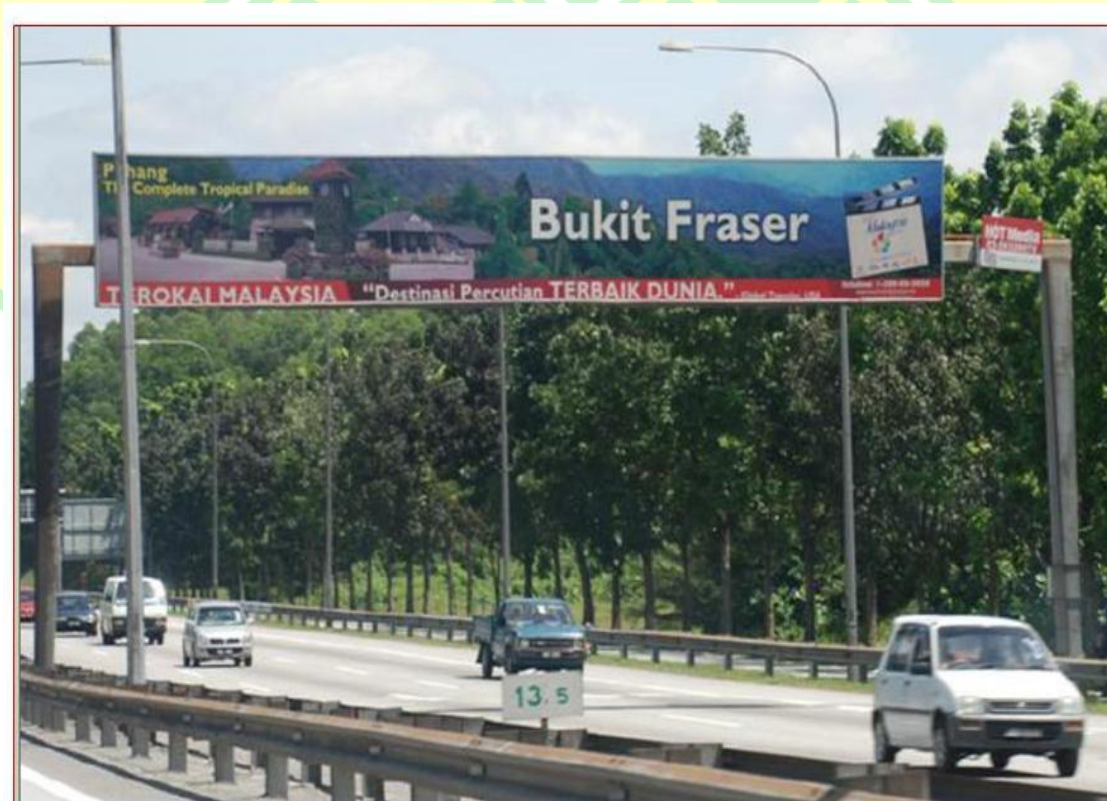
## Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities may revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement - billboard, the licence issued shall become null and void.

## 6.2 Advertisements on Building / Structure

### 6.2.1 Advertisement at Gantry

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and fixed onto the surface of a gantry.



**Procedure:**

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Divisional/BDA through Local Authorities.
2. Land and Survey Department / BDA will forward the applications to the Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

**Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

**Language of advertisement:**

4. An advertisement may be made or exhibited in any language.
5. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
6. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### Size of Advertisement At Gantry:

1. The size of the advertisement shall not exceed the width and length of the gantry and shall be within the road reserve as illustrated in the picture below.



2. The maximum height of the advertisement is 2 m.



**Duration of licence:** Per year basis.

**Location:** - Structure of the outdoor advertisement can be sited:

- (a) At the structure of the gantry but shall not be higher than 2 metres at its highest portion;
- (b) No part of the lowest portion of the advertisement shall be lower than the official prescribed clearance of the gantry (i.e. At least 6 m).

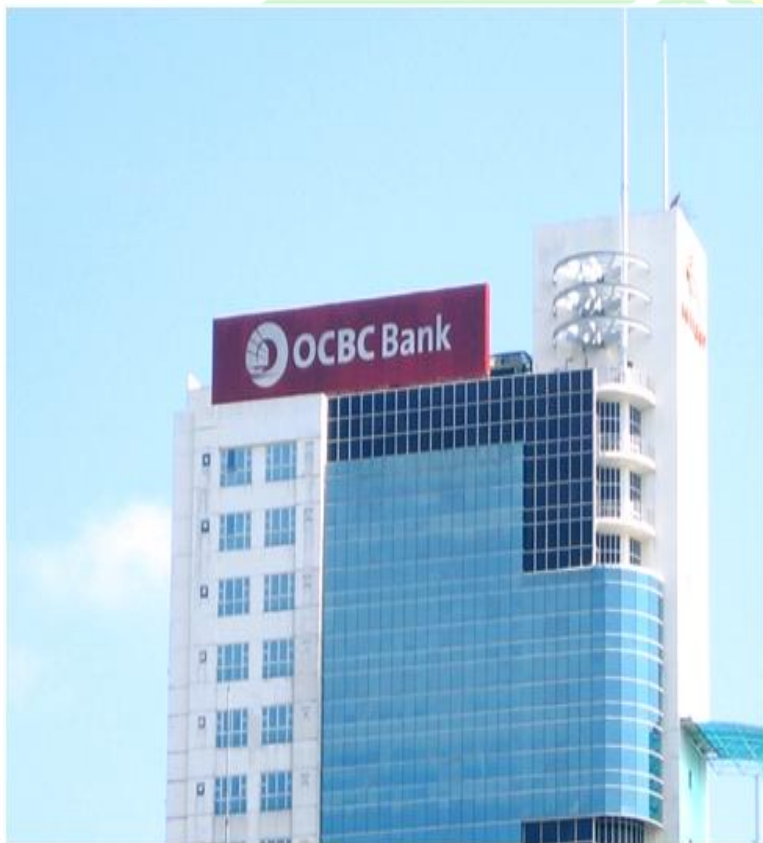
**Requirement:**

- (1) Location, position and size of advertisement should comply with the above mentioned guidelines.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) If the advertisement is painted or embossed on the façade of the overhead bridge without boundary line, the size of the advertisement shall be determined from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
- (4) Licensee shall be responsible for the payment and / or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and / or renew of the advertisement licence will result in the removal of the advertisement.
- (5) Advertisement Licence Fee:
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities]**;
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**.

- 6) To impose a refundable security deposit as follows:
- (a) Advertisement - RM5,000.
- (7) To impose public liability insurance with a minimum coverage of:
- (a) Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum.
- (8) Licence Conditions
- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
  - ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
  - iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
  - iv. The licensee/owner shall make payment and / or renew the licence of his advertisement **three months** before the expiry date.
  - v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
  - vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
  - vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
  - viii. In the event, the licensee lost his/her right of occupancy, the licence issued shall become null and void.

## 6.2.2 Roof Top Sign

**Interpretation:** *An advertisement or notification of product, activity or service which is erected, posted above a roof top of a building.*



**Procedure:**

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

**Subject / Contents of Advertisement:**

3. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
4. Advertisements on tobacco products or liquor are prohibited.

**Language of advertisement:**

7. An advertisement may be made or exhibited in any language.
8. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
9. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### Size of Advertisement and Location:

Type	Size (recommendation)	Specific Guideline
Roof Top Sign	<p>3 m (Height) x 12m (Length) (10' x 40')</p> <p>However, the actual feature and overall size shall be determined based on overall building plan, section and elevation and its relationship with the surrounding environment.</p>	<ul style="list-style-type: none"><li>• Only can be erected on detached/free standing building that is 4 storeys and above (inclusive ground floor).</li><li>• Allowed only on the building provided with built-in structure and certified by professional engineer (qualified person).</li><li>• Must avoid conflict of ownership. i.e. on top of shop house which consist of many owner.</li><li>• The structure must consider roof scapes, aesthetic value, amenity and character of the building.</li><li>• Not allowed to be erected on pitched roof building.</li><li>• Only one advertisement structure is allowed in a single building or block of shop houses.</li><li>• The approval is based on temporary basis.</li></ul>

**Duration of Licence** : Per year basis

**Requirement:**

1. Location, position and size of advertisement shall comply with the above mentioned guidelines.
2. Structural Design & Calculation, Drawing, etc need to be submitted.
3. Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
4. Advertisement Licence Fee:
  - iii. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities]**;
  - iv. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**.
5. To impose a refundable security deposit as follows:

Advertisement	-	RM5,000.
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6. To impose public liability insurance with a minimum coverage of:

Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum

## 7. Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and / or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.3 Advertisement at Overhead Bridge

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and fixed onto the surface and roof of an overhead bridge.



#### **Procedure:**

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.



### **Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### **Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### **Size of Advertisement At Overhead Bridge:**

1. The size of the advertisement shall not exceed the width and length of the overhead bridge and shall be within the road reserve as illustrated in the picture below.



2. The maximum height of the advertisement is 2 m.

**Duration of licence:** Per year basis.

**Location:** - Structure of the outdoor advertisement can be sited:

- (a) At the roof structure of the overhead bridge forming a box-type structure concealing the original roofing but shall not be higher than 2 metres at its highest portion;
- (b) At the side of the overhead bridge below the lowest part of the railing but shall not exceed the lowest part of the beam.



### Requirement:

- (1) Location, position and size of advertisement should comply with the above mentioned guidelines.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) If the advertisement is painted or embossed on the façade of the overhead bridge without boundary line, the size of the advertisement shall be determined from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
- (4) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
- (5) Advertisement Licence Fee:
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**
- 6) To impose a refundable security deposit as follows:
  - (a) Advertisement - RM5,000.
- (7) To impose public liability insurance with a minimum coverage of:
  - (a) Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum.

(8) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

**6.2.4 Advertisement mounted on wall of a building (Wall Sign / Wrap, etc)**

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and usually fixed onto the surface of a building or fixed at a certain distance from the surface or façade of a building and includes giant banner [bigger than 1.2m (height) x 6m (width) – horizontal display and bigger than 3m (height) x 0.76m (width) – for vertical display].

Business Name Signboard (BNS) not on designated location i.e. residential floor of any shop houses shall be considered as advertisement.



**Procedure:**

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

**Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

**Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

**Size of Wall Advertisement:**

The size of the Wall advertisement shall not obstruct the lighting, ventilation or access to any building or any window or fume exhaust place on outer wall of the building.

- For the purpose of giant banner, the size shall be as follows:
- Exceeding 1.2m (H) x 6m (W) - Horizontal display.
- Exceeding 3m (H) x 0.76m (W) - Vertical display.

**Duration of licence:**

Per year basis.

**Location:** External wall of the building if it does not obstruct the lighting, ventilation or access to any building or any window or fume exhaust place on outer wall of the building.

## Requirements:

- (1) Location, position and size of advertisement should be in accordance to their approved building plans and if such buildings do not have the approved designated area for advertisement, then to obtain approval from SPA.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) If the advertisement is painted or embossed on the façade of the building without boundary line, the size of the advertisement shall be determined from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
- (4) If there is no clear boundary between the advertisement and the business name in the signboard, the boundary of the advertisement shall be half the distance of the space in between the advertisement and the nearest character of the business name/logo or symbol.
- (5) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew the advertisement licence will result in the removal of the advertisement.

(6)(a) Advertisement Licence Fee:

- i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
- ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**

(6)(b) Advertisement not exceeding 1 m<sup>2</sup> in size.

- i. RM80 per year for the first single advertisement.
- ii. RM15 per year for every additional advertisement of the same design.

(7) To impose a refundable security deposit as follows:

- (a) Advertisement - RM5,000.
- (b) Small Advertisement - RM200 per site subject to a maximum of RM5,000.

(8) To impose public liability insurance with a minimum coverage of:

- (a) Advertisement displayed within a private compound & not accessible by the general public - RM100,000 per annum.
- (b) Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum.



(9) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.5 Projecting Sign

**Interpretation:** An advertisement or notification or product, activity or services which are placed on projecting structure of more than 1 m from the wall of the building.



#### **Procedure:**

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.

Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

### Subject / Contents of Advertisement:

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### Language of advertisement:

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### Size of Advertisement and Location:

Type	Size (Max)	Specific Guideline
Projecting Advertisement	2.5 m x 5 m (8' x 16')	<ul style="list-style-type: none"><li>• Only can be erected on detached/free standing building that is 4 storeys (inclusive ground floor) and above.</li><li>• Allowed only on the building provided with built-in structure and certified by registered qualified engineer.</li><li>• Must avoid conflict of ownership. ie. projecting on others shop house.</li><li>• The structure must consider facade, aesthetic value, amenity and character of the building.</li><li>• Public clearance of at least minimum 5 m from ground level.</li><li>• The approval is based on temporary basis.</li></ul>

**Duration of Licence:** Per year basis

**Guidelines:**

1. Location, position and size of advertisement shall comply with the above mentioned requirements.
2. Structural Design & Calculation, Drawing, etc need to be submitted.
3. Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
4. Advertisement Licence Fee
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**
5. To impose a refundable security deposit as follows:

Advertisement	-	RM5,000
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6. To impose public liability insurance with a minimum coverage of:

Advertisement displayed on location that is accessible by general public	-	RM1, 000,000 per annum
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7. Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

## 6.2.6 Advertisement At Flyover

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and fixed onto external fascia of a flyover.



### Procedure:

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

### **Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### **Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### **Size of Advertisement:**

The size of the advertisement shall not exceed the height of the railing at its highest point and shall not be lower than the soffit of the parallel beam.

**Duration of Licence :** Per year basis.

**Location:** Structure of the advertisement must not obstruct the view of the general public using the flyover

- 1) No advertisement shall be allowed at any retaining wall of the flyover.
- 2) No part of the lowest portion of the advertisement shall be lower than the official prescribed clearance of the flyover (i.e. 5 m).

**Guidelines:**

1. Location, position and size of advertisement shall comply with the above mentioned requirements.
2. Structural Design & Calculation, Drawing, etc need to be submitted.
3. Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
4. Advertisement Licence Fee
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**
5. To impose a refundable security deposit as follows:

Advertisement	-	RM5,000
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6. To impose public liability insurance with a minimum coverage of:

Advertisement displayed on location that is accessible by general public	-	RM1, 000,000 per annum.
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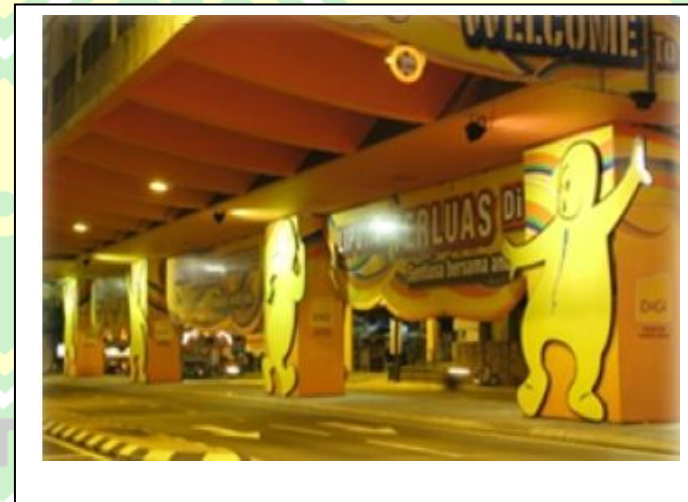


## 7. Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the site of the advertisement, the licence issued shall become null and void.

### 6.2.7 Advertisement at Pillar / Column Wrap

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and fixed onto the pillar or column.



#### Procedure:

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

### **Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### **Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### **Size of Advertisement at Pillar or Column:**

- (1) The width of the advertisement shall not project into the walk way or street way and the height of the advertisement shall not be lower than soffit of the parallel beam.
- (2) The projection of the advertisement shall not exceed 600mm onto the five-foot way area measured from the edge of the boundary.
- (3) Height of the advertisement shall not exceed the lowest level of the first floor beam.

**Duration of licence:** Per year basis.

**Location:** Pillar or Column of Overhead Bridge, Flyover and Shop houses, etc.

**Guidelines:**

- (1) Location, position and size of advertisement shall comply with the above mentioned requirements.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
- (4) Advertisement Licence Fee
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**
- (5) To impose a refundable security deposit as follows:

Advertisement	-	RM5,000
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- (6) To impose public liability insurance with a minimum coverage of:

Advertisement displayed on location that is accessible by general public	-	RM1,000,000 per annum.
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(7) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.8 Advertisement at Hoarding/Fencing

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and usually fixed onto the surface of a hoarding or fencing.



#### **Subject / Contents of Advertisement:**

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

#### **Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

**Size of Advertisement:** The size of the advertisement shall not exceed the area of hoarding or fencing.

**Duration of Licence:** Per year basis.

**Location:** Structure of the hoarding or fencing.



**Guidelines:**

1. Location, position and size of advertisement should comply with the above mentioned guideline.
2. Structural Design & Calculation, Drawing, etc need to be submitted.
3. If the advertisement is painted or embossed on the façade of the hoarding or fencing without boundary line, the size of the advertisement shall be determined from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
4. Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
- 5(a) Advertisement Licence Fee:
  - i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
  - ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**

5(b) Advertisement not exceeding 1 m<sup>2</sup> in size.

- i. RM80 per year for the first single advertisement.
- ii. RM15 per year for every additional advertisement of the same design.

6. To impose a refundable security deposit as follows:

- |     |                     |   |  |
|-----|---------------------|---|--|
| (a) | Advertisement       | - | RM5,000  |
| (b) | Small Advertisement | - | RM200 per site subject to a maximum of RM5,000 |

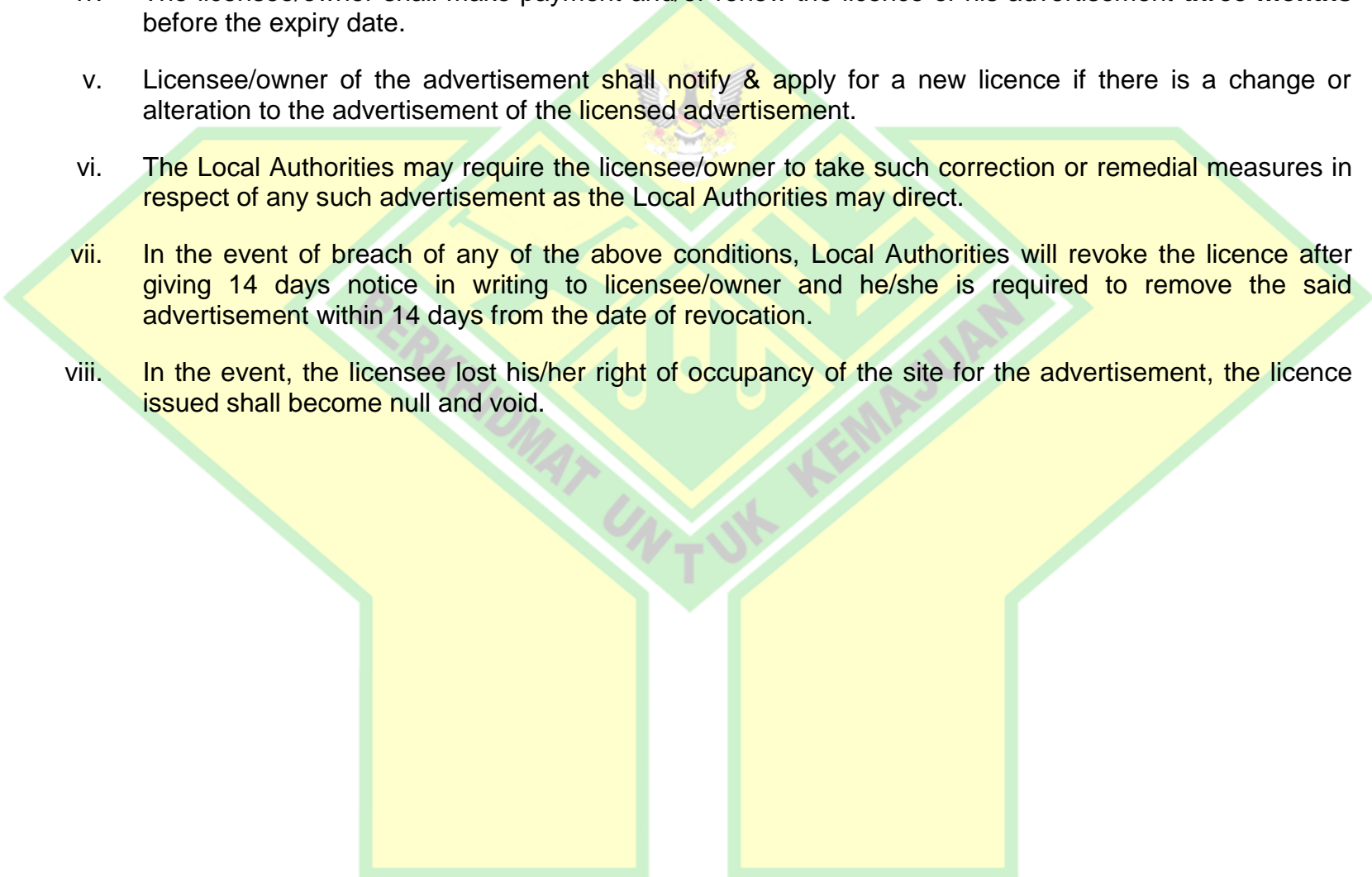
7. To impose public liability insurance with a minimum coverage of:

- a. Advertisement displayed on location that is accessible by the general public  
- RM1, 000,000 per annum

8. Licence Conditions:

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.



- 
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
  - v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
  - vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
  - vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
  - viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

## 6.2.9 Advertisement at Forecourt

**Interpretation:** Means any notification, sign or device which displays the advertisement at the forecourt (an open court in front of a building).



Forecourt at Shopping Complex



Forecourt at Court House

### Subject / Contents of Advertisement:

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### Language of advertisement:

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

**Size of advertisement at forecourt:** Subject to the type and size of the advertisement application.

**Duration of licence:** Temporary licence not more than 3 months and / or yearly basis.

**Location:** Within the forecourt area of the building.

**Guidelines:**

- (1) Refer to relevant guidelines on type of advertisements. (Whichever is applicable).

**Business Name (Embossed / Painted / Signboard)**

**Interpretation:** Means any sign or device which displays the **registered name** or the **registered trade mark** of any person, firm, corporation or organization and the nature of the trade, business or profession carried on by such person, firm, corporation or organization and includes a directional sign displayed within a building.



Business Name Signboard with advertisement not exceeding 1/3 of the total area

### **Contents of signboard:**

1. Registered name or registered trademark.
2. One identification logo or symbol, as approved in writing by the Local Authorities.
3. Where any other type of advertisement is displayed together with the same business name signboard or device, the advertiser shall pay in addition to the fee payable for the business name signboard such licence fee as specified for that type of advertisement in the column of the Second Schedule.

### **Size of signboard:**

The height should not exceed 1200 mm or the height of the approved designated area for business name signboard, whichever is smaller.

### **Duration of licence:**

The licence is charged according to **per application basis**.

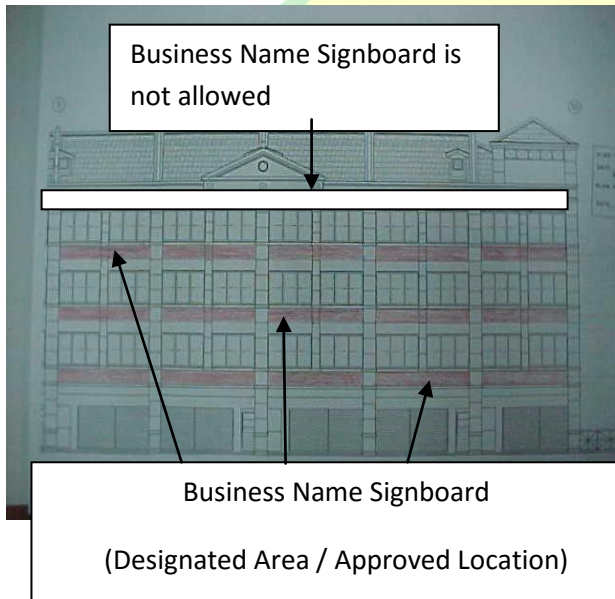
### **Under By-laws 12 & 16 – For Building having not more than four storeys.**

#### **Location:**

- (1) The façade or the frontage wall of the floor or in the actual building where such trade, business or profession is carried out.
- (2) Business name signboard projecting more than 60 cm but not exceeding 1 metre over a road shall be erected not less than 5 m over the road measured in a vertical line from the road to the lowest part of the business name signboard.
- (3) In the case of vertical display or exhibition, its lowest part shall not be lower than the 1<sup>st</sup> floor of the building.

**Location/position not permitted:**

(1) The façade of the floor of any building which is not permitted by title condition of the land to be used for office, commercial or industrial purpose, e.g. residential floor, residential house.



(2) On the fences.

(3) Open space between the street and that building.

(4) Position or manner that obstructs the lighting, ventilation or access to any building.

**Under By-law 13 – Building of or exceeding five storeys, factories, places of public resort or other business operation.**

**Location/position permitted:** Shall be decided and approved by the Local Authorities in such manner, as it may deem fit or appropriate, having regard to environment, amenity, safety and public interest.

**Guidelines:**

- (1) Location, position and size of advertisement should be in accordance to their approved building plans and if such buildings do not have the approved designated area for business name signboard, then to obtain approval from Building Division.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) If the business name is painted or embossed on the façade of the building without boundary line. To determine the size of the signboard shall be from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
- (4) Slander, indecent, tobacco and liquor advertisement shall not be allowed.
- (5) Business name signboard with advertisement not exceeding 1/3 of the size of the business signboard should be charged according to the licence fee as specified for that type of advertisement in the first column of the Second Schedule. However, payment is based on per application basis.
- (6) If there is no clear boundary between the advertisement and the business name in the signboard, the boundary of the advertisement shall be half the distance of the space in between the advertisement and the nearest character of the business name/logo or symbol.
- (7) Owner of the signboard shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her business name signboard: Failure to make payment and/or renew the advertisement licence will result in the removal of the whole signboard.

(8) Advertisement Licence Fee:

(a) Business Name Signboard	(i) For first 5 square metre or part thereof per signboard – RM25 per application. (ii) For every additional square metre or part thereof per signboard – RM50 per application.
(b) Advertisement over one square metre in size	(i) RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof <b>[For Municipal &amp; City Local Authorities]</b> ; (ii) RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof <b>[For District Local Authorities]</b>
(c) Advertisement not exceeding one square metre in size	(i) RM80 per application for the first single advertisement. (ii) RM15 per application for every additional advertisement of the same design.

(9) To impose a refundable security deposit as follows:

- (a) Business Name Signboard with advertisement not exceeding 1/3 of the total area - Nil.
- (b) Business Name Signboard with advertisement exceeding 1/3 of the total area (Classified as Advertisement) - RM5,000.
- (c) Small Advertisement - RM200 per site subject to a maximum of RM5,000.

(10) To impose public liability insurance with a minimum coverage of:

- (a) Advertisement displayed within a private compound & not accessible by the general public - RM100,000 per annum.
- (b) Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum.

(11) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement/business name signboard shall notify & apply for a new licence if there is a change or alteration to the advertisement/registered business name, etc of the licensed advertisement business name signboard.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.



- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.11 Indoor Directional Sign

**Interpretation:** An advertisement that is designed and erected solely for the purposes of directing pedestrian traffic within a multi-tenant or multi-occupant building or in a development made up of a group of buildings.



**Subject / Contents of Advertisement:** Names and direction to the tenants/occupants.

**Size of Advertisement:** Should not exceed one square metre in area. However, if it exceeded the prescribed area, then the excess area shall be subject to licence fee as set out in the Second Schedule.

**Duration of licence:** Perpetuity if it is within one square metre. If it exceeded one square metre, then it is per year basis.

**Location:** Within multi-tenant building or in a development made up of a group of buildings.

**Guidelines:**

- (1) Location, position and size of advertisement shall comply with the above mentioned requirements.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted if the advertisement exceeded one square metre in area and it is mounted onto the structure of a building.
- (3) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
- (4) Advertisement Licence Fee
  - a) Advertisement less than one square metre in area - Free.
  - b) Advertisement that exceeds one square metre in area-
    - (i) RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
    - (ii) RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**
- (5) To impose a refundable security deposit as follows:
  - (a) Advertisement - Not applicable.

The Local Authorities reserves the right to impose a deposit depending on size and nature of the advertisement.

(6) To impose public liability insurance with a minimum coverage of:

(a) Advertisement displayed on location that is accessible by the general public - Not applicable.

The Local Authorities reserves the right to impose a deposit depending on size and nature of the advertisement.

(7) Licence Conditions

- i. The Local Authorities shall not be liable for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement three months before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of notice.

- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.12 Indoor Directory Sign

**Interpretation:** An advertisement that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings and shall not contain any commercial value.



**Subject / Contents of Advertisement:**

- (1) Names and locations of tenants.

**Size of Advertisement:** Should not exceed one square metre in area. However, if it exceeded the prescribed area, then the excess area shall be subject to licence fee as set out in the Second Schedule.

**Duration of licence:** If it exceeded one square metre, then it is per year basis.

**Location:** Within multi-tenant building or in a development made up of a group of buildings.

**Guidelines:**

- (1) Location, position and size of advertisement shall comply with the above mentioned requirements.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted if the advertisement exceeded one square metre in area and it is mounted onto the structure of a building.
- (3) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and / or renew of the advertisement licence will result in the removal of the advertisement.
- (4) Advertisement Licence Fee:
  - (a) Advertisement less than one square metre in area - Free.
  - (b) Advertisement that exceeds one square (i) RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**

metre in area -

(ii) RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**

(5) To impose a refundable security deposit as follows:

(a) Advertisement - Not applicable.

The Local Authorities reserves the rights to impose a deposit depending on size and nature of the advertisement.

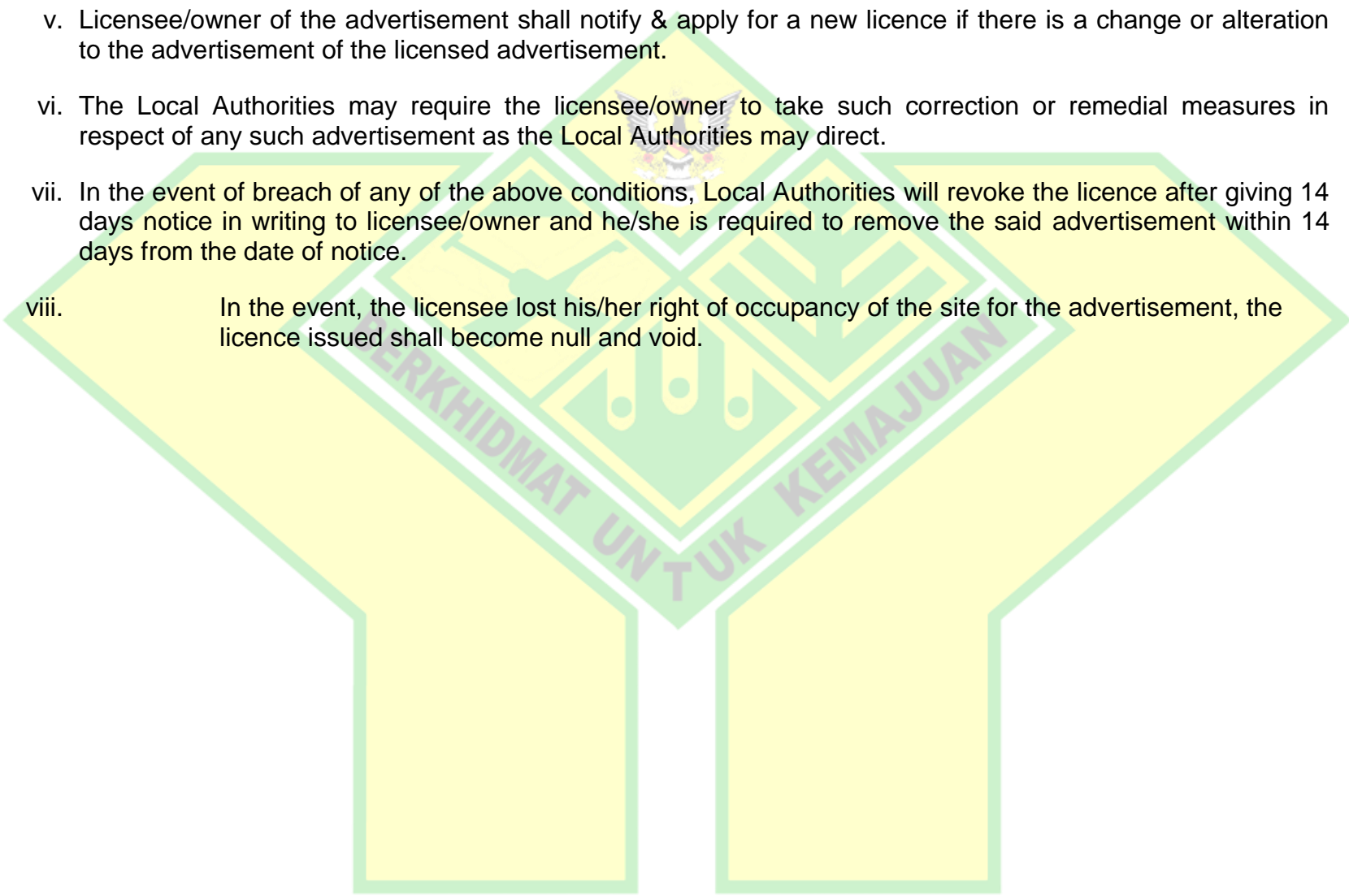
(6) To impose public liability insurance with a minimum coverage of:

(a) Advertisement displayed location is accessible by the general public - Not applicable.

The Local Authorities reserves the right to impose a deposit depending on size and nature of the advertisement.

(7) Licence Conditions

- i. The Local Authorities shall not be liable for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement three months before the expiry date.

- 
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
  - vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
  - vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of notice.
  - viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

### 6.2.13 Development Billboard

**Interpretation:** An advertisement or notification of Project, Owner, Developer, Consultant and/or Contractor which is supported by a system of structure and backing and fixed onto the billboard.



#### **Subject / Contents of advertisement:**

Information of the Project, Name, Address and Telephone Numbers of the Owner/Developer, Consultant, Contractor, Lot Number and Approval Number (Building Plan, SPA, Housing Commission).

**Size of Development Billboard:** Subject to the type and size of the advertisement application.

**Duration of licence:** Per year basis.

**Location:** (1) On or within the development site.

#### **Guidelines:**



- (1) Location, position and size of advertisement shall comply with the above mentioned requirements.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.
- (4) Advertisement Licence Fee
  - (a) Advertisement not more than four square metres in area- Free.
  - (b) Advertisement that exceeds an area of over four square -metres in area
    - (i) RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
    - (ii) RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**
- (5) To impose a refundable security deposit as follows:
  - (a) Advertisement - RM5,000.
- (6) To impose public liability insurance with a minimum coverage of:
  - (a) Advertisement displayed within a private compound and not accessible by the general public - RM100,000 per annum.

(7) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment an /or renew the licence of his advertisement three months before the expiry date. The Local Authorities reserves the rights to forfeit in whole or in part of the security deposit for failure of the licensee to renew the licence within the stipulated period.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.

#### 6.2.14 Advertisement at Bus Shelter / Bus Shed

**Interpretation:** An advertisement or notification of product, activity or service which is supported by a system of structure and backing, and fixed onto the surface and roof of a bus shelter/bus shed.



#### Procedure:

1. All application must be submitted by the “qualified person” based on current regulation to Land and Survey Department (Divisional) and / or SPA through Local Authorities / BDA.
2. Land and Survey Department / BDA will forward the applications to Ministry of Resource Planning and Environment (MRPE) for SPA consideration.
3. Upon approval by SPA, the applicant shall apply to the Local Authorities for outdoor advertisement licence.

**Subject / Contents of Advertisement:**

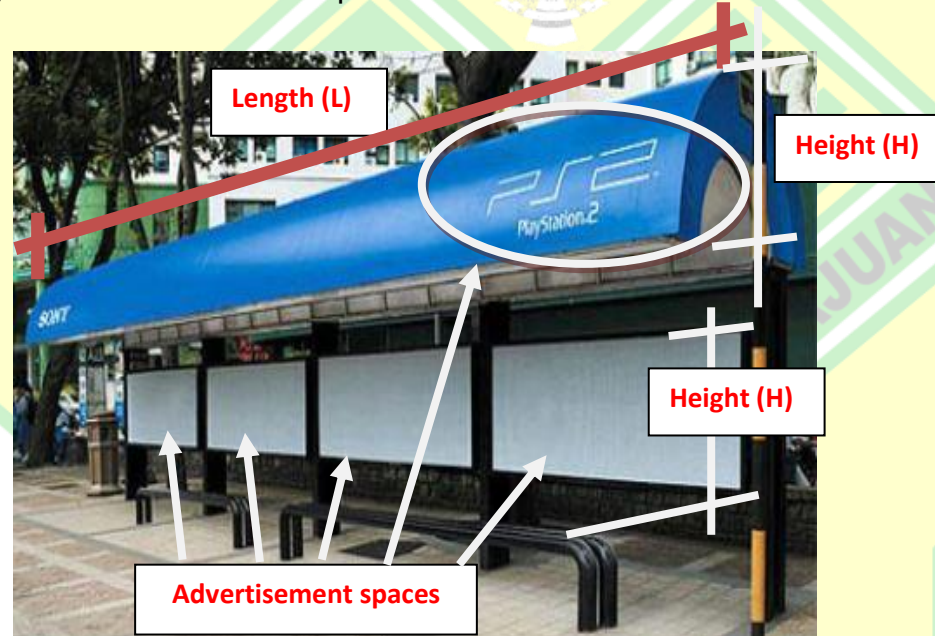
1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

**Language of advertisement:**

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

### Size of Advertisement At Bus Shelter / Bus Shed:

1. The size of the advertisement shall not exceed the length and width/height of the bus shelter or bus shed and maximum height of the advertisement panel shall not exceed 2 m as illustrated in the pictures below.



**Duration of licence:** Per year basis.

**Location:** Outdoor advertisement put up at bus shelter are allowed to be sited at the following places only ;-

- (a) If sited on the roof structure of the bus shelter, the maximum width/length and height allowed are as shown above (Box-type structure concealing the original roofing is strictly not allowed);

- (b) For advertisement displayed inside where the bus shed bench is sited, the height of the advertisement shall not be higher than the lowest point of the roof and not lower than the level of the bench.

**Requirement:**

- (1) Location, position and size of advertisement should comply with the above mentioned guidelines.
- (2) Structural Design & Calculation, Drawing, etc need to be submitted.
- (3) If the advertisement is painted or embossed on the façade of the overhead bridge without boundary line, the size of the advertisement shall be determined from the edge of the first character, logo, or symbol to the edge of the last character, logo or symbol and the height of the highest character, logo or symbol.
- (4) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew of the advertisement licence will result in the removal of the advertisement.

(5) Advertisement Licence Fee:

- i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities]**;
- ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities]**.

(6) To impose a refundable security deposit as follows:

- (a) Advertisement - RM5,000.

(7) To impose public liability insurance with a minimum coverage of:

- (a) Advertisement displayed on location that is accessible by general public - RM1,000,000 per annum.

(8) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the lower right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date.
- v. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the advertisement of the licensed advertisement. However, no fresh application for licence is required notwithstanding change of product and company.
- vi. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- vii. In the event of breach of any of the above conditions, the Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- viii. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.



## 6.2.15 Temporary Advertisement (Fishtail / Horizontal Banner / Huge Banner / Captive Balloon / Blinds, etc)

**Interpretation:** An advertisement or notification of product, activity or service placed on fishtail / horizontal banner / huge or giant banner / captive balloon / blind, etc for a period not more than 3 consecutive months.



### Subject / Contents of Advertisement:

1. All advertisements must not be offensive in nature (e.g. no slander and obscene advertisement).
2. Advertisements on tobacco products or liquor are prohibited.

### Language of advertisement:

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.

3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used ( in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advise and confirmation before any such advertisement can be exhibited or displayed to the public.

**Size:**

- (1) Fishtail - 3m (H) x 0.76m (W).
- (2) Horizontal Banner - 1.2m (H) x 6m (W).
- (3) The size of the blind shall not exceed the maximum width of 3 m per unit and minimum 1m above the floor level.

**Duration of licence:** Temporary (not exceeding 3 months). However, if exceed then it becomes yearly advertisement.

**Location :**

- (1) Advertisement blind does not obstruct the lighting, ventilation or access to any building or any window or fume exhaust place on outer wall of the building.
- (2) Placement of a blind shall not exceed the width of a frontage of a building nor shall it exceed the depth of a building and hanged 1 m above the floor level.

**Guidelines:**

- (1) Location and position of the blind should be at the frontage or side of the building
- (2) Blind shall not obstruct or block any road furniture or an advertisement on it shall not in any way dilute the clarity of road furniture adjacent to it.
- (3) Licensee shall be responsible for the payment and/or renewal of the advertisement licence for the advertisement display on his/her advertisement: Failure to make payment and/or renew the advertisement licence will result in the removal of the advertisement.

(4)(a) **Advertisement Licence Fee (Temporary):**


- i. For every first sq. metre or part thereof – RM20 per month and for every additional sq. metre or part thereof – RM10 per month **[For Municipal & City Local Authorities];**
- ii. For every first sq. metre or part thereof – RM15 per month and for every additional sq. metre or part thereof – RM8 per month **[For District Local Authorities];**

(4)(b) **Advertisement Licence Fee (Yearly):**

- i. RM100 per sq. metre per year for the first 20 sq. metres or part thereof and RM70 for every subsequent sq. metre per year or part thereof **[For Municipal & City Local Authorities];**
- ii. RM75 per sq. metre per year for the first 20 sq. metres or part thereof and RM50 for every subsequent sq. metre per year or part thereof **[For District Local Authorities].**

(4)(c) **Advertisement not exceeding 1 m<sup>2</sup> in size (Yearly):**

- i. RM80 per year for the first single advertisement. **[For Municipal & City Local Authorities];**
- ii. RM15 per year for every additional advertisement of the same design. **[For Municipal & City Local Authorities];**
- iii. RM60 per year for the first single advertisement. **[For District Local Authorities];**
- iv. RM12 per year for every additional advertisement of the same design **[For District Local Authorities].**

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- (5) To impose a refundable security deposit as follows:
- (a) Advertisement on blind - RM500.00 per site.
  - (b) Small Advertisement - RM200 per site subject to a maximum of RM5,000.
  - (c) Horizontal Banner - RM50 per banner
  - (d) Vertical Banner (Fishtail/Bunting) - RM250 for every 50 pieces or part thereof
  - (e) Huge Banner/Balloon, etc. - RM1000 per advertisement
- (6) To impose public liability insurance with a minimum coverage of RM 100,000 per annum. (For blind only)

(7) Licence Conditions

- i. The Local Authorities shall not be held responsible for any accident or mishap that may occur arising from the erection of such advertisement.
- ii. Licence number issued by the Local Authorities must be written on the upper right hand corner of the advertisement and must be clear and visible.
- iii. The licensee/owner of the advertisement is required to maintain the advertisement in a clear, stable and firm condition during the period of display.
- iv. The licensee/owner shall make payment and/or renew the licence of his advertisement **three months** before the expiry date (yearly).
- v. For temporary advertisement the renewal of the license should be at least **seven (7) days** before the expiry date.
- vi. Licensee/owner of the advertisement shall notify & apply for a new licence if there is a change or alteration to the registered business name, advertisement, etc of the licenced advertisement.
- vii. The Local Authorities may require the licensee/owner to take such correction or remedial measures in respect of any such advertisement as the Local Authorities may direct.
- viii. In the event of breach of any of the above conditions, Local Authorities will revoke the licence after giving 14 days notice in writing to licensee/owner and he/she is required to remove the said advertisement within 14 days from the date of revocation.
- ix. In the event, the licensee lost his/her right of occupancy of the site for the advertisement, the licence issued shall become null and void.