

**SOP**  
**INSTALLATION OF ADVERTISEMENT BOARDS**  
**WITHIN DHA MULTAN**

1. This SOP covers the installation requirements/ approval procedures of advertisement boards within the premises of DHA Multan and supersedes previous SOPs issued from time to time and shall be enforced immediately. Advertisement boards shall cover Signboards, Billboards, Streamers, Digital SMDs, Digital Streamers, Shop signs and any sort of temporary branding etc.

2. **Signboards on Shops**

- a. Shop signboards made of Neon, plastic, metal or any other material and 3D letters made of plastic/ metal etc may be installed 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/ adjacent shop sign board. Depth of the back lit flex board will be 8 inches while depth of 3D letters shall not be more than 6 inches. Preferably shop signs to be backlit. Lights may be installed to illuminate the sign board if required.
- b. 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 basement stair (Reference Pictures attached as Annexure-A).
- c. All the shop/ office signboards shall be installed at the height at which existing sign boards of buildings are installed. In case of major variation in façade of adjacent building, permission may be sought from Marketing Branch DHAM for installing the signboards at different height.
- d. 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.
- e. DHA Multan will issue notice to the violators for unapproved installation, if a shop owner fails to remove a signboard of unspecified size by the date mentioned in the notice issued by DHAM, the same will be removed by DHAM 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 by the owner that the removed signboard will be used only after necessary modification as per approved policy. In case of

violation of DHAM Policy for the second time, a fine of Rs. 10,000/- (Rupees Ten Thousand Only) shall be imposed apart from confiscation of signboard.

- f. No advertisement (other than specific to the shop/ business) in the form of but not limited to signboard, banner, sticking paper, vinyl, flag, wall chalking etc shall be placed IN/ OUT side of the shop without the prior approval of DHAM and if approved subject to the payment of fee/ rent levied by the Authority.
- g. Sponsored shop sign not be allowed to be installed without proper permission from DHA and payment of rent, as decided by DHA and shall be paid by sponsor / advertiser to DHA for the period of advertisement.
- h. Damaged sign board shall be removed immediately and to be replaced with new signboard by the owners themselves.

3. **Fixing of Billboard/ Wall panels on Constructed Buildings.** Parameters for installation of Wall Panels/ Billboards set by DHA Multan are appended below:-

- a. Standardized sizes for billboards are 20'x60', 15'x45', 10'x20'. With maximum height (top edge of board) not exceeding 32' from ground level.
- b. Wall panel shall be installed on side wall of building. Wall panels will not cross the top or sideline of the building.
- c. Prior to installation of billboards/ wall panels, NOC will be obtained from DHA Multan after payment of quarterly advance rental fee.
- d. Owner will bear the installation cost of Billboard/ Wall panels.
- e. Agreement will be of 1 year extendable after review by DHA Multan Management.
- f. Approval for board/ wall panel shall be sought as per instruction at para 8.
- g. 60 Days Grace Period for installation will be given to the owner and rent will start after completion of grace period.
- h. If payment of rent is delayed beyond 10 days then lessee shall be liable to pay fine 5% surcharge on the monthly rent.
- i. REAL ESTATE related advertisements other than that of DHA Multan will not be allowed.
- j. Flex/ plastic sign board, billboard or advertisement board will not be allowed without prior approval of authority anywhere in the building except at the specified spaces.
- k. Lights may be installed to illuminate the billboard/ Wall panel if required.

4. **Under Construction Commercial Sites.** It has been observed that billboards installed at under construction commercial sites are not as per standard specification. Fol to be ensured: -

- a. Billboard size shall not exceed 20'x60', other approved sizes are 15'x45' and 10'x20'. Maximum height (top edge of board) not to exceed 32' from ground level.
  - b. Installation request indicating size of board, location address and contractor/ project name to be forwarded by Commercial Branch to Marketing Branch for information.
  - c. Request shall be processed in light of para 8.
  - d. Billboard shall only be utilized for marketing of approved construction project to be built on site and shall not be utilized for advertisement of any other project/ purpose/ 3rd party advertisements.
  - e. Billboard shall be installed only within the allotted plot area.
  - f. Upon completion of construction at site as per the contract time lines, rent for Billboard shall be charged as per the rates fixed by Marketing Branch.
5. **Installation on Building Roof Top.** Erection of sky boards, billboards and advertisement boards on rooftop of the buildings is not allowed.
6. **Residential Buildings.** No billboards/ advertisement/ branding material shall be installed on any residential building without the approval of Marketing Branch DHA Multan.
7. **Temporary Branding.** The parameters for the installation of temporary panels / boards /cordon walls / streamers / cutouts etc, are as fol:-
  - a. No temporary branding is allowed on green belts, road sides, poles or any other place inside DHA Multan premises without prior approval from Marketing Branch DHA Multan.
  - b. No temporary branding shall be allowed near permanently installed billboard / SMD sites, without approval of Marketing Branch.
  - c. For approval, organizations/ individuals need to provide a letter/ email of intent with the timeline of the campaign, desired locations, number and sizes of branding boards/ streamers.
  - d. After deposit of fee for temporary branding in DHA Multan account, approval letter/ email will be sent to requesting organization/ individual by Marketing branch, DHA Multan with information to Security Branch.
8. **Approval Instructions**

- a. Individual/ Firm/ Organization intending to install permanent billboards, side panels on constructed buildings/ or on ground will provide Structure Stability Certificate issued by any Pakistan Engineering Council registered Structural Engineer/ Engineering firm prior to the installation of billboard/ side panel to Marketing Branch.
  - b. If a tenant wishes to install bill board/ side panel on the rented premises, NOC of building owner shall be furnished with the request.
  - c. Structure Stability Certificate for bill board/ side panel etc shall also be provided with request.
  - d. After installation of billboard/ side panel, Completion Certificate of structural engineer (specifying that work has been carried out as per the authorized drawings) to be submitted within 2 weeks of installation of billboard/ side panel.
  - e. After installation of billboard/ side panel, six monthly inspection certificate from Structural engineer shall be submitted to Marketing Branch DHAM (taking into account installation date of billboard).
9. Any damage caused to life or property, due to failure/ falling of Signboard/ Billboard / Wall Panel structure etc or any act of negligence on the part of the advertiser/ shop owner/ plot owner/ contractor or his employee or labor or agent, loss/ damages/ demands/ expenses shall be made good by them and DHAM shall be indemnified of any demands/ claims thereof.

10. **Safety Instructions**

- a. Water proof lights with proper installation shall be ensured to prevent chances of electrocution.
- b. Electric wire of appropriate size / gauge will be used for electric connections of signboards/ billboards etc, which shall be laid in proper PVC conduit, and using adequate protection equipment (Circuit breakers etc). All wiring shall be fixed/ secured properly by a qualified electrician to avoid any mishap.
- c. All metal parts of billboard to be earthed properly.
- d. Adequate separation of billboard from naked electrical wires/ electric poles/ transformers/ main electrical distribution points will be ensured.
- e. Billboards shall not be installed on road sides such that causing hindrance in traffic flow or hampering visibility from link/ side roads of incoming traffic on main boulevards and vice versa.

- f. Repairable bill boards shall be immediately repaired. Damaged billboards shall be removed/ dismantled immediately to mitigate threat to life/ property by Advertiser/ plot owner/ contractor. Torn/ damaged skins shall also be replaced immediately.