

Ministry of Highways

Road Development Authority

Permitting Hoarding on National Highways

I. General Objectives

1. The RDA considers that the prime objective of a road is providing an infrastructure to facilitate a safe and efficient transportation system.

Whilst these objectives being given the prime focus, the RDA intends to allow hoardings carrying advertisements and messages to generate additional income to RDA and to promote the local trade and advertising industry. In this exercise RDA intends to keep a balance of not overcrowding the road sides with such hoardings and advertisements which would result in impairing the aesthetics of the road and also distract the motorists and thereby impair the safety of the road users.

Further, there could be conflicts of interests of advertisers and the RDA. The advertisers look forward to get the maximum attention of the motorists whereas RDA wishes to keep this to a minimum or some tolerable level in view to not compromising the safety of the road users.

2. As per the Thoroughfares Ordinance, it is not lawful for anyone to erect any sign board, hoarding or any notice board within the Right of Way of any National Highway without the permission from the RDA. (Section 4, paragraph “ P ” of the Road Development Authority (Amendment) Act No.37 of 2009).
3. The RDA intends to create aesthetically appealing road network.
4. The RDA is working towards achieving uniformity in road signs in par with those of other Asian Countries and the rest of the World.
5. The RDA intends to maximize the revenue generated by allowing hoardings on National Highways.
6. The RDA intends to strictly adhere to procedures with transparency in allowing hoardings at prime advertising locations.

II. Guidelines for Permitting Hoardings on National Highways

1. The total fee for hoarding comprise of processing fee, refundable deposit and the rental which are given in Rates Schedule.
2. All hoardings are permitted on yearly basis. However in order to allow the advertiser to recover the cost it is intended to allow a hoarding erected at a certain location to continue for 3 years.
3. Hoarding shall be of a single plane and affixing of large 3 dimensional objects shall not be allowed due to public safety and security reasons..
4. The Hoarding shall be supported on structurally sound framework. For larger hoardings, the structural support system should be certified by a Chartered Engineer.
5. Large hoarding should be insured for potential property and personal damage that it can cause to the road users.
6. Hoardings may not be allowed in certain intersections.
7. No hoardings are allowed on the centre island or other traffic islands on the road.
8. Only messages or advertisements legally allowed to display in public places in Sri Lanka are allowed to display on the hoardings.
9. Any material that can seriously distract the drivers' attention may not be allowed to display on the hoardings by the road side.
10. If the hoarding is required to be removed forthwith for security or other statutory requirement, the advertiser should remove the hoarding at his own cost. The amount paid to RDA will be reimbursed to the owner of the hoarding on pro-rata basis.
11. It may become necessary to remove the hoarding to accommodate the road improvement work or road safety improvement work. The owner of the hoarding should relocate the hoarding to an alternative location with one month's notice.
12. The approved rates payable for the hoardings are given in the Rate Schedule.
13. The agreement Number issued by the Road Development Authority is the identification number of particular erection therefore It is necessary to display / print the agreement Number on the Hoardings.

III. Displaying Banners on National Highways

1. Displaying banners on roundabouts and important intersections shall not be allowed.
2. Displaying of banners on locations other than roundabouts and important intersections can be allowed.
3. Banners are expected to be displayed in batches for short durations. The minimum display period is 1 week. The charges to be levied is given in the Rate schedule.
4. The approved rates payable for the Displaying of banners are given in the Rate Schedule.
5. The agreement Number issued by the Road Development Authority is the identification number of particular erection therefore It is necessary to display / print the agreement Number on the Banner

IV. Maintenance of Roundabouts, Traffic Islands, Center Medians and Foot Walks

1. Interested parties can come to agreements with RDA for maintaining Roundabouts, Traffic Islands, Centre Medians and Foot Walks on National Highways.
2. Landscaping of the Roundabouts/Traffic Islands/Centre Median can be allowed. However any such landscaping should not obscure the visibility of the motorists.
3. All such Roundabout/Traffic Island/Centre median areas need to be maintained in a beautiful manner.
4. The party who intends to maintain the Roundabout/Traffic Island/Centre median should get the landscaping plan approved by the RDA.
5. Only appropriate number of boards of size 600x 1200 mm board will be allowed to be displayed carrying a message/advertisement from the party who maintain the roundabout or the landscaped area.
6. The approved rates payable for maintain the Roundabouts/Traffic Islands/Centre Median are given in the Rate Schedule.
5. The agreement Number issued by the Road Development Authority is the identification number of particular erection therefore It is necessary to display / print the agreement Number on the Traffic Islands

V. Permitting Gantries on National Highways

1. Road Development Authority intends to grant permission to private parties for the erection, maintenance, and removal of Gantry Structures on National Highways only at locations where useful traffic or directional information could be provided for the road users.
2. Advertisements are allowed only on the side of the gantry which does not face the forward flow of traffic.
3. The RDA will provide the necessary traffic or directional information to be displayed on the side facing the forward flow of traffic with the specifications of sizes, types and material to be used. The party who construct the gantry shall supply and fix the same at his own cost.
4. The party who constructs the gantry shall maintain the same during the period for which he enters into agreement to do so with the RDA.
5. Gantry structures will have to be constructed in accordance with the specifications and drawings prepared by Director Engineering Services of RDA which could be made available for the parties interested in erection of Gantries.
6. The approved rates payable for the gantries are given in the Rate Schedule.
7. The agreement Number issued by the Road Development Authority is the identification number of particular erection therefore It is necessary to display / print the agreement Number on the Gantry.

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Raj/-