

UTTAR PRADESH SHASHAN  
NAGAR VIKAS ANUBHAG-9

In pursuance of the provisions of clause (3) of Article-348 of the Constitution, the Governor is pleased to order the publication of the following English translation of notification no.1327/9-9-14-180ja/2013, dated December 31, 2014

NOTIFICATION

No. 1327/9-9-14-180ja/2013  
Lucknow: dated : December 31, 2014

In exercise of the powers under section 227 read with clause (h) of sub section (2) of section 172, 192, 193, 194, 195, 196, 219, 305, 306 and sub section (1) of section 540 and section 550 of the Uttar Pradesh Municipal Corporation Act, 1959 (Act no. II of 1959) read with section 21 of the Uttar Pradesh General Clauses Act, 1904 (U.P. Act no. 1 of 1904) and in supersession of all the previous rules and orders issued in this behalf, the Governor, after previous publication and considering the objections and suggestions received in Municipal Corporation Lucknow, is pleased to make the following rules:-

**THE LUCKNOW MUNICIPAL CORPORATION (ASSESSMENT AND COLLECTION OF TAX ON  
ADVERTISEMENT) RULES, 2014**

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| <b>Short title,<br/>extent and<br/>commencement</b> | 1- | (1)   | These rules may be called the Lucknow Municipal Corporation (Assessment and Collection of Tax on Advertisement) Rules, 2014.  |
|   |    | (2)   | They shall extend to the whole of the area of the Lucknow Municipal Corporation.  |
|   |    | (3)   | They shall come into force with effect from the date of their publication in the Gazette.   |
| <b>Definitions</b>                                  | 2- | (1)   | In these rules, unless there is anything repugnant in the subject or context,-  |
|   |    | (i)   | 'Act' means the Uttar Pradesh Municipal Corporation Act, 1959;  |
|   |    | (ii)  | 'Advertiser' means a person who has been granted written permission under these rules to erect, exhibit, display, stick, paste, write draw or hang any advertisement or hoarding and includes, the agent representative or servant of such person and also includes the owner of the land and building;   |
|   |    | (iii) | 'Advertising sign' means any surface or structure with characters, letters or illustrations applied thereto and displayed in any manner whatsoever out of doors for purposes of advertising or to give information regarding or to attract the public to any place, person, public performance, article or merchandise whatsoever, and which surface or structure is attached to, forms part of or is connected with any building, or is fixed to a tree or to the ground or to any |

- pole, screen, fence or hoarding or displayed in space;
- (iv) 'Advertisement' means the advertisement through advertising sign and as defined in sub section (1) of section 2, clause (h) of sub section (2) of section 172 and section 192 of the Act;
  - (v) 'Balloon' means a gas filled balloon anchored to a point on the ground and afloat in the air with or without a streamer of cloth, etc;
  - (vi) 'Banner' means a flexible substrate on which copy or graphics may be displayed;
  - (vii) 'Banner sign' means a sign utilizing a banner as its display surface;
  - (viii) 'Committee' means the Committee for site selection constituted under rule 3;
  - (ix) 'Corporation' means The Lucknow Municipal Corporation;
  - (x) 'Electrical sign' means an advertising sign in which electric fittings, which are an integral part of the signs, are used;
  - (xi) 'Gantry sign' means rectangular advertising sign displayed on road by laying consolidated iron pillar on both sides of the road at minimum prescribed height;
  - (xii) 'Ground Sign' means an advertising sign detached from a building, and erected or painted on the ground or on any pole, screen, fence or hoarding and visible to the public;
  - (xiii) 'Illuminated sign' means an advertising sign, permanent or otherwise, the functioning of which depends upon its being illuminated by direct or indirect light;
  - (xiv) 'Marquee sign' means an advertising sign attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, building line;
  - (xv) 'Projecting sign' means an advertising sign affixed to any building element and projecting more than 300 millimeter therefrom;
  - (xvi) 'Right of way' means width of the land secured and preserved for road purposes;
  - (xvii) 'Roof Sign' means an advertising sign erected or placed on or above the parapet or any portion of a roof of a building including signs painted on the roof of a building;
  - (xviii) 'Schedule' means a Schedule appended to these rules;
  - (xix) 'Sign on Bus Shelter' means an advertising sign displayed, hanged or painted on the outer or inner side of Bus Shelter under any bus operation;
  - (xx) 'Sign on Flower Pot Stand' means advertising sign of permissible/prescribed size displayed on Flower Pot Stand after seasonal plantation in it on permissible dividers or last



