

(Billboards or Sign-Boards and Advertising) Bye-Laws, 2017

IN EXERCISE of the powers conferred on the Adentan Municipal Assembly by section 181 subsection 1 of the Local Governance Act, 2016 (Act 936) this Bye-law is hereby made.

Title

This Bye-law may be cited as Adentan Municipal Assembly (Billboards or Sign-Boards and Advertising) Bye-Law, 2017.

License

1. (a) A person shall not erect, site or hang a billboard or sign-board or paint a building or any open space for purposes of advertising within the area of authority of the AdMA unless the person first obtains a license from the AdMA for that purpose.
(b) The prospective applicant must first present an application to the AdMA spelling out the kind of billboard, signboard or the advert to be placed out. The application shall contain a sketch showing the sizes, heights and structural character of the advert.
(c) The AdMA shall vet the application by considering among others the location, size and its propriety before issuing a license for the advert after the payment of the appropriate fees fixed by a resolution of the AdMA.
(d) A license issued under this Bye-law shall expire on the 31st day of December of the year in which it was granted, but in the case of a banner or a sign-board for an occasion the license shall expire after the period specified.

(e) The prospective applicant shall display the number allotted by the AdMA, failure of which the AdMA shall notify the owner to display the number within three days. If this is not done the advert shall be removed without any further notice to the person who placed it out and the cost of removal surcharge on the owner.

Dilapidated billboards and sign-boards

2. (a) Bill-boards, sign-boards or any advert that have become dilapidated or expired with time shall either be replaced or removed by the owners thereof.
(b) Where the owners of dilapidated or expired bill, sign-boards or advert take no steps to either replace or remove them, the AdMA may on its own order its removal and thereafter impose a penalty on the defaulting owners.

Designated Locations

3. (a) The AdMA reserves the right to determine the specific location or area suitable for the erection of one or more reflector directional sign-boards.
(b) To avoid a cluster of directional sign-boards in an area the AdMA may make provision for one general directional sign-board to accommodate the lot.
(c) In such a situation the AdMA shall approve of a recognized individual or company with the requisite know-how after a public invitation to express interest to undertake the provision of the general reflector sign-board based upon a dimension approved by the Municipal Roads Department in conjunction with the relevant Department of AdMA.

(d) A prospective advertiser shall not choose a site for the erection of a bill or sign-board unless it has been inspected and approved by the Department of Physical Planning of the AdMA.

(e) The AdMA shall at a fee to be determined by the resolution of the AdMA, provide spaces within the Municipality for posters.

(f) A poster pasted at an unauthorized location shall attract a spot fine of 50 penalty units and the owner of the poster made to remove same failure of which shall attract criminal prosecution.

Erection of boards without authority

4. Where a bill or sign-board is erected without a license from the AdMA, it shall levy the owner as follows-
 - a. The payment of the approved fees and a penalty of 50% of the fees payable shall be imposed on the owner thereof if, in the opinion of the AdMA the bill or sign-board is suitably located. The owner of such a sign shall regularize his application to the AdMA within *seven days* of the owner being notified in writing.
 - b. The bill or sign-board shall be removed without notice if in the opinion of the AdMA it is wrongly located and surcharge the owner with the cost.
 - c. For the purpose of this Bye-law, a house or any open space painted with any product shall constitute an advertisement and the provisions of this Bye-law shall apply to same.

Penalty

5. Any person who contravenes any provision of this Bye-law commits an offence and shall on conviction by a court be liable to a fine of 100 penalty units or to a term of imprisonment not exceeding six months or to both.

Prohibition

6. An advert shall not be erected on any electricity pole. An advert placed there shall be removed and the owner surcharged with the cost of removing the advert.

In this Bye-law unless the context otherwise requires **Enforcement and Monitoring**

7. (1) The department of physical planning and the Municipal guards shall ensure the compliance and enforcement of the provisions of this Bye-law.
(2) For purposes of Bye-law 6(1), the enforcement team has power to remove any signboard or billboard wrongly located.

Interpretation

8. In this Bye-law unless the context otherwise requires;

“a bill, sign-board” or ‘an advert’ includes a banner or placard made from cloth, wood or metal for occasions like funeral, procession, religious or secular activity or a house or store or an open space painted for promoting a product and includes a poster;

“Bill or sign-board is dilapidated” means if the message contained thereon has expired or has become obliterated or it has fallen into a state of disrepair with parts falling into pieces

“AdMA” means Adentan Municipal Assembly.

Application

8. This Bye-law shall apply within the area of authority of the AdMA.

Revocation

11 Any Bye-law on Billboards or Sign-Boards and Advertising in existence within the area of authority of the AdMA before the coming into force of this Bye-law is hereby revoked.

Presiding Member
(Hon. Odai- Boye Joseph)

Municipal Coordinating Director
(Moirra Nancy Ewa)

Regional Minister

Regional Co-ordinating Director