

## **GA EAST MUNICIPAL ASSEMBLY (BILLBOARDS OR SIGN-BOARDS AND ADVERTISING) BYE-LAW, 2016.**

In exercise of the powers conferred on the Ga East Municipal Assembly by section 181 of the Local Governance Act, 2016 (Act 936) this Bye-law is hereby made.

### **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 Assembly unless the person first obtains a license from the Assembly for that purpose.  
(b) The prospective applicant must first present an application to the Assembly 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 Assembly 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 Assembly.  
(d) A license issued under this Bye-law shall expire on the 31<sup>st</sup> 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 Assembly shall grant the license upon the payment of the fees fixed by a resolution of the Assembly.  
(f) The owner shall display the number allotted by the Assembly, failure of which the Assembly 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. The owner shall pay for the cost of removal.

### **Dilapidated billboards and sign-boards**

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

### **Designated Locations**

3. a) The Assembly 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 Assembly may make provision for one general directional sign-board to accommodate the lot.  
(c) In such a situation, the Assembly 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 Metro Roads in conjunction with the relevant Department of Assembly.

(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 Assembly.

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

(7) 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 Assembly, 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 Assembly the bill or sign-board is suitably located. The owner of such a sign shall regularize his application to the Assembly 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 GEMA 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.

#### **Offences and 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 between 50-100 penalty units or to a term of imprisonment not exceeding 3 months.

#### **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.

#### **Enforcement and Monitoring**

7. (a) The Department of Physical Planning and the metro guards shall ensure the compliance and enforcement of the provisions of this Bye-law.  
(b) For purposes of paragraph 7(a), the enforcement team has power to remove any signboard or billboard wrongly located.

**Title**

8. This Bye-law may be cited as Ga East Municipal Assembly (Billboards and Sign-Boards) Bye Law, 2016.

**Interpretation**

9. Within the meaning of these Bye-laws

“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;

“A bill or sign-board” is dilapidated 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,

**Application**

10. This Bye-law shall apply within the area of authority of the Assembly...

Made at a meeting of the Ga East Municipal Assembly held on the 24<sup>th</sup> April, 2017

SIGNED

**HONOURABLE JESSE NII NOI ANUM**

*Presiding Member*

*Ga East Municipal Assembly*

Approved by the Regional Co-ordinating Council, Greater Accra on behalf of the Ministry of Local Government and rural Development.

**Regional Minister**

SIGNED

**ALHAJI SHEHU AWUDU KADIRI**

*Municipal Co-ordinating Director*

*and Secretary of GEMA*

**Regional Coordinating Director.**