

DUBAI

OUT OF HOME ADVERTISING MANUAL



Table of Contents

Table of contents	2
Introduction to the Manual	6
A. Aims and objectives of the Manual	7
A.1 Aims	7
A.2 Objectives	7
B. Area of application of the Manual	7
C. Role of this Manual	7
D. Relationship of this Manual to other planning instruments	7
D.1 Extent	7
D.2 Sign types	8
E. Hazards and distractions	8
F. Exceptions	10
G. Restrictions	10
H. Duration	10
I. Provisions under Dubai Decree No. (6) of 2020 Regulating Advertisements in the Emirate of Dubai	11
J. References	11

Section 1: Assessment Process	12
1.1 Assessment of applications for installation	13
1.2 Ready reckoner for applicability of zone wise installation of assets and illumination guidelines along with size reference	13
1.3 Self-assessment manual form for installation	15
1.4 Monitoring and self-compliance manual form	15
Section 2: Assessment Criteria	16
2.1 Location and zoning	17
2.1.1 Zone A	17
2.1.2 Zone B	17
2.1.3 Zone C	17
2.1.4 Zone D	17
2.1.5 Zone E	17
2.1.6 Urban centers	17
2.1.7 Prioritization of OOH routes and areas and urban centres	17
2.2 Density	20
2.2.1 Density elements	20
2.2.2 Buffer density and spacing	20
2.2.3 Visual density	31
2.2.4 Total sign density procedures	33
2.3 Traffic safety	34
2.3.1 Elements	34
2.3.2 Safety matrix	44
2.4 Digital signage	47
2.4.1 Where can digital signages be installed	47
2.4.2 General digital guidelines	47
2.4.3 Luminance	48
2.4.4 Reflectivity	50
2.5 Durability	50
2.5.1 Construction and materials	50
2.5.2 Structure	50
2.6 Content	51
2.6.1 Type and extent	51
2.6.2 Sequencing	52

Section 3: Design Specific Elements	54
3.1 Mupis	55
3.2 Lampposts	57
3.3 Megacomms	58
3.4 Unipoles	59
3.5 Construction fences	60
3.6 Hoardings	60
3.7 Road bridges	61
3.8 Pedestrian bridges	62
3.9 Flags	63
3.10 Temporary signs	64
3.11 Dirigibles	65
3.12 Fixed balloons	67
3.13 Banner towing and skywriting	68
3.14 Variable messaging signs	69
3.15 Moving signs and mobile OA signs	69
3.16 Video and animated electronic signs	70
3.17 Umbrellas	72
3.18 Brand towers	73
3.19 Bicycle related advertising	74
3.20 Footpaths and running tracks	74
3.21 Parking meters	75
3.22 Entrance gantry	76
3.23 Architectural feature	77
3.24 Permanent display location	77
3.25 Temporary display location	78
3.26 New jersey barriers	78
3.27 Flowerpot flags	79
3.28 Public art	80
3.29 Vending machines	81
3.30 Vending kiosks	81
3.31 Commercial pylons	82
3.32 Freestanding or within ROW or private lands	83
3.33 Roof top commercial - 3D letters on building	84
3.34 Roof top advertisement signboard on building	84
3.35 Roof top/ Electronic signboard	85

3.36 Wall banner - Commercial	86
3.37 Building wrap	87
3.38 Company/ building name/ logo	87
3.39 Films or Stickers on buildings	88
3.40 Flush wall signage - Shop front	89
3.41 Projected wall signage	91
3.42 Films or Stickers on glass facades on stores	92
3.43 Mobile and transit advertisement	93
3.43.1 General responsibilities	95
3.44 Maritime advertisements	96
3.45 Delivery boxes	97
Section 4: Safety Guidelines, Maintenance and Access	100
4.1 Purpose	101
4.2 Health and safety requirements	101
4.3 Technical guidelines, specifications and approvals	101
4.3.1 Pre-construction	101
4.3.2 During construction	101
4.3.3 Post construction	103
4.4 Asset wise technical specifications and guidelines	104
4.4.1 Unipole/ Hoarding / Megacom	104
4.4.2 Mupi	105
4.4.3 Other assets	105
Appendix	106
Appendix A - Glossary	107
Appendix B - Exception approval guidelines	110

Introduction to the Manual

Out of Home advertising is an important element of the built environment, the city and its regional landscape and the guidelines provided in the Manual are based on extensive research and benchmarking leading industry practices. This Manual intends to protect the valued characteristics of the built environment and promote a coherent image of the city across its buildings, the townscape, vistas and the city skyline. The provisions in this Manual intend to encourage a well-designed and positioned sign which contribute to the vitality of the urban and spatial image of Dubai, while respecting the needs of advertiser, the amenities of the residents and the safety of pedestrians and motorists.



A / Aims and objectives of the Manual

A.1 Aims

The aim of this Manual is to encourage and manage the OOH advertising across the Emirate of Dubai in order to achieve excellence in the:

- Safety of motorists and pedestrians
- Structural integrity and safety of all Out of Home assets
- Spatial and urban imagery of Dubai
- Legibility and clear messaging of outdoor advertisements
- Coherence of the built forms and regional landscapes
- Application of efficiency and green development principles
- Mitigation of environmental nuisance

This Manual tends to ensure a fair balance between the economic aspects of the OOH advertising sector and the urban aesthetic appeal of the city. The Manual ensures fair cost benefits to stakeholders (including advertisers and permit authorities), while taking into consideration the prevailing legislations and permit approval mandates.

A.2 Objectives

The objective is to unify the OOH advertising policies, standards and regulations, from across multiple authorities and regulatory bodies authorized to approve OOH advertising permits.

This covers the following:

- Maintaining the distinguished urban facade of the Emirate of Dubai
- Complementing the distinguished characteristics of the Emirate of Dubai
- Enhancing the customers' adherence to the OOH advertising rules and regulations
- Identifying and categorizing all inspection standards
- Facilitating all procedures for applying for any OOH advertising permit
- Ease out the application, self-regulation and monitoring process

B / Area of application of the Manual

This Manual applies to all lands within the administrative boundaries of the Emirate of Dubai, including offshore islands within the Arabian Gulf. However, special procedures shall apply within the Free Zone areas.

An independent board comprised of representatives from across the relevant entities has been formed to address any special considerations being brought forward from the OOH sector players and wider eco-system.

This helps to ensure that the innovations in the OOH space are not restricted to the Manual's current protocols, while still maintaining the required safety and aesthetic appeal necessary for a thriving OOH market. All developers/ OOH contractors need to adhere to all technical aspects defined in the manual and refer to applicable government authorities for approval.

C / Role of this Manual

Out of Home advertising in Dubai should be balanced between essential revenues, safety and aesthetics. The aim of this Manual is to provide guidance on the placement of signs, ensuring they are fit

for purpose and the preservation of existing local character, heritage and amenities.

D / Relationship of this Manual to other planning instruments

This Manual constitutes a development control plan under the legislative framework of the Emirate of Dubai. In the event of any inconsistency between this Manual and other current legal and administrative policies, this Manual shall prevail to the extent of the inconsistency.

The Manual is divided into the following sections:

- Section 1 - Assessment process
- Section 2 - Assessment criteria
- Section 3 - Specific design elements
- Section 4 - Safety, operational guidelines, maintenance and access

D.1 Extent

This Manual should be used for all types of Out of Home advertising across the Emirate of Dubai, inclusive of:

- All new projects containing advertising signboards
- Any change to the advertising signboards which are deemed as a major change by the relevant authorities
- This Manual supersedes previous advertising manuals

D.2 Sign types

The Manual includes guidance on the following sign types:

Table 1: Sign types

Sr. No.	Sign type
Permanent	
1	Unipoles
2	Hoardings
3	Megacoms
4	Mupis, lampposts
5	Street furniture - Bus shelters, kiosks, parking meters, barriers
6	Bridge advertising
7	Feature sign
8	Brand towers
9	Roof top sign
10	Films or Stickers (on glass facades on stores and buildings)
11	Building wrap, wall banner and company/ building name/ logo
12	Flush wall signage
13	Projected wall signage

Sr. No.	Sign type
Temporary	
14	Construction fences
15	Event signage or special promotions
16	Flags
17	Umbrellas
Sr. No.	Sign type
Flying	
18	Balloons
19	Dirigibles - blimps and aircraft banners
Sr. No.	Sign type
Transit	
20	Vehicles/ bus advertising
21	Taxi
22	Delivery boxes
23	Maritime advertisements

E Hazards and distractions

Table 2 shows typical situations in which signs can be regarded as traffic safety hazards and should be prohibited.

Table 2: Sign hazards

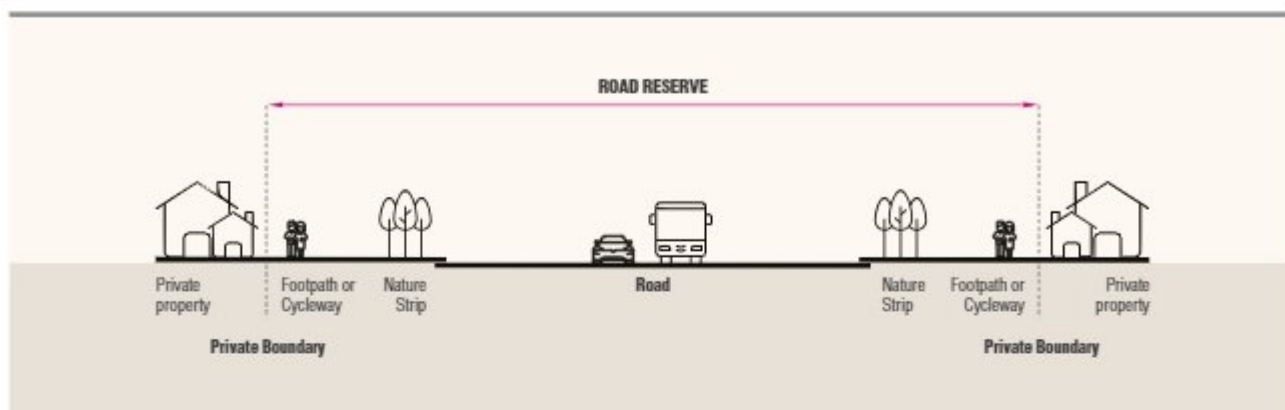
Sign hazards	
A sign is considered a safety hazard when:	
a. The sign type (format) is not covered by the Manual and by-laws. This sign shall be regarded as an illegal sign unless the specific consent of the authority (RTA or DM, as applicable) has been obtained	g. There is more than 16 bits of information in any viewshed
b. It obstructs line of sight at an intersections or access points	h. The sign could be interpreted as a traffic control device or regulatory sign
c. It could obstruct pedestrian or traffic flow	i. In the opinion of the RTA, it is placed or contains an element which distracts the attention of drivers in a manner that can lead to unsafe driving conditions
d. There are insufficient clearances	j. In the opinion of the RTA, it is illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers
e. It creates visual clutter that diminishes attention from other signages and hampers decision making on:	k. The sign is attached to a road traffic sign or signal, combined with a road traffic sign or signal (unless specifically provided for in the Dubai Traffic Control Manual (DTCM)), obscure a road traffic sign or signal, create confusion with a road traffic sign or signal, interfere with the functioning of a road traffic sign or signal or create a road safety hazard in the opinion of the RTA
a. All weave areas	
b. Ramps	
c. Proximity to intersections	
d. Heavy pedestrian areas	
f. The sign distracts the driver with too much information	

Table 2: Sign hazards

Sign hazards	
<ul style="list-style-type: none"> l. In the opinion of the RTA, it obscures a pedestrian's view or a driver's view of pedestrians, road or rail vehicles and features of the road, railway, or pavements such as junctions, bends and changes in width m. The sign is positioned within any of the following zones or descriptions: heritage area, public open space, environmentally sensitive area, natural or other conservation area, waterway, scenic protection area, nature reserve, residential area. This does not apply to business or building identification signs, or signage that is exempt or on vehicles n. The sign is placed on a tree o. The sign is placed between mature tree line along roads 	<ul style="list-style-type: none"> p. The sign is placed on Government buildings q. The sign is placed on or hanging from another signage r. The sign is on a religious building s. The sign is illuminated and/or animated within local residential streets t. The content of the sign is inconsistent with the Emirate's social ethic and cultural values u. The advertisement signage is placed on glass facade except film or transparent sticker type of signage

Table 3: Traffic and movement

Traffic and movement (safety and visual perception):	
<ul style="list-style-type: none"> a. Signage must not obstruct building facilities and emergency exits. A clearance shall be determined according to the type and capacity of escape from such exits b. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign 5 degrees away from right angle to the driver's line of sight can minimize headlight reflections c. Signage or signage structure must not protrude into road carriageway or paved parking surface d. In all circumstances, a freestanding signage within ROW must not overhang over the road carriageway, and should be setback from the carriageway at a reasonably safe distance; and have reasonably safe vertical clearance from the level of the carriageway or footpath (refer section 2.3.1, vertical and lateral clearance for accurate measurements) e. Certain freestanding signage must be setback at a reasonable distance from traffic signals (refer general notes for all zones in section 2.2.2 for accurate measurements) f. Advertisements must not imitate a traffic control device such as traffic lights g. Certain freestanding large and medium advertisements (such as unipole, megacom, etc.) must not have dominant colors that compete with the color of large traffic signs (directional, tourist, information, etc.) h. Advertisements must not contain reflectors, which at night could be mistaken for a traffic control device 	<ul style="list-style-type: none"> i. The permissible level of reflectance of an advertisement also applies to the content of the sign. That is, the level of reflectance is not to exceed the maximum permissible illumination levels defined in section 2.4 j. Advertisements should not contain messages that are distractive or otherwise inconsistent with road safety k. Advertisements should be legible. A clear font of at least 150mm high is advisable l. Advertisements should not contain large areas of red display if it is to be illuminated. In wet, night-time conditions it may cause confusion with traffic control signals or 'stop' or 'tail lights' of moving vehicles m. Video and animated signs, including any signs which contain any portion of video and/or animated content, will not be approved on road reserves and if they are visible to drivers (refer the image below). Any deviations to this guideline must have an exceptional approval from the technical committee appointed by RTA/ DM. Refer appendix B for guidelines for seeking exceptional approval.



F Exceptions

The following items are not part of the scope of the Manual and can be permitted for installation only if the asset under consideration does not hamper the existing signages (in terms of visibility, road and traffic safety) around the area and has a special approval from the RTA or DM. At any given point, RTA or DM have the authority to remove the exceptional asset, if found non-compliant.

Table 4: Exceptions to the scope of this Manual

Exceptions to the scope of this Manual
<p>Exceptions:</p> <ol style="list-style-type: none"> 1. Government and political corps signboards and national flags 2. Regulatory or guidance signs 3. Street or navigation signage 4. Traffic signs and signboards regulating the pedestrian and vehicle movement including names of streets, numbers of buildings and guidance signboards of car parks 5. Advertising or guidance signboards placed by RTA/ DM and the relevant authorities for promotion of the historical antiquities and distinctive features, or similar items 6. Warning and security signboards along with the signboards cautioning against hazards and calling for attention 7. Road decorations used for seasonal events, etc. that are not of the same medium as advertising

G Restrictions

The following are non-permitted items:

- Stickers may not be applied to any RTA/ DM infrastructure unless approved by concerned department(s)
- All obsolete or outdated signage outside the RTA ROW should be removed immediately

H Duration

The duration of a license to erect an Out of Home advertising sign will be set at the discretion of the approving authority and the specific contract if applicable.

Provisions under Dubai Decree No. (6) of 2020 Regulating Advertisements in the Emirate of Dubai

All guidelines mentioned in Decree No. (6) of 2020 Regulating Advertisements in the Emirate of Dubai must be adhered to at all times by the OOH contractor

References

1. Dubai Municipality Advertising Signage Manual:
This manual supersedes any previous advertising sign standards and guidelines within the DM
2. Road Side Design Guide:
This manual specifies lateral clearances applicable to signs that must be applied
3. Dubai Municipality - Code of Construction Safety Practice:
This manual is applicable to all work undertaken in the City and in the Right of Way
4. Traffic Department Manual Names Work Zone Traffic Management Manual:
This manual outlines the traffic management within work zone areas
5. Dubai Access Management Manual:
This manual outlines the traffic management within work zone areas
6. Dubai Traffic Control Devices Manual (DTCDM)
The Dubai Traffic Control Devices Manual (DTCDM), 2004 was reviewed and referenced where necessary



Section 1

Assessment Process

Out of Home advertising signs should be assessed in a logical and consistent manner that will produce predictable results. At the same time, it should be noted that the approval of Outdoor Advertising (OA) signs, their content, appearance and locations is by their very nature a subjective process that requires several elements of judgment. This section details out the following processes for OA signs:

1. Assessment of applications for installation
2. Monitoring and compliance



1.1 Assessment of applications for installation

The following summary of the 5-point assessment process shows the various principle elements that are considered and how they are inter-related.

a. Zoning

The location of the sign must comply with zone-wise specifications that form part of these guidelines. Signs outside the Right of Way are not included in these guidelines

b. Density

There are several density criteria that are assessed to ensure that the total number of OA signages and the location of signs relative to each other is suitable

c. Traffic safety

The influence of signs on traffic safety is assessed through 8 elements:

- Character height, color contrast, stopping sight distance, decision sight distance, crash protection and attenuation, driver's line of sight, lateral clearance and vertical clearance

d. Content

The content of the sign must not be offensive and must also not represent an unnecessarily long distraction to road users

e. Durability

The material and structure of the sign, and its supports, must be durable and public safety shall not be compromised

The assessment process is relatively simple to apply for most signs. The application of these criteria may result in certain existing signs being non-compliant, however, they will be de-commissioned only post expiry of the contract or the permit, whichever is applicable.

The above assessment will require a reasonable degree of GIS skill and a related computerised sign management system. For example, in respect of zoning, it is a relatively simple task to develop GIS layers that represent zones and to overlay these over other GIS layers and assess whether a sign would fall within the zone or district. Similarly, the sign density assessment requires a computation of total number of signages within a specified area or district or zone in question. This is easily accomplished with a GIS and sign database.

1.2 Ready reckoner for applicability of zone wise installation of assets and illumination guidelines along with size reference

Section references

a. Zoning and buffer: section 2.2.2

b. Illumination: section 2.4.3

Applicable	✓
Non Applicable	✗

Format	Asset Type	Size	Zone and Buffer					Urban Centers	Illumination
			Zone A	Zone B	Zone C	Zone D	Zone E		
Large	Unipoles	3.4	✓	✗	✗*	✗	✗	✗	✓
	Construction fences	3.5	✓	✓	✓	✓	✓	✓	✓
	Hoardings	3.6	✓	✓	✓	✗	✗	✗	✓
	Road bridges	3.7	✓	✓	✓	✗	✗	✗	✓
	Pedestrian bridges	3.8	✓	✓	✓	✗	✗	✗	✓
	Roof top commercial - 3D letters on building	3.33	✓	✓	✓	✗	✗	✗	✓
	Roof top advertisement signboard on building	3.34	✓	✓	✓	✗	✗	✗	✓
	Rooftop/ Electronic signboard	3.35	✓	✓	✓	✗	✗	✗	✓
	Building wrap	3.37	✓	✓	✓	✓	✓	✓	✗
	Entrance gantry	3.22	✓	✓	✓	✓	✗	✗	✓
	Brand towers	3.18	✓	✓	✓	✓	✗	✗	✓
Medium	Megacomms	3.3	✓	✓	✓	✓	✗	✗	✓
	Wall banner - commercial	3.36	✓	✓	✓	✗	✗	✗	✓

* Unipoles are permitted on King Salman Road

Section references

a. Zoning and buffer: section 2.2.2

b. Illumination: section 2.4.3

Applicable



Non Applicable



Format	Asset Type	Size	Zone and Buffer					Urban Centers	Illumination
			Zone A	Zone B	Zone C	Zone D	Zone E		
Small	Mupis	3.1	✓	✓	✓	✓	✗	✓	✓
	Lampposts	3.2	✓	✓	✓	✓	✓	✓	✓
	Flags	3.9	✓	✓	✓	✓	✓	✓	✓
	Parking meters	3.21	✓	✓	✓	✓	✓	✓	✓
	Vending machines	3.29	✓	✓	✓	✓	✓	✓	✓
	Vending kiosks	3.30	✓	✓	✓	✓	✓	✓	✓
	Variable messaging signs	3.14	✓	✓	✓	✓	✓	✓	✓
	Moving signs and mobile OA signs	3.15	✓	✓	✓	✓	✓	✓	✓
	Bicycle related advertising	3.19	✓	✓	✓	✓	✓	✓	✓
	Footpaths and running tracks	3.20	✓	✓	✓	✓	✓	✓	✓
	New jersey barriers	3.26	✓	✓	✓	✓	✓	✓	✗
	Flowerpot flags	3.27	✓	✓	✓	✓	✓	✓	✓
	Umbrellas	3.17	✓	✓	✓	✓	✓	✓	✗
	Flush wall signage - shop front	3.40	✓	✓	✓	✓	✓	✓	✓
	Projected wall signage	3.41	✓	✓	✓	✓	✓	✓	✓
	Temporary signs	3.10	✓	✓	✓	✓	✓	✓	✓
Others	Temporary display location	3.25	✓	✓	✓	✓	✓	✓	✓
	Commercial pylons	3.31	✓	✓	✓	✓	✓	✓	✓
	Banner towing and sky writing	3.13	✓	✓	✓	✓	✓	✓	✓
	Mobile and transit advertisement	3.43	✓	✓	✓	✓	✓	✓	✓
	Public art	3.28	✓	✓	✓	✓	✓	✓	✓
	Freestanding or within ROW or private lands	3.32	✓	✓	✓	✓	✓	✓	✓
	Architectural feature	3.23	✓	✓	✓	✓	✓	✓	✓
	Permanent display location	3.24	✓	✓	✓	✓	✓	✓	✓
	Video and animated electronic signs	3.16	✓	✓	✓	✓	✓	✓	✓
	Fixed balloon	3.12	✓	✓	✓	✓	✓	✓	✓
	Dirigibles	3.11	✓	✓	✓	✓	✓	✓	✓
	Films or Stickers on glass facades on stores	3.42	✓	✓	✓	✓	✓	✓	✗
	Films or Stickers on building	3.39	✓	✓	✓	✓	✓	✓	✗
	Company/ building name/ logo	3.38	✓	✓	✓	✓	✓	✓	✗

**In Zone A, mupis, street furniture and megacomms are only permitted on service roads

The above table does not include Maritime advertisement and Delivery boxes. Please refer section 3.44 and 3.45 respectively for details.

1.3 Self-assessment manual form for installation

The following form will be applicable once RTA/ DM/ DET approves installation of an asset. The form will act as a checklist for all mandatory steps, processes and approvals to be attached for the second phase of the approval process. Please attach this checklist as a cover sheet along with the other submissions. To manually submit this application, download and print the form.

Please tick the applicable responses to the best of your ability

1. Application number: _____
2. Confirm if you have procured the following permits:
 - a. Traffic permit ☐
 - b. DEWA (Dubai Electricity and Water Authority) permit ☐
 - c. Utility department permit ☐
 - d. Building licensing department permit ☐
 - e. DDA (Dubai Development Authority) permit ☐
 - f. Construction and activities control permit ☐
3. Tick where the asset will be installed (only one):
 - a. ROW ☐
 - b. Private land ☐
4. Confirm that you have reviewed the traffic safety guidelines ☐
5. Confirm that you have reviewed the Health and Safety guidelines ☐
6. Confirm that you have reviewed the content and design specific guidelines ☐
7. Confirm that you have read the above-mentioned guidelines and are aware that RTA/ DM/ DET have the authority to remove the asset at any point in time, if at all found non-compliant ☐

Date of the application: _____

Place: _____

Signature of the applicant: _____

1.4 Monitoring and self-compliance manual form

The following form has been provided for the applicant to self-assess their compliance with the regulations. This form should be submitted periodically to RTA/ DM/ DET along with all the other documents as applicable. To manually submit this application, download and print the form. *(Self-compliance for business signs should be done once in 6 months and for advertising signs it should be done during installation and demounting of the creative)*

Please tick the applicable responses to the best of your ability

1. Asset registration number: _____
2. Date of installation: _____
3. Date till the permit/ contract is applicable: _____
4. Please state the period of the self-compliance (days, months, or years from the date of installation):

5. Please state the following dimensions of the OA sign
 - a. Height _____
 - b. Width _____
6. Please state the current level of illumination of the OA sign (if applicable): _____
7. Confirm that the following procured permits are valid for 6 months from the date of submission of this form:
 - a. Traffic permit ☐
 - b. DEWA (Dubai Electricity and Water Authority) permit ☐
 - c. Utility department permit ☐
 - d. Building licensing department permit ☐
 - e. DDA (Dubai Development Authority) permit ☐
 - f. Construction and activities control permit ☐
8. Confirm that the asset is compliant with the traffic safety guidelines ☐
9. Confirm that the asset is compliant with the Health and Safety guidelines ☐
10. Confirm that asset is compliant with the content and design specific guidelines ☐
11. Confirm that you are aware that RTA/ DM/ DET have the authority to remove the asset at any point in time, if at all found non-compliant ☐
12. Attach photos of the asset from a distance of 50m and 100m along with the other documents ☐

Date of the application: _____

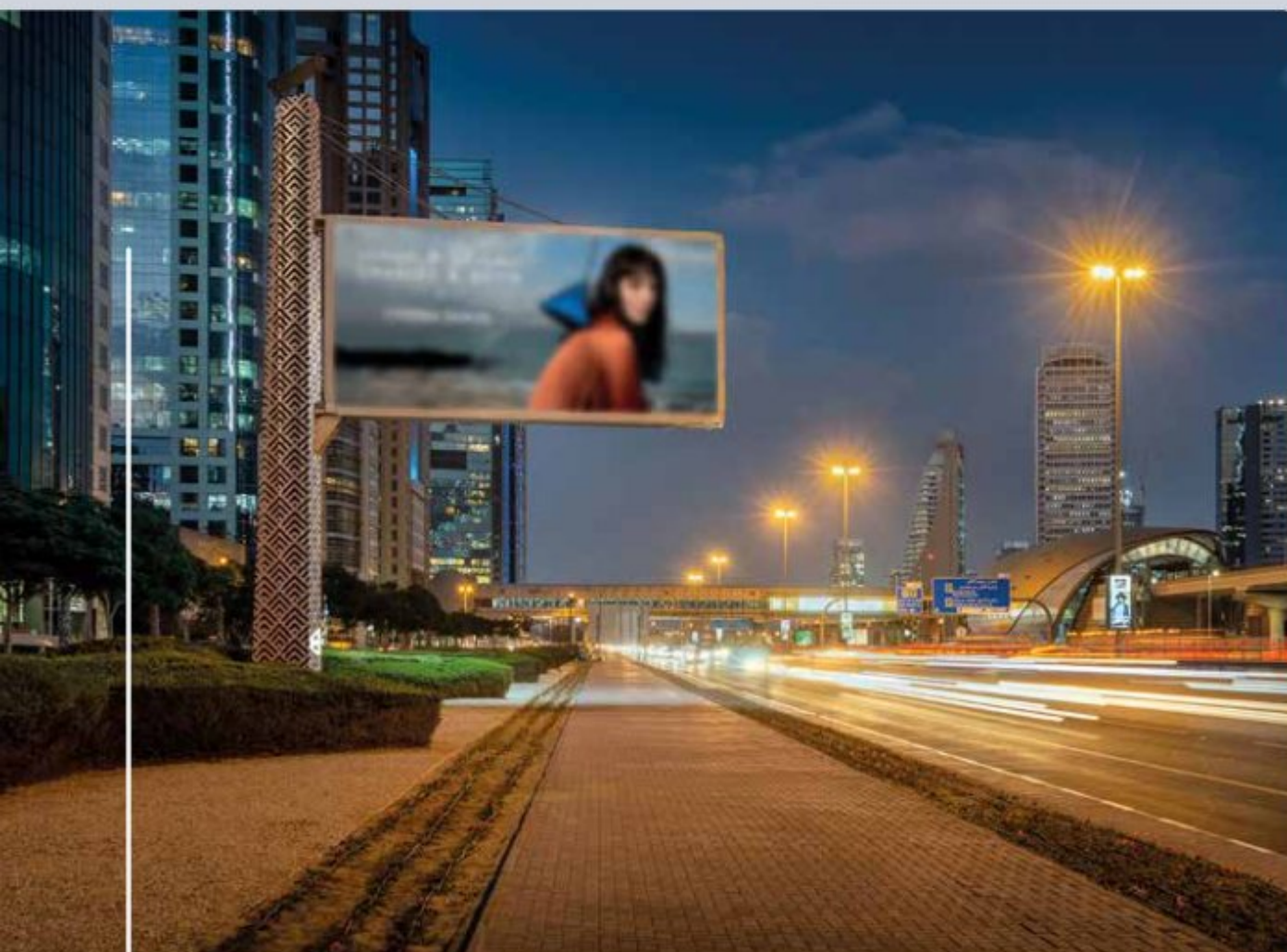
Place: _____

Signature of the applicant: _____

Section 2

Assessment Criteria

This section details out the criteria for assessment of installation of OA signs.



2.1 / Location and zoning

Given Dubai's unique position and extensive growth plans, the following OOH zones have been identified, which will contribute to uniformity and improve media-offering to asset owners.

2.1.1 Zone A

- Zone A routes are prime routes that connect the main hubs of the city
- These routes consist of roads with a speed limit of 100kmph or higher
- These routes are within Dubai's Urban 2040 plan
- Assets in this zone are to be placed within a 100m radius from the center of the identified route

2.1.2 Zone B

- Zone B routes are primarily arterial routes of high importance given their proximity to prime routes, but have a higher dwell time and more targeted audience and demographics
- These routes consist of roads with a speed limit between 70 to 80kmph
- Roads in this zone intersect a minimum of two Zone A routes
- Assets to be placed within a 50m radius from the center of the identified route

2.1.3 Zone C

- Zone C consists of business districts, creek, office districts, shopping areas, hospitality and areas surrounding city icons
- These are areas identified 100m away from the centre of Zone A or 50m away from the centre of Zone B

2.1.4 Zone D

- Zone D consists of beach and scenic areas that require preservation and conservation
- A circumference buffer of 300m is allocated around a beach or other scenic area which is to be maintained and protected from installation of OA signs
- In case of an overlap between Zone D and Zones A, B or C, automatically guidelines for Zone D apply

2.1.5 Zone E

- Zone E consists of special architecture and/or historical, heritage sites, and cultural areas
- A circumference buffer of 300m is allocated around a cultural or historical point or area which is to be maintained and protected from installation of OA signs
- In case of an overlap between Zone E and any other zones, automatically guidelines for Zone E apply

2.1.6 Urban centers

- Urban centers refer to Dubai Urban 2040 plan's five main centers that act as a guide for identifying the boundaries within which to focus the future growth of the OOH sector

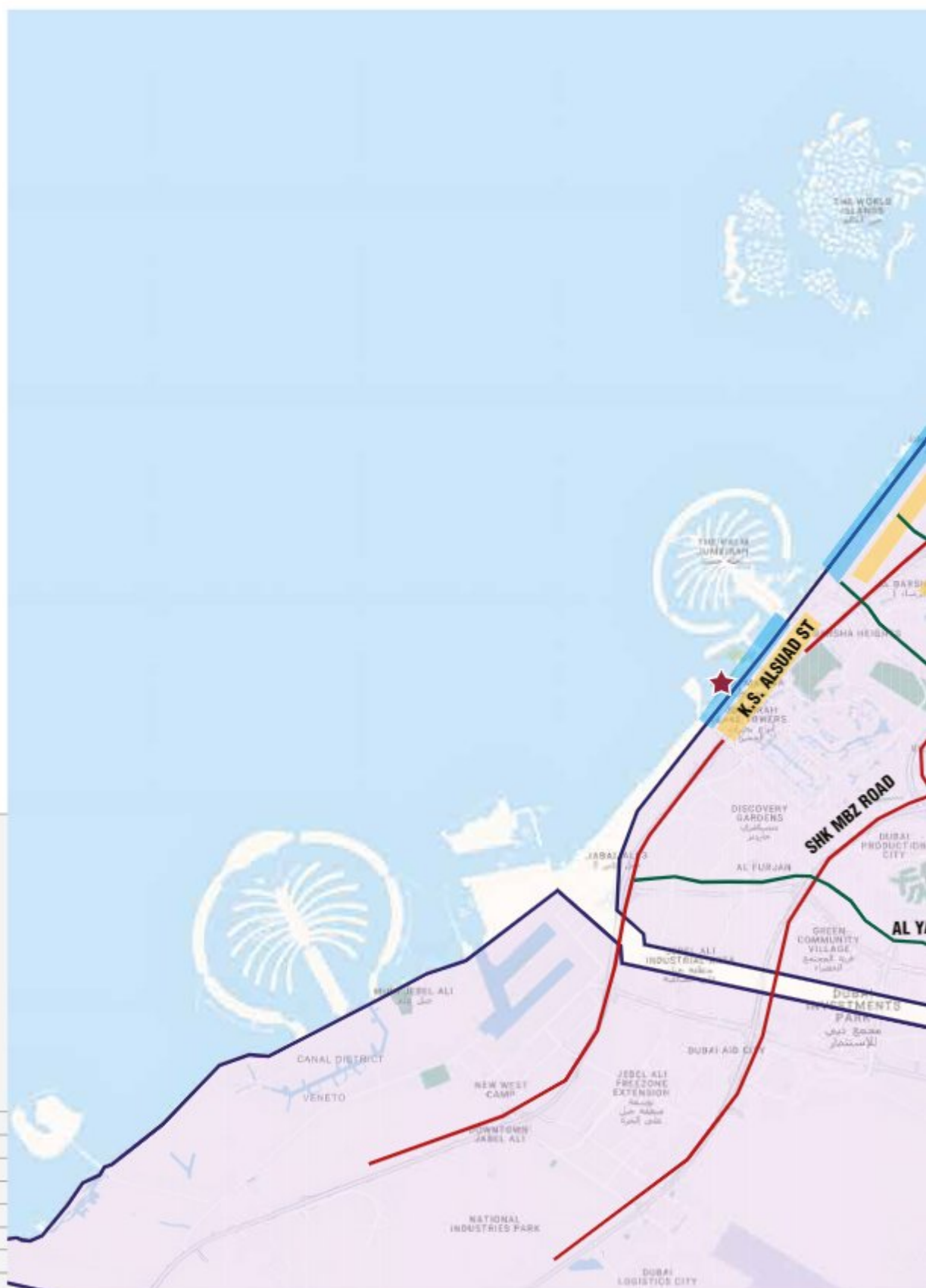
2.1.7 Prioritization of OOH routes and areas and urban centres

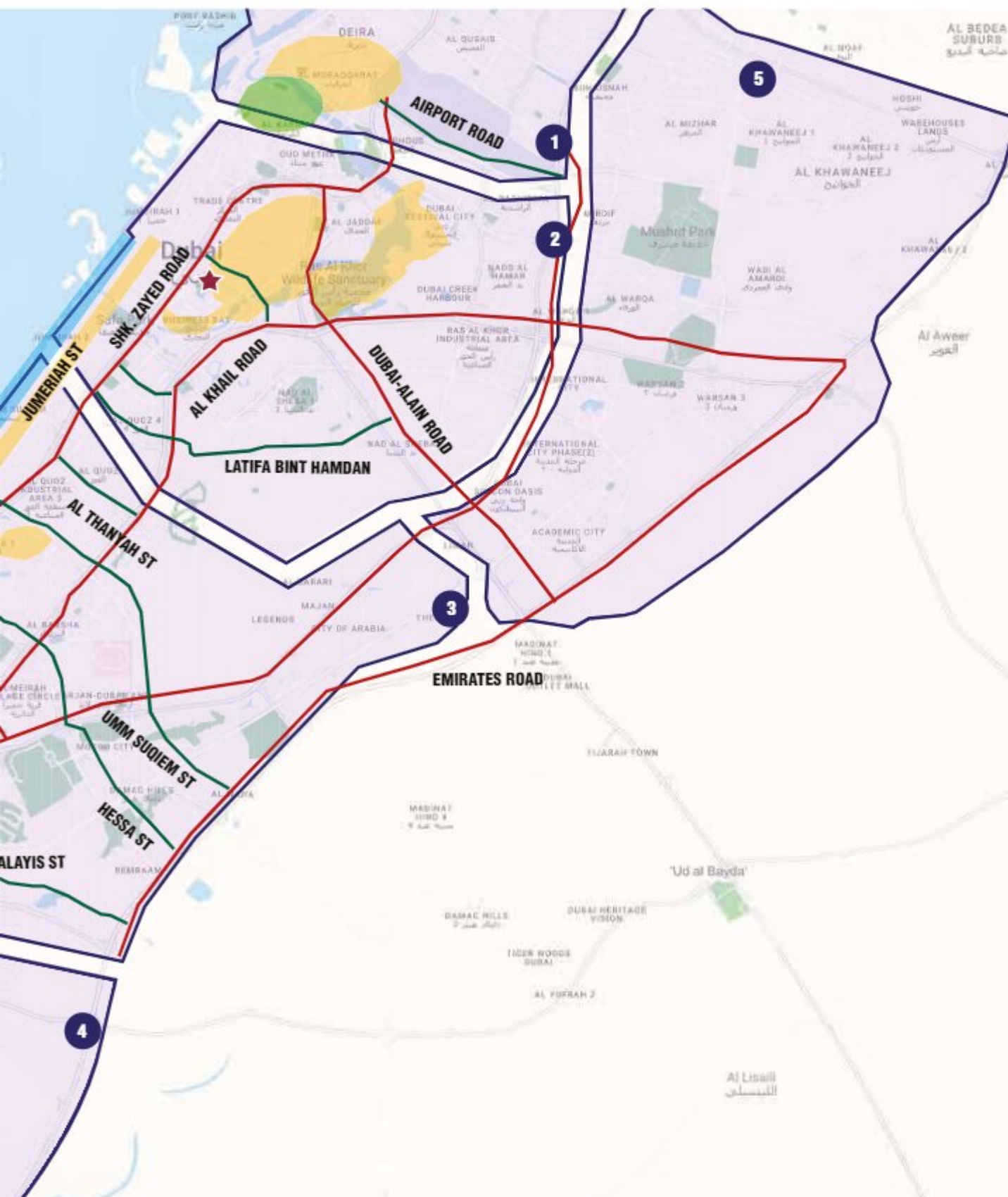
- **Priority One:** Purpose-based zone map marks the specific OOH routes and areas, for which parameters have been defined along with technical guidelines, and these must be prioritized when implementing
- **Priority Two:** Any areas outside the identified OOH zones and within the Urban 2040 boundaries are classified as urban centers, and have their own set of restrictive guidelines

ZONE MAP

KEY

- Zone A
- Zone B
- Zone C
- Zone D
- Zone E
- Dubai 2040 Urban Centers
- ★ Pilot Areas





2.2 Density

2.2.1 Density elements

Traditionally, density has been interpreted purely as a radial spacing from other signs, and in most cases irrespective of size and format of the respective signs. This guideline attempts to bring balance from a citywide level of typical minimum spacing (buffer density) and visual density (from a viewer's perspective).

There are three density elements that need to be assessed as follows:

- **Traffic safety:** Safety is the primary criterion for the design and placement of all outdoor advertising (OA) signs and traffic control devices

- **Buffers:** where the spacing between signs needs to be compared to avoid clutter and visual pollution
- **Visual density:** where the visual density of signage as observed by a driver or pedestrian is assessed relative to desirable visual densities

These three density elements need to be considered together to determine whether a proposed sign is in an appropriate compliant location. A scoring system has been developed to assess each of the two elements separately. This is followed by combining all the scores for evaluation.

2.2.2 Buffer density and spacing

Signs should not be placed too close together as this causes clutter and visual pollution. Buffer density considers the density of the signage around a given point in question.







On site assessment of visual density, coupled with an evaluation of these typical existing spacing has provided a matrix of generally acceptable spacing (refer tables 6-11). If closer spacing is envisaged, then this will require a more detailed project-based assessment.

Typical minimum spacing should be applied to assets of different format types. Large format assets and small format assets would not be considered together as they are in different viewsheds

Zone-wise applicability of OA signs, spacing guidelines and maximum number of assets per type that can be installed within a stretch of 1km have been defined in the tables 12 – 17.

Applicable	✓
Non Applicable	✗


Table 5: Zone wise asset applicability

Zone A								
Hoardings	Rooftops	Megacoms	Unipoles	Bridge banners	Wall banners	Mupis	Lampposts	Street furniture
✓	✓	✓	✓	✓	✓	✓	✓	✓
Zone B								
✓	✓	✓	✗	✓	✓	✓	✓	✓
Zone C								
✓	✓	✓	✗	✓	✓	✓	✓	✓
Zone D								
✗	✗	✓	✗	✗	✗	✓	✓	✓
Zone E								
✗	✗	✗	✗	✗	✗	✗	✓	✓
Urban Centers								
✗	✗	✗	✗	✗	✗	✓	✓	✓

Note:

- Street furniture: 6 sheet ads on bus shelters
- In Zone A, mupis, street furniture and megacoms are only permitted on service roads

Table 6: Zone wise buffer and asset material - Zone A

Zone: A									
Category	Hoardings	Rooftops	Megacoms	Unipoles	Bridge banners	Wall banners	Mupis	Lampposts	Street furniture
Asset material	Aluminium	Aluminium	Aluminium	Steel/ aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium
Buffer - Dense	>200m	>150m	>100m	>200m	>150m	>150m	>150m	>80m	>80m
Buffer - Sparse	>200m	>200m	>200m	>200m	>250m	>250m	>250m	>100m	>100m
Color	Dependent on surrounding structures and buildings	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Dependent on lamppost color	Dependent on bus shelter color
Luminosity	Typically, top illuminated	1200 -2900cd/ sq m	600-1500cd/ sq m	600-1200cd/ sq m	600-1500cd/ sq m	600-1500cd/ sq m	600-2000cd/ sq m	600-2000cd/ sq m	600-2000cd/ sq m
Digital applicability	✓	✓	✓	✓	✓	✓	✓	✗	✓
Permissibility for cut-outs	✓	✓	✓	✓	✓	✓	✗	✗	✗

Note:

- In Zone A, mupis, street furniture and megacoms are only permitted on service roads
- Any deviations to uniformity of color must be approved by RTA/ DM
- Buffer guidelines defined for bridge banners are valid laterally along the roads and one bridge banner is permitted for each face of the bridge, provided they are facing different directions of oncoming traffic
- Existing hoardings will not be affected by the above defined buffers. However, new hoardings will have to adhere to the above-mentioned guidelines. Reduction in buffers to 100m will be subject to asset mix and committee approval


Table 7: Zone wise buffer and asset material - Zone B

Zone: B								
Category	Hoardings	Rooftops	Megacoms	Bridge banners	Wall banners	Mupis	Lampposts	Street furniture
Asset material	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium
Buffer - Dense	>200m	>150m	>100m	>150m	>150m	>150m	>80m	>80m
Buffer - Sparse	>200m	>200m	>200m	>250m	>250m	>250m	>100m	>100m
Color	Dependent on surrounding structures and buildings	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Dependent on lamppost color	Dependent on bus shelter color
Luminosity	Typically, top illuminated	1200 -2900cd/ sq m	600-1500cd/ sq m	600-1500cd/ sq m	600-1500cd/ sq m	600-2000cd/ sq m	600-2000cd/ sq m	600-2000cd/ sq m
Digital applicability	✓	✓	✓	✓	✓	✓	✗	✓
Permissibility for cut-outs	✓	✓	✓	✓	✓	✗	✗	✗

Note:

- Any deviations to uniformity of color must be approved by RTA/ DM
- Buffer guidelines defined for bridge banners are valid laterally along the roads and one bridge banner is permitted for each face of the bridge, provided they are facing different directions of oncoming traffic


Table 8: Zone wise buffer and asset material - Zone C

Zone: C								
Category	Hoardings	Rooftops	Megacoms	Bridge banners	Wall banners	Mupis	Lampposts	Street furniture
Asset material	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium
Buffer - Dense	>200m	>150m	>100m	>150m	>150m	>150m	>80m	>80m
Buffer - Sparse	>200m	>200m	>200m	>250m	>250m	>250m	>100m	>100m
Color	Dependent on surrounding structures and buildings	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Uniform across zone	Dependent on lamppost color	Dependent on bus shelter color
Luminosity	Typically, top illuminated	1200-2900cd/sq m	600-1500cd/sq m	600-1200cd/sq m	600-1500cd/sq m	600-2000cd/sq m	600-2000cd/sq m	600-2000cd/sq m
Digital applicability	✓	✓	✓	✓	✓	✓	✗	✓
Permissibility for cut-outs	✓	✓	✓	✓	✓	✗	✗	✗

Note:

- Any deviations to uniformity of color must be approved by RTA/ DM
- Buffer guidelines defined for bridge banners are valid laterally along the roads and one bridge banner is permitted for each face of the bridge, provided they are facing different directions of oncoming traffic

Table 9: Zone wise buffer and asset material - Zone D

Zone: D				
Category	Megacoms	Mupis	Lampposts	Street furniture
Asset material	Aluminium	Aluminium	Aluminium	Aluminium
Buffer - Dense	>100m	>150m	>50m	>50m
Buffer - Sparse	>200m	>250m	>80m	>80m
Color	Uniform across zone (use colour to brand)	Uniform across zone	Dependent on lamppost color	Dependent on bus shelter color
Luminosity	600-1500cd/sq m	600-2000cd/sq m	600-2000cd/sq m	600-2000cd/sq m
Digital applicability	✓	✓	✗	✓
Permissibility for cut-outs	✓	✗	✗	✗

Note:

- Any deviations to uniformity of color must be approved by RTA/ DM

Table 10: Zone wise buffer and asset material - Zone E

Zone: E		
Category	Lampposts	Street furniture
Asset material	Aluminium	Aluminium
Buffer - Dense	>50m	>50m
Buffer - Sparse	>80m	>80m
Color	Dependent on lamppost colour	Dependent on bus shelter color
Luminosity	600-2000cd/sq m	600-2000cd/sq m
Digital applicability	✗	✓
Permissibility for cut-outs	✗	✗

Note:

- Any deviations to uniformity of color must be approved by RTA/ DM

Table 11: Zone wise buffer and asset material - Urban centers

Urban Centers			
Category	Mupis	Lampposts	Street furniture
Asset material	Aluminium	Aluminium	Aluminium
Buffer - Dense	>150m	>50m	>50m
Buffer - Sparse	>250m	>80m	>80m
Color	Uniform across zone	Dependent on lamppost color	Dependent on bus shelter color
Luminosity	600-2000cd/ sq m (Care to be exercised close to residences)	600-2000cd/ sq m	600-2000cd/ sq m (Care to be exercised close to residences)
Digital applicability	✓	✗	✓
Permissibility for cut-outs	✗	✗	✗

Note:

a. Any deviations to uniformity of color must be approved by RTA/ DM

Table 12: Asset mix for a stretch of 1km (north & south) – Zone A

Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	200	6 (max 3 assets on each side of the road)
Unipole	200	
Bridge banner	150	8 (max 4 assets on each side of the road)
Megacom	100	
Wall banner	150	
Mupis	150	10 (max 5 assets on each side of the road as applicable)
Lamppost	80	
Maximum allowable assets		24

Table 13: Asset mix for a stretch of 1km (north & south) – Zone B

Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	200	3 (max 2 on either side of the road)
Unipole	N/A	
Bridge banner	150	8 (max 4 assets on each side of the road)
Megacom	100	
Wall banner	150	
Mupis	150	10 (max 5 assets on each side of the road as applicable)
Lamppost	80	
Maximum allowable assets		21

Table 14: Asset mix for a stretch of 1km (north & south) – Zone C

Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	200	3 (max 2 on either side of the road)
Unipole	N/A	
Bridge banner	150	8 (max 4 assets on each side of the road)
Megacom	100	
Wall banner	150	
Mupis	150	10 (max 5 assets on each side of the road as applicable)
Lamppost	80	
Maximum allowable assets		21

Table 15: Asset mix for a stretch of 1km (north & south) – Zone D

Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	N/A	✗
Unipole	N/A	
Bridge banner	N/A	
Megacom	100	8 (max 4 assets on each side of the road)
Wall banner	N/A	
Mupis	150	10 (max 5 assets on each side of the road as applicable)
Lamppost	50	
Maximum allowable assets		18

Table 16: Asset mix for a stretch of 1km (north & south) – Zone E





Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	N/A	✗
Unipole	N/A	
Bridge banner	N/A	✗
Megacom	N/A	
Wall banner	N/A	
Mupis	N/A	10 (max 5 assets on each side of the road as applicable)
Lamppost	50	
Maximum allowable assets		10

Table 17: Asset mix for a stretch of 1km (north & south) – Urban centers

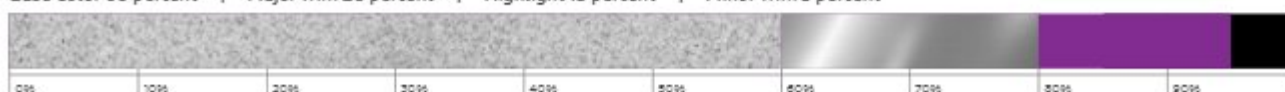
Name of the asset	Buffer in (m)	Maximum number of assets (on both sides of the road)
Hoarding	N/A	✗
Unipole	N/A	
Bridge banner	N/A	✗
Megacom	N/A	
Wall banner	N/A	
Mupis	150	10 (max 5 assets on each side of the road as applicable)
Lamppost	50	
Maximum allowable assets		10

Table 18: Zone wise element and media specifications – Zone A & Zone B

w = width | h = height | m = meters | mw = meter width | mh = meter height

Sr. No.	Element specifications			Media specifications		
	Elements	Color and material	Dimensions (m)	Media format	Media size (m)	Illumination (cd/sq m)
1	Bicycle racks	<ul style="list-style-type: none"> Gradient grey polished aluminum Vinyl speckled grey base color canopy with deep purple highlight 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi	Max 50 percent of Mupi	600 to 2000
2	Advertising signage – Lampposts	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	10h : 1mx2m 14h : 1.5mx2.5m 16h : 1.5mx3m 25h : 1.5mx3m	Lamppost sign vinyl	1mw x 2mh 1.5mw x 2.5mh 1.5mw x 3mh 1.5mw x 3mh	600 to 2000
3	Advertising signage – FSU	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupivinyl	Max w : 1.2m Max h : 1.8m	600 to 2000
4	Advertising signage – Hoardings	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Min h : 6m Max w : 200m (Keeping the safety criteria in mind)	Billboard	Situation specific	400 to 1200
5	Advertising signage – Flags	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max h : 4m Max w : 1m	Flags	Max w : 1m Max h : 2m	✗
6	Pedestrian bridge	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Depends on the height and width of the bridge	Bridge Banner	Max h : 2m	400 to 1200
7	Vending kiosks	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max h : 3m Max area: 12 sq m	Poster	Max h : 2m	400 to 2900
Base color		Speckled grey	Polished granite			
Major trim		Gradient grey	Polished aluminum			
Highlight		Deep purple	Powder coated aluminum or M.S.			
Minor trim		Mirror black	Duco metallic paint on aluminum or M.S.			

Base Color 60 percent | Major Trim 20 percent | Highlight 15 percent | Minor Trim 5 percent







Key

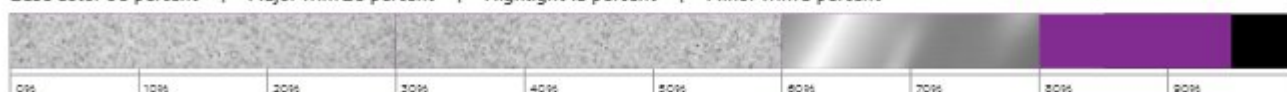
dia	Diameter in meters	m	Meter
w	Width in meters	sq m	Square meter
h	Height in meters	cd/sq m	Candela per square meter (Luminance)
l	Length in meters	✗	Not applicable

Table 19: Zone wise element and media specifications – Zone C

w = width | h = height | m = meters | mw = meter width | mh = meter height

Sr. No.	Element specifications			Media specifications		
	Elements	Color and material	Dimensions (m)	Media format	Media size (m)	Illumination (cd/sq m)
1	Bicycle racks	<ul style="list-style-type: none"> Gradient grey polished aluminum Vinyl speckled grey base color canopy with deep purple highlight 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi	Max 50 percent of Mupi	600 to 2000
2	Advertising signage – Lampposts	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	10h : 1mx2m 14h : 1.5mx2.5m 16h : 1.5mx3m 25h : 1.5mx3m	Lamppost sign vinyl	1mw x 2mh 1.5mw x 2.5mh 1.5mw x 3mh 1.5mw x 3mh	600 to 2000
3	Advertising signage – FSU	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi vinyl	Max w : 1.2m Max h : 1.8m	600 to 2000
4	Advertising signage – Hoardings	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Min h : 6m Max w : 200m (Keeping the safety criteria in mind)	Billboard	Situation specific	400 to 1200
5	Advertising signage – Flags	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max h : 4m Max w : 1m	Flags	Max w : 1m Max h : 2m	✗
6	Vending kiosks	<ul style="list-style-type: none"> Speckled grey base color polished granite structure Powder coated deep purple aluminum highlight Gradient grey polished aluminum major trim Metallic paint mirror black aluminum minor trim 	Max h : 3m Max area: 12 sq m	Poster	Max h : 2m	400 to 1200
Base color		Speckled grey	Polished granite			
Major trim		Gradient grey	Polished aluminum			
Highlight		Deep purple	Powder coated aluminum or M.S.			
Minor trim		Mirror black	Duco metallic paint on aluminum or M.S.			

Base Color 60 percent | Major Trim 20 percent | Highlight 15 percent | Minor Trim 5 percent




Key

dia	Diameter in meters	m	Meter
w	Width in meters	sq m	Square meter
h	Height in meters	cd/sq m	Candela per square meter (Luminance)
l	Length in meters	✗	Not applicable

Table 20: Zone wise element and media specifications – Zone D

w = width | h = height | m = meters | mw = meter width | mh = meter height

Sr. No.	Element specifications			Media specifications		
	Elements	Color and material	Dimensions (m)	Media format	Media size (m)	Illumination (cd/sq m)
1	Bicycle racks	<ul style="list-style-type: none"> Brushed matte light grey aluminum Vinyl grey sand base color canopy with turquoise blue highlight 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi	Max 50 percent of Mupi	600 to 2000
2	Advertising signage – Lampposts	<ul style="list-style-type: none"> Grey sand painted base color concrete structure Painted turquoise blue aluminum highlight Natural light brown wood major trim Brushed matte light grey aluminum minor trim 	10h : 1mx2m 14h : 1.5mx2.5m 16h : 1.5mx3m 25h : 1.5mx3m	Lamppost sign vinyl	1mw x 2mh 1.5mw x 2.5mh 1.5mw x 3mh 1.5mw x 3mh	600 to 2000
3	Advertising signage - FSU	<ul style="list-style-type: none"> Grey sand painted base color concrete structure Painted turquoise blue aluminum highlight Natural light brown wood major trim Brushed matte light grey aluminum minor trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupivinyl	Max w : 1.2m Max h : 1.8m	600 to 2000
4	Advertising signage - Flags	<ul style="list-style-type: none"> Grey sand painted concrete structure Painted turquoise blue aluminum highlight Natural light brown wood major trim Brushed matte light grey aluminum minor trim 	Max h : 4m Max w : 1m	Flags	Max w : 1m Max h : 2m	✗
5	Vending kiosks	<ul style="list-style-type: none"> Grey sand painted base color concrete structure Painted turquoise blue aluminum highlight Natural light brown wood major trim Brushed matte light grey aluminum minor trim 	Max h : 3m Max area: 12 sq m	Poster	Max h : 2m	400 to 2900
Base color		Grey sand	Textured paint on base material			
Major trim		Natural light brown	Natural wood			
Highlight		Painted turquoise blue	Paint on aluminum or other metal			
Minor trim		Brushed matte light grey	Brushed aluminum with matte finish			

Base Color 60 percent | Major Trim 20 percent | Highlight 15 percent | Minor Trim 5 percent



Key

dia	Diameter in meters	m	Meter
w	Width in meters	sq m	Square meter
h	Height in meters	cd/sq m	Candela per square meter (Luminance)
l	Length in meters	✗	Not applicable

Table 21: Zone wise element and media specifications – Zone E

w = width | h = height | m = meters | mw = meter width | mh = meter height

Sr. No.	Element specifications			Media specifications		
	Elements	Color and material	Dimensions (m)	Media format	Media size (m)	Illumination (cd/sq m)
1	Bicycle racks	<ul style="list-style-type: none"> Brushed dock grey aluminum grey aluminum Vinyl old teak canopy with ancient gold trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi	Max 50 percent of Mupi	500 to 2000
2	Advertising signage – Lampposts	<ul style="list-style-type: none"> Old teak base color wood clad concrete structure Powder coated midnight oil on aluminum major trim Ducco paint ancient gold on aluminum highlight Brushed dock grey aluminum minor trim 	10h : 1mx2m 14h : 1.5mx2.5m 16h : 1.5mx3m 25h : 1.5mx3m	Lamppost sign vinyl	1mw x 2mh 1.5mw x 2.5mh 1.5mw x 3mh 1.5mw x 3mh	500 to 2000
3	Advertising signage - FSU	<ul style="list-style-type: none"> Old teak base color wood clad concrete structure Powder coated midnight oil on aluminum major trim Ducco paint ancient gold on aluminum highlight Brushed dock grey aluminum minor trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupi vinyl	Max w : 1.2m Max h : 1.8m	500 to 2000
4	Advertising signage - Flags	<ul style="list-style-type: none"> Old teak base color wood clad concrete structure Powder coated midnight oil on aluminum major trim Ducco paint ancient gold on aluminum highlight Brushed dock grey aluminum minor trim 	Max h : 4m Max w : 1m	Flags	Max w : 1m Max h : 2m	×
5	Vending kiosks	<ul style="list-style-type: none"> Old teak base color wood clad concrete structure Powder coated midnight oil on aluminum major trim Ducco paint ancient gold on aluminum highlight Brushed dock grey aluminum minor trim 	Max h : 3m Max area: 12 sq m	Poster	Max h : 2m	400 to 2900
Base color		Old teak	Real Wood Cladding on Base Material			
Major trim		Powder coated midnight oil	Powder Coat on Aluminum or M.S.			
Highlight		Ancient gold	High Gloss Ducco Paint on Aluminum or M.S.			
Minor trim		Brushed dock grey	Brushed Aluminum			

Base Color 60 percent | Major Trim 20 percent | Highlight 15 percent | Minor Trim 5 percent




Key

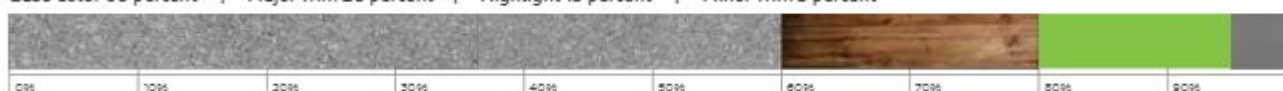
dia	Diameter in meters	m	Meter
w	Width in meters	sq m	Square meter
h	Height in meters	cd/sq m	Candela per square meter (Luminance)
l	Length in meters	×	Not applicable

Table 22: Zone wise element and media specifications – Urban centers

w = width | h = height | m = meters | mw = meter width | mh = meter height

Sr. No.	Element specifications			Media specifications		
	Elements	Color and material	Dimensions (m)	Media format	Media size (m)	Illumination (cd/sq m)
1	Bicycle racks	<ul style="list-style-type: none"> Brushed matte shadow grey aluminum Vinyl stone grey canopy with jungle green trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupli	Max 50 percent of Mupli	600 to 2000
2	Advertising signage – Lampposts	<ul style="list-style-type: none"> Stone grey base color honed granite structure Earth brown natural wood major trim Powder coated jungle green aluminum highlight Brushed matte shadow grey aluminum minor trim 	10h : 1mx2m 14h : 1.5mx2.5m 16h : 1.5mx3m 25h : 1.5mx3m	Lamppost sign vinyl	1mw x 2mh 1.5mw x 2.5mh 1.5mw x 3mh 1.5mw x 3mh	600 to 2000
3	Advertising signage – FSU	<ul style="list-style-type: none"> Stone grey base color honed granite structure Earth brown natural wood major trim Powder coated jungle green aluminum highlight Brushed matte shadow grey aluminum minor trim 	Max w : 1.5m Max h : 2.4m Base h : 0.5m	Mupli vinyl	Max w : 1.2m Max h : 1.8m	600 to 2000
4	Advertising signage – Flags	<ul style="list-style-type: none"> Stone grey base color honed granite structure Earth brown natural wood major trim Powder coated jungle green aluminum highlight Brushed matte shadow grey aluminum minor trim 	Max h : 4m Max w : 1m	Flags	Max w : 1m Max h : 2m	✗
5	Vending kiosks	<ul style="list-style-type: none"> Stone grey base color honed granite structure Earth brown natural wood major trim Powder coated jungle green aluminum highlight Brushed matte shadow grey 	Max h : 3m Max area: 12 sq m	Poster	Max h : 2m	400 to 2900
Base color		Stone grey	Honed granite			
Major trim		Earth brown	Natural wood			
Highlight		Jungle green	Powder coated aluminum or M.S.			
Minor trim		Shadow grey	Brushed aluminum with matte finish			

Base Color 60 percent | Major Trim 20 percent | Highlight 15 percent | Minor Trim 5 percent



Key

dia	Diameter in meters	m	Meter
w	Width in meters	sq m	Square meter
h	Height in meters	cd/sq m	Candela per square meter (Luminance)
l	Length in meters	✗	Not applicable

General notes for all zones

- A minimum distance should be maintained between any asset and high-risk areas (refer section 2.3.1.6 – no-ad zone)
- Minimum distance between large format and existing traffic directional gantry should not be less than 150m
- The buffer between two large assets should be >200m (exception – pilot areas) (Buffer between hoardings and unipoles can be 100m subject to asset mix and committee approval)
- The buffer between a large and a medium asset should be >150m (exception – pilot areas)
- The buffer between small and medium format signs should be >100m
- The buffer between two assets should be the distance between the edge of one asset and the closest edge of the other asset

Refer table below (to be read together with zone wise buffer specifications) for minimum buffer between asset types.

Table 23: Minimum buffer between asset types (m)

	Hoarding	Rooftop	Unipole	Bridge banner	Megacom	Wall banner	Mupi	Lampposts
Hoarding	200	200	200	200	150	150	NA	NA
Rooftop	200	150	200	200	150	150	NA	NA
Unipole	200	200	200	200	150	150	NA	NA
Bridge banner	200	200	200	150	150	150	NA	NA
Megacom	150	150	150	150	100	100	100	100
Wall banner	150	150	150	150	100	150	100	100
Mupi	NA	NA	NA	NA	100	100	150	100
Lampposts	NA	NA	NA	NA	100	100	100	50 - 80

Pilot area

Specific pilot area will be an exception to the buffer, density criteria and asset mix defined in tables 6-17. These pilot areas will be approved by technical committee appointed by RTA/ DM.

Objectives for creating pilot area are as follows:

- Promote new age advertising mediums for increased tourist footfall
- Incorporate innovation in outdoor advertising

Areas with high pedestrian movement and less visual clutter due to OA asset will be preferred for selection as pilot area. For instance, Citywalk, Dubai (Zone D) and Downtown, Dubai (Zone C) have been identified as potential pilot areas. Any pilot area will be subject to assessment on case-to-case basis and approval from RTA/ DM.

Following new age advertising mediums can be promoted in a pilot area. (This list is not exhaustive as new forms of media are evolving and hence it is not possible to list all forms of future OA signs):

• 3D OA signs

- **Definition:**
These signs use technology to produce a hyper-realistic larger than life multi-dimensional visual
- **Position/ size/ number of signs/ illumination/ spacing:**
Assessed on a case-to-case basis
- **Health and Safety:**
 - Must be able to withstand forces such as wind loading
 - Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details)
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements

- Operational guidelines
- Maintenance etc.

• 3D/4D/5D/6D/7D/Amorphic) lighting, holograms and drones

These forms of advertisements are not permanent and are specific to events, hence applications for use of these mediums will be reviewed by RTA on a case-to-case basis.

- Definition:

- **Multi-dimensional lighting:** It is an application of light and shadow that can simulate natural light, mimic how it behaves in real life, and interact with surroundings to add realism to the scene
- **Holograms:** These create physical structures that diffract light into an image
- **Drones:** It is a flying robot that can be remotely controlled using software-controlled flight plans

- Position/ size/ number of signs/ illumination/ spacing:

- Assessed on a case-to-case basis. However, all the above mediums will be permissible in pilot areas (pedestrian area) only
- Holograms are created by diffraction of light and are to be stationed outdoors only during the night
- Holograms are to be positioned away from the traffic and only on pedestrian area to avoid all possible distractions

- Health and Safety:

- For application of drones for advertising during night, it is mandatory for the drones to have lights
- For application of multi-dimensional lighting and drones for advertising, permission from Civil Aviation Authority is mandatory

- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details)
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Buffer density and spacing procedures (buffer scoring 2.2.2)

Buffers and spacing guidelines define distance between signs that need to be compared to avoid clutter and visual pollution.

The methodology and scoring for buffer density and spacing is described as follows.

Refer to the existing buffers and sign spacing table (refer table no. 6-11), then enter data into calculator:

Step 1: Determine whether proposed sign is located within existing buffer. Refer to Table 6-11

Minimum spacing between signs, check whether it meets the requirements. If the answer to Step 1 is:

- No, then the score will be -1
- Yes, then the score will be +1

2.2.3 Visual density

This is the third part of the density assessment which examines sign density by applying a visual density assessment. While still in the early stage of development, this type of density assessment is becoming more and more feasible through the availability of new video technologies and 3D visualization. Initially, the methodology chosen involves only the use of a 28mm camera lens and a grid overlay to determine the total area of signage within the view corridor. A series of three photos is taken at a distance of 50, 100 and 150m from the proposed comparatively larger format sign (i.e., unipole and megacom). The visual density takes into account existing advertising signage, navigational signage and proposed advertising signage. Navigational signage is defined as signage contained in Dubai Traffic Control Devices Manual (DTCDM).

Once the percentage of existing advertising and navigational signage, plus the proposed signage area within the view corridor from each photo is determined, the sign area of the three photos is taken as an average. Post that, average visual density is scored.

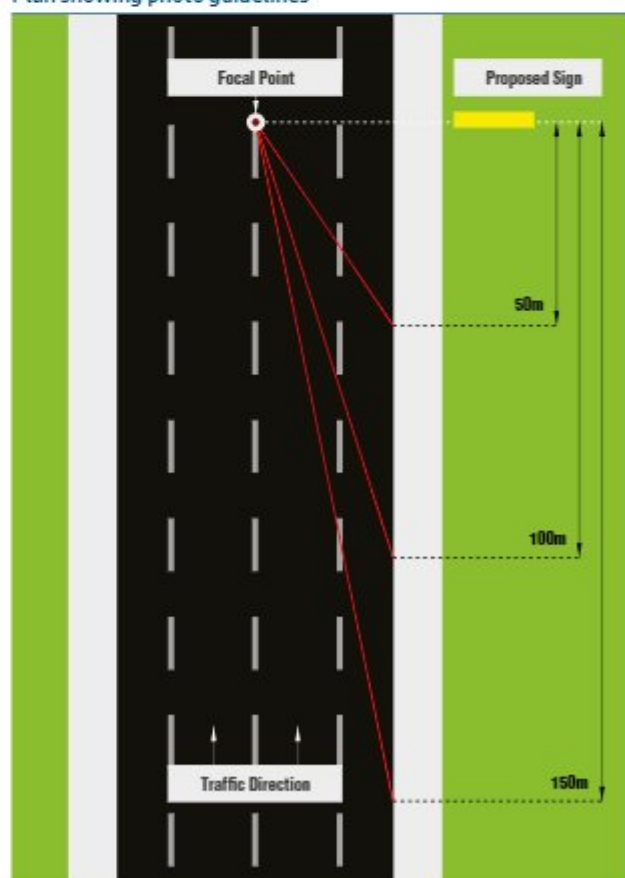
The following methodology is intended to provide an appropriate evaluation of existing visual density in the proposed sign location. Refer to the below graphics for appropriate photo angle, camera settings, printing scale, overlay and sign area assessment techniques.

Visual density procedures

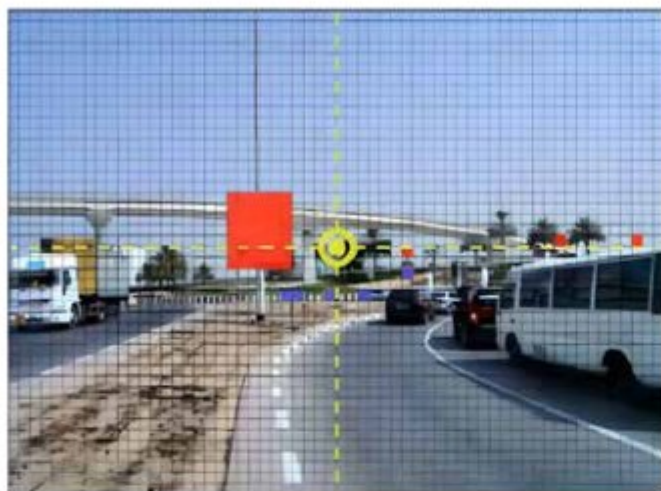
The visual density must be submitted with your application form. The following steps outline the process to follow in order for your submission to be accepted.

The visual density is the amount of signages covered by the line of vision. Visual density is defined as an assessment of density of signage in a particular area.

Plan showing photo guidelines



Visual density photo grid



Existing sign coverage: Advertising - 37 Traffic - 5

Location : Trade Center - b

Distance from proposed sign location

50m	100m	150m
✓		

Instructions

1. Right click on the grey block to the left with the "Replace this object" caption
2. Select the "Change Picture..." option
3. Browse to your photograph, select it and click on "Insert"
4. Right click on your inserted photograph and select the "Sent to Back" option
5. Print document



Step 1:

Visit the proposed sign location, park and find a safe location on the road shoulder to take photographs. Take three photographs with a standard digital camera with a 28mm lens (35mm film equivalent) from the following distances: 50m, 100m and 150m. Be sure to align photo with road and limit area of horizon in field of view. The focal point of the photograph should be the centre of the road perpendicular to where the sign is on the side of the road (i.e., the horizon needs to be as close to the horizontal centre of the photograph as possible)

Step 2:

Print out pictures at a scale of 180mm wide x 135mm high

Step 3:

Color all existing advertising signs on each photo in red. This includes all advertising signage in the right of way, as well as hoardings and large format building signs located outside of the right of way

Step 4:

Overlay plastic grid or word document template on each photo and count the total number of 2mm squares which cover the signs, excluding the pole and frame area. Use standard rounding procedures and round up when 50 percent of a square is covered, otherwise round down

Step 5:

To determine the percentage of visual density divide the number of squares counted in each photograph over 2,700 (i.e., $40/2,700 = 1.5$ percent)

Step 6:

Enter 50m, 100m and 150m values into the calculator sheet. One can calculate the proposed density by incorporating the proposed signs into Step 5

Table 24 shows the visual density area of standard signs from the required distances for the visual density formula.

Table 24: Proposed sign blocks

Proposed Sign Blocks			
Type of sign	No. of blocks		
	50m	100m	150m
Mupis	2	1	1
Lampposts	4	2	1
Megacoms	20	6	3
Unipoles	60	18	9
Flags	4	1	1

The visual density includes for a 25 percent weighting for Advertising (b) + 25 percent street traffic signs (b) + proposed blocks

$\times 100 = \text{Visual}$

Total number of blocks on grid (2,700)

Step 7:

Please enter your final total for the three distances into the block in Table 25, total all densities and then determine the average by dividing by three

Table 25: Proposed sign visual density

Proposed sign visual density	
50m	
100m	
150m	
Total	
Average = [Total]/3	

Step 8:

Check for visual density compliance. Visual density is assessed based on location, commercial, semi-urban, or rural. The assessment of these areas is somewhat subjective based on the descriptions as per the Table 26

Table 26: Visual density based on land use

Area (percent)	Commercial (Zones A, B and C)	Semi-urban (Zone D)	Rural (Zone E)
< 3.5	+2	+1	0
3.5 - 6	+1	0	-1
6 - 10	0	-1	-3
> 10	-1	-3	-5

Commercial: Major shopping/commercial high-density centres with a significant number of off-street illuminated advertising devices and lights, with a typical building height above 10 storeys

Semi-urban: Covers areas with generally medium density

Rural: Low development intensity

2.2.4 Total sign density procedures

In order to calculate total sign density, average of the two density methods (buffer and visual density) are considered.

Step 1:

Add the total score from sections 2.2.2 and 2.2.3

For example $(-1) + (+2) = +1$

The calculator is designed to add up the values from all three sign density sections and provide the following results:

1. If the score is positive or zero, then the sign complies with density requirements

2. If the score is negative, then the sign does not comply with density requirements and is not recommended for a density assessment
3. However, failure to adhere to any of two densities separately will result in non-compliance of the sign with density requirements and the sign will not be recommended for installation from a density assessment perspective

2.3 Traffic safety

Safety is the primary criterion for the design and placement of all Outdoor Advertising (OA) signs and traffic control devices. OA signs provide information to road users about products and services unrelated to driving or pedestrian tasks. The placement of OA signs shall only be allowed if their existence is not distracting, resulting in a beneficial, or neutral and harmless effect or influence on motorists and pedestrians.



2.3.1 Elements

The following are the various traffic safety elements:

1. General traffic safety guidelines
2. Color contrast
3. Character height
4. Stopping sight distance
5. Decision sight distance
6. No-ad zone
7. Lateral clearance and vertical clearance
8. Crash protection and attenuation
9. Driver's line of sight

2.3.1.1 General traffic safety

Provided in the table below are the different outdoor advertisement variables. The table gives an overview of the description and the guidelines/ references of the variables on traffic safety.

Table 27: General traffic safety guidelines

General traffic safety guidelines
Road Safety and traffic considerations – Advertisements should not:
1. Be placed at a distance less than the defined buffers in section 2.2.2
2. Cause danger to property and persons
3. Be placed in a way that it could distract the attention of drivers of vehicles in a manner likely to lead to unsafe driving conditions
4. Be illuminated to the extent that it causes discomfort to approaching pedestrians or drivers of vehicles (refer section 2.4.3 - illumination guidelines)
5. Be attached to traffic signs, create confusion with traffic signs or interfere with the functioning of traffic signs
6. Obscure a pedestrian's view or a driver's view of pedestrians, road or rail vehicles and features of the road, railway, or pavements such as junctions, bends and changes in width
7. Obstruct fire escapes or the means of egress to fire escapes
8. Be situated near overhead power lines
9. Be erected in the vicinity of signalized intersections which display the colors red, yellow or green and high-risk areas/ decision points
10. Be erected without approval from either DM/ RTA, where such approval is required
11. Emit a noise, sound, smoke, smell or odors

12. Have design and construction defects - an advertisement must be neatly and properly constructed according to accepted design and construction standards
13. Have content that is inconsistent with the Emirate's social ethic and cultural values
14. Be oriented in a manner that creates headlight reflections in the driver's line of sight
15. Overhang over the road carriageway and should be setback from the carriageway at a reasonable safety distance; and have reasonable safety vertical clearance from the level of the carriageway or footpath. This shall be responsive to the type of signage and road speed limit
16. Contain reflectors, which at night could be mistaken for a traffic control device
17. Contain large areas of red display if it is to be illuminated. In wet, night-time conditions it may cause confusion with traffic control signals or 'stop' or 'taillights' of moving vehicles
18. Spread the message across more than one adjoining sign
19. Have electrical defects - every illuminated advertisement and every advertisement in which electricity is used, must:
 - a. Have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly
 - b. Be provided with an external switch in an accessible position and at a height of at least three meters from the ground whereby the electricity supply to the advertisement may be switched off
20. Be ignorant in maintenance of assets - an advertisement must:
 - a. Be serviced on a regular basis
 - b. Be maintained in good repair and in a safe condition
21. Be illegible
22. Encourage/ promote vandalism (It should contain a message to prohibit destruction of property)
23. Be placed on a tree, government or religious buildings
24. Be placed on or hanging from another signage

Visual representation for general traffic safety guidelines that must be complied with at all times.



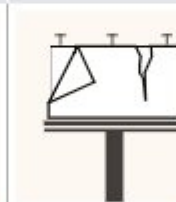
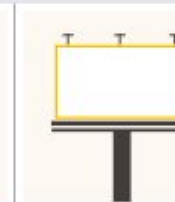




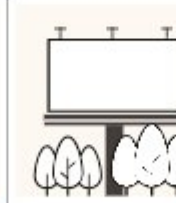
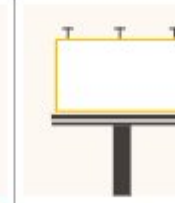
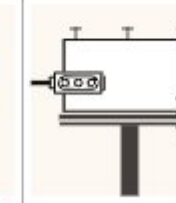



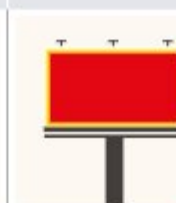
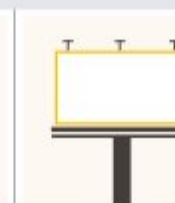
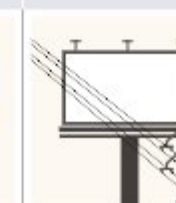

Advertisements should not be illuminated to the extent that it causes discomfort to approaching pedestrians or drivers of vehicles (refer section 2.4.3 - illumination guidelines)		Advertisements should not have design and construction defects - an advertisement must be neatly and properly constructed according to accepted design and construction standards		Advertisements should not be attached to traffic signs, create confusion with traffic signs or interfere with the functioning of traffic signs	
					
Advertisements should not have content that is inconsistent with the Emirate's social ethic and cultural values		Advertisements should not be placed on a tree, government or religious buildings		Advertisements should not be placed in a way that it could distract the attention of drivers of vehicles in a manner likely to lead to unsafe driving conditions	
					
Advertisements should not contain reflectors, which at night could be mistaken for a traffic control device		Advertisements should not contain large areas of red display if it is to be illuminated		Advertisements should not be situated near overhead power lines	
					

Table 28: Outdoor advertisement variables with guidelines for road safety

Variable	Description	Guidelines
Movement in advertisements	Presence of motion in the advertisement, including video and special effects within a single display	<ul style="list-style-type: none"> Static digital assets are allowed where applicable across different zones, unless otherwise specified If the digital asset is classified as digital with animated creatives, then it can be permitted only on pedestrian areas. Any deviations to this guideline must have an exceptional approval from the technical committee appointed by RTA/ DM. Refer appendix B for guidelines for seeking exceptional approval Refer section 2.4 for digital guidelines
Driver's line of sight	Position at which the sign must be placed so as to be visible to the driver without causing distractions	<ul style="list-style-type: none"> Refer the section 2.3.1.7 Driver's line of sight, for illustration of the cone of vision
Character height	Minimum letter height for the content on a sign as function of road speed to increase visibility	<ul style="list-style-type: none"> Roadside advertising signs shall have letter heights conforming to the 'The Dubai Traffic Control Devices Manual'
Information presentation	The format of information including text size and spacing, layout and arrangement	<ul style="list-style-type: none"> The information present on the sign should be concise and legible The character height should be a function of road speed and units of information A maximum of 6 units of information (bits) are permitted, inclusive of both English and Arabic languages
Information content	Include content and meaning of the information contained within the message including textual and graphical elements	<ul style="list-style-type: none"> Emotional content should be avoided on roadways as they can hold the driver's attention longer than neutral content and can adversely affect driver performance for up to 0.8 seconds after the sign Refer section 2.6 for content guidelines
Luminance	Photometric brightness is the 'brightness' of the OA sign as seen from an angle of view. It is measured in candelas per square meter (cd/sq m)	<ul style="list-style-type: none"> Illuminated signs can be bright relative to their surroundings depending on the luminance of the sign itself and the ambient light of the surroundings (refer section 2.4.3 - illumination guidelines) Illumination has been defined for each asset separately in section 3
Contrast	Use of different colors for the font and background of the sign to increase legibility of the content	<ul style="list-style-type: none"> For greatest visibility of letters, colors that contrast with the background color of the sign should be used The general rule of thumb is that a light-colored background with a dark letter should be used, and vice versa Refer section 2.3.1.2 illustrating the common color combinations for best visibility

2.3.1.2 Color contrast

Color contrast is the use of different colors for the font and background of the sign to increase legibility of the content. For greatest visibility of letters, colors that contrast with the background color of the sign should be used. The general rule of thumb is that a light-colored background with a dark letter should be used, and vice versa

Color Contrasting Chart

Shows color contrast for font color and background color



2.3.1.3 Character height

Roadside advertising signs shall have letter heights conforming to The Dubai Traffic Control Devices Manual.

2.3.1.4 Stopping sight distance

Stopping sight distance - Sight distance is the length of the roadway ahead that is visible to the driver. Although greater lengths of visible roadway are desirable, the sight distance at every point along a roadway should be at least that is needed for a below average driver or vehicle to stop.

The available sight distance on a roadway should be sufficiently long to enable a vehicle travelling at or near the design speed to stop before reaching a stationary object in its path.

Stopping sight distance is the sum of two distances:

1. the distance traversed by the vehicle from the instant the driver sights an object necessitating a stop to the instant the brakes are applied, and
2. the distance needed to stop the vehicle from the instant brake application begins.

These are referred to as brake reaction distance and braking distance, respectively.

Table 29: Stopping sight distance for selected operating speeds

Operating speed (kmph)	Stopping sight distance (m)
50	65
60	85
70	105
80	130
90	160
100	185
110	220
120	250

2.3.1.5 Decision sight distance (No distraction zone)

Decision sight distance is the distance required for a driver to recognise an unexpected or otherwise challenging to perceive information source/ condition.

Decision sight distance gives drivers more room for error and enough time to manoeuvre their cars at the same or slower speed rather than just stopping.

Any time there is a chance for inaccuracy in information reception, decision-making, or control actions, drivers need decision sight distances. Examples of critical locations where these types of errors are likely to happen and where it is desirable to provide decision sight distance include intersection, entry and exit point locations where unusual or unexpected manoeuvres are required, road sections on which sudden operating speed changes occur and areas of concentrated demand where there is a high probability of human error. Refer Geometric Design Guide.

Table 30 below provides the decision sight distances for various operating speeds that should be maintained at high-risk areas.

Table 30: Decision sight distance for outdoor advertising display restriction area determinants

Operating speed (kmph)	Decision sight distance (m)
50	195
60	235
70	275
80	315
90	360
100	400
110	430
120	470

2.3.1.6 No-ad zone

No-ad zone should be maintained in the following cases:

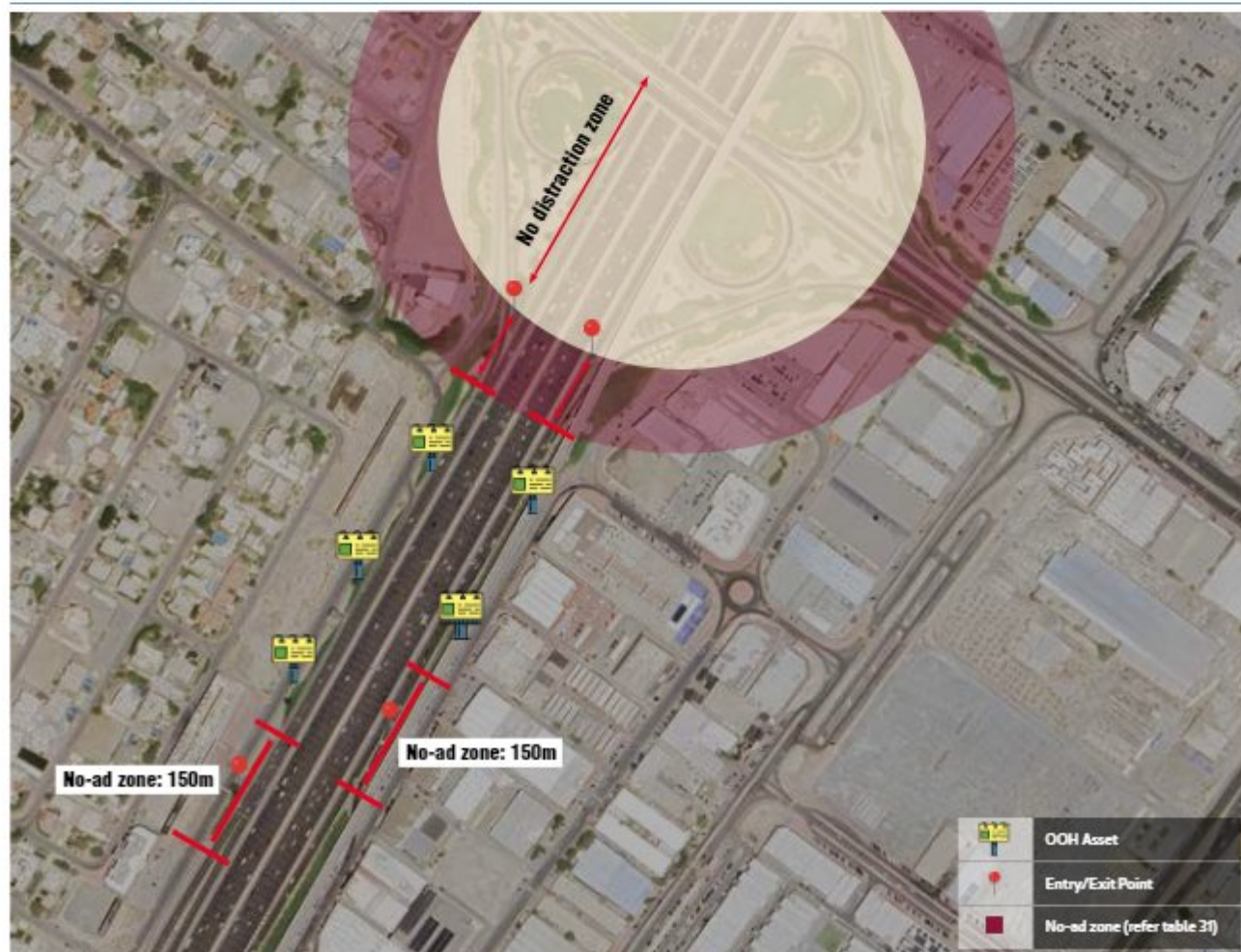
1. At intersections: No-ad zone at intersections must be measured from the first decision point (entry/exit point)
2. At entry/ exit points: A no-ad zone must be maintained according to road speed

The following table shows the no-ad zone requirements according to road speed.



Table 31: No-ad zone requirements

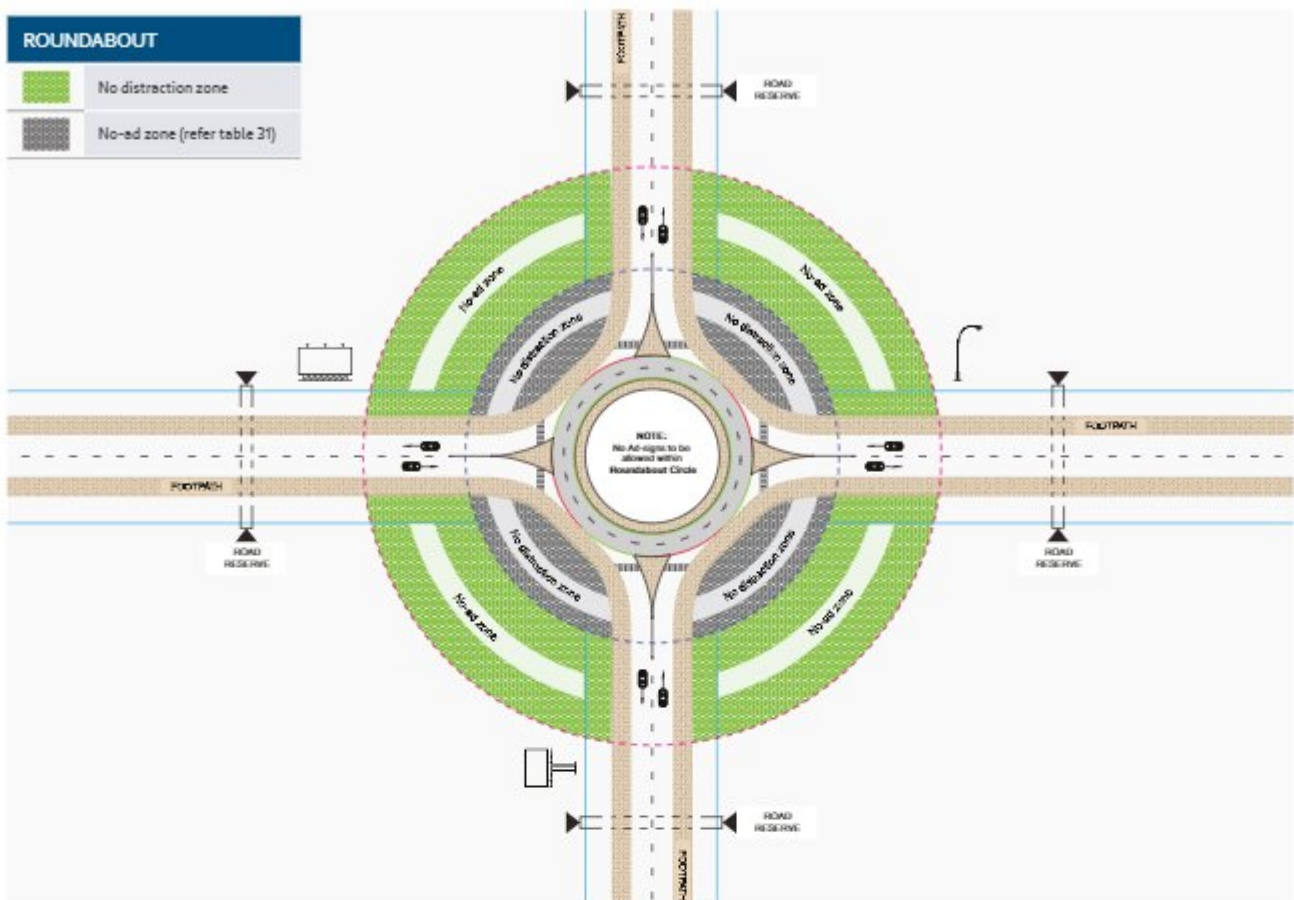
Operating speed (kmph)	No-ad zone (large and medium assets) (m)	No-ad zone (small assets) (m)
50	100	50
60	100	50
70	100	50
80	100	50
90	150	100
100	150	100
110	150	100
120	150	100

No-ad zone at major intersections





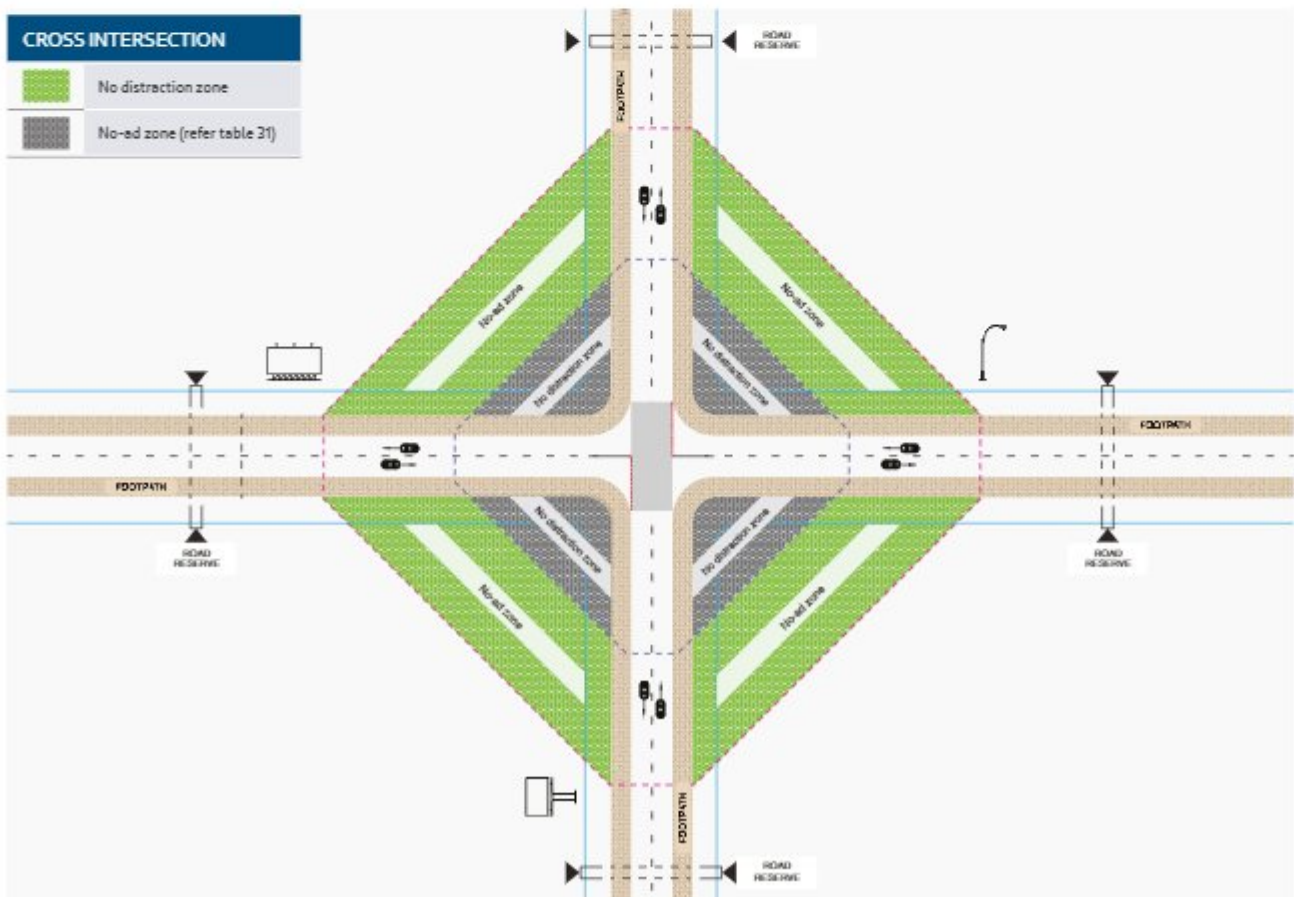
ROUNDBABOUT

	No distraction zone
	No-ad zone (refer table 31)





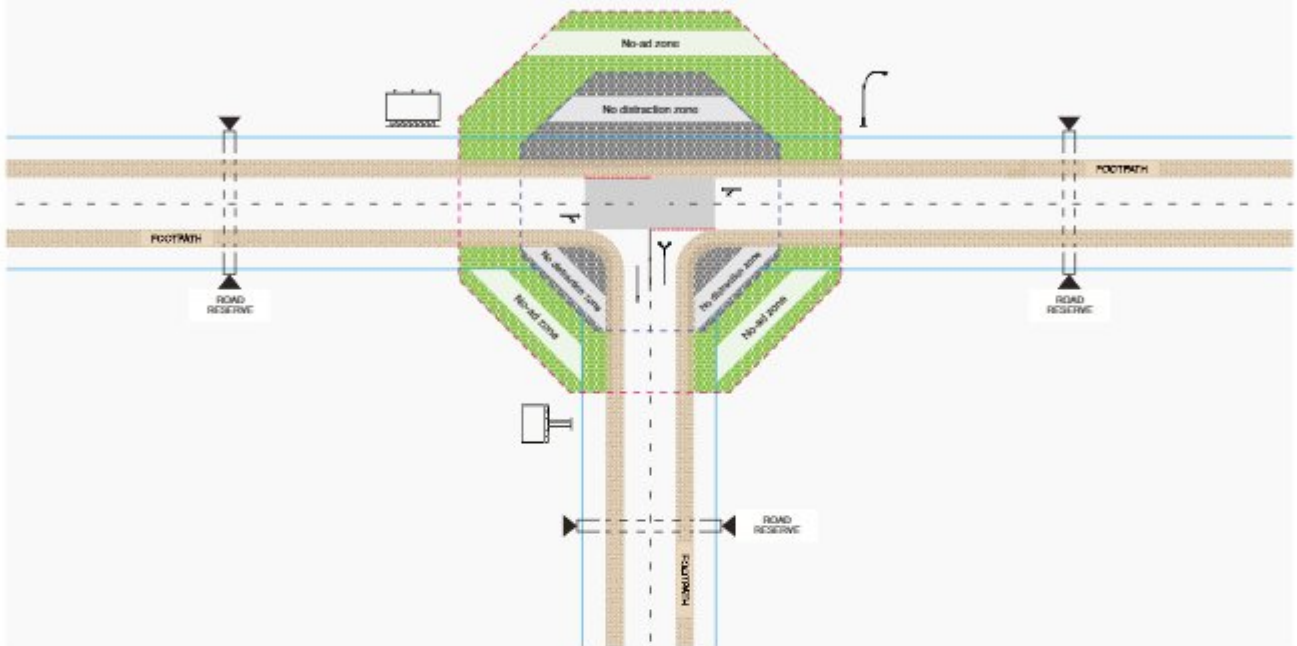
CROSS INTERSECTION

	No distraction zone
	No-ad zone (refer table 31)





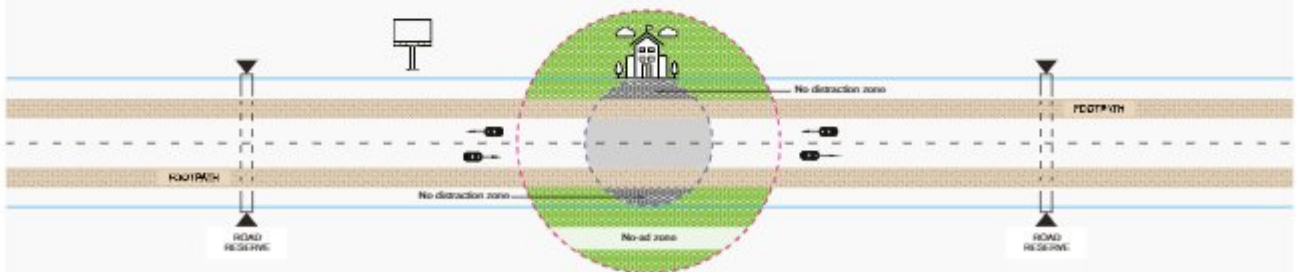
T-JUNCTION

	No distraction zone
	No-ad zone (refer table 31)





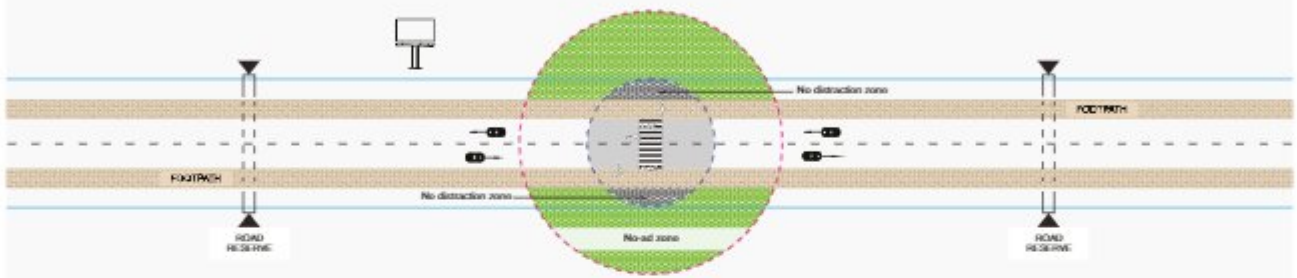
SCHOOL ZONE

	No distraction zone
	No-ad zone (refer table 31)





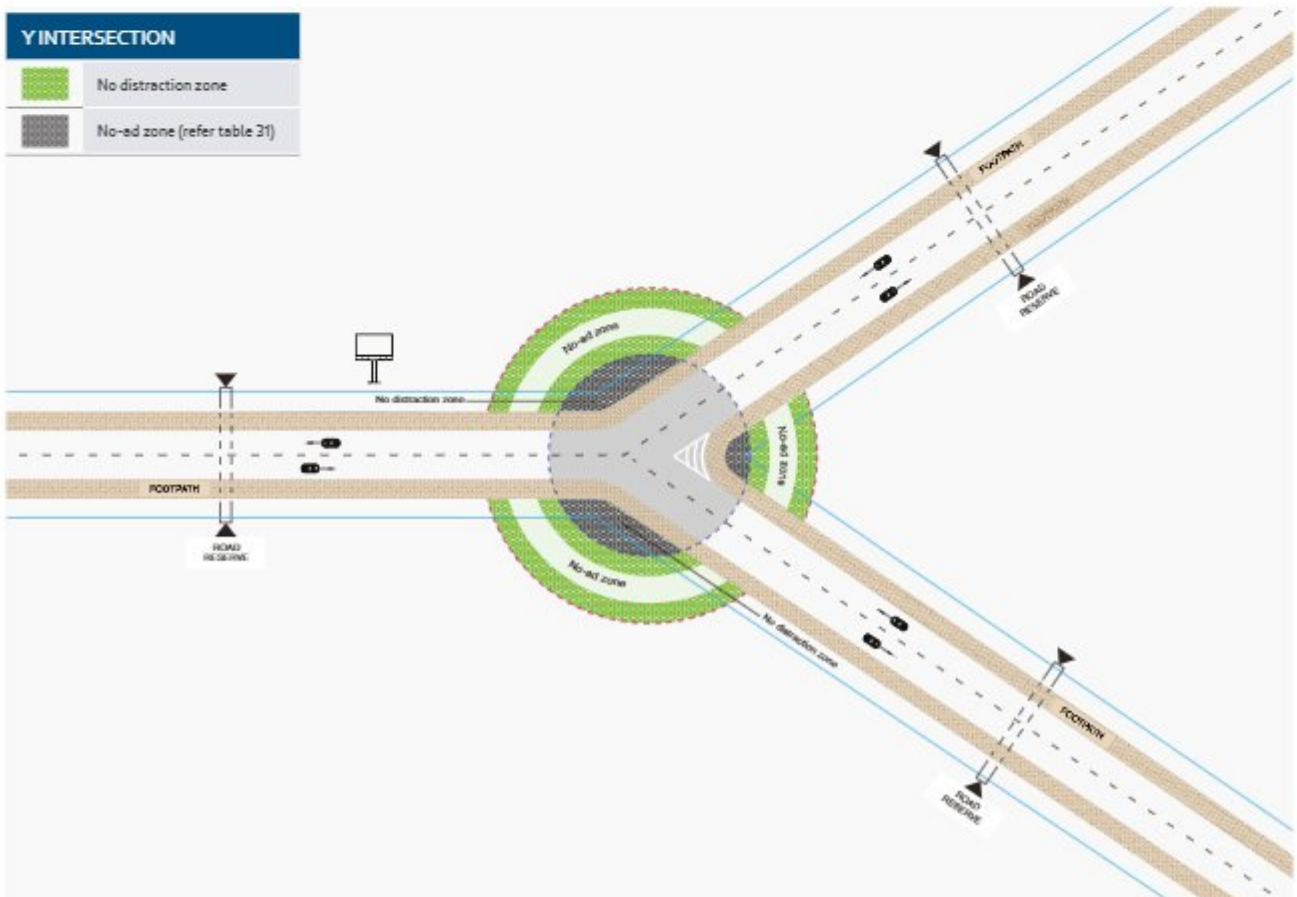
PEDESTRIAN CROSSING

	No distraction zone
	No-ad zone (refer table 31)



Y INTERSECTION

	No distraction zone
	No-ad zone (refer table 31)



2.3.1.7 Lateral clearances

Vehicular traffic

Lateral clearance from the point of view of traffic safety and user-friendly roadside are set out in detail in the Roadside Design Guide and should be adhered to at all times. These clearances depend on traffic volumes, the side slopes alongside the road and typical travel speeds. In addition, the guidelines specify that lateral clearances should be increased by 20 percent and 40 percent for curves, to reduce the risk of run-off road collisions in these areas.

Lateral clearance distances are controlled by the following factors:

- Whether appropriate clear zone requirements are met (crash protection and attenuation)
- Whether the sign can be seen within the driver's field of vision (driver's cone of vision)

For clear zone values, refer to 'Roadside Design Guide' for Dubai.

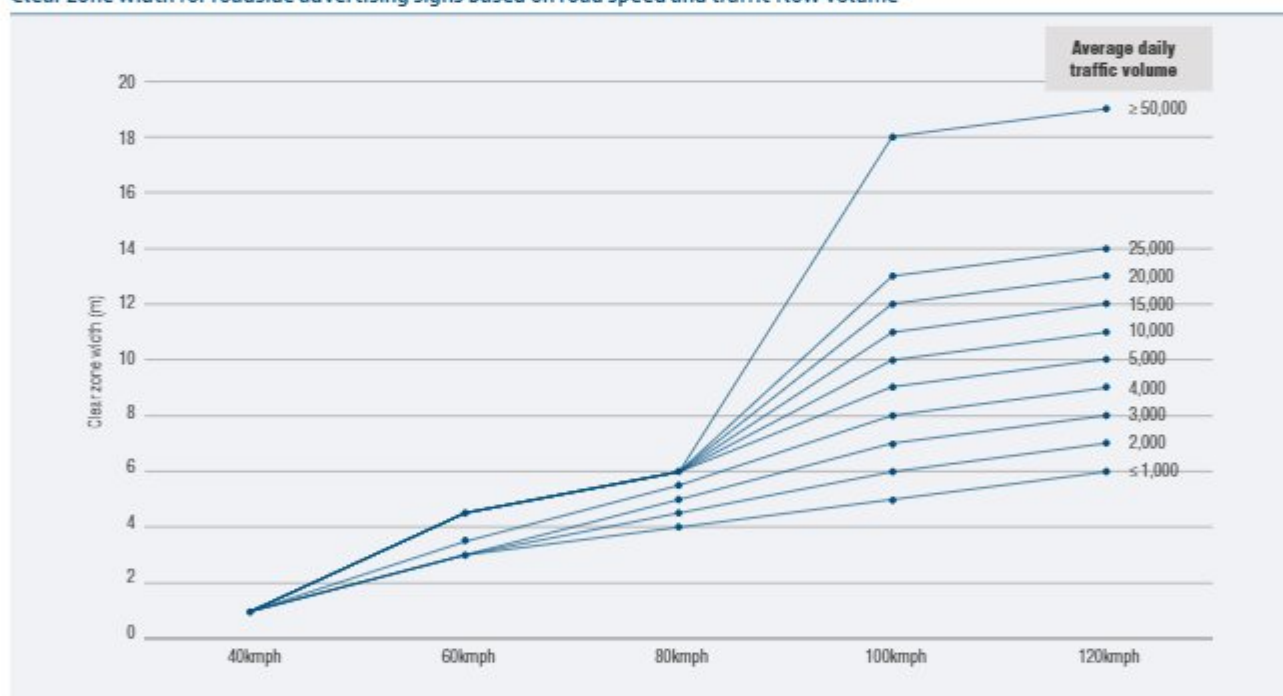
Crash Protection or Attenuation:

QA signs and/or their mounting structures shall be designed to minimize the risk of injury or death to road users. This can be accomplished by providing appropriate lateral or vertical clearance (refer the chart below). Furthermore, the use of soft materials, guardrails, safety barriers, and other approved devices between the potential path of an oncoming vehicle and the sign structure all contribute to improved road safety.

The chart below shows the clear zone width for roadside advertising signs (based on traffic flow volumes and road speed) that should be maintained for lateral clearance on a flat surface.

These figures do not supersede the Roadside Design Guide that should be used as the reference document.

Clear zone width for roadside advertising signs based on road speed and traffic flow volume

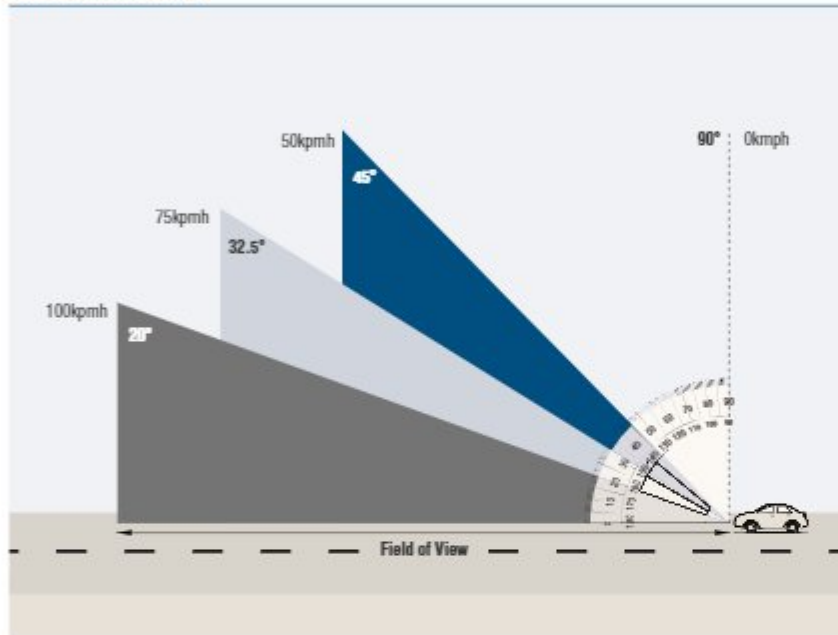


Driver's line of sight (Cone of vision)

The driver's line of sight or cone of vision refers to the area that a driver can see while looking straight ahead through the windshield of a vehicle. To ensure roadside advertising signs can be seen by the road user, they should be located to present an unrestricted view to the approaching motorist.

The figure below gives an overview of the driver's line of sight within which the assets must be placed for a clear view. Refer lateral clearances from 'Roadside Design Guide'.

Driver's line of sight



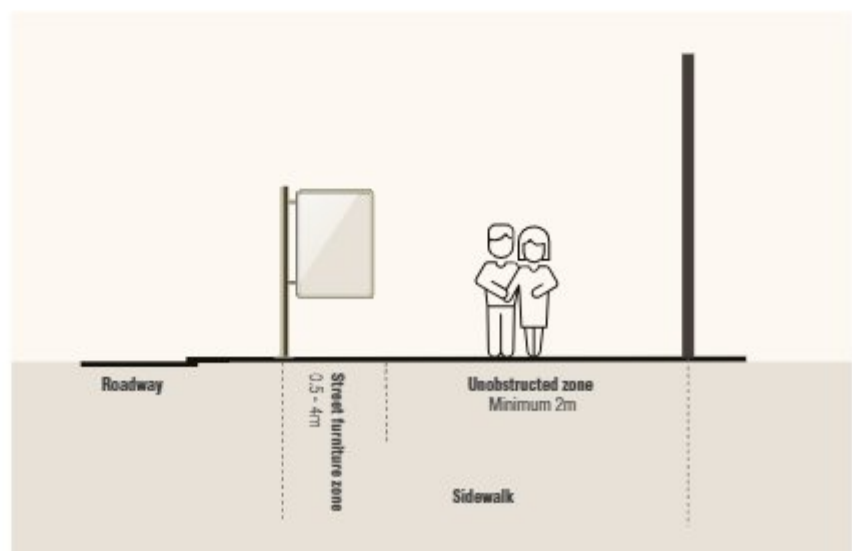
Note:

To make allowances for drivers to move their heads, 12.5° may be added to both the left and right-hand sides of the fields of view. In urban areas where speeds may be less than 50kmph, the field of vision is quite large but there is generally more sign clutter which may reduce the effectiveness of a particular advertising sign.

Pedestrian traffic

A sidewalk is required to protect pedestrians from vehicular traffic and to allow adequate space for pedestrian movements. The width of pedestrian zones should be dictated by the volume of pedestrian movements as follows:

- Unobstructed zone is to maintain an obstacle free path of minimum of 2m on every footway to allow for easy movement of pedestrians
- Where many pedestrian movements occur (between 180 and 300 persons/hour in both directions) the clearway should be 3m
- High pedestrian movements around metro station exits and other concentration points should have a clearway of 4m
- Curb zone should have a clear strip with a minimum width of 0.5m and preferably 1m to avoid damage by overhanging vehicles or people accidentally falling off the sidewalk into the path of vehicular traffic
- Street furniture zone, in which street furniture and other outdoor signage can be placed where the width will vary between 0.5m and 4m depending on circumstances. In narrower areas (0.5m to 2m) the street furniture could include street lighting, control boxes, benches, bins and cantilevered bus shelters without end panels. This zone width could increase to 4m to make provision for cycle stands, telephone boxes, benches, vegetation, kiosks and bus shelters
- The diagram below shows the typical pedestrian and outdoor furniture zones



2.3.1.8 Vertical clearances

a. Vehicular traffic

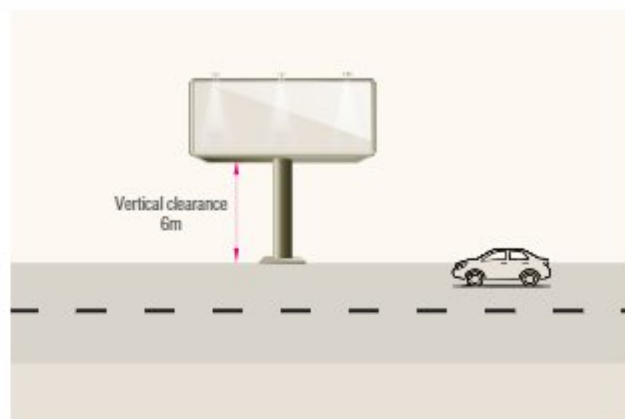
No sign should project over a road and have a vertical clearance of 6m minimum as illustrated for each type of sign in Section 3

b. Pedestrian traffic

No sign that projects over a footpath shall have a vertical clearance of less than 2.5m as illustrated for each type of sign in Section 3

c. Clearance

All structures must leave sufficient clearance for the maintenance of transport assets, such as bridges



2.3.2 Safety matrix

Table 32 provides a range of issues related to road safety that must be recognized and scored accordingly. Please also refer to the explanatory note following the table.

Each row in Table 32 must be scored from 0 to 4 as indicated in the table and the total score for each sign, or group of signs should be calculated. Non-adherence to the safety matrix will result in automatic rejection of the application.



Table 32: Scoring table for levels of safety risk

Signage text highlighted in * should be denied							
Considerations		Levels of risk					Score
		Very low 0	Low 1	Fair 2	High 3	Very high 4	
A	Location						
1	Driver's line of sight	Clear line of sight	Relatively clear line of sight	Partly obscures a road hazard	*Severely obscures a road hazard	*Line of sight less than required	
2	Decision point (measured up-stream from decision point)	More than 300m from decision point	Between 200 and 300m from decision point	Between 100 and 200m from decision point	*Located between 50-100m from a decision point	*Is located less than 50m from a decision point	
3	Interference with the effectiveness of a traffic control device	Does not interfere with any traffic control device	May reduce the effectiveness of a minor traffic control device i.e., yield sign	*May reduce the effectiveness of an intermediate traffic control device i.e., stop sign	*Reduces the effectiveness of an intermediate traffic control device i.e., stop sign	*Reduces the effectiveness of a major traffic control device i.e., traffic signal	
4	Accident risk (see explanation 1.4)	Minimal	Low	Medium	*High	*Black spot	
5	Proximity to intersection (on approach side)	More than 200m	200-150m	150-100m	100-50m	Less than 50m	
B	Content and physical properties						
6	Brightness and contrast in relation to hazards and traffic control devices	The sign is unlit or not retro-reflective	The sign brightness matches the minimum ambient light levels expected	The sign varies its brightness to match the ambient light	The sign intensity is unlikely to cause night blindness	*The sign brightness may cause night blindness or discomfort	
7	Animation and movement	The message is not animated or moving	The message remains static for at least 1 minute	The message stays static between 8 and 60 seconds	NA	*The message is animated, flashes and scrolls	
C	Volume						
8	Annual Average Daily Traffic (AADT)	0 - 10,000	10,001 - 25,000	25,001 - 40,000	40,001 - 55,000	Over 55,000	
9	Percentage of heavy vehicles	0 - 5 percent	6 - 10 percent	11 - 15 percent	16 - 20 percent	Over 20 percent	
10	Pedestrian density at peak hours	0 - 100	101 - 200	201 - 300	301 - 500	Over 500	
11	Speed (kmph posted)	Less than 60	61 - 80	81 - 100	101 - 120	Over 120	

Scoring recommendation

Table 33 outlines the recommended scoring regime based on parameters defined in Table 32

Table 33: Recommended scoring for traffic safety matrix

Score	Recommendation
Less than 18	Acceptable safety – approval suggested
19 to 24	Suggest measures to mitigate and then rescore
Above 25	Should be denied

Explanatory note on the safety matrix

Below is a guideline for consistent implementation for the safety matrix.

1. Driver's line of sight

Refer to the Dubai Traffic Control Devices Manual and generally practiced drivers' line of sight provisions i.e., does the sign obstruct a driver's line of sight at an intersection, curve or point of egress from an adjacent property or obstructs a driver's view of a traffic sign or signal.

2. Decision point

The decision point is defined as the point where a driver needs to make a decision for one of the following:

- All weave area, measured from the entry point of the weaving traffic
- Off ramp (measured from the exit gore taper)

3. Interference with a traffic control device

Score the location based on whether it may have some likelihood of interfering with the traffic control device. The class of traffic control device is defined as follows:

- Minor control device – Yield sign
- Intermediate control device – Stop sign
- Major control device – Traffic signal

4. Accident data

The categories of minimal, low, medium, high, black spot are determined by the review process of the RTA/ DM Traffic safety department. This includes weightage of accident types (refer Table 34) in the past 2 years which have occurred within 150m visibility of and relevant to the sign location.

Table 34: Weightage of accident type

Risk level	Weight
Minimal	Less than 2
Low	3 to 5
Medium	6 to 11
High	12 to 23
Black spot	Greater than or equal to 24

Accident weightage system currently used by the Traffic safety section is:

- Non injury accident (Damage only): 1 point
- Injury
 - Slight: 2 points
 - Medium: 5 points
 - Serious: 7 points
- Fatality: 12 points

5. Proximity to centre of intersection (on approach side)

- This is the distance of the sign to the stop line of the approach lane

6. Brightness and contrast in relation to hazards and traffic signage and control devices

- Self-explanatory

7. Animation and movement

- An advertisement is a static display if it has:
 - a. No moving images, or parts of moving images
 - b. No moving text or sets of text
 - c. No flashing background, text, or images
- An advertisement is an animated display if it has:
 - a. Moving images, or parts of moving images
 - b. Moving text or sets of text
 - c. Flashing background, text, or images

For digital signage the transition between one advertisement to another must not be flashing and must not have movement from side to side or top to bottom. Preferred transition between one advertisement to another may either have a 'dissolving' nature from one frame to other frame at the agreed interval or be an instantaneous transition.

8. Traffic volume

- Total Average Annual Daily Traffic (AADT) measured in one direction

9. Percentage of heavy vehicles

- This is the percentage of heavy vehicles based on a 24-hour count

10. Pedestrians

- Peak hour pedestrians as measured in both directions at the proposed location

11. Speed

- Posted speed (kmph) on the adjacent road

12. Content

- Phone numbers / web addresses details should be avoided on signages as they pose a threat to traffic safety
- Advertising that requires excessive efforts to assimilate information should be avoided

2.4 / Digital signage

Digital signage is a form of OOH advertising in which content and messages are typically displayed on digital screens with the goal of delivering targeted messages to specific locations at specific times. Digital signs are typically used to entertain, inform, or advertise. Major benefits of digital signs over traditional static signs are that the content can be exchanged more easily, animations can be shown and the signs can adapt to the context and audience, with potential for interactivity.

Digital signage can offer superior return on investment compared to traditional printed signs, but this must be contrasted with the increasing ability of digital signage to distract or blind drivers and contribute to accidents. Another concern to be addressed properly with digital signage is that it can be very bright and distracting.

2.4.1 Where can digital signages be installed

If the digital asset is classified as an asset enabled only with rotation of imagery, but no animation then it is allowed wherever applicable across different zones, unless otherwise specified. If the asset is classified as digital with animated creatives, then it can be permitted only on pedestrian areas.

Note: Any deviations to the above guidelines must have an exceptional approval from the technical committee appointed by RTA/ DM. Refer appendix B for guidelines for seeking exceptional approval.

2.4.2 General digital guidelines

Table 35 provides guidelines for the use of digital signage in Dubai

Table 35: General guideline on digital signage

Parameter	Guidelines
Zone	Digital assets with animated creative can be permitted only on pedestrian areas. However, digital assets with static images can be used wherever applicable across different zones
Duration of message	<ul style="list-style-type: none">Static signs: minimum 10 secondsVideo/ animated signs: as per the discretion of RTA/ DM
Dynamic images' transition time	Transitions between messages should be 1 second
Consecutive frames	No story boarding - i.e., frames may not be used in sequence to represent a story or concept that are designed to increase the anticipation or focus of the target audience
Spacing	Spacing between any two digital OA signs will be similar to respective conventional (non-digital) OA signs. Please refer buffer guidelines from section 2.2.2 for details
Locations	All locations for digital signage require specific safety assessments
Default design	Freeze a display in one still position if a malfunction occurs
Static images	Static images should contain static messages without movement such as animation, flashing, scrolling, intermittent or full-motion video
Brightness and lighting levels	<p>Adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public</p> <p>All digital signs shall be equipped with a mechanism to control brightness through the means of an automatic dimming device or a scheduled dimming program depending on the ambient light, such that the brightness of the displays is in sync (measured in candelas per sq m, or nits), with the ambient lighting conditions (measured in lux)</p>
Audio	Not permitted
Color sequence	Bright - dark - bright sequence is not permitted as it has potential for distraction and only dark - dark or bright - bright sequence shall be permitted

Any permit for an animated, electronic, illuminated or major promotion sign or any combination of these signs (e.g., animated illuminated major promotion sign) must include conditions as specified in Table 36.

Applicable	✓
Non Applicable	✗

Table 36: Permit requirements for digital signage

Condition	Mechanically operated	Electronic	Illuminated	Major promotion
Each advertisement is limited to a static display with: a. No moving images, or parts of moving images b. No moving text, or sets of text c. No flashing background, text or images	✗	✓	✗	✗
Each advertisement shall be displayed for a minimum of 10 seconds	✓	✓	✗	✗
The transition from one advertisement to another must be instantaneous	✓	✓	✗	✗
No advertisement may be dominated by any individual or combination of the following colors: red, yellow, or green	✓	✓	✓	✓
No advertisement is to contain an image which duplicates or resembles any type of traffic sign, instruction, or symbol	✓	✓	✓	✓
The luminance of the advertising sign must be such that it does not give a veiling luminance to the driver, of greater than 0.25 cd/sq m, throughout the driver's approach to the advertising sign	✗	✓	✓	✗

2.4.3 Luminance

An illuminated sign refers to any sign being illuminated by an artificial source. Illuminated signs include variable message signs, video and/or animated signs and any conventional OA sign illuminated in a digital or backlit manner.

Illuminated signs can be bright relative to their surroundings depending on the luminance of the sign itself and the ambient light of the surroundings and in case of backlit signs, the light beam should be distributed at an angle between 120° and 140°. Therefore, table 37 outlines the assessment criteria used to measure luminance and ensure that illuminated signs do not cause road safety hazards.

Illumination guidelines have been provided on the basis of extensive research and benchmarking leading industry practices.

Table 37: Maximum allowable daytime luminance of illuminated advertisements

Illuminated area (sq m)	Very high off-street ambient light (cd/sq m)	Medium off-street ambient light (cd/sq m)	Low off-street ambient light (cd/sq m)
Up to 0.5	2,900	2,000	1,000
0.5 to 2.0	2,300	1,600	800
2.0 to 5.0	2,000	1,200	600
5.0 to 10.0	1,500	1,000	600
Over 10.0	1,200	800	400

Notes

- Luminance:** Means the objective brightness of a surface as measured by a digital light meter, expressed in candelas per sq m
- Luminance at night-time:** Maximum luminance of one-quarter of the prescribed values
- Very high off-street ambient light:** Covers areas with generally high off-street ambient lighting e.g., some major shopping/commercial centers with a significant number of off-street illuminated advertising devices and lights
- Medium off-street ambient light:** Covers areas with generally medium off-street ambient lighting e.g., small to medium shopping/ commercial areas
- Low off-street ambient light:** Covers areas with generally low off-street ambient lighting e.g., most rural areas, many residential areas

Table 38 defines guidelines with respect to illumination of OA signs

Table 38: Illumination guidelines

Illumination guidelines:	
a.	For night-time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g., pedestrian crossings
b.	The light sources for illuminated signs must focus solely on the sign
c.	The sign should be shielded so that glare does not extend beyond the sign
d.	With the exception of back lit neon signs, the sign must have no light source visible to passing motorists (if the light output has an illumination greater than that of a 65W incandescent bulb)
e.	The level of reflectance of an advertisement and its content, should not exceed the maximum luminous intensity per unit area
f.	The illuminated advertisement shall be placed in a safe spot away from the reach of hands and in such a way as to prevent fire from spreading
g.	Illuminated advertisement fixed on buildings' roofs and those placed on construction fences, boards and holders that are fixed on the ground shall be surrounded by screens made of incombustible material and doors with strong latches to prevent unauthorized persons from entering the spot. It shall carry a sign reading (danger-entrance prohibited)
h.	Electrical current transformers, light pipes and the connected equipment shall be in safe and well-ventilated places where only authorized persons enter
i.	Switches and fuses shall be on board or boards made of dielectric material and licensed by Dubai Electricity and Water Authority (DEWA)
j.	All metal parts used in the structuring of the advertisement including the holders, transformers and also electrical connections shall be connected to the ground according to the technical electrical specifications
k.	The electric current transformers shall be tightly covered, waterproof and well ventilated
l.	The place where advertisements are fixed on buildings' roofs or arranged on boards or holders fixed to the walls of the shop's facades shall be equipped with a number of fire-extinguishing equipment and devices which the Civil Defense Authorities in the Emirate deemed fit

Procedure for measuring luminance

On occasion, it may be required for the relevant authorities to check for:

- Existing luminance
- Illumination at the time of installation
- Calibration of the sign before initial use

The following procedure should be used for the measurement of luminance. A digital light meter should be used to test luminance.

Step 1: Define measuring distance from Table 39

Table 39: Luminance measurement distances

Area of the asset (sq m)	Distance from which luminance reading should be taken (m)
Up to 5	40
6 - 24	50
25 - 40	65
41 - 70	75
Above 70	80

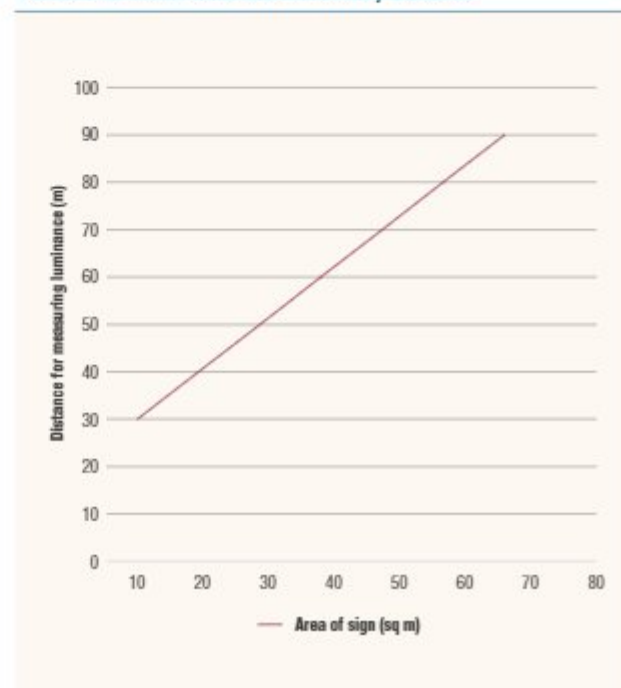
Step 2: Turn sign on to black mode, measure and record with digital light meter

Step 3: Turn sign on to white mode, measure and record with digital light meter

Step 4: Compare results of two readings

- If greater than 0.3 candela, then reduce brightness and re-test
- If between 0.2 and 0.3 then ok
- If less than 0.2 then increase brightness

Relation between area and luminosity distance



2.4.4 Reflectivity

No OA signs shall have face/ material that is reflective which can cause reflectance of light falling onto the sign and into the face of oncoming traffic.

2.5 Durability

Durability is assessed in relation to the materials that make up the sign and its supports, as well as in relation to the structural design of the sign.

The design of signs must comply in all respects with the following codes and standards:

FSD Code of practice for minimum fire service installations and equipment and inspection and testing of installation and equipment

BS 476 Fire tests on building materials and structures

BS 729 Specification for hot-dip galvanized coatings on iron and steel articles

BS 1470 Specification for wrought aluminum and aluminum alloys for general engineering purpose: plate, sheet, and strip

BS 1474 Specification for wrought aluminum and aluminum alloys for general engineering purposes: bars, extruded round tubes and sections

BS 2989 Specification for continuously hot-dip zinc coated and iron zinc alloy coated steel: wide strip, sheet/plate and slit wide strip

BS 3111 Steel for cold forged fasteners and similar components

BS 3692 Specification for ISO metric precision hexagon bolts, screws, and nuts. Metric units

BS 4533 Luminaires

BS 4842 Specification for liquid organic coatings for application to aluminum alloy extrusion, sheet, and preformed sections for external architectural purposes, and for the finish on aluminum alloy extrusions, sheet and preformed sections coated with liquid organic coatings

BS 5135 Specification for arc welding and carbon and carbon manganese steels

BS 5266 Emergency lighting

BS 5427 Code of practice for protective coating of iron and steel structures against corrosion

BS 6496 Specification for powder organic coatings for application and stoving to aluminum alloy extrusions, sheet, and preformed sections for external architectural purposes, and for the finish on aluminum alloy extrusions, sheet and preformed sections coated with powder organic coatings

BS 6497 Specification for powder organic coatings for application and stoving to hot-dip galvanized hot-rolled steel sections and preformed steel sheet for windows and associated external architectural purposes, and for the finish on galvanized steel sections and preformed sheet coated with powder organic coatings

BS 6561 Specification for zinc alloy sheet and strip for building

BS 6582 Specification for continuously hot-dip lead alloy coated cold reduced carbon steel flat rolled products

BS 7671 IEE wiring regulations for electrical installations buildings

PD 6484 Commentary on corrosion at bi-metallic contacts and its alleviation

ISO 8501 Preparation of steel substrates before application of paints and related products (BS 7079)

BS EN 499 Specification for covered carbon and carbon manganese steel electrodes for manual metal arc welding

2.5.1 Construction and materials

Signs should be constructed of materials that maintain a good quality finish and color. In Dubai, the materials must also resist corrosion and must be readily washable to remove dust deposits. Table 40 provides guidelines in this regard.

Table 40: Construction and materials

Construction and materials:

- The materials used in constructing the permanent signboards should be strong and of high quality
- Materials must be washable such as stone, glazed tiles (ceramics), glass, stainless steel, wood and aluminum
- Signboard materials should be compatible with the external finishing materials of the relevant building
- All the material used in constructing the signboards should be corrosion resistant
- Permanent signboards placed within Zones A, B and C must be made up of incombustible materials that obstruct the spread of fires
- Reflective materials may not be used
- Only safety glass shall be used

Refer to Building Permit Department for additional guidelines

2.5.2 Structure

Signs must be designed to ensure that:

- Public safety is not compromised
- Can withstand various environmental forces for the lifetime of the structure

It is not the purpose of this Manual to provide detailed structural design guidelines which are typically contained in engineering manuals and local codes of practice. Therefore, these guidelines are only intended to provide direction for outdoor advertising companies to ensure that the required objectives are met at all times.

In many cases the design of sign structures forms part of a wider design process, as signs may be designed for wider application and not only restricted to Dubai. However, large sign structures need to be able to withstand the local environmental forces and need to be designed and approved by registered engineers. If affixed onto an RTA/ DM asset, example a bridge, the proposed sign weight should not affect the structural capacity of the structure. Table 41 presents the typical signage structural design guidelines in terms of sign-off by registered and qualified people.

Table 41: Typical design responsibilities

Sign type	Formats	Approving authority	Manufacturer warranty
Permanent signage	Unipoles	A registered engineer's approval is required for all OA signs where the sign or parts of the sign could fall off and hence disrupt traffic flow and endanger the public	As applicable
	Megacoms		
	Mupis		
	Lampposts		
	Street furniture - Bus shelters, kiosks, parking meters, barriers		
	Bridge advertising		
	Feature signs		
	Brand towers		
Temporary signage	Event signage or special promotions		
	Umbrellas		
Flying	<ul style="list-style-type: none"> Balloons Dirigibles - Blimps and aircraft banners 		
Transit	<ul style="list-style-type: none"> Bus and tram advertising (refer to Section 3 - bus advertising guidelines) Taxis (refer to Section 3 - taxi advertising guidelines) Delivery boxes Maritime advertisements 		

Refer to Building Permit Department for additional guidelines

2.6 Content

2.6.1 Type and extent

It is recommended that advertisers take into consideration the advisory guidelines listed in Table 42, with respect to the content of advertisements to be displayed along road corridors.

Table 42: Guidelines for sign content

Guidelines for sign content

- Advertisements must not imitate a traffic control device such as traffic lights
- Advertisements must not instruct drivers to perform an action such as 'Stop', 'Halt' or 'Give Way' and 'No Entry'
- Advertisements shall not contain anything that could be construed as being offensive or objectionable, else the relevant authorities may direct the immediate removal of any sign display, regardless as to whether consent has been granted or not
- Advertisements must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic
- Advertisements must not contain reflectors
- The permissible level of luminance of an advertisement also applies to its content
- Advertisements should be legible with a clear font
- The size of the font must be appropriate with regard to traffic speed
- Advertisements should not contain large areas of red display if it is to be illuminated
- The amount of information supplied on a sign should be minimized so that the time required to read and understand the sign's message is minimized. As a guide, each sign should be limited to 6 bits of information for each of Arabic and English. The summation of units is to be calculated as follows:
 - Words up to 8 letters, inclusive = 1 bit
 - Numbers up to 4 digits, inclusive = 0.5 bit
 - Numbers of 5-8 digits = 1 bit
 - Symbol, picture, logo, or abbreviation = 0.5 bit

Guidelines for sign content

11. Cut-outs or space extensions cannot be more than 20 percent of the original sign size or extend more than 20 percent above the original sign panel height
12. The space assigned for Arabic language shall not be less than 50 percent of the total space of the advertisement
13. Arabic language shall be written on the right-hand side of the OA sign
14. Arabic language shall be written above English language
15. The advertisement must not have any religious symbols or signs inconsistent to the rules of Islamic Sharia Law
16. The advertisement must not have any sentences or symbols containing any non-moral meanings
17. The advertisement must have a decorous image
18. Each signage must advertise one issue only. However, signage with multiple faces may advertise one issue on each face side
19. Signage must not mask certain public facilities such as bus shelter in order to promote visibility and prevent offences and crimes
20. Advertising communication should not encourage excessive gambling, online gaming, lottery, explicit sexual imagery, consumption of alcohol and tobacco
21. Advertisements posing objective claims for medicines, beauty and other health-related products must be backed by scientific evidence
22. No outdoor advertisement shall display colors that will result in confusion with traffic signs or signals
23. No outdoor advertisement shall be mixed with traffic signs or signals on a single mounting device
24. No outdoor advertisement shall be brighter than traffic signs or signals at night
25. No outdoor advertisement shall display a combination of text and background colors that produce "chromatic aberration" or "chromatic depth effect" (e.g., blue and red)
26. No outdoor advertisement shall display poor color contrast between content and background (e.g., tan on brown and light blue on darker blue)

2.6.2 Sequencing

Another aspect to consider is whether the signs are sequenced or repeated. For example, a series of different signs that are closely spaced would be very distracting and would probably not be read by passing road users, whereas a series of similar signs would be read through as a repetition of the same message.

The optimal spacing for sequenced or repetitive signs is difficult to set with any accuracy, as it also depends on the size and content of the signs.





Section 3

Design Specific Elements

This section covers the specific design elements for all applicable OOH advertising formats and types.



3.1 Mupis

It is a type of outdoor advertising poster that is generally placed on pedestrian areas and median islands. These signs can either be 2, 3 or 4 sided.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Refer spacing guidelines in Section 2.2.2
- Mupis shall not be installed in addition to lamppost signs, in case spacing is lesser than 100m between mupi and lamppost

Size

- Maximum width: 1.5m
- Maximum height (including base): 2.4m

Illumination

- 600 cd/ sq m for low off-street ambient light
- 1200 cd/ sq m for medium off-street ambient light
- 2000 cd/ sq m for very high off-street ambient light
- Refer Section 2.4.3 for illumination guidelines

Position

- Mupi on sidewalks:
 - Minimum lateral clearance for pedestrian movement: 2m
- Mupi on centre median:
 - Minimum width of the median island: 2.5m
- Mupis shall be permitted for installation on roads with average vehicular traffic speed less than 80kmph

Additional guidelines (material)

- It is permissible to exhibit on both the sides (mobile poster) with thermally - painted aluminium or metal frame
- Cut-outs are prohibited
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

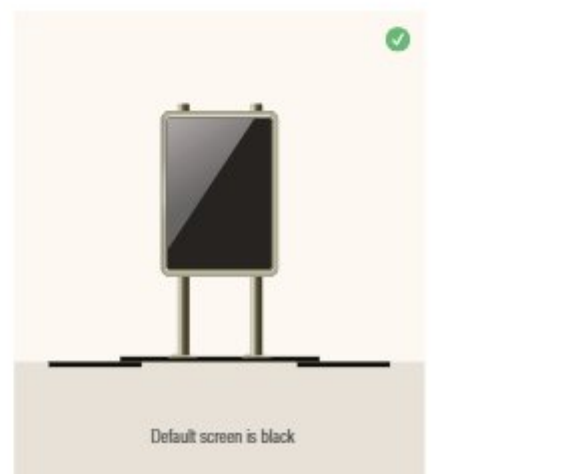
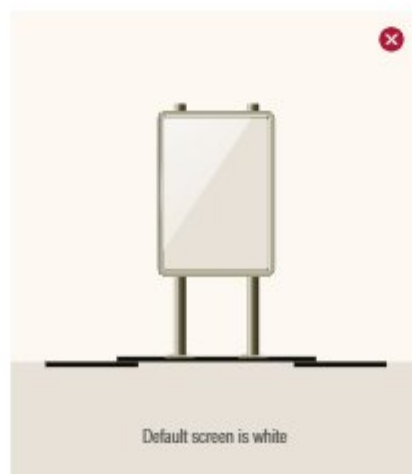
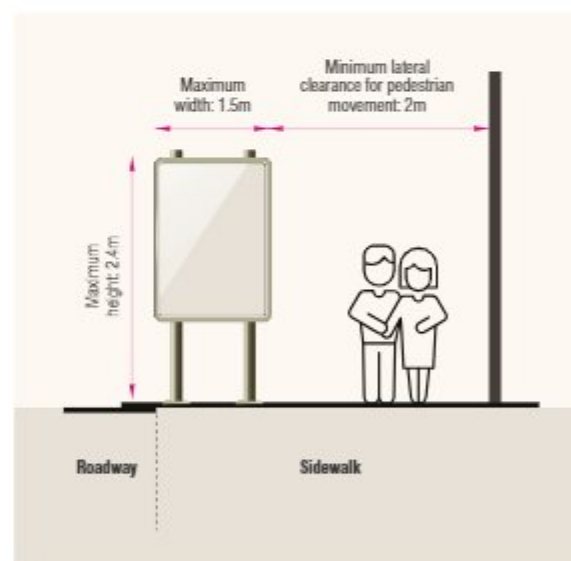
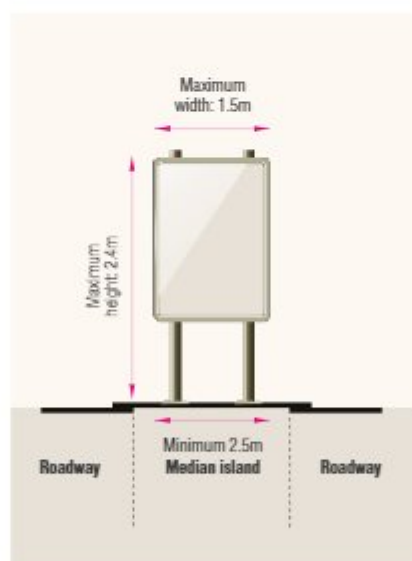
Digital guidelines

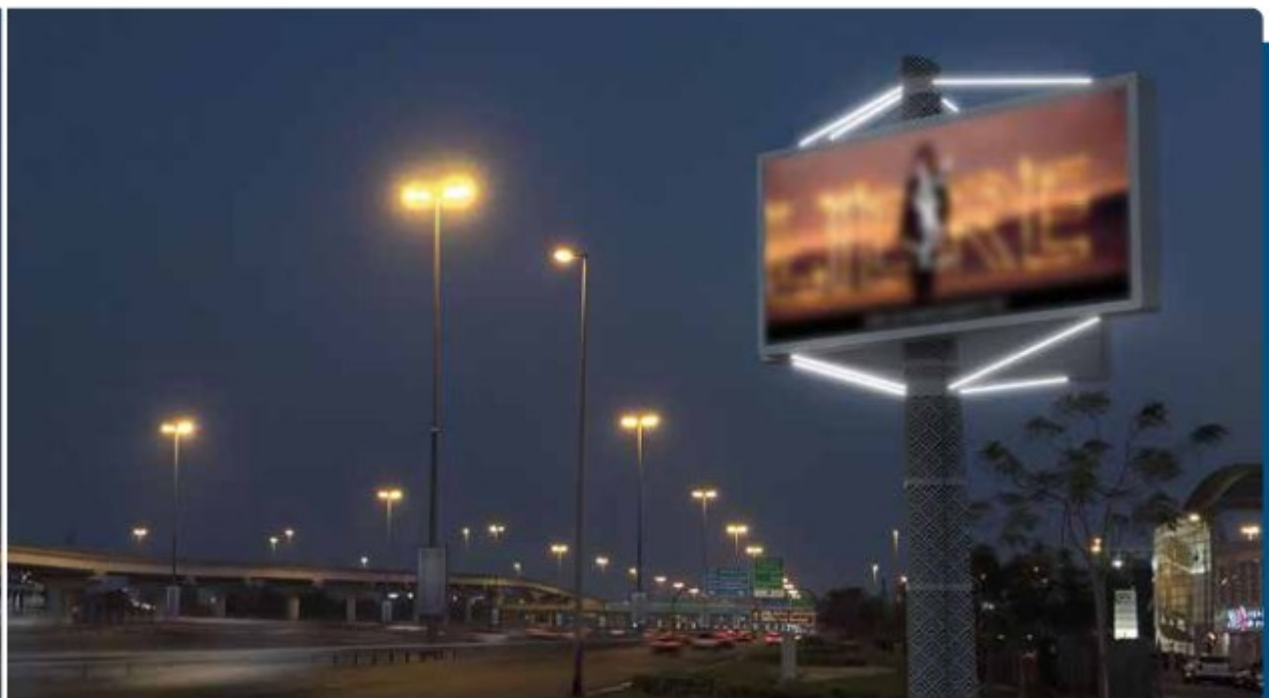
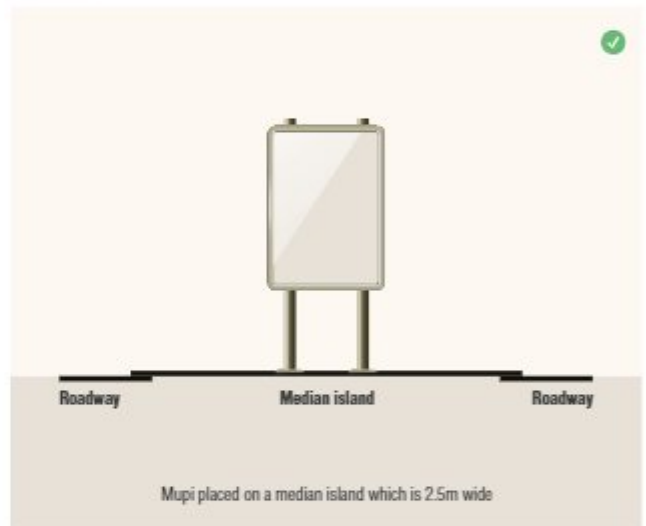
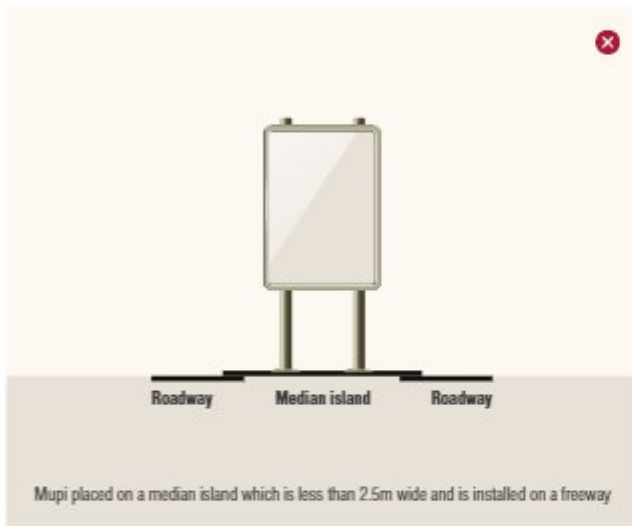
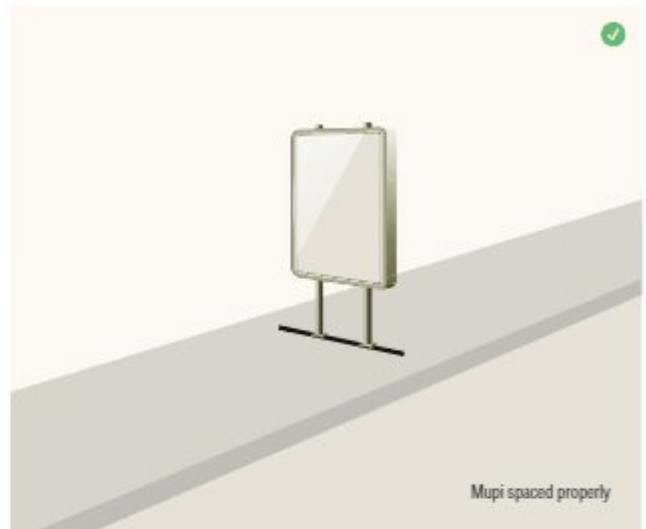
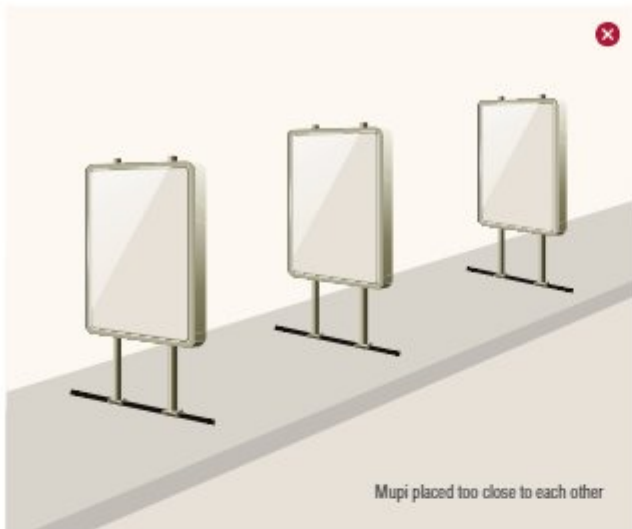
- Digital static mupis are permitted across zones as applicable, however, digital

- mupis with animated creatives are permitted in pedestrian and pilot areas only
- Digital static mupis (videos, animated creatives) are prohibited to be installed on median islands
- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians
- Size and spacing guidelines defined for non-digital mupis will also apply for digital mupis. Refer to Section 2.4 for guidelines on digital OA signs

Health and safety

- Must not disrupt pedestrian flow
- Must be able to withstand forces such as wind loading
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details)
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.





3.2 Lampposts

Lamppost advertising is one of the most efficient and traditional methods of advertising.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Generally, signs can be placed on every lamppost subject to adherence to spacing guidelines defined in Section 2.2.2
- However, in-case lampposts are very closely spaced relative to traffic speeds such as beach roads, signs should be placed on 1 out of 3 lampposts

Size

- Specifications for size of the banner, power consumption and maximum weight of the pole is mentioned in Table 43

Illumination

- 600 cd/ sq m for low off-street ambient light
- 1200 cd/ sq m for medium off-street ambient light
- 2000 cd/ sq m for very high off-street ambient light
- Refer Section 2.4.3 for illumination guidelines

Position

- Lamppost on sidewalks:
 - Minimum lateral clearance: 2m
- Lamppost on median islands:

- Lamppost signs are not permissible on median islands which are less than 2.5m wide

Additional guidelines

- Material used for the lamppost should be aluminium and should be provided with an electrical capacitor, as well as an electrical plan to indicate the electrical loads
- Cut-outs are prohibited
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces such as wind loading
- All lamppost advertising signs should be installed using galvanized metal (galvanized holding brackets) with a rubber gasket between the column and the bracket
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

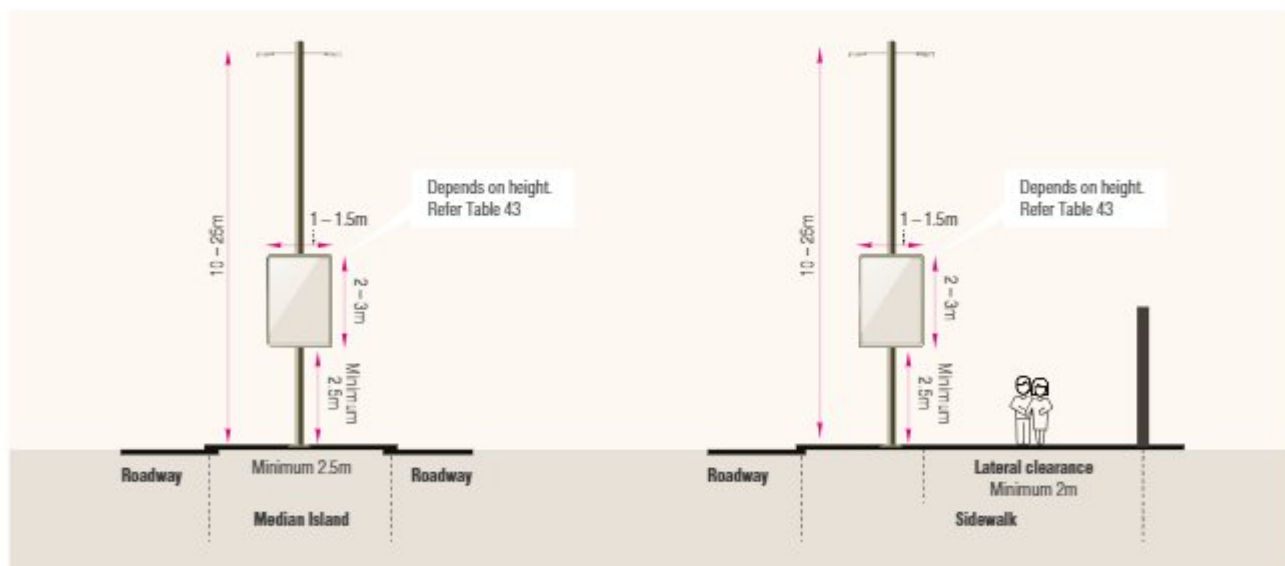


Table 43: Specifications for lamppost

Height (m)	Size (sq m)	Power consumption (watts)	Max weight (kgs)
10	1.0 x 2.0	160	40
14	1.5 x 2.5	240	50
16	1.5 x 3.0	320	65
25	1.5 x 3.0	480	70

3.3 / Megacoms

Medium format signs with a maximum area of 24 sq m are typically known as megacoms. These signs are generally placed on the ROW, open spaces or vacant plots.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Refer spacing guidelines in Section 2.2.2

Size

- Typical dimensions: 6m x 4m or 4m x 3m
- Maximum area: 24 sq m
- Maximum height: 7m
- The signboard height should be at least 3m above the pavement/ sidewalk level as measured between the pavement level and the lowest point of the signboard
- Dimensions of megacom should be uniform across a block or street

Illumination

- 400 cd/ sq m for low off-street ambient light
- 800 cd/ sq m for medium off-street ambient light
- 1200 cd/ sq m for very high off-street ambient light
- Refer Section 2.4.3 for illumination guidelines

Position

- Megacoms shall be permitted for installation on roads with average vehicular traffic speed of up to 100kmph
- Signboards may not be installed over each other or over any other street furniture
- Megacoms shall be placed within Right of Way (ROW), open space or vacant plots (subject to removal at the time of construction)

Digital guidelines

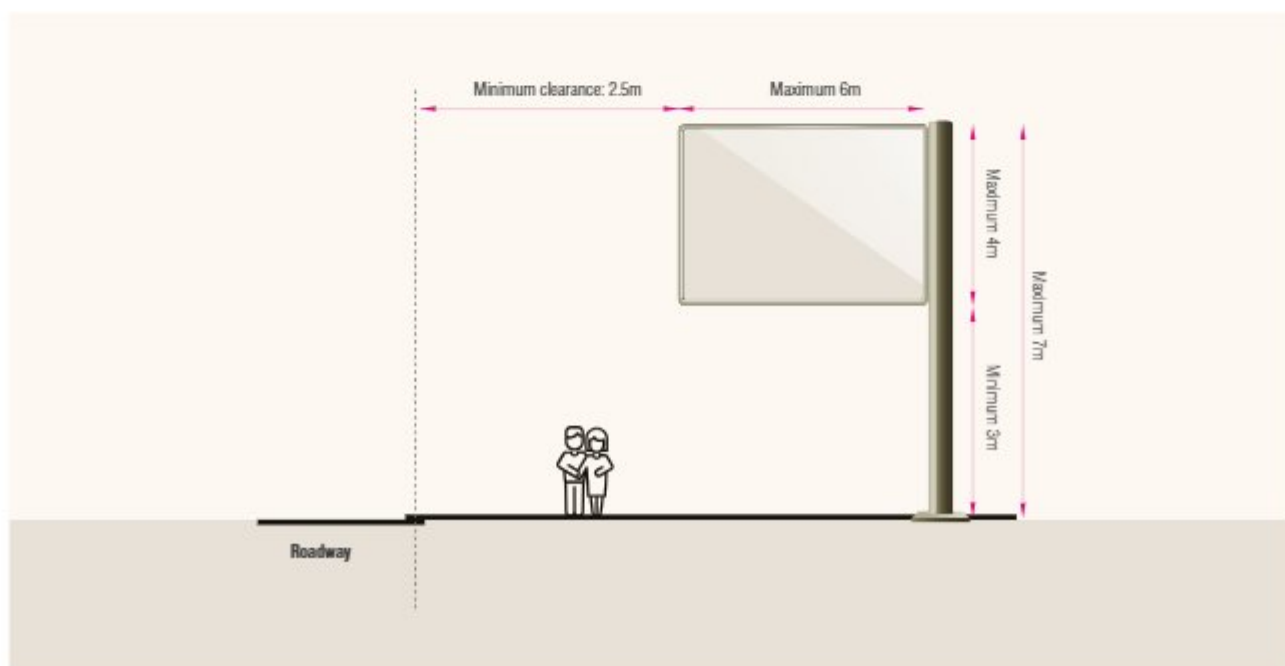
- Digital static megacoms are permitted across zones as applicable, however, digital megacoms with animated creatives are permitted in pedestrian and pilot areas only
- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians
- Size and spacing guidelines for non-digital megacoms will also apply for digital megacoms. Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- The external finishing works should conceal all the construction components on the back of the signboard
- Must be able to withstand forces such as wind loading
- Refer to Building Permit Department for additional guidelines
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.4 / Unipoles

These are large format signs with a frame structure mounted on top of a very high single steel pole or column.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Refer spacing guidelines in Section 2.2.2

Size

- Typical dimensions: 8m x 16m
- Standard aspect ratio (height x width): 1:2
- Minimum area: 50 sq m
- Maximum area: 128 sq m
- Clearance of base of advertising signboard and the ground should be minimum 6m and maximum 9m
- Any deviations from the standard size has to be approved by RTA/ DM as applicable

Illumination

- For static unipoles, illumination should be backlit only
- 400 cd/ sq m for low off-street ambient light
- 800 cd/ sq m for medium off-street ambient light
- 1200 cd/ sq m for very high off-street ambient light
- Refer Section 2.4.3 for illumination guidelines

Digital guidelines

- Digital static unipoles are permitted across zones as applicable, however, digital unipoles with animated creatives are permitted in pedestrian and pilot areas only
- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians

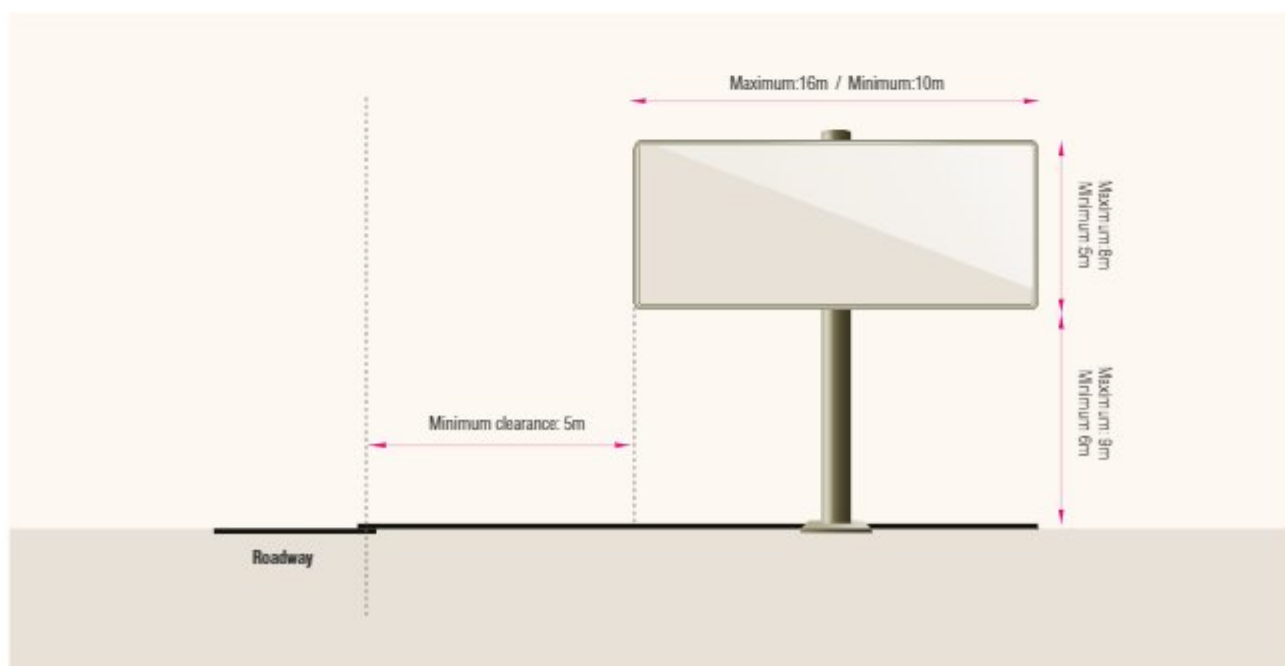
- Size and spacing guidelines for non-digital unipoles will also apply for digital unipoles. Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- All sides of the sign should conceal any signage components, connections, lighting fixtures or internal structure elements
- Must withstand forces, such as wind loading
- Refer to Building Permit Department for additional guidelines
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.5 Construction fences

Construction fences are assets used to surround or enclose an area of construction to guard the passer-by and vehicles from injuries from falling debris.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Maximum length at the discretion of RTA/ DM
- Height
 - Up to 3m

Illumination

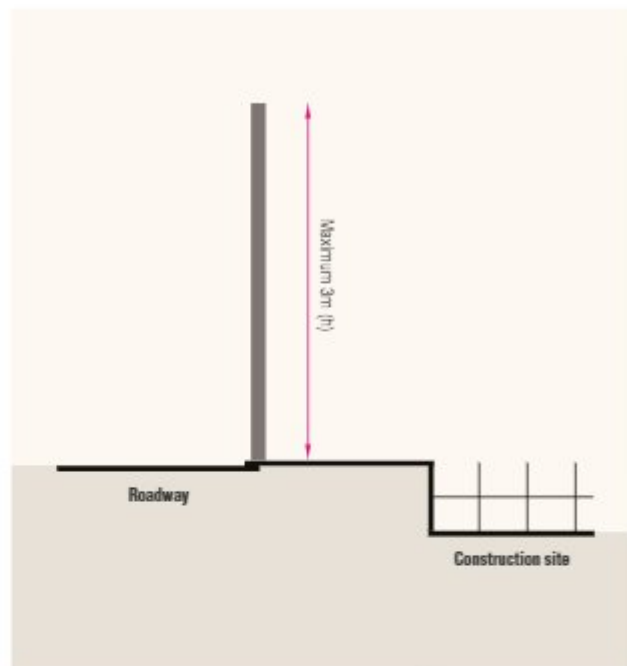
- Only front lit illumination is permitted
- Illumination should not include intermittent light source, flashing lights, moving parts or features, exposed cold cathode tubing, animation or retroflected material, and should be in a manner reasonably required to fulfil the purpose of the advertisement
- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Construction fence should project the image of the structure under construction
- Advertisement on construction fences can be permitted only at the discretion of RTA and DM
- Advertisers require a separate permit for third party advertisement
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- All sides of the sign should conceal any signage components, connections
- An attempt should be made to conceal all structural elements
- Must be able to withstand forces such as wind loading
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.6 Hoardings

A hoarding is a large asset format generally installed at the side of a road or on the side of the building. These are also installed on empty plots and around construction areas.

Size

- Standard aspect ratio (height x width): 1:4 (recommended, not mandatory)
- Minimum height is 6m
- Maximum height is 15m
- Recommended width is 50m (in line with the 1:4 aspect ratio)
- Maximum width can be 200m
- Minimum width is 10m
- Format should be landscape
- Distance of the hoarding from the edge of the road should not be less than the height of the hoarding
- Hoarding should not block any building elevations

Illumination

- All hoardings must be backlit only
- 400 cd/ sq m for low off-street ambient light
- 800 cd/ sq m for medium off-street ambient light
- 1200 cd/ sq m for very high off-street ambient light
- Refer section 2.4.3 for illumination guidelines

Digital guidelines

- Digital static hoardings are permitted across zones as applicable, however, digital hoardings with animated creatives are permitted in pedestrian and pilot areas only

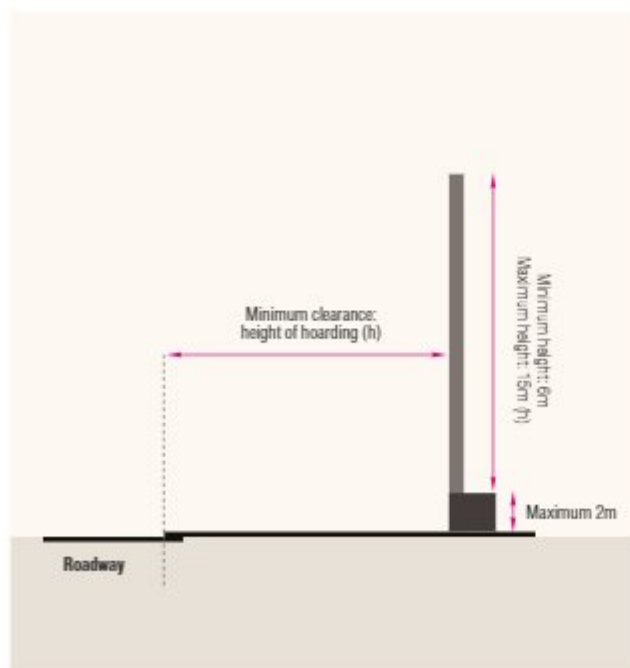
- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians
- Size and spacing guidelines for non-digital hoardings will also apply for digital hoardings. Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- All sides of the sign should conceal any signage components, connections
- An attempt should be made to conceal all structural elements
- Must be able to withstand forces such as wind loading
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.7 / Road bridges

These are OA signs that are typically affixed to roadway bridges/ metro links. Buffer guidelines defined for bridge banners are valid laterally along the roads and one bridge banner is permitted for each face of the bridge, provided they are facing different directions of oncoming traffic (e.g., if any interchange has multiple sides of oncoming traffic, one bridge banner can be installed on each face. Buffer is applicable laterally hence in this case the buffer of 150m would not apply).

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Refer spacing guidelines in Section 2.2.2

Size

- Height should be 2.5m or the height of the bridge, whichever is lower
- Maximum length of the bridge banner should not exceed 50m
- Maximum 65 percent of the bridge should be covered by the advertisement signboard/ banner
- Minimum vertical clearance of 5.5m below the structure must be maintained
- Proposed structure cannot extend longitudinally beyond the bridge structure

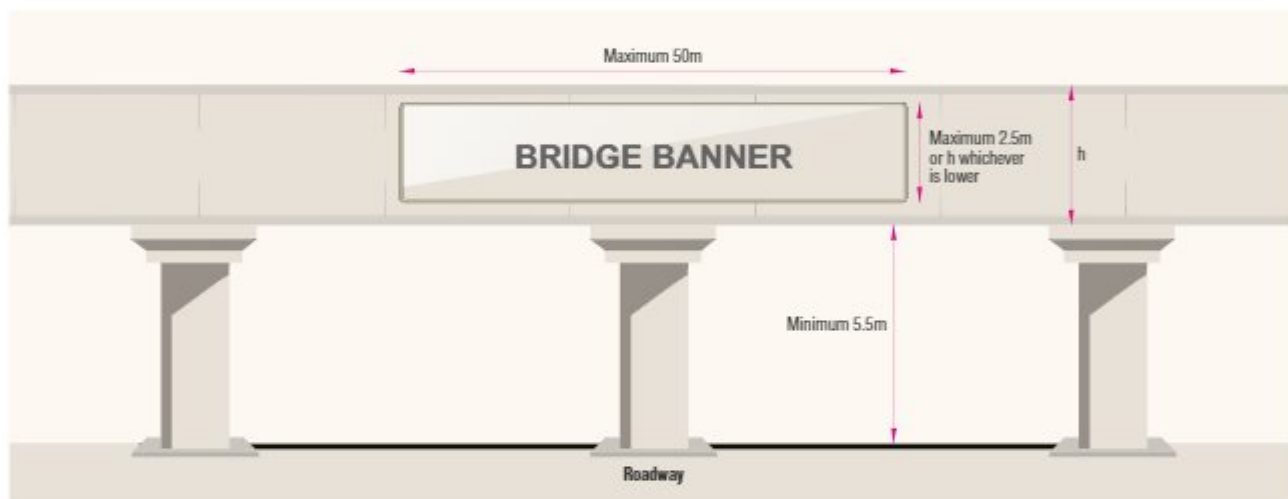
Illumination

- 400 cd/ sq m for low off-street ambient light
- 800 cd/ sq m for medium off-street ambient light
- 1200 cd/ sq m for very high off-street ambient light
- Review illumination guidelines in Section 2.4.3

Additional guidelines

- Consideration should be given to assess whether the advertising structure is compatible with the form and scale of the bridge
- Approval of the design engineer/ architect from RTA/ DM is required
- Should not cause obstruction to pedestrian movement
- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- No part of the advertisement should be more than 1m above the road surface on the bridge to allow visibility
- Architectural features - advertising must not negatively affect architectural design of the bridge
- Bridge banners can be installed on intersections as long as they have no impact on traffic safety. Bridge banners should not extend to exit lanes
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians
 - Size and spacing guidelines for non-digital road bridge signs will also apply for digital road bridge signs. Refer to Section 2.4 for guidelines on digital OA signs
- Health and safety**
- All sides of the sign should conceal any signage components, connections, and an attempt should be made to conceal all structural elements
 - Should not block significant views for pedestrians or other bridge users (e.g., cyclists)
 - All mountings and fixtures to be approved by the relevant authorities prior to installation
- Should not obscure or block surveillance or traffic cameras
 - Must be able to withstand forces, such as wind loading
 - Must adhere to the following Health and Safety Regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.8 Pedestrian bridges

Pedestrian bridges (including metro links) provide a valuable opportunity for advertising, particularly if the advertising can be incorporated into the design and structure of such bridges to assist in paying off the capital cost of the structures. Buffer guidelines defined for bridge banners are valid laterally along the roads and one bridge banner is permitted for each face of the bridge, provided they are facing different directions of oncoming traffic (e.g., if any interchange has multiple sides of oncoming traffic, one bridge banner can be installed on each face. Buffer is applicable laterally hence in this case the buffer of 150m would not apply).

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Location will be determined by the factors that determine suitable and necessary locations for pedestrian bridges

Size

- Maximum height of the OA sign should be 3m or the height of the bridge, whichever is smaller
- Maximum length of the OA sign should be determined basis

the length of the bridge. However, maximum 65 percent of the bridge should be covered by the OA sign

- Minimum vertical clearance of 5.5m below the structure must be maintained

Illumination

- 400 cd/ sq m for low off-street ambient light
- 800 cd/ sq m for medium off-street ambient light
- 1200 cd/ sq m for very high off-street ambient light
- Review illumination guidelines in Section 2.4.3

Additional guidelines

- Architectural features - advertising must not negatively affect architectural design of the bridge
- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Bridge banners can be installed on intersections as long as they have no impact on traffic safety. Bridge banners should not extend to exit lanes

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

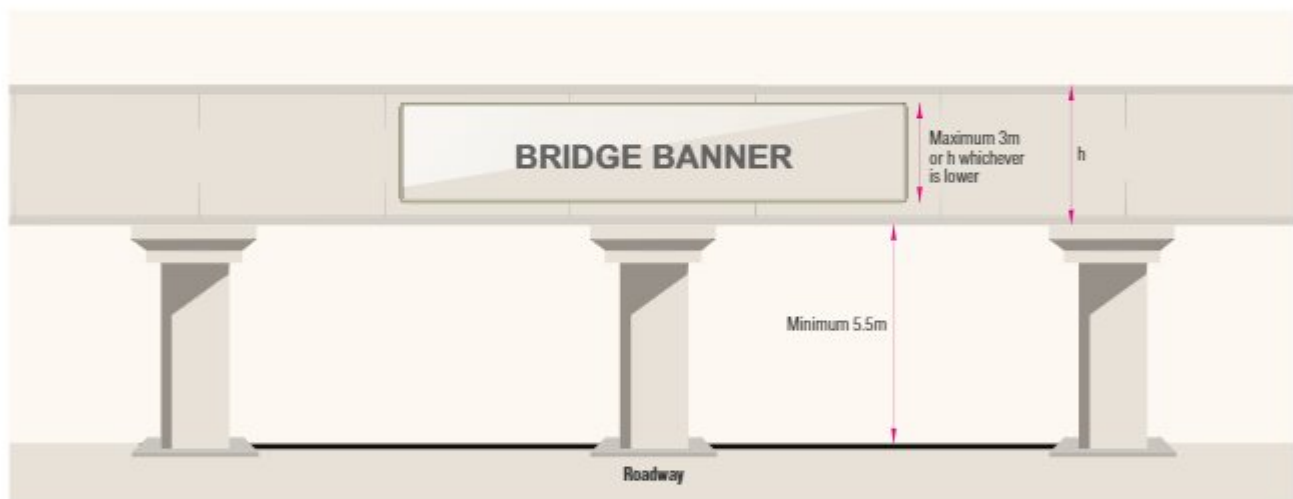
Digital guidelines

- Digital static signs on pedestrian bridges are permitted across zones as applicable, however, digital signs with animated creatives are permitted in pedestrian and pilot areas only
- Black or dark blue default screens should be used as others could pose a distraction to the drivers and pedestrians
- Size and spacing guidelines for non-digital pedestrian bridge signs will also apply for digital pedestrian bridge signs. Refer to Section 2.4 for guidelines on digital OA sign

Health and safety

- All sides of the sign should conceal any signage components and connections and an attempt should be made to conceal all structural elements

- Should not obscure or block surveillance or traffic cameras
- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.9 / Flags

Flags are typically affixed to bridge railings, buildings and are temporary in nature.

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Minimum spacing between two flags: 10m

Size

- Maximum height: 4m
- Maximum width: 1m

Illumination

- Illumination is not permitted

Additional guidelines

- The flag itself may only have on it the name, emblem, device or trademark of the company or person occupying the building or refer to a specific event of a limited duration taking place in the building. Flags are not permitted to advertise products, unless they have the planning authority's specific consent
- All mountings and fixtures to be approved by the relevant authority prior to installation
- Flags are not permitted in the following areas:
 - National parks
 - Area of outstanding natural beauty
 - Conservation area
 - Additional areas or zones identified by RTA/ DM
- Minimum distance to the roadway should be more than 4m

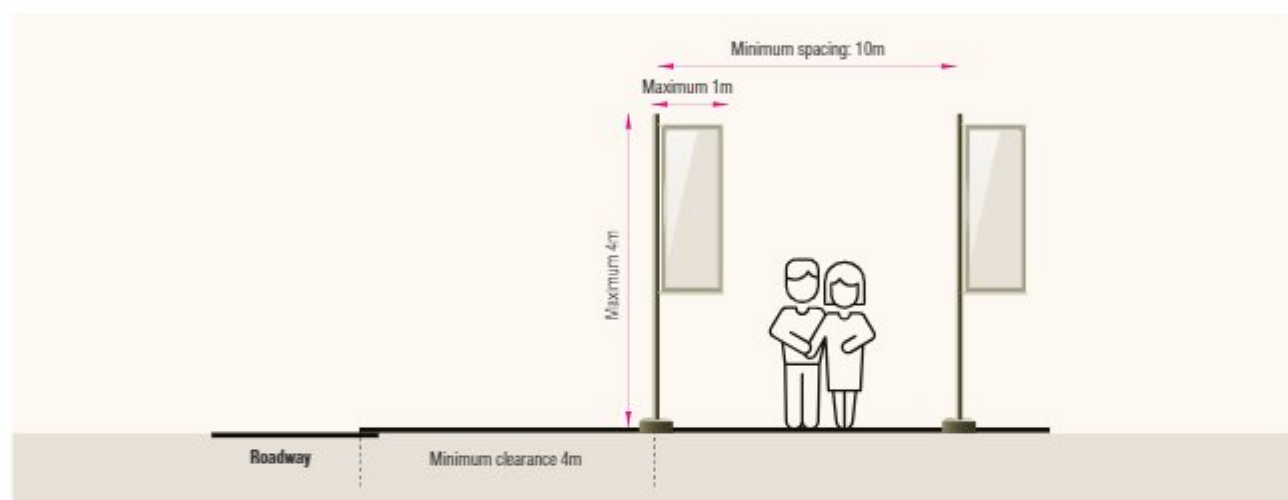
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Flags need to have a permanent fixture with foundations under the ground or integrated into a railing or wall
- Must be able to withstand forces, such as wind loading

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):

- General Health and Safety guidelines
- Construction equipment
- Electrical works
- Utilities
- Specific construction requirements
- Operational guidelines
- Maintenance etc.



3.10 Temporary signs

Temporary signs are typically installed for upcoming events, opening of stores, etc. Temporary signs include construction fences, event signages or special promotion signs, flagpoles and umbrellas.

Following are the guidelines for temporary signs on the ROW for national and international special events:

- The event host shall submit a signage masterplan for the city prior to erecting the signs
- In-case of incorporating third-party content, submission may be required to indicate the public benefit to be offered
- Events that are held on an annual basis or venues which regularly host similar events can use the same masterplan in subsequent years or for subsequent events once it is approved
- Approval of such signs to be displayed on the sign in addition to any other event permit lease or authorization which may be required

The signboards should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Free standing units (FSUs)

Spacing

- Refer to spacing guidelines from Section 2.2.2

Size

- Maximum dimensions (height x width) 3m x 2m (in the case of a single site without masterplan)
- Maximum base height: 0.5m

Illumination

- No illumination is permitted

Duration

- Display of temporary signs should be limited to 30 days prior and not more than 15 days after the completion of the event
- Maximum period allowed is from one week up to 6 months

Position

- Should be at least 50m from closest traffic control sign
- Only permitted on roads with average vehicular speed less than 80kmph
- Temporary signs cannot obstruct windows or doors or constitute a safety hazard of any kind; graphic window clings are permitted provided visibility is maintained

Number of signages

- Promotional sign: up to 10 temporary signs (banner) of 6 sq m each

- Real estate sign: to be determined based on the type of event, sign type and duration

Content

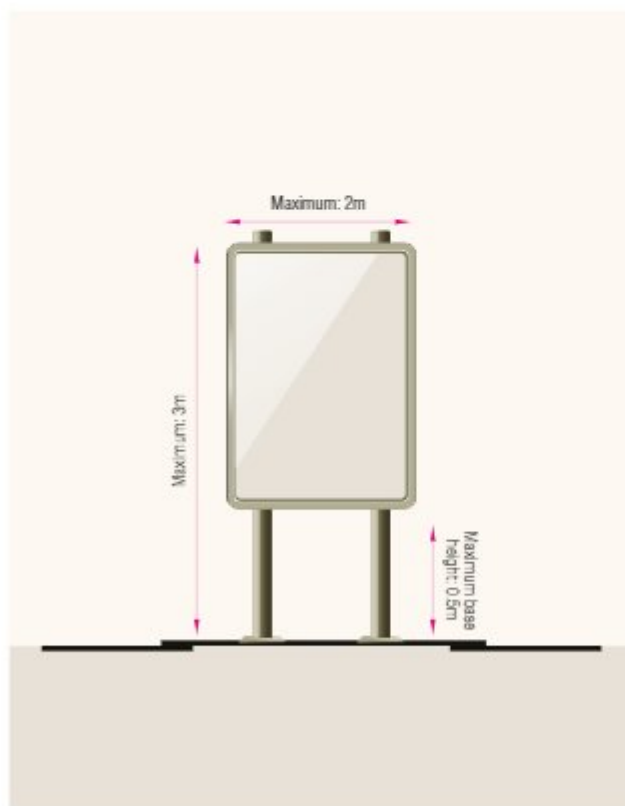
- Adhere to content guidelines from Section 2.6

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.11 / Dirigibles

A dirigible, or airship, is lighter than an aircraft and can be steered and propelled through the air using rudders and propellers or other forms of thrust.

Unlike other aerodynamic aircrafts (such as fixed-wing aircraft and helicopters which produce lift by moving a wing or air foil through the air) aerostatic aircraft such as airships and hot air balloons stay aloft by filling a large cavity such as a balloon with a lifting gas.

Hot air balloons that can be propelled through the air rather than just being pushed along by the wind are known as airships or thermal airships. A hot air balloon consists of a bag called the envelope that is capable of containing heated air. Suspended beneath is the gondola or wicker basket (in some long-distance or high-altitude balloons, a capsule) which carries the passengers and (typically) a source of heat, usually an open flame. The heated air inside the envelope makes it buoyant since it has a lower density than the relatively cold air outside the envelope. Unlike gas balloons, the envelope does not have to be sealed at the bottom, since the air near the bottom of the envelope is at the same pressure as the surrounding air.

The signs should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Advertisement

- Brands/ symbols and logos only
- The advertisement must cover at least 25 percent of the total outer surface area of the dirigible / airship

Text and numbering

- The text and numbering must be big enough to be clearly visible from the ground, when the dirigible / airship has reached its authorized altitude

Altitude

- As per the standards set by the Civil Aviation Authority

Illumination

- Internal illumination permitted with authorization of the Civil Aviation Authority
- Review illumination guidelines in Section 2.4.3

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- The dirigible or airship should be at least 10km from any restricted flight path, or as per Civil Aviation Authority guidelines
- Prior to any flight, the authorization must be obtained from the Civil Aviation Authority
- Safety conditions and airworthiness of the craft shall be as required by the Civil Aviation Authority
- Without the prior approval of the Civil Aviation Authority, approval for advertising will not be granted

- The dirigible or airship must be primarily designed for safe use, allowing advertising only as an additional feature, which will not negatively affect the performance of the dirigible or airship
- No airship (or manned balloon) displaying an advertisement, and no airplane towing an advertising banner, shall be allowed to fly lower than 250m within a zone of 250m on each side of a highway. In the case of such aircraft displaying digital signs the corresponding distances shall be 500m
- No dirigible or airship should fly or move within ROW
- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.12 Fixed balloons

Fixed balloons are attached to the ground via an anchor system. They do not have the same attributes as dirigibles or airships. Fixed balloons are permanently affixed to one (or several points) on the ground, depending on the anchoring method used, therefore restricting their lateral and vertical movement.

Other shapes for inflatable advertisements can be considered as an alternative for fixed balloons. These are temporary signs that allow advertisements for events. Floating signs can only be used in water bodies without boats. The inflatable signs should be fixed on the ground and the height should not surpass the height of the surrounding buildings. These signs should be placed in open spaces and should not block pedestrian movement. They must clearly display the name, date and details of the event. The sponsor's name or logo must be kept subservient to the overall design of the balloon.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Advertisements

- Brands/ symbols and logos only

Size

- Fixed balloons bigger than the dimensions given below are allowed, as long as they are at a distance of minimum 300m from any roadway
 - Maximum height: 6m
 - Maximum length: 10m
 - Maximum width: 3m
 - Height above ground: less than 45m or as per Civil Aviation Authority standards, whichever is lesser
 - Proximity to roadway: $a^* + 10m$
 - Proximity to buildings: $a^* + 10m$
 - Proximity to power lines or another such potentially hazardous obstructions: $a^* + 10m$
 - Proximity to any other significant objects: $a^* + 10m$
 - Height restrictions: $(a^* + 10m) > (b^* + c^*)$

*Refer the illustrative figure for fixed balloons

Position

- Not more than two fixed balloons can be placed in the same 10 sq km area over the same period

Altitude

- As per the standards set by the Civil Aviation Authority

Illumination

- Only internal illumination (Refer Section 2.4.3 for illumination guidelines) visibility is maintained

Duration

- Maximum 6 months per location

Speed limit

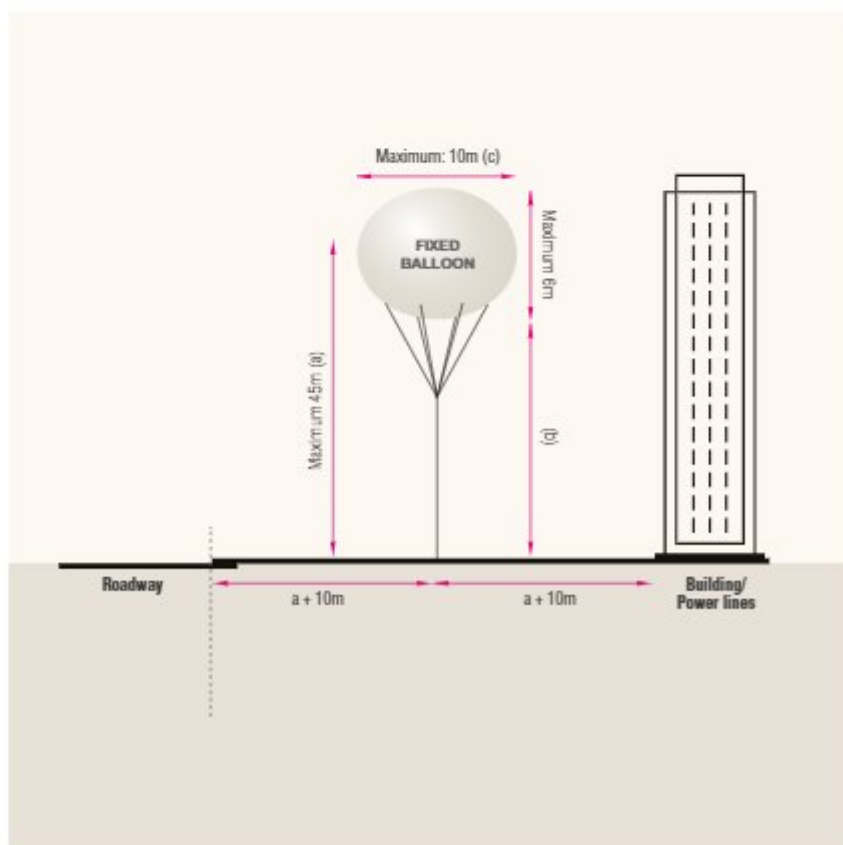
- Maximum 100kmph

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.13 Banner towing and skywriting

Banner towing is a form of advertisement where a banner is towed or dragged behind an aircraft usually to advertise or mark an event. The banner produces a large amount of aerodynamic drag and subsequently the towing aircraft ends up flying slowly.

Skywriting uses one or more small aircraft to expel special smoke during flight, to fly in certain patterns that create a writing that is readable from the ground.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Banner towing

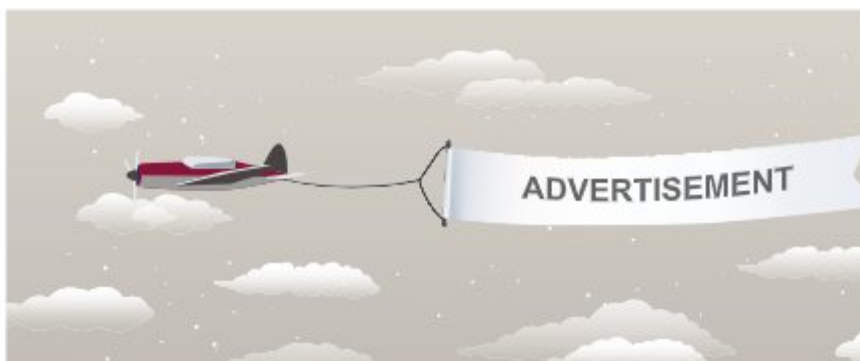
Health and safety

- Safety conditions and airworthiness of craft should be as per the Civil Aviation Authority standards
- Flight path must be as per the instructions of the Civil Aviation Authority; no exception can be made for the benefit of advertising
- No fixed-wing aircraft or helicopter shall tow a banner, or combination of banners of more than 1,000 sq m
- No airplane (fixed-wing aircraft or helicopter) towing an advertising banner shall be allowed to fly lower than 250m within a zone of 250m on each side of a highway. In the case of such aircraft displaying digital signs the corresponding distances shall be 500m
- Only fixed-wing aircraft or helicopters are permitted to tow banners
- LED signage: as per the Civil Aviation Authority
- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Skywriting

Health and safety

- Safety conditions and airworthiness of craft should be as per the Civil Aviation Authority standards
- Only fixed-wing aircraft or helicopters are permitted for Skywriting
- Flight path must be as per the instructions of the Civil Aviation Authorities; no exception can be made for the benefit of the advertising
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.14 Variable messaging signs

Variable message signs are signboards installed along roads that can communicate several types of information such as:

- Hazardous weather conditions such as wind, wet pavement etc.
- Traffic incidents or events such as accidents, vehicle breakdowns in lanes, construction work or slowdowns
- Directional information such as travel time required to reach point of interest
- Safety-related messages such as reminder to not text and drive
- Non-traffic related public messages such as missing person alerts and even fuel price comparisons

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Type of road

- Permitted on all roads

Digital guidelines

- The transition time required for change of message must be as per guidelines defined for digital OA signs
- The display must be completely static from its first appearance to the commencement of a change to another display
- The sign must not contain any scrolling message

Illumination

- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.15 Moving signs and mobile OA signs

Moving signs are signboards affixed on a vehicle and display static advertisements. Mobile OA signs are displayed on vehicles of any kind.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Moving signs

Type of road

- Permitted on all roads

Digital guidelines

- The display must be completely static from its first appearance to the commencement of a change to another display
- The driver should not be exposed to more than one message in the period of exposure, during normal driving conditions

Position and sizing

- Refer to Section 3.41, mobile and transit advertisements for position and sizing of the variable messaging signs on vehicles

Illumination

- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Mobile OA signs:

- Mobile OA sign is defined as any vehicle or other mobile object on any highway for the primary purpose of display advertising. All mobile OA signs require the permission of RTA. The vehicle or object cannot be parked in public parking areas or parked on private land facing traffic without the express permission of RTA
- All advertisements on vehicle shall be permitted subject to approval from RTA/ DM, as applicable. However, permission is not required for any vehicle which displays an advertisement or business identification of its owner, as long as such vehicle is engaged in the usual business or regular work of the owner, and not used merely for displaying advertisements

Position and sizing

- Refer to Section 3.41, mobile and transit advertisements for position and sizing of mobile OA signs

Illumination

- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.16 Video and animated electronic signs

Video and animated signs are permissible on pedestrian and pilot areas only and shall be outside the cone of vision on motorable roads. Refer Section 2.4 for guidelines on digital OA signs. Any deviations to this guideline must have an exceptional approval from the technical committee appointed by RTA/ DM. Refer appendix B for guidelines for seeking exceptional approval.

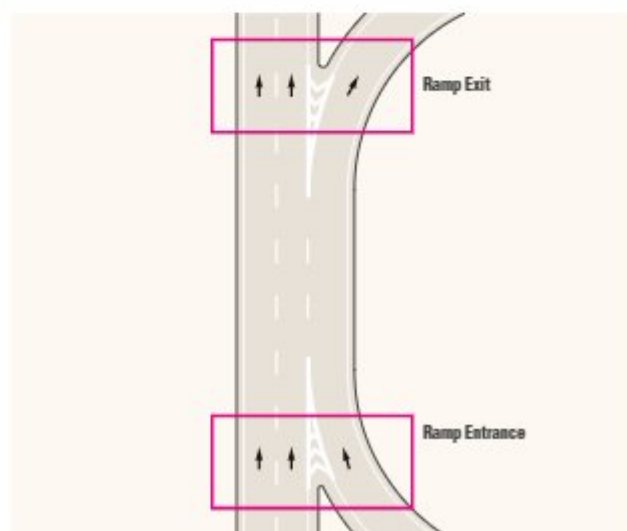
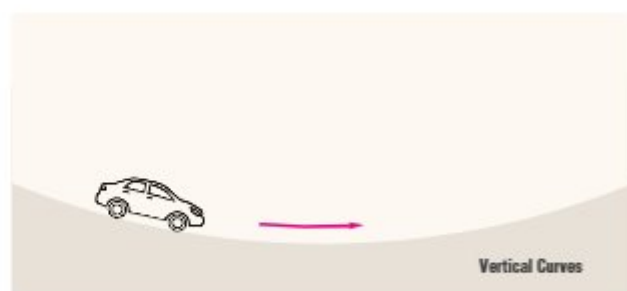
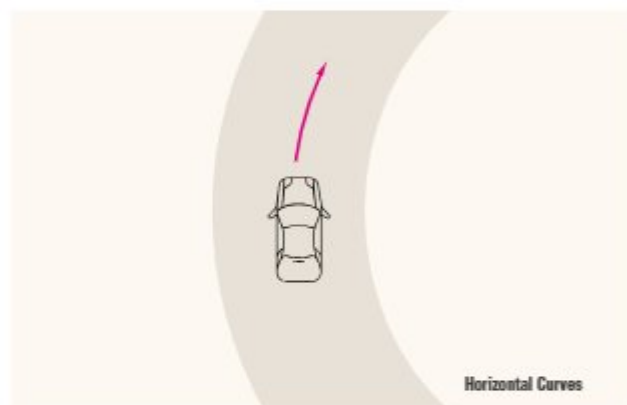
These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

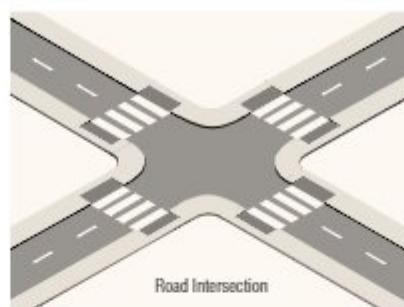
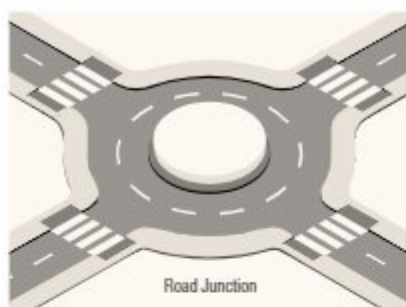
The electronic or digital outdoor signboard is a display screen that is operated with an electronic/ digital technology, as it displays advertisements and messages and they are of two types:

- Fixed, the one that displays static digital messages or images in succession and the message changes after a period of time
- Animated, which is characterized by displaying video messages and contains texts and GIFs with special effects

To avoid installing electronic or digital OA sign in potentially dangerous locations, the following sites are prohibited:

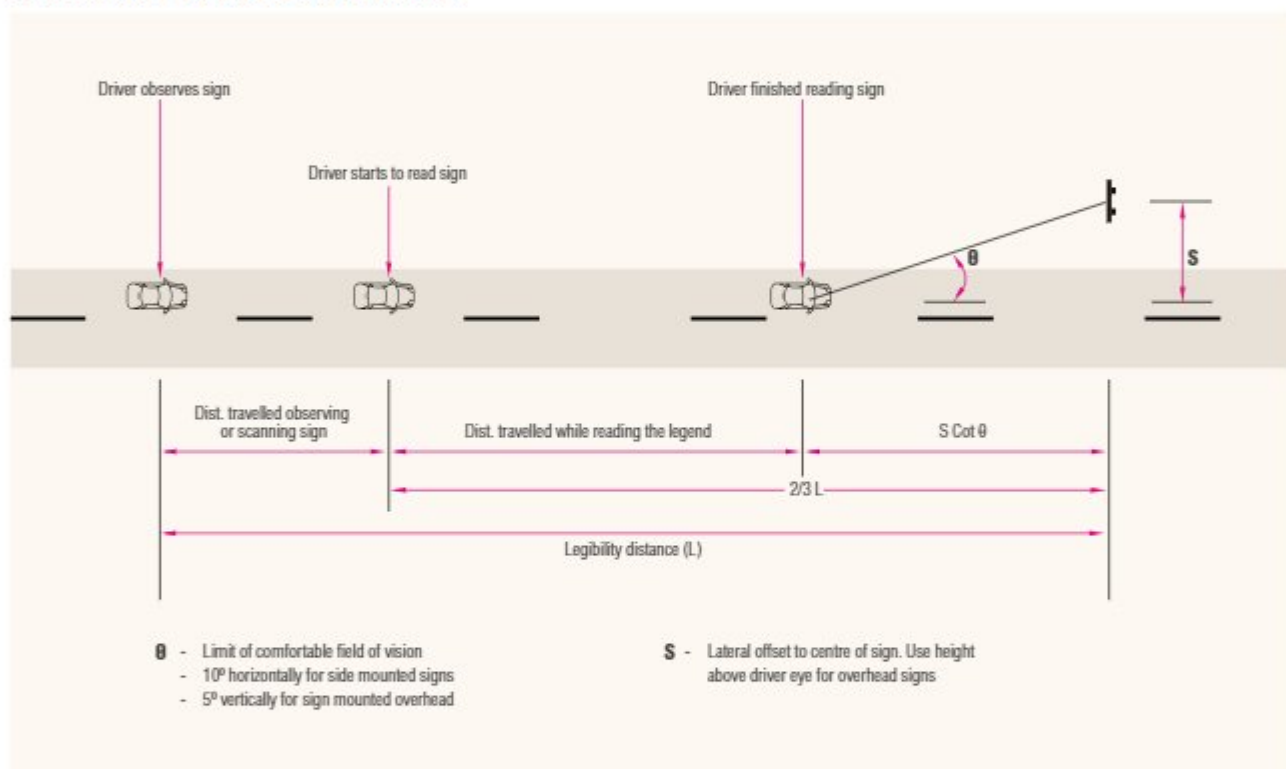
- Areas where black spots are located
- Locations near vertical and horizontal curves and turns, entrances and exits at ramps, intersections and road junctions
- Changing speeds and the frequency of shifts from one lane to another
- The presence of pedestrian crossing points
- Locations near work zones for road and infrastructure projects





The following diagram shows the minimum distance (decision sight distance) required for placing an electronic screen signboard at a pedestrian crossing:

Representation of the line of sight of the driver



Technical parameters of animated electronic/ digital signboard

Message category

- Animated messages with advertising content

Permitted duration for the advertising message

- Duration of the animated message shall be as per the discretion of the higher committee

Permitted time to transition from one advertising message to another

- One second according to the current consolidated outdoor advertising directory

Cascading frames for advertising messages

- Consecutive messages, which are an advertising story that attracts the attention of road users are not permitted

Number of advertising messages

- Repetition is permissible; however, number of animated advertising messages of different content shall be at the discretion of RTA/ DM, as applicable

Colors

- White backgrounds should be avoided, traffic lights and emergency colors are not to be used

Type of roads

- Permitted on pedestrian areas only

Default design

- In the event of a technical glitch, the existing advertising message must be frozen

Spacing between signboards

- Spacing between any two digital OA signs will be similar to respective conventional (non-digital) OA signs. Please refer buffer guidelines from section 2.2.2 for details

Illumination

- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Technical parameters of static electronic/ digital signboard

Message category

- Static messages with advertising content

Permitted duration for the advertising message

- Duration of the message must be at least 10 seconds

Permitted time to transition from one advertising message to another

- One second according to the current consolidated outdoor advertising directory

Cascading frames for advertising messages

- Consecutive messages, which are an advertising story that attracts the attention of road users are not permitted

Number of advertising messages

- Repetition is permissible, however, the number of fixed advertising messages of different content should not exceed 8 per day

Colors

- White backgrounds should be avoided, traffic lights and emergency colors are not to be used

Type of roads

- Average speed on the road should not exceed 140kmph

Default design

- In the event of a technical glitch, the existing advertising message must be frozen

Distance of the signboard

- The area of the signboard should be proportional to the street speed and the vision of the driver with the required distance to see and read the signboard (critical zone - driver's vision)

Spacing between signboards

- Spacing between any two digital OA signs will be similar to respective conventional (non-digital) OA signs. Please refer buffer guidelines from Section 2.2.2 for details

Illumination

- Refer Section 2.4.3 for illumination guidelines

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.17 Umbrellas

Umbrellas are an efficient form of advertisement where brands print their logos and brand names on the umbrella which is used as a shade outside multiple stores and eateries.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Minimum vertical clearance: 2.5m
- The height of letters or shapes on any umbrella should comply with the approval granted by RTA/ DM, as applicable

Illumination

- Not permitted

Position

- Umbrella signs should be placed on the vertical curtains hung at the umbrella edges or on the vertical surfaces of the umbrellas

Visuals

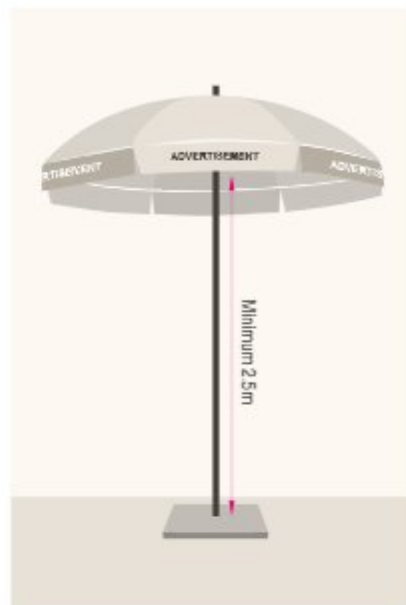
- Umbrella signs should be in-line with the design of the building where the OA sign is mounted

Additional guidelines

- Any deviations to the standard sizing/positioning/digital specification (static/animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must be able to withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.18 Brand towers

The concept of the brand tower is to have an instantly recognizable logo with minimal information. This will allow the brand tower to be placed in locations where typical signage would not be allowed due to traffic safety.

The brand tower should serve a dual purpose, that of advertising a brand name, while simultaneously acting as directional signage guiding people to the location as advertised on the structure. Alternatively, the brand tower can act as a platform to promote a brand whilst providing general directional signage and street names.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Spacing

- Not more than one on a corner or one every 75m where no corners exist

Size

- Maximum height of tower: 10m
- Maximum width of pole: 0.3m
- Maximum area of sign: 2 sq m

Illumination

- Internal illumination only (Refer Section 2.4.3 for illumination guidelines)

Number of signages

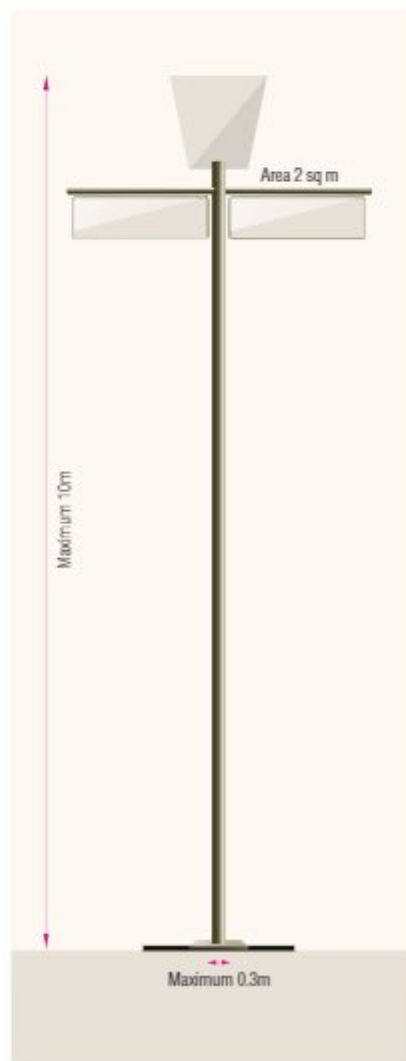
- Maximum 4, all on different axes

Additional guidelines

- Any deviations to the standard sizing/positioning/digital specification (static/animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.19 Bicycle related advertising

The location for the advertising units will be governed by the locations of the bike racks. The locations of these bike racks are determined by the functionality for the bike scheme. The general rule and the international leading practice is to have the bike racks positioned between 300m to 500m apart throughout the city. Examples of exact locations are at interchanges of bike paths, outside shopping malls and pedestrian precincts, metro and bus stations and near beaches and parks.

The advertising itself must be in close proximity to the bike rack and must be identifiable with the bike scheme. This is to give the impression that the bike rack and the advertising unit is one piece of infrastructure.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Permitted signage

- Mupi

Bike rack spacing

- 300m – 500m

Size

- 1.5m x 2.4m (width x height)

Distance between the signage and bike rack

- Less than 10m

Illumination

- Internal illumination only (Refer section 2.4.3 for illumination guidelines)

Application method

- Digitally printed graphics

Digital guidelines

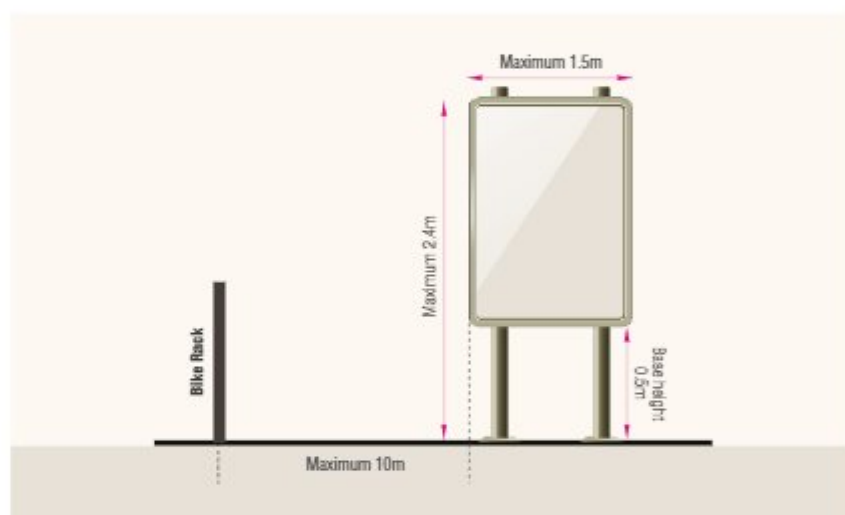
- Size and spacing guidelines for non-digital bicycle related advertising will also apply for digital bicycle related advertising. Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must comply with guidelines and specifications defined for mupis (Refer Section 3.1)
- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.20 Footpaths and running tracks

Signage on footpaths is limited to free-standing units (FSU) only. FSUs should be placed alternately wherever possible on either side of the footpath.

These signs should meet all the conditions, provisions, criteria required by RTA and current by-laws including the following points:

Permitted signage

- Mupi

Spacing between two FSUs

- More than 100m

Size

- 1.5m x 2.4m (width x height)

Distance between the signage and footpath

- More than 0.5m

Illumination

- Internal illumination only (Refer section 2.4.3 for illumination guidelines)

Application method

- Digitally printed graphics

Digital guidelines

- Size and spacing guidelines for non-digital footpaths and running tracks will also apply for digital footpaths and running tracks. Refer to Section 2.4 for guidelines on digital OA signs

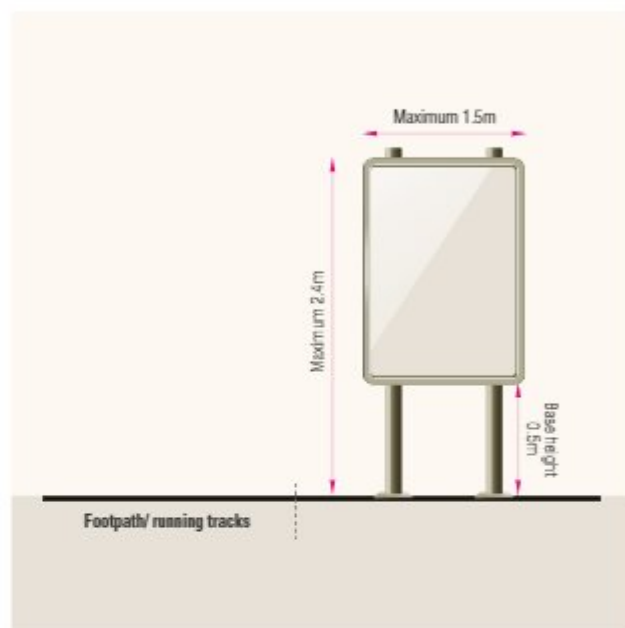
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must comply with guidelines and specifications defined for mupis (Refer Section 3.1)
- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines

- Construction equipment
- Electrical works
- Utilities
- Specific construction requirements
- Operational guidelines
- Maintenance etc.



3.21 / Parking meters

A parking meter is a device used to collect money in exchange for the right to park a vehicle in a particular place for a limited amount of time. Parking meters can be used for advertising by installing mupis around them.

- The location of parking meter advertisement will be predetermined by the locations of the parking meters
- Various alternatives exist with regards to the type of advertising display chosen and their proximity to the parking meter

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Permitted signage

- Mupi

Size

- 1.5m x 2.4m (width x height)

Distance between the signage and footpath

- Less than 1m

Illumination

- Internal illumination only (Refer section 2.4.3 for illumination guidelines)

Application method

- Digitally printed graphics

Digital guidelines

- Size and spacing guidelines for non-digital parking meters will also apply for digital parking meters. Refer to Section 2.4 for guidelines on digital OA signs

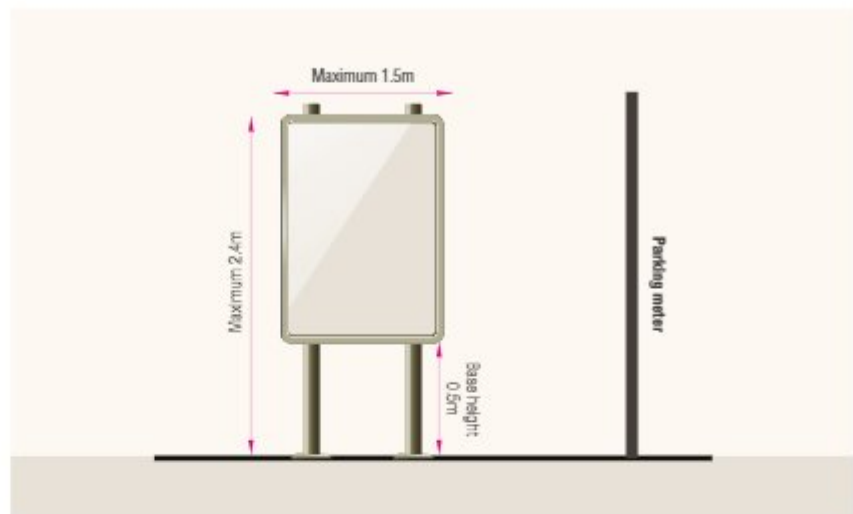
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must comply with guidelines and specifications defined for mupis (Refer Section 3.1)

- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.22 Entrance gantry

Entrance gantry means an advertisement board fixed on an overhead structure, usually spanning across the road. Entrance gantry must be installed to define an area. The entrance gantry will introduce an area as shown in the image below. As shown the entrance gantry would be placed between Abu Dhabi and Dubai assisting motorist by providing directional signage.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Gantry mounted unit

- Specifications to be determined on a case-to-case basis

Maximum coverage of advertising sign

- Less than 65 percent of the structure

Architectural features

- Advertising must not negatively affect architectural design of the structure

Entrance sign

- Should be more than 20 percent on each side of the structure. Can be an attachment to the structure

Spacing

- Refer spacing guidelines in Section 2

Illumination

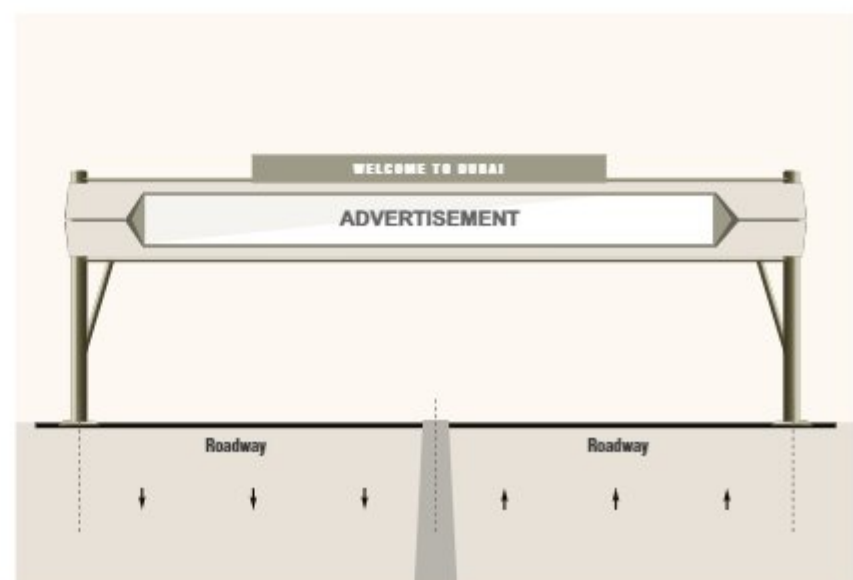
- Internal illumination only (Refer Section 2.4.3 for illumination guidelines)

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.23 Architectural feature

Architectural features are principally suited for high profile sites where signage would not necessarily be permitted. Due to the architectural elements of the design of the structure, it would be difficult to incorporate some element of advertising in standard signages, hence, this format offers an alternative solution to placing structures and generating income.

A fundamental principal of this type of feature is to present an interesting structure that enhances the visual landscape of the city.

The design of these architectural features should be determined via design competitions. Unsolicited proposals can also be considered; however, the understanding is that these architectural features are to be exceptional structures, designed for exclusive locations such as interchanges, landscapes areas etc.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Installation

- Assessed on case-to-case basis

Architectural feature

- Advertisement must not negatively affect architectural design of the feature

Illumination

- Assessed on case-to-case basis
- Refer Section 2.4.3 for illumination guidelines

Duration

- The feature as well as the advertisement must remain unchanged for a minimum period of 1 year

Proximity to other architectural features

- Not more than one advertisement should be visible at any point (360° view) at the same time. However, under exceptional cases the installation can be permitted provided the structure relies on several separate parts as part of the design, making up the completed architectural feature. However, these parts may not be placed in separate locations more than 100m apart
- Not more than 1 architectural feature/ 25 sq km

Digital guidelines

- Digital guidelines shall be assessed on a case-to-case basis
- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian/ traffic flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.24 Permanent display location

This facility allows advertisers to display their product for shorter periods of time in high profile and predetermined locations. The permanent display location consists of a permanent structure where advertisers have an opportunity to display product(s) over a relatively short period in a controlled environment. The advantage of such locations is that advertisers can place their product(s) within a controlled environment, as opposed to having to construct semi-permanent structures to house short term displays.

Examples of appropriate displays would be a car parked in the location over the period of the car show, or a furniture retailer installing display of products to create awareness. The permanent nature of the site will familiarize people with its existence allowing for the content to change relatively quickly in high profile, high value location whilst ensuring traffic safety.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Installation

- Assessed on a case-to-case basis

Illumination

- Assessed on a case-to-case basis
- Refer Section 2.4.3 for illumination guidelines

Duration

- Ranging between 2 weeks - 1 month

Proximity to other permanent display location

- Not more than one should be visible at any point (360° view) at the same time unless the installation relies on several separate parts which is a part of the overall design. These parts may not be placed in separate locations more than 100m apart
- Not more than 1 location per 25 sq km

Digital guidelines

- Digital guidelines assessed on a case-to-case basis
- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian or traffic flow

- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.25 Temporary display location

Temporary display locations will be predetermined and considered as prominent, high value sites. This will allow advertisers to display advertising for mid-term periods with the use of different types of displays from standard advertising.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Installation

- Assessed on case-to-case basis

Illumination

- Assessed on a case-to-case basis
- Refer Section 2.4.3 for illumination guidelines

Duration

- 1 month – 1 year

Proximity to other display locations

- Not more than one sign should be visible at any point (360° view) at the same time unless the installation relies on several separate parts which is a part of the overall design. These parts may not be placed in separate locations more than 100m apart
- Not more than 1 temporary display location per 25 sq km

Digital guidelines

- Digital guidelines assessed on a case-to-case basis
- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian or traffic flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.26 New jersey barriers

A Jersey barrier, Jersey wall, or Jersey bump is a modular concrete or plastic barrier installed/ placed to separate lanes of traffic.

New jersey barriers are found extensively along the road networks of Dubai. The opportunity here exists in branding and not advertising goods or services. Brands/ logos may be attached to the face of the new jersey barriers to create brand awareness.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Advertising

- Brand names/ logos are only permitted on new jersey barriers i.e., no conventional advertising is allowed

Maximum coverage of advertising sign

- 25 percent of each side of the structure

Illumination

- Prohibited

Positioning of advertising sign

- On the centre of each side

Sequence

- Every alternate new jersey barrier in a continuous line can be used for branding

Maximum number of barriers

- No limit on maximum number of barriers that can be utilized in a continuous sequence

Distance between two branded new jersey barriers (lineal) i.e., different brand or logo

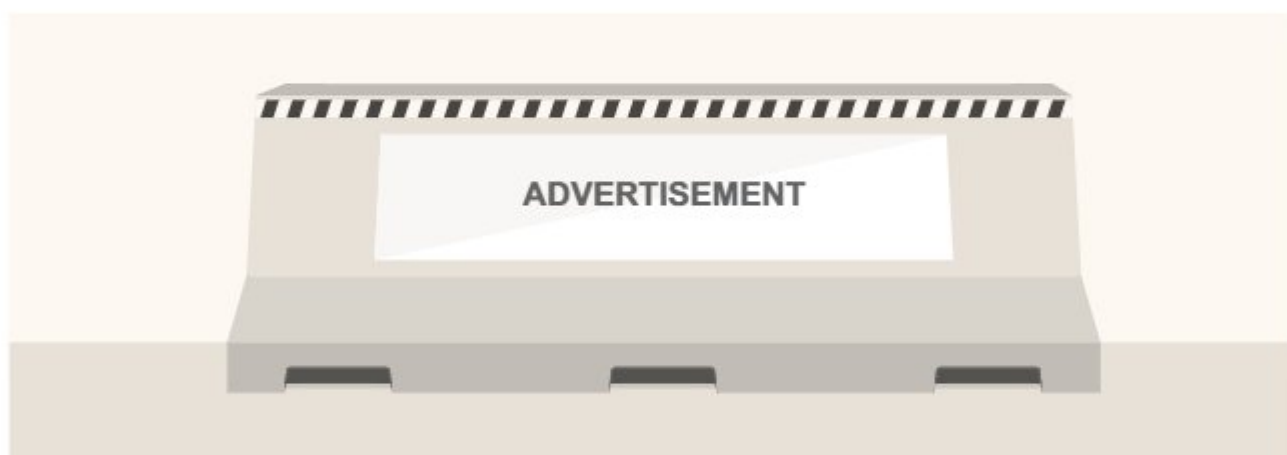
- More than 50m

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.27 / Flowerpot flags

Specially designed growing pots can be used as permanent features to improvise signature locations from an aesthetic perspective. Special events such as the Dubai shopping festival would utilize the spaces for short term promotional advertising through the addition of temporary flags.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Refer to guidelines for flags (Section 3.9)

Illumination

- Prohibited

Duration

- Ranging between 2 weeks - 2 months

Growing box

- Exposed growing area must be at least 15 percent of total surface area of the unit

Use and purpose

- Only permitted for the display of public messages or the promotion of an event

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

3.28 / Public art

Health and safety

- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to Health and Safety regulations like (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

The term public art refers to works of art in any media that has been planned and executed with the specific intention of being sited or staged in the public domain, usually outside and accessible to all.

Public art can't be restricted to particular locations. However, locations showing high public interest, pedestrian as well as vehicular traffic, are usually considered potential public art location.

These signs should meet all the conditions, provisions, and criteria required by RTA/ DM and current by-laws including the following points:

Installation

- Assessed on case-to-case basis

Illumination

- Assessed on case-to-case basis
- Refer Section 2.4.3 for illumination guidelines

Duration

- Minimum 1 year

Positioning

- Assessed on case-to-case basis

Digital guidelines

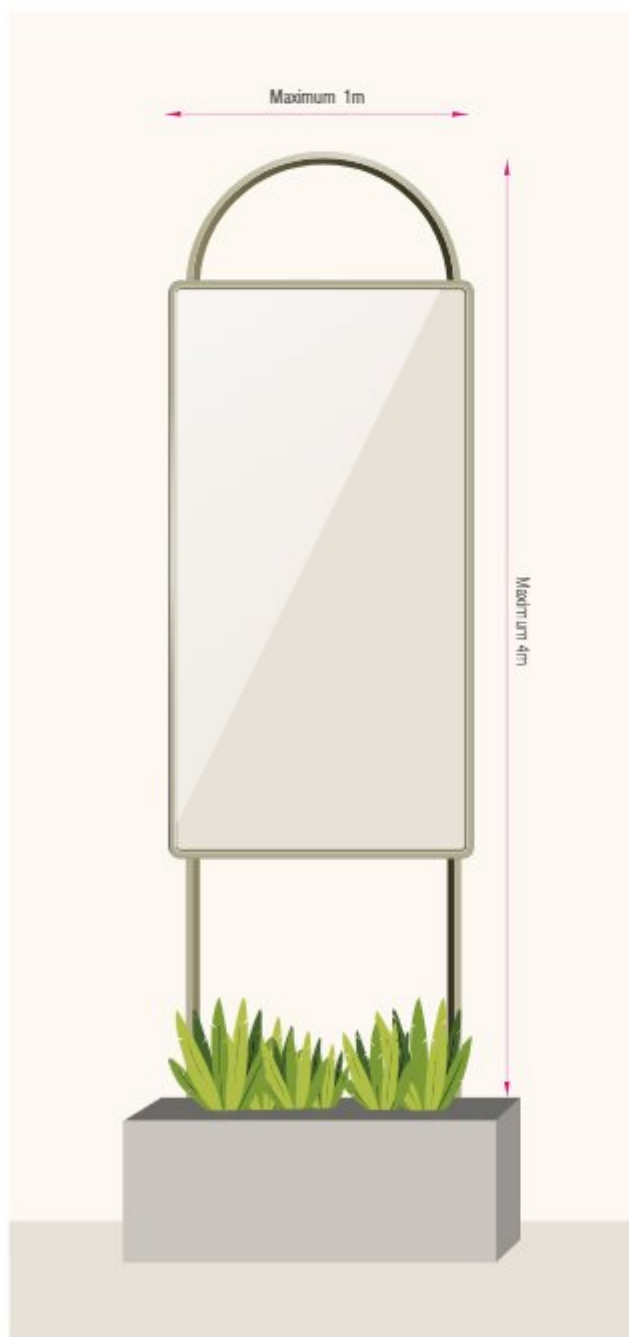
- Digital guidelines assessed on case-to-case basis
- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to Health and Safety regulations like (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.29 Vending machines

Vending machines line the sidewalks of the streets. Advertisement usually appears on the exterior of the units. In the majority of cases, the advertising is in the form of 1st party advertisement, given that the products advertisement are sold via the vending machine.

Vending machines in the ROW should form part of a public utility node. There should be predetermined location for the placement of vending machines. However, this can be installed on new locations subject to approvals.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Vending machine size

- As per vending machine specs

Installation

- When vending machines are placed on sidewalks, a minimum lateral clearance for pedestrian movement shall be 2m

Illumination

- Internal illumination only (Refer Section 2.4.3 for illumination guidelines)

Duration

- Minimum 1 year

Positioning

- In predetermined location or alternatively according to proposals put forward

Additional utility

- Vending machines in the ROW must provide additional public utility such as public information or navigation tools such as maps other than their primary function

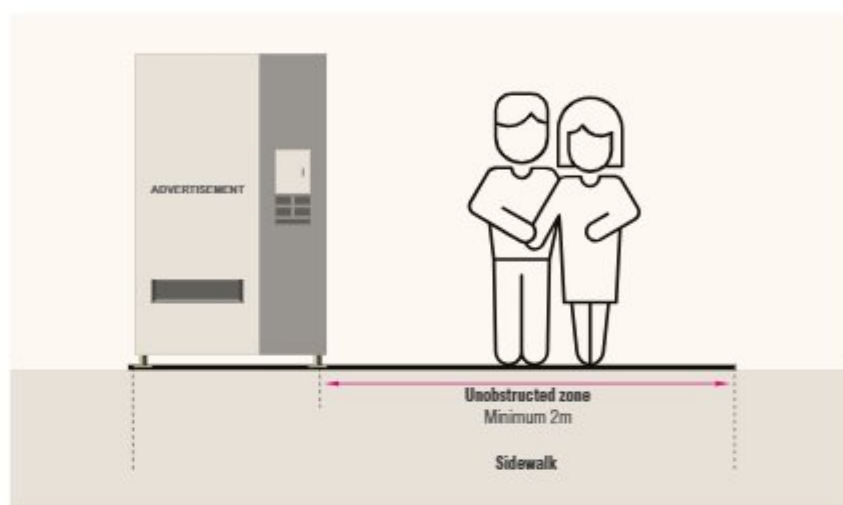
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian flow

- Must adhere to Health and Safety regulations like (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.30 Vending kiosks

Vending kiosks add public utility in various forms, such as point of sale, space to rest, etc. At the same time, they provide a platform on which advertisement can be installed. Vending kiosks are suited to areas of high pedestrian traffic. Predetermined location should be identified as acceptable sites for installing vending kiosks.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Less than 12 sq m

Illumination

- Refer to illumination guidelines from Section 2.4.3

Maximum coverage of advertising sign

- Less than 50 percent of surface area of kiosk
- Sign must be physically attached to the kiosk and can't protrude further than the structure of the kiosk i.e., a separate mupi/ flag or any other attachment is prohibited

Positioning

- In predetermined location or alternatively according to proposals received

Distance between two vending kiosks

- Minimum 100m

3.31 Commercial pylons

Distance between vending kiosk and signal

- Minimum 100m

Duration

- Minimum 5 years

Additional guidelines

- Any deviations to the standard sizing/positioning/digital specification (static/animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Commercial pylons are freestanding outdoor signs with either one or two poles for support. They can have either aluminum or steel frame, with a message displayed on one or both sides.

Petrol filling stations, car dealerships, showrooms, hospitals, commercial malls and shops usually have their large signage in the ROW. Therefore, the specifications and placement of these signs needs to be governed by the RTA signage guidelines.

Commercial pylons require permission from RTA/ DM and should be assessed on a case-to-case basis. Filling stations are classified as per road type such as highways, arterial roads and collectors.

Many filling stations have additional services and products offered from their sites i.e., ATM machines and fast-food outlets. Provisions need to be made to accommodate the inclusion of advertisements accordingly.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Freeway:
 - Maximum height: 25m
 - Maximum width: 3m
 - Maximum depth: 3m
- Arterial:
 - Maximum height: 11m
 - Maximum width: 3m
 - Maximum depth: 0.8m
- Collector:
 - Maximum height: 8m
 - Maximum width: 2m
 - Maximum depth: 0.6m

Access

- Where permanent ladders or access points exist, provision must be made to ensure the structure is not accessible to any unauthorized personnel by placing barriers in order to comply with health and safety standards

Illumination

- Refer Section 2.4.3 for illumination guidelines

Duration

- Coincide with the existence of the filling station on that site

Maximum coverage of advertising sign:

- Less than 80 percent of surface area of the total structure can be utilized for advertising, out of which 50 percent must be used by the petroleum company for self-branding and promotion and the remainder can be used to promote other onsite services such as ATMs or food outlets

Positioning

- Maximum distance of (X)m from filling station canopy over the pumps, car dealerships, showrooms, hospitals, commercial malls and shops from the closest point of the canopy to the signage site. Where X =
 - Highway 100m
 - Arterial 75m
 - Collector 40m

Proximity to other petrol filling stations

- As per existing regulations governing filling stations

Digital guidelines

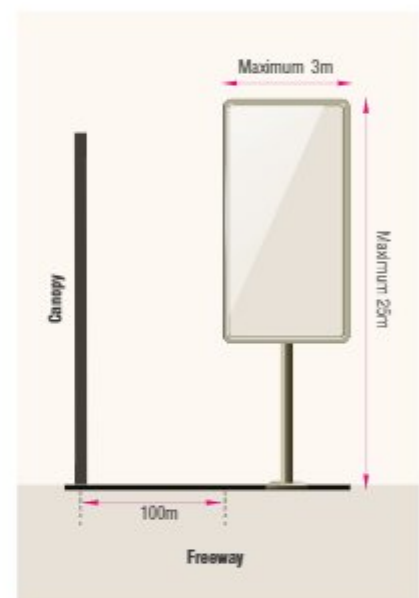
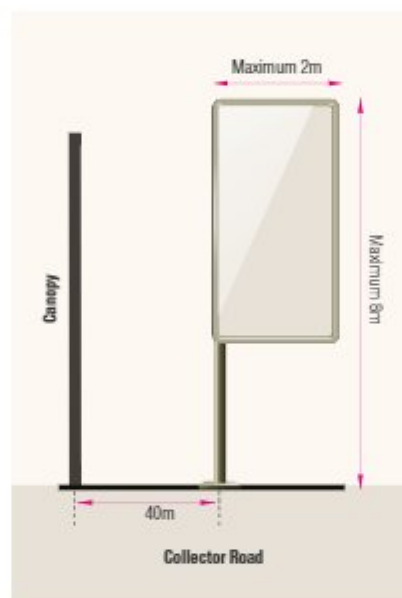
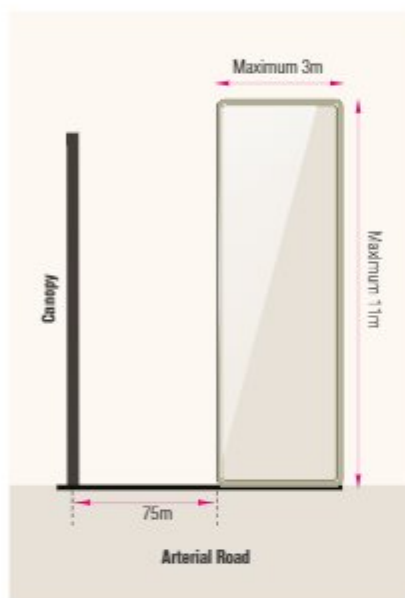
- Size and spacing guidelines for non-digital commercial pylons will also apply for digital commercial pylons. Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must not negatively affect pedestrian flow
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.32 / Freestanding or within ROW or private lands

These are structures which are meant to enhance the aesthetics of a particular area as well as provide a means for advertisement of products.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Should not be higher than 5m

Illumination

- Refer Section 2.4.3 for illumination guidelines

Position

- Assessed on a case-to-case basis
- Shall be placed at least 80m away from any other freestanding signage on the same side of the road

- Shall be placed at least 80m away from any traffic signals or traffic signage
- Shall be placed at least 100m away from any other small format advertising signs
- Signage and structure must have a distance of at least 5m from the edge of the road
- Must not obstruct view of drivers
- Must not obstruct pedestrian movement

Visual / design

- All elevations of the signage shall be smartly designed and well concealed

Digital guidelines

- Digital guidelines assessed on a case-to-case basis
- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must withstand forces, such as wind loading

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):

- General Health and Safety guidelines
- Construction equipment
- Electrical works
- Utilities
- Specific construction requirements
- Operational guidelines
- Maintenance etc.

3.33 / Roof top commercial - 3D letters on building

Roof top signs are any sign that are erected or placed on or above any roof, parapet wall or the eaves of a building, but does not include a sign painted on a roof of a building.

Roof top signs can have 3D letters affixed on them to help navigate individuals towards the building.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Illumination

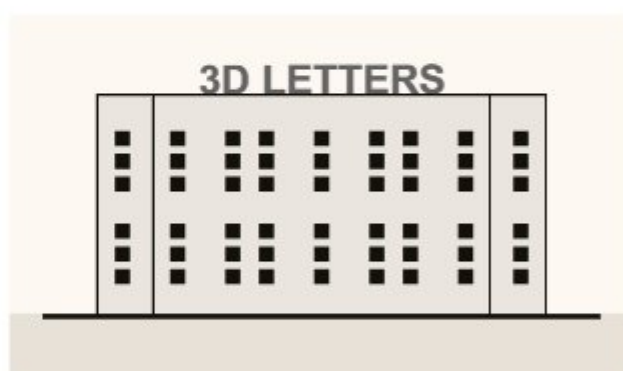
- Refer Section 2.4.3 for illumination guidelines

Health and safety

- 3D sign must be fixed safely and should meet Dubai Municipality building department requirement
- Clean finishing and concealed structure must be considered in fixing
- Fire extinguisher must be provided at site
- Any important electrical equipment and transformer shall be safely maintained and well concealed within the screen or landscape to comply with the requirements of DEWA

- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):

- General Health and Safety guidelines
- Construction equipment
- Electrical works
- Utilities
- Specific construction requirements
- Operational guidelines
- Maintenance etc.



3.34 / Roof top advertisement signboard on building

Roof top advertisements signs are signboards which are affixed on the roof of a building. Such advertisements provide a larger surface area to display advertisements.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Total height of the signage shall not exceed 1/3 of the building height or up to 8m (whichever is smaller)
- Length: Minimum clearance of 10 percent on each side of the building should be maintained or 2m from each side of building when fixing the board, whichever is greater
- Sign board must be set aback at least 1.5m from the edge of the roof

- The minimum width of the building should be 20m in order to accommodate suitable OA signs

Number of signages

- One sign per rooftop is permitted and the subsequent rooftop sign can be permitted only if the two rooftop signs are following the spacing guidelines

Illumination

- Refer Section 2.4.3 for illumination guidelines

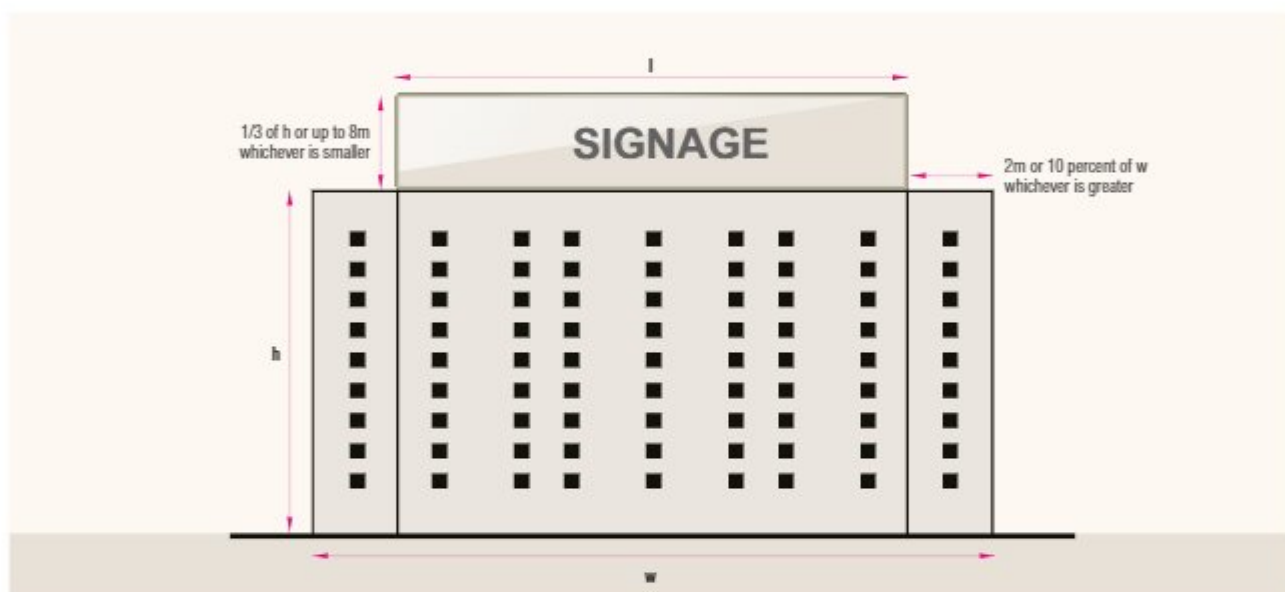
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

Health and safety

- Any important electrical equipment and transformer shall be maintained properly and well concealed within the screen or landscape to comply with the requirements of DEWA
- Fire extinguisher must be provided at site
- Sign board structure must be well concealed from all sides
- Must withstand forces, such as wind loading



3.35 / Roof top/ Electronic signboard

Roof top/ Electronic signboards are signs that are affixed on the roof of a building. These can be digital in nature and hence must follow the mentioned safety guidelines thoroughly.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- Total height of the signage shall not exceed 1/3 of the building height or up to 8m (whichever is smaller)
- Length: Minimum clearance of 10 percent on each side of the building should be maintained or set back 2m from each side of building when fixing the board, whichever is greater
- Sign board must be set back at least 1.5m from the edge of the roof
- The minimum width of the building should be 20m in order to accommodate suitable OA signs

Illumination

- The level of illumination must adjust according to ambient light levels and color consistency (Refer to illumination guidelines from Section 2.4.3)

Number of signages

- Maximum one sign can be installed on the same building

Digital guidelines

- Only static messages are permitted
- Duration of the advertisement must be at least 10 seconds
- The time to change the view must be only 1 second
- Refer to Section 2.4 for guidelines on digital OA signs

Additional guidelines

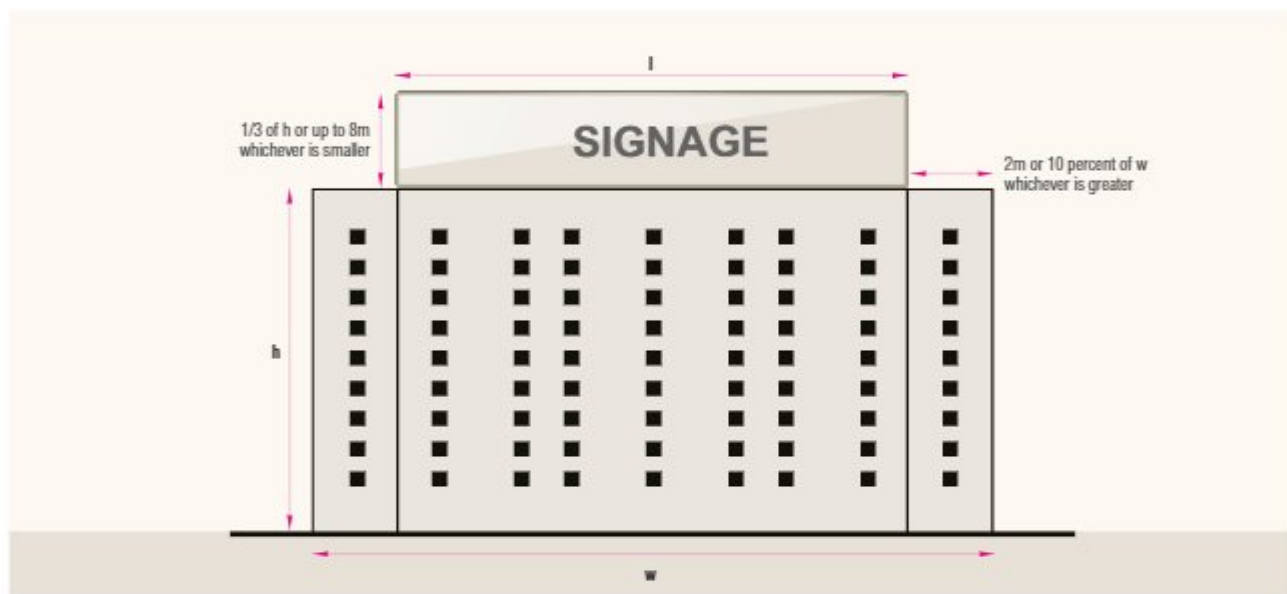
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- The board must have a static view during the periodic maintenance
- Any important electrical equipment and transformer shall be maintained and well concealed within the screen or landscape to comply with the requirements of DEWA
- Fire extinguisher must be provided at site
- Sign board structure must be well concealed from all sides
- Must withstand forces, such as wind loading

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):

- General Health and Safety guidelines
- Construction equipment
- Electrical works
- Utilities
- Specific construction requirements
- Operational guidelines
- Maintenance etc.



3.36 / Wall banner - Commercial

Wall banner is a fixture of a banner on an existing/ permanent structure for the purpose of advertising.

Fixing wall banners (sign board) is prohibited on the same building facade with an existing roof top sign. Advertisement on wall facade must be smartly designed and placed to reflect excellent aesthetic aspect and neon illumination as desirable.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- The height of the banner should be 1/3 the height of the facade or 15 m whichever is larger, and the width of the banner should be up to 2/3 the width of the facade or 30 m whichever is larger.
- Aspect ratio of (1:2) to be maintained
- Standard area of wall banner to be 450 sq m.
- Must not project more than 0.30m from the wall

Number of signages

- More than one advertisement sign board is prohibited on the same building facade

- More than one advertisement sign may be placed on walls for malls, business centres, academic buildings or any other building that is considered as non-residential, and it should complement the architectural features of the building
- More than one content per sign board is prohibited
- Asset mix criteria will be applicable

Illumination

- Refer to illumination guidelines from Section 2.4.3

Digital guidelines

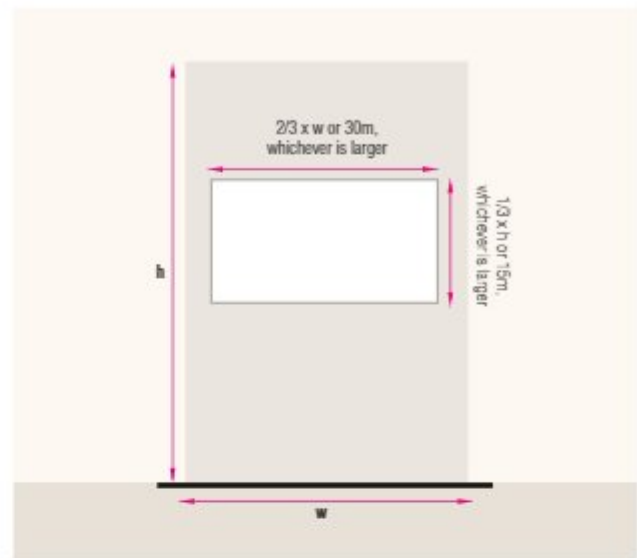
- Size and spacing guidelines for non-digital wall banners will also apply for digital wall banners. Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- Cut-outs are permitted provided that they do not extend beyond 20 percent of the height and width specified in the manual
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must observe all the traffic safety precautions throughout installation and removal
- Must not obscure or block a balcony, or a window, or any opening designed for the purpose of lighting or ventilation.
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guide
 - Maintenance etc.



3.37 Building wrap

Building wraps are structures/ fixtures that cover buildings under construction totally or partially.

Any form of advertisement is not permitted on buildings under construction. The use of the wraps must be restricted only to cover the building structure or showcase the image of the upcoming structure (when fully constructed).

These signs should meet all the conditions, provisions, criteria required by RTA/ DM and current by-laws including the following points:

Size

- To be determined on case-to-case basis (as per the size of the building)

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- The sign must always be maintained in an acceptable condition
- Must observe all the traffic safety precautions throughout installation and removal
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.

3.38 Company/ building name/ logo

Builders/ developers can place their names on buildings for advertisement purposes basis compliance with the below specified guidelines.

Size

- The layout of the signage should be in horizontal format
- 5m x 10m* for over 20 storey buildings
- 4m x 8m for 10 to 20 storey buildings
- 3m x 6m for under 10 storey buildings
- Minimum dimensions: 1.5m x 3m
- Aspect ratio of 1:2 (height x width) to be maintained
- Must not project more than 0.30m from the wall

Note: *Sizes are mentioned in height x width format

Position

- Signage must be mounted on the top of the building

Number of signages

- Restricted to one sign per facade

Illumination

- Refer to illumination guidelines from Section 2.4

Digital guidelines

- Refer Section 2.4 for guidelines on digital OA signs

Additional guidelines

- The signage should have individually wall mounted and face illuminated letters and or logos fixed directly to the facade of the building
- Signage should be well-designed and should integrate with the building architecture
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)
- A building can either have developer name or advertisement (Wall Banner, Sticker, Roof top, etc.) but not both at the same time

Health and safety

- Must observe all the traffic safety precautions throughout installation and removal
- Must not obscure or block a balcony, or a window, or any opening designed for the purpose of lighting or ventilation
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guide
 - Maintenance etc



3.39 Films or Stickers on buildings

Films or Stickers on buildings are advertisement stickers that are stuck on the structure of the building.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM/ DET and current by-laws including the following points:

Size

- The height of the sticker should be 1/3 the height of the facade and the width of the sticker should be up to 2/3 the width of the facade
- Standard area of sticker should be between 400 sq m to 600 sq m (up to 30% of the facade area)

Number of signages

- More than one advertisement sticker is prohibited on the same building facade
- More than one advertisement sign may be placed on walls for malls, business centres, academic buildings or any other building that is considered as non-residential, and it should complement the architectural features of the building
- More than one content per sticker is prohibited
- Asset mix criteria will be applicable

Illumination

- Refer to illumination guidelines from Section 2.4.3

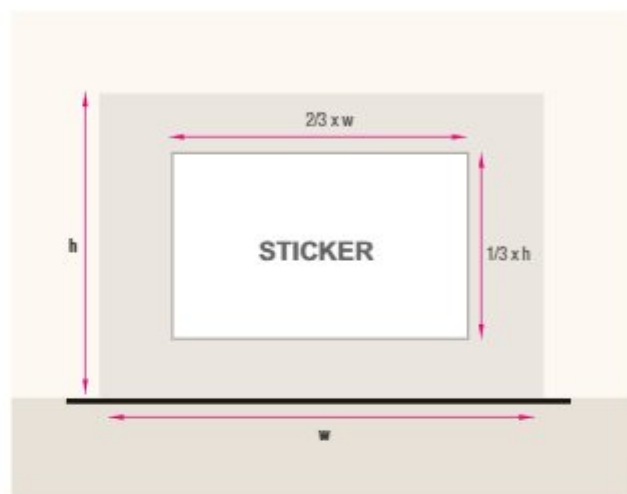
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must observe all the traffic safety precautions throughout installation and removal
- Must not obscure or block a balcony, or a window, or any opening designed for the purpose of lighting or ventilation
- Must withstand forces, such as wind loading
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Utilities

- Specific construction requirements
- Operational guide
- Maintenance etc



3.40 / Flush wall signage - Shop Front

Business signs affixed on shop fronts are known as flush wall signages. These signs carry the name and logo of the business. These signs should meet all the conditions, provisions, criteria required by RTA/ DM/ DET and current by-laws including the following points:

Number of permissible signs

- Number of commercial signboards is limited to only one per type (parallel or projected) for each commercial activity and as per number of facades outlooking the street

Size

- Height: up to 1m
- Width: up to store width (10 percent on each side should be left blank)
- Projection: up to 0.3m
- Size of the signage is uniform across the block/ street

Illumination

- Lighting to be limited to advertisement element (logos and words) and not the full width of the fascia
- Level of illumination to be determined basis size of the signage / zone
- Timings for switching on to be linked to street light timings and switching off to be linked to store closure timing
- Restrictions: Neon flashing, blinking, animated signages should be prohibited as they pose threat to safety of pedestrians and motorists
- Refer Section 2.4.3 for illumination guidelines

Content

- Content written in Arabic to be on the top side of the signboard and the content written in English should be below the Arabic language

- Only one logo permitted per shop signage which should be placed on the left side of the signboard
- Only the name and the logo of the business should be permitted for display

Aesthetics

- Signages should have clear typography and uniform clearance between signage content and edges
- Minimum clearance between signage content and edges should be 0.1m (10cm)
- The style, colors and graphics of the signs must blend harmoniously into the surrounding landscape with the front and facade of the building
- Use of sub-fascia: Installation of sub-fascia to be permitted provided the sign and the letters do not project out more than defined specifications
- In order to maintain uniformity, sticking menus to shop windows/ fronts not permitted

Digital guidelines

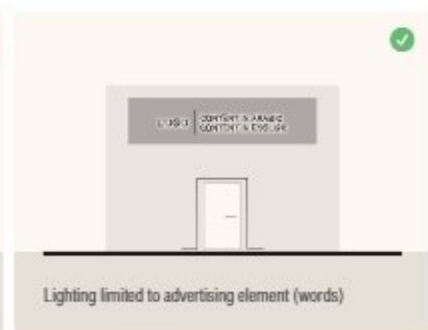
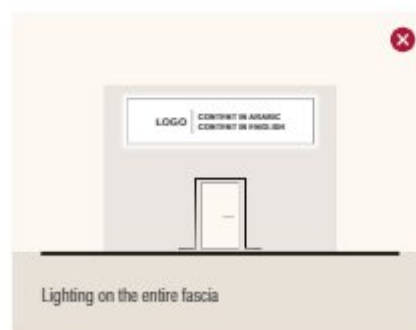
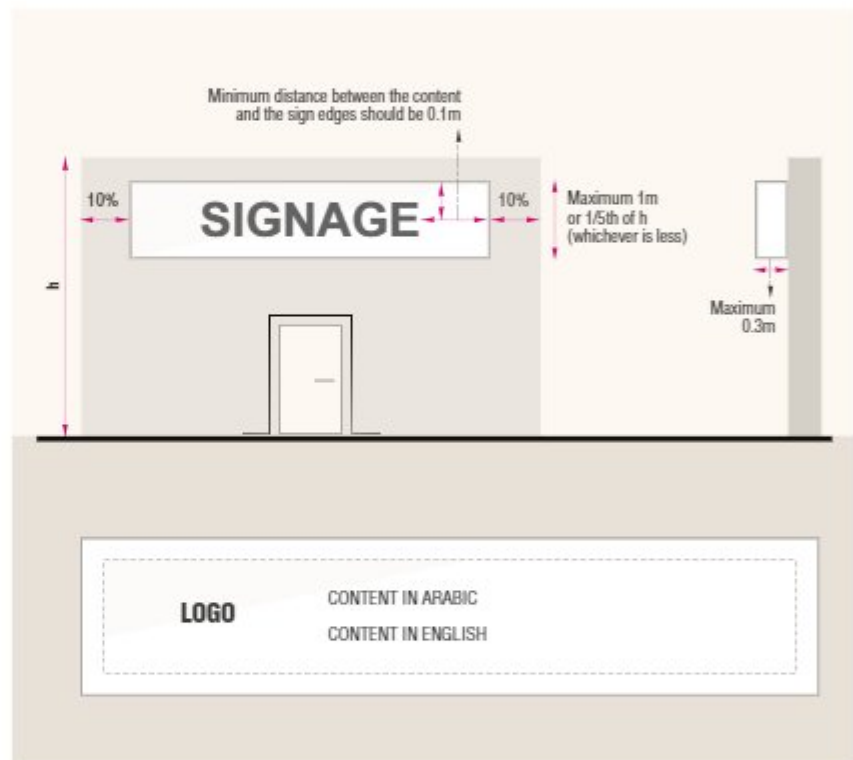
- Size and spacing guidelines for non-digital shop front signages will also apply for digital shop front signages. Refer Section 2.4 for guidelines on digital OA signs
- Digital signages are permitted for shop front provided they are static in nature

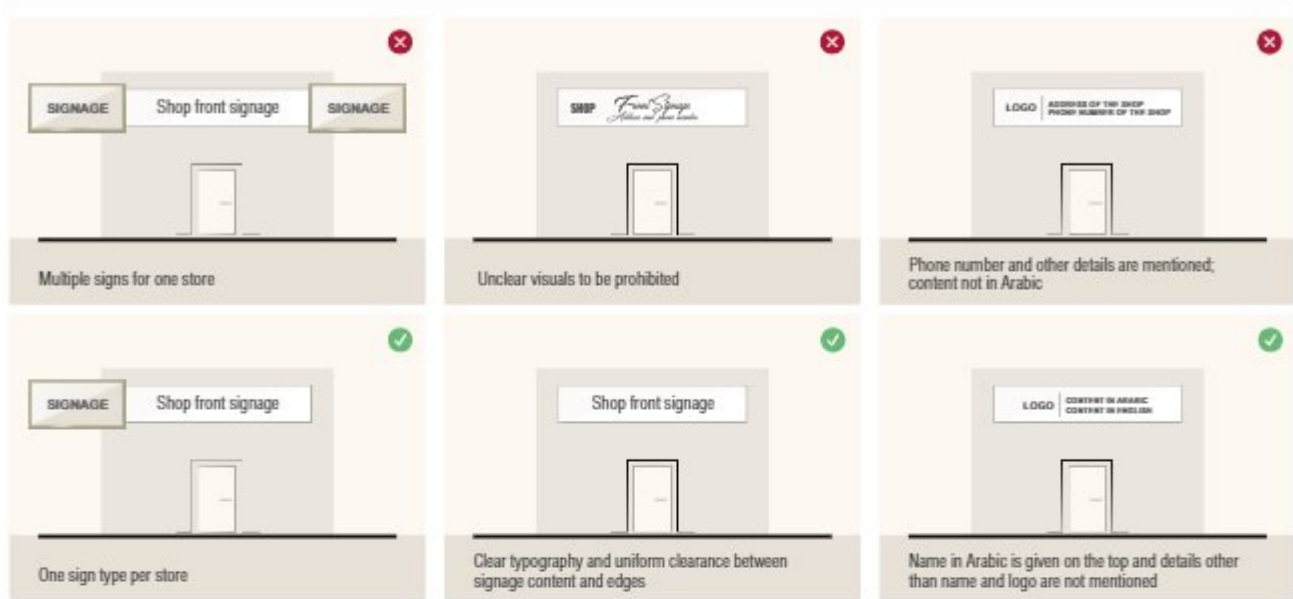
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM/ DET (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must withstand forces, such as wind loading
- The signage must fit within the architectural space provided above the shop window and should not obscure any window or opening of a mezzanine floor
- Flush wall signage-shop front from balcony or building facade with balconies is prohibited
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.





3.41 Projected wall signage

Projected wall signages are additional signs affixed on store fronts along with flush wall signages. These are smaller in size and are only supposed to carry the name and logo of the business.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM/ DET and current by-laws including the following points:

Number of permissible signs

- Number of commercial signboards is limited to only one for each commercial activity and as per number of facades overlooking the street

Size

- Maximum height: up to 1m
- Width: 0.5m
- Thickness: up to 0.1m
- Distance between wall and edge: 0.3m
- Size of the signage is uniform across the block/ street

Content

- The signage should display only the name and the logo in English

Illumination

- Lighting to be limited to advertisement element (logos and words)
- Level of illumination to be determined basis size of the signage / zone (existing guidelines on illumination to be retained)

- Timings for switching on to be linked to street light timings and switching off to be linked to store closure timing
- Restrictions: Neon flashing, blinking, animated signages should be prohibited as they pose threat to safety of pedestrians and motorists
- Refer Section 2.4.3 for illumination guidelines

Digital guidelines

- Size and spacing guidelines for non-digital projected wall signages will also apply for digital projected wall signages. Refer to Section 2.4 for guidelines on digital OA signs
- Digital signages are permitted for projected wall provided they are static in nature

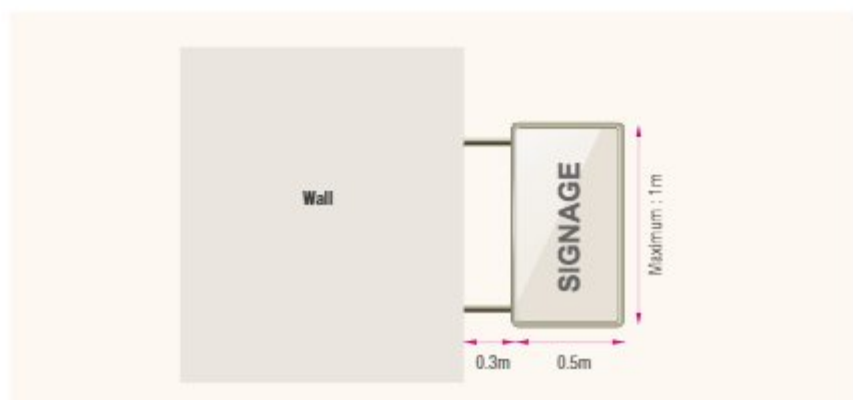
Additional guidelines

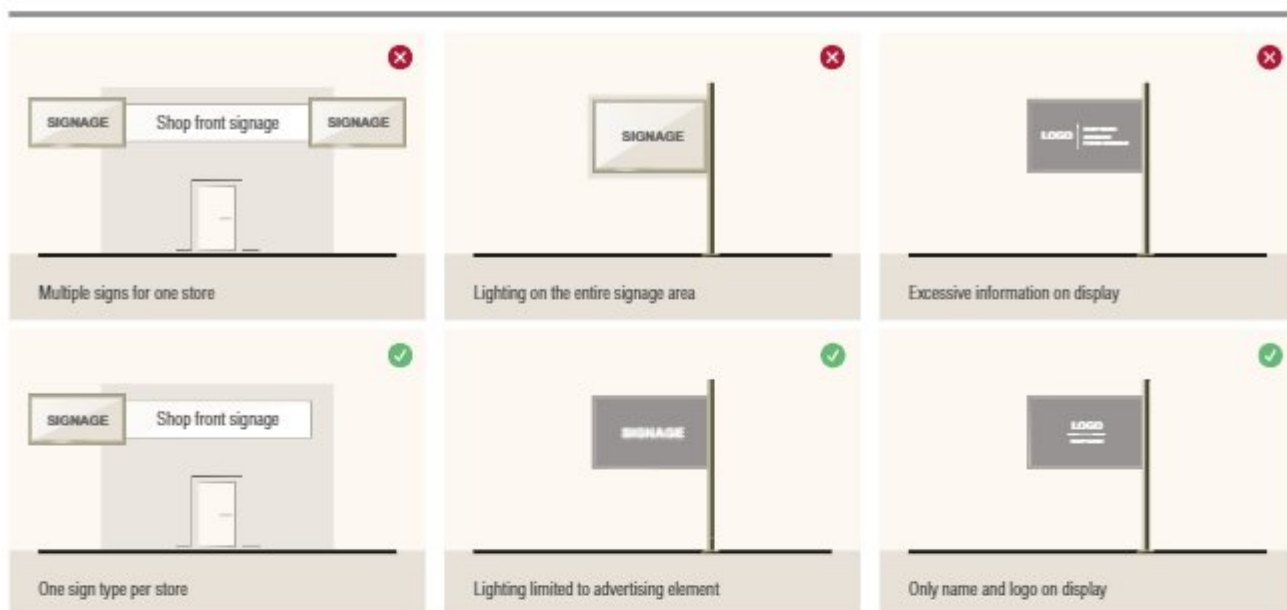
- Any deviations to the standard sizing/ positioning/digital specification (static/

animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM/ DET (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Signage must fit within and complement the architectural features of the building and should not obscure any window or opening or balcony
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.





3.42 / Films or Stickers on glass facade on stores

Films or Stickers on glass facades on stores are advertisement stickers that are stuck on store front which also provide privacy.

These signs should meet all the conditions, provisions, criteria required by RTA/ DM/ DET and current by-laws including the following points:

Size / aesthetics

- Stickers on glass to have a minimum transparency level of 50 percent
- Size of the sticker should not exceed 50 percent of the glass window area and 25 percent area from top and bottom each should be left blank
- Exceptions to be determined by authority (i.e., ladies' salon and supermarkets may have more than 50 percent coverage of stickers on glass window and transparency can be less than 50 percent (limited to black or white tint)

Content

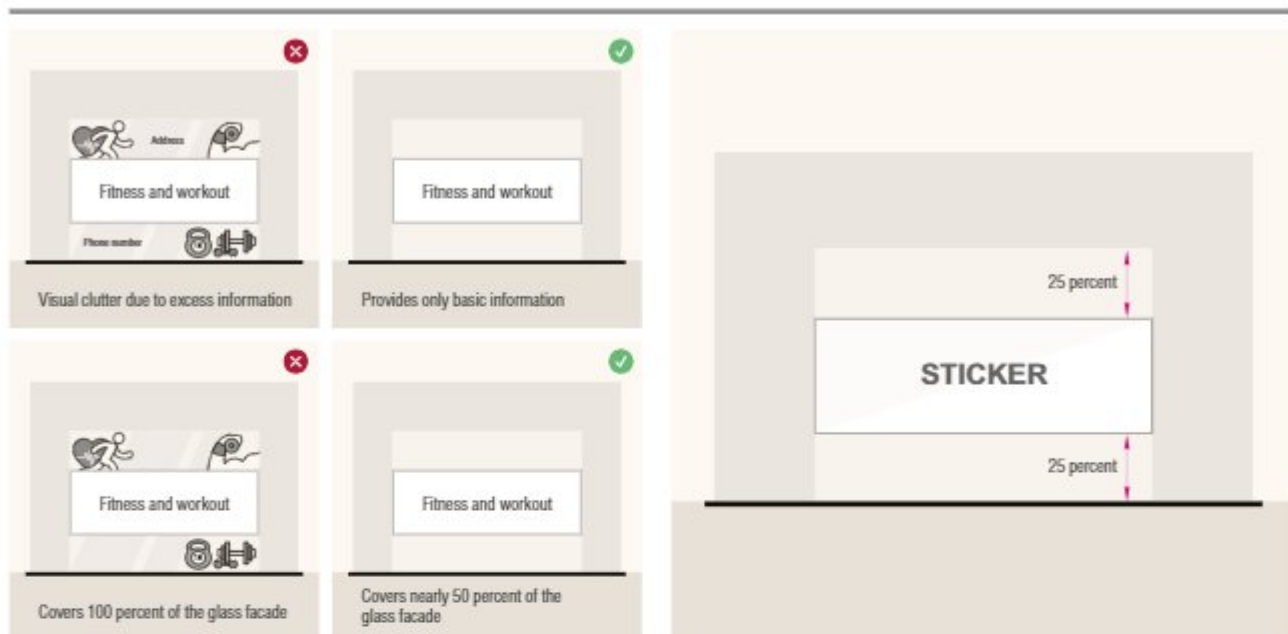
- Text: basic information pertaining to the store (name, timings, etc.)
- Graphics: abstract
- Images: appropriate images relevant to type of service

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM/ DET (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.43 / Mobile and transit advertisement

Bus, tram and taxi advertising has become increasingly popular and clear guidelines are needed to control and balance the impact of the advertising with their primary utility of providing public transport. RTA/ DM, as applicable should regulate the operation and application of signage displays on buses, trams and taxis by applying some general leading practice criteria.

Even in highly restrictive international outdoor advertising markets, bus display regulations are relatively relaxed in their application and must encourage innovation through creativity. These criteria fall into 3 main categories:

- Display and copy regulations
- Operational regulations
- Functionality and animation

Display regulations: Most bus media take the form of external self-adhesive vinyl displays applied to the bus body and windows. These displays are usually packaged into distinct formats and sizes. These displays are all targeted at other motorists, commuters and pedestrians and have an impact on drivers.

Internally focused: In addition to external advertising there are internal displays such as LED / LCD screens, sticker applications, floor graphics, ticket printed adverts, roof graphics and seat back displays all of which are targeted at the passengers. Key to regulating these types of display is balancing the needs of bus users and their safety and privacy with the commercial impact of advertising and its entertainment value.

These signs should meet all the conditions, provisions, criteria required by RTA and current by-laws including the following points:

External guidelines

Bus advertising

The following types of advertising are encouraged in buses

- Bus interior advertising
- Headliners
- Bulkheads
- Tickets
- Bus rear advertising
- LED inside bus

Position

- The front of buses shall be free of advertisements for ease of recognition and the company logo may be kept on all the remaining sides. Please refer the illustrations below for details

Visual/ density

- Stickers should allow at least 40 percent see through and should be protected from dirt, dust and rainwater by using optically clear laminate
- No stickers shall be allowed on the front windscreen and the drivers' windows
- Stickers should not be more than 50 percent of the glass panel and the advertisements should not block the commuters' view
- For the rear glass panel, full coverage can be given provided that the mandatory information of the vehicle is not concealed

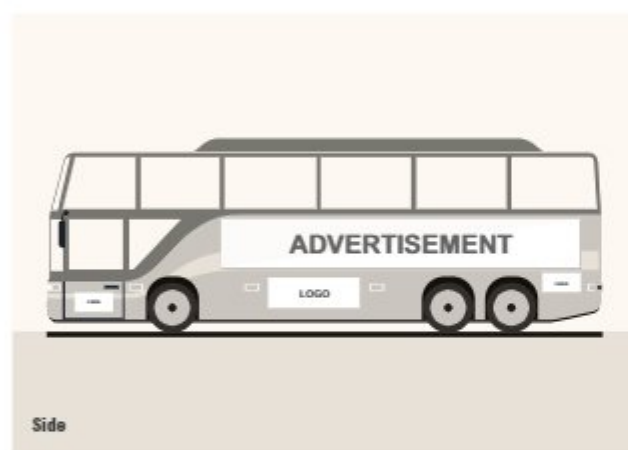
Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- Heavy advertisement fixtures should be thoroughly checked especially in the event of severe impact, like in a collision. Also, advertisement gimmicks should not be used as they cause distractions to other drivers

- In-vehicle advertisements shall not obscure the location of the emergency door on buses and trains
- It is the responsibility of the operators to not compromise the engineering and operational safety. RTA should be consulted for specific approvals
- Must adhere to the following Health and Safety regulations (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Electrical works
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



Operational guidelines: Bus shelter advertising is covered by the operating contract and major concession protection policy, but specific limitations for advertising include the display of stickers on the glass panel.

Most of the focus for these types of guidelines relate to the operation of the buses and the impact that signage applications may have on passenger safety or driver operation. What needs to be clearly defined is the areas on the external and internal surfaces that require access i.e., technicians, repairs, safety systems for example, emergency exits, radiator covers, driver access doors, public address systems, etc. This varies by bus type and format. There are currently 18 bus types so each type will need a user operation manual and acceptable application.

Taxis

To preserve the professionalism and aesthetics of taxi signage in Dubai, the following guidelines apply to the vehicle:

The following types of advertising are encouraged in taxi

- Taxi interior advertising
- Taxi trunk advertising
- Roof mounted advertising

Position

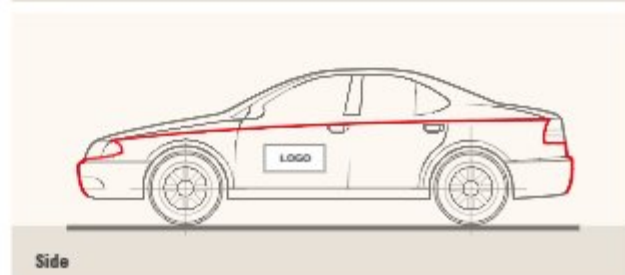
- Two-sided, each side of a shape that is longer across and shorter in height, although not necessarily a rectangle
- Taxis may only utilise the space as indicated in the diagram below
 - Below the red line in the rear view
 - Below the red line in the side view

Visual / density

- No advertising should be visible in the front view in order to preserve a standard look across taxi companies
- No red coloring is permissible in the rear view adjacent to the brake lights for traffic safety reasons

Additional guidelines

- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)



Advertisement on private/ commercial vehicles



Table 44: Summary of advertisement, content and operational guidelines for different type of vehicles

Type of vehicle	Advertisement	Content	Operational guidelines
Private vehicles	Prohibited	Not Applicable	Not Applicable
Small commercial vehicles	Restricted to advertising one brand at a time	Restricted to name of the brand and logo	Refer section 3.41 – Advertisement on taxi
Large commercial vehicles	Restricted to advertising one brand at a time	Restricted to name of the brand and logo	Refer section 3.41 – Bus advertisement
Public transportation vehicles	Restricted to advertising one brand at a time	Restricted to name of the brand and logo	Refer section 3.41

3.43.1 General responsibilities

It is the responsibility of the operators to ensure that they comply with the terms and conditions for displaying advertisements on public service vehicles. Operators are required to comply with the cap on the number of buses and taxis featuring full-body advertisements.

The terms and conditions stated are by no means exhaustive.

Technical and safety considerations

The operators are responsible to thoroughly evaluate the technical feasibility of the materials to be used with respect to engineering and operational safety.

For buses, perforated sticker materials (vinyl sheets) that allow at least 40 percent see through can be used at the side and rear glass panel windows. These stickers should be protected by optically clear overlaminates against dirt, dust and rainwater so as to maintain their visibility. No stickers shall be allowed on the front windscreen and the drivers windows.

For taxis, perforated stickers can be pasted at the rear side passenger windows. The stickers must not be the reflective type and are able to meet the 25 percent light transmittance requirement.

When perforated stickers are applied at the side windows of buses, not more than 50 percent of the glass panel surface shall be covered (on each side). The advertisements pasted on the glass panels of buses must not block commuters' view and commuters must be

able to see what is outside the bus during the day and at night. At the rear glass panel, full coverage can be allowed provided all the number plates, signs and mandatory information display (e.g., speed limit sign) are not concealed.

Advertisements with technical innovations and added fixtures must be approved by RTA/ DM to ensure that these are not public hazards. Heavy advertisement fixtures (e.g., mock-up of a washing machine weighing 9kg) have to be thoroughly checked to ensure that the object is held securely, especially in the event of severe impact, like in a collision. Also, advertisement gimmicks such as non-static lighting shall not be used as they cause distractions to other drivers.

In-vehicle advertisements shall not obscure the location of the emergency door on buses and trains.

The front of buses shall be free of advertisements for ease of recognition and the company logo may be kept next to the service number plate at the entrance.

Full-body painted taxis are allowed to have advertisements on the roof-top panel, all fenders, doors and boot cover. However, front bonnet shall be free of advertisement and the taxi company's logo must be clearly seen on the front bonnet and sides.

The advertisement medium shall not compromise engineering and operational safety and it is the responsibility of the operator to ensure this. If in doubt, RTA/ DM should be consulted for specific approval.

3.41.1.1 Advertising agents

The agent and the operators shall be responsible for ensuring that the advertisements adhere with RTA and DM guidelines. Advertisements shall also comply with the guidelines in the UAE code of advertising practice by the advertising standard authority of the UAE.

It is the responsibility of the operators and associations to ensure that their advertising agents fully understand RTA/ DM's prerogative to revoke any approval granted or make changes to the guidelines, as it deems fit. RTA/ DM shall not be held liable for loss of revenue of operators, associations and the advertising agent for any consequences arising from RTA/ DM's actions whatsoever.

3.41.1.2 Intervention, revisions and liability

RTA/ DM will intervene if operators flout the guidelines, terms and conditions for advertisements. Operators are required to

remove advertisements that are deemed inappropriately placed and those that are faded or show signs of ageing, etc. Depending on prevailing circumstances, RTA/ DM may revise or amend the guidelines or issue new directives for compliance as it deems fit, without any liability to any party on cost incurred or revenue forgone by any party. In the event that operators are required to remove the advertisements from the vehicles, RTA/ DM shall not be liable for claims of compensation from any party whatsoever.

3.41.1.3 Inspection, submission of information and penalties

RTA/ DM reserves the right to require the buses and taxis to be subject to inspections and checks by RTA / DM or its agent and to demand that records be submitted for checking.

3.44 Maritime advertisements

With the aim of enhancing maritime safety and maintaining the safety of navigation, parties requesting permission to install marine advertisements must comply with the following controls and requirements. It is mandatory to comply with guidelines defined by Dubai Maritime Authority (DMA) and existing by laws. Advertisements on all ships/ vessels shall follow the guidelines defined by DMA. Advertisements on public passenger vehicles will follow the guidelines defined by DM.

Size

- The sign size should be proportional to the type and shape of the vessel/ ship

Illumination

- To be implemented as per the guidelines defined by DMA

Digital guidelines

- To be implemented as per the guidelines defined by DMA

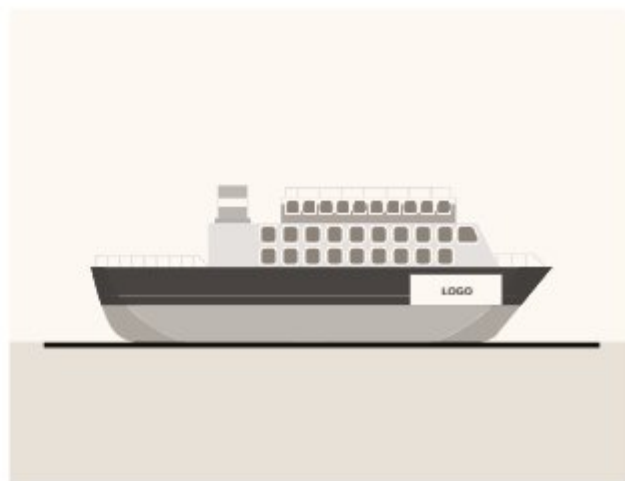
Additional guidelines

- Cut-outs are prohibited
- Any deviations to the standard sizing/ positioning/digital specification (static/ animated/ video) of the asset must have an exceptional approval from the technical committee appointed by RTA/ DM (refer appendix B for guidelines for seeking exceptional approval)

Health and safety

- The marine vehicles used in advertisements must have a valid license issued by the authority
- Navigational safety: The advertisement should not block vision, obstruct maritime traffic, or affect the safety of navigation
- Materials used: The advertisements must be free of any materials that may cause pollution to the air, water, or the environment in general
- Colors: The colors and shapes of the marine advertisements should not be similar to any of the navigation aids

- Maintenance of the floating advertisements on the surface of the water, their fixing and accessories should be done periodically
- Marine advertisements are prohibited in areas identified by the concerned authorities
- It is mandatory to abide with any additional controls deemed fit for marine advertisements defined by the authority
- Must be able to withstand forces such as wind loading
- Must adhere to the following Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Construction equipment
 - Utilities
 - Specific construction requirements
 - Operational guidelines
 - Maintenance etc.



3.45 Delivery boxes

At the event that the motorbike is used for delivery, the “box” must meet the requirements of the RTA/ DM, as mentioned below:

Size of the delivery box

- Refer “Administrative Circular: with regards The Rules and regulations for companies providing Delivery Services in the Emirate of Dubai” for extensive guidelines for size of advertisements on delivery boxes

Position of the delivery box

- The delivery box should be attached securely to the rear of the motorbike

Illumination

- Permitted. However, restricted only to name and logo of the brand
- Refer section 2.4.3 for illumination guidelines

Digital guidelines

- Only static digital advertisements are permitted
- Message must change only when the motorbike is at a complete halt (parked at a designated parking area)
- Avoid white colour on the display background of the box
- The box should not contain flashing, blinking, revolving, pulsating or intermittent advertising
- Delivery boxes should not contain motion, changes in luminance or any effects that create the illusion of movement while the motorbike is in motion

Content guidelines

- Restricted to the name and logo of the brand only

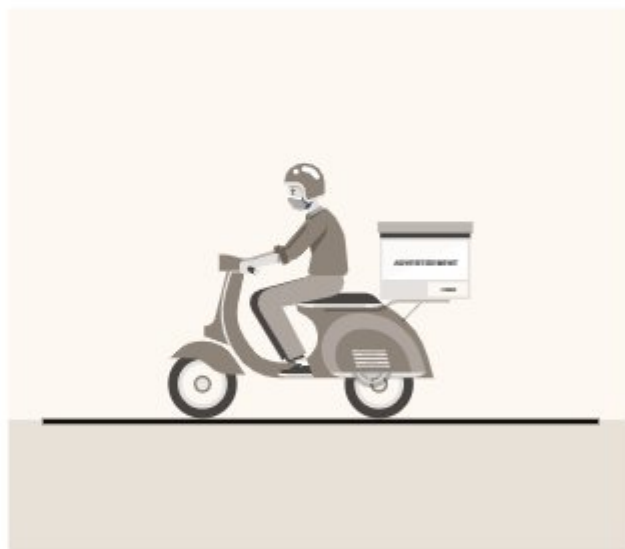
Additional guidelines

- Cut-outs are prohibited
- Use small and legible texts in order to not distract road users
- Refer “Administrative Circular: with regards The Rules and regulations for companies providing Delivery Services in the

Emirate of Dubai” for extensive guidelines for advertisements on delivery boxes

Health and safety

- Advertising devices shall not replicate an official traffic sign or traffic signals
- Full compliance to technical parameters defined in the existing by-laws is mandatory
- Must be able to withstand forces such as wind loading
- Must comply with all the specifications and regulations defined in the permit issued by the regulating authority
- Must adhere to the following applicable Health and Safety regulations: (Refer Section 4 for additional details):
 - General Health and Safety guidelines
 - Electrical works
 - Utilities
 - Operational guidelines
 - Maintenance etc.

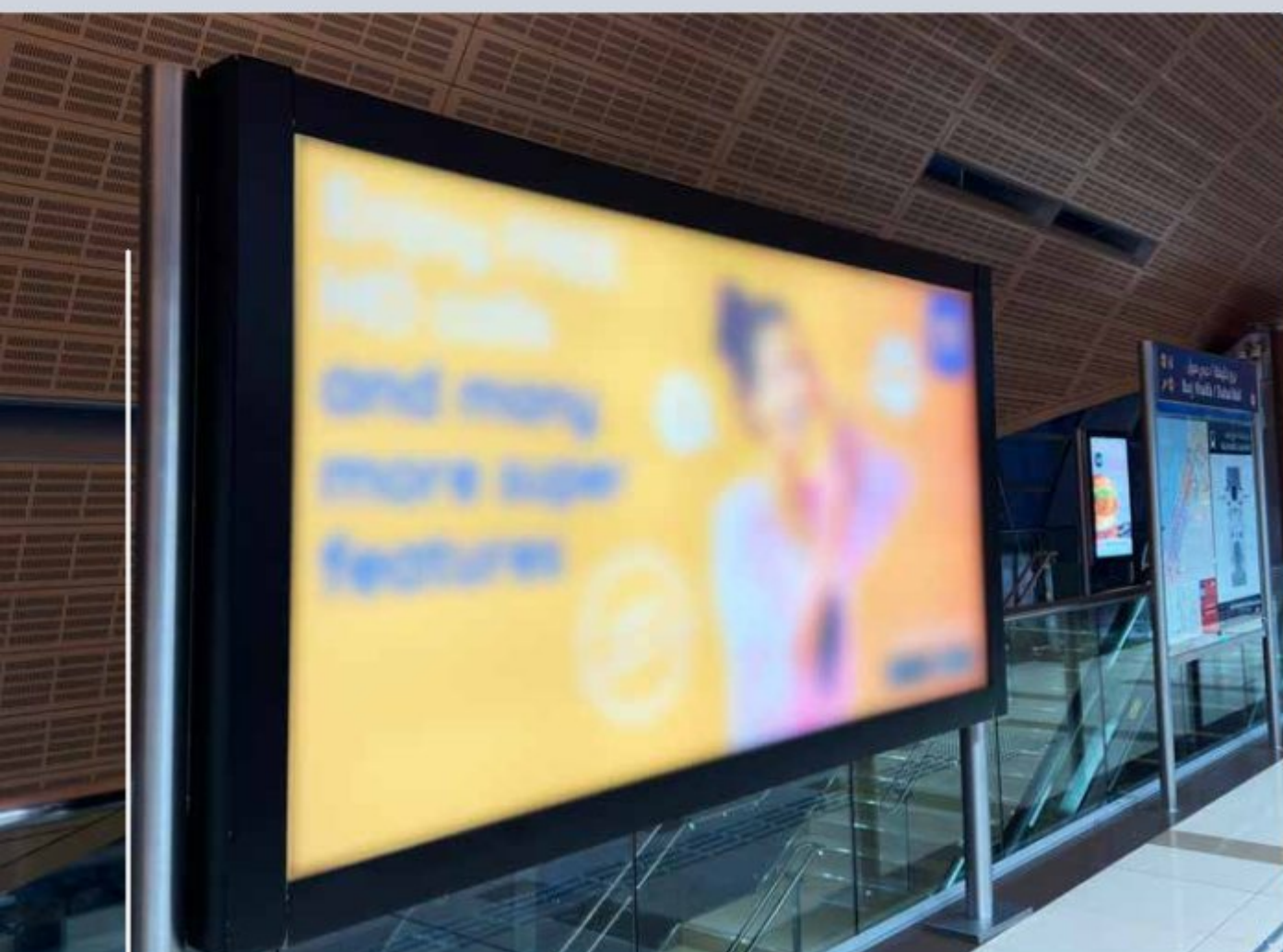






SECTION 4

SAFETY GUIDELINES, MAINTENANCE AND ACCESS



4.1 Purpose

- a. To ensure that construction, maintenance and other operations within the Right of Way are performed in a manner which protects the public, the property, the contractor and the workers
- b. To ensure structural soundness of OA signs and their safety and compliance to defined specifications and requirements

4.2 Health and Safety requirements

The requirements of the following Act and Code of Practice must be complied with at all times:

- a. Dubai Municipality: Health and Safety Act - Aug 2008
- b. Dubai Municipality: Code of Construction Safety Practice
- c. Dubai Municipality: Electrical and Water Authority Codes of Practice and Guidelines

The following section expands on the above requirements with additional requirements included as signage involves work being carried out in the Right of Way.

4.3 Technical guidelines, specifications and approvals

This section details out the guidelines, specifications and approvals required from a health and safety perspective throughout the lifecycle of an OA sign. The contractor has to seek approvals from specific departments under RTA/ DM as applicable.

The details of these stages are mentioned as follows:

- a. **Pre-construction**
Involves review of applications, design and specifications of assets and validating compliance to defined guidelines
- b. **During construction**
Involves validating compliance to defined safety guidelines and procedures applied during construction
- c. **Post construction**
Involves monitoring and compliance of assets with respect to defined guidelines and process to be applied for uninstallation/ de-erection of assets. A revalidation of the Safety Matrix is to be carried out and risk mitigation or asset removal to be done in the event of non-compliance
It is the responsibility of an asset operator/ contractor to provide a structural report for the asset and get an approval from the RTA/ DM prior to renewal

4.3.1 Pre-construction

Approvals

1. The contractor is required to submit an application for installing an OA sign(s) addressing the following details:
 - Workshop drawings, including material specifications and section details showing the method of fixing the fixtures on boards

- Method statement of reinstatement/repairing after removal of the advertisement boards or decoration lights
- Design life of the structures

2. All application documents shall be stamped and signed by an authorized person, including a cover letter addressed to the Road Structures and Facilities Maintenance Section of RTA
3. The contractor should produce the approval from the Advertisement Section with the application for a No Objection Certificate (NOC)
4. All materials for the work shall be approved by the RTA engineer to ensure they will not have negative effects on any public infrastructure or the environment. Test results or documentation from the manufacturer shall be submitted by the contractor, stating the materials (i.e., chemical properties, mass, strength, composition etc.) will not negatively impact the environment and general health of the public
5. Submission of all applications for the installation of OA signs on the property should be made to the Road Maintenance Section. All installations should be done in accordance with the Department of RTA - Commercial and Investment. The submission should be accompanied by a letter or a copy of awarding a tender issued by the Department of Contracts and Procurement, a list of sites for implementation, and a comprehensive method of installation

Structural

1. Unless otherwise authorized, advertisement board brackets shall be made of aluminum or hot-dipped galvanized steel or stainless steel and approved by the RTA engineer prior to installation

Safety

1. All signs must be designed in such a way as to facilitate access with a 2.4m step ladder in order to inspect and maintain the sign or replace the advertisement. Large format signs shall have permanent ladder rungs on the pole structure located no higher than 3m above the ground

4.3.2 During construction

Approvals

1. The contractor shall adhere to all current DEWA regulations
2. Permission from the RTA engineer and Traffic Police shall be obtained prior to implementing any traffic diversion or use of a ladder or a crane for installation of fixtures. A Traffic Control Plan shall be submitted by the contractor and approved prior to any lane closures
3. Unless approved by the RTA engineer, no hammering, drilling etc. shall be performed on the existing public infrastructure to fix the advertisement boards
4. The contractor shall repair and/or replace any damage caused during construction of the fitting, accessories or any other components to public infrastructure at their own cost. However, RTA has the right to stop the contractor and appoint another at the contractor's expense
5. The contractor shall not remove, shift or alter any existing traffic information signs fixed on the structures, unless otherwise approved by the RTA engineer in advance

6. All sign installation and maintenance shall require that a Traffic Control Plan be developed by the contractor and approved by the RTA and/or DM prior to any work being done on a sign if a lane closure is required. All terms of the approved plan shall be complied with. Where a lane closure is not required but sign personnel must work adjacent to the pavement section where a barrier wall is not present, a temporary traffic warning sign shall be located prior to the sign location and a traffic control person shall warn motorists of this work activity
7. Obtain a certificate through e-government site of RTA in coordination with the relevant authorities (Traffic Department, Department of Roads and Structures, Maintenance Facilities) before starting the installation of income generating OA signs on the property

Structural

1. The contractor shall not stack the material on or around the premises of the structures. All materials should be stored in designated pre-approved areas
2. The contractor has to ensure that fixtures do not conceal any traffic information signs already fixed onto the structure. Visibility of the existing signs also shall not be impaired
3. Large format signs located to the side of the pavement section shall be provided with a permanent access roadway, if needed for maintenance access. Where installation, maintenance and replacement of advertising require access at the sign along the bottom edge of the sign area, a permanent walkway located at the base of the sign shall be installed. Fall prevention attachments on the sign shall be included on all large format sign structures
4. Follow all safety instructions to preserve the lives of the public and property on the road without causing any inconvenience to road users or cause damage to public property
5. Advertising boards should be placed in accordance with the guidelines as prescribed in Sections 1 - Assessment process, 2 - Assessment criteria and 3 - Design specific elements of this Manual

Safety

1. The contractor will ensure any scaffolding used is erected by experienced and capable individuals, in strict compliance with the relevant statutory provisions, codes of practice, health and safety guidance notes and manufacturers' erection instructions
2. Shoring shall be of adequate strength and suitable to support the sides of the excavation to prevent collapse
3. All prime movers, transmission machinery and dangerous parts of any machinery shall be properly guarded. The work equipment regulations shall be strictly followed
4. Secure storage, transport and use of fuel and compressed gas cylinders will be achieved by strictly complying with manufacturers' recommendations
5. Vehicles owned by contractors, or their employees must be parked only in areas defined as permitted by employer or in offsite paid parking areas
6. Only equipment which complies fully with the applicable regulations will be permitted

7. All light fixtures/wiring etc. shall be weatherproof/ splashproof type to withstand wet conditions
8. All DB enclosures and components to be IP 55. DBS/ feeder pillar installed shall be located in a safe place and properly supported and protected
9. The location of underground electrical cables, water pipes, drains etc. shall be determined prior to any excavation work carried out by a contractor. The use of cables and pipeline detection or other suitable equipment should be used where necessary to determine location
10. The contractor will ensure that they have assessed work activities involving the use of electricity so that all foreseeable risk can be identified, and adequate precautions are taken to minimize the risk to the workers
11. The site shall be cleaned properly after the end of each day's work
12. A rubber sleeve should be installed in places where brackets are used to avoid marking the supporting public infrastructure
13. Advertising signs should not be placed in such a way that they obscure sight distance, especially at the entrances and exits to roads and intersections
14. Advertising signs should not use the same electrical connection to illuminate the boards from a power connection feed of a traffic sign
15. Silicon sheathed heat resistant cable, capable of handling until 105 Celsius should be used in order to prevent overheating/ fire

Operational Guidelines

1. **Barricades:** Whenever possible work should be conducted behind a permanent substantial barricade. When a barricade is not available, traffic cones and possibly traffic control personnel should be included in the work plan to ensure a safe work site. Where any traffic lane closure is required, a Traffic Control Plan must be prepared by the contractor and approved by the RTA prior to the work being initiated
2. **Safety harnesses:** Full body safety harnesses should be worn anytime the work zone is more than 2m above the ground level. Harnesses are to be secured by a rope or cable designed for that purpose and attached to the structure in an approved manner
3. **Power lines:** Work adjacent to or below power lines present a work hazard. No work should be done within 3m of a live power line. The work area should always be surveyed for the presence of power lines prior to commencement of work
4. **Care of equipment:** Any mechanical equipment utilized for providing access to signage shall be kept in good operational condition. Scheduled maintenance shall always be performed on this equipment. If a piece of equipment is not functioning properly, it must be taken out of service until proper repairs and maintenance is completed
5. **Ladders:** Ladders must be kept in good working order. Any missing rungs shall be replaced prior to use of the ladder. The ladder length should be sufficient to reach the desired height at a 1:4 ladder slope. The base of the ladder must rest on a level, firm surface. The ladder height should be sufficient to allow reaching all required areas without standing

on the top 2 ladder rungs. At all times, a worker should be able to have three body contact points with the ladder. Warning cones shall be placed at the base of the ladder, and the top of the ladder shall be secured to the sign structure before the work on the sign begins

6. **Lifting equipment:** Boom trucks, scissor lifts, self-propelled booms and travel towers are all frequently used to gain access to signs. These are to be operated only by properly trained personnel. Harnesses should be used by personnel in the baskets of boom trucks, self-propelled booms and travel towers. Cones shall be placed at each corner of the equipment
7. **Natural hazards:** Wind, rain and lightning all present potential risks to personnel working on OA signs. Wind can adversely affect balance and steadiness when in an elevated location. Rain can make surfaces slippery. Lightning can strike workers when in, or near, to metal signages. Work shall stop immediately whenever lightning is observed
8. **Working in public areas:** Any work in areas where the public normally may enter during the time the work is being performed must be secured so temporarily the public do not enter this area

4.3.3 Post construction

Monitoring and compliance

1. The advertising operator gives full commitment to the removal of any advertising sign if proved to be in an inappropriate location or does not meet technical specifications at the time of installation
2. Contractor should share details of the manufacturer and the company executing the electrical work of the OA sign and maintain a copy of the comprehensive annual maintenance contract. Date of installation shall be mentioned and shall be notified to the relevant authorities
3. Companies are to remove all advertising signs at their own expense after the end of the contractual period. Failure to do so could entitle the executing agency to charge penalties
4. RTA is entitled to modify the terms of the installation of OA sign on the property at its discretion
5. In the event of any loss or damage to public property or any element of the road, the operator will bear the cost of repairing the damage caused. Additionally, the operator will have to pay 25 percent of repair cost as an administrative and supervisory expense
6. RTA has the right to cut the power supply to the advertising boards in the event of the operator not paying the annual value of the electricity
7. In addition to the above guidelines, executive order no 54/2020 for ROW and Decree no 6/2020 must be complied with at all the times
8. Signs shall be inspected at least weekly, and any damage to the sign material or supports shall be corrected as per the direction by RTA/ DM
9. The advertising company must carry out follow-up and periodic maintenance for the duration of the granted permit

10. All the OOH contractors must adhere to guidelines mentioned in executive order number 54/2020 for ROW and decree number 6/2020

Regulatory penalties

1. Regulatory penalties shall be imposed for provisional violations including but not limited to breach of code sanction, non-compliance to active registration/ non-renewal, displaying ads without a license, etc. as per the applicable current by-laws

General guidelines

1. Contractors are responsible for ensuring, as far as reasonably practical, that any work undertaken will not constitute a hazard or risk to the health and safety to the public, RTA workers, employees or others
2. Contractors will be expected to have made arrangements within their companies for obtaining any professional health and safety advice and assistance necessary to ensure that the work complies with all the relevant statutory provisions and obligations
3. The contractors' staff should wear reflective jackets, as well as safety shoes, while working on sites after sunset and when working on or adjacent to the public Right of Way
4. All waste material arising from the work should be cleared by the contractors on a daily basis to disposal points approved by relevant RTA authorities
5. Care shall be taken to avoid inconvenience to the public, traffic and the environment
6. Contractors should ensure insurance coverage (as per UAE norms; subject to suitable exceptions) to the loss of life of each of the individuals impacted and/or damage caused to the properties by the OA asset(s). The insurance validity should be co-terminus with the contract of the contractor

Enforcement and responsibilities

1. The contractor agrees to remove all advertisement fixtures, banners, electrical components, pins, stickers, and bolts etc. in accordance with RTA standard specifications. Applicable penalties will be applied when the fixtures are not removed as per stipulated time in the permit, unless an extension of time has been granted
2. RTA has the right to complete the removal of the signs through a third party at the contractors' expense if the fixtures are not completely removed within the specified time
3. RTA has the right to appoint a third party to clean or remove materials from the site at the contractor's expense if the site is not cleaned properly after the end of each day's work
4. Non-compliance with the above guidelines may lead to rejection of work or termination of contract and/or penalties

Uninstallation/ De-erection of assets

1. Planning and submission of detailed report on de-erection method should be submitted and approved by the RTA engineer

2. De-erection should be carried out during lean time, preferably during the night (1am to 5am) with planning of traffic movement and use of diversion to prevent damage in case of structural hazards
3. Use of standard machines which are calibrated should be used for de-erection
4. Structural engineers need to inspect structural stability of large assets to ensure prevention of collapse during the de-erection process
5. Structure should not be de-erected from the base, rather, it should be done from top to bottom
6. All electrical and hazardous materials should be removed first and sent for recycling and/or scrapping in accordance with the safe disposal of hazardous material guidelines
7. After de-erecting super structures (Steel/SS) proper identification marks should be laid down for sub-structure below
8. It is recommended to uproot the foundation and refill with soil so that the land can be used for future constructions

Responsibilities of RTA inspection engineers

1. Review structural design and specifications submitted by the contractor and validate compliance to defined specifications
2. Review material specifications and structural analysis conducted by the OOH vendor and recommend modifications, if any
3. Assess type of fixtures used for mounting the asset and identify local failures, if any
4. Review approvals sought by the vendor with respect to structural safety, electrical fittings, lighting, fire hazard, fall protection, installation and maintenance, emergency protocols, etc.
5. Validate compliance to approved design and plan
6. Validate compliance to defined guidelines for uninstallation/ de-erection of assets

4.4 Asset wise technical specifications and guidelines

4.4.1 Unipole/ Hoarding / Megacom

Foundation

1. Geotechnical report of soil, along with bore log/ trial pit details at founding level, detailing the Safe Bearing Capacity (SBC) of soil, shall be submitted and be incorporated into the drawing. Bore log/ trial pit data shall be obtained and/or collected up to a minimum of 10m below the founding level (refer American Society of Testing and Materials (ASTM) geotechnical engineering standards)
2. Minimum grade of the concrete for the foundation should be M30 (cube strength) for mass Cement Concrete (CC),

and Reinforce Cement Concrete (RCC) for severe exposure conditions (refer American Concrete Institute (ACI) CODE-318 / British Standard (BS) 8500-2)

3. In case of a unipole or a megacom, the foundation should be on natural consolidated soil and should be reflected in the design. Strata of clayey soil/ marine clay /coal ash should not be considered in calculating grip length
4. Minimum Factor of Safety (F.O.S) against overturning shall be 2 in case of general load condition and 1.5 in case of wind or seismic load condition (refer American Society of Civil Engineers (ASCE)-7/ BS 5950)
5. Minimum F.O.S. against sliding shall be 1.5 in case of general load condition and 1.25 in case of wind or seismic load condition (refer ASCE-7/ BS 5950)

Structure

1. Applicable wind speed should be taken into consideration while designing the hoarding, as per local code of construction (refer applicable local code for wind load)
2. Large assets should be designed for oblique winds, as they cause more damage than perpendicular winds (refer ASCE/ SEI (7-16) and American Association of State Highway and Transportation Officials (aashto) (2016) /IS 875-2015)
3. Large OA signs in accident prone zones should be designed for impact loads generated due to accidents. They should be designed in such a way that the OA sign(s) is not affected due to such impacts
4. Structural steel to be used shall be weldable with minimum E250 Grade A and conforming to the American Society for Testing and Materials (ASTM) (refer ASTM / BS EN 10083/ BS EN 10025/ BS EN 10028/ BS EN 10083/ BS EN 10088/ BS EN 10277/ BS 4360/ BS 1501 / IS 2062)
5. Details of fixing arrangement of the display board and its supporting structure should be duly checked while designing the asset and should be mentioned in the drawings (refer AISI / BS 5950 / EN 1993-1)
6. Structural analysis shall be performed on globally accepted software (STAAD pro/ eTabs/ SAFE) to ensure compliance of design
7. Minimum thickness of structural member to be used shall be 10mm for main member and 8mm for other members for large asset types (i.e., unipoles and hoardings)

Erection and maintenance

1. Corrosion analysis of the structure should be conducted factoring the environmental exposure to determine specifications of paint. Periodicity of re-painting the structure should be as per the paint manufacturers' warranty (refer ASTM G48)
2. Barriers should be constructed around column from the base to appropriate height for absorbing accidental impacts
3. In case of deep excavation around water, gas pipelines, or electrical cables, suitable provisions should be made to ensure complete public safety

4. New structure of any OA sign shall not be allowed unless the site has been cleared from the point of visibility (Signal/ Level Xing/ Curve)

4.4.2 Mupi

Foundation

1. Block foundation for mupi shall be designed to take care overturning load of 2.5 times of its self-weight (refer ASCE/SEI (7-16) and AASHTO (2016))
2. Minimum grade of concrete shall be M25 (cube strength) (refer ACI CODE-318 / BS 8500-2 / IS-10262)
3. Post installed /cast insitu anchors shall be designed for impact load (for instance: accidental load) or horizontal load of 2.5 times of self-weight (refer ACI CODE-318)
4. Foundation should be beneath the surface, such as road or pedestrian areas, and no part should protrude from the blocks of the foundation

Structure

1. Structure should be rigid enough to sustain wind speed applicable to the area and shall be made up of Mild Steel or Structural Steel with a minimum of 3mm thickness to get the desired strength (refer American Institute of Steel Construction (AISC) / BS5950 / EN 1993-1)

Erection and maintenance

1. While installing a mupi, applicable signboards should be installed to ensure minimum impact on pedestrian movement

4.4.3 Other assets

Lampposts

Structure

1. Lamppost banners should be installed at a height of minimum 7 feet and less than 10 feet from the pavement or base to ensure structural stability

Erection

1. Fixtures on which the banner is mounted must be rigid and should be able to accommodate any change in banner as per requirement (refer AISC / BS5950 / EN 1993-1)

Maintenance

1. Pole on which the banner is installed should be able to withstand horizontal wind load induced from the banner (refer AISC / BS5950 / EN 1993-1)
2. All light fixtures and wiring shall be weatherproof or splashproof to withstand wet conditions

Road and pedestrian bridge

Structure

1. Fixtures on which OA signs are mounted should be rigid enough to withstand the load (refer AISC / BS5950 / EN 1993-1)

Maintenance

1. Structural testing of the bridge should be conducted (particularly the area on which sign is mounted) prior to installing the asset and local failure, if any should be identified, should be rectified (refer AISC / BS5950 / EN 1993-1)

Fixed air balloons

Structure

1. Foundation on which the balloon is mounted should be able to withstand maximum wind load impacting the balloon at desired height (refer ACI-318)
2. Fixed air balloons should be assessed for manufacturer warranty for blasting (refer manufacturer warranty)

Erection

1. Minimum F.O.S should be 3 for uplift due to wind (refer ASCE/SEI (7-16))
2. Minimum F.O.S for cable should be 3 for tension which should be calibrated with manufacturer warranty as well (refer AISC / BS5950 / EN 1993-1)

Maintenance

1. Fixture used to connect cable with foundation should be assessed for desired strength (refer AISC / BS5950 / EN 1993-1)

Rooftops

Structure

1. OA signs mounted on roof tops should be rigidly connected to the base, columns, beam or roof beams in such a way that it translates 1.5 times horizontal seismic and wind load (refer AISC / BS5950 / EN 1993-1)

Maintenance

1. All light fixtures and wiring shall be weatherproof or splashproof to withstand wet conditions



Appendix



Appendix A - Glossary

- 1. 6 sheet ads**
Is an industrial term for advertisements that are 1.2m wide and 1.8m in height.
- 2. Advertise / advertising**
Advertise and advertising have a corresponding meaning.
- 3. Advertisement**
Advertisement means outdoor sign that promotes commercial goods and services, business and building names, events, or public announcement.
- 4. Advertising display area**
Advertising display area means OA sign, poster, or any area of an advertisement and may include any borders of advertising structure, but does not include structural poles, safety devices, platforms or lighting devices associated with advertisements or advertising structures.
- 5. Advertising hoarding**
Advertising hoarding means a screen, fence, wall or other structure in a fixed position to be used, or intended to be used, for the purpose of posting, displaying or exhibiting any advertisement. This could also mean construction fence.
- 6. Advertising sign**
Advertising sign means any advertisement or object, structure or device which is in itself an advertisement, or which is used to display an advertisement, in view of any street or public place.
- 7. Advertising structure**
Advertising structure means any physical structure built to display advertising.
- 8. Aerial**
Aerial sign means any sign attached to a kite, balloon, or similar dirigible device whereby it is suspended in the air over any part of the area.
- 9. Affix**
Affix means to firmly secure, which includes to paint onto and "affixed" shall have a corresponding meaning.
- 10. Animated advertising**
Animated advertising means a process whereby an advertisement's visibility or message is enhanced by means of moving units, flashing lights or similar devices.
- 11. Animation**
Animation means moving units or pictures, flashing lights, and other non-stationary devices which are used to gain added attention and awareness.
- 12. Approval**
Approval means written approval by the RTA or DM, and "Approved" has a corresponding meaning.
- 13. Arcade**
Arcade means a covered pedestrian thoroughfare not vested in the RTA, whether or not located at ground level passing wholly or partly through a building and to which the public normally has regular and unrestricted access.
- 14. Areas of control**
Areas of control means those areas restricted by RTA regulations.
- 15. Awning**
Awning means a structure which is usually projected from a shop or building covering the footpath, and usually has a minimum vertical clearance of 2.4m above the footpath and setback a minimum 0.6m from the carriageway.
- 16. Backlight units**
Backlight units (backlit) means advertising structures which house illumination in a box to throw light through translucent advertising printed on plastic or heavy-duty paper for a higher visibility effect and extended night viewing.
- 17. Black spot**
Black spots are areas where 24 or more accidents have been identified in the past 2 years.
- 18. Building name sign**
Building name sign means a sign that identifies or names a building, and that may include the name of the building or one business, the street number of a building, a logo or other symbol that identifies the business, but that does not include general advertising of products, goods or services or telephone number.
- 19. Building wrap**
Building wraps are structures/ fixtures that cover buildings under construction totally or partially.
Any form of advertisement is not permitted on buildings under construction. The use of the wraps must be restricted only to cover the building structure or showcase the image of the upcoming structure (when fully constructed).
- 20. Business name sign**
Business name sign means a sign that indicates:
 - the name of the business owner, and/or the business carried on at the premises or place at which the sign is displayed, and
 - that may include the address of the premises or place and a logo or other symbol that identifies the business excluding any phone number, and
 - it must be only displayed on premises or shop that is directly accessed from the street or ROW.
- 21. Carriageway**
Carriageway means the paved part of the ROW. It includes the travel way and shoulders and dedicated for vehicles movement.
- 22. Commercial advertising**
Commercial advertising means any words, letters, logos, figures, symbols, pictures relating to the name of a business, a trade, a partnership or an individual or any information, recommendation or exhortation in respect of any particular goods manufactured or sold or any particular services rendered or offered.
- 23. Composite sign**
Composite sign means a single freestanding structure which consists of more than one sign.
- 24. Construction fence sign or construction hoarding sign**
Construction fence sign or construction hoarding sign means a sign on a construction site hoarding, scaffolding, or scaffold mesh screen.

-
- 25. Copy**
Copy (Artwork) means the complete advertising message to be displayed.
- 26. Custom-made sign**
Custom-made sign means a sign, the design or construction of which is, in some way unique.
- 27. Cut-outs / Embellishments / Add-ons**
Cut-outs / embellishments / add-ons means letters, packages, figures or mechanical devices attached to the face of an outdoor sign which extend beyond the rectangular area for greater attention value. (Can provide a three-dimensional effect).
- 28. DDA**
Dubai Development Authority.
- 29. Depth of a sign**
Depth of a sign means the vertical distance between the uppermost and lowest edges of the sign.
- 30. DEWA**
Dubai Electricity and Water Authority.
- 31. Digital display**
Digital display means a digital or analogue sign which can display permanent images, changing images or animations by means of electronic technologies such as LCD, LED and/or plasma screens.
- 32. Directional sign**
Directional sign means a sign limited to directional messages, principally for pedestrian or vehicular traffic, but not used for advertising.
- 33. Display / Displayed / Displaying**
Display includes erect, project, affix, place, exhibit or show, and displayed and displaying have a corresponding meaning.
- 34. Display period**
Display period means the exposure time during which the individual advertising message is on display.
- 35. DM**
DM means Dubai Municipality.
- 36. Electronic sign**
Electronic sign means a sign, the display of which is controlled or manipulated electronically, and includes projected or displayed slides, videos, laser images or animated graphics.
- 37. Environmental assessment**
Environmental assessment means an environmental impact assessment carried out by an appropriately qualified independent person.
- 38. First party advertising**
First party advertising means the advertising of anything which is produced, procured, sold, delivered, performed or provided from the premises on which, or within 5m of which, the advertisement is displayed; and first party sign has a corresponding meaning.
- 39. Flag sign**
Flag sign means a sign made of cloth or similar material displayed in such a manner as to be illegible in windless conditions but does not include national or municipal flags.
- 40. Flashing lights**
Flashing lights means a rapidly turning on and off lights to create an image or enhance an advertisement.
- 41. Flashing sign**
Flashing sign means a symbol figure message or illustration intermittently appears and/or disappears and or illuminated with varying colour and or intensity.
- 42. Flat sign**
Flat sign means a sign which is affixed to, or painted directly onto, a building or item of street furniture and which does not project more than 250 mm in front of the surface of such wall of such building.
- 43. Freestanding sign**
Freestanding sign means a sign which is not attached to a building or structure.
- 44. Freestanding signage**
Freestanding signage means an advertisement sign that is displayed on a structure that is detached from any building and mounted on the ground or on one or more poles or supports.
- 45. GIS (Geographic Information System)**
It is a system designed to collect, analyse, manipulate, manage and display all types of geographic information.
- 46. Graphic**
Graphic includes, but is not limited to, any component of an advertisement which contributes to the visual appearance of that advertisement, including its background.
- 47. Height of a sign**
Height of a sign shall be calculated by measuring the vertical distance between the uppermost and lowest parts of the sign structure.
- 48. Hoarding advertisement**
Hoarding advertisement means advertisement used in association with temporarily screening a construction site or vacant site.
- 49. Illuminated**
Illuminated means the installation of electrical equipment on an outdoor structure for illumination of the copy message at night.
- 50. Illuminated sign**
Illuminated sign means an illuminated sign refers to any sign illuminated by an artificial source. Illuminated signs include variable message signs, video and/or animated signs and any conventional OA sign illuminated by fluorescent and/or incandescent bulbs including illuminated tubes arranged as an advertisement.
- 51. Inflatable sign**
Inflatable sign means any sign which is displayed, displayed or maintained by means of air or gas.
- 52. Internally illuminated sign**
Internally illuminated sign means a sign which has an

artificial light source which is fully or partially enclosed within the structure of the sign and in which the light source is either directly visible (for example in neon and electric signs) or indirectly visible through an opaque or transparent advertisement area (for example in backlit signs).

53. Mechanically operated

Mechanically operated means sign a sign that can move or change its message mechanically.

54. Megacom sign

Megacom sign means a unipole sign 6m wide x 4m high or 4m wide x 3m high only.

55. Movable sign

Movable sign means a sign which is capable of being moved easily and includes a transit sign.

56. Mupi sign

Mupi sign means freestanding portrait unit, typical size 2.4m high x 1.5m wide. This is an acronym from the French definition - "mobiliers urbains pour l'information."

57. NOC

NOC means Non-Objection Certificate.

58. Overall, height

Overall, height, in relation to a sign, means the measured vertical distance between the uppermost edge of the sign and the finished level of the ground, immediately below the centre point of the sign.

59. Pedestrian areas:

Pedestrian areas are zones which are restricted to people only. No vehicular movement is permissible in this area.

60. Perimeter of an intersection

Perimeter of an intersection means the perimeter of an area prolongation of the road reserve lines of two or more public roads that join one another at any angle whether or not one public road crosses the other.

61. Poster

Poster means an advertisement area on soft surface (such as paper, plastic, cloth, etc).

62. Prohibited area

Prohibited area means an area or route designated as such by the RTA. This may consist of man-made or natural features and creating a strong sense of arrival or departure and which is consistent with the Emirates planning and/or development framework plans or policy.

63. Projected sign

Projected sign means a sign which is displayed by means of a laser projector, video projector, or other similar apparatus.

64. Projecting sign

Projecting sign means a sign which is affixed to any physical infrastructure, that extends more than 250mm beyond the vertical or horizontal edges of that infrastructure.

65. Public road

Public road means any road under the authority of the RTA.

66. Roadway

Roadway means that portion of a road, street or thoroughfare improved, constructed or intended for vehicular traffic.

67. Rooftop

Rooftop sign means any sign erected or placed on or above any roof, parapet wall or the eaves of a building, but does not include a sign painted on a roof of a building.

68. Rotating sign

Rotating sign means a sign, which rotates about any axis.

69. ROW

ROW (Right of way) means land that is reserved for public road corridor including the road carriageway, footpath, and any associated landscaped or open land within the corridor. All ROWs of public roads are managed by the RTA.

70. RTA

RTA is an acronym for the Road Transport Authority, for Dubai.

71. Service station facility sign

Service station facility sign means a freestanding sign displayed at petrol filling stations.

72. Sign

Sign means a display containing text, logos, figures, representations, etc. It can be on poster, or painted OA sign or freestanding letters, etc; and displayed on building, structure, or vessel.

73. Signage

Signage means outdoor advertisement signs to which this policy applies including any related structure and associated necessary mechanical and electrical equipment. It is usually displayed on the exterior of the premises, or placed within the site of the premises, or within right of way of public and private roads; or on vessels; but does not include traffic signage or roads names.

74. Signalized traffic intersection

Signalized traffic intersection means an intersection controlled by traffic signals.

75. Spectacular

Spectacular (an industry term) means a giant, modern, illuminated advertising OA sign.

76. Street furniture

Street furniture means public facilities and structures which are not intended primarily for advertising and includes but is not limited to seating benches, planters, bins, pole mounted bins, bus shelters, poster pillars, drinking fountains, traffic signal controllers, and electricity boxes, but excludes road traffic signs, traffic signals, streetlights or any other road-related structures.

77. Temporary sign

Temporary sign means a sign which is displayed, or proposed to be displayed, for shorter duration periods, and is not intended to remain permanently. These signs are often associated with development areas and construction sites.

78. Third party advertising / Third party sign

Third party advertising means the advertising of anything which is not produced, procured, sold, delivered, performed or provided from the premises on which, or within 5m of which, the advertisement is displayed, and third-party sign has a corresponding meaning.

79. Total advertisement area

Total advertisement area means the portion or area of a sign which is directly utilized in the display of an advertisement, as opposed to the structural support.

80. Traffic assessment

Traffic assessment means a study investigating the impact that a sign may or will have on vehicle/pedestrian/cyclist safety and traffic operations.

81. Transit sign

Transit sign means a sign mounted, drawn by or affixed onto a motor vehicle, boat, vessel, trailer or container, which is primarily used for advertising rather than conveyance.

82. Tri-vision

Tri-vision means a display embellishment, which, through use of a triangular louver construction, permits the display of three different copy messages in a predetermined sequence.

83. Vertical clearance

Vertical clearance means the height measured between the lower edge of advertisement display and the footpath or carriageway level as the case may be.

84. Vessel

Vessel means motorized or non-motorized vehicle, boat and any water transport vessel, aircraft, or balloon.

85. Zone

Zone means a land use zone as set out in the relevant City of Dubai zoning schemes or regulations as amended from time to time and applicable to any property on which a Sign is displayed or intended to be displayed and "zoned" and "zoning" have a corresponding meaning.

Appendix B: Exception approval guidelines

Exception approval process:



Exception approval process:

Organization details:

1. Organization name: _____
2. Organization address: _____
3. Organization Email ID: _____
4. Organization Phone number: _____
5. Organization registration date: _____

Applicant details:

1. Applicant name: _____
2. Applicant role/ position in the organization: _____
3. Applicant Email ID: _____
4. Applicant Phone number: _____
5. Applicant work experience in the organization (in years): _____

Details of the proposed asset:

1. Mention the type of asset: _____
2. Elaborate in a maximum of 1000 words, the deviations required from the standard guidelines and for what purpose (example:)

Illustrative: (I require a total height of 3m for a mupi on Sheikh Zayed Road with latitude: _____ and longitude: _____ for the purpose of customized advertisement for a football match)

Enter text here

3. Mention the location of the asset
 - i. Longitude: _____
 - ii. Latitude: _____
4. Mention the deviations in the dimensions of the asset (if there is no deviation then leave the revised section blank):
 - i. Height (existing): _____
 - ii. Height (revised): _____
 - iii. Width (existing): _____
 - iv. Width (revised): _____
 - v. Projection (existing) (if applicable): _____
 - vi. Projection (revised) (if applicable): _____
 - vii. Attach a copy of the final outcome of the asset (artwork/ blueprint): _____
5. Confirm that you have procured the following permits prior to submission to RTA/ DM:
 - i. Traffic permit
 - ii. DEWA (Dubai Electricity and Water Authority) permit
 - iii. Utility department permit
 - iv. Building licensing department permit
 - v. DDA (Dubai Development Authority) permit
 - vi. Construction and activities control permit
6. Acknowledge that you will be held responsible for maintaining traffic and pedestrian safety around the proposed asset (Refer section 2.3)
7. Acknowledge that you will be held responsible for maintaining structural safety around the proposed asset (Refer section 4.2 and 4.3)
8. Confirm that you are aware that RTA/ DM/ DET have the authority to remove the asset at any point in time, if at all found non-compliant to permissions provided on the above application
9. Confirm that you understand that RTA/ DM/ DET may ask for additional documents or seek clarifications on the proposed concept

I confirm that I have read the guidelines and requirements in the application and will not deviate from it:

Date of application: _____

Place: _____

Signature of the applicant: _____

