



No. 1(2)/82-DUAC

October 07, 2025

MEMORANDUM

**Sub: Requirement of approval for the installation of hoardings and signage-
Regd.**

The above matter was considered by the Commission at its 1834th meeting held on September 25, 2025 in which the Commission observed as follows:-

- a) Hoardings and signage, though essential to the urban landscape, are often overlooked during the design process and seen as secondary additions. This lack of foresight often results in visual clutter, which reduces the aesthetic appeal of buildings, complexes, and public spaces. These elements are typically placed in prominent locations, such as shopping centres, along roads and highways, and on commercial building facades, which act as urban landmarks and significantly shape the city's overall visual and environmental character.

- b) It has been noted that signage and hoardings have been put up across the city without the approval of the Commission.

Clause 11.2.(f) of the DUAC Act states-

"..Subject to the provisions of sub-section (1), it shall be the duty of the Commission to scrutinise, approve, reject or modify proposals in respect of the following matters, namely:

(f) under-passes, over-passes and regulations of street furniture and hoardings;.."

- c) The Commission strongly recommends that local authorities consider signage and hoarding proposals carefully and submit them to DUAC for review. It is also decided that, in all projects reviewed by DUAC, where signage and hoardings are important, they should be thoughtfully incorporated into the overall design instead of being treated as afterthoughts or add-ons.

भवदीया,

(रुबी कौशल)

Ruby Kaushal

सचिव/Secretary

