

OMDs following shall be followed while finalizing longitudinal placement of any device, the distance for placement of OMD shall be measured from main carriageway or the edge of the junction, intersection, roundabouts etc.

(4) Lateral and Longitudinal – Site Selection Criteria

(i) Lateral Criteria

- (a). The lateral distance criteria are applicable to all type of OMDs, except OMDs defined under Typology “A” in Annexure-5.
- (b). In case of National Highways and State Highways the lateral distance shall be **ten metres** measured from the edge of the ROW as defined in item (xxxiv) of clause (1) of bye-law 2; and in no case OMDs, shall be permitted within ROW of the National Highway.
- (c). In case of scheduled roads declared by the State Government under the Punjab Scheduled Roads and Controlled Areas Restriction of Unregulated Development Act, 1963, the lateral distance shall be measured from the edge of the ROW as defined in item (xxxiv) of clause (1) of bye-law 2. The permissible lateral distance shall be either 1/3rd of the width of the ROW of the road as measured above or minimum ten meters, whichever is greater.
- (d). In case of sector roads, municipal roads and roads other than scheduled roads, the lateral distance shall be measured from the edge of the ROW as defined in item (xxxiv) of clause (1) of bye-law 2. The distance shall be 1/3rd of the ROW or ten meters, whichever is lesser.
- (e). The lateral distance criteria shall not apply to OMDs on public toilets, Bus stops, toll plaza structures located near toll plaza, subject to approval of the Municipal Corporation in accordance with these bye-laws.
- (f). In no case, the OMD shall be allowed to install within the ROW.
- (g). In case the ROW of municipal road is less than twenty meters, OMD shall be installed at edge of ROW parallel to carriageway and its size is restricted to 4.6 x 3.05 meters”.

(ii) Longitudinal Criteria

Site Selection Criteria for Longitudinal Placement of OMDs			
	Minimum Longitudinal Straight Clear Distance between two OMDs along the road for notified speed upto 50 Km/ hr	Speed Factor (In case notified speed of road is higher than 50Km/ hr)	Minimum Longitudinal Straight Clear Distance between two OMDs along the road (In case notified speed is higher than 50Km/ hr)
	1	2	3
	100 meters	i. 60 Km/ hr = 1.2 ii. 80 Km/ hr = 1.5 iii. 100 Km/ hr = 2.0	i. 100 X 1.2 = 120 meters ii. 100 X 1.5= 150 meters iii. 150 x 1.8 = 200 meters

The above distance has been calculated considering, distance covered by vehicle at given speed within three seconds distraction time (distraction caused by advertisement), one second reaction time to apply brakes, braking distance of vehicle at given speed and additional safety factor.

Note: The longitudinal distance criteria shall be applicable to OMDs along any road or OMDs on public land, except OMDs defined in Typology “A” in Annexure-5.

- (iii) OMDs are not permitted within **seventy five** meters of any road junction, traffic intersection or another road crossing in the direction of traffic entering the crossing. OMDs shall not be permitted within **fifty** meters of any road junction, traffic intersection or another road crossing in the direction of traffic exiting the crossing .The distance shall be measured from the edge of traffic inter-section not road junction or road crossing.
- (iv) OMDs shall not block any traffic signage or traffic signal or any other structure erected for the regulation of traffic.
- (v) OMDs are not permitted on a roundabout of diameter less than hundred meters measured from the outer width of the round-about (including the carriageway).
- (vi) OMDs on roundabout of diameter hundred meters and above measured from the outer width of the round-about (including the carriageway) are permitted at clear distance of **ten metres** from the edge of carriageway.
- (vii) Where lateral placement requirements and driver distraction requirements are provided for by a particular restriction distance, the greater value shall be used.
- (viii) When two (2) OMDs, located together, are different in their general form, the driver distraction potential shall be determined considering both devices, simultaneously.
- (ix) The permissible distance between the edges of any Unipole OMD or Wall wrap OMD to any other Unipole OMD or Wallwrap OMD on private property shall be at least fifty metres of frontal façade.  
**Note:** one OMD is permitted to install on each premises even if it frontal façade is less than fifty metres, but in case of more than one OMDs are to be installed at single premise, then for every additional OMD frontal façade of at least fifty metres is required. The distance between each OMD within same premises shall be fifty metres.
- (x) If an OMD is visible from more than one road or type of road (such as a motorway or motorway standard road and a ramp or other road) the restrictions shall be applied to each road or type of road the OMD is visible.

(5) Physical characteristics of OMDs

- (i) The application of control on physical characteristics is intended to minimize the level of driver distraction. Control of the physical characteristics of Outdoor Advertising Devices shall relate to the:
  - (a). Size and shape