

No. 331.

THE DISPLAY OF ADVERTISEMENTS (CONTROL) LAW, 1957.

REGULATIONS MADE UNDER SECTION 8.

In exercise of the powers vested in him by section 8 of the Display of Advertisements (Control) Law, 1957, the Governor, with the advice of the Executive Council, has been pleased to make the following regulations :—

1. These Regulations may be cited as the Display of Advertisements (Control) Regulations, 1958.

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2. In these Regulations, unless the context otherwise requires, " Law " means the Display of Advertisements (Control) Law, 1957.

3. These Regulations shall not apply to any hoarding erected or advertisement displayed within the area of any Municipal Corporation or any Improvement Area or any advertisement exempted from control under the provisions of the Law.

4.—(1) Subject to the provisions of section 6 of the Law, any person who desires to display upon his own land or upon any land in his occupation or use or upon any land where he is working, elsewhere than within the area of any Municipal Corporation or any Improvement Area, whether upon a hoarding or otherwise, advertisements (hereinafter in this regulation referred to as " point of sale advertisements ") directly relating to any business, profession, trade or work carried on, in or upon such land, shall first apply to the Commissioner for approval by him of the form (including siting) and the size of such advertisement. Every such application, which shall be in the Form " A " in the Schedule hereto, shall be submitted in duplicate together with two copies each of such maps and plans as are necessary to describe the dimensions, form and siting of the point of sale advertisement.

(2) The Commissioner's approval or refusal under this Regulation shall be recorded or endorsed on the application, one copy of which shall be given to the applicant, and, where the application is refused or granted subject to any condition, the Commissioner shall set out the grounds for such refusal or for imposing such condition.

5. Any person who acts in contravention of, or fails to comply with, any of these Regulations shall be guilty of an offence and shall be liable upon conviction to a fine not exceeding twenty-five pounds and to a further fine not exceeding five pounds for every day during which such breach is continued after the conviction of the offender and in the event of any person persistently committing a breach of any of these Regulations the Court may at the request of the Commissioner authorize the forfeiture and confiscation of the offending advertisement or hoarding.

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pp. 231-233.

6. Any hoarding erected or notice or advertisement exhibited, elsewhere than within the area of any Municipal Corporation or any Improvement Area, under the Placards and Advertisements Regulations, in respect of which there exists a valid and subsisting permit granted thereunder shall, during the validity of such permit, be deemed to be a hoarding erected or notice or advertisement exhibited under the provisions of these Regulations but so that :—

(a) any permit granted for the erection of any such hoarding or the exhibition of any such notice or advertisement under Regulation 3 of the said Placards and Advertisements Regulations shall not be renewed upon expiration of the period for which it was granted ; and

(b) any renewal of any permit granted for the exhibition of any notice or advertisement under Regulation 4 of the said Placards and Advertisements Regulations shall be governed by these Regulations.