

TITLE 9: (HOARDING, BILLBOARDS OR SIGN-BOARDS AND ADVERTISING)

(1) Permit:

(1.1) A person shall not erect, site or hang a billboard or sign-board, banner or paint a building or any open space for purposes of advertising within the area of authority of the Assembly unless the person first obtains a permit from the B.D.A for that purpose.

(1.2) A prospective applicant must first present an application to the Assembly by giving at least five working days' notice spelling out the kind of Billboard, Banner, Signboard or the advert to be placed out. The application shall contain a sketch showing the sizes, heights and structural character of the advert.

(1.3) The Assembly shall vet the application by considering among others the location, size, the type of business to be carried out and its propriety before issuing a permit for the advert after the payment of the appropriate fees fixed by a resolution of the Assembly.

(1.4) A permit issued under this By-law shall expire on the 31st day of December of the year in which it was granted, but in the case of a banner or a sign-board for an occasion the permit shall expire after the period specified.

(1.5) The Assembly shall grant permit upon favorable inspection report and the payment of the fees fixed by the Assembly.

(1.6) The permittee shall display the identification number allotted by the Assembly, failure of which the Assembly will notify the owner to display the number within three days. If this is not done, the advert shall be removed without any further notice to the owner.

(2) Dilapidated billboards and sign-boards

(2.1) Bill-boards, sign-boards or any advert that have become dilapidated or expired with time shall either be replaced or removed by the owners thereof.

(2.2) Where the owners of dilapidated or expired billboards, sign-boards or advert take no step to either replace or remove same, the Assembly may on its own order its removal and surcharge the owner with the cost of expenses incurred for the removal.

(3) Designated Locations

(3.1) The Assembly reserves the right to determine the specific location or area suitable for the erection of sign- Boards.

(3.2) To avoid a cluster of directional sign-boards in an area, the Assembly may make provision for one general directional sign-board to accommodate the lot.

(3.3) In such a situation; the B.D.A shall approve a recognized individual or company with the requisite know-how after a public invitation to express interest to undertake the provision of the general reflector sign-board based upon a dimension approved by the Assembly.

(3.4) A prospective advertiser shall not choose a site for the erection of a bill or sign-board unless it has been inspected and approved by the District Works Department of the Assembly.

(3.5) The Assembly shall at a fee to be determined by the Assembly provide spaces' within the District for posters.

(3.6) A poster pasted at an unauthorized location shall be an offence.

(4) Offences and Penalty

Any person who contravenes any provision of this By-law commits an offence and shall on conviction by court be liable to a fine of between *100-250 penalty units* payable to Bosomtwe District Assembly or to a term of imprisonment between six and nine months or to both .

(5) Prohibition

An advert shall not be erected on any electricity pole. An advert placed there shall be removed and the owner surcharged with the cost of removing the advert.

(6) Enforcement and Monitoring

(6.1) This department of Physical Planning and District Works Department and the other designated persons shall ensure the compliance and enforcement of the provisions of this By-law.

(6.2) For purposes of this By-law, the enforcement team has power to remove any signboard or billboard wrongly located.

(7) Interpretation

Within the meaning of this By-law "a billboard, sign-board" or "an advert" includes a banner or placard made from cloth, wood or metal for occasions like funeral, procession, religious or secular activity or a house or store or an open space painted for promoting a product/service and includes a poster; A "Billboard or Sign- board" is dilapidated if the message contained thereon has expired or has become obliterated or it has fallen into a state of disrepair with parts falling into pieces.
