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Ref. No. MCHI/PRES/18-19/063

November 17, 2018

To,
Shri A. L. Jarhad (I.A.S.)
Additional Municipal Commissioner
Municipal Corporation of Greater Mumbai
Mumbai - 400 001.



Sub: Suggestion to incorporate permissions for display of Hoardings / Site Dressage / Neon Sign/ signages etc. at the proposed construction building / Lay Out by the Owners / Developers in the EODB.

Respected sir,

CREDAI-MCHI expresses its heartfelt gratitude to you and your entire team that has relentlessly and tirelessly worked towards the substantial improvement in the country's EoDB ranking. It is by far the greatest feat that in World Bank's "Ease of Doing Business" ranking, India has jumped 23 places to the 77th position, from an overall ranking of 142 in 2014.

We are greatly thankful to MCGM for issuing circular under reference no. CHE /32180/ DP/GEN of 18.04.2015 for the "Ease of Doing Business." as per the World Bank report in 2014, based on the various consultative meetings, to simplify the process in the building construction permit.

While most of the processes have got simplified, one area needs your attention - permission for hoardings. It is pertinent to mention here that, today under the provisions of MahaRERA, Developers have to inform the flat purchasers of all the amenities that are promised as part of the project along with the date of completion of project and possession, to both the existing members and new flat purchasers. As is the state of the market today, the real estate industry is going through the worst of times with over 2.5 lakh residential units lying unsold in MMR. With the advent of MahaRERA, the consumers have become more knowledgeable and enquire about the permissions, the possession date, the area of flats, type of flats and kind of amenities that a developer is providing before making a purchase decision. It is in this context, when MahaRERA imposes huge penalties on developers for any delay in possession from the stated date, you need to be apprised that obtaining permissions for displaying Hoardings / Site Dressage/ Neon Sign / Signage etc. at the proposed construction site / Layout is a very lengthy and time-consuming process.

In today's context, displaying the Hoarding / Site Dressage / Neon Sign / Signage etc. at the proposed construction site / Layout has gained more relevance and importance, as it is now an integral part of compliance of RERA Act. It is always found that when the Owner / Developer has fixed the Hoardings / Site Dressage / Neon Sign / signages etc. at the proposed construction building / Lay Out, the Local Appropriate Authorities & Local Politicians are troubling the Owner / Developers.

In the said permissions, Developer / Owner shall be allowed to advertise current project details, elevation, size of flats, amenities which he is likely to provide to his customer, approvals received from various Authorities, work start and completion date of the project, name and address of the various consultants and any other details about the proposed construction site, except advertise any other projects or products or other development site. As RERA requires full disclosures from the developer, it is the need of the project, to have a display of all pertinent information with respect to the ongoing development on the site.

Today while granting IOD, the office of Building proposal Dept. has put up a condition that the necessary deposit for hoarding or the flex of required size for the Advertisement of proposal needs to be made.

The Building Proposal Department should be issuing permissions at once for the proposed construction building / Lay Out to the Owners / Developers by recovering a onetime payment from the current year to the next three years, and the permission granted should be applicable in the following stages of construction :

1. At the stage of construction of façade of building, Compound wall / Barricades Ground to podium level;
2. At the time of structure stand up, up to the terrace after completion;
3. After completion of the project - Building proposal Department should allow the owner Developer to fix Hoardings / Neon Sign / sign ages at the terrace level / Over head Water tank for the purpose of advertisement of the proposed constructed site as per the convenient place available at the owner developer's own responsibility and by taking care of light and ventilation for the proposed building/ neighborhood building.

Recently, the Licensed Department had published the draft Advertising Policy Guideline on MCGM portal to invite suggestion / objections of citizens / stakeholders /Government Authorities to the general public. Accordingly, we have given our suggestions / objections on it.

In this regards, we sincerely request that our following suggestions are considered before the finalization of the draft policy :

1. That the Licensed Dept. to forward the schedule of current year rates for the display of Hoardings / Site Dressage/ Neon Sign/ sign ages /any marketing material etc. to the office of Building Proposal and Building proposal Dept shall issue such permissions at the time of issue of IOD/ CC under the EODB, by recovering onetime fees from the Owner/ Developer for the next three Years.
2. That the owner / Developer shall be allowed only for the advertisement of proposed construction site / Lay Out. He may not be allowed to advertise about any other products or Owner's any other construction site.
3. That the Licensed shall allow Department Owner / Developer to display Hoardings / Site Dressage / Neon Sign / signage / any marketing material etc. on the Compound wall / Barricades / Podium / Over head Water tank / Building façade / wall etc. immediately after issue of I.O.D. from the B.P. Dept. for the next three years or the O.C. / B.C.C. granted by the Building Proposal whichever is more by recovering one-time fees for the next three years.
4. That the owner / Developer shall be allowed such permissions in following construction stages after recovering one time fees for next three years :
 - a. At the stage of construction of façade of building, Compound wall / Barricades Ground to podium level
 - b. At the time of structure stand up, up to the terrace after completion
 - c. After completion of the project - Building proposal Department should allow the owner Developer to fix Hoardings / Neon Sign / sign ages at

the terrace level / Overhead Water tank for the purpose of advertisement of the proposed constructed site as per the convenient place available at the owner developer's own responsibility and by taking care of light and ventilation for the proposed building/ neighborhood building.

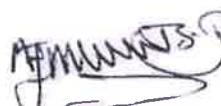
5. Kindly allow owner/ Developer, to solely decide the Size, Shape, location and Numbers of display of Hoardings / Site Dressage / Neon Sign / signages etc. as per their requirements, at their own responsibility, without disturbing adjoining property.
6. Sir, In this regards, it is our humble request to you to call for a Joint meeting for discussion and finalization of Draft Advertisement Policy under your chairmanship along with the DMC (Special) / DMC to M.C. / All Zonal Assistant Commissioner / Superintendent of License / Chief Engineer (D.P.) and member of CREDAI-MCHI.

We look forward to hearing from you on the way forward.

Thanking you,

Yours sincerely,
For CREDAI-MCHI


Nayan A. Shah
President


Bandish Ajmera
Hon. Secretary


Sanjiv S. Chaudhary MRICS
CREDAI-MCHI Secretariat

Cc to:

(1) Ramesh W. Pawar, Dy. Municipal Commissioner (MC)

(2) Smt. Nidhi Choudhary, Dy. Municipal Commissioner (Special) (Election)

(3) Shri Sharad Bande, Superintendent of License

(4) Shri Rajendra Zope, Chief Engineer (D.P.)



अनुज्ञापन मुख्य कार्यालय बृहन्मुंबई महानगरपालिका दादर उद्यान कोड रोमापत्ती वापर नार्य दावर (परिचम) मुंबई - 400 028	
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