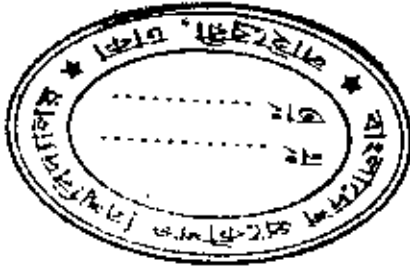


A Study On Urban Signs in Dhaka

by

Md. Rafiqul Islam



A THESIS

SUBMITTED TO THE DEPARTMENT OF URBAN AND REGIONAL
PLANNING IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF URBAN AND REGIONAL PLANNING

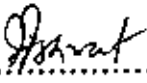


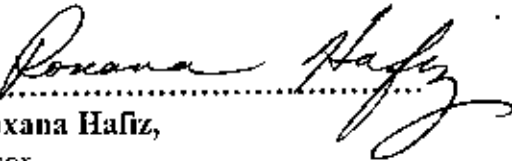
DEPARTMENT OF URBAN AND REGIONAL PLANNING
BANGLADESH UNIVERSITY OF ENGINEERING AND TECHNOLOGY
DHAKA-1000, BANGLADESH

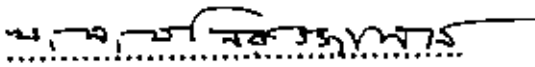
2005

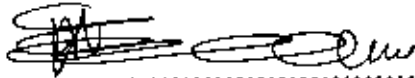
The thesis titled **A Study On Urban Signs in Dhaka** submitted by **Md. Rafiqul Islam**, Roll no. **100015031(F)**, Session: **October, 2000** has been accepted as satisfactory in partial fulfillment of the requirements for the degree of **Master of Urban and Regional Planning (MURP)** on 12th of September, 2005

BOARD OF EXAMINERS

1. 
.....
Ishrat Islam,
Assistant Professor,
Department of Urban and Regional Planning,
BUET, Dhaka-1000,
Bangladesh. **Chairperson**

3. 
.....
Dr. Roxana Hafiz,
Professor,
Department of Urban and Regional Planning,
BUET, Dhaka-1000,
Bangladesh. **Member**

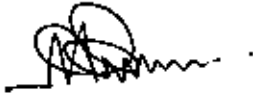
2. 
.....
Dr. K. M. Maniruzzaman,
Professor and Head of the department,
Department of Urban and Regional Planning,
BUET, Dhaka-1000,
Bangladesh. **Member
(Ex-Officio)**

4. 
.....
Md. Khairul Enam,
Professor and Head of the department,
Department of Architecture,
BUET, Dhaka-1000,
Bangladesh. **Member
(External)**

**Department of Urban and Regional Planning
Bangladesh University of Engineering and Technology (BUET)
Dhaka-1000, Bangladesh**

CANDIDATE'S DECLARATION

It is hereby declared that this thesis or any part of it has not been submitted elsewhere for the award of any degree or diploma.



Md. Rafiqul Islam

TABLE OF CONTENTS

<i>Title</i>	<i>Page Number</i>
Table of Contents	vi
List of Tables	viii
List of Figures	ix
List of Plates	x
Abbreviations and acronyms	xi
Acknowledgement	xii
Abstract	xiv

<i>Sl. Number</i>	<i>Title</i>	<i>Page Number</i>
-------------------	--------------	--------------------

Chapter 1: Introduction

1.1	Preamble	1
1.2	Objectives	2
1.3	Rationale of the study	2
1.4	Methodology	3
	1.4.1 Selection of the study area	3
	1.4.2 Data collection	10
	1.4.3 Data analysis	12
1.5	Scope and limitations of the study	12
1.6	Organization of the study	13

Chapter 2: Signs in Urban History

2.1	Signs in urban history	14
2.2	Sign and its types	15
	2.2.1 Definition of a sign	15
	2.2.2 Types of urban sign	16

Chapter 3: Sign of Dhaka City

3.1	Profile of Dhaka City	23
3.2	Historical background of signs in Dhaka City	24
3.3	The existing status of signs in Dhaka City	25
	3.3.1 Existing policies, code, rules and regulations	25
	3.3.2 Existing physical and visual aspects of signs in Dhaka City	29
	3.3.3 Permission procedure of a sign hoarding from Dhaka City Corporation (DCC)	49
	3.3.4 Some salient issues of signs in Dhaka City	51

**Chapter 4: Impacts of Signs on Dhaka from Peoples
Perspective**

4.1	Introduction	56
4.2	Visual impact of signs on Dhaka City and its dwellers from peoples perspective	56
4.2.1	People's perception regarding benefit of signs for themselves	57
4.2.2	Importance of signs for Dhaka City	60
4.2.3	People's preference regarding nature of sign	61
4.2.4	Elements causing negative impact on sign	62
4.2.5	People's perception regarding location of signs	64
4.2.6	Adverse effect of sign on Dhaka City image	66
4.2.7	Means to increase the efficiency of signs (people's view)	67
4.2.8	Tasks to be performed for improvement of signs of Dhaka (according to the participants of the Focus Group Discussions- FGDs)	69
4.2.9	Desired image of Dhaka City in respect of sign	71
4.3	Comparison of contemporary and past signs	71

Chapter 5: Recommendations and conclusion

5.1	Introduction	72
5.2	Summary of Major Findings	72
5.3	Guidelines for a Sign Ordinance for Dhaka City	74
5.3.1	Precaution for the legal viability of the sign ordinance	74
5.3.2	Principal provisions	75
5.4	Recommendations	93
5.5	Conclusion	94

LIST OF TABLES

<i>Table Number</i>	<i>Title</i>	<i>Page Number</i>
Table 1.1	Information on focus group formation	11
Table 3.1	Information on the roads and number of signs at those selective roads	29
Table 3.2	Distribution of signs within study areas (at selective roads only)	31
Table 3.3	Location of signs from footpath and rights of way	33
Table 3.4	State of signs causing blocking of view and over lapping	35
Table 3.5	Signs adjacent with the land/building use	36
Table 3.6	Signs violating vertical clearance criteria of the sign policy.	38
Table 3.8	Color contents of signs in the study areas	39
Table 3.9	Violation of rules and regulations & defilement of policy regarding signs at a glance.	40
Table 3.10	List of issues required to be included in the existing policy and laws.	44

LIST OF FIGURES

<i>Figure Number</i>	<i>Title</i>	<i>Page Number</i>
Figure 1.1	Dhaka City map and location of the study areas	5
Figure 1.2	Map showing surveyed roads at Gulshan and Mohakhali	6
Figure 1.3	Map showing surveyed roads at Mirpur road- Elephant road and university area	7
Figure 1.4	Map showing surveyed roads at old Dhaka	8
Figure 1.5	Map showing surveyed roads at Uttara	9
Figure 2.1	Height of the sign.	15
Figure 2.2	Sign area	16
Figure 2.3	Sign area of three dimensional object	16
Figure 3.1	Maintenance status of sign	34
Figure 3.2	Content relevancy of the signs	37
Figure 3.3	Permission procedure of a sign hoarding at a glimpse	50
Figure 4.1	People's perception regarding the need of sign in Dhaka City	59
Figure 4.2	Peoples porception regarding benefit of sign for themselves	60
Figure 4.3	Importance of signs for Dhaka City itself	61
Figure 4.4	People's preference regarding a sign	62
Figure 4.5	Elements causing negative impact against a sign	64
Figure 4.6	People's perception regarding proper location of signs	65
Figure 4.7	Improper locations of signs	66
Figure 4.8	Adverse effects of signs on Dhaka City	67
Figure 4.9	Means to increase the efficiency of sings (people's view)	69
Figure 4.10	Tasks to be performed for improvement of signs of Dhaka	70

LIST OF PLATES

<i>Plate Number</i>	<i>Title</i>	<i>Page Number</i>
Plate 2.1	Free- standing sign	19
Plate 2.2	Wall sign	20
Plate 3.1	Overlapping of signs at Mohakhali rail crossing (beside flyover)	35
Plate 3.2	Wall signs on the wall of Lalbagh Fort.	36
Plate 4.1	Directional signs of Gulshan and Uttara	58
Plate 4.2	An awareness building sign at Sadar Ghat area.	58
Plate 4.3	Layout plan of New DOHS and Gulshan residential area on informatory signs	59
Plate 4.4	Political wall writing at Dhaka university campus area	63
Plate 4.5	Five signs at the same place for a single bank at Uttara.	65
Plate 4.6	A vehicle is an alternative space for using signs.	68
Plate 4.7	A 'Tri-vision' sign at Gulshan-2	68
Reference		95
Appendices		97

ABBREVIATIONS AND ACRONYMS

Abbreviations

BNBC- Bangladesh National Building Code

BUET- Bangladesh University of Engineering and Technology

DCC – Dhaka City Corporation

DESA- Dhaka Electricity Supply Authority

DESCO- Dhaka Electric Supply Company

DOHS- Defense Officers' Housing Society

FGD- Focus Group Discussion

UNFPA- United Nations Fund for Population Activities

LED-Light Emitting Display

Acronyms

ft - Foot

sq ft- Square foot / feet

e. g. –For Example

tk. – Taka

pm- Past meridian

am- Anti meridian

ACKNOWLEDGEMENT

I feel immense pleasure to acknowledge my deep gratitude and indebtedness to Ms. Ishrat Islam, Assistant Professor, Department of Urban and Regional Planning, BUET under whose careful supervision, constant guidance and inspiration, this thesis work has been completed. I would like to take the privilege of expressing my gratitude and profound regards to Mr. Quazi Md. Fazlul Haque, former student of Department of Urban and Regional Planning, BUET and town planner of Urban Development Directorate (UDD) for encouragement, cooperation and valuable suggestions in different times.

I acknowledge the help and support received from Mr. Jakaria, a former student of BUET and presently a lecturer of Shahjalal University, while I was staying at Shahid Smrity Hall. I also acknowledge the advice and support of Dr. Q M Mahtab –uz-Zaman, Associate Professor, BRAC University for my thesis.

Special thanks are given to Mr. Bivash (BURP, Khulna University), who helped me to conduct the survey along with some technical supports for this thesis.

I am grateful to Mr. Dulal Chandra Roy and Mr. Anisur Rahman Khokon for continuous logistic support and encouragement. I would like to acknowledge and give my warm thanks to Mr. Ramendu Majumdar, renowned theatre personality in Bangladesh and also Chairman and Managing Director, Expressions Limited; Ms. Syeda Rizwana Hasan, Director (Programmes), Bangladesh Environmental Lawyers Association(BELA); Ms. Shahana Hayat, Country Director, Voluntary Services Overseas-Bangladesh for giving me time to interview them and giving other valuable information.

Further, I would like to thank those businessmen who deal in sign business, personnel of revenue division of Dhaka City Corporation and general people of the study areas for extending their valuable help and responding to my queries. The field investigators who worked hard to conduct survey also deserve thanks.

I deeply appreciate the contribution of Ms. Antara Jabber, a student of Dhaka University and Mr. Abirul Jabber, a former student of Khulna University for their cooperation and assistance at different phases of this research work.

My heart felt acknowledgement to Mr. Bishawjit Mallick, Mr. Md. Selim Reza, former students of MURP, BUET for their cooperation and assistance at various steps of the study.

Finally, I would like to express my deep gratitude and indebtedness to my beloved parents and other family members, specially my brother in law Mr. Irckharul Kamal for their continuous inspiration and encouragement regarding the completion of thesis research work. Last but not the least, many thanks to those whom I have not mentioned here.

Md. Rafiqul Islam
September, 2005.

ABSTRACT

Dhaka, with 10.7 million population, possesses 11th position among the 19 mega cities of the world. According to the projection, it will be 4th mega city of the world with 21.1 million population in 2015 (UNFPA Report, 2003). Dhaka City can be called a city of signs. The number of people, commercial activities and physical extent of the city are increasing day by day. Along with these, the number of signs is also increasing. Signs are being used in Bangladesh since 50s-60s of nineteenth century and were being considered as important visual elements. Since the boom in jute trade at Dhaka in 1854 to till today, approach and strategy of advertisement is changing continuously. Not only the number of signs has been increased in this city so far, but also the design, style, color, technology of sign has been tremendously changed. In developed countries, there is a sign ordinance or comprehensive sign policy for each of their big cities like Dhaka to have overall control on sign. At the same time, up to 2005, in Bangladesh, there is no individual sign ordinance or comprehensive sign policy for any of her cities. Even, no research has been conducted to find out a way to control the growth of sign. In January 2003, only a sign policy has been formulated by Dhaka City Corporation, which is related to business signs only.

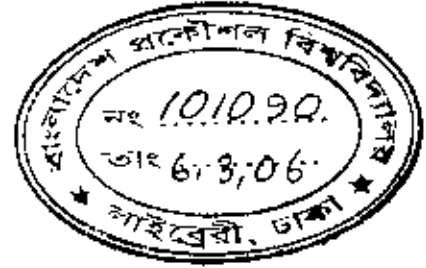
The research was conducted to study urban signs of Dhaka and existing rules and regulations regarding urban sign and to study the visual impact of sign on the city and city people from peoples perspective. This study was also done to provide some guidelines for a comprehensive model sign ordinance. The research was conducted on five typical areas of Dhaka City e.g. Mirpur road- Elephant road, University area; Mohakhali-Tejgaon; Gulshan; Old Dhaka and Uttara. This study found out the existing situation of different issues on signs e.g. taxation, challenges of dealings in/with signs, a snapshot on the physical scenario of signs, sporadic rules – regulations, current practices regarding sign, Dhaka City Corporation policy on signs, violations of the policy, people's perception regarding benefit and adverse effect of signs, perception regarding location of signs, means to increase the efficiency of signs etc. The study reveals that the existing rules and regulations regarding signs are insufficient and sporadic; there is no guidelines in any where of the existing policies and laws of Bangladesh for political sign, banner, festoon, wall writing, content relevancy etc. The study also reveals that 7% of total signs are poorly maintained among the surveyed signs; total 389 signs (13.78%) out of 2821 has violated nominal vertical clearance; Dhaka City Corporation authority keeps only the records of those signs from which they earn revenue; signs are placed in the restricted places violating the existing policy; the participants of the Focus Group Discussions have a number of alternative ideas for increasing efficiency and reducing the number of signs in the city and also for reducing visual blight.

It is evident from this study that general city dwellers as the target beneficiaries of the signs can play an important role for formulating policies / ordinances through proper participation. The general people have some constructive comments and ideas regarding desired images of signs for Dhaka Mega City.

"Residents and visitors alike enjoy well designed signage and preserved communities from sign"

- Deborah Myerson, former president, Scenic America.

Chapter 1



1. Introduction

1.1 Preamble:

Bangladesh, a south Asian country, is one of the most populated countries of the world. The level of urbanization is about 24% in this country (World Fact Book, 2005, internet version). It is predicted that about 40 percent people will be urban in the year of 2020 (UNFPA Report, 2003). Dhaka- the capital city of Bangladesh is a mega city with a population of 10.7 million. Dhaka possesses 11th position among the 19 mega cities and it is the most populated city of the world. According to the projection, it will be 4th mega city of the world with the population 21.1 million in the year of 2015 (UNFPA Report, 2003). Management of such a big city is certainly difficult. As a result, aesthetic components such as signage, city beautification etc gets less priority.

The present study was done on the signage of Dhaka City from various standpoints. Dhaka City can be called a city of signs. The number of people, commercial activities and physical extent of the city are increasing day by day. Along with these, the number of signs is also increasing. Land use in Dhaka is mixed. So, the business sign, industrial sign, educational signs etc are also used in a mixed form.

Signs are now being treated as an important consideration for a city. It is because, in one hand, sign can contribute in city beautification as well as city's economic development; on the other hand, it can create visual clutter and visual pollution. From urban design stand point, the size - design, quality, contents, location, form etc of all business signs must be regulated in order to establish compatibility, lessen negative visual impact and at the same time reduce confusion and competition with necessary public and traffic signs.

This study was conducted to get an overall idea on signs of Dhaka City. Visual impact of urban signs on the city and its dwellers was studied. Existing rules and policies to regulate signs were consulted to identify the extent and type of violation.

The study included people's view focusing their valuable opinions on sign. Upon this study, various government and non-government organizations will be able to formulate their policies and strategies related to signage.

1.2 Objectives:

The research was conducted to fulfill the following objectives:

1. To study Urban Signs of Dhaka and existing rules and regulations regarding urban sign.
2. To study the visual impact of sign on the city and city people from peoples perspective.
3. To formulate a policy recommendation for urban sign.

1.3 Rationale of the study:

Signage plays an important role on the image of a city if they are properly designed, placed and maintained. The reverse phenomenon may also take place. While the importance of signs cannot be neglected, it is also necessary to be concerned with the quality of the physical environment. "Well designed signs contribute to the character of a building's facade while enlivening the streetscape in addition to communication about goods and services of individual business (Long Beach, 1980)."

In USA, in 1913, in reaction to - a vast 'Bull Durham Tobacco Billboard' on Diamond Head and - a pickle sign that disappeared the view of Manoa Valley, citizens in Hawaii declared war on billboards. Later, in the 1960s, the federal government of USA, enacted controls on billboards. In USA, almost all of the large cities of any state have their own individual sign policy/ ordinance.

But, up to 2005, in Bangladesh, there is no individual sign ordinance for any of her cities. Dhaka is one of the mega cities of the world. Many researches have focused on various issues of Dhaka City, but no research was conducted on urban sign. In January, 2003 a sign policy was formulated by Dhaka City Corporation which is related to business signs only. But regulatory policies for other types of signs are not considered. In addition to this, the existing acts and ordinances regarding signs e.g. 'Dhaka Metropolitan City Police Ordinance 1976', 'The Indecent Advertisements Prohibited Act 1963', 'Unexpected Advertisement Control Act 1952' - are sporadic,

insufficient and imprecise. With the expansion of commercial and business activity in the city, the hefty use of signs is rampant. So a comprehensive sign ordinance is needed for this city along with all of the cities of Bangladesh. This study reveals the existing situation of signage of Dhaka City, its visual impacts on the city and city people from peoples perspective. The policy recommendation will provide guidelines to formulate a comprehensive sign ordinance for Dhaka City.

1.4 Methodology:

The study was conducted according to the following methods:

1.4.1 Selection of the study area:

Dhaka City Corporation covers 139 sq. mile (360 sq. km) area. Due to limitation of time, the study was conducted on five typical areas of Dhaka city. These are as follows:

-Mirpur road- Elephant road, University area (from Shahabag - TSC to BUET road - Eden College to Nilkhet Morh - Mirpur Road to Elephant Road to Shahabag): This area was chosen from commercial-political point of view. Mirpur and Elephant Roads, Shahabag areas are developed with a number of commercial enterprises. This area also consists of a number of educational institutes-like Dhaka University, Eden College, BUET, Home Economics College, Dhaka College, Teachers training College etc. Political banners, festoons, political wall writings, encroachment of other's billboards with political manifestation – are very common in this area. Visual blight by signs is also easily found in Nilkhet area, cluttering and overlapping of signs are found in front of New Market, Shahabag area. This cluster of area represents the status of commercial-political signs of Dhaka City.

-Mohakhali-Tejgaon (New DOHS area, Tejgaon Industrial area, Mohakhali Rail Crossing area) : This area was chosen from residential-industrial point of view. The new DOHS area is a planned residential area with some signs. Tejgaon industrial area is an example of signs used in a typical industrial area of Dhaka City. Mohakhali Rail Crossing area with mixed land use displays a number of big billboards and other forms of sign.

-**Gulshan** (Gulshan 1 and 2): This area was selected from commercial-residential point of view. Gulshan is a high income residential area. There are a number of posh commercial enterprises in this area. Signs of this area are comprised of a number of commercial, directional and informational signs.

-**Old Dhaka** (Lalbagh-Chawkbazar-Mitford-Ahsan Manzil-Bahadurshah Park area): This area was selected from historical, commercial and residential point of view. This area possesses some historic sites like, Bahadur Shah Park, Lalbagh fort etc. Special kind of regulation is required for historic areas to conserve the historic character of the site. This is the most populated area of Dhaka. This area is unplanned, congested and with a maze of little roads. The sign status of this area also resembles with the condition of the area. This area is completely mixed land use and consists of huge number of small and big signs.

-**Uttara** (Uttara residential area (Sector 3 and 7): Uttara is a mixed land use of commercial and residential use. Signs of various size and type are found in this area.

Fig. 1.1 DHAKA CITY MAP AND LOCATION OF THE STUDY AREAS

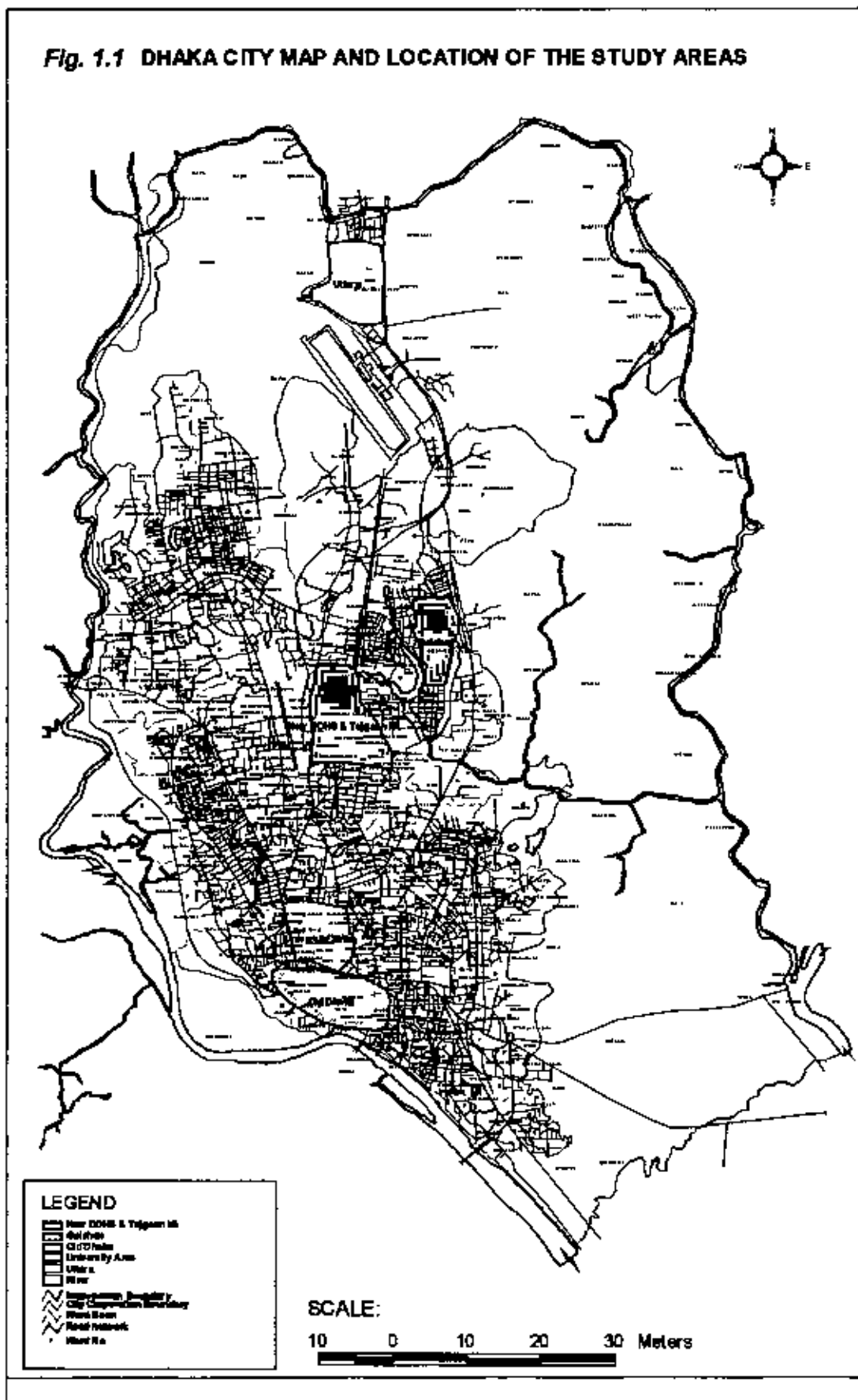


Fig. 1.2 Map showing surveyed roads at Gulshan and Mohakhali

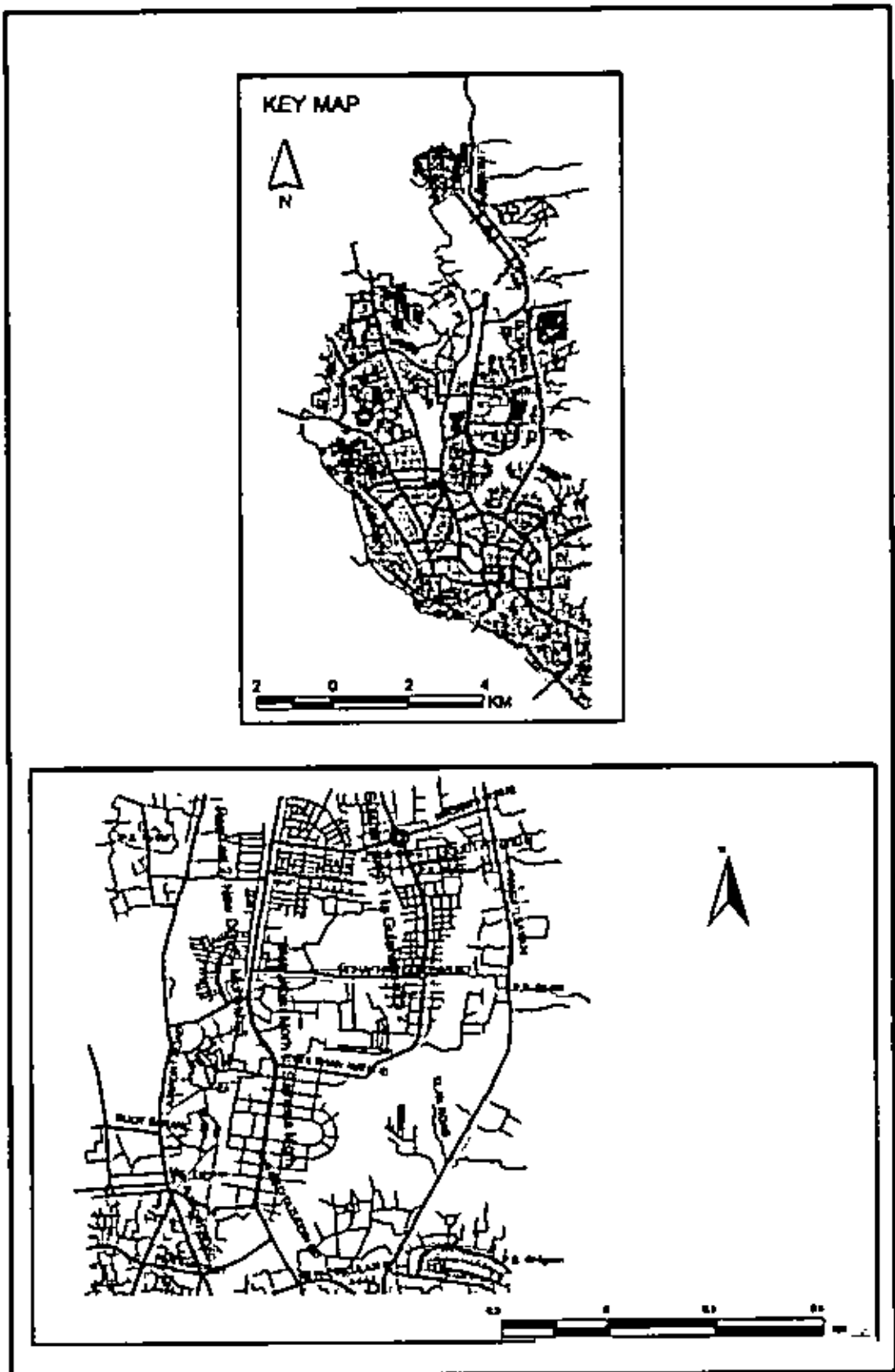


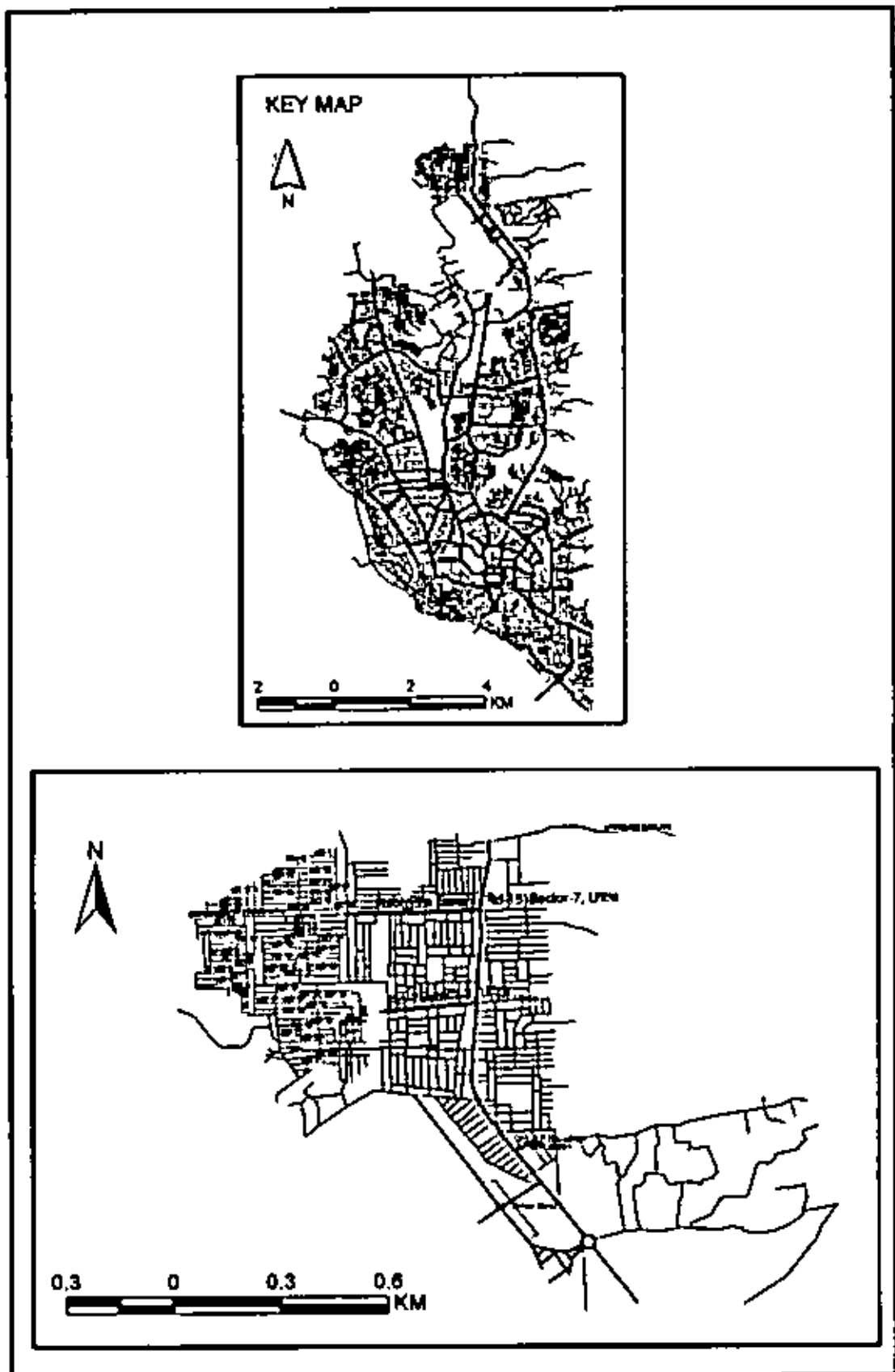
Fig. 1.3 Map showing surveyed roads at Mirpur road- Elephant road and University area



Fig. 1.4 Map showing surveyed roads at old Dhaka.



Fig. 1.5 Map showing surveyed roads at Uttara



1.4.2 Data collection:

Data was collected from the following sources:

a. Primary Data collection:

-Field survey

To get visual image, cluttering situation of urban signs, an observation survey was conducted throughout the study area. Necessary photographs were taken for the documentation of the images.

Along with this, a physical survey was conducted on 2821 signs to acquire detail data on signs. Out of 2821, 705 signs were surveyed from Mirpur road- Elephant road- University area, 175 signs from Mohakhali-Tejgaon area, 242 signs from Gulshan area, 1609 signs from Old Dhaka and 90 signs from Uttara. A checklist was prepared for this purpose (Appendix five). Qualitative and quantitative data on various issues of urban sign at time of field survey was noted on this list.

-Interviews

Individual interviews were taken using a predetermined questionnaire. People involved in sign business and other related personnel were interviewed to get detail information on various issues.

-Focus group discussion

Focus Group Discussion (FGD) was conducted to get primary data on urban signs. For Focus Group Discussion (FGD), a set of questions was prepared. (Appendix two). FGDs were conducted on general city dwellers of different age, education and profession to get their opinion regarding signs.

The structure of the Focus Group Discussion (FGD)s are as follows:

Age groups:

- a. 10 – 18 years (child group)
- b. 19-35 years (young group)
- c. 36-60 years (aged person group)
- d. 60+ (over aged group)

Groups according to educational strata:

- a. Illiterate
- b. Can only read and write
- c. Educated up to primary level

- d. Educated up to higher secondary level
- e. Graduate or master degree holder (general)
- f. Professional degree holder (Doctor, Engineer etc)

Process of Focus Group Discussion:

1. In the first phase, the inaugural questions (like name, address were asked) and a briefing was given on urban signs with the objective of the interview.
2. The questions were asked related to urban signs.

Number of Focus Group Discussion (FGD) : 15

Total number of the participants: 149

Table 1.1 Information on focus group formation:

Age	Education Status					Total Resp.
	Illiterate	Primary Education	Secondary Education	Degree	Professional Degree	
10-18 years	G=1 R=8	G=1 R=10	G=1 R=10			28
19-35 years		G=1 R=8	G=2 R=24	G=1 R=12	G=1 R=8	52
36-57 years			G=1 R=9	G=3 R=33	G=1 R=8	52
57+ years	G=1 R=9			G=1 R=8		17
Total Resp.	17	18	43	53	18	149

Group = G
Respondent = R

b. Secondary Data Collection:

Secondary data were collected from the following sources:

-Review of related literature

An intensive literature survey was conducted to acquire relevant knowledge. Unpublished thesis, journals, books, newspapers, sign ordinance/policy of abroad etc were reviewed with a view to know existing situation of urban signs of home and abroad., related rules and regulations, gazettes, levy on urban signs etc.

-Case study

Various case studies of home and abroad were reviewed. This was helpful for formulating the guide lines regarding signs.

1.4.3 Data analysis:

Collected data were analyzed for better utilization and clarity. For better clarity, tables, figures and maps were prepared.

Analysis of collected data was done with statistical software and maps were produced using GIS software.

1.5 Scope and limitations of the study:

Scope:

The scope of the study is limited to observe the visual impact of sign on Dhaka City and city dwellers, to incorporate city dwellers' views to improve the quality and efficiency of signs and to achieve a character of urban signs. The focus of the study was further narrow down basically on commercial signs. This study has reviewed the rule and regulations on commercial signs of different cities of the world regarding the procedure of sign permission, operation related problem from the point of view of the sign authorities and businessmen. It also provides some guidelines to formulate a comprehensive ordinance regarding sign for Dhaka City.

The study was conducted for Dhaka City. Due to limitation of time and resources, five study areas were selected for detail study. But the guidelines of the study can be applied to any city/town of Bangladesh.

Limitations of the study:

This study was completed incurring the hereinafter limitations:

Access to books, journals and other published and unpublished materials for literature review was limited. Very little research work has been conducted on urban signs of Dhaka City.

In the Focus Group Discussion (FGD), it was troublesome to form groups matching all the criteria.

It was hard to collect information from the interviewees regarding sign. The interviewees were to be given a comprehensive concept about different aspects of signs. Moreover, a rapport build up was necessary for FGDs. So, the discussions were time consuming.

During the observation survey, the size of the sign and some other measurements were made on the basis of assumption due to unavoidable practical reasons.

1.6 Organization of the study:

The dissertation consists of five chapters. The chapter 1 (Introduction) is an introductory chapter that includes preamble, objectives, rationale of the study, methodology, scope and limitations of the study, organization of the report. Chapter 2 (Signs in urban history) describes in general about signs including signs in urban history, types and other pros and cons regarding sign. Chapter 3 (Sign of Dhaka City) describes profile of Dhaka City, historical background of signs in Dhaka City, the existing situation of signs in Dhaka City that includes existing laws, policies, rules and regulations, existing physical and visual aspect of signs in Dhaka City, permit procedures, total signs, rate of tax etc. Chapter 4 (Impacts of signs on Dhaka from peoples perspective) describes impacts of signs on Dhaka from people's perspective. This chapter includes people's perception regarding benefit of signs, people's preference regarding nature of sign, the elements causing negative impact against a sign, people's perception regarding location of signs, the adverse effects of a sign to Dhaka City and its dwellers, the means to increase the efficiency of signs, tasks to be performed for improvement of signs of Dhaka, desired image of Dhaka City in respect of sign, comparison of present and past time signs etc. Chapter 5- the last chapter (Recommendations and conclusion) provides guidelines for further improvement of signs in Dhaka City and a summary of major findings of the study. This thesis is also supplemented with appendices at the end.

"To the rapid traveler, the ratio of sign and tree in a town is a measure of its civility " -Henry David Thoreau

Chapter 2

Signs in Urban History

2.1 Signs in urban history:

Use of sign is not a recent phenomenon. The first use of sign is not specifically documented in human history. In Mesopotamian civilization, signs were used. Those signs were carried on horse or camel back. Actually, those signs were written, marked or engraved on a smooth surface to declare the emperor's order. The emperor 'Nebuchad Neijar' of Babylon (an ancient Middle Eastern city that was the capital of Babylonia) used signs for usual imperial order and for the construction of his famous garden for his lovely queen. The Trojan (a city in Asia Minor, presently in modern Turkey, on which the Greeks eventually gained control of in the Trojan War) kings used signs – claimed Heinrich Schliemann, a German archaeologist in the 19th century. During 8th century, the Norwegian used cask of wine as a sign for indicating the location for wine and asylum for the strangers. The history of urban sign is precisely described after medieval period (14th to 15th century). In Mainz, in the late 1800s, signs were splashed across massive rocks in hopes of catching the eyes of the passerby. Mark Twain, in the book 'A Tramp Abroad', wrote of an American who was arrested for painting four gigantic advertising signs on rocks in Switzerland. According to Twain, the outraged Swiss judge sentenced the offender to two year's imprisonment with hard labour. By the early 1900s, a revolt against signage began in some places of USA for its visual blight, cluttering situation and improper location (Cullingworth,1993).

Signs have become increasingly important visual elements in towns and cities particularly since 50s-60s. From large and small traffic signs to the billboards of restaurants, were erected along the roads and highways system. Other billboards and signs, which attract the travelers' attention along the highway, are represented in

their own array. In the cities, the number of billboards and signs is also increasing day by day (Shirvani,1985).

2.2 Sign and its types:

2.2.1 Definition of a sign:

-A sign:

“Sign is a board, notice or simply a write-up etc. of an area that directs somebody towards something, gives a warning, advertises a business etc”(Oxford English Dictionary, 1996).

Actually, “sign is any display of lettering, flags, logos, colors, lights, or illuminated neon tubes visible to the public from outside of a building or from a traveled way, which either conveys a message to the public, or intends to advertise, direct, invite, announce, or draw attention to, directly or indirectly, goods, products, services or facilities available, either on the lot or on any other premises, excluding window display of goods and merchandise”(West Springfield Town Zoning Ordinance,2002).

“A sign is an identification, description, illustration or device which is affixed to or represented directly or indirectly upon a building, structure or land and which is directly an attention to a product, place, activity, person, institution of business”(Model Billboard Ordinance Provisions, 1999).

“A sign refers to any land or building or any part of those or any other space or its part for which temporary approval is given to use it for business advertisement that belongs to Dhaka City Corporation or government, semi government, autonomous institute or private ownership” (Dhaka City Corporation Advertisement Policy, 2003).

- Area of a sign:

-The area of a sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background on which they are displayed, any frame around the sign and any “cutouts” or extensions, but shall not include any supporting structure or bracing. But the height of a sign is measured from finished

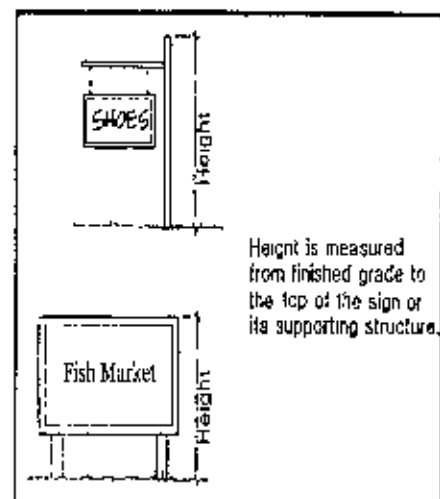
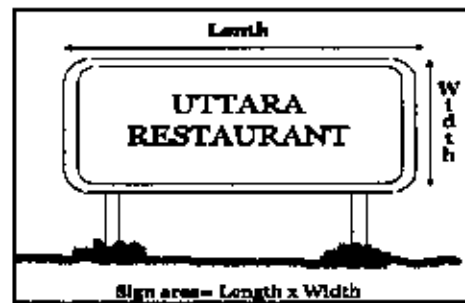


Figure 2.1: Height of the sign

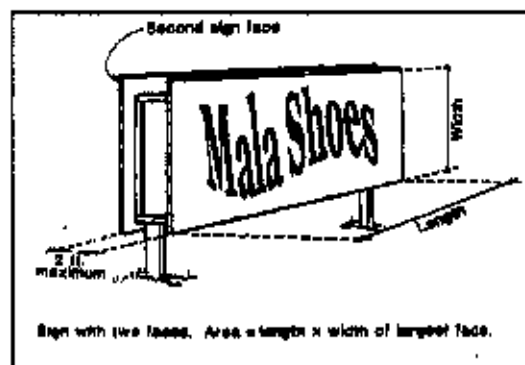
grade to the top of the sign or its supporting structure.

-The area of a sign consisting of individual letters or symbols attached to or painted on a surface, building, wall or window, shall be considered to be that of the smallest quadrangle or triangle which encompasses all of the letters and symbols (Murtaugh, 1982).



-The area of a sign consisting of a three-dimensional object shall be considered to be the area of the largest vertical cross-section of that object.

-In computing the area of back-to-back signs, only one side of such signs shall be included.



2.2.2 Types of urban sign:

Virtually there is no specific categorization of urban signs. Sign can be categorized from different perspective. Never the less, the major five categories of sign on basis of purpose are as follows:

1. Directional sign:



Illustration: Golf course ahead



Illustration: Airport Left

Directional sign is an off-premises sign, which indicates the direction or distance to a geographic area, but does not identify or advertise any particular commercial or non-commercial enterprise or group of commercial or non-commercial enterprises.

2. Warning sign:



Illustration: No Parking

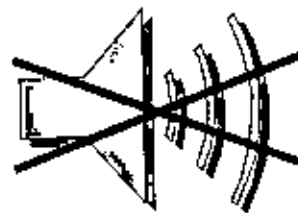


Illustration: No Loud speaker



Illustration: Parking is strictly prohibited

This sign is used to do something or for refraining from any work in urban settings. Some times, punishment or fine is mentioned on the sign.

3.Regulatory sign:



Illustration: No turn to right

This sign is virtually to regulate a situation, a stream of vehicles or for a better maintenance of a system

4.Informational sign:



Illustration: Health care service here



Illustration: Medicine shop ahead

This is a sign for identification that is used simply to identify the name, address and title of an individual family or firm occupying the premises on which the sign is located. Further, this is an incidental sign that is generally informational, that has a

purpose secondary to the use of the lot on which it is located, such as “no parking”, “entrance”, “loading only”, “telephone”, and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental. (Lot shall refer to a site, which includes a single lot or multiple lots, which are utilized as a single unit. A lot may contain more than one building or business.)

5. Business sign:

A sign used to direct attention to a service, product sold, or other activity performed on the same premises upon which the sign is located. This type of sign disseminates commercial message. A commercial message is any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity. The erection of more than two flags on property used for a commercial purpose shall be considered a commercial message.

All of these signs can be further categorized into two on basis of location:

1. Off-premise sign. Any sign that advertises or indicates someone other than the person occupying the premises on which the sign is erected or maintained, or some business or businesses other than that transacted thereon, or advertises another property or any part thereof as for sale or rent.

2.On-premise sign. Any sign that advertises or indicates the occupant of the premises on which the sign is erected or maintained.

Different authorities (e.g. by West Springfield Zoning Ordinance (USA), Jefferson City Ordinance (USA), Male' city sign regulation (Maldives)) have also mentioned various signs(on basis of types) as follows:

1.Banner: Any temporary sign of lightweight fabric or similar material that is mounted to a pole or building at one or more edges.

2. Building sign: Any sign attached to any part of a building, as contrasted to a freestanding sign.

3.Canopy sign: Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

4.Construction sign: A temporary sign that is erected by an architect, engineer, or contractor on the construction site during the period of work.

5.Development sign: A sign used to direct attention to a site which includes a plot or plots considered as a unit for development purposes where the plot or plots is occupied by more than one use.

6. Sale, rent or lease sign: A temporary sign advertising any property for sale, rent or lease.

7. Free-standing sign: A self-supporting sign not attached to any building, wall, or fence, but in a fixed location. This does not include portable or trailer type signs.

8. Identification sign: A sign used simply to identify the name, address and title of an individual family or firm occupying the premises on which the sign is located.



Plate 2.1: Free-standing sign

9. Marquee sign: Marquee: Any permanent, roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather. Marquee sign is any sign attached to, in any manner, or made part of a marquee.

- 10. Political sign:** A non-commercial sign erected to show support for a candidate for public office or to express a political opinion.
- 11. Projecting sign:** A sign which is affixed to a building or other structure and which extends more than six (6) inches beyond the surface to which it is affixed.
- 12. Portable sign:** Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; sign converted to A- or T-frames, menu and sandwich board signs; balloons used as signs; umbrellas used for advertising, and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of a business.
- 13. Roof sign:** A sign which is located above, or projected above, the lowest point of the eaves or the top of the parapet wall of any building, or which is painted on or fastened to a roof.
- 14. Special event sign:** A temporary sign used in connection with a circumstance, situation, or event (i.e. church bazaar, grand opening, fair, circus, festival, performance, or competition) that is expected to be removed within a reasonably short or definite period.
- 15. Temporary sign:** Any sign, including its support structure, intended to be maintained for a continuous period of not more than thirty (30) days in any calendar year.

16. Wall sign: Any sign which is painted on, incorporated into, or affixed parallel to the wall of a building, and which extends not more than six (6) inches from the surface of that building.



Plate 2.2 : Wall sign

17. Window sign: Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or

service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

18. Abandoned sign: A sign which no longer identifies a bona fide business, lessor, service, owner, product, or activity, time of event passed and/or for which no legal owner can be found. The definition shall also include any sign structure which no longer supports the sign of which it was designed.

20. Awning sign: A non-illuminated sign painted on or attached to a fabric or vinyl cover on a rigid frame. Only business names and/or logos may be attached to, painted, stenciled or otherwise placed on these devices.

21. Monument sign: An outside sign identifying a development, business, services, or homes (such as a shopping area or housing development) made of brick, masonry or stone, the bottom of which is attached directly and permanently to the ground and physically separated from any other structure.

22. Flag: Any fabric, banner or bunting containing distinctive colors, patterns or symbols used as a symbol of a government, political subdivision or other entity.

23. Post and arm sign: A free-standing sign comprised of a vertical post to which a perpendicular arm is attached and from which a sign hangs.

24. Seasonal sign: A sole sign for a business, such as a farm or produce stand sign, displayed at least sixty days but no more than one hundred and twenty days each year. Such a sign shall be governed by the same regulations as all other permitted, non-temporary signs.

25. Back-to-back sign: An advertising structure with two closely located signs with faces in opposing directions, spaced less than ten feet apart at the point of shortest measurement.

26. Moving sign: Any sign which moves or has moving parts other than parts which indicate time, temperature or other than moving devices to provide needed public service information.

In some ordinances and regulations, all of the signs are also classified into two, for example:

1.Prohibited Signs: These are the signs which are prohibited to use by the sign controlling authority (e.g. it can be Dhaka City Corporation for Dhaka City. The city development authority for Houston city, Texas). These are as follows:

- a. Signs which project above the peak of a roof are not permitted.
- b. Flashing signs, signs containing moving parts, inflatable signs, tethered balloon signs, and signs containing reflective elements, which sparkle in the sunlight, are not permitted. Signs indicating the current time and/or temperature are permitted providing they meet all other provisions of this bylaw.
- c. With the exception of off-premise signs, any sign advertising or identifying a business or organization, which is either defunct or no longer located on the premises is not permitted.
- d. Signs painted directly to the wall of a building are prohibited.

2.Exempted signs: These are as follows:

- a. Any traffic, informational or directional sign owned and installed by a governmental agency shall be permitted.
- b. Signs necessary to warn of a hazard shall be permitted as required to accomplish these purposes.
- c. Signs relating to trespassing and hunting not exceeding two (2) square feet in an area shall be permitted. One sign per fifty (50) feet of frontage is allowed.
- d. Any sign required by law or by governmental order, rule or regulations.
- e. Memorial plaques, cornerstones.
- f. Numbers used to identify the street address of a building or structure.
- g. Signs identifying the occupants of a dwelling, provided that such signs do not exceed one square foot in area and if free standing, do not exceed six feet in height.
- h. Signs not visible off the premises on which they are located.

Nevertheless, there are various types of signs. Their variations depend on use, size, building materials, permission etc. However, signs may be of various types, but should be used not only for the fulfillment of benefits, but should be used in such a way that should not create any visual clutter and blight.

"To the rapid traveler, the ratio of sign and tree in a town is a measure of its civility." -Henry David Thoreau

Chapter 3

Sign of Dhaka City

3.1 Profile of Dhaka City:

Dhaka is the capital of Bangladesh, situated on the bank of river Buriganga and almost at the centre of the country. Dhaka received attention as a hub of socio-political, cultural, commercial and economic activities from successive rulers over the ages such as from the Buddhist kings, the Sen kings, the Sultans and the Mugal emperors. Till today this city was the capital city for four times in 1610, 1961, 1947 and 1971.

During the British period, at Dhaka, a municipal committee was established in 1823 with the responsibility of sanitation and improvement of Bazar- streets. Dhaka municipality also gained new momentum and importance when Dhaka became the capital of the newly established province of the Eastern Bengal and Assam after the partition of Bengal in 1905.

After partisan of the subcontinent, the first master plan for Dhaka City was taken with the area 320 sq. mile in 1959 under the assistance of Colombo Plan, where The Town Improvement Act, 1953(as amended up to 1987) was the prime tool for the urban planning, development and development control of Dhaka. The area of present Dhaka City varies from different jurisdiction e.g. RajUK area (DMDP) is 590 sq. mile, city corporation area is 139 sq. mile.

According to the Dhaka Metropolitan Development Plan (1995-2015), the city is extended up to the north line of Gazipur Pourashava in the north, in south up to Dhaleswari river, in west- up to Bangshi and Dhaleswari river and at east - up to Shitalakya and Meghna river and some part of Sonargaon thana. Actually its build up area is the city corporation area. Dhaka City Corporation consists of 90 wards.

All the roads are classified into three broad categories (in Dhaka City Corporation Advertisement Policy, 2003) on basis of their respective width. These three categories are as hereinafter:

- Class A: all the 'Main Roads' are under this category. The width of these roads is 24 meter / 78 feet or more.

- Class B: all the 'Arterial Roads' are under this category. The width of these roads is 14.5 meter / 48 feet
- Class C: all the 'Collector Roads' are under this category. The width of these roads is 9 to 13 meter /30 to 43 feet.

Dhaka is a city of mixed land use. As a result, signs of various purposes are found in a single area. Residential areas often shares commercial land use. Signs used for commercial and business, hamper the residential characteristics of the area. Even the historic areas of Dhaka are not designated as special areas in effect and unregulated nature of signs destroys the special character of the site.

3.2 Historical background of signs in Dhaka City:

The date and time of using sign for the first time in Dhaka City is completely unknown as like as it is unknown in the world history. But it is evident from historic writings that since 50s-60s of nineteenth century, even in Bengal area, signs were being considered as important visual elements. In 1854, Dhaka achieved the boom in jute trade. Along with this, in 1870 the number of gold and silver traders increased to 5000 in number (Islam, 1996). These traders used signs for their trade purpose. But those signs were mostly pale, small and unattractive in respect of today. At the beginning of 1900s, Dhaka experienced the recession. Again, at the mid of 1900s, Dhaka faced the revival. At that period many Armenian businessmen established 'Departmental Store' following European style in Dhaka City. Among them, the pioneers are –C. J Manook, G. M. Shircore; J. A Minas; and Anania. They established many large stores and shops in Banglabazar, Patuatuli and other areas of Dhaka and used signs for those shops and stores. 'Msr. Anania and Company' was the largest liquor trader of Dhaka of that time. 'G. M Shircore and Sons' was another large departmental store, which introduced 'tea' to the society of Dhaka and signs were used for the advertisement of these businesses. This company also introduced 'Hackney Carriage' – the horse driven car in Dhaka (Ahmed, 2001).

After the independence (in 1947) of this Indian sub-continent, especially during 60s, use of advertising signs got a new horizon. It was then realized that advertising signs play a significant role to increase the sell of goods and services. During that Pakistan regime, signs were of most ordinary form in comparison to the presentation of today.

Signs comprised of wooden pole with tin display board. Later on, high quality steel sheets were used for the purpose. The images and texts were painted on the display board.

After the independence of the country, magical change in outdoor sign took place. It is because before '71, the revival in sign advertisement by the business enterprise and concepts of advertisement sign were mainly developed in Karachi. In East Pakistan, the outdoor advertising organizations were a few like 'Champion sign', 'Mullat sign' etc. Bangladesh (then East Pakistan) at that period was the place for marketing of various goods produced in West Pakistan. The texts of those 'signs of Karachi' were used to be transliterated into Bangla only. But after independence, signs were developed in Bangladesh which reflected Bangladeshi culture and psychology which still exist flourishing with time. (Key Informants, No.1, appendix four)

3.3 The existing status of signs in Dhaka City:

The number of different billboards only, those have been erected in DCC area is not less than 6949 in number (The Daily Star, November 15, 2002). According to the record of DCC, in 2003, the number of registered sign firms is 160. But in reality, there are more than 500 firms. According to the officials of revenue department under DCC and some sign businessmen of Dhaka City, the number of total signs is more than thousands. For the erection and installation of some signs, no permission is required (e.g. shop sign that is used for identifying the name of a shop). But their number and other relevant information should be recorded. But there is no policy and procedures to record the total number of signs though it is related to visual blight and visual clutter.

It has been mentioned earlier that the signs are not only responsible for visual blight, rather they can contribute for lighting and beautification of the city, if they are under proper planning and control.

The existing status regarding signs from different perspective is as follows:

3.3.1 Existing policies, code, rules and regulations

There is no comprehensive sign ordinance for any of the cities/towns of Bangladesh, but there are some sporadic laws and codes. These laws were enacted within the period 1952 to 2002 and sign advertisement policy for Dhaka City Corporation

(DCC) was published in 2003. These policies and codes can be a strong starting platform to formulate a comprehensive sign ordinance for Dhaka City and later can be replicated to other towns and cities of Bangladesh.

- Unexpected Advertisement Control Law, 1952

It is the 15th law of 1952. According to the Article 3 (2) of this law, no person is permitted to print, distribute or handover any form of advertisement or none is permitted to erect any sign which is for the treatment of sexual diseases or sexual disorder or any abnormality. According to the Article 5 of this law “if any one is accused for breaking the Article 3, s/he will be either fined with one thousand taka or sentenced to imprisonment for one year”. (Khan and Farzana, 2000)

-The Indecent Advertisements Prohibition Act, 1963

The act was enacted on June 18, 1963 as 12th act of 1963 to prohibit indecent advertisements. This act has defined indecent as “ indecent includes whatsoever may amount to any incentive to sensuality and excitement of impure thought in the mind of an ordinary man of normal temperament and has the tendency to deprave and corrupt those whose minds are open to such immoral influence”. According to the article number 3, subject to the provisions of this act:

- i. No person shall take any part in the erection of signs or any publication or any advertisement which is indecent and
- ii. No person having the ownership, possession or control of any property or public place shall knowingly allow any advertisement which is indecent to be displayed on such property or place or to be announced there from.

- Metropolitan City Police Ordinance 1976(Police power concerning signs of Dhaka City):

The source of the city’s authority to regulate signs is the “police power”. The police power gives government the right to take actions necessary to protect the health, safety and general welfare of the public- that may be hampered by the improper location, design and misuse of sign.

In Dhaka City police ordinance, there is no mention of police power for sign control. Only in the ‘ Metropolitan City Police Ordinance 1976’(Ordinance number 3 of the year 1976, which was declared on August 20 and November 08, 1975), there is a brief mention of laws regarding signs:

“ If any one sets or places of any sign, advertising paper or any type of advertising elements or use any colour, ink and any type of print on/ on the building, boundary wall, trees, fence, poles or any other things, without the permission of the owner or of the position holder, he / she will be fined up to taka 200”(Siddiqui, 1996).

According to Deputy Police Commissioner (Southern Traffic, Dhaka), metropolitan police is concerned with signs only in the following aspects:

1. Illicit, pale or other unauthorized signs are removed by Dhaka City Corporation (DCC) authority. Police only gives protection to DCC personnel.
2. When Traffic Police are in need of any traffic sign, they apply for that sign to DCC authority. Then DCC authority with their own finance, erect those signs.
3. Right placement, location identification etc. for traffic sign is done by police department. But their execution is done by the DCC (Source: Field survey, May 2003).

-The Municipal Corporations Model Tax Schedules, 1985

This was formulated for Dhaka along with Chittagong and Khulna. Article 74(1) of law stipulates that DCC permission is mandatory for erection of any billboard even at a private land to control unauthorized billboards mushrooming in the city. The Article no 9(a) depicts the rates of tax on sign board of all kinds for the space of one sq.ft or part thereof and the Article no 9(b) depicts the rates of tax on illuminated advertisement.

-The Municipal Corporations (Taxation) Rules, 1986

These rules were published in The Bangladesh Gazette, Extra, March 10, 1986. These rules were for Dhaka Municipal Corporation along with Chittagong and Khulna Municipal Corporation. In chapter XI, article 74(1-5), the issue of tax on sign advertisement is mentioned here.

-Bangladesh National Building Code, 1993

Bangladesh National Building Code, 1993 (BNBC) was prepared for Housing and Building Research Institute by Development Design Consultants Limited. BNBC 1993 (Part 10, Chapter 01- Signs and Outdoor Display) highlights the following issue regarding signs and outdoor displays:

- i Terminology and classification of signs,

- ii. Application and Permit (Application procedure, Condition for grant of permit, Sanction or refusal of permit, Alteration of sign).
- iii. Unsafe and unlawful signs (prohibited signs, responsibility of the owner),
- iv. Restrictions (Restricted sign zone, prohibition of advertisement, signs on highways and roads, illuminated displays),
- v. Maintenance and Inspection.
- vi. Location aspects (location restrictions, projection over public property, clearance from power lines) etc.

-The Dhaka City Corporations Model Tax Schedule, 2002

The government declared this schedule on basis of the power mentioned in Dhaka City Corporation Ordinance 1983 (Ord. XL of 1983, section 69). Beyond this schedule, DCC authority will not be able to collect any extra tax, toll, rate or fee. In this schedule, the taxation rate on sign is mentioned in article no. 8(*ka*) and 8(*kha*). It is one sort of revised schedule of 'The Municipal Corporations Model Tax Schedules, 1985'.

-Dhaka City Corporation Advertisement Policy, 2003

The Revenue Division of DCC has developed this policy. The standards were basically derived from Bangladesh National Building Code, 1993. The policy is only on commercial signs.

The policy has highlighted the following aspects of sign advertisement:

- i. Definitions
- ii. Committee for determination of location for sign advertisement.
- iii. Application procedures and approval,
- iv. Unsafe and outlawed signs and fines imposed on those outlawed signs,
- v. Sign types and standards,
- vi. Road types and related sign issues,
- vii. Sign identification and inspection report,
- viii. Preserved sign areas,
- ix. Sign related application forms etc.

All these codes, rules and regulations are applicable for commercial signs only. Most of these regulations have ignored temporary signs like wall writings, banners etc. which are significantly responsible for visual blight in the city.

3.3.2 Existing physical and visual aspects of signs in Dhaka City.

While conducting a survey in the study areas (e.g. Mirpur Road- Elephant Road- University area, Mohakhali-Tejgaon, Gulshan, Old Dhaka and Uttara), signs of different types, size and nature were found. Due to huge presence of signs in number, some representative roads were selected for the analysis bearing in mind – the criteria of selecting study areas and finding out the existing situation on basis of Dhaka City Corporation Advertisement Policy, 2003.

The road information and the number of signs on those roads are as follows:

Table 3.1: Information on the roads and number of signs at those selective roads

Road	Locality	App. Road Width (ft)	App. Median Width (ft)	Foot path. each side (app in ft)	Road Length (Km. Appro)	Number of signs	Sign/ Km of road
Rabindra Sarani (Rd-15)	Sector-7, Ultra	48	6	10	0.6	54	90.00
Rd-7	Sector-3, Ultra	15	0	4	0.6	36	60.00
Mirpur Road	Sciencelab-Nilkhet DU area	76	3	6	0.8	286	357.50
Elephant Road	Shahabug-Sciencelab DU area	48	4	5	1	354	354.00
TSC to Nilkhet intersection	DU area	40		8	0.8	65	81.25
Shadarghat Via Jonson Road to Gulistan intersection	Old Dhaka	48 to 76	2.5	5	2.25	809	359.56
Mawlana Din Mohammad (Urdu) Road	Old Dhaka	12	0	0	1.25	256	204.80
Chawk Circular road	Old Dhaka	15	0	0	0.8	151	188.75
Islampur Road	Old Dhaka	24		0	1.3	393	302.31
Gulshan	Gulshan	76	3	5	1.5	156	104.00

Road	Locality	App. Road Width (ft)	App. Median Width (ft)	Foot path each side (app in ft)	Road Length (Km. Appro)	Number of signs	Sign/ Km. of road
Avenue(Gulshan intersection 1 to Gulshan intersection 2)							
South Avenue	Gulshan	24	0	3	0.7	86	122.86
Mohakhali intersection to Satrasta intersection	Mohakhali, Tejgaon	78	2	6	1.5	149	99.33
Road no 2,	New DOHS, Mohakhali	36	0	3 (Intermittent)	0.5	26	52.00
Total					13.6	2821	207.43

Source: Field survey (Observation), 2005

According to the above mentioned table, the average density of sign in those areas per kilometer is – in Uttara 75 signs/km, in Elephant road – Dhaka University area is 271signs/km, in Old Dhaka area is 287signs/km, in Gulshan area is 111signs/km and in Mohakhali-New DOHS area is 87signs/km. This calculation included all commercial signs, those were seen in the study areas and all commercial signs were brought into account, which were within 10 meter from the road according to the calculation instruction of Dhaka City Corporation Advertisement Policy, 2003. So, in terms of sign, in the study areas, Uttara area is less dense and Old Dhaka is most dense area. The average per km sign density in all over the study area is 208signs/km.

No signs were found in the medians of the roads, where the medians are less than one metre-which pertain to the DCC advertisement policy 2003. Though according to DCC advertisement policy 2003, no overhead signs can be erected on main roads (24 meter or 78 feet wide) and arterial roads (14.5 meter or 48 feet wide). But there are overhead signs on the roads with those widths (Mohakhali intersection to Satrasta intersection- 78feet & Shadarghat Via Jonson Road to Gulistan intersection- 48 to 76 feet) within the study area, that is explicitly violating the policy.

The types of signs and their respective number vary from area to area at the selective roads. This variation is due to the variation of land use pattern, character of business, geographical and social aspects/status etc.

Table 3.2: Distribution of signs within study areas (at selective roads only)

Type of Signs	Locality										Total	
	Gulshan		Uttra		Mohakhali		Dkaka University-Nikhet Area		Old Dhaka		No of signs	%
	No of signs	%	No of signs	%	No of signs	%	No of signs	%	No of signs	%	No of signs	%
Bill Board	47	19.42	0	0.00	25	14.29	41	5.82	80	4.97	193	6.84
Neon Sign	9	3.72	0	0.00	10	5.71	17	2.41	40	2.49	76	2.69
Strip Sign	0	0.00	1	1.11	3	1.71	2	0.28	1	0.06	7	0.25
Um-pole	0	0.00	0	0.00	6	3.43	0	0.00	2	0.12	8	0.28
Tri Vision	1	0.41	0	0.00	3	1.71	0	0.00	2	0.12	6	0.21
Moveable	0	0.00	6	6.67	2	1.14	0	0.00	10	0.62	18	0.64
Back lit poly carbon/ Vinyl	73	30.17	25	27.78	28	16.00	240	34.04	465	28.90	831	29.46
Wall sign	4	1.65	7	7.78	11	6.29	70	9.93	180	11.19	272	9.64
Back lit panaflex	65	26.86	29	32.22	31	17.71	210	29.79	376	23.37	711	25.20
Tin/Cell sign	33	13.64	6	6.67	38	21.71	88	12.48	405	25.17	570	20.21
Mega Sign	0	0.00	10	11.11	12	6.86	0	0.00	16	0.99	38	1.35
Overhead sign	0	0.00	0	0.00	4	2.29	0	0.00	12	0.75	16	0.57
Projected Digital printed sign	2	0.83	4	4.44	1	0.57	16	2.27	10	0.62	33	1.17

Type of Signs	Locality										Total	
	Gulshan		Uttara		Mohakhali		Dhaka University-Nilkhet Area		Old Dhaka			
Marquee Sign	6	2.48	2	2.22	0	0.00	10	1.42	9	0.56	27	0.96
Banner/Digital printed banner sign	1	0.41	0	0.00	1	0.57	11	1.56	1	0.06	14	0.50
LED	1	0.41	0	0.00	0	0.00	0	0.00	0	0.00	1	0.04
Total	242	100.00	90	100.00	175	100.00	705	100.00	1609	100.00	2821	100.00

Source: Field survey (Observation), 2005

In the study areas, backlit poly vinyl – poly carbon & panaflex signs are dominant in number and this is also true for every individual study area. Billboards are other dominant signs in general in study areas except at two selective roads of Uttara. A mentionable portion of signs at old Dhaka is occupied by Tin/bell (25.17%) and wall signs (11.19%). Percentage of these two types of sign is higher at old Dhaka than any other areas.

Billboards are visually most dominant kind of signs. On an average, billboards are found per kilometer of road - 11.36 at Mohakhali study area, 21.36 at Gulshan study area, 12.42 at Nilkhet-Dhaka University area and 13.05 at old Dhaka. So, highest dense sign area (in terms of billboard only) is Gulshan.

-Location of Signs from footpath and Right of way

According to DCC advertisement policy, 2003, no signs can be erected within 10 feet or 3 meter on the both roadsides, where there is no footpath or rights of way. From the survey, it was revealed that 15.03% of total surveyed sign did not maintain proper horizontal distance. At old Dhaka, particularly at Mawlana Din Mohammad (Urdu) Road, Chawk Circular Road and Islampur Road, where no footpaths exist, but there are 16 billboards, 125 tin/bell signs and 1 mega signs, for which it is usually necessary to take permission from DCC authority within that horizontal distance.

Table 3.3: Location of signs from footpath and rights of way

Position of sign from Right of way / Footpath (In ft)	Number of Signs	Percentage (%)
On the foot path	7	0.25
Within 2	275	9.75
3 – 6	394	13.97
7-10	856	30.34
11 – 15	465	16.48
16 – 20	527	18.68
Above 20	297	10.53
Total	2821	100.00

Source: Field survey (Observation), 2005

Beyond these, there are a number of backlit panaflex (193 out of 376), wallsign (97 out of 180) and poly carbon / vinyl (227 out of 465) which are mostly being used for business purpose and are mostly used as shop signs. Though these shop signs do not require to obtain permission, but they contribute significantly for heavy visual blight. Hence, these signs should also come under strict control.

The signs (more than 30%) are dominantly within 7-10 feet from footpath in the study areas. There are also some signs just on the footpath (3 signs) with insufficient vertical clearance, which is obstructing free pedestrian movement.

-Maintenance status of sign in the study area

All signs in the study areas are not maintained properly. In addition to the huge number of signs, the maintenance status of signs is also contributing to visual pollution. No maintenance standard has been found in any of the policy or law or code in Bangladesh. Researcher of this study has developed a scale defining three maintenance categories according to the following assumptions:

Good maintenance:

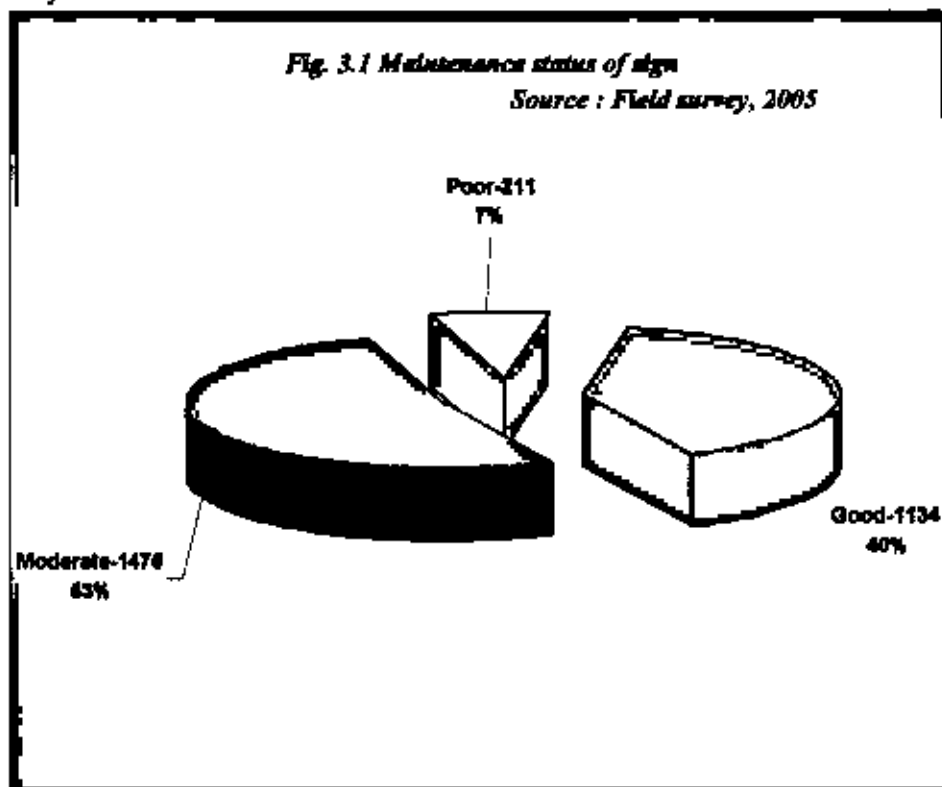
Good maintenance refers to – the pictures and /or logos/ images on the sign are bright; if there is a lighting on/in a sign, it running okay; The structure, on which a sign is set, is not broken; if there are neon tubes, all are lighting. In the case of strip and tri-vision signs, all strips exist and all strips are moving exactly in the tri-vision signs etc.

Moderate maintenance:

It is at the middle of good maintenance and poor maintenance. The signs under this category are deprived of regular maintenance. Some examples of this categories includes the scenarios like: in the case of backlit poly carbon & panaflex – the lights may partially lit; one/two strips of tri-vision are may not moving properly; in the case of uni-pole sign for example, the sign may be okay but the pole may not be painted and properly maintained at all; in the case of mega signs or any back to back signs, on side of the signs may not be in good maintenance.

Poor maintenance:

Poor maintenance category includes those signs where the pictures and /or logos/ images on the sign is pale and/or torn. If the signs are illuminated, the lights are mostly or completely not lighting; supportive structure is partially broken or completely ruined etc.



In the study areas, majority of the signs i.e. 53% of the signs (1476 out of 2821) are in moderate maintenance. 7% of the total signs are in poor maintenance. Government can take the opportunity to eliminate this 7% signs to reduce the excess presence of the sign in Dhaka city. About 40% (1134 out of 2821 signs) are classified within the good maintenance category.

-Condition of view blocking and overlapping

View blocking and over lapping are two salient features for reducing the efficiency of signs. View blocking refers hindering the observation of objects (e.g. any building, scenic or historic features etc.) beyond the signs. Over lapping is the viewing obstacles completely or partially of a sign, caused by another sign. Only 3.33 % of the surveyed signs are rigorously blocking the views, only 0.18% of the total signs are blocking the view completely with partial over lapping.

Table 3.4: State of signs causing blocking of view and over lapping

View Blocking / Over lapping					Number of Sign	*Percentage with total sign
<i>Partial View Blocking</i>	<i>Complete View Blocking</i>	<i>No View Blocking</i>	<i>Partial Over lapping</i>	<i>No Over lapping</i>		
					2517	89.22
					210	7.44
					94	3.33
					38	1.35
					41	1.45
					2780	98.55
					5	0.18

Source: Field survey (Observation), 2005

*Total Sign = 2821

There is no complete over lapping of signs in the study areas. The rate of 'partial over lapping and view blocking' & only 'partial over lapping' is also comparatively low (less than 2%).



Plate 3.1: Overlapping of signs at Mohakhali rail crossing (beside flyover)

Blocking of view and overlapping situation hampers the visual image of the city and also fails to attain the expected return from the signs.

-Signs, adjacent with the land/building use

The land use pattern at Dhaka City is not unique to a particular use, rather it is mixed. Even the buildings, which the signs are affixed with, are also mixed type. Most of the signs (1156 out of 2821) are on/ at mixed land use or building of mixed use. The second majority is on the roadsides / footpaths or on the medians or at an open space near to the roads. Most of the signs are for business purpose. The number of directional signs is very nominal in comparison to business signs and it accounts for 1.49 % of the total signs.

Table 3.5: Signs adjacent with the land/building use

Adjacent Land/Building use pattern	Purpose types of signs								Total Sign No.
	Business		Information		Directional		Warning		
	No. of sign	% of total surveyed sign	No. of sign	% of total surveyed sign	No. of sign	% of total surveyed sign	No. of sign	% of total surveyed sign	
Mixed	1068	37.85	77	2.73	8	0.28	3	0.11	1156
Roads/open space	693	24.57	116	4.11	17	0.60	3	0.11	829
Residential	259	9.18	29	1.03	4	0.14	2	0.07	294
Commercial	323	11.45	25	0.89	3	0.11	1	0.04	352
Administrative	35	1.24	3	0.11	2	0.07	1	0.04	41
Industrial	66	2.34	19	0.67	2	0.07	2	0.07	89
Institutional	27	0.96	18	0.64	4	0.14	0	0.00	49
Historical	1	0.04	1	0.04	1	0.04	2	0.07	5
Recreational	5	0.18	0	0.00	1	0.04	0	0.00	6
Total	2477	87.81	288	10.21	42	1.49	14	0.50	2821

Source: Field survey (Observation), 2005

According to 'Dhaka City Corporation Advertisement Policy, 2003' no sign is allowed within 10 metre of the reserved areas and in the Annex -2 of this policy 21 areas have been selected as the reserved areas including Lalbagh Fort, Ahsan Monjil etc.

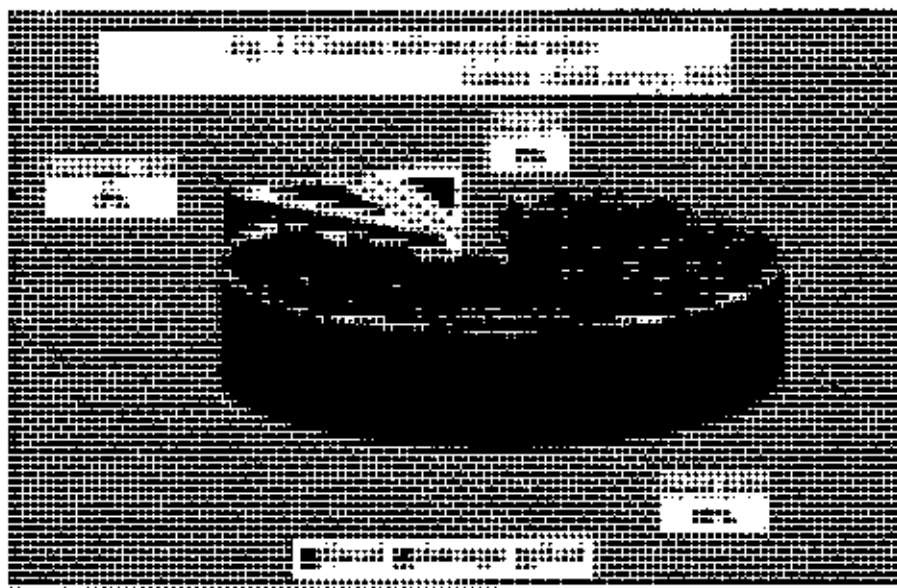


Plate 3.2: Wall signs on the wall of Lalbagh Fort.

The irony is that the policy is not being enforced and a number of signs are affixed with the compounds of Lalbagh Fort, Bahadur Shah Park & Ahsan Monjil. These signs are not only tarnishing the historical images of these places, but also causing physical harms to these infrastructures by hammering nails and engraving on those. Though no billboard or mega sign is allowed in front of govt hospitals, government offices, museums and historic places, but the advertisers seem to prefer the restricted areas to draw the attention of the customers for their products.

-Content relevancy of the signs

Content relevancy of the signs is a major factor for its efficiency and appeal to the possible customers and beneficiaries. So, it is expected that the content of the signs should be relevant with its objective for which the signs have been installed. There is no content relevancy standard either in Dhaka City Corporation Advertisement Policy, 2003 or in any other regulations. For this study, perception of the author has been categorized according to the following classes:



Good relevancy:

Refers to contents (text, picture, logo, color etc) of the signs those are clear and pertains to the objectives for which these signs have been set.

Average relevancy:

Includes those contents where any of the component of the sign such as picture or logo, text, color or photo is implicit to understand or irrelevant with the purpose of the sign

No or bad relevancy:

Includes those signs where none of the contents are relevant to the objective of setting the signs (e.g. Presence of housewife's photo in sign which is advertising "Tyre of vehicle's wheel" or obscure picture and text etc.)

Most of the signs (2416 signs out of 2821 i.e. 86% of the total signs) have their content relevancy. But the amount of non-relevant signs (174 signs out of 2821 i.e. 6% of the total signs) is not negligible at the same time.

-Vertical clearance of Signs in the study area

Vertical clearance is a very important feature for signs. Vertical clearance simply means the height of lowest part of a sign from the ground. The survey result shows that total 389 signs out of 2821 have violated the nominal vertical clearance that is 13.78% of the total signs. Following table shows percentage of different types of sign violating vertical clearance.

Table 3.6: Signs violating vertical clearance criteria of the sign policy.

Type of signs	Total number of violated signs	Percentage(with total number of signs-2821) of violated signs
Tin/bell sign	246	8.72
Billboard	03	0.10
Neon sign	01	0.03
Strip sign	03	0.10
Mega sign	13	0.44
Projected sign	05	0.17
Poly carbon/Vinyl and Panaflex	118	4.18
Total	389	13.78

Source: Field survey(Observation), 2005

All of the free standing signs (164 signs out of 2821) are within the heights(from the ground level to sign top) of 25 feet or 7.5 meter and that pertains to the DCC advertisement policy 2003.

In DCC advertisement policy 2003, the nominal vertical clearance is different for different signs. For example, for marquee sign, it is 2.5 meter or 8.20 feet; for hoarding/billboard/neon and mega signs it is 2.4 meter or 8ft; for tin/bell sign it is

3.4 meter or 11ft. Some of the tin/bell signs (246 out of total 570 tin/bell signs) are set below the nominal vertical clearance. Most of the signs (1220 out of 2821) have the vertical clearance between 9 to 12 feet.

-Color contents of signs in the study areas

At present most of the signs are digitally printed. This digital era has brought a new dimension in signage culture. Hand painting and handwriting are hardly seen today. Most of the signs are digitally printed at all over the study areas, except the wall signs and some of the bell/tin signs at old Dhaka.

Table 3.8: Color contents of signs in the study areas

Color									Number of Sign	Percentage
Black	White	Blue	Violet	Yellow	Cyan	Green	Red	Orange		
√			√			√	√		37	1.31
√	√	√							17	.60
√	√						√		48	1.70
	√					√	√		105	3.72
		√				√	√		93	3.30
√	√						√		88	3.12
√				√					32	1.13
	√					√	√		75	2.66
	√				√				10	0.35
√	√				√				46	1.63
√	√	√		√		√	√	√	67	2.38
√	√							√	71	2.52
Digital Multicolor									2132	75.58
Total									2821	100.00

Source: Field survey(Observation), 2005

Most of the digitally printed signs (2132 out of 2821 i.e. 75.58%) are in digital multi-color (usually called 256 colors). Besides this, presence of two, three or four colors in the digitally printed/ hand painted signs are also seen in the study areas.

In Dhaka city, there is a number of violation of laws and policy regarding signs. For a better understanding, it can summarize for at a glance view in the following table:

Table 3.9: Violation of rules and regulations & defilement of policy regarding signs at a glance.

Sl. Number	Types of violation	Description	Recommended ways for intervention	Example in quantified amount
1.	Violation of maintaining nominal vertical clearance set by DCC authority.	For tin/bell sign, the nominal vertical distance is 3.4 meter or 11ft set by DCC in their Dhaka City Corporation Advertisement Policy, 2003. Some of the tin/bell signs (246 out of total 570 tin/bell signs) are set below the nominal vertical clearance.	-According to the Article no. 13.0 of Dhaka City Corporation Advertisement Policy, 2003, in effect, all signs should be erected in presence of the delegate from DCC Traffic Engineering Department. - Proper vertical clearance should be adjusted by the concerned individuals or concerned firms, otherwise those should be treated as outlawed one.	Total 389 signs (13.78%) out of 2821 has violated nominal vertical clearance.
2.	View blocking and overlapping of signs	89.22% of the total surveyed signs are not blocking any view. Besides this, 98.55% of the total surveyed signs are not overlapping any other signs.	-According to the Article no. 13.0 of Dhaka City Corporation Advertisement Policy, 2003, in effect, all signs should be erected in presence of the delegate from DCC Traffic Engineering Department.	3.33% signs are blocking view completely and 7.44% partially. 1.35% sign are

Sl. Number	Types of violation	Description	Recommended ways for intervention	Example in quantified amount
			- View blocking and overlapping should be removed by the concerned individuals or concerned firms, otherwise those signs should be treated as outlawed one.	blocking view and overlapping other signs partially.
3.	Location of Signs from footpath	<p>-There are 3 signs out of the total surveyed signs (2821) just on the footpath with insufficient vertical clearance, which is really creating embargo for pedestrian movement.</p> <p>- In some of the areas of the surveyed area, signs are not maintaining nominal horizontal distance as mentioned in Article 9.0.4/Ga of Dhaka City Corporation Advertisement Policy, 2003.</p>	<p>-According to the Article no. 13.0 of Dhaka City Corporation Advertisement Policy, 2003, in effect, all signs should be erected in presence of the delegate from DCC Traffic Engineering Department.</p> <p>-All the signs on the footpath should be removed.</p> <p>-DCC authority should consult with the owners and take necessary steps for those signs which are not maintaining nominal horizontal distance.</p>	<p>0.10% signs are located on footpath improperly.</p> <p>-15.03% signs have not maintained proper horizontal distance from the footpath.</p>

Sl. Number	Types of violation	Description	Recommended ways for intervention	Example in quantified amount
4.	Blaming of practicing unethical means by some DCC personnel (according to key informants, no. 1, 6, 8)	The usual rate of tax ranges from Taka 50 to 150 / sq. ft (depending on public/private land and non-illuminated/ illuminated signs). But, according to some key informants who deal in sign, some DCC personnel practice unethical means with the client while dealing with them for sign permit.	-The corruption issue should brought under the national anti-corruption activities. - To stop corruption, hot line to mayor or to his/her nominated person can be started. So, the sufferer will be able to ring to get rid of his/ her sufferings.	DCC personnel were accused by some interviewees for taking money in unethical means from 2,500 taka to 30, 000 taka / sign.
5.	No registration number on most of the signs	Most of the signs of Dhaka City have no registration number. (Source: Key Informant, no. 10) But, all the signs are supposed to have user name or firm's name, commemorative number of approval by DCC authority, approval date etc.	It should be followed by each and every firms, otherwise the hoarding should be enlisted for raze.	No exact data is available.

Sl. Number	Types of violation	Description	Recommended ways for intervention	Example in quantified amount
6.	Re-renting of sign hoardings by the advertisement firms	Advertising firms those have got contracts from the DCC, rent out them again to other advertisers at the rate ten times higher than the DCC's rent rate.	Each and every sign should have a registration number with company name. DCC should have a stern monitoring system with proper manpower and budget to protect this malpractice. Exemplary punishment should be given for this malpractice through cancellation of license, filing case against the firm etc.	- 18 out of 25 leading advertising firm (72%)are under suspicion of DCC authority (Source: Key Informant, number 11)
7.	Maintenance status of sign	Not all of the signs are not being maintained properly. Only 40% signs are maintained properly.	Indecent, old and pale signs should be demolish. DCC authority should literally follow the foreclosing of security deposit of the firms and issue order to remove them by the firms themselves according to the article 14.0.1 of DCC Advertisement Policy, 2003. After a lawsuit for last three years, the court	7% of total signs are badly maintained among the surveyed signs. Besides this, 53% signs are maintained

Sl. Number	Types of violation	Description	Recommended ways for intervention	Example in quantified amount
			verdict has gone to DCC authority and after that DCC is going to dismantle the under maintained signs. (Source: The Daily Ittefaq, Friday, July 29, 2005)	averagely.
8.	Signs on/at historic sites and natural beauty.	The historical sites within the surveyed area are not also free from the claw of advertising signs.	-DCC authority should take stern action against those signs owners and should take immediate step to eradicate those.	09 signs were found on the wall of Lalbagh fort, for example.

Dhaka City Corporation Advertisement Policy, 2003 is a good document, as the first time drafted policy document on sign related issue. The other laws can be quite helpful while formulating a comprehensive model sign ordinance for Dhaka City. The following issues can be added for formulating sign ordinance overcoming the present shortcomings in different existing laws and policy:

Table 3.10: List of required issues to be included in the existing policy and laws.

Sl. No.	Issue	Description	Out put of adding the issue	Reference
1	Revoking the existing sign	-The existing sign policy describes about revoking the permission of sign before the	-To prevent the mushroom growth of signs, there should be provision in the	Dhaka City Corporation Advertisement Policy,

Sl. No.	Issue	Description	Out put of adding the issue	Reference
	permit.	erection. There is no provision in the policy or in any law to revoke sign permission after erection of the sign, if the business, for which a sign was erected, is not continues for months/ years.	policy or in the sign related law to revoke sign permission, if the business, for which a sign was erected, is not continues for months/ years. - It can be helpful to ensure good fashion of sign.	2003, article 16.0 & 17.0' says only about pre erection issues.
2	Permit Application Completeness	- There is no description of time limit that should be followed by DCC authority for the completeness of permit application	- Ensure the accountability of DCC personnel and create tempo in permitting and regulating sign issues.	
3	Specific and separate staffs for sign related issue.	- Along with having sign regulated committee, specific and separate staffs are also needed for sign related issue.	- DCC has targeted revenue of 12 crore taka from sign only. The number of approved signs is 7,498 on only DCC's land . DCC is also taking revenue from approved 370 signs on private property. (Source: The Daily Ittefaq, Friday, July 29, 2005) To handle these signs and revenue properly, specific and separate staffs	-----

Sl. No.	Issue	Description	Out put of adding the issue	Reference
			for sign related issue are needed.	
4.	No provision for the control of new sign hoarding	In none of the laws and policy regarding sign, there is any provision for the control new signs.	Inclusion of this issue, might prevent the intrusiveness of signs at desired location, will also lessen the number of sign, prevent visual clutter and blight created by signs.	-----
5.	Lack of cohesion of different laws and policy	There are some laws on sign and some of them are outdated. Lack of cohesion among different laws and policy are not being able to provide a holistic approach towards sign.	A comprehensive sign ordinance should be enacted reflecting all the laws and policy related to sign.	-----
6.	Total list of prohibited signs at a glimpse.	In 'Dhaka City Corporation Advertisement Policy, 2003' the list of prohibited sign are sporadic.	All type of prohibited signs, both from social and technical perspective, need to be at a single place in a policy or ordinance. Then it can sensitize the concerned persons more effectively.	-----
7.	Instructions for	Though exempted signs do not need to	-The exempted signs will not	-----

Sl. No.	Issue	Description	Out put of adding the issue	Reference
	exempted signs	have permission (e.g. traffic sign, house address etc.), but there should be very clear cut instructions for those signs so that those should meet the other requirements of the ordinance.	contribute in visual clutter and blight. - Safety related issue of signs would be ensured. - Homogeneity, for similar type of sign, can be brought.	
8.	Removing of the existing non – conforming signs.	There should be provision for removing of the existing non – conforming signs. DCC can choose one or more than one of the widely used options	To handle the non-conforming signs and old signs would be very easy on basis of legal base.	These options are used for the cities of developed world.
9.	Content relevancy	More specific directions are needed on content relevancy.	Information of the sign would be more effective and reduce the number of signs.	-----
10.	Regulation on other signs	DCC has emphasized on only those signs, from where it can earn revenue. But stern control is also needed on other non – permitted signs e.g. political sign, festoon-balloon type temporary sign etc.	Non-permitted signs will come under control and those can be prevented from visual pollution.	-----

3.3.3 Permission procedure of a sign hoarding from Dhaka City Corporation

(DCC):

The process of getting permission for a sign from DCC includes the following steps:

-To act the permission for a sign, a person / commercial enterprise has to apply in a specific form (Appendix-three) provided by DCC. But the applicant person / commercial enterprise should be registered with DCC through the prescribed way. This filled up form should be attached with a layout plan of that particular area where that hoarding is going to be erected. If the application is not done through the specific form of DCC, then it should not be accepted. The application should be submitted to the Revenue division of DCC.

-After the submission of the applications at the main office of DCC, ten zonal offices of DCC are informed by main office. The main office then asked the zonal office for technical opinion on the applications. If the zonal offices permit the applications, then these applications are put forward to the meeting of the Hoarding Location Determining Committee. This meeting is usually held in the main office of DCC. In this meeting decision is taken about the permission of the applications for the hoardings.

The members of the committee are-

<i>Serial Number</i>	<i>Designation</i>	<i>Status</i>
1	Secretary	Convener, as an Ex – officio
2	Chief Revenue Officer	Member
3	Chief Engineer	Member
4	Caretaker Engineer (Electrical)	Member
5	Caretaker Engineer (Traffic Eng. Division)	Member
6	Chief Town Planner	Member
7	Deputy Chief Revenue Officer	Member – Secretary

It is noticed that, any officer of DCC can be taken as the member of the sign hoarding location-determining committee.

-When the application is submitted to revenue division after completing the procedure, it is then submitted to the engineering division for technical perusal. No sign hoarding is legal before the final approval of the location determining committee.

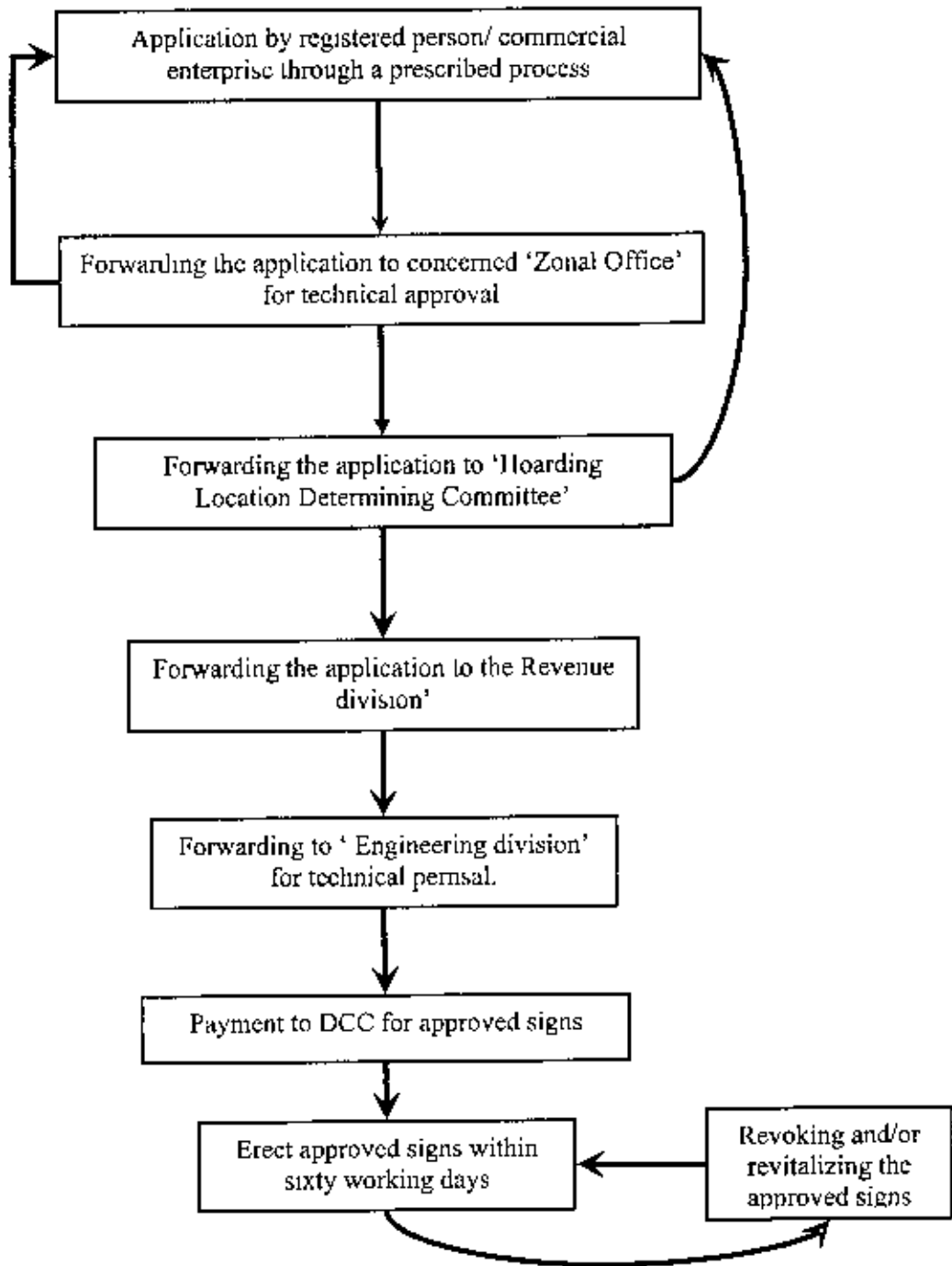


Figure: 3.3 Permission procedure of a sign hoarding at a glimpse.

- After the approval of the sign, DCC determine the fee according to the size of the sign.
- Approval for the sign is remained valid for sixty days starting from the day of approval. After that period, the approval would be automatically revoked. But the condition is that the authority can extend the time limit not more than thirty days at the charge of ten percent of the total advertisement rent in addition.
- *Re validity of the revoked approval:* In the case of revoked approval, the applicants can revitalize the approval within thirty days of that revocation. But fine should be given for six times more of the total monthly rent of that sign hoarding.

3.3.4 Some salient issues of signs in Dhaka City:

Some salient features can be mentioned as follows regarding signs, to realize the existing situation

- Dilemma over dismantling billboards by DCC:

The revenue department of the Dhaka City Corporation (DCC) is in a dilemma over dismantling 4,407 illegal of the city's advertising billboards (the number of total sign is 7,498 approved by the DCC and there are 370 approved signs in addition on private building in 2003). The DCC decided against renewing the contracts of all advertising firms and started dismantling billboards. Recent step was taken to declare the VIP roads billboard free to preserve the aesthetic aspects. Following the decision, 19 advertising firms challenged the DCC's action in the High Court. Later six more firms filed a case with the High Court seeking the same exemption. According to the revenue department, these 25 advertising firms own almost 80 percent of total billboards of the city.

Although there is a rule that each billboard should carry the advertiser's name and registration number, most don't follow that. So, the DCC authority can't conduct the removal operation for being unable to identify which one is illegal. While justifying the court cases filed against the DCC, the advertising firms said that the DCC's recent increase in tax for billboard advertisement has increased rampantly (The rate was raised from a flat rent of TK. 30 per square foot to TK. 100 for non illuminated signs and TK. 150 for illuminated ones). But according to the DCC, the prime reason behind this raise was to discourage the mushroom growth of billboards. Another

reason is that the DCC is planning to replace the old billboards with modern ones (The Daily Star, 2003). This case filed by advertising firms was outstanding for last three years. In the last financial year 2004-'05, the target of the DCC for revenue earning from sign advertisement was set Taka 200,000,000. But actual revenue earning was only Taka 1,000,000 due to this lawsuit. Recently the court verdict has gone in favour of the DCC. A committee consisting 16 members is recently formed for forming a new sign policy. (The Daily Ittefaq, 2005)

-Revenue income of the DCC from sign hoardings and malpractice in sign business:

The DCC rented out about 2,50,000 sq. ft of area and earned revenue 1,35,00000 taka from signage in the financial year 2002-03. But due to court case against the DCC by the firms, the DCC could not earn any money from the signage sector in 2003-04. According to the rule, the DCC rents sign hoardings to the firms for advertisement and these hoardings are set on both sides of the road, road islands for one year. Besides this, the DCC takes royalty for the erection of sign hoarding.

Different advertisement accused that the DCC allows billboards by charging more than the approved rent. (TheDaily Star, 2002). It is claimed that some personnel of the DCC manipulates the permission and revenue aspects of sign hoarding for personal interest. According to an official of Wheel Tax Department of the DCC, more billboards are seen at private places since the private owners offer them for rent and for that the DCC does not get paid (The Daily Star, 2002). It is also alleged that the advertising firms those have got contracts from the DCC, rent out them again to other advertisers at the rate ten times higher than the DCC's. Another allegation is that armed cadres and influential political activists control the contracts. (The Daily Star, 2003)

- Existing problems/sufferings to deal in sign by the sign makers

The sign makers of Dhaka City face the following problems while dealing in sign business:

- i. The permission procedure from the DCC is very lengthy and complex. Some permission seekers claim that unethical means are practiced while taking permission.

- ii. Due to natural disaster, sometimes the structures of signs are broken and the investors are in loss.
- iii. Sometimes the hoodlums extort money from the sign advertisement firms during the time of erection and maintenance.
- iv. Due to personal vendetta and/or harassment, sometimes the signs are been broken, pulled down by other advertising firms.
- v. Even, the image of the sign advertisement firms are sometimes tarnished and maculated by their rivals.
- vi. Widely increased of tax on sign by the DCC authority.
- vii. Sometimes, the local people protect the advertisement firms during the erection of signs in their locality.
- viii. Sick competition among the sign advertising companies.

(Source: Field survey, December, 2004)

- Rate of sign advertisement in private and public sector:

i. For vehicle sign:

-Mobile sign on the vehicles is offered by public and private transport companies. "Nirapod Bus Company Ltd." offers to the advertisement firms for mobile sign on their buses at the rate of 1,20,000 taka/bus/year. The cost of painting is borne by the advertising firms.

-BRTC offers for advertisement on the Volvo bus at the rate of 1500taka/sq.ft and on Ashok Leyland Double Decker at the rate of 300taka/sq.ft.

-Orion Taxi Cab Company offers at the rate of 10,000 to 20,000 taka/per cab/annum where the rate is determined as per the brand name and no indecent advertisement and advertisement on cigarette is not allowed to this company.

-Navana Cab Company offers for 1500 taka/cab/month and One Cab Company offers for 16,000taka/12sq.ft/annm. All the fees should be given in advance for one year (The Daily Prothom Alo, 2003).

ii. Rent and Taxation provision for DCC authority for signs :

According to latest Dhaka City Corporations Model Tax Schedule, 2002 in article no. 8(ka) and 8(kha) tax is imposed on signs.

According to the article no. 8(ka) the rates of tax on sign board of all kinds for the space of one sq.ft or part there of

- (1) TK. 50 per year if placed or fixed on private land or buildings
- (2) TK. 100 per year if placed or fixed on City Corporation land or on other govt. land.

According to the article no. 8(kha) the rates of tax on illuminated advertisement that is neon sign or plastic sign, for space of one sq. ft or part there of

- (1) Tk. 75 per year if placed or fixed on private land or building
- (2) Tk. 150 per year if placed or fixed on City Corporation land or on other govt. land.

All type of costs and expenses for sign construction or creation or fixation including the cost of illumination should be borne by the sign owner or advertiser, as the case may be.

- Leading sign makers in Dhaka City and cost-benefit from sign business:

There are a number of small and big sign makers, who print, erect or rent signs. Guarantee is given for five years.

Among them, the following are the leading ones:

- i. Mukti, Gulshan
- ii. Ava, Panthopath
- iii. Neptune, Dhanmondi
- iv. Signage, Gulshan
- v. Udayan, Purana Paltan
- vi. Uttaran, Purana Paltan

Structure erection cost of signs:

- i. Unipole structure – tk. 1,00,000 to 1,50,000
- ii. Billboard structure- tk. 20, 000 to 60,000
- iii. Mega sign structure – tk. 5,000-6,000

The digital printings are done on Poly sign, Panaflex sign, Neon sign, Banner etc.

Digital Printing rates of signs:

The printing cost of signs is as follows:

- a. Panaflex printing – tk. 130/ sq.ft
- b. Solvent print – tk. 90-100 / sq. ft
- c. Inject print /thermal print with lamination – tk. 120-130/sq.ft
- d. Printing for backlit- tk. 130-140 /sq.ft

(Source: Field survey, December, 2004)

The apparatus and raw materials are imported from Japan, Korea, China and USA. The denail cutting machine costs about from 2 to 4 lakh taka. Poli Carbon sheet roll for 25, 000 taka/roll, Panaflex sheet role 30,000 to 55,000 per sheet role, Vinyl sticker of different colors 15, 000- 17,000 and fitting instrument is 15,000 taka. Per month 50,000 to 10,00000 taka can be earned from sign business. (Source: The Daily Prothom Alo, July 29, 2003)

- The signs those are produced/erected in Dhaka City by the sign companies:

The following signs are prepared in Dhaka City:

- a. Hoarding sign
- b. Strip Sign (made with metal strip)
- c. Neon sign
- d. Mega sign (T shaped sign placed on earth or median of the road)
- e. Unipole sign
- f. Overhead sign (road overhead direction)
- g. Panaflex sign & Poly carbon sign
- h. Venyl sign
- i. Backlit digitally printed sign(may be with panflex, poly carbon etc)
- j. Bel/Tin sign
- k. Trivision
- l. Moving poster single tower sign and tower sign with LED video display.

- Power connection to the signs:

Power connection line for the illuminated signs is obtained from DESA or DESCO. Six months advance is paid by the advertisement firms to DESA or DESCO for the connection. The lights on/in the signs are lit with the help of a timer from 6 pm to 10 pm.

"Billboards contribute a minuscule amount to the economic well-being, but they impose a high cost. They detract from city's attractiveness to tourists and from the pleasant surroundings for the residents."

- Richard Lamm, former Governor of Colorado

Chapter 4

Impacts of Signs on Dhaka from Peoples Perspective

4.1 Introduction:

The splendor of Dhaka is diminished largely due to the steady crawl of outdoor advertisement. Excellent alternatives to billboards, such as way finding signs, logo signs, and tourist-oriented directional signs, can help travelers locate local businesses and are minimal in their visual impact. The proliferation of on-premise signs has created visual clutter that detracts from the unique character and beauty of Dhaka City. However, appealing signs that are compatible with local character contribute to the city for cultivating local pride and inviting travelers to stop. Creating sign regulations developed with the active participation of the community encourages business owners to erect less intrusive signs that reflect an area's spirit, contributing to civic pride and helping to revitalize commercial activities. Regulations including the people's perspective should encourage signs that quickly communicate their message, complement their surroundings and enhance the visual character of the community. Attractive on-premise signs can help encourage citizens and business owners to work together to improve and revitalize local appearance.

In this study, the impacts have been limited to visual impact and communication of the sign messages. These impacts are a part of social perspective of semiotics.¹⁵ Focus Group Discussions (FGDs) have been conducted to get the perception of 149 people of different age, education and profession on the impact of signs on city and city dwellers.

4.2 Visual impact of signs on Dhaka City and its dwellers from peoples perspective

Signs have explicit visual impacts on both the city and city dwellers. Urban signs create impact on the city dwellers due to the socio-psychological purposes. Besides the printing and electronic media, sign is widely used in city life.

The on premise /outdoor signs are preferable to the users for the following reasons:

1. *Sign hoardings/billboards are big, bold and colorful:* Signs have the ability to attract the attention of those the subscriber to reach with advertising message. People cannot turn it off, turn it over, ignore and throw it away.
2. Creates and maintains a highly visible and bold company image.
3. *Cost effective:* Signs are of the most cost effective advertising media.
4. Quickly builds name brand awareness.
5. *Delivers a high rate of frequency:* The message will be seen over and over by the people to whom the subscribers of the sign trying to reach.
6. A sign with a simple, clear and catchy image is usually remembered long after it has been seen.
7. Targets demographically and geographically for the highest effectiveness.
8. *Delivers a high reach:* It has ability to convey the subscriber's message to an entire market.
9. *Outdoor signs work continually day and night:* Users message will be seen over and over all day and all night for the subscribers/ clients. Not just at certain times of the day, week or month.
10. Provides the company presence in the competitor's market area.
11. Eliminates waste circulation by concentrating one's advertising message in the targeted market area.
12. *Flexible:* Able to purchase for small area coverage or complete market saturation.

4. 2.1 People's perception regarding benefit of signs for themselves:

Participants of FGDs have varied range of perceptions regarding benefit of signs for themselves. For example, for transportation direction, if signs are placed with 'direction and distance' (directional sign) for the multi-direction roads, it will be helpful for the new comers in the city. A person can identify a place and can easily go there with the help of a sign (an informatory sign).

People get recreational information like on cinema show, circus, festival etc from a sign. Urban sign can enhance the attraction of customers to purchase goods and services. Information on introducing a new product or service is also disseminated by signs (product or service of Banks, Post office, Phone,



Plate 4.1: Directional signs of Gulshan and Uttara

Mobile company etc. for example) Information on special offer/ discount/ opportunity that is provided by any company/ organization etc. can be received from a sign. Urban sign contributes on public awareness- like awareness on AIDS, Immunization, Plantation, Family Planning, Building Pollution free environment etc. Through sign, people may be informed where, why, how, when something is happening. Sign bears cultural effect (like wall writings of Institute of Fine Arts- Dhaka University, National Shahid Minar etc) Signs also create political awareness, publicity (like awareness on/against a party etc.) It can create public opinion on particular issues (e.g. awareness



Plate 4.2 : An awareness building sign at Sadar Ghat area.

gas issue).

Signs can provide necessary information to the general people like information on doctors, police with their phone numbers, public toilet, phone and fax service, coaching center etc.

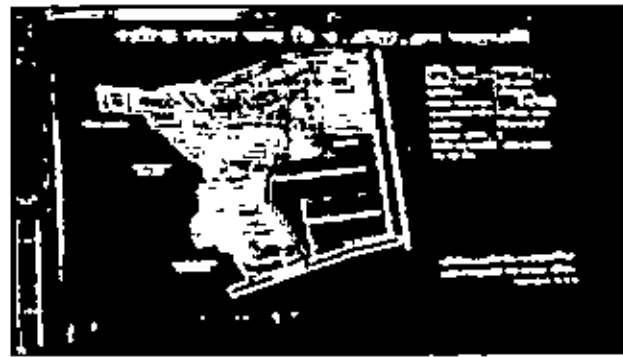
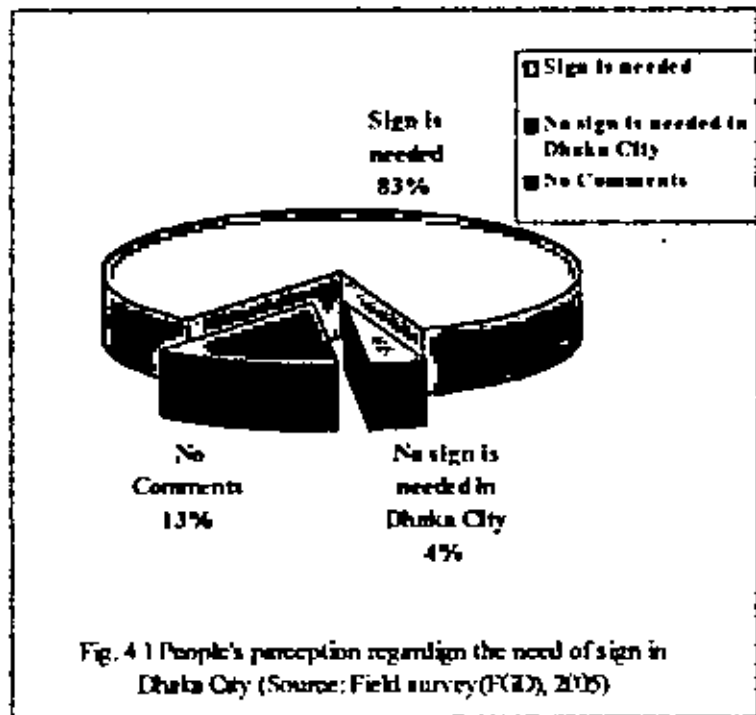
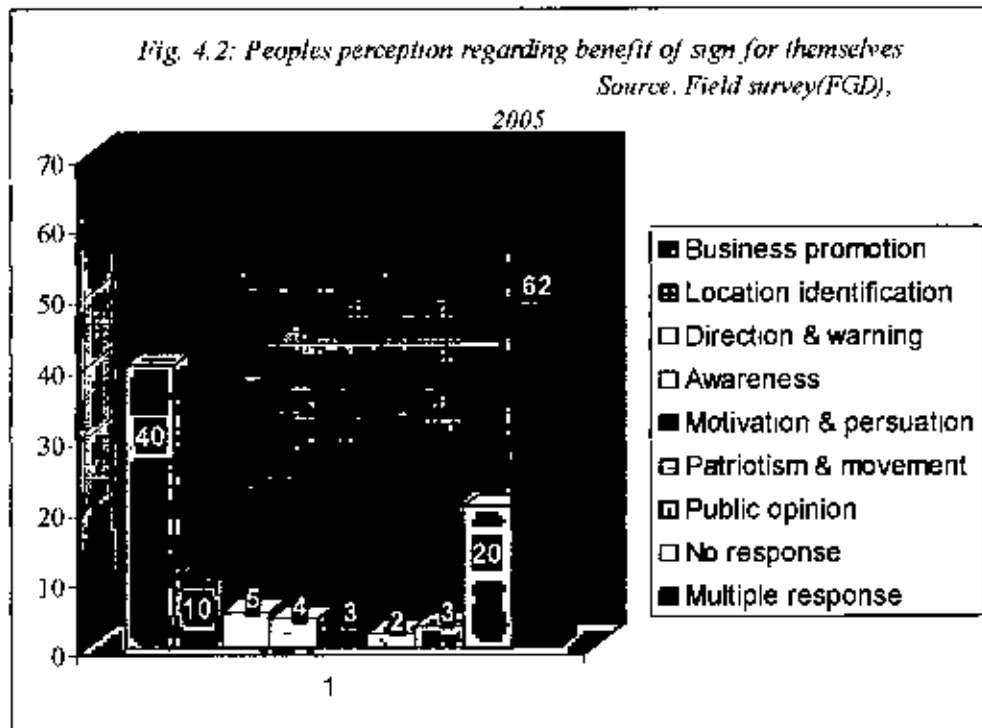


Plate 4.3: Layout plan of New DOHS and Gulshan residential area on informatory signs

“Sign can pursue the people to do a good thing, like, in a vehicle sign where it is written that –*Send your children to school* can create a motivation to the city dwellers”. Signs pursue the people for a common goal e.g. for plantation, raise opinion against dowry, women repression, cleanliness of the surroundings etc. If an advertisement or information is missed from the electronic or printing media, a sign can be a constant substitute of that.



Though the presence of signs is blamed, but still it is also felt that sign is inevitable not only in modern city life, but also in everywhere of the society. Most of the participants of the FGDs (83%) think that there should be signs in Dhaka City, but those should be under strict control.

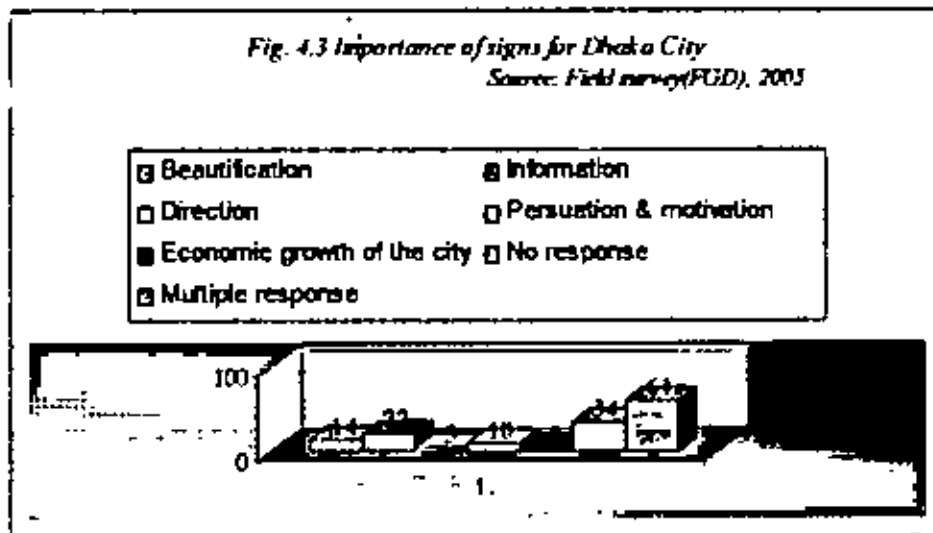


Participants of the FGDs think that the main reason of setting signs is for business promotion. Though 62 people gave multiple response (multiple response means a single people giving more than one answer/response against one single query) mentioning different importance of signs in Dhaka City

4.2.2 Importance of signs for Dhaka City:

The participants think that the signs are needed for Dhaka City for various reasons. Well coloured, well lightened and well decorated sign increase city's beautification (e.g. Grameen and Sheba phone, DHL etc. sign on the road median increasing city's beauty). Informational and directional signs set on the Over Bridge, ease the circulation of the city dwellers and the tourists of Dhaka City. Some other participants opined that signs are indispensable for the city for directing the people to a certain destination and for persuasion and motivation for particular issue. Signs pursue the city dwellers with its

statement, to keep the environmental quality. Thus, it is contributing to the environmental balance, e.g. sign disseminates positive information on plantation, dengue, polythene etc. Signs help to identify a place, institute and service within the urban area. Most of the participants (61 out of 149) have the perception of multi-

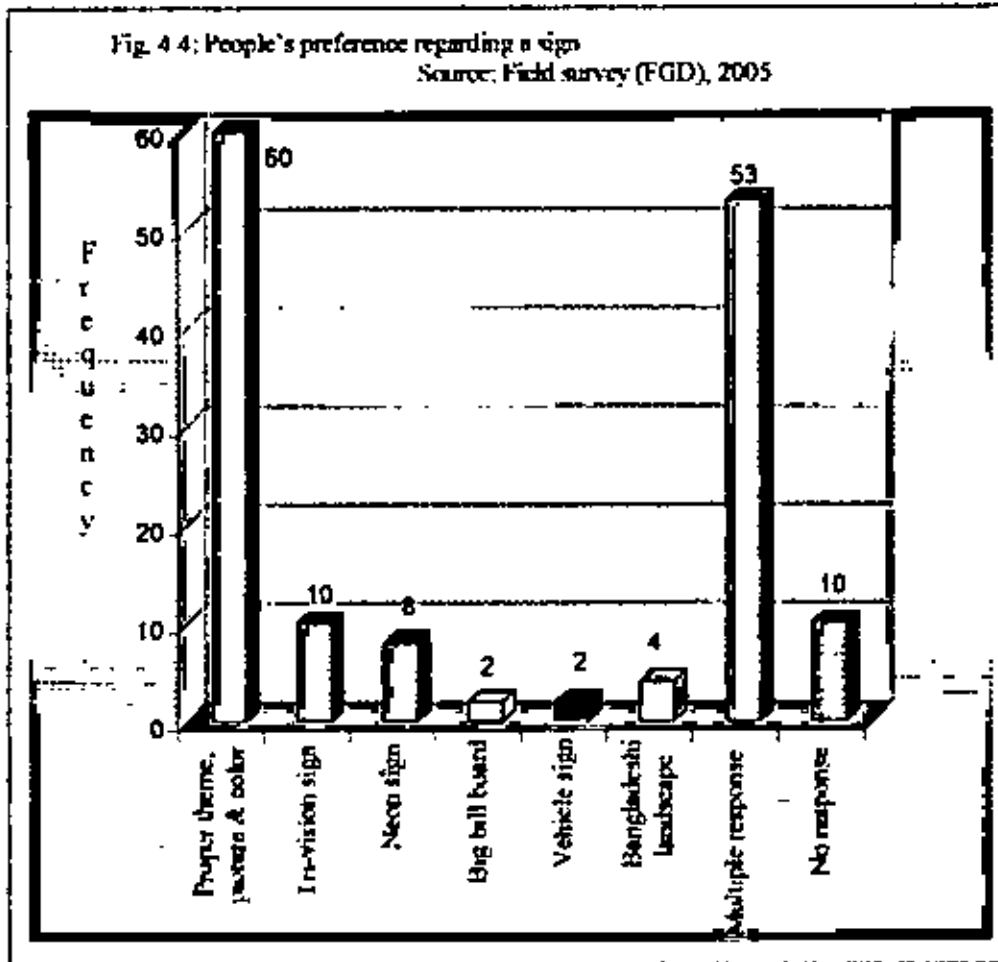


importance of signs for Dhaka City. The people think that main reason of placing a sign in the city is to provide information to its people, either visitors or dwellers. They also think that if the signs are placed with proper planning, design, number, size, content and lighting- it can contribute to the beautification of the city. A small number of people (only 3 people) think that numerous people are engaged in sign business, directly or indirectly for livelihood. Besides, it is stimulating the 'buying and selling' of goods and services. Hence, signs are contributing in Dhaka's economy.

4.2.3 People's preference regarding nature of sign

People preference regarding nature of sign is a considerable issue for urban beautification. Besides this, it can contribute to increase the efficiency of a sign. The participant's preferences regarding a sign are:

Sign should be with attractive theme, with proper light and relevant picture. Large and lightened signs are most attractive. Signs should have artistic colour combination. Those signs, which have consistency in themes and pictures, are more eye catching. Tri-vision



signs, that shows three different sign advertisement of products are very attractive. Light color with the landscape of Bangladesh creates more attraction. Neon signs are also very attractive. Vehicle signs (a sign printed on plain sheet and pasted on the out side of a vehicle) are increasing the good looking of the vehicles. These vehicles can be an alternative to place signs instead of placing on land.

In order to create positive appeal, 60 respondents out of 149 emphasized on proper color, picture and theme. Many of the interviewee mentioned on different aspects of sign rather than a single one, e.g. Bangladeshi landscape with proper light, color and which should be of bigger size.

4.2.4 Elements causing negative impact on sign:

The participants of the FGDs think that the elements those are causing negative impact against a sign are - excess write up in the sign, which takes more time to read; spelling

mistake; overlapping of signs; odd colour and design. They think that banner sign for cinema advertisement is embarrassing. Signs placed on the road and footpath such as

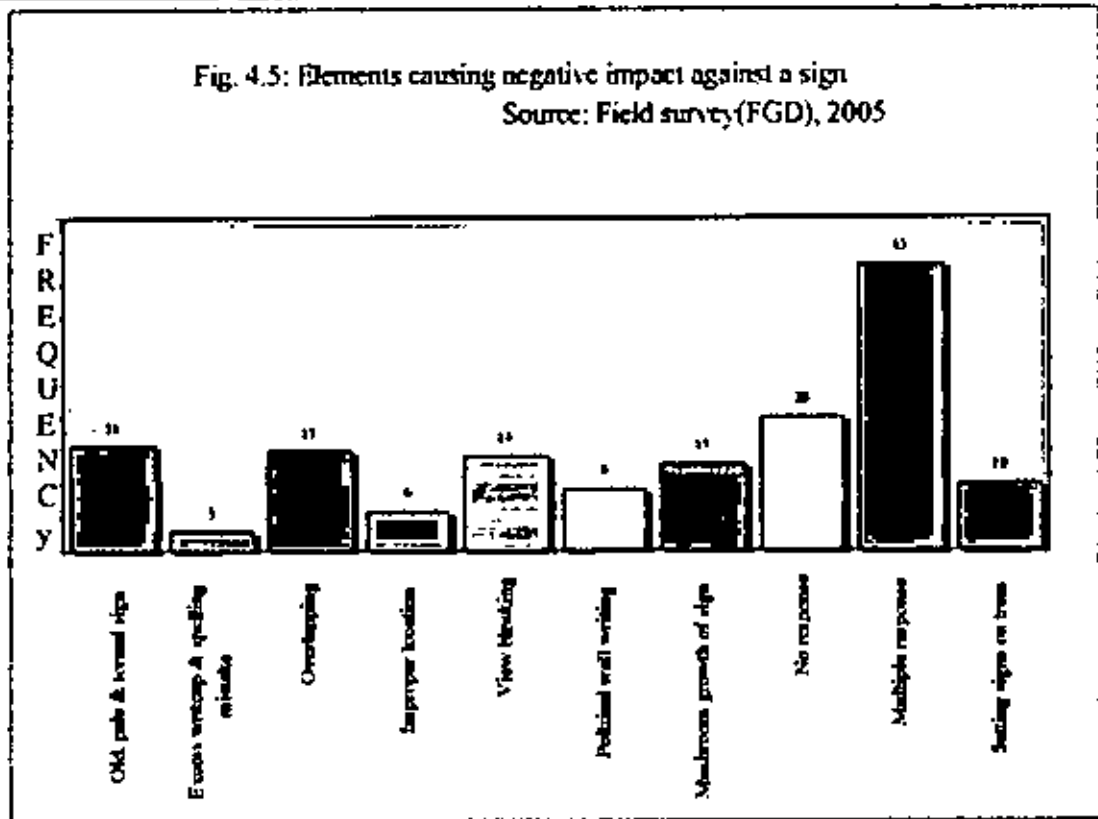


Plate 4.4: Political wall writing at Dhaka university campus area

signs of old Dhaka obstruct the free movement of the pedestrians.

101090
“The people who are responsible for unnecessary wall writing (e.g. a well known writing in Nilkhet campus area is ‘Kostay ase Aizzuddin’) should be punished”- said by a participant. View blocking of signs and signs in a shanty place or a number of signs at same place in a crowded situation- create a maze among the observers. Excess lighting in/on signs creates problem to the drivers and it is an extravagance of electricity. Mushroom growth of sign hoardings in Dhaka City, lack of proper management for sign control by the DCC, signs blocking the natural beauty- should be stopped/removed. Sometimes, signs obstruct views of trees and sometimes they are affixed on trees. This is very shocking.

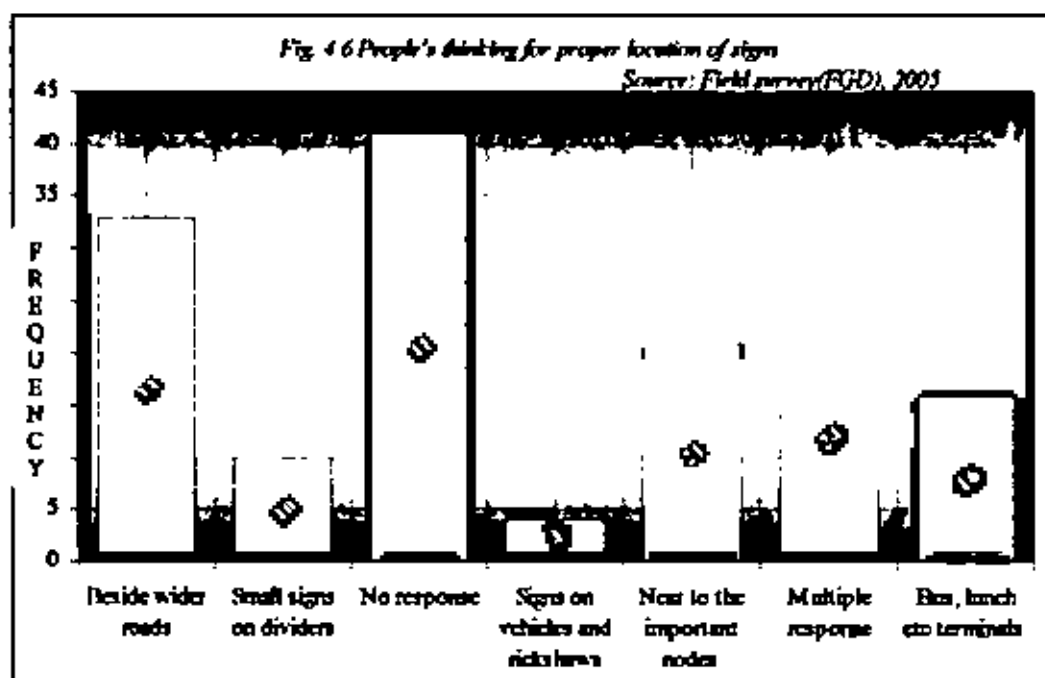
Participants of FGDs mostly (16 persons) dislike old, pale and torn signs. They also think that overlapping of signs causes harm of all of the signs in overlapped condition. A good number of people (9 people) opined that all type of wall writing should be banned, no matter for what reasons the wall signs are being used. Also 23 people think that mushroom growth of signs and setting signs on trees should be stopped immediately.



4.2.5 People's perception regarding location of signs

- For proper location:

The participants of the FGDs think that there are some locations, which might be the proper places for placing signs for Dhaka City. In public places like rail station, road intersection etc. should have signs. Small and attractive signs with lighting system can be placed on the median of wider roads only. Grameen and Sheba phone, DHL, etc are using this type of signs. These signs are being placed with proper plantation of shrubs. The back of the rickshaws / vehicles can be used for sign advertisement with decent themes and issues. Only in wide roads more than 60-80 feet can have signs and all the narrow roads should get rid of signs.



Many of the participants (41 out of 149 participants) did not give their perceptions for proper location of signs. The others struggled also. Among the respondents, most people (33 person) think that wider roads are the only suitable areas for placing a sign hoarding. There was a debate about erecting signs on medians of a road. Only 10 people opined for placing small signs only on wider medians, though none of the respondents clarify the width of wider medians.

- For improper location :

Some locations / situations are quite improper for setting a sign, for example, signs should not be set or nailed down on trees, on the walls of Nabab bari (Ahsan Monjil- a historical place) and Lalbagh fort (a historical place). Signs placed on /

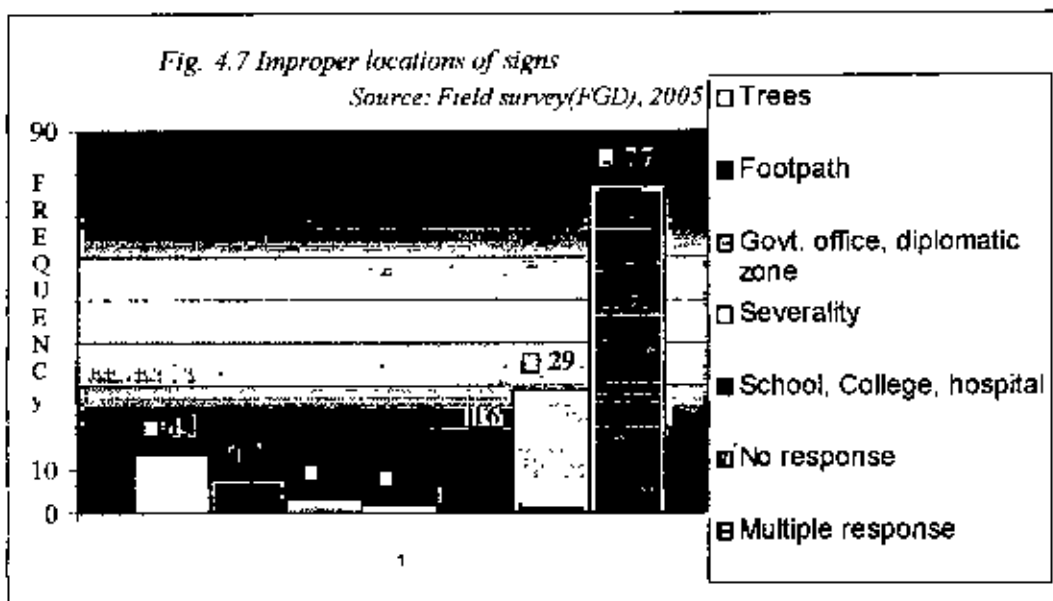


Plate 4.5: Five signs at the same place for a single bank at Uttara.

over footpaths, roads should be avoided

No signs should be used promiscuously at any where in the city, particularly in government office premises and in the diplomatic zone. Doctors should not place sign here and there of Dhaka City. For one organization or institute or commercial enterprise, a number of signs should not be placed in the same area. It is unethical to use signs just beside/in front of the schools, colleges, hospitals, clinics and other institutions. Any view blocking sign should also be considered as placed at improper location.

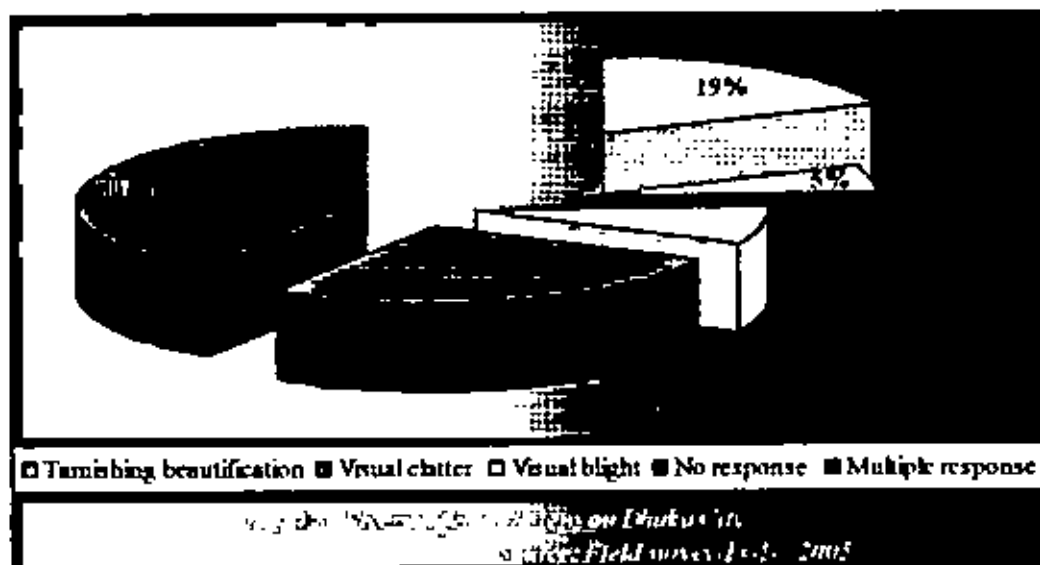
Most of the participants (77 persons out of 149) gave multiple responses regarding improper location of signs. 2 people emphasize on stopping severalty (i.e stopping of using a number of same signs in same geographical area for same business/ institutes). Some people think that setting signs on trees with nails should be treated as social offence and huge motivation is needed against it. A stern regulation is also needed against setting signs on trees. The respondents between 10-18 years old, urges that their educational institutes and the surrounding premises should be sign free



4.2.6 Adverse effect of sign on Dhaka City image:

The participants of FGDs mentioned different adverse effects of signs on Dhaka City. According to them, wall writing is back falling the beautification of the city and overlapping of signs creating visual clutter. Signs at unexpected locations and signs

which are under maintained, torn, pale and broken are contributing to the visual blight of the city.



Almost all of the participants (including multiple respondents) think that tarnishing the beautify of the city and creating visual blight and clutter are the most adverse effect of signs.

4.2.7 Means to increase the efficiency of a sign (people's view)

The participant of the FGDs sorted out different means to increase the efficiency of the signs of Dhaka City. They think that the existing signs are mostly suitable for the educated people of the city. To make it more effective to the illiterate people, easily meaningful symbols and pictures should be used for the signs (e.g. the sign which is used for perusing the people for plantation, should possess picture of trees, fertilization and the picture of taking care of plants etc.) For the introduction of a new product or service, a sign may have a description or illustration of that product's attributes, guarantee, price etc. Sign can be of homogeneous color, design and content according to the broader categories for easy identification, like all sign for health service can be alike and same can be for housing, telecommunication, education etc. Some participants think,

“Presently, in one sign, three different images are being displayed (Tri vision sign). If three different companies use these displays for three different products or services, the number of signs can be amortized”. A symbol using in a sign can increase the efficiency of a sign to some extent (e.g. the symbol of health service in a health related sign is more effective than the text). A vehicle is an alternative space for placing a sign that increase the beauty of the vehicle in one hand; on the other hand it saves the space of using a new



Plate 4.6: A vehicle is an alternative space for using signs.

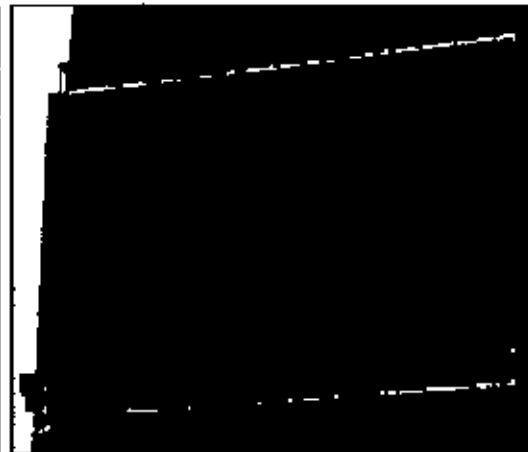
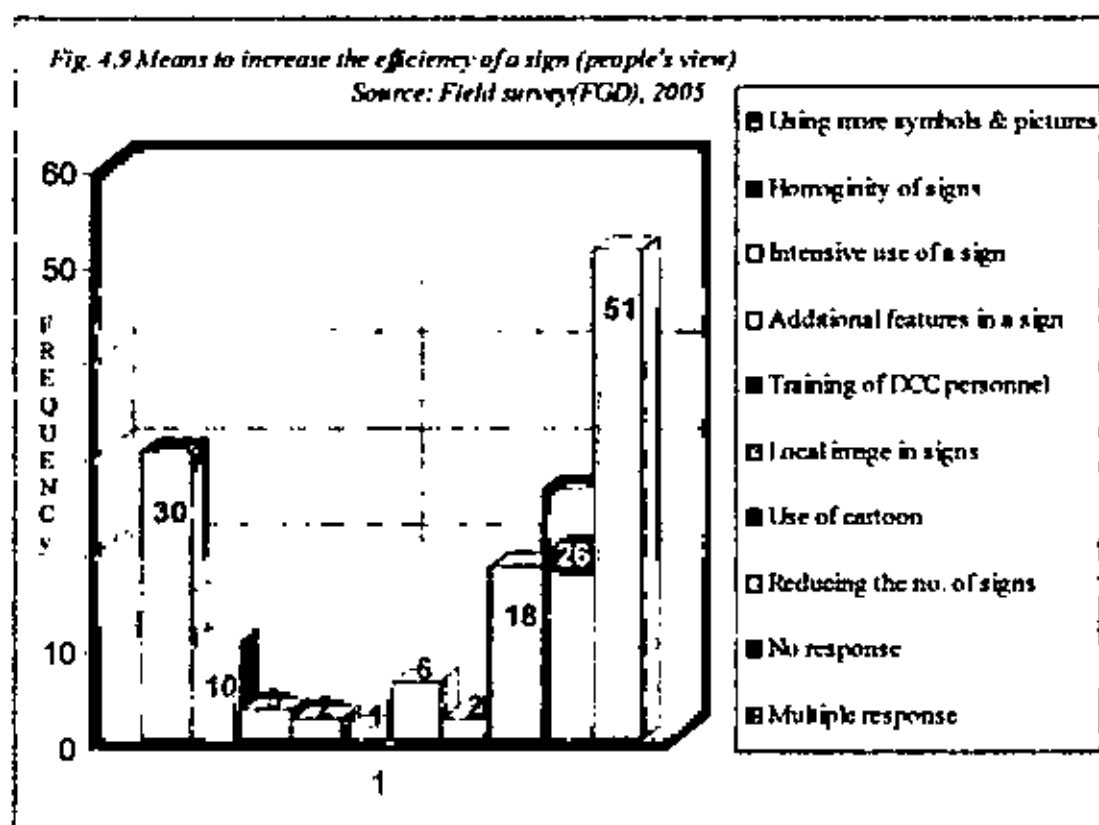


Plate 4.7: A 'Tri-vision' sign at Gulshan sign.

In the political banner, the 'mark' of the candidates can contribute to his/her publicity. Some alternative features e.g. a clock can be affixed with the sign to increase its efficiency and acceptance. To increase the efficiency of a sign, the urban development workers of the DCC should be trained properly. Thus these personnel would be able to provide direction for proper location, maintenance etc. of the urban signs. If a sign is able to expose the criteria of the respective area- where it is set, certainly its appeal will increase (e.g. a sign near the forest, mountain or sea beach may have the writing, colour, picture representing that geo-social criteria and it is sometimes done by Grameen Phone company). Cartoon figures can be used in the signs as it takes less time to convey the message and creates more attraction to the general people. Some beautiful permanent signs can be erected instead of a number of temporary signs



Most of the participants (including the multiple respondents 51 out of 149) opined that more relevant symbols and pictures can be used to increase the efficiency of signs. Some participant (18 people out of 149) emphasized for reducing the number of signs to increase the efficiency. They think that the different sides of back to back sign and tri-vision signs can be used by different companies for reducing the sign number.

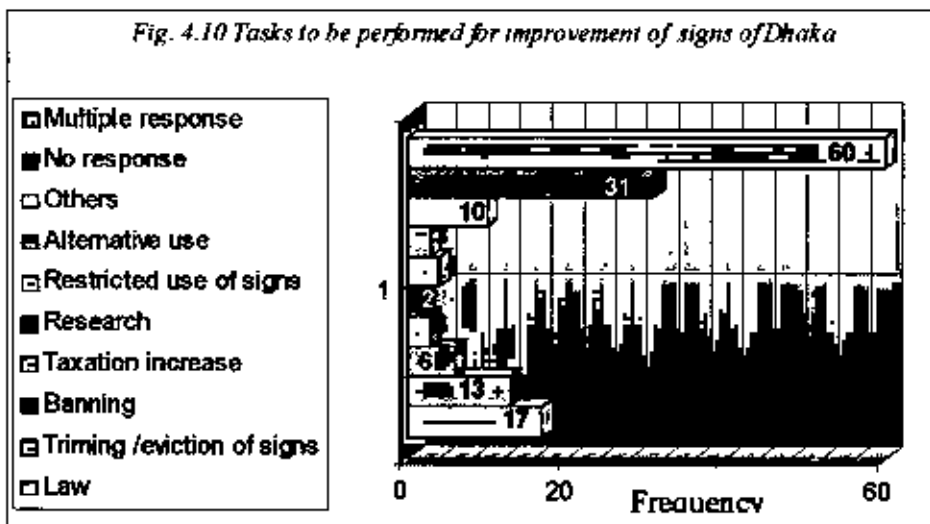
4.2.8 Tasks to be performed for the improvement of signs of Dhaka (according to the participants of the Focus Group Discussions- FGDs)

The participants of the Focus Group Discussions- FGDs have listed out the following tasks those required to be performed on priority basis:

Government should form a law to control the increase number of signs. The law should state who, how and after how long the pale, torn, broken signs should be removed. It should also state the form of penalty and compensation for violation of any of the stated regulations set by the authority. DCC should prepare the total list of signs according to the companies name and then should take a realistic decision to trim the number of

signs. All forms of wall writing and political banner should be banned. Government should have the sole responsibility for erection and removal of large signs. The rent rate of sign should be increased up to a high level, just to discourage the erection of new signs. Through notice, 75% of signs should be removed and no new permission should be given to erect a new sign. Before erection of a sign, an area should be studied fast. In a residential area, sign can be permitted only to those places, where there are shops to meet diurnal needs. In the market precinct, signs should be used only within the market just for identity of the enterprises. In the commercial area, the scale of sign should be according to status of the respective commercial enterprise. All type of banner, festoon and other form of temporary sign should be discouraged. All the illicit signs should be demolished, which was done at the time of caretaker government in 2001. The use of sign should be restricted according to the use of the space (e.g. around the hospital premise, only informational sign related directly to health service should be used). People should be motivated for using more printing and electronic media for advertisement rather than to mainly rely on sign advertisement. Research should be conducted on signs on regular basis for signs' efficiency and before taking any action regarding sign.

Fig. 4.10 Tasks to be performed for improvement of signs of Dhaka



People gave multiple suggestions/response (multiple response/suggestions means a single person giving more than one answer/response against one single query) those to

implementation of law regarding sign, stern control of government over sign. They also emphasized on increased taxation for reducing the number of signs. Some of the participants (13 people) urged for the rigorous eviction of signs within Dhaka City and some urged (6 people) for banning new signs in the city.

4. 2.9 Desired image of Dhaka City in respect of sign

The participants desired the hereinafter images of Dhaka City signs:

They think that all signs of the same area or of same business enterprise should be homogenous and look alike. Only the name and address will be different (this is seen in BCS computer fairs). The businessmen of the same market place can use a large sign in co-operative form, where the names of similar goods and services would be mentioned. There should be no pale, broken signs in Dhaka City and the city should get rid of the crowd of signs. There should no obscenity while a sign is being displayed. All the old and broken signs should be replaced with the light and colourful modern signs. Bangladeshi cultural image should be displayed in the sign instead of foreign image (e.g. Grameen phone company's free standing sign is using Bangladeshi image). The size of the sign should be compatible with the scale of investment on those materials, for which the sign has been erected. All the important intersections and places of the city should have warning sign, directional and awareness building sign only. Signs should be used only for needs, not for the profits of the DCC and the businessmen.

4. 3 Comparison of contemporary and past signs

Actually the comparison of contemporary and past signs was made by some of the key informants as follows:

Presently, the overall quality of sign is developed. The increased use of colourful signs with lighting and electronic device is prominent. Sign with movie screen (LED-Light Emitting Display), digitally printed moving poster signs are something completely new. In the previous time, signs were painted on tin or steel sheet, but now they are being printed. The number of sign production or selling company was less in the past, but due to the increase of Sign Company, the erection of a sign hoardings is also very easy at present time. In the past, while a sign was used, it emphasized on giving social messages rather than merely promoting a product or service (Key informants, 2, 3 and 6).

"Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and cheer, and give strength to the body and soul alike." - John Muir

Chapter 5

Recommendations and conclusion

5.1 Introduction:

Signs are called "visual pollution," "sky trash," "litter on a stick,". Nothing can destroy the distinctive character of a community or city quicker or more thoroughly than uncontrolled on- and off-premise signs. Communities can regain control of their visual environment, preserve their distinctive character and protect natural beauty and the environment. Enacting tough sign controls is one way for them to do so. Reducing sign blight helps communities to reclaim local beauty and character.

This is also true that sign is one of the image building elements for the city. It is an important consideration for city beautification, urban economics and for the efficiency of city direction, motivation & persuasion if they placed under proper guidance. Though Dhaka is a city of sign, its signs can contribute to its beautification, if those signs are properly controlled through legislative procedure.

5.2 Summary of Major Findings:

The major findings of this study on signs of Dhaka City are as follows:

01. The existing rules and regulations regarding signs are insufficient and sporadic. There is no sign ordinance for any of the cities of Bangladesh. In the developed countries, there is sign ordinance for any of the big cities like Dhaka. There is a policy on Dhaka City signs, which is known as Dhaka City Corporation Advertisement Policy, 2003. However, this policy can be considered as a very good starting point for formulation of a comprehensive sign ordinance for Dhaka City.

02. In the study areas 53% of the total signs are moderately maintained and 40% are maintained in good condition. 7% of total signs are poorly maintained among the surveyed signs. It is compulsory to print registration number on every permitted sign, but violation is very common. Total 389 signs (13.78%) out of 2821 have violated nominal vertical clearance.

03. The Dhaka City Corporation authority keeps only the records of those signs from which the DCC earn revenue. In Dhaka City Corporation Advertisement Policy, 2003; the standards are mentioned for other sign beyond commercial signs (from which DCC does not earn revenue, e.g. wall sign), but DCC authority does not keep any record for those signs. Though the unrecorded signs (e.g. wall signs, shops signs etc) equally can contribute for visual clutter and blight.

04. It is alleged by some of the key informants that the permission for sign erection can be obtained from some of the DCC personnel easily through unethical means beyond the government procedures. Some DCC personnel manipulates the permission and revenue aspects of sign hoarding for their own personal interests. According to the interviewees, for a single sign, money needs to give from 2,500 taka to 30, 000 taka with out any receipt.

It is also alleged by the DCC revenue division that many of the advertising firms, those have got the contracts from the DCC, rent out the hoardings again to other advertisers at the rate ten times higher than the DCC's rent rate. 18 out of 25 renowned firms are under suspicion of that allegation.

05. Signs are placed in the restricted places (e.g. Lalbag Fort and Bahadur Shah park which are historic sites). Though no signs are allowed there, but the advertisers seem to prefer the restricted areas to attract more attention to their products/services. Signs in historic areas destroyed the character of the old building and the place significantly.

Most of the existing regulations on signs have ignored the temporary signs (wall sign/writing, banner, advertising paper etc), which are significantly creating visual blight. According to the Metropolitan City Police Ordinance 1976, a person should be fined up to taka 200 for placing or setting these type of temporary signs. But this ordinance is no longer in action.

06. In the study areas, 83% of the people think that there should be signs at Dhaka City. But the government should have a practically stern control on those for controlling their number, content, placement etc.

07. The participants of the FGDs have a clear opinion about their liking and disliking regarding signs, importance and adverse effect of signs for them and Dhaka city. They have a number of alternative ideas for increasing efficiency of signs, reducing the number of signs in the city and for reducing visual blight.

08. In Bangladesh, there is no guideline in any of the existing policies, regulations for political sign, banner, festoon, wall writing, content relevancy etc. The government should also have stringent control on wall writings, political signs, banners, festoons etc.

5.3 Guidelines for a Sign Ordinance for Dhaka City:

In Dhaka City, the signs should be strictly controlled for its visual beauty. For this purpose, it is indispensable to have a comprehensive sign ordinance for Dhaka City that should encompass detail of sign regulation for this city. The guidelines of this section aims not to provide the national standards of sign regarding its various aspects, rather it aims for the provisions for a comprehensive model sign ordinance.

5.3.1 Precaution for the legal viability of the sign ordinance

The model sign ordinance for Dhaka City is supposed to be drafted finally by a lawyer(s), who is (are) familiar with Bangladesh and Dhaka City land use and other relevant laws to ensure that it is legal and constitutional. To be legally viable, certain principles will be followed in setting the ordinance standards:

1. All requirements should be content-neutral :

An emphasis on content-neutrality will provide the most solid defense of probable challenges to the provisions of the sign ordinance.

However, certain indirect distinctions based on content are inevitable and not necessarily invalid. For example, a requirement that signs in residential area will be smaller and less numerous than those in commercial areas is not entirely content neutral because sign in residential areas carry different messages than those in commercial areas. Nevertheless, such a distinction is allowable.

2. Commercial speech should never be given more favorable treatment than non-commercial speech: This provision protects the amendment rights of the ordinance.

3. All requirements should address both aesthetics of the city and safety and easily convey information: These issues are usually compatible. For example, restricting the size, number and location of signs reduces visual clutter, thus enhancing the effective communication of information by the signs which are allowed.

- Note to remember

All numeric values which are used in this chapter (distinguished with a '' mark) are intended to provide guidelines only, based on the comparison with adopted sign ordinances of different countries. DCC can determine its own numeric value in the light of practical condition.*

5.3.2 Principal provisions:

The prime provisions for a model sign ordinance are mentioned as follows:

- Statement of purpose:

The first section of a model ordinance should narrate the preamble or statement of public purpose for which the ordinance has been enacted and how it will achieve those purposes. This type of ordinance intends to get communities up, running with language to preserve the visual environment, address public safety issues, economic development and enhance business competitiveness. Preambles are important because courts will want to know the reason/s for enacting this legislature. Historically, the courts accept the findings without further question unless they are clearly unreasonable. More recently, however, some courts (of USA, Thailand, Kenya) have demanded greater proof.

The first section of a model sign ordinance should specify both the source of the city's authority to regulate sign and an explanation of the city why it is taking action. In many cities of the world, this source of the authority is the "police power". The police power gives government the right to take actions necessary to protect the health, safety, morals and general welfare of the public. The purpose of the law should be phrased in these terms.

An example of statement of purpose:

- a. To preserve and promote the public health, safety, and welfare of the citizens of Dhaka City.

- b. To encourage signs which, by their location and design, are harmonious to the buildings and sites which they occupy and which eliminate excessive and confusing sign display,
- c. To promote more effective visual identification of commercial, industrial, directional and other activities within the city,
- d. To maintain and enhance the city's ability to attract sources of economic development and growth;
- e. To provide the business community equal and fair opportunity to advertise and promote its products and services in Dhaka City without any discrimination;
- f. To maintain and enhance the visual environment and to preserve the right of the citizens to enjoy Dhaka City's scenic beauty;
- g. To improve pedestrian and traffic safety;
- h. To minimize the possible adverse effect of signs on public and private property;
- i. To enable the fair and consistent enforcement of these sign restrictions.

This ordinance is adopted and hereafter amended pursuant to Article *** of the country constitution.

Illustration: This illustration can be seen in STATEMENT OF PURPOSE, ALEXANDRIA, VIRGINIA (VA), ORDINANCE (Article IX, Section 9-101)

- Applicability:

The ordinance should mention the applicability and scope regarding sign.

An example of applicability:

The provisions of this ordinance shall apply to the construction, erection, alteration, use, location and maintenance of all signs located out-of-doors, to those signs affixed on any part of a building or free-standing for the express purpose of being visible from the exterior of the building.

Illustration: This illustration can be seen in 'West Springfield Zoning Ordinance, 2002' (Section 9.22)

-Definitions:

A sign ordinance must contain a list of definitions. The definition section is essential to explain terms that have special meaning in the ordinance. This section in the

ordinance is particularly important because these type ordinances are often challenged on the ground that they hinder freedom of expression and are thus unconstitutional. A complete list of definitions will protect the law from challenges that it is vague or overly broad. It is not uncommon to define between 30 and 50 different terms. Many ordinance of different community find it useful to include illustrations in an appendix.

An example of definitions:

Along with defining various types of sign (as mentioned in Chapter 02), a number of relevant definitions are also useful as follows:

1. **Premises:** The contiguous land in the same ownership or control, which is not divided by a street.
2. **Public way:** Any corridor designed or vehicular or pedestrian use that is maintained with public funds.
3. **Scenic roadside:** Scenic roadsides are established and named herein to mean those land areas within the city corporation limits which lie within the view shed of either side of the outermost edge of any of the roads, which are of uncommon visual importance or scenic attractiveness.
4. **View shed:** An area visible from the road that provides vistas over water or across expanses of land, such as farmland, woodlands, coastal wetlands or mountaintops.
5. **Face:** That area of a business sign containing the advertising information, painting, drawing or message intended or used to advise or inform and excluding trim and supports.
6. **Street or highway frontage:** The distance along any one side of any public street or highway, measured along the right-of-way line or parallel to the normal right-of-way line where the right of way line is not fixed.
7. **Approved plastic:** Plastic materials which burn at a rate no faster than 65 mm per minute when tested in accordance with ASTM D 635 shall be deemed

approved plastic. Approved plastics may also be used for ornamental purposes, decorations, lettering, facings etc on signs and outdoor display structures.

8. **Display surface:** The area used to display the advertising message in a sign structure.
9. **Illuminated display:** The display of signs with continuous or intermitted illumination of various intensity.
10. **Noncombustible materials:** A material no part of which ignites or burns when subject to fire. Any material conforming to ASTM E 136 shall be considered noncombustible.
11. **Public passage:** A public way having a width less than 2.5 m.
12. **Public property:** The land property, which is dedicated or deeded to the public for use.
13. **Commercial message:** Any sign wording, logo or other representation that directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity. The erection of more than two flags on property used for a commercial purpose shall be considered a commercial message.

Illustration: This illustration can be found in LIST OF DEFINITIONS from JEFFERSON CITY, MISSOURI (MO), ORDINANCE NUMBER 8396 (Section 3) & Dhaka City Corporation Advertisement Policy, 2003.

- Administration and Enforcement:

Most signs require a permit, issued by the local government for a fee (This provision exists in Dhaka City Corporation Advertisement Policy, 2003). The purpose of permit fees is to provide sufficient revenue for enforcement of the sign ordinance. Permits are subject to application requirements, conditions of approval and review procedures, which are detailed in this section. The charges for permits may be listed here or may be instead referred to those adopted by the resolution of the governing

body (For Dhaka city it is at ' Dhaka City Corporations Model Tax Schedule, 2002' in article no. 8(ka) and 8(kha). This makes it easier periodically to update fees.

An effective enforcement mechanism is essential to a sign ordinance. However, enforcement can be difficult because some sign can be small structures that are easily erected or taken down and do not always require permits. Some sign regulations are also complicated and possibly inconsistent, making enforcement even more elusive.

It is important to have clear, consistent sign regulations that the authority can effectively enforce. The sign ordinance should clearly state *which department and staff* will be responsible for implementation and enforcement of the regulations. Permit fees cover the cost of enforcement in order to ensure that sufficient staff is available to implement the sign regulation.

Five important steps that an authority can take for making the enforcement and administration of sign regulation effective:

- a. Keep regulations simple: This makes it easier to administer the ordinance to encourage compliance by sign owners.
- b. Establish records: A master record of specific signs that are permitted in various places, organized by location, as well as schedule for removal of non-conforming signs, will facilitate keeping track of records (for DCC authority, this record can be established for interconnected 10 zonal offices of DCC).
- c. Assign adequate staff for enforcement. Weak enforcement will compromise even the most carefully drafted, well-thought out sign ordinance.
- d. Build a review procedure into the sign regulation process to gather support for sign regulations. A public hearing gives proponents and opponents an opportunity to state their opinions on the regulations.
- e. Encourage citizens to notify city authority (Dhaka City Corporation – must be in this case) of sign code violations.

An example of administration and enforcement:

a. Designation of Sign officer/ Sign administrator/ Code enforcement officer:
The Building inspector (or any other qualified person) may be appointed by the Mayor as the Sign officer. The Sign officer is authorized to order the repair or removal of any sign and supporting structure, which is erected or maintained

contrary to this ordinance. The other staffs in urban planning division and revenue division will be prepared to enforce this ordinance.

b. Enforcement responsibility: The duties of the sign officer shall include not only the issuance of permits as required by the sign ordinance, but also the responsibility of ensuring that all signs comply with this ordinance and any other applicable law and that all signs for which a permit is required, in fact, have a permit. The sign administrator/officer shall make such inspections as may be necessary and initiate appropriate action to bring about compliance with the sign ordinance and other applicable law if such inspection discloses any instance of noncompliance. The sign officer shall investigate thoroughly any complain of alleged violations of this chapter.

c. Powers of sign administrator/officer: The sign administrator/officer shall have the power and authority to administer and enforce the conditions of the sign ordinance and all other laws relating to sign. These powers are as follows:

- i. Every sign for which a permit is required shall be subject to the inspection and approval of the sign administrator. When deemed advisable by the sign administrator, a sign may be inspected at the point of manufacture if such point is within or adjacent to the sign code application area.
- ii. Upon presentation of proper identification to the owner, agent or tenant in charge of such property, the sign administrator or his representative may enter, for the purposes of inspecting and investigating signs or sign structures, any building, structure or other premises or property between the hours of 9.00 a .m and 5.00 p. m on Saturday to Thursday. However, in case of emergency where extreme hazards are known to exist which may involve imminent injury to persons, loss of life or severe property damage and where the owner, agent or tenant in charge of the property is not available after the sign administrator has made a good faith effort to locate same, the sign administrator may enter the aforementioned structures and premises at any time upon presentation of proper identification to any person on the premises. Whenever the sign administrator or his representative shall enter upon private property, which property has management in residence, such management, or the person in charge, shall be notified of his presence and shown his proper and official credentials. The sign administrator or his

representative, when on private property, shall observe the establishment's rule and regulations concerning safety, internal security and fire protection. Whenever the sign administrator is denied admission to inspect any premises, inspection shall be made only under authority of a warrant issued by a magistrate authorizing the inspection for violations of the sign ordinance. In applying for such a warrant, the sign administrator shall submit to the magistrate his affidavit setting forth his belief that a violation of the sign ordinance exists with respect to the place sought to be inspected with the reasons. Such affidavit shall designate the location of such place and the name of the person believed to be owner, operator or occupant thereof. If the magistrate finds that probable cause exists for a search of the premises in question, he shall issue a warrant authorizing the search, such warrant describing the premises with sufficient certainty to identify the same. Any warrant so issued shall constitute authority for the sign administrator to enter upon and inspect the premises described therein.

iii. Upon notice and issuance of a stop order from the sign administrator, work on any sign that is being conducted in a manner contrary to the provisions of sign ordinance or is being conducted in a dangerous or unsafe manner shall be immediately stopped. Such notice and order shall be in writing and shall be given to the owner of the property or to his agent or to the person doing the work and shall state the conditions under which work may be resumed. Where an emergency exists, written notice shall not be required to be given by the sign administrator. Following the issuance of a stop order, the sign administrator shall initiate proceeding to revoke any permit issued for the work covered by such stop order.

iv. The sign administrator shall be granted, the power and authority to revoke any and all licenses or permits authorized by the sign ordinance for violation of the terms and provisions of this ordinance, provided that the sign officer shall conduct a hearing prior to the revocation of any license or permit authorized under this chapter. The person whose license or permit is under consideration shall be given at least 10* calendar days' written notice of the hearing and shall be permitted to present relevant facts and legal argument regarding the pending revocation. Following such hearing, the sign officer shall consider the merits of the case and shall present a written opinion prior to any action. If in the opinion of the Sign

officer, the health, safety or welfare of the citizens of the sign code application area is endangered by any violation of this chapter, the sign administrator may immediately revoke any or all licenses or permits authorized by this sign ordinance and shall conduct the necessary hearing as soon as possible thereafter, but in no case later than three business days after the effective date of the revocation unless the affected licensee or permittee shall request in writing a later date.

v. The sign administrator shall have the authority to adopt regulations required to implement the provisions of this sign ordinance.

d. Maintenance and removal: Every sign shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust resistance material. The sign officer shall inspect and shall have the authority to order the painting, repair, alteration or removal of a sign which shall constitute a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, or obsolescence.

c. Permit procedure: All signs shall require a sign permit prior to being constructed, reconstructed, moved, altered, placed or repaired. Sign permits shall be issued by a committee including Sign officer. (DCC has already a committee- mentioned in Chapter 3, article 3.3.3. But it has no Sign officer/Administrator).

f. Permit application: All applications for sign permits for the erection or relocation of a sign shall be submitted to the Sign officer/ administrator.

g. Permit fees: Each application for a sign permit shall be accompanied by the applicable fees, which might be according to ' Dhaka City Corporations Model Tax Schedule, 2002' and should be updated from time to time by taking feed back from the concerned authority of DCC.

h. Permit application completeness: Within five (5)* working days of receiving an application for a sign permit, the sign administrator shall review it for completeness. If the sign administrator finds that it is incomplete, s/he shall, within such five (5)* day period, send to the applicant a notice of the specific ways in which the application is deficient, with appropriate references to the applicable sections of this ordinance.

i. Permit issuance/ Denial action: Within ten (10)* working days of the submission of a complete application for a sign permit, the sign administrator shall either:

1. Issue the sign permit, if the sign/s that is subject of the application conforms in every respect with the requirement of this ordinance; or
2. Deny the sign permit if the sign/s that is subject of the application fails in any way to conform to the requirements of this ordinance. In the case of a rejection, the sign administrator shall specify in the rejection section or sections of the ordinance or applicable plan with which the sign/s is inconsistent.

j. Inspection upon completion: Only with the prior permission, a person is eligible for installing, structurally altering, or relocating a sign (it is already mentioned in 'Dhaka City Corporation Advertisement Policy, 2003, article 9.0.2'). If any change has been done so, the sign administrator shall then conduct an inspection within seven (7)* working days. If the construction is complete and in full compliance with this ordinance and with the BNBC in respect of building and electrical codes, the sign administrator shall affix to the premises a permanent symbol identifying the sign/s and the applicable permit by number or other reference. If the construction is substantially complete but not in full compliance with this ordinance and applicable codes, the sign administrator shall give the owner or applicant notice of the deficiencies and shall allow an additional thirty(30)* days from the date of inspection for the deficiencies to be corrected. If the deficiencies are not corrected by such date, the permit shall lapse. If the construction is then complete, the sign officer shall affix to the premises the permanent symbol described above.

k. Lapses of sign permit: In addition to 'Dhaka City Corporation Advertisement Policy, 2003, article 16.0 & 17.0'; a sign permit shall lapse if the business license for the premises lapses, is revoked or is not renewed. A sign permit shall lapse if the business activity on the premises is discontinued for a period of one hundred and eighty (180)* days or more. A sign that was constructed or maintained in conformance with a permit under this ordinance, but for which the permit has lapsed, shall be in violation of the ordinance.

l. Assignment of sign permit: A current and valid sign permit shall be freely assignable to a successor as owner of the property or holder of a business license for the same premises, subject of filing such application as the sign administrative

officer may require for paying any applicable fee. The assignment shall be accomplished by filing and shall not require approval.

m. Violations: The sign administrative officer, upon finding that any provision of this ordinance or any condition or a permit issued under this ordinance is being violated, is authorized to institute legal proceedings to enjoin violations of this ordinance.

n. Appeal procedure: Any person applying for a sign permit who is denied a permit or disagrees with any ruling by the sign administrator may appeal to the *sign approval committee of DCC*. That governing body may review or overturn the ruling, but may not issue a sign permit. The findings of the governing body are then remitted back to the sign administrator.

o. Permits for existing signs: For any sign in the city corporation on the effective date of this ordinance, an application for a sign permit must be submitted to the sign administrator within one hundred and eighty (180)* days. For any sign on property annexed at a later date, applications for sign permits shall be submitted within six (6)* months of the effective date of annexation or within such period as may be established on an annexation agreement between DCC and landowner. Applications for permits for existing signs submitted within one hundred and eighty (180)* days of the effective date of the ordinance shall be exempted from the initial fees adopted under authority of this ordinance, but not from any subsequent fees.

p. Fines: A person who violates the provisions of this ordinance or the conditions of a permit shall be guilty of a civil violation. Each day of the violation constitutes a separate offense subject to a TK. ** fine.

Such person shall also be liable for court costs and reasonable attorney fees incurred by the local jurisdiction.

Illustration: This type of illustration can be found in SIGN ENFORCEMENT PROVISIONS FROM HOUSTON, TEXAS (Chapter 46, Section 4601) & West Springfield Zoning Ordinance, 2002 (Section 9.31)

-Amendments:

The sign ordinance describes the procedures for modification:

a. Initiation of Amendments: An amendment to this ordinance may be initiated by:

i. Revenue division of DCC

ii. Urban Planning division of DCC

iii. Written petition of a number of voters equal to at least ten(10)* % of the number of votes cast in DCC area at the last public election.(or as determined by local law governing referendum).

b. Public hearing for amendments: The revenue division shall hold a public hearing on the proposed amendment at least ten(10) * days prior to the DCC meeting at which it is to be considered. Notice of the hearing shall be posted at least ten(10)* days in advance in the newspaper or general circulation in the area.

c. Adoption of amendment: An amendment to this ordinance may be adopted by a majority vote of any corporation meeting.

d. Severality : If any section, subsection, sentence, clause, phrase or portion of this ordinance is held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portion thereof.

e. Protection of first amendment rights: Any sign, display or device allowed under this ordinance may contain, in lieu of any copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit or to a commodity or service for sale and that complies with all other requirements of this ordinance.

Illustration: This illustration can be found in AMENDMENTS LANGUAGE FROM LITTLE ROCK, ARKANSAS (AR) (ARTICLE X-SIGNS. Section 36-545)

- Control of new sign hoarding:

In a sign ordinance, it is needed to have the provision to control the new sign hoarding. There are some options in the following to control the new sing hoardings.

Option # 01: Prohibiting new signs construction:

By far the best approach for dealing with sign blight is to prohibit the construction of new signs. No new permits means that existing signs cannot be relocated if the owner loses his or her leasehold for some reason (e.g. road widening , new building goes up on site). This leads to a decrease in the total number of over time in jurisdictions that prohibit new construction.

This approach is successful for the following reasons:

- i. It is clear and simple, requiring no interpretation by bureaucrats,
- ii. It leads to a reduction over time in the number of billboards in the city.

Illustration:

This illustration can be found in BAN ON CONSTRUCTION OF NEW BILLBOARDS FROM BALTIMORE , MARYLAND (MD) (Article 30- Zoning , Chapter 10-Sign regulations.)

Option # 02: Strict Controls on new signs:

DCC authority may not prohibit new construction of signs. Elsewhere, activists may determine that the political will for such legislation does not yet exist. Short of prohibiting new construction, setting strict design standards will help alleviate sign blight by limiting the location, size, height and spacing of new signs. Existing signs that do not meet these design standards are labeled “ non-conforming”. New signs that do not conform are simply illegal.

Illustration:

This illustration can be found in Restrictions on new billboard construction from Virginia Model Sign Ordinance – Article no. 1.40, 10, (Published by the Southern Environmental Law Center).

Option # 03: Prohibiting signs in designated scenic areas:

To reduce the worst excesses of the sign industry, signs can be prohibited in particular areas that deserve protection. These are essentially overlay districts, much like historic districts. Many cities have adopted sign ordinances which, in addition to capping the number of signs citywide, also identifies a number of scenic areas in which new signs are prohibited.

Illustration:

This illustration can be found in PROHIBITION OF NEW BILLBOARDS IN IDENTIFIED SCENIC AREAS OF CHATTANOOGA , TANSY (TN) Article v, Sec 3- 51, 3- 52)

Option # 04: Cap and Replacement procedure:

A total prohibition of new sign construction is clearly a community's best option in dealing with sign blight. But many communities have employed cap and replacement procedures – a far less desirable option.

A cap procedure places an upper bound on the number of signs allowed in a town/city at any given time, most often set at a number equal to or lower than the number in existence when the procedure as a part of ordinance is passed. New commercial signs may be erected, but only when a like number of signs are removed. Sign operators often accept or even support cap procedure because, by limiting the ability of new players to enter the market, they make existing signs more valuable and lock in the current sign stock.

The cap option in the ordinance can be dangerous. In many places with weak sign controls, they lead to the migration of commercial signs from less desirable to more visible (their desirable) locations, thus actually increasing the intrusiveness, if not the number of signs. Moreover, cap procedure typically lock in the current number of signs, if it is sought to reduce the number of signs in Dhaka City, a cap procedure will not get it done.

If it is still decided to pursue a cap procedure, it should be kept in mind the following:

- i. It should be needed to put in place very strict controls on location, size, height and spacing of signs.
- ii. The DCC authority, not the signs operator, should dictate which signs come down in each and every exchange, to ensure that these exchange do not increase the intrusiveness or blight of signs.
- iii. Its needed to be certain that passing a cap does not tie the DCC authority's hands if, in future, DCC can decide to seek tougher controls.

Illustration:

This illustration can be found in CAP AND REPLACEMENT ORDINANCE , KING COUNTY, WASHINGTON (WA) (ARTICLE 21A.20. 140; 21A.20. 150; 21A.20. 170; 21A.20. 180)

- Maintenance of existing signs:

An another excellent way to alleviate sign blight and enjoy a decline in the number of billboards over time is that signs are kept in good repair. If a sign falls into disrepair and is not fixed, the hoarding is removed at the owner's expense.(It is very concisely mentioned in Dhaka City Corporation Advertisement Policy, 2003, article no. 14.0.1) Many nonconforming signs can be come down over the years, for example, as a result of Nor'wester (Cyclone during summer) or other natural disasters that can destroy them.

An example of maintenance and repair of existing signs:

Whenever concerned personnel of DCC (Sigh administrator or his/her designated person) finds that any sign on the authorized list is not maintained in good repair and has been deteriorated more than 50 percent of its replacement value, the concerned personnel of DCC shall notify the owner and order him/her to repair the billboard within a specified amount of time not less than 10 calendar days. If that concerned personnel finds that the sign has deteriorated more 50 percent of its replacement value or is not repaired within the time specified in the repair notice, s/he shall notify the owner of the hoarding and the owner of the real property on which said hoarding is located to remove the hoarding or poster panel from the property within a specified time. All hoardings should be removed according to the authorized list within the prescribed time. Failure to do this, the authorization of mayor to use police power may be required for the removal of any sign or advertisement in violation of this provision and upon conviction or adjudication, fines may be imposed.

Illustration:

This illustration can be found in MAINTENANCE AND REPAIR PROVISION ORDINANCE OF WASHINGTON, DC (MAINTENANCE AND REPAIR REQUIREMENTS, ARTICLE 1905.6.6)

- Stern control on usually unregistered (signs – are not subject to revenue income) signs:

There are some signs, which are usually not subject to registrations so far in Bangladesh. But to check the visual pollution, stern control should be taken on those signs. Such signs include, but not only limited to:

- i. Election campaign: Political signs must be removed within three (3)* days after the election advertised. Promiscuously affixed or painted signs for election or for diurnal political use should be restricted to some fixed boards or places. These places and/or boards should be fixed/erected by DCC authority with an excogitate monitoring system.
- ii. Owner identification sign: Size, color, text, logo and/or shape should be fixed for owner identification sign. This can be controlled on basis of locality or/and land use.
- iii. Shop sign: Shop signs for a precinct or arcade should be homogeneous in terms of color, size, shape etc. Homogeneity of shop signs can also be ensured on basis of road type and width of that locality.
- iv. Control on severality: Using of a number of signs for a single business in a single area should be controlled. Number and size of a sign for a business, should conform to the scale of investment of that business.

- Prohibited signs in land uses:

All the signs are not expressly permitted under the sign ordinance or exempt from regulation. Some of the signs hereunder in accordance with this ordinance are prohibited in the city. Such signs include, but are not limited to:

- A. Any sign attached to any tree, utility pole or painted upon or otherwise directly affixed to any natural features, historic and archeological sites.
- B. All type of wall writing in Dhaka City should be completely banned after introducing this ordinance.
- C. No sign shall be erected:
 - i. In the public right of way, except those signs placed by an authorized governmental agency,
 - ii. At any location where, by reason of position, shape, wording or color, it interferes with or obstructs the view of pedestrians or vehicular traffic,
 - iii. Which may be confused with any authorized traffic sign, signal or device,

- iv. Above the roof line,
- v. Which projects from a building over a public way with the bottom of the sign less than eight (8)* feet vertically above the ground. The sign owner must provide to the city corporation proof of liability insurance naming the city corporation as the insured party for any sign projecting over the public way.
- vi. Any outdoor sign which advertises, identifies or pertains to any activity no longer in existence shall be removed by its owner or persons otherwise responsible within thirty (30)* days from the time the activity ceases. This provision does not apply to seasonal activities during the periods in which such businesses are closed
- ix. Signs with illumination those flash, blink, flicker or vary in intensity or color, except for time-temperature-date signs.
- x. Signs, commonly referred to as wind signs, consisting of one or more banners, flags, pennants, ribbons, spinners, streamers or captive balloons or other objects or material fastened in such a manner as to move upon being subjected to pressure of wind.
- xii. Plastic panel rear lighted signs,
- xiii. Signs placed on bus shelters, bus benches or waste receptacles (though it is at the beginning level in Bangladesh, but in course of time, if uncontrolled, it will also be considered as visual pollutant),
- xiv. Portable signs, except vehicle signs, as they are hard to control.

- Exempted signs in land uses:

The following signs do not require permits or payment of fees but must meet the other requirements of the ordinance:

- A. Traffic control signs;
- B. Traffic flow informational signs,
- C. House addresses, family name signs, decorative flags, no trespassing and similar signs,
- D. Signs on vehicles regularly and customarily used to transport persons or property for the business,
- E. Directional signs,
- F. Political signs (4 sq. ft. or less)
- G. The flags of any nation, state, city, military or service organization (15 sq. ft or less)

- H. Temporary signs,
 - I. Safety control signs

- General design and construction standards:

Many ordinances include sections to deal with safety or character issues related to the sign design, materials and construction methods.

Material specifications take on special significance in communities that are trying to achieve a particular character. For example, some ordinances prohibit the use of certain materials, like neon or require the use of certain materials, like wood or brick sign base. Design and construction standards can also establish specifications for sign height, landscaping, setbacks, illumination etc.

An example of General design and construction standards:

All signs shall be designed, constructed and maintained in accordance with the following standards:

- a. All signs shall comply with applicable provisions of the Bangladesh National Building Code and/or 'Uniform Building and Electrical Code' of a particular city at all times.
- b. Except for banners, flags, temporary signs and window signs, all signs shall be constructed of permanent material and shall be permanently attached to the ground, a building or another structure by direct attachment to a rigid wall, frame of structure.
- c. All signs shall be maintained in good structural condition, in compliance with all building and electrical codes and in conformance with this code, at all times.

- Removing of the existing non -conforming signs:

This section outlines how the community, usually through sign administration officer, will handle old signs that do not conform to the new law.

There are a number of options to handle with the non-conforming signs and for the removal of existing ones.

These options are as follows:

Option # 01 Removing signs through amortization:

One method of removing existing sign hoardings is amortization. Amortization allows a jurisdiction to rid itself of non-conforming sign hoardings. It allows a sign hoarding operator to recoup his or her investment by granting them some time to make money off their sign hoarding(s). Such provisions usually provide sign

hoarding operators between five to ten years to remove their sign hoarding(s). During the amortization period, the non-conforming signs shall not be:

01. Changed to another non-conforming sign,
02. Structurally altered (except to meet safety requirements)
03. Expanded,
04. Re-established after its discontinuance of sixty (60)* days,
05. Continued in use after cessation of the business or change of the type of business activity to which the sign pertains or
06. Re-establish after damage or destruction if the estimated cost of reconstruction exceeds 50 percent of the appraised replacement cost (as determined by the sign administrator)

Illustration: This illustration can be found in the SECTION 30-9-10 REMOVAL OF EXISTING BILLBOARDS THROUGH AMORTIZATION, sign ordinance of ASHEVILLE, NORTH CAROLINA (NC)

Option # 02 Downsizing the sign hoardings:

Another method to reduce sing hoardings is to require them to be reduced in size by a date certain. This method is known as downsizing. In USA, many courts have determined that requiring sign hoardings/ billboards to downsize does not trigger the need to compensate sign hoarding operators, unless the downsizing effectively “takes” the sign hoarding (for example by making it too small to be legible).

An example of downsizing:

01. All existing sign hoardings faces, in the CBD areas and in the restricted corridors/area(please spccify) shall be reduced to 100* sq. feet or less in face area by December 31, 2005*
02. Existing sign hoardings faces in all other locations shall be reduced to 150 sq. ft or less in face area by December 31, 2006*

Illustration:

This illustration can be found in the SECTION 14-9-203 (G) DOWNSIZING OF BILLBOARDS, OFF-PREMISE ADVERTISING ORDINANCE OF COLORADO SPRINGS, COLORADO.

5.4 Recommendations:

For protecting the beauty of Dhaka City, it is now an important time to provide special attention regarding sign related issues. The following recommendations can be useful to protect the proliferation of signs and for increasing a sign's effectiveness. The recommendations will also increase the beautification of Dhaka City:

01. There should be a comprehensive sign ordinance for Dhaka City, which can lead other fast growing cities of Bangladesh. This ordinance should be made to control all categories of sign including all types of temporary sign such as wall writing, banner, poster sign etc. It should be formulated on very practical basis, not in an ambitious way. This chapter has provided some guidelines for the formulation of this type of ordinance. Dhaka City Corporation authority should be very much careful regarding what they are doing, what they have and what they want to do.

02. For downsizing the number of signs or to stop the proliferation of signs, no matter what the process is, may be through 'amortization' or 'prohibiting new signs construction' or 'cap and replacement procedure' – it should be participatory with different stakeholders. DCC sometimes may need to take some directive decisions. As 25 sign advertising firms own almost 80 percent of the Dhaka City sign hoardings, participatory decisions will be helpful to implement any decision.

03. The general, non- technical city dwellers of Dhaka City have some excellent and alternative ideas regarding signs and this is already revealed by this study. So, participation of the general non technical people will be a great consideration for the formulation of any comprehensive policy or ordinance regarding sign, along with other city planning aspects.

04. Like every sphere of society, the government is supposed to have stern control against corruption and terrorism. In this study, according to the interviewees and participants of FGDs, it has been found that manipulation of situation by the DCC personnel, sign firms and hoodlums exist in Dhaka City regarding sign issue. The unethical practice of some personnel of DCC, along with malpractices of the sign advertising firms may spoil/ turmoil any good initiatives regarding signs of Dhaka City.

5.5 Conclusion

Signs are being used in Bangladesh since 50s-60s of nineteenth century and were being considered as important visual elements. Since the boom in jute trade at Dhaka in 1854 to till today, approach and strategy of advertisement is changing continuously. Not only the number of signs is increased in this city so far, but also the designs, style, color, technology of sign is tremendously changed. These signs, in one hand are creating visual clutter and blight, on the other hand also contributing to some extent for the beautification of Dhaka City. Beyond this, proper uses of signs create a smooth flow of information to the city dwellers. As signs are an important consideration for a city like Dhaka, so it's the time now to have a comprehensive sign ordinance instead of having (like presently for Dhaka) sporadic and insufficient legal and policy base for signs. Following proper and predefined way, the DCC should lessen the number of signs. Eradication of illegal, nuisance creating, under maintained, over numbered signs (etc) will be welcome to the general city dwellers of Dhaka City. People's participation in comprehensive legal base and policy for sign will create sense of ownership to Dhaka City dwellers. Peoples liking, disliking, suggestions for alternative, their desired image of signs can be some important considerations from people's participation.

A comprehensive control of the government is needed over all type of signs with proper tools, legal support, manpower, monitoring system. A comprehensive sign policy is needed for this purpose at the earliest time. Otherwise, the sprawling of signs will create a mess for the city. There is no alternative of formulating and customizing Dhaka City's own policy and practice. Copy of sign policy and standard from the abroad may not bring any fruits in the long run to the control the signs.

REFERENCES

Khan, Bahrin and Farzana, Tahsin (December, 2000): *Bangladesher Paribesh Ain*, Bangladesh Environmental Lawyers Association (BELA) and Ford Foundation, Dhaka.

Mian, Shiddiqur Rahman (July, 1996): *Dhaka, Chittagong, Khulna and Rajshahi Mohanagori Police Oddhadesh*, Kanrul Book House, Dhaka.

Rahman, Golam and Mallick, Bishawjit (2002): "Promoting Good Governance in Service Delivery System of Dhaka City", *World Habitat Day Souvenir*, 2002, pp46-55, Ministry of Housing and Public Works- People's Republic of Bangladesh, Dhaka.

Far Eastern Economic Review (1982): "All Asia Guide", 12th Edition, p33.

Center for Urban Studies (2002): "CUS Bulletin on Urbanization and Development", No-41, July – December 2001, Dhaka.

Islam, Nazrul (1996): *Dhaka: From city to mega city*, Urban Studies Programme, Department of Geography, Dhaka university, Dhaka.

West Springfield town development authority (May 9, 2002): "West Springfield town zoning ordinance 2002", Hampden, Massachusetts State, USA.

www.scenic.org/billboards.htm (Website of Scenic America, 801 Pennsylvania Ave. SE, Suite 300, Washington, D. C., 20003)

Cullingworth, Barry J. (1993): *The Political Culture of Planning – American Land use Planning in Comparative perspective*, Routledge Inc., New York.

California, State of. (1976): "Historic Preservation Element Guidelines", Office of the Planning and Research, Sacramento, CA.

Dallas, City of. (1978): "Natural Open Space Plan", Department of Urban Planning, Dallas, Texas.

The Irvine Company (1999): *General Plan Program Urban Design Element*, The Irvine Company, Newport Beach, CA.

Krier, Rob. (1979): *Urban Space*, Rizzoli, New York.

Murtaugh, William J. (1982): "Commentary in Preservation and conservation Principles and Practices", *Proceedings of the North America International Regional Conference*, Preservation Press, Washington, D.C.

Ahmed, Sharif (2001): "Trend of small enterprise development in Bangladesh", An unpublished Master of Commerce Thesis, Institute of Small Enterprise Promotion and Training (SEPT), University of Leipzig, Germany.

APPENDIX ONE

List for the change and control of hoarding boards stood beside the different roads of Dhaka City

Recently some decisions regarding install/remove/prohibition of the hoarding boards in different part of Dhaka City were taken. By considering public safety and aesthetical beauty these decisions are accepted. These are as follows:

1. There will be no advertisement hoarding board between P G Hospital and Jahangir gate of Dhaka Cantonment.
2. There will be no advertisement hoarding boards between Kakrail mosque and 'Mathsa Bhaban'.
3. There will be only high class Strip/ Neon sign board between 'Dainik Bangla' intersection to and 'Banga Bhaban'.
4. There will be no advertisement hoarding boards between Secretariat Corner (Police Box) to 'Top Khana' intersection and 'Shikkha Bhaban'.
5. From Magbazar 4 way intersection to Mohakhali Police Box, all existing advertisement boards should be removed and there is to be erected beautiful light decorating signboards like Neon/ Channel signboard etc.
6. Light decorating signboards like Neon/ Channel signboards must be installed between Mohakhali Police Box to Dhaka Gate and all existing obsolete hoarding boards, made up of wood and tin, shall be removed.
7. There will be no hoarding board from Kamal Ataturk road to Gulshan 2 and 1 via Mohakhali Amtoli intersection.
8. There will be no hoarding board at 'Baridhara Residential Area' (except Bishwa Road)
9. There will be only light decorating channel signboard from Eden Womens' College to Mirpur Technical bus stand.
10. Light decorating signboards like Neon/Strip signboard should be installed from Tangi Diversion road (Traffic Canopy) to Green road-Russel Square.

11. From Baily Road (Kakrail Crossing) to Magbazar Crossing, 50% of all existing obsolete boards must be removed by the belonging companies and the quality of the remaining boards should be developed.
12. Strip or lighting signboards must be displayed on the roads between Shahabag node to Science Laboratory node
13. There shall be no hoarding board on Ramna Park, 'Sohrawardi Uddan' and TSC chattar area.

APPENDIX TWO**A Study On Urban Signs in Dhaka.**

(All data should be used for research purpose only and should be kept confidential)

Guiding Questions for FGD with Dhaka City dwellers :

1. What are the benefits of using sign to you?
2. How do the signs affect the visual character of a city?
3. Which features of sign attract you most?
4. Which visual elements of sign disturb you most?
5. Which location, you think, are not appropriate for sign?
6. What are the differences between present and past day signs? (The question is for the senior city dwellers.)
7. According to you, what are the negative aspects of sign?
8. If you are given the authority to improve signs of Dhaka City, list five tasks you will perform first?
9. Has any problem been caused by sign particularly in your area?
10. What can be done to remove/ amortize the old, pale or broken signs?
11. How can the general people help the DCC authority to develop the standard of signs?
12. How can we get rid of the urban sign overlap?
13. What is your desired image of Dhaka city (in respect of sign and visual beauty)? Express in five separate sentences.

APPENDIX – THREE*(Application form for the permission of establishment of sign)***DHAKA CITY CORPORATION, DHAKA.****Revenue Division**

Pad No.....

Serial No.....

Application form according to Dhaka City Corporation Advertisement Policy, 2003 for space allocation of advertisement hoarding.

1. Name of the applicant/organization:.....
2. Name of father/husband:.....
3. Address and telephone no.
4. Description of applied place for hoarding establishment

Ward no.....	Name of the road.....
Holding no.....	No. of sign.....
5. Has the attested copy of ownership/rental agreement of Government/Non government / Private/ Autonomous property been attached to the application:.....
6. Has the Elevation plan or design of sign board and scale based Location plan of the applied place been attached to the application:.....
7. Has the attested copy of Trade License (renewed up to the date) been attached to the application:.....

I, signed below, declare with confidence that all the aforesaid information is true and correct according to my knowledge and concern and I am compelled to obey and maintain all the concerned rules and regulations. After abandon of the agreement, I should eliminate the advertisement hoarding within the prescribed time span, otherwise, the authority is able to extort compensation for the eviction of established advertisement hoarding.

.....
Signature of the applicant

Name:

Post:

Address:.....

Price. TK. 20(Twenty) only

N.B: Applicable only for same type of sign and same road

(Information form for the permission of establishment of sign)

DHAKA CITY CORPORATION, DHAKA.

Revenue Division

(Information Form should be filled up and attached to the application)

- 1. Type of sign:.....
- 2. Description of possible placement of the sign:.....
- 3. Detail description of the sign:.....

a. Dimension:

- i. Length:.....ft.
- ii. Width:.....ft
- iii. Thickness.....ft
- iv. Weight.....pound

b. Clarity and Projection

- i. Clarityft.
- ii. Projection.....ft.

- 4. Type of used elements:

- i. Inflammable
- ii. Approved plastic
- iii. Mixed

- 5.Detail description of electricity connection (if any)

.....
.....

- 6. Type of lighting:.....

- 7.Detail description of sign structure:.....

.....

.....
Signature of the applicant

(Approval of application form for the permission of sign establishment)

DHAKA CITY CORPORATION, DHAKA.

Miscellaneous Advertisement Section

No: Bi: Ra: Sa: -1

Dhaka: _____

Messrs. _____

Dhaka.

Subject: Temporary Permission for Advertisement Display

Reference: Letter No. _____ Date: _____

According with the subject and reference, it is to inform you that according to the list attached with your application, you are given permission to install Tin sign/ Mega sign / Hoarding / Plastic sign / Plastic sign / Traffic Canopy / Island / Foot over bridge / Sign board for the year _____ and _____ in number subject to the following preconditions:

Preconditions

1. The temporary permission shall be valid during the date _____ to the date _____
2. The concern enterprise should submit the attested copy of Trade License renewed up to the date.
3. Dhaka City Corporation reserves the power to cancel this temporary permission in any time.
4. The sign on the footpath should have at least 8 ft vertical clearance.
5. Sign can't be installed otherwise excepting the prefixed areas.
6. The advertisement hoarding must be installed according to the order of the Revenue Department of DCC and in the presence of a representative member from Advertisement Section of DCC.
7. Any obscene, indecent or vulgar advertisement can't be displayed or the advertisements which are prohibited by government order also can't be installed.
8. The security money (refundable) for each hoarding board will be TK.1000 and tax rates of all types of advertisement displays per square foot are as follows:

a. 1. The rate will be TK.50/sq.ft for the hoarding placed on private land or affixed with a building, which belongs to private ownership.

ii. The rate will be TK.100/sq.ft for the hoarding placed on land of DCC or affixed with a building which belongs to public ownership.

b. For all electrified advertising board e. g Neon Sign, Plastic sign etc, the rate is as follows:

i. The rate will be TK.75/sq.ft for the hoarding placed on private land or affixed with a building, which belongs to private ownership.

ii. The rate will be TK.150/sq.ft for the hoarding placed on land of DCC or affixed with a building, which belongs to public ownership.

9. DCC reserves the power to increase the tax rate for the advertisement display.

10. Tax must be paid before 30th June and to renew the permission for the next financial year application must be submitted again before the same date of the concern year.

11. All advertising hoarding will be consistent to the sizes and elements approved by DCC.

12. It is also mentioned that all banner, poster and other illegal sign within 10 feet of the permitted location, should be evicted by the concerned advertising organization by thyself and should maintain cleanliness.

13. Advertisement can not be displayed for political slogan or any other type of political purpose.

14. An advertisement hoarding must be installed in such a way that it is not causing any obstacle, interruption or impediment for traffics and pedestrian passing.

15. No wooden hoarding shall be allowed. There are no conditions for color combination but the shield must not be aesthetically odd looking.

16. For the advertisement hoarding decorated with light, special permission from the Electricity Department of concern zonal office of DCC and from DESA must be needed to get electric connection from the electric pools of the roads.

17. The hoarding board must contain the permission number from DCC and the nameplate of the company.

18. If the advertisement shield(s) becomes damaged for natural disaster or any other cause, immediately it should be repaired / removed by the client of DCC/ Advertise

company with their own expenses. If any harm/ injury to any person/ institutions is caused by the advertisement hoarding, the responsibilities must go to that person/ institution who belongs to the advertisement hoarding. In any situation, compensation for damaged shield will not be allowed.

19. If the stipulated time is over or after the dismissal of the temporary permission, the advertisement hoarding(s) must be removed from site within 24 hours, otherwise DCC will evict those hoarding(s), more over the total amount of security may be confiscated.

20. The list of the advertisement displayed on the advertisement board (according to road wise) should be submitted to Advertisement Branch of DCC.

21. This order can be changed in any time. If any of the above conditions is violated, the security money will be confiscated and this temporary permission will be cancelled.

Deputy Chief Revenue Officer

Circle: _____

Dhaka City Corporation

Date: _____

Recalling No: Bi: Ra: Sa: -1

Copy to _____

- i. Executive Engineer (Electricity)- 1 & 2, DCC
- ii. Executive Engineer – Region-1,2,3, 4, 5,6,7,8,9 & 10 of DCC
- iii. Personal Assistant (P A) of Chief Revenue Officer
- iv. Senior Supervisor, Advertisement Section, DCC

Deputy Chief Revenue Officer

Circle: _____

Dhaka City Corporation

Date: _____

APPENDIX FOUR

List of Key Informants who have been interviewed:

1. Mr. Ramendu Majumdar,

Renowned theatre personality in Bangladesh,

Chairman and Managing Director,

Expressions Limited (An advertising firm),

Motijheel, Dhaka.

Phone: 95162380, 9568326

2. Ms. Syeda Rizwana Hasan,

Environmental Activist ,

Advocate, Supreme Court & Director (Programmes),

Bangladesh Environmental Lawyers Association(BELA),

House no. 9, Road no. 8,

Dhanmondi Residential Area, Dhaka.

3. Ms. Shahana Hayat

Country Director,

Voluntary Service Overseas (VSO)- Bangladesh,

2/7, Block -C, Lalmatia, Dhaka-1207,

Phone: 88-02-8111845, 9118541.

6. Mr. Jahangir Alam,

Proprietor,

Century Art Publicity,

31, Purana Palton, Dhaka.

7. Deputy Police Commissioner,

Southern Traffic,

Metropolitan police,

Shanti Nagar, Dhaka.

8. Mr. Kazi Moinuddin,
Manager,
Neptune Add.
House no. 255
Road no. 19(old), 10/A(new).
Modhubazar, Dhanmondi residential area, Dhaka
Phone: 9114957/ 9128532/ 8120831

9. Mr. Gobinda Shil,
Senior Reporter,
News today,
22, Outer Circular Road, Dhaka.
Phone: 9355567-8.

10. Mr. Serajul Islam,
Senior Architect,
Dhaka City Corporation.
Dhaka.
Phone: 9552917.

11. Dilbahar Ahmed,
Town Planner,
Dhaka City Corporation,
Dhaka.
Mobile: 0171-163559

APPENDIX FIVE

Check list for a sign for observation survey

Name of the area:.....

Description of the road (Road's name, no., approx. width, footpath, median, approx. length):
.....

Sl. no.	Type	Maintenance	Approximate Size	Approximate Clearance	Color & Texture	Relevancy and Decentness	Adjacent to the space use	View blocking and overlapping	Location (Distance from RD, each other)	Comments

