

CIRCULAR 252 - OUTDOOR ADVERTISEMENT ON PODIUM PARKING STRUCTURES

Date: August 13, 2017

Dear Customer,

Please note that Dubai Creative Clusters Authority (DCCA) has updated its **Outdoor Advertising Regulations for advertising signage on podium parking structures** located across Dubai Creative Clusters.

All advertising signs fixed on podium parking structures are subject to compliance with the following requirements:

- All advertising signage must relate to either the Building Name, Building Owner, Primary and/or Secondary Building Tenants. Advertising featuring third parties is not permitted under any circumstances.
- Advertising signage must be located on the highest podium parapet only. For example, if a building has four podium floors, a sign or signs is permitted only on the 4th floor podium parapet.
- It is not permitted for advertising signage or any portion of a sign to cover any major architectural element of a building
- It is not permitted for advertising signage to obstruct the podium or car park ventilation
- The maximum height of an advertising sign placed on a podium parapet is two meters (2m)
- The use of colour in all advertising signage should be discreet and appropriate to the brand it relates to. The use of florescent and/or bright colours is strongly discouraged.
- All information featured on advertising signage must have sufficient clear space around it to ensure it is legible at ground level
- While it is permitted for advertising signage to be illuminated, the use of neon, flashing, blinking, flickering or animated lighting, or any highly reflective material, is not permitted
- A sign consisting of 3D letters only, without a backing board, is permitted
- All conduits, wiring, switches or other electrical apparatus installed on wall-mounted advertising signage must be concealed from view
- All advertising signage must be maintained and kept in an acceptable condition at all times. Signs must be able to withstand forces such as wind loading and be in compliance with DCCA's Health and Safety Regulations

Any banner, screen or other type of sign situated on a podium parking structure are not permitted. Please note that any sign currently in place that meets this description is not eligible for permit renewal and must be removed immediately once the current permit has expired.

Exceptions may be granted for advertising signage that deviates from DCCA's amended Outdoor Advertising Regulations for advertising signage on podium parking structures subject to review and approval. Please be aware that, as a minimum requirement, all advertising signage in Dubai Creative Clusters must be in full compliance with the Health and Safety Regulations, in keeping with the local environment and in line with aesthetic standards.

If you have any questions or wish to give feedback please call DCCA Customer Care on Tel: 800-4-DCCA (3222) or email: info@dcca.gov.ae.

Yours sincerely,
Dubai Creative Clusters Authority