

C I R C U L A R – 242

Date: February 6, 2017

TO : Master Developer, Building Owners and Advertising Companies

SUBJECT: **OUTDOOR ADVERTISING SIGNAGE: UPDATE**

Dear Customer,

As you are aware, all Outdoor Advertising signs located across the Dubai Creative Clusters need to have a valid permit issued by Dubai Creative Clusters Authority (DCCA) prior to installation. This permit is renewable on an annual basis.

As of today, 5th February 2017, in addition to having a valid DCCA permit, all Outdoor Advertising signs need to feature the permit number on the front face of the sign. The new DCCA Advertising Permit Application requires that applicants specify the positioning and letter size of the permit number (relative to signage height). This information needs to be included in the Application at the time of submission, alongside an NOC from the Master Developer.

In line with DCCA's commitment to the delivery of transparent, business-friendly regulation in line with local and federal laws and guidelines, please find attached '*Advertising Signage Permit guidelines*' for further guidance on how to comply with the new requirement.

Please note that the requirement to feature the DCCA permit number does not apply to shop signages on ground or podium floors, or to building signs featuring 30 letters on podiums or rooftops. Additionally, the requirement is applicable for new submissions and renewals only.

If you have any questions or wish to give feedback, please call DCCA Customer Care on Tel:800-4-0CCA (3222) or email at info@dcca.gov.ae.

Thanking you,

For, and on behalf of

Dubai Creative Clusters Authority

Encl.: As above

DUBAI CREATIVE CLUSTERS OUTDOOR ADVERTISING SIGNAGE PERMIT GUIDELINES

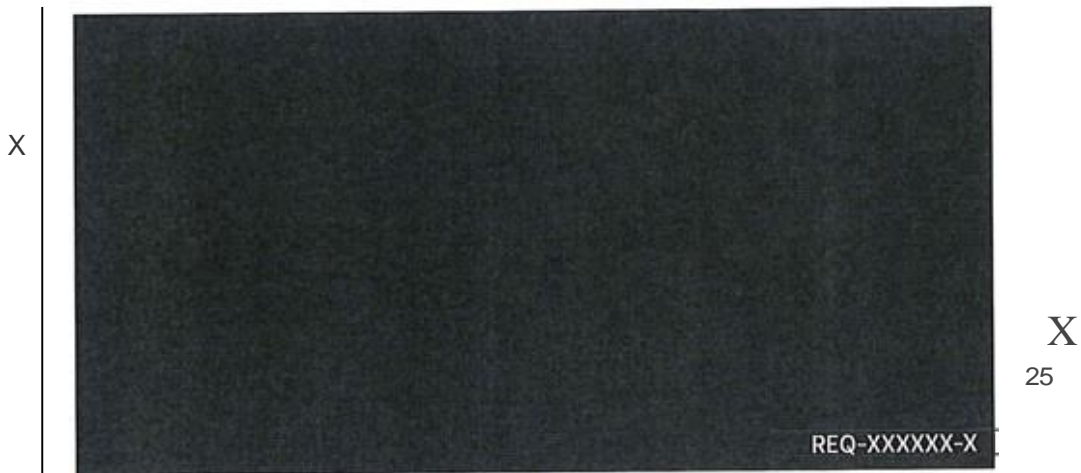
Effective as of 5th February 2017, all Outdoor Advertising signs are required to feature the permit number on the front face of the sign. This number needs to be located in the lower right corner of the advertising medium to enable easy tracking.

The permit number shall be printed in 1:25 scale relative to the height of the advertisement and the font color shall have a strong contrast with the background color (please see Figure 1).

Excluded from this requirement (permit number) are shop signages located on the ground floor or podium parapet, and 3D letter building signage on the podium and rooftop parapet.

Positioning and letter size of the permit number, relative to the signage height, needs to be submitted as part of the Advertising Permit Application along with an NOC from the Master Developer in order to receive DCCA approval.

Figure-• Location and size of permit number on advertising signage



In the case of non-compliance, whereby any outdoor advertising signage/change of artwork is installed without first obtaining or renewing a permit, non-provision of the permit number in the correct location as advised, or where a false permit number has been applied, Dubai Creative Clusters Authority will request immediate removal of the advertisement and issue a fine.