

Note to the Management Scheme for the Display of Roadside Non-commercial Publicity Materials Implementation Guidelines

The Note is intended to provide the public with the general interpretations for the particular items in the Management Scheme for the Display of Roadside Non-commercial Publicity Materials Implementation Guidelines revised in January 2014 (“the Guidelines”). This Note should be read in conjunction with the Scheme in their current form at the time of reading. Changes to the Scheme or legislation may affect the information in this Note document. This document is general in nature, and does not cover every situation that may arise in relation to determining operational control. The information contained in this document is provided for reference only and will be updated from time to time.

(A) Fee paying activities criterion as set out in item 7(b)(i) of the Guidelines

2. Subject to the condition as set out in paragraph 7(b)(i) of the Guidelines, when the banner itself does not contain any information about the exact amount of fee nor promotion of activity for commercial in nature (i.e. the name of commercial firm and/or the name of the Fee/Ticketing agency like “Urbtix”, group buy etc.), the requirement as stated in para. 7(b)(i) of the Guidelines may be considered to be complied with.

(B) Chief beneficiary criterion as set out in item 7(b)(ii) of the Guidelines

3. The allocatee would be considered as the main beneficiary if his/her name and/or headshot appeared in the banner (information appeared on the small poster in other part of the banner should not be counted) in a size not smaller than each of any other persons or organizations named.

(C) The approval number and the approval period at the top right hand corner of the concerned banner as set out in item 9(a) of the Guidelines

4. If the approval number and the approval period are extended from the top-right-hand corner of the concerned banner, even though they are shown vertically or at the vicinity of the top-right-hand corner, they should be regarded as complied with the Guidelines.

5. For the requirements of size of the approval number and the approval period as stipulated in paragraph 9(a) of the Guidelines, the guidelines is that the characters and

digits "i", "I", "1" and even "0" or the like, due to their font nature, the width of them are commonly smaller than 2.5cm if the height is not smaller than 2.5cm. So long as the height of these characters and digits meets the 2.5cm requirement, even though the width of them is less than 2.5cm, they can in general be regarded as complied with the Guidelines. In addition, provided that the word and letters are clearly visible, DLOs may exercise discretion in the enforcement of the font size.

Date : 31 May 2019