



# **GREATER NOIDA INDUSTRIAL DEVELOPMENT AUTHORITY**

Plot No. 1, Knowledge Park VI,  
Greater Noida, Gautam Budh Nagar, Uttar Pradesh

## **Wayfinding Signage Policy for Greater Noida 2019**



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## 1. Background

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There are numerous businesses, institutional and other attractions within GNIDA Region, that may be difficult to locate for motorists and potential patrons when travelling through the area. In this regard, GNIDA has designed this Wayfinding Signage policy to provide clear and effective directions along primary and secondary roads across Greater Noida.

This policy establishes the framework necessary to operate the program, including application requirements, eligibility criteria, design standards, and implementation guidelines.

## 2. Application Purpose

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The broad purpose of this policy is described as follows:

- i. Implementation of a Wayfinding Signage Program by the Greater Noida Industrial Development Authority to promote local businesses and tourism destinations within the area.
- ii. Develop a consistent visual aesthetic for directional signage in the area.
- iii. Establish eligibility requirements for participation in the program.
- iv. Establish standards for the design and location of wayfinding signage.
- v. Establish formal procedures for administering the program.
- vi. No privately-owned wayfinding boards without permission of GNIDA will be allowed in the notified area of GNIDA. If found, the signage will be removed immediately, and suitable charges/penalty may be imposed on the owner.

## 3. Who can apply

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- i. The Applicant complies with all regulatory statutes and bye-laws of GNIDA.
- ii. The Applicant must not be a defaulter with GNIDA and having no outstanding penalties from any department of GNIDA such as but not limited to SWM, encroachment, illegal hoardings/advertisements, etc. In case, the Applicant is found to be defaulter then the approval will be revoked, and the fee and charges paid to GNIDA will be forfeited.
- iii. The property must be open to public, with consistent and regular hours of operation.
- iv. The property must be accessible by public roads and have signage on property to be identifiable from public roads.
- v. The selected area where the directional signages will be installed is within 5 kilometres travelled road distance from the Applicant' location. This policy can be exempted at the level of CEO, in interest of Public and the Authority. Applicants are encouraged to identify preferred sign locations on their application, however, the Authority reserves the right to select the final location of all way finding signage boards to ensure road safety. The signage shall be under the ownership of the Authority and shall be installed and maintained by the Authority.
- vi. To be eligible for this policy, the Applicant must fall in any one of the categories in Table 1.

Table 1: Eligible Categories

<i>S.No</i>	<i>Category</i>	<i>Permissible Use</i>	<i>Minimum Plot Area</i>
1.	Institutional	Office Buildings, College/Institutes, Schools	1 Acre
2.	Commercial	Shopping Arcades, Supermarkets, Theatres, Vehicle Showroom/Garages, Restaurants	1 Acre
3.	Industrial	Privately owned factories and works	1 Acre
4.	Residential	Group Housing, Townships	1 Acre

#### 4. How to apply

##### 4.1 Application Process

- i. Each application (refer Application Letter of this document only) is valid for four (4) sign boards only.
- ii. Normally, no more than four (4) directional signs will be permitted per application, this number may be changed only with approval of CEO at any point.
- iii. In case the Authority does not find the application to be responsive, the application shall be rejected.
- iv. Authority reserves the right to accept or reject any or all the applications under this policy.
- v. The proof of payment must be submitted along with a declaration. In support to this declaration, the Applicant must also submit a high definition soft copy of the institution/legal entity's logo.
- vi. Incomplete submission of application letter or declaration will not be considered.
- vii. Applicant shall pay the full sum of all fees along with the application, as mentioned in clause no. 7. All the payments will be received before any signage is installed. All Fees and Rent/Charges are non-refundable.

##### 4.2 Documents to be submitted

- i. Duly filled and signed Application letter on Applicant's letter head. **(Annexure A)**
- ii. Declaration of not being a defaulter to GNIDA and having no outstanding penalties from any department of GNIDA such as but not limited to SWM, encroachment, illegal hoardings/advertisements, etc. **(Annexure B)**
- iii. Declaration to Indemnify GNIDA and proof of payment of applicable Fees & Rent/Charges. **(Annexure C)**
- iv. Legitimate proof of address of applicant entity.
- v. Legitimate certification of incorporation or registration of the functional entity at the location.

#### 5. Wayfinding signage board look

A sample design of signage to be installed is illustrated in Figure 1. This illustration is conceptual design which may differ with the real signage board. Each application is entitled to one of the tiles on the board of 1ft x 6ft. All the tiles will display only registered name of the location and direction in a standard format along with the logo next to it. There could be a minor variation in the size and dimensions of the board. These directional boards are designed with reflective material which makes them highly visible in the night time.

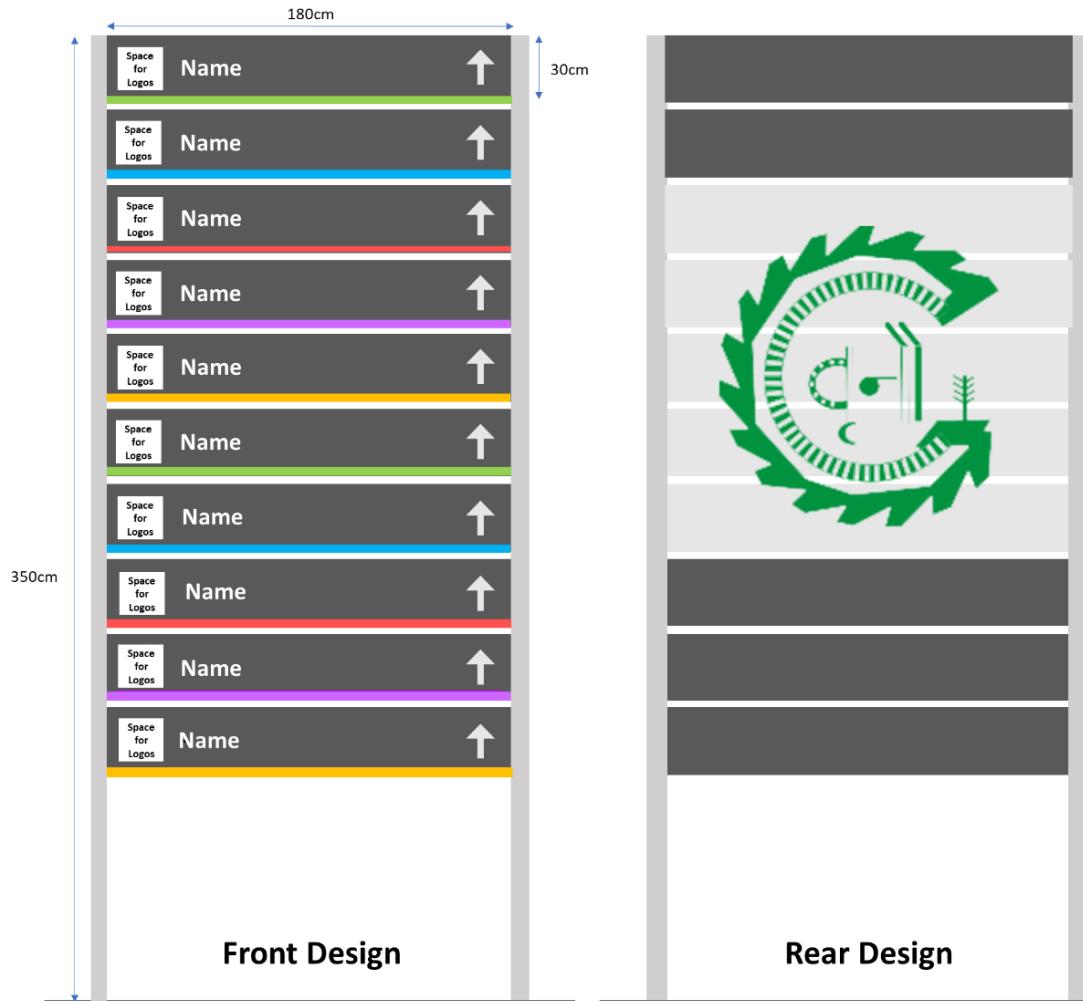


Figure 1: Design of Signage (The illustration is indicative and final design may differ). Each strip has an area of 6 sqft (1ft by 6ft).

## 6. How to change/replace the board

In case of change in content of the board, a separate application letter for change/replacement of board must be submitted to GNIDA after payment of prevailing charges and fees.

The board replacement will be allowed only in the case change in the name of the legal entity, change of the logo or both. A fresh application must be applied for change in location. New location will be treated as a fresh application. Request for any change in the board must be supported with legitimate self-attested copy of proof/documents.

## 7. Fees and Charges

The Applicant is liable to pay fixed fee & charges as mentioned in **Table 2**. These fees & charges may be revised by GNIDA at any time. Defaulting in payment of any of the following fee/charges will result in cancellation of wayfinding signage board and the Applicant will have to submit a fresh application. Applicant shall pay the full sum of all fees along with the application. All the payments will be received before any signage is installed. All Fees and Rent/Charges are non-refundable.

Table 2: Fee and charges

<b>S.No.</b>	<b>Description</b>	<b>Amount (in INR)/Per Signage Strip (1ft X 6ft)</b>
1.	One Time Fee per wayfinding signage strip (1ft X 6ft)	4,800/- + 18% GST
2.	Rent/Annual Maintenance Charges (AMC) per signage strip to be paid every 12 months. (INR 100/- per sqft per month)	7,200/- + 18% GST
3.	Total to be paid by the Applicant at the time of Application per signage strip	12,000/- + 18 GST

Note:

- i. One-time installation fees/ Rent/Annual Maintenance Charges (AMC) shall be automatically increased by 10% each year on 1 April of every year for new applicants and for an existing signage they will be charged at enhanced rate from the specific quarter applicable to them.
- ii. Initially, the term for wayfinding signage boards is valid for maximum 5 years and may be extended by GNIDA. Post expiry of the term, a fresh application has to be submitted by the Applicant.
- iii. These sign boards will be installed for 1-year term or increment of 1 year (up to maximum of 5 years).
- iv. Time period will be reckoned from beginning of each quarter, that means the time period of rental will be counted from 1 January, 1 April, 1 July or 1 Oct, for the respective quarter and full rental will be charged accordingly on annual basis. For example, if someone applies during middle of quarter he will have to pay from the starting date of that quarter.
- v. Fees are non-refundable in all cases except if due to some reason GNIDA fails to install the signage in the prescribed time period, the money deposited will be refunded without any penalty deducted or any interest being given.
- vi. GNIDA will take about 30-45 days to install the signage board after fees and application is received and approved. So, if an applicant wants to avail the advantage of full quarter, they need to apply about 45 days before start of each quarter. Authority will not give extra time for any application received after that and any time lost due to installation period will not be adjusted against the rental time period.
- vii. In case the Applicant wishes to pay One Time Fee & Rent/AMC for multiple years at the time of Application, then GNIDA shall provide the following incentives:

<b>Sr. No.</b>	<b>One-time Payment at the time of Applications</b>	<b>Discount (in Percentage)</b>
1.	for 1 year	0
2.	for 2 years	2
3.	for 3 years	4
4.	for 4 years	6
5.	for 5 years	8

## 8. Other Conditions:

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- i. In the event of a conflict between the design standards, location standards and the submitted details of an application, the Authority reserves the right to determine the final eligibility of the application and location of signage when installed.
- ii. Participation may be refused or revoked if an Applicant ceases providing the service or good being advertised, falsifies or misstates information on their application, or if the approval is issued in error.
- iii. The signage shall be under the ownership of the Authority and shall be installed and maintained by the Authority.
- iv. Any or all of the terms and conditions can be altered by Authority by seeking approval of CEO and they will be applicable in all cases from the date of approval/revision.
- v. CEO of GNIDA will be empowered to give relaxation in any of conditions mentioned herein, including exempting of all fees to Government authorities like DM/SSP offices etc., where GNIDA can install their signage on their own.

## 9. Indemnity

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The Applicant shall be required to indemnify GNIDA for the designated Signage Board and activities located within the boundaries of GNIDA Authority.

The Applicant shall indemnify the GNIDA against all actions, proceeding, claims, demands, cost, losses, damages and expenses which may be brought against or made upon the GNIDA which arise as a result of the installation of a Signage Board. The Applicant shall keep the GNIDA indemnified against all actions, proceedings, claims, demands, cost, losses, damages and expenses which may be bought against, or made upon GNIDA which might arise from the existence of such signage or advertisement devices. The participant shall always be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the display of Signage board or temporary advertisement and the consequential claim shall be borne by the Applicant who will also indemnify and safeguard the GNIDA authority in respect of any such claim or claims.

## 10. Arbitration

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Any controversy or dispute arising out of the permission granted to the applicant, for display of signage board in the GNIDA area shall be referred to sole arbitration of the CEO, GNIDA or any other officer nominated by him in this behalf either by himself or on party's request.

There shall be no bar to the reference of dispute to the arbitrator or such officer as nominated by the CEO, GNIDA even if the said officer might have dealt with the matter is originally referred is transferred or vacates his office or is unable to act for any reason. The CEO, GNIDA shall be competent to appoint another person to act as an arbitrator who shall be entitled to proceed with the reference from the stage at which it was left by his predecessor.

No person other than the one nominated by the CEO, GNIDA shall act as arbitrator. The decision of the CEO, GNIDA or the arbitrator nominated by him, shall be final and binding on the party(ies). The limitation for filing claims for arbitration is 90 days from the expiry of the contract period and in no case no claim is filed within this period; it shall be presumed that there is no claim/dispute.

## Annexure A

(to be submitted on the letter head of the applicant along with sign and seal applicant)

To,

The Additional Chief Executive Officer (D)  
GNIDA, Greater Noida, Gautam Budh Nagar,  
Uttar Pradesh 201308

Subject: Application for Wayfinding Signage for <name of the applicant> in Greater Noida

Dear Sir/Madam,

This is with reference to request for considering our application for shared wayfinding signage boards to standardize the wayfinding boards in Greater Noida as per the details below:

<b>Name of the Entity/Applicant</b>	<name of the legal entity / applicant>
<b>Address</b>	
<b>Mobile Number</b>	
<b>Email ID</b>	
<b>Status</b>	Allottee/leasee/sub lease/rental /others
<b>Allottee Number</b>	
<b>Number of Signage Required</b>	<maximum 4 allowed for each application>
<b>Suggested broad Locations /Name of the road/street</b>	1. <location 1> 2. <location 2> 3. <location 3> 4. <location 4>
<b>Occupation</b>	<occupation of the applicant as per the occupancy certificate>

By means of this application letter we submit that we have read and agree to abide by the terms and conditions of Authority regarding wayfinding signage:

- i. Eligible Categories:
  - a. Institutional (Office Buildings, College/Institutes, Schools etc.) with minimum allotment area of 1 Acre.
  - b. Commercial (Shopping Arcades, Supermarkets, Theatres, Vehicle Showroom/Garages, Restaurants etc.) with minimum allotment area of 1 Acre.
  - c. Industrial (Privately owned industries and works etc.) with minimum allotment area of 1 Acre.
  - d. Residential (Group Housing, Townships etc.) with minimum allotment area of 1 Acre.
- ii. The Applicant complies with all regulatory statutes and bye-laws of GNIDA.
- iii. The Applicant shall declare not being a defaulter to GNIDA and having no outstanding penalties from any department of GNIDA in reference to but not limited to SWM, encroachment, illegal hoardings/advertisements, etc.
- iv. The property must be open to public, with consistent and regular hours of operation.
- v. The property must be accessible by public roads and have signage on property to be identifiable from public roads.
- vi. Normally, no more than four (4) directional signs are permitted per application, but this number can be changed from time to time with approval of CEO.
- vii. Directional signs are to be located within 5 kilometres travelled road distance from the Applicant's location. This policy can be exempted at the level of CEO, in interest of Public and the Authority.
- viii. Applicants are encouraged to identify preferred sign locations on their application, however the Authority reserves the right to select the final location of all way finding signage boards to ensure road safety.
- ix. Applicant shall pay the full sum of all fees along with the application. All the payments will be received before any signage is installed. Fees are non-refundable.



- x. Fees – Authority will charge one-time installation fees and annual rent which will include maintenance charges also. The fees can be revised by authority from time to time.
- One-time installation fees/ Rent/Annual Maintenance Charges (AMC) shall be automatically increased by 10% each year on 1 April of every year for new applicants and for an existing signage they will be charged at enhanced rate from the specific quarter applicable to them.
  - Initially, the term for wayfinding signage boards is valid for maximum 5 years and may be extended by GNIDA. Post expiry of the term, a fresh application has to be submitted by the Applicant.
  - These sign boards will be installed for 1-year term or increment of 1 year (up to maximum of 5 years).
  - Time period will be reckoned from beginning of each quarter, that means the time period of rental will be counted from 1 January, 1 April, 1 July or 1 Oct, for the respective quarter and full rental will be charged accordingly on annual basis. For example, if someone applies during middle of quarter he will have to pay from the starting date of that quarter.
  - Fees are non-refundable in all cases except if due to some reason GNIDA fails to install the signage in the prescribed time period, the money deposited will be refunded without any penalty deducted or any interest being given.
  - GNIDA will take about 30-45 days to install the signage board after fees and application is received and approved. So, if an applicant wants to avail the advantage of full quarter, they need to apply about 45 days before start of each quarter. Authority will not give extra time for any application received after that and any time lost due to installation period will not be adjusted against the rental time period.
  - In case the Applicant wishes to pay One Time Fee & Rent/AMC for multiple years at the time of Application, then GNIDA shall provide the following incentives:

Sr. No.	One-time Payment at the time of Applications	Discount Percentage
1.	for 1 year	0
2.	for 2 years	2
3.	for 3 years	4
4.	for 4 years	6
5.	for 5 years	8

- In the event of a conflict between the design standards, location standards and the submitted details of an application, the Authority reserves the right to determine the final eligibility of the application and location of signage when installed.
- Participation may be refused or revoked if an Applicant ceases providing the service or good being advertised, falsifies or misstates information on their application, or if the approval is issued in error.
- The signage shall be under the ownership of the Authority and shall be installed and maintained by the Authority.
- Any or all of the terms and conditions can be altered by Authority by seeking approval of CEO and they will be applicable in all cases from the date of approval/revision.
- CEO of GNIDA will be empowered to give relaxation in any of conditions mentioned herein, including exempting of all fees to Government authorities like DM/SSP offices etc., where GNIDA can install their signage on their own.

- xvi. In case of any dispute, the CEO of GNIDA will appoint a sole arbitrator, whose decision will be final in all respects and binding upon both parties.
- xvii. Documents to be submitted
  - a. Duly filled and signed Application letter on Applicant's letter head. **(Annexure A)**
  - b. Declaration of not being a defaulter to GNIDA and having no outstanding penalties from any department of GNIDA such as but not limited to SWM, encroachment, illegal hoardings/advertisements, etc. **(Annexure B)**
  - c. Declaration to Indemnify GNIDA and proof of payment of applicable Fees & Rent/Charges. **(Annexure C)**
  - d. Legitimate proof of address of applicant entity.
  - e. Legitimate certification of incorporation or registration of the functional entity at the location.

Hereby, we certify the correctness of all the information mentioned in our application letter and documents attached along are true. In case, the Applicant is found to have mentioned incorrect information, then the approval will be revoked, and the fee and charges paid to GNIDA will be forfeited.

*<stamp and signature of the authorized signatory>*

*<Designation of the Signatory>*

Date:

## Annexure B

*(Declaration is to be submitted on the letter head of the applicant along with sign and seal of the authorized person nominated)*

Sir/Madam,

We hereby submit of not being a defaulter to GNIDA and having no outstanding penalties from any department of GNIDA such as but not limited to SWM, encroachment, illegal hoardings/advertisements, etc.

Sincerely,

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*<stamp and signature of the authorized signatory>*

*<Designation of the Signatory>*

Date:

## Annexure C

*(Declaration is to be submitted on the letter head of the applicant along with sign and seal of the authorized person nominated)*

Sir/Madam,

We hereby submit our fee & charges and logo supporting our application for signage. We agree to all the liabilities and indemnify GNIDA of any liability of our submission of documents and logo of the organisation. We authorize GNIDA to use the name and logo of our organisation for illustration on the sign boards as requested by us.

Self-attested legitimate copy of One-time installation fees/ Rent/Annual Maintenance Charges (AMC) is attached along. The details of payment are mentioned below:

### **Payment of One-time Fee**

Name of Applicant:

UTR No.:

Amount (INR):

Amount in words:

Transfer date (DD-MM-YYYY):

### **Payment of Annual Maintenance Charges**

Name of Applicant:

UTR No.:

Amount (INR):

Amount in words:

Transfer date (DD-MM-YYYY):

Sincerely,

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*<stamp and signature of the authorized signatory>*

*<Designation of the Signatory>*

Date: