



KL'S TURN: A new guideline in the Federal capital is that no billboard can be placed within 500m of a traffic light

Billboard battle on

JUST as Petaling Jaya has taken drastic action against illegal billboards, Kuala Lumpur City Hall too will be bringing these eyesores down.

A new guideline on outdoor advertising billboards by the Local Government and Housing Ministry has just been received by City Hall.

KL Mayor Datuk Ahmad Fuad Ismail said there are 134 illegal billboards in the city and the highest number are located in the Lembah Pantai constituency.

There are around 1,400 billboards in KL.

Prior to these new guidelines, City Hall had its own for outdoor billboards.

It will be giving a grace period to companies which have erected illegal billboards to bring them down themselves. This includes billboards, bunting and posters that were pasted in various places.

For example, for billboards

erected at improper places, a grace period to apply to have them erected at a different location will be given.

"If they still refuse to bring down their illegal billboards despite the alternatives offered to them, we already have volunteers who are willing to bring them down for free," Ahmad Fuad said, adding that they must have valid reasons.

City Hall will not entertain reasons based on contractual obligations with clients.

"This is not our problem," he said, adding that not more than 10 big industry players were currently involved in billboards in the city.

One new guideline is that no billboard can be placed within 500m of a traffic light.

The new guidelines, issued on Jan 22, state that the purpose was to ensure that there is a harmonisation of regulation of billboards by all local councils in the peninsular.