

Guidelines Governing Advertisements

What is an Advertisement?

The Town and Country Planning (Control of Advertisement Regulations) 1978 defines Advertisement to be:

“Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in nature of and employed wholly or in part for the purposes of advertisement, announcement or direction and without prejudice to the foregoing provisions includes any hoarding or similar structure used or adopted for use for the display of advertisement and references to the display of advertising shall be construed accordingly”.



FLAG BANNER



BILLBOARD



AWNING SIGN

Did you know?

- You are required to seek permission to erect advertising signs, billboards, banners, shop signs, promotional/dance signs, fliers, banner flags, bus stop signs, bunting etc
- No advertisement may be displayed without there being in place an approval granted by the Local Planning Authority or the Town &Country Planning Authority.



PORTABLE SIGN



SUBDIVISION/PROPERTY SIGN



DANCE SIGNS

Do All Advertisements Require Permission?

No, there are exemptions. Before proceeding to erect signs always seek advice from the Local Planning Authority (St. Ann Parish Council). Exemptions include:

1. Political signs to a pending election—up to 0.56m² (6sqft)
2. Traffic, directional, warning or Informational—up to 0.37m² (4sqft)
3. Entrance, Exit or instructional signs of premises up to 0.37m².

4. Bulletin boards, which primarily display the name of a non-commercial place of public assembly up to 1.12m² (12 sq ft)
5. Real Estate sign— advertising sale, rental or lease of the premises on which the sign is being displayed up to 1.12m² (12 sq ft)
6. Sale of goods and livestock where it is held up to 1.12 m².
7. Signs in the form of flags, which is attached to a single staff fixed in an upright position on the roof of a building up to 9.29m² (100sqft).
8. Signs attached or integrated into a gas pump, teller machine, drive thru component giving operational instructions and prices.
9. Advertisement showing how different agricultural methods or processes are being displayed on the land in an area of 1.12m² no one sign should exceed 0.37m².

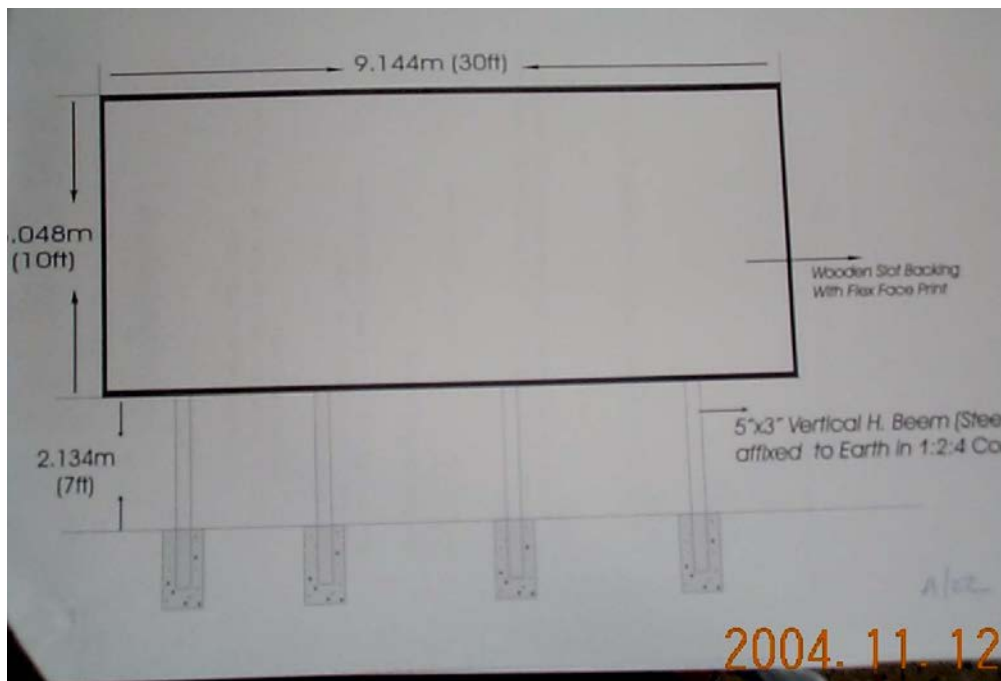
For more detail contact the Parish Council

Requirements For Applying

To submit an application you are required to submit to the Council the following:

- Three (3) copies of completed application form
- Three (3) copies of detailed drawing of the sign, that identifies the height, width and location or where it would project from a building.
- Three (3) sets of Photographs of existing signs can also be submitted.
- Drawings must include a site plan showing property line, building location, driveway and proposed location of the sign and a location plan giving sufficient details to enable the site to be identified.
- Copy of registered title or written permission from owner of property if the sign is to be erected on a private property.

Example of site and Detailed plan



Application Fees

Advertising Signs, Billboards, Shop Signs—fees/permits renewals are Bi-Annual

Billboards

Super Billboards (32'x10')	\$30,000.00
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Billboards(21'x10'to min size of 10'x10'	\$20,000.00
Prisms (20'x10'x3faces)	\$22,500.00
Prisms (32'x10'x3 faces)	\$30,000.00
Bus Shelters/Stop Signs	\$30,000.00
Adv signs below 10'x 10'	\$7,500.00

Banners/Flags

Maximum street time 4-6wks	\$3,750.00
Encroachment on Govt. or PC lands	\$10,000.00
Major Promotional Events (minimum 2' * 2')	\$5,000.00 for every 10 signs
Major Promotional Events (2' * 3' - 8'*8')	\$3750.00 each
Major Promotional Events (over 8'*8')	\$7500.00 each
Flyers (maximum of 1.5' * 2')	\$5,000.00 for every 30
Caution Fee (this is refundable if signs are removed within the timeframe given)	50% of cost of sign

N.B: Advertisement to be placed on lands other than private lands attracts an encroachment fee

Siting Considerations

- Not all Locations are ideally suited for the placement of advertisements, as one has to take into consideration public safety and the amenity. The Scenic beauty of some places, conservation areas, as well as distraction to motorist and the safety of pedestrians are some of the other considerations.
- Promotional Board, Banners etc must not be posted on utility poles. Permission should be sought from the utility companies in writing and submitted to the Council with your application
- Signs should not be placed on palms, ornamental trees/shrubs or other beautification features placed



PROMOTIONAL BOARDS



BANNER



ADV. SIGN

Can I Proceed to Erect My Sign Once I Have Submitted My Plan And Paid The Relevant Fees?

NO! You should await approval in writing from the Council on your application before you erect your advertising sign.

Remember, submission of an application does not guarantee approval. Your signs can be removed if erected without permission and you will incur penalty if you do not have an approval.



ILLUMINATED SIGN



ILLUMINATED SIGN