

# **DEPARTMENT FOR INFRASTRUCTURE**

## **CONDITIONS FOR THE DISPLAY OF TEMPORARY POSTER ADVERTISEMENTS**

### **on land and property administered by the Department for Infrastructure**

#### **Introduction**

This note is intended to provide guidance in respect of the procedure to be followed and details of the size and form of advertising poster that is likely to be deemed acceptable for display, on a temporary basis, on land and property administered by the Department for Infrastructure only.

It is important to note that the display of all advertisements in the Island, regardless of where and upon whose land they are sited, is regulated by the Department of Environment. The regulations controlling the display of advertisements, however, permits some types of advertisement to be displayed without requiring an application to be made to the Department. If the conditions outlined below are adhered to, an application for Advertisement Consent to the Department of Environment is unlikely to be required.

**It is important to note, however, that any approval from the Department for Infrastructure to display advertising posters on land administered by this Department does not constitute Advertisement Consent.** It is the responsibility of the applicant to ensure that Advertisement Consent is not required. Advice on this matter is available from the Department of Environment, South Hill, St Helier, JE2 4US Tel: 445508.

- 1: Prior to displaying the posters, a draft poster, identical to that being proposed, must be forward to the Events Co-Ordinator at Dfl and approved by the Department; preferably at least six weeks prior to the proposed date of display.
- 2: The posters may only be used for advertising amateur, charitable, local religious, educational, cultural, social, recreational or non-commercial events. This does not include posters advertising car boot sales.

Advertisements for events, by reason of their frequency, require development permission, such as some regular car boot sales, will likely require advertisement consent and further advice should be sought from the Department of Environment.

- 3: The text must be clear and concise so as not to distract road users and must not contain letters, figures, symbols, emblems or devices of a height exceeding 12 inches but must not be smaller than 25mm as follows:  
EVENT
- 4: Preferred colours are Red, Black, Blue and White and a combination of these colours may be used on the poster to ensure clarity.
- 5: The poster must not be smaller than A3 size, or larger than 0.6m x 0.45m.
- 6: The posters must be mounted on heavy duty card or boards.
- 7: The posters must be **laminated** or covered to prevent weathering.
- 8: **Agreement must** be reached with the Department in respect of number of

posters to be erected and their location.

- 9: The posters may only be placed on lamp columns (specified columns on Victoria Avenue, Esplanade and La Route de la Libération only) and not traffic light poles, directional information/regulatory/warning sign poles, or pedestrian barriers.
- 10: The posters must be securely attached with wires or cable ties.
- 11: The posters must be erected at a height of **not less than 7ft** and no more than 15 feet at its highest point.
- 12: Posters may **not** be erected more than fourteen days prior to the event and must be dismantled on the day after the end of the event, unless agreed by special written permission.

**Please note:**

If posters are erected which do not comply with these conditions they may be in breach of the Advertisement Regulations and thus illegal. In these circumstances a request will be made for them to be dismantled immediately or removed at this Department's discretion, which may result in a charge being levied in respect of this Department's staff undertaking such work.

Amendment 2 - 22.02.00