

## **GROWTH, HOUSING & ENVIRONMENT**

### **NOTES FOR THE DISPLAY OF *TEMPORARY BANNER ADVERTISEMENTS* on land and property administered by the Transport section of Growth, Housing and Environment (GHE)**

#### **Introduction**

These notes are intended to provide guidance in respect of the procedures to be followed and details of the size and form of banners that are likely to be deemed acceptable for display, on a temporary basis, on land and property administered by the Transport section of Growth, Housing and Environment 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 Planning section of Growth, Housing and Environment. The regulations controlling the display of advertisements however, permit some types of advertisements to be displayed without requiring an application to be made to that Department. If the conditions outlined below are adhered to, an application for Advertisement Consent to the Planning section of Growth, Housing and Environment is unlikely to be required.

**It is important to note however, that any approval from the Transport section of GHE 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 Planning section Tel: 445508.

1. Banners may only be used for advertising amateur, charitable, local religious, educational, cultural, social, recreational or non-commercial events. This does not include banners advertising car boot sales. Banners which are purely for the purpose of Commercial Advertising will not be permitted.
2. Banners must be secured properly with sufficient mechanical strength to withstand wind forces, etc.
3. The recommended maximum dimensions of banners are 2<sup>ft</sup> by 10<sup>ft</sup> (3m x 0.61m). Banners larger than this size may be removed at the discretion of this Department.
4. Banners may only be erected and dismantled before 8am or after 6pm Monday to Saturday or all day Sunday. Due care is to be exercised at all times.
5. Banners cannot be placed no sooner than 28 days before the event.

The sites administered by the Transport section of GHE are on railings near the Steam Clock, the wooden fences around the Jardins de La Mer Car Park and on the railings approaching the Gloucester Street junction heading west bound from the underpass.