

# Advertising (Signs & Billboards)

The display of advertising signs is regulated by the Town and Country Planning (Control of Advertisement Regulation, 1978) and the Kingston and St Andrew Building Act, 1883. Before an advertisement is displayed in the view of the public approval must be sought and obtained from the Kingston and St Andrew Municipal Corporation.

*Application for approval must be submitted but not limited to the following:-*

- Business/Shop Signs
- Billboards
- Banners
- Party Signs
- Building Branding
- Murals
- Directional Signs

## *Steps to be taken when submitting an application for approval*

1. Complete four (4) copies of the application form
2. Complete encroachment application form (If sign encroach on government property)
3. Provide a sketch of the site location showing:
  - ✓ the surrounding properties
  - ✓ the existing sidewalk and road ways
  - ✓ ALL existing signs
4. Detailed plan of the sign – two (2) elevations/angles (eg. front and side)
5. Payment of requisite fee

Once the completed application form and supporting documentation are validated the application will be registered and assigned a reference number. The approval process may require site visits after which the proposed application will be assessed and forwarded to the Building and Town Planning Committee for approval/refusal.

## ***Approval & Notification***

The committee's decision will be communicated to the applicant by way of a letter outlining conditions of approval or reasons for refusal.

### ***Some considerations when assessing an application:-***

- Safety of motorists/pedestrians
- Visual amenity
- Height of the sign from ground
- Encroachment of sign
- Soil condition
- Wind land factor
- Foundation type and design
- Billboard frame design
- Material used and size
- Method of securing billboard display screen

***Please not that illegal advertising signs will be removed at owner's expense.***