

Signs and Advertisements Policies 2001

Approved by Executive Council on 8th Nov. 2001

1. Introduction.

- 1.1** Anguilla has a high quality visual environment that for a number of years has provided the base for its major industry, tourism. Both the natural and built environment play significant roles in this. Anguilla also benefits from a number of areas of higher quality environment. This guide is set in the context of this fact and a number of strategic Government policies as well as practical considerations. These include:

The Anguilla Tourism Strategy and Economic Development Strategy both strongly support the aim to maintain an attractive country with a clean, high quality environment that provides superior tourism products.

Anguilla Roads Ordinance 1973 which provides a distance of 10 feet from the boundary of any road as an area where development should not ordinarily take place.

2 Objective

- 2.1** The number of signs and adverts displayed in Anguilla has been growing recently. The proliferation of signs has resulted in a negative impact upon Anguilla's appearance and in a number of cases created a potential hazard to road users. This policy document has been developed to limit these negative effects whilst providing businesses with an opportunity to advertise and provide direction to their services.

3 How the Policies will be used

- 3.1** This Policy document will form Supplementary Planning Guidance and be a material factor in the consideration of all advertisement applications, Appeals and any consideration of enforcement action.

4 Overall Vision

- 4.1** The *Vision* for Anguilla incorporates the development of a vibrant island with a prosperous economy and a distinctive environment which matches the highest Caribbean and world standards.
- 4.2** Good design is an essential ingredient. It helps provides a stylish setting for development and, can help attract further development of a high quality. It also helps provide a safe and pleasant environment which people can enjoy. It ultimately helps achieve vitality, interest and activity.
- 4.3** Advertisements play a vital role in the visual environment of Anguilla. The Government recognises the need of businesses to announce themselves to

customers but believes that ingenious high quality design and materials are more important than mere size, brightness or number.

4.4 Well designed and located signs can add colour and vitality in the built up areas without being unduly intrusive in their setting or a public safety hazard.

5. The Policies:

5.1 The Policies are split into Two Main Sections:

- Section A: Adverts not requiring Planning permission.
- Section B: Policies relating to Adverts that need Planning Permission.

Section A.

Adverts Not requiring planning permission.

Policy A1. Matters not Ordinarily relevant to planning
The following issues cannot ordinarily be considered under Planning laws by the Physical Planning Department or the Land Development Control Committee:

- *Moral issues Planning does not govern the morals of the advert or the product or service being advertised or the applicant. Note that signs that have an 'illegal' content will not be approved (this includes pornography).*
- *Accuracy or 'honesty'. Planning has no role to play in vetting whether the content of the sign is 'misrepresentation' or 'misleading' in its content or purpose.*

Policy A1.1 Classes of signs not requiring permission

Permission (known as express consent) is not needed for any of the following types of advertisement provided the sizes, locations etc are adhered to.

The need to obtain permission from the land owner or property owner where the advert is to be erected still remains.

Class 1 Government Departments and Statutory Bodies.

Any advert wholly for the purpose of announcing or directing to a function of a Government Department or Statutory Body.

Class 2 Miscellaneous Adverts:		Maximum size & or number
A	For the purposes of identification, direction or warning with respect to the land or building on which they are displayed	Not exceeding 2 sq.ft in area
B	For shared business premises (office building etc) - Relating to any person, partnership or company separately carrying on a profession, business or trade at the premises.	4 sq.ft for each person, partnership or company.

C	Relating to any institution of a religious, educational, cultural, recreational, medical or similar character situated on the land on which the advert is displayed.	One advert not exceeding 12 sq.ft for each such premises.
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Class 3 Temporary Adverts		Maximum size & or number
A	Relating to the sale or letting of the land or premises with respect to the land or building on which they are displayed	One advert not exceeding 10 sq.ft in area for each sale or letting.
B	Relating to the carrying out of building (or similar work) on the land which it is displayed. The land in question is normally not used for building or similar work.	One advert not exceeding 10 sq.ft.
C	Announcing local events or temporary matter of a religious, educational, cultural, political, social or recreational character where neither the promotion or operation of the event is of a commercial nature.	Adverts limited to a total area not exceeding 32 sq.ft on any premises. For 'over the road' banners / adverts they must be limited in size to 20ft x 3ft in dimensions.

Special Note for Temporary Signs:

1. It will be the duty of the person erecting the sign to ensure it's removal after the event has taken place.
2. Planning Permission will be required if a sign remains in place longer than a 'reasonable period' of time following the event or purpose that the sign is advertising has passed. This reasonable period will be determined by the Land Development Control Committee.
3. If the advertiser fails to apply and gain permission for the sign after the 'reasonable period' has elapsed and the sign remains in place it will be unauthorised development and as such considered an offence.

Class 4 Advertisements on Business Premises		Maximum size & or number
Adverts displayed on business premises (land or building) must conform to the following:		
1	The advert must relate to: The business or other commercial activity being carried on, the goods sold, or services provided and the name and qualifications of the person carrying on such business or activity or supplying such goods or services, on those premises.	Adverts limited to a total area not exceeding 32sq.ft on any premises. The maximum number of signs is 3 per building. If the signs are placed upon land (rather than buildings) there should be no more than one per street frontage and a maximum of 3 in total.

		If over 32sq.ft or more than 3 signs are used Planning Permission is required.
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	Other Requirements The above adverts are permitted without planning permission provided:	Does not apply to:
1	No letter, figures, symbols, emblems or devices shall be of a height exceeding 3 feet.	Class 1
2	No part of any advert shall be displayed so that the highest part is above 15 feet from ground level.	Class1 or Class 3c over street banners.
3	No advertisement shall be illuminated (internally or externally)	Class 1 or Medical or similar services or supplies under Class 2 or Class 4 provided the illumination is reasonable.

Section B.

Policies relating to Adverts that need Planning Permission.

Policy A2. *Public Safety*
In the interests of public safety both the Physical Planning Department and Land Development Control Committee will have regard to the :

Advertisements effect (or the cumulative effects of advertisements) upon the safe use and operation of any form of traffic or transport

1. on land (including the safety of pedestrians),
2. on or over water,
3. or in the air.

Policy A3. *Amenity*
The Physical Planning Department and Land Development Control Committee will have regard to the effect of the advertisement on

1. the building or land it is to be placed or
2. on the amenity of the surrounding / neighbouring area.

This includes the cumulative impact of the advertisement and its impact on an areas:

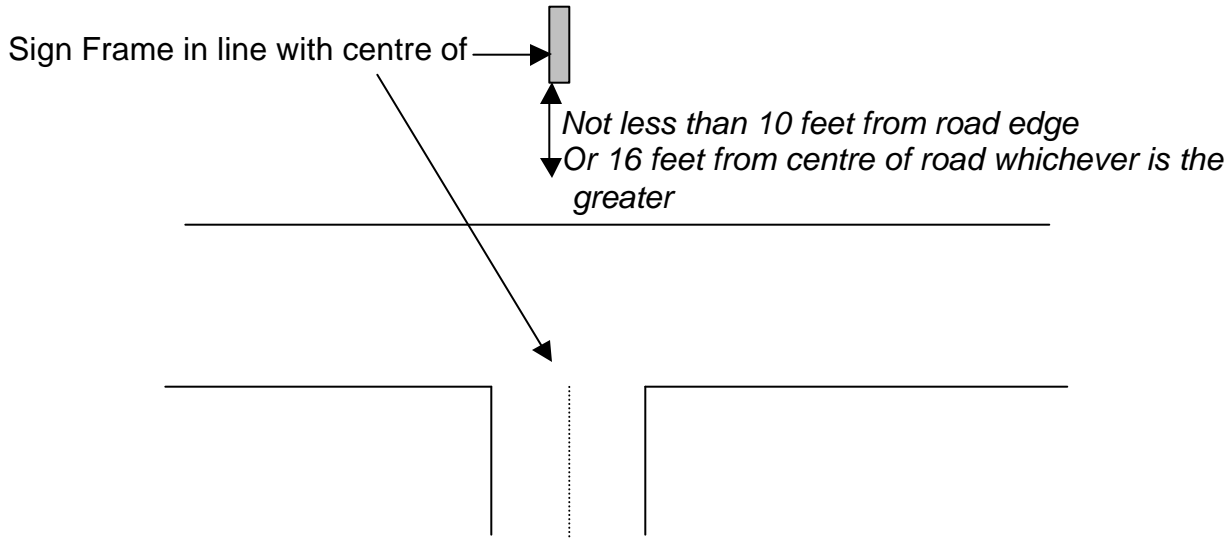
- Scenic value · Historic value · Architectural value · Cultural issues
- Environmental Value

Policy A4. *Location of signs*
No advertisement panel or sign frame (or part of) shall be erected :

- within 400 feet of the outer edge of central island of a traffic island or roundabout

- where it is in a straight line with another frame they must be at least 400 feet apart
- within 100 feet of a road junction except if it is in line with the centre of the road leading to the junction (see diagram 1).
- within 16 feet of the centre of a road
- within 10 feet from the edge of a road

Diagram 1



Policy A5. Time Period for Approvals
A grant of permission to display an advertisement panel or sign frame will last for a maximum period of 3 years from the date of approval.

Policy A6. Strategic Location Sign Frames.

Policy A6.1 Locations
In the locations listed below a maximum of two (2) Sign frames of a design to be submitted for agreement will be allowed.

- 1 Lower Shoal Bay Road Junction
- 2 Wallblake Roundabout
- 3 Roundabout near Public Health
- 4 Junction at western end of Mead Bay Salt Pond
- 5 Junction of road to Cove Bay
- 6 Junction of road to Rendezvous bay
- 7 Near South Hill Roundabout
- 8 Road to Sandy Ground
- 9 Sandy Ground
- 10 Junction of road that links to Long Bay Village (Eastern Road)
- 11 Junction of road leading to Blowing Point
- 12 Near Sandy Hill roundabout

13 T-Junction of road from Bad Cox with road that goes to both Sandy Hill and Chalvilles

Policy A6.2 *Design*

The sign frame (including all advertisements on it) design must :

- *enable approx. 8 distinct business or products to be advertised at any one time. The individual advertisements must not be longer than 4 feet or taller than 8 inches.*
- *have a maximum height of 8 feet from ground level*
- *have a maximum width of 4 feet.*
- *have a common style / theme to the individual frame and the signs it incorporates. The same style could also be used in more than one of the locations listed above.*
- *External illumination of the sign can be possible using either up or down-lighters. The design of the lighting will be considered with the frame design.*

The sign frame (including all advertisements on it) design must not incorporate internally illuminated signs or neon signs.

Policy A7. Commercial Location Sign Panels

Policy A7.1 *Locations*

In the locations listed below Sign Panels of a design to be submitted for agreement will be allowed.

- *Blowing Point Ferry Terminal*
- *Airport*
- *Sandy Ground*
- *Valley Central*
- *Other locations to be agreed*

Policy A7.2 *Design*

The sign panel design must:

- *enable more than two businesses to be advertised through operation of mechanical / electrical device*
- *have a maximum height of 7 feet from ground level*
- *have a maximum width of 3 feet.*
- *not incorporate neon signs. Internal illumination of the panel may be allowed depending upon actual appearance.*

Policy A8 Directional Advertisements / signs

There is a recognition that at present there are few official directional signs or road name or Village signs in Anguilla. This presents a unique situation where individuals may have difficulty locating premises / businesses in certain parts of the island.

To provide this need for assistance in directions, until an official directional sign or road name etc has been erected at the junction of the specific road / right of way, a sign may be considered acceptable if it meets all of the following conditions:

- 1 Limited to the following size: 3 feet in width 16 inches in depth of the sign and a maximum height above ground of sign and posts of 4 feet.*
- 2 Signs must have the road name / area / village etc displayed prominently. This is their principle purpose.*
- 3 Any additional commercial names or symbols or devices on the sign for business or service i.e. hotel, restaurant etc must be ancillary to the road name / village / area etc. This will be a key consideration in the determination of planning applications for these signs.*
- 4 Signs must be located 10 feet from the edge of all roads or 16 feet from the centre of all roads whichever is the greater.*
- 5 The number of directional signs in any one location will be strictly limited to the minimum considered necessary.*
- 6 Permission for these signs will be normally be granted until an official directional sign or road name has been erected.*
- 7 The name of the street / road will not be permitted to have any reference to any business or commercial operation.*
- 8 Policy A2 and A3 will apply to these signs.*

These directional signs will require planning permission. They will become unauthorised development if they remain in place following the elapse of time stipulated in 6 above.