



## **BILLBOARDS & ADVERTISEMENTS ON ROADS**

### **1.0 Introduction :**

Through this section within the Policy and Guidelines document, the Authority for Transport in Malta aims at guiding applicants towards the interpretation and application of **SL 552.28** [Billboards and Advertisement Regulations], this since the Authority recognises that roadside advertising, provides a customer service to the community and may contribute to the enhancement of commercial opportunities.

Other legal considerations introduced within this policy document include **SL 549.40** [Abandonment, Dumping and Disposal of Waste in Streets and Public Places or Areas Regulations] and **SL 499** [Authority for Transport in Malta Act].

These guidelines will assist both the Authority and Applicants in the evaluation of proposals for roadside advertising in ensuring that the proposals and installations are in line with regulations, permits, and that they meet the road safety and traffic operation objectives. It is to be noted that this policy does not take precedence over the law and in case of doubt, the law prevails. Also, for the purpose of this policy, “Authority” refers to the Authority for Transport in Malta; i.e. Transport Malta.

**Any advertisement displayed in any place which is visible from the road needs the permission of the planning authority, unless exempt.**

#### **1.1 Exemptions from Planning Authority permit requirement.**

- a) An advertisement which is displayed on enclosed land, and which is not visible from any road with the exception of unroofed areas in commuter terminals;
- b) An advertisement which is displayed on or in a vehicle which is normally employed as a moving vehicle and not on an advertising vehicle;
- c) A political advertisement (used for the display of material which relates exclusively to a general election or to a referendum or a European Parliament election or to an election for local councils and which is displayed not earlier than three months before the date on which such election or referendum is to be held and not later than one week from the official announcement of the result of such election or referendum);
- d) An advertisement required by law or ordered by a competent court;
- e) An advertisement for a town or village feast, including sponsored advertisements, provided it is displayed for not more than 30 days prior to the date of the feast;
- f) A Traffic Sign
- h) The national flag of any country or international organization or other locality flag, provided there is no advertising of any commercial activity related to it;
- i) An advertisement displayed on the facade of a premises in which a use falling outside Class 1 of the Development Planning (Use Classes) Order is carried out provided the aggregate area of the advertisements is not more than 0.5 square metres, and it is fitted flat against the façade and is not a projecting sign;
- j) An advertisement displayed inside a roofed building;
- k) An advertisement in the form of a flag displaying a company logo or name on the roof of any commercial building;

- l) An advertisement approved as part of the Traffic Island Embellishment Scheme, provided it complies with the size limitations of the scheme of 1.2m by 30cm, and not more than two advertisements are displayed per traffic island;
- m) An advertisement which forms an integral part of an aperture;
- n) A billboard which has the consent of the President of the Republic and used exclusively for activities and events of the office of the President provided the Authority is notified of the location of the site and there are no more than ten (10) concurrent locations in the Maltese Islands;
- o) Up to two billboards advertising public and/or EU funded projects provided they are located within the site boundary of the project and are removed on completion of the project;
- p) Up to ten (10) billboards advertising activities organized by NGO's, which billboards are to be provided by Transport Malta (TM), and their use decided by a committee set up by the Minister.

### 1.2 Transport Malta Clearance / Authorisation Requirements

As stated through SL 552.28, the above are exempt from a planning permit, however as per Schedule II article 9 of the same regulation; any advertisement should conform to the safety criteria set out by Transport Malta and as such, even though the above are exempt from obtaining a planning permit, as long as the advertisement is in the road or visible from the road it shall be deemed that it will require Transport Malta clearance.

## 2.0 General

Only advertising devices considered in SL 552.28 will be authorised / cleared by the Authority and such advertisement will only be considered as long as it is constructed, affixed and displayed in a manner that it does not constitute a hazard to road users. Also it shall not be affixed to :

- A tree
- A shrub
- A rubble wall

In cases of affixing or placing to any of the following infrastructure, apart from the clearance of the Authority in terms of Safety, the permission of the owner is required whether it is government or parastatal :

- Pylon
- Pole
- Sign

It is to be noted that the Authority does not permit any affixing of advertisements to its road furniture including but not limiting to traffic signs, Vehicle Messaging Signs, pedestrian crossings, directional signs, cabinets, and their supports.

Any breach to the above will be reported and referred to the planning authority who also has the right to enter any private land to remove the advertisement.

## 3.0 Billboards

Billboards are defined as,

*“...any advertisement equal to, or larger than, six square metres (6m<sup>2</sup>) which is permanently or temporarily mounted on any structure whether free-standing or wall-mounted and which billboard is not directly related to the advertisement of products sold or activity conducted within the site of the billboard.”*

**Billboards may only be placed on the precinct of a sports facility or on sites which are contiguous or within the perimeter of the roads.**



8.1 Examples of Billboard on Road  
Side, <https://www.alamy.com/stock-photo/>

### 3.1 Billboard Application Process

Any application for a new billboard shall go through a planning application process as established by the planning authority. Transport Malta is a consultee to this process, even though review of applications pre-planning submission may also be reviewed by Transport Malta subject that the following documentation is submitted :

#### **Documentation :**

- ✓ Site Plan
- ✓ Block plan on survey with levels and showing proposed orientation
- ✓ Section through billboard with site levels
- ✓ Photomontage of billboard as seen from road
- ✓ Details : height, depth, colours & support structure
- ✓ Details : any movement
- ✓ Any landscaping details
- ✓ Type and Source of lighting
- ✓ Details of structure and foundations
- ✓ Distance to next billboard/s and type
- ✓ Perit Certification for Structure
- ✓ Infrastructure Malta Clearance

Notwithstanding a positive review at pre-planning stage, the Authority will still submit its final clearance or otherwise during the planning permit application stage whilst it holds the right to also request additional information at this stage. The original pre-planning application feedback may be overturned should new circumstances or information arise, and the Authority will not hold any liability for such changes in decision. Pre-planning review requests are not bound by a response timeframe from the Authority.

The Authority also reserves the right to request the applicant to seek feedback from Infrastructure Malta ([info.im@infrastructuremalta.com](mailto:info.im@infrastructuremalta.com)), when it so deems appropriate, and it will take this feedback into consideration in its final clearance / rejection. Failure to receive feedback from IM within one month, will automatically imply a “NO Objection” status from this entity.

Applications may be sent to the email contacts provided within Transport Malta website by the prospective owner or its Perit.

### 3.2 Technical Conformance Check

Transport Malta will review the applications from a technical and safety aspect in line with the following criteria.

#### A. Non-Electronic Billboards:

- i. Preferably should not be placed within 50m of approaching junctions or pedestrian crossings
- ii. Billboard overhang edge to be recessed :
  - a. *By at least 500mm form kerb edge min*
  - b. *By at least 600mm where there is a cross fall or central reserve*
  - c. *By at least 1200mm on roads that are at a speed of 80km/h*
- iii. A minimum clear width of 1200mm is to be kept on footpaths
- iv. Clear Height :
  - a. *2100mm min clear on footway, no cyclists*
  - b. *900 no footway, no pedestrian movement, no cyclists*
  - c. *Presence of cyclist paths are not specified in law - hence should be seen on a case-by-case basis*
- v. Placement of Billboard on road-side
  - a. *Preferably placed on near-side*
  - b. *if one-way road placement on far side is acceptable*
  - c. *if dual carriageway road with central strip placement on far side is acceptable*
- v. Billboard not to be located on carriageway
- vi. Billboard should not impair sightlines or any street furniture
- vii. Size:
  - a. *Min : not less than 6sqm*
  - b. *Max : not to exceed 3m x 6m, placed transversely except when on bridges or tunnels*
- viii. Preferably a longitudinal distance of 50m is kept between billboards
- ix. Width and height clearance of tunnels should not be compromised  
Preferably a clear distance of 75m is to be kept between electronic and non-electronic
- x. billboards.
- xi. Perit Certification for structure
- xii. Infrastructure Malta Clearance

***Refer to Drawings / No: C08 / 3.1 & 3.4***

#### B. Electronic Billboards:

- i. Preferably should not be placed within 150m of approaching junctions or pedestrian crossings
- ii. Preferably a longitudinal distance of 150m is kept between successive electronic billboards
- iii. Billboard overhang edge to be recessed
  - a. *at least 500mm form kerb edge min*
  - b. *at least 600mm where there is a cross fall or central reserve*
  - c. *at least 1200mm on roads that are at a speed of 80km/h*
- iv. A min clear width of 1200mm is to be kept on footpaths
- v. Clear Height :
  - a. *2100mm min clear on footway, no cyclists*
  - b. *900 - 1500mm no footway, no pedestrian movement, no cyclists*
  - c. *cyclist paths are not specified in law - hence should be seen on a case-by-case basis*
- vi. Billboard not to be located on carriageway.



- vii. Only one (1) electronic screen is allowed at a single location.
- viii. Billboard should not impair sightlines or any street furniture
- ix. Size:
  - a. Min : not less than 6sqm
  - b. Max : not to exceed 3m x 6m, placed transversely except when on bridges or tunnels
- x. Preferably a clear distance of 75m is to be left between electronic billboards / signs and non-electronic billboards.
- xi. Placement of Billboard on road-side
- xii. Perit Certification for Structure
- xiii. Infrastructure Malta Clearance
  - a. Preferably placed on near-side
  - b. if one-way road placement on offside is acceptable
  - c. if dual carriageway road with central strip wide enough placement on side is acceptable
- xiv. Applicant is to submit technical specification of electronic components to address the following requirements :  
*Duration of message displayed is recommended to be at least 8 seconds in comparison to the following formula, whichever the greater.*
  - a.

$$\text{Minimum Display time (s)} = \frac{\text{Sight Distance to Electronic Billboard}}{\text{Speed Limit (m/s)}}$$

**Refer to Drawings / No: C08 / 3.2 & 3.4**

Note 1 : The term “preferably” stays to indicate “if possible<sup>1</sup>”. Transport Malta will by principle not accept any billboard structures in breach of this preferability, as it deems that in the case of billboard structures it is always possible to relocate elsewhere.

Note 2 : By definition<sup>2</sup> a junction “is a point where roads come together”. This is referred to any level and type of road, for example Ten-T, Arterial, Distributor, Urban, Residential or Rural. This is also applicable in cases where the junction is not controlled, i.e. there are no existing signages and in cases where any road is private. This is however not applicable to accesses, unless due to size or capacity, the Authority deems otherwise.

Note 3 : The other conditions listed under Annexes A & B in SL 552.28 remain applicable.

Note 4: The General Design Guidelines should follow in line with Schedule II, article 5 of SL 552.28. Its salient points mostly relevant to Transport Malta will be listed in the clearance letter, as the case may require.

### 3.3 Licensing Procedure

Any billboard placed on the road or visible from the road is subject to a licence fee as prescribed in SL 552.28 Schedule I, unless it qualified for exemption under the same regulation (art 3 (2)). The procedure for any billboard operator to obtain a Transport Malta licence is as follows :

STEP 1 : The operator should have in hand a valid planning permit and Lands Authority clearance (if on public land)

STEP 2 : The operator should fix the billboard structure on site in line with permits

STEP 3 : The operator should fill in the application form (**Annex 1**) and submit all documents required, namely :

- ✓ The application form fully filled in and signed
- ✓ Site Photos showing the billboard structure in place
- ✓ Certification by an Architect / Engineer (Perit) warranted to practice in Malta and which certification should satisfy the following criteria :

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<sup>1</sup> Definition from OxfordLanguages

<sup>2</sup> Definition adapted from Cambridge Dictionary

- i) It should include the planning permit reference
- ii) It should include a declaration stating that the billboard has been placed on site in accordance with all planning permit conditions including site location with GIS coordinates,
- iii) It should include the date of issuance of the certification and clearly indicate the validity period of the certification. Unless this is clearly stated on the certificate the Authority will require a new certificate to be issued with each insurance policy renewal. Certificates certifying structures for less than a year will not be accepted,
- iv) The certificate should clearly certify the structure (as per SL 552.28) to all weather conditions [ensuring stability in line with referenced design standards].

Guided Design Data

- i. Temperature:
  - a. Highest Temperature over the Years 43 degrees Celsius
- ii. Wind
  - a. Predominant Wind Direction Northwest (NW)
  - b. Maximum gust wind speed 37 m/s (1-2 times a year)
- iii. Rainfall
  - a. Annual mean rainfall 586mm.
  - b. Rainfall intensity: 55 mm/hr
  - c. Wind-driven rain speed: 27 m/s wind
  - d. Storm return period: 1 in 1 year

The above data is to be considered as basic minimal guiding parameters. The Engineer certifying the structure should ascertain his / her design in terms of actions, loads and compliance to standards and the Engineer will remain responsible for the design of the structure and the parameters he / she decides to apply for his / her design to satisfy the legal requirements as established in SL 552.28.

- ✓ An insurance policy which satisfies the following criteria :
  - i) *The policy in place should be a “Public Liability Insurance Policy” which would cover the legal liability of the owner (the insured / policy holder) to pay compensation for third party bodily injury (including but not limited to death) and/or third party property damage arising out of or in connection with the use of billboards within the Maltese Islands which ideally should be requested for a minimum limit of liability of EUR 500,000 any one occurrence, unlimited in the aggregate.*
  - ii) *The operators should provide the Authority with evidence of public liability insurance in the form of an insurance certificate or cover note summarising cover for the billboards only in the attached specimen format (Annex 2). The certificate / summary of cover would need to be issued by the insurer OR broker for those licence holders who place their insurance through an insurance broker.*
- ✓ A full copy of the planning permit, including all drawings and related documents,
- ✓ A copy of Lands Authority clearance (where applicable).

STEP 4 : The Authority will review the documentation submitted and request any missing information within a period of 2 weeks from date of submission of the application for licence. Once that it is confirmed that

all documentation is valid, and first payment is carried out, the Authority will produce a licence plate that the operator will be required to fix on the billboard structure in line with the following criteria :

- i) Affixed to the structure in order for it to be identifiable, hence it shall be fixed in a location that is clearly visible from the public road
- ii) Shall not obstruct the advert

The licence plate will be provided within a period of 3 weeks from confirmation of complete documentation and first payment confirmation. This confirmation will define the start date of the licencing period.

It is also to be noted that :

- The licence fee is applicable on a yearly basis pro-rata from the start month till December of the same year
- A year is defined as the period from 1<sup>st</sup> January to the 31<sup>st</sup> of December of the same calendar year
- It is prohibited to shift one licence from a billboard to another and should this happen, the Authority will withdraw the licences for both sites as applicable.

STEP 5 : The operator shall then submit a set of photos as follows :

PHOTO 1 : Showing the billboard in its context with the licence plate affixed

PHOTO 2 : Showing a close – up of the billboard and the licence plate.

PHOTO 3 : Provide a Zoom – in on the licence plate (readable).

**NOTE : No advertisement shall be placed on the billboard until TM licence is issued and fixed on the billboard structure as per above.**

Once that the Authority is satisfied with the fixing of the licence plate, it will inform the applicant that the licencing process is concluded, and the applicant will at this point be able to proceed with advertising on the billboard structure.

Should it result that any billboard structure does not have the proper licences or that the yearly fee is not being paid, Transport Malta will notify the Planning Authority who is empowered to execute all the necessary enforcement procedures and the licence will be withdrawn.

It is to be generally noted that for the installation and / or removal of any billboard from site a road works permit is to be obtained from Transport Malta for any works and road obstruction in line with SL 499.57.

Billboards within the precinct of a sports facility are not subject to TM licence. Same applies to billboards which fall under the exemptions of regulation 4 of SL 552.28.

### 3.4 Termination of Licences

#### A. Change in the licence operator

Change in licence operator is accepted by the Authority subject to the following :

- A joint declaration signed by both parties is to be submitted to the Authority in original including a copy of the identity card document of the signatories. The declaration is to clearly identify the original licence holder, the new licence holder and the billboard Planning Permit and TM Licence references, together with a photo of the billboard with stamped recent date.
- In the case of death of the licence operator, the authority will not accept transfer of licences on third party unless inheritance documentation submitted to the authority proves ownership. This documentation may simply be a declaration from a notary identifying the new owner.

- The rectification and necessary permits / approvals from other authorities to authorise any changes in ownership are responsibility of the operator. Should the authority be notified that documentation is not in order, it reserves the right to withdraw the licence.

### **B. Removal of Billboards from site**

Should it be the case that a billboard is removed from site, the Authority should be notified accordingly via email.

The email should include :

- A dated photo of the site showing the cleared billboard
- A declaration by the Perit responsible for the billboard stating that the site has been reinstated to its original state.

Once that the Authority is satisfied, it will request the licence to be returned and the licence return date will mark the end of the licence fee period for the year.

It is to be noted that claims to terminate the licence stating that the billboard is no longer in use since there are no advertisements, but with the structure still in place will not be considered.

## **4.0 Banners**

Banners are considered as temporary adverts and may only be permitted under specific circumstances, which are to be considered by the Authority on a case-by-case basis. Banners shall not advertise any products or commercial outlet/s but shall only be event specific (for civic, national and non-profit events).

Note : The term “temporary” stays to indicate a maximum of 45 calendar days.



8.2 Examples of Banner,  
<https://twitter.com/>

### **4.1 Authorisation Process**

Any requirement for a temporary banner shall go through an authorisation process by Transport Malta. The applicant should submit the following documentation with his email request to the Authority through the contact details available on TM website :

#### **Documentation :**

- ✓ Site Plan – a google image identifying the proposed location/s suffices
- ✓ A clear recent photo of the site, showing the date of when the photo was taken
- ✓ The size of the proposed banner and the number of banners being proposed at each location
- ✓ The banner artwork. In the case of banner requests by NGOs for non-profit events, the banner should clearly show the name / logo of the beneficiary entity.
- ✓ The date of the event and the time frame for which the temporary banner fixing is required.

It is to be noted that any application :

- Should reach the Authority at least 1 month before the event;
- The Authority assesses these applications and allocates the spaces on a first come first served basis;
- The Authority may request that different parties requesting banner space on our roads, coordinate directly amongst them should there be a conflict for request dates;
- Responses by the Authority will reach the applicant within 10 working days from its application request subject that all information is correctly submitted, otherwise the Authority reserves the right to request additional information;

#### 4.2 Possible installation sites

The Authority has identified a number of sites where in its opinion, it is safe to install temporary banners. These sites are to be found in [Annex 3](#). Should an applicant wish to install temporary banners within these already identified sites, the site reference should be included within the email application.

Any new proposed sites by the applicant will be assessed against the following criteria :

- No Banners will be permitted within junctions or in the proximity of 50m from any type of junction;
- No Banners will be permitted on new (since 2018) bridge structures;
- Banners facing opposite to the direction of traffic will also not be permitted;
- The Authority will not issue any permits for the installation of banners should the site already be allocated to third parties through a planning permit process;
- No fixing of banners will be permitted on road safety infrastructure such as crash barriers or road signage;
- The Authority reserves the right to refuse any location where it deems that issues of safety will result.

#### 4.3 General Authorisation Conditions

The Authority will issue its Authorisation based on a number of conditions which may include the following:

- Banners shall not in any way obstruct visibility to road users nor obscure the structure to which they are fixed;
- Banners are to be removed by owner within 24 hours from the ending of event. Should there be breach of this condition, the Authority reserves the right to remove the banner at the expense of the owner;
- Banners on Bridge structures should be fixed facing the direction of traffic and should not obstruct any existing infrastructure include Signage;
- The Fixing method shall not in any way damage the structure to which the banner is fixed;
- Maintenance of the banner remains the responsibility of the applicant / owner;
- Banner content should not be in any way distracting to the road users;
- Any existing traffic signage should not be hindered;

- In cases where banners are fixed to central verge fencing or roadside railings, at least 1m clearance should be kept between banners and banners can be fixed on either side of the fence back to back.
- Banners should never cover the full height of the fence / railing. This includes bridge structures.
- The Authority for Transport in Malta finds no objection without prejudice to third party rights;
- Execution of works is subject to the acquisition of any other permission, licence or authorisation from the relevant public authorities and as required by law;

The Authority also holds the right to include any other condition which it deems relevant to the particular site subject of the Authorisation. If the Authority finds out that the conditions are not adhered to, it holds the right to enforce the banner at the expense of the owner.

It is also to be generally noted that for the installation and / or removal of any banners from site a road works permit is to be obtained from Transport Malta for any road obstruction in line with SL 499.57.

In addition, should circumstances arise, the Authority reserves the right to request removal of the advert without any compensation, in case of any requirement arising from public interest.

***Refer to Drawings / No:C08 / 4.1.***

## **5.0 Other Adverts on Roads**

### **5.1 General**

In line with Schedule II of SL 552.28, for adverts (that are not billboards) and which are proposed to be placed on roads, the Authority will specifically delve into the road safety aspect and the following is generally considered :

- Adverts may be considered in arterial and distributor roads.  
the list of arterial & distributor roads is available from the authority upon request.
- In business hubs, industrial areas and local centres  
where these are within Urban Conservation Areas (UCA's) sensitively designed small-scale advertising panels, that blend in well with their surroundings should be utilised. Particular attention to a high standard of detail and design will be required. Such advertisements may be integrated into street furniture where possible, in order to minimize cluttering.
- In Industrial areas  
where enterprises want to advertise their whereabouts, particularly if they are set back off the road. Simple direction signs will be appropriate in these situations, provided that the design of such signs is distinct from official road signage. Opportunities should be taken for businesses in the same location to combine their essential directional needs to avoid a proliferation of signs. The Authority identifies totems as the most viable solution for this integration.
- In mixed – use areas  
where residential development is interspersed with shops or commercial uses, some poster advertising may be acceptable if it is carefully related to the scale of surrounding buildings and does not detract from residential amenities.

### **5.2 Application Process**



Applications should reach Transport Malta on the contact email address on the application attached as **Annex 4**, to this policy & guidelines.

**Documentation :**

- ✓ Application form fully filled in
- ✓ Site Plan – a google image identifying the proposed location/s suffices
- ✓ A clear recent photo of the site, showing the date of when the photo was taken
- ✓ Footpath and Road width as applicable
- ✓ Direction of traffic flow should be included on the site plan or a block plan is to be added with this information
- ✓ Dimensions of advert with a sketch / drawing of same.

Responses by the Authority will reach the applicant within 20 working days from its application request subject that all information is correctly submitted, otherwise the Authority reserves the right to request additional information.

The Authority also holds the right to include any condition which it deems relevant to the particular site subject of the Authorisation.

If the Authority finds out that the conditions are not adhered to, it holds the right to enforce the banner at the expense of the owner.

It is also to be generally noted that for the installation and / or removal of any banners from site a road works permit is to be obtained from Transport Malta for any road obstruction in line with SL 499.57.

In addition, should circumstances arise, the Authority reserves the right to request removal of the advert without any compensation, in case of any requirement arising from public interest.

### 5.3 Advertisement Types

In certain circumstances, the advert may be part of safety measure /street furniture elements. In this case, a full description of the item is made available in Chapter 16 of this policy.

It is also noted that, other advert types may be proposed and the Authority is willing to assess any other advertising method. Authorisations will however only be issued, once that the advertisement type / method is deemed acceptable especially but not limiting to the road safety aspect.

- a. **Inflatables** of any kind are not allowed in roads, they may be permitted in private zones, subject to permits from relevant authorities.



8.3 Examples of inflatable in road, <https://airadpromotions.com/>

**b. Pedestrian Guardrail / Railing**

This item is prioritised as a safety measure / street furniture item. Advertisement strips may be permitted as long as they :

- do not exceed 20cm in height
- are rigid
- are fixed as an integral part of the structure (example : tie clips are not permitted)
- leave 0.60m clear height from footpath level
- leave the structure visible at all times
- do not hinder the handrail and its use
- are not illuminated, unless the railing is specifically located in a pedestrian zone.

Tall fences and other pedestrian barriers may be considered to channel pedestrians to an overpass or underpass. These are not always effective, however, since pedestrians find ways to go around the barriers and cross at intersections.



8.4 Examples of pedestrian Guardrail / Railing, <https://www.externalworksindex.co.uk/>,  
<https://www.externalworksindex.co.uk/>

**c. Feather / sail flag banners** may be permitted in the form of an advertisement to be displayed as a flag, on one flagstaff, fixed upright under the following guidelines :

- each flag must be on a single vertical flagstaff
- the flagstaffs must not exceed 2.5m in height
- the flags must not exceed 2 square metres in area and area is to be distributed evenly along the staff
- such flags may be set at a minimum distance of 1.5m from each other
- no illumination is allowed
- the flags can only be fixed on the internal side of a property and it must be ensured that the 'sail' does not protrude onto the footpath or the road, in a way in which it may hinder traffic, pedestrians or cyclists.
- flags are also not permitted in verges.

Transport Malta permit is only required should the flagstaff be proposed to be placed within the perimeter / area of the road, including the roadside and footpaths, and the Authority shall retain the right to enforcement should the sail flag protrude in the carriageway or hinder pedestrians in any manner.



8.5 Examples of flag banners,  
<https://www.halfpricebanners.com/value-feather-flags>

- d. **Directional monoliths / Totem signs** are permitted as an organised assembly indicating a number of amenities or businesses within a community, this being a local council, a business park, Industrial Estates etc....
- A total of 10 fingerboard signs can be permitted
  - All fingerboard signs shall be uniform in colour
  - The total width shall not exceed 1.20m unless the site freely permits
  - The totem height shall not exceed 2.50m
  - Totems may be dual sided

Materials and colours shall be approved at the discretion of the Authority. No illumination is allowed unless the totem is fixed in pedestrian zones. A single additional advert is permitted on the bottom fingerboard sign, which shall occupy less than 20% of the maximum totem face area on each side. Digital boards of the same dimensions as totems may be fixed in pedestrian zones. These may also be interactive.



8.6 Examples of Totem,  
<https://www.fs-signs.co.uk/>

e. **U-Bars (Barriers)**

This item is prioritised as a safety measure / street furniture item. Advertisement strips may be permitted as long as they :

- Do not exceed the 0.30m in height
- must be rigid
- must be fixed as an integral part of the structure (example : tie clips are not permitted)
- to leave 0.60m clear height from footpath level
- structure is to be left visible at all times
- no illumination (electrical) is allowed unless this equipment is located in pedestrian zones.



8.7 Example of metal barriers used to stagger flow on passageway,  
<https://www.alamy.com/>



8.8 Example of metal barriers used to delineate footway,  
<https://www.innoplast.com/>

- f. **Café Barriers** cannot be used in road since they are deemed not to have any road safety benefits. These structures may however be fixed when they form an integral part of Outdoor Catering Areas, commonly referred to as the 'tables and chairs' permit, regulated under its own polices and guidelines.



8.9 Example of café barrier, <https://gorillaprint.com.au/>

*g.* **Street Cabinets and Feeder Pillars**

- No advertisements can be placed on the cabinet. Wrapping to allow better integration with the surroundings may be considered.



8.10 Example of feeder pillar / cabinet on footway,  
<https://www.dovecomputers.com/>

## **6.0 Other Adverts**

It is acknowledged that advertisements can be located also on buildings, and they can also be large scale. These items are seen through planning authority regulations and are not managed through this policy.