

PLANNING FREQUENTLY ASKED QUESTION: SIGNS & ADVERTISING

Planning permission is required for the installation of signage and advertisements unless the signs or advertisements to be erected meets **all** the criteria of one of the following exemptions:

Class 10 (1) – Contractors’ signs

Class 10 (2) – Nameplates

Class 10 (3) – Signs for charity and public events

Class 10 (4) – Election signs

Class 10 (5) – Signs advertising garden produce

Class 10 (6) – Repainting or replacement of existing signs

Class 10 (7) – Terre a l’amende signs

Class 10 (8) Heritage signs and interpretation boards

Class 10 (9) – Signs within an existing fascia board

Class 10 (10) - Signs applied to a glazed area

Class 10 (11) - Electric charging point signs

Class 10 (12) – Parish Signs

These are available to view through the planning and building control link at www.gov.gg

Only Class 10 (4), (5), (8), (10) and (11) apply where a building is protected.

If you’ve read the exemptions and still aren’t sure whether you need planning permission to display your sign, please contact a planning officer who will be happy to help you. Call **717200** for more information.

Should planning permission be required, the main material considerations in the determination of a planning application will be:

Visual amenity

Carefully designed advertisements and signs can enhance the quality of our surroundings by adding colour, interest and vitality to the environment.

However, most people also recognise that advertisements and signs that are over-large, poorly located or badly and inappropriately lit can undermine the quality of a place. Too many signs can appear cluttered and confusing. Signs in open areas such as the countryside or the coastal areas can detract from the character and appearance of these areas.

Effective control and management of advertising is an integral part of enhancing quality of place, the appeal and attractiveness of our parishes and in supporting a quality sense of welcome and well-being for visitors and residents alike.

Location and siting

Badly placed or inappropriate signs may be a nuisance to public safety. For example, freestanding signage can be very harmful, particularly to the visually impaired, or people who have problems getting around (e.g. anyone who has to steer a pushchair into the street to avoid an A-Board). Badly placed signs near roads can also pose issues for traffic. Signs that are too large can block driver views of the road. Illuminated signs can create a distraction or 'dazzle' drivers.

Advertisements should not adversely affect any form of traffic, including pedestrians, or other public safety, for instance, where it will cause obstruction to the public highway or lighting will result in glare or dazzle.

Within more sensitive areas such as conservation areas extra restrictions may be required such as only painted signs or applied lettering and compromises on matters of "corporate" design may be required.

Number, Size and Form

Advertising material should be generally restrained in terms of both the number of signs displayed and their size/form.

Illuminated signs are generally not permitted and, as a rule, signs above first floor windowsill level will be considered unacceptable.

How is the law relating to signs enforced?

Both the parish authorities and the Police, along with other States Sections, have taken steps recently to enforce the law in relation to signs, with the result that a number of illegal, unattractive and potentially hazardous signs have been removed. However, to an extent we rely on the vigilance of others in dealing with illegal signs and will pursue complaints where received.

It is worth being aware that in some circumstances, the Planning Service may need to take enforcement action to seek the removal of unauthorised signs. More information is available in the [Planning Enforcement Guidance Note](#).

Is building control permission needed for a sign or advertisement?

Adverts and signs are not normally subject to building control.

Specific questions relating to signs and advertising

Question:	Does flying a flag with a logo on it constitute advertising material?
Answer:	Yes
Question:	Do movable adverts/signs such as 'A' Boards require permission?
Answer:	Yes
Question:	As well as planning permission, do I need to get landowner permission to display a sign, even on States land?
Answer:	Yes
Question:	Is permission required for directional signs for businesses?
	Yes

Contact us

For further information or advice on planning or building control issues, please contact us using the following details:

The Office of the
Development & Planning Authority
Sir Charles Frossard House
La Charroterie
St Peter Port
GY1 1FH
Tel: 01481 226200

Have you visited our website?

Go to www.gov.gg/planningandbuilding for further planning guidance and information

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