

THE ADVERTISEMENTS REGULATION ACT

REGULATIONS
(under section 6)

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

(Made by the Governor in Executive Council on the 7th day of
December, 1954)

L.N. 161/54

1. These Regulations may be cited as the Hoardings and Advertisements Regulations, 1954.

2. In these Regulations "the Director" means the Chief Technical Director.

3. These Regulations apply to hoardings and advertisements so erected or exhibited as to be visible from a public place in the Island but do not apply to—

- (a) hoardings and advertisements within the Urban and Suburban Districts of the Corporate Area as defined in the Kingston and St. Andrew Corporation Act, or within the limits of any town as defined for the purposes of the Act or for general purposes under the provisions contained in the Parish Councils Act;
- (b) advertisements exhibited on any cart, carriage or other vehicle, or on any board, support or framework carried by a person;
- (c) advertisements exempted under the provisions of section 5 of the Act; or
- (d) hoardings, advertisements and notices referred to in section 10 of the Act.

Hoardings

4.—(1) No hoarding to which these Regulations apply shall be erected except in pursuance of an authorization issued by the Director.

(2) Upon application by or on behalf of any person desiring to erect a hoarding to which these Regulations apply the Director may authorize the erection of the hoarding or he may refuse to authorize

it if he is satisfied that it will affect injuriously the amenities of any public park or pleasure promenade or of any place frequented by the public solely or chiefly on account of its beauty or that it will disfigure the view of rural scenery from any highway or railroad or from any public place or water.

Schedule.
Form A.

(3) An application for authorization to erect a hoarding under this regulation shall be in the Form A in the Schedule and shall, if the Director so requires, be accompanied by complete plans and sections showing the dimensions and the method of construction of the hoarding and its location in relation to any adjacent roads or adjacent buildings.

Form B.

(4) An authorization to erect a hoarding under this regulation may be in the Form B in the Schedule.

5. No hoarding to which these Regulations apply shall be so erected that any portion of it is at a less distance from the verge of a highway than one and one-half times the maximum height of the hoarding from the ground.

6.—(1) The owner of a hoarding to which these Regulations apply shall maintain it in a proper state of repair and security.

(2) If the Director is satisfied that any such hoarding is not in a proper state of repair or security he may—

- (a) remove it at the expense of the owner thereof; or
- (b) if the owner is unknown to him or cannot be found he may by instrument in writing require the owner of the land on which the hoarding is erected to repair the hoarding or make it secure within a period to be specified in the notice.

(3) Where an owner of land on which a hoarding is erected fails to comply with a requirement of the Director made under paragraph (2), the Director may remove the hoarding at the expense of the owner of such land.

7.—(1) The owner of a hoarding to which these Regulations apply shall exhibit and keep exhibited his name and address in clearly legible characters in a conspicuous position on the front of the hoarding.

(2) Where there is a change of ownership of such a hoarding the new owner shall within thirty days of the change give the Director written notice thereof.

Advertisements

8.—(1) No advertisements to which these Regulations apply shall be exhibited upon any hoarding, wall, tree, pole, fence, gate or other place except in pursuance of an authorization issued by the Director.

(2) Upon application by or on behalf of any person desiring to exhibit an advertisement to which these Regulation apply the Director may authorize the exhibition of the advertisement or he may refuse to authorize it if he is satisfied that it will affect injuriously the amenities of any public park or pleasure promenade or of any place frequented by the public solely or chiefly on account of its beauty, or that it will disfigure the view of rural scenery from any highway or railroad or from any public place or water.

(3) An application for such authorization shall be in the Form C Form C. in the Schedule.

(4) An authorization issued by the Director under this regulation may be in the Form D in the Schedule. Form D.

9. No person shall exhibit or cause to be exhibited on any hoarding, wall, tree, pole, fence, gate or other place an advertisement to which these Regulations apply which is not placed or affixed in a secure, neat and orderly manner.

10.—(1) Where any advertisement to which these Regulations apply is defaced or is in an unsightly, torn or detached condition, the Director may by written notice in the Form E in the Schedule require any of the following persons to remove the advertisement within a period to be specified in the notice, that is to say— Form E.

- (a) the owner of any hoarding, wall, tree, pole, fence, gate or other place on which the advertisement is exhibited; or
- (b) the person on whose behalf the advertisement is exhibited; or
- (c) the owner of the land on which the hoarding, wall, fence, gate or other place is situated.

(2) Any person required to remove an advertisement under paragraph (1) shall comply with such requirement.

11. The owner of a hoarding or the owner of land on which a hoarding is erected shall, if required to do so by the Director, furnish

the name and address of any person on whose behalf any advertisement to which these Regulations apply is exhibited on such hoarding.

12. No person shall erect any hoarding or exhibit or cause to be exhibited any advertisement in such a manner or in such a position as to obstruct the clear view of traffic on any road.

SCHEDULE

FORM A

(Regulation 4 (3))

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

Application for Authorization to Erect a Hoarding

I/We (a).....of (b).....
hereby apply for authorization to erect a hoarding, particulars of which are
as follows--

Full name of owner of hoarding.....

Address of owner of hoarding.....

Full name of owner of land on which hoarding is to be erected.....

.....

Address of such owner.....

Locality in which hoarding is to be erected.....

.....

Description of hoarding, including materials to be used.....

.....

Size of hoarding.....

Dated the day of 19 .

Signature of Applicant

- (a) Full name of applicant.
(b) Address of applicant.

FORM B

(Regulation 4(4))

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

Authorization to Erect Hoarding

(a).....of (b).....

is/are hereby authorized, subject to the provisions of the Advertisements
Regulation Act, and the regulations made thereunder, to erect a hoarding of

the undermentioned description at (c).....

.....on the land of (d).....

.....

Description of Hoarding

Dated the day of 19 .

Chief Technical Director

- (a) Name of person authorized.
(b) Address of person authorized.
(c) Locality in which hoarding is to be erected.
(d) Name of owner of land on which hoarding is to be erected.

FORM C

(Regulation 8 (3))

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

Application for Authorization to Exhibit an Advertisement

I/We (a).....of (b).....

hereby apply for authorization to exhibit an advertisement, particulars of which are as follows—

Name of person by or on whose behalf advertisement is to be exhibited

Address of such person.....

Name of owner of hoarding, wall, tree, pole, fence, gate or other place on which advertisement is to be exhibited.....

Address of such owner.....

Name of owner of land on which advertisement is to be exhibited.....

Address of such owner.....

Description of advertisement.....

Manner in which advertisement is to be exhibited (i.e. whether on hoarding, wall, etc.).....

Locality in which advertisement to be exhibited.....

Dated the day of 19 ..

Signature of Applicant

- (a) Full name of applicant.
- (b) Address of applicant.

FORM D (Regulation 8(4))

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

Authorization to Exhibit Advertisement

(a).....of (b).....
 is/are hereby authorized, subject to the provisions of the Advertisements
 Regulation Act, and the regulations made thereunder, to exhibit an advertise-
 ment of the undermentioned description on a (c).....
at (d).....
on the land of (e).....

Description of Advertisement

Dated the _____ day of _____ 19 .

 Chief Technical Director

- (a) Name of person authorized.
- (b) Address of person authorized.
- (c) Object on which advertisement is to be exhibited.
- (d) Locality in which advertisement is to be exhibited.
- (e) Name of owner of land on which advertisement is to be exhibited.

FORM E (Regulation 10 (1))

THE HOARDINGS AND ADVERTISEMENTS REGULATIONS, 1954

Notice requiring Removal of Advertisement

To (a).....of (b).....
 TAKE NOTICE that the advertisement exhibited at (c).....
on (d).....and belonging to (e).....
of (f).....is defaced/is in an unsightly
 condition/is in a torn condition/is in a detached condition (g) AND TAKE
 FURTHER NOTICE THAT you are hereby required to remove the said advertise-
 ment within.....weeks from the time of your being served
 with this Notice.

Dated the _____ day of _____ 19 .

 Chief Technical Director

- (a) Name of owner of hoarding, wall, etc., on which advertisement is exhibited; or name of person on whose behalf advertisement is exhibited; or name of owner of land on which advertisement is exhibited, whichever is the case.
- (b) Address.
- (c) Locality.
- (d) Hoarding, wall, tree, etc., as the case may be.
- (e) Owner of advertisement.
- (f) Address of such owner.
- (g) Delete whichever is inapplicable.