



# ADVERTISING DEVICE PERMIT REGULATIONS

29 V.I.C. § 502 - The erection or maintenance of any advertising device upon any publicly owned and controlled street, sidewalk, park or other real property, or the erection and maintenance of any such device located within fifty (50) feet from the center line of any public highway in the Virgin Islands, whether on public or private property, without a written permit therefore granted by the Commissioner of Public Works is prohibited.

1. Advertising Device Permits are granted for a six-month period. Customers may elect to retain an annual permit, upon application, for an additional fee.
2. **Please include a photo of the advertisement design when submitting your permit application.**
3. Permits are valid once payment is received.
4. **Advertising on private locations requires written approval from the location's owner.**
5. Your permit must be approved prior to the installation of said device(s).
6. Advertising devices cannot be placed within 10 feet from the outer edge of any highway, except for the DPW Designated locations.
7. Advertising devices must not block motorists' visibility of the roadway, traffic signs, informational signs, or other devices at designated locations.
8. All advertising devices must be no larger than **4 FEET X 4 FEET**.
9. Devices should not be erected where it would block another device.
10. All advertising devices must be affixed to a post and securely erected in the ground.
11. Advertising devices cannot be attached to, or placed on, any of the following: traffic signs, traffic signals, utility poles, highway medians, trees, walls, government buildings, curbs, or guardrails.
12. Advertisers must properly maintain their devices throughout the duration of the permitting period.
13. Advertisers are responsible for the installation and removal of devices in a timely manner.
14. The department reserves the right to remove any advertising device for any regulation violation. Future permitting will be affected for violators.
15. All unpermitted signs will be tagged for removal.
16. The department will give one courtesy call and one courtesy email one week prior to sign expiration. The customer must either remove their sign or renew prior to the permit's expiration date. If the sign is not removed, DPW will remove the sign for a fee.
17. Advertising devices are placed at designated locations at owner's risk. The Department of Public Works is not responsible for damage to any sign

## ADVERTISING DEVICE PERMIT FEES

DEVICE TYPE	6 MONTH PERMIT	ANNUAL PERMIT	DIMENSIONS
Notice	\$45 PER NOTICE	\$90 PER NOTICE	MUST NOT EXCEED 12 INCHES X 12 INCHES
Sign	\$100 PER SIGN	\$145 PER SIGN	MUST NOT EXCEED 12 INCHES X 18 INCHES
Poster	\$75 PER POSTER	\$120 PER POSTER	MUST NOT EXCEED 2 FEET X 3 FEET
Billboard	\$125 PER BILLBOARD	\$170 PER BILLBOARD	LARGER THAN 2 FEET X 3 FEET
Digital Billboard	\$125 PER BILLBOARD	\$170 PER BILLBOARD	LARGER THAN 2 FEET X 3 FEET
Sign Removal	\$150 per advertising device		

All advertising devices must be no larger than 4 FEET X 4 FEET.

**ACCEPTED METHODS OF PAYMENT**  
Check, Money Order, Cash, Credit Card



# ADVERTISING DEVICE PERMIT APPLICATION

DATE: \_\_\_\_\_

**DISTRICT:**  ST. CROIX     ST. THOMAS/ST. JOHN    **DURATION:**  6 MONTHS     ANNUAL

Applicant's Name \_\_\_\_\_

Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Alternate Contact Phone # \_\_\_\_\_

Type of Advertising Device \_\_\_\_\_

Type of Material \_\_\_\_\_

DEVICE SIZE	Length	Width
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Structure(s) to which the advertising device will be attached \_\_\_\_\_

I have read and agree to all advertising device regulations listed on page 1.

\_\_\_\_\_  
Signature

## DEPARTMENTAL USE ONLY

Permit Approved

Permit Disapproved

Permit granted From \_\_\_\_\_

Expiration \_\_\_\_\_

Permit # \_\_\_\_\_

Receipt # \_\_\_\_\_

Total Amount Due \_\_\_\_\_

Permit Fees Collected \_\_\_\_\_



## DESIGNATED LOCATIONS

### ST. CROIX

- SUNNY ISLE INTERSECTION – South Side
- CHRISTIANSTED BYPASS – Eastern End, near Gallows Bay
- EAST END ROAD - Across from Cheeseburgers in Paradise
- EAST END ROAD – Near Ziggy’s
- TIPPERARY
- COTTON VALLEY - Near Blue Water Terrace entrance
- TIDE VILLAGE
- PETERS REST - Near Carlos Furniture
- SION FARM SHOPPING CENTER – Heading East
- FREDERIKSTED BALLPARK SITE – Across the street (Banners only)
- ESTATE CARLTON ENTRANCE - Off Queen Mary Highway
- WORK AND REST- Entrance
- FIVE CORNERS INTERSECTION
- LA REINE – Near Chicken Shack
- PETER’S REST - Cost U Less Entrance
- Melvin Evans Highway - Emancipation Drive

### ST. THOMAS

- MORAVIAN HIGHWAY - Near VITEMA
- FRENCHTOWN - Opposite Post Office
- INTERSECTION OF VALDEMAR HILL, SR. DRIVE (Skyline Drive) and MAGENS BAY ROAD
- INTERSECTION OF VALDEMAR HILL, SR. DRIVE (Skyline Drive) and DONOE BYPASS (Wintberg Intersection)
- DONOE INTERSECTION - Across from Prophecy Church/School
- NICHOLAS FRIDAY DRIVE – Across from the National Guard facility.
- FOUR CORNERS
- SMITH BAY BALL PARK
- ELMO ROEBUCK, SR. DRIVE - Near Antilles School
- ALTON A. ADAMS DRIVE - Near Charlotte Amalie High School

### ST. JOHN

- ENIGHED POND - Next to tennis court
- SUSANNABERG - Intersection of Route 10 and Route 104
- CORAL BAY - Intersection of Route 10 and Route 107



# PRIVATE LOCATIONS

## ST. CROIX

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## ST. THOMAS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## ST. JOHN

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



# PRIVATE LOCATION AUTHORIZATION FORM

DATE: \_\_\_\_\_

DISTRICT:  ST. CROIX     ST. THOMAS/ST. JOHN    DURATION:  6 MONTHS     ANNUAL

Applicant's Name \_\_\_\_\_

Private Location \_\_\_\_\_

Location Owner \_\_\_\_\_

Owner Email Address \_\_\_\_\_

Owner Daytime Phone \_\_\_\_\_

I, \_\_\_\_\_, have been authorized by the owner of the private location named above to erect an advertising device on the property pursuant to the standards named in 29 V.I.C. § 502 and the regulations established on page 1 of the Department of Public Works' Advertising Device Permit.

The department reminds the applicant that the erection or maintenance of any advertising device upon any publicly owned and controlled street, sidewalk, park or other real property, or the erection and maintenance of any such device located within fifty (50) feet from the center line of any public highway in the Virgin Islands, whether on public or private property, without a written permit therefore granted by the Commissioner of Public Works is prohibited.

Applicant Signature \_\_\_\_\_

Location Owner Signature \_\_\_\_\_