



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.

ADVERTISING DEVICE RULES & REGULATIONS

1. Advertising Device Permits can be granted for as little as a few days up to one year, based on the applicant's needs. Be sure to select your preferred term when applying: (0-6 Months OR ANNUAL).
_____ (Initial)
2. Permits are granted per sign **PER** location. If the sign changes, you must submit a new application.
_____ (Initial)
3. Signs cannot be swapped between locations without obtaining a new permit and making the necessary payment. _____ (Initial)
4. **Sub-leasing is prohibited.** _____ (Initial)
5. Please include a photo of the advertisement design when submitting your permit application. _____ (Initial)
6. Advertising on private locations requires written approval from the location's owner. The owner must provide proof of ownership. See page 5 for a copy of the Private Location Authorization Form. _____ (Initial)
7. If you select the Seaborne fence location, you must first obtain your approved and paid permit from the Department of Public Works **BEFORE** visiting the Port Authority office for approval. **Only one banner is allowed at a time.** _____ (Initial)
8. The applicant's permit must be approved before the installation of said device(s). _____ (Initial)
9. Permits are valid once payment is received. _____ (Initial)

INSTALLATION & PLACEMENT GUIDELINES

10. At DPW-designated locations, signs must be placed within 10 feet of the outer edge of any highway.
_____ (Initial)
11. Devices at private locations must be placed outside of the 10-foot setback. _____ (Initial)
12. Advertising devices must not block motorists' visibility of the roadway, traffic signs, informational signs, or other devices at designated locations. _____ (Initial)
13. Devices should not be erected where they would block another device. _____ (Initial)

14. All advertising devices must be affixed to a post and securely erected in the ground. However, advertisers must not place concrete in the ground to secure said signs. _____ (Initial)
15. 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. _____ (Initial)
16. All advertising devices larger than 4 FEET X 4 FEET will be subject to an oversized surcharge of \$50 **PER** sign. _____ (Initial)

MAINTENANCE AND COMPLIANCE

17. Advertisers are responsible for the maintenance of their devices throughout the permitting period. _____ (Initial)
18. Advertisers are responsible for the timely installation and removal of devices. _____ (Initial)
19. The department will make one courtesy call and send one courtesy email one week before the sign's expiration. The customer must either remove their sign or renew it before the permit's expiration date. If the sign is not removed, DPW will remove it for a fee. _____ (Initial)
20. All structures must be removed once the permit expires. _____ (Initial)
21. All unpermitted signs will be tagged for removal. _____ (Initial)
22. Failure to comply with all advertising device regulations will result in the removal of said devices. Future permitting will be affected for violators. _____ (Initial)
23. Advertising devices are placed at designated locations at the owner's risk. The Department of Public Works is not responsible for any damage to any sign. _____ (Initial)

ADVERTISING DEVICE PERMIT FEES

DEVICE TYPE	1-6 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
Banner / Billboard / 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: ☐ 0-6 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 ☐

Oversize Charge _____

Permit Approval Date _____

Permit Fee _____

Expiration Date _____

Total Amount Due _____

Receipt # _____



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

- ☐ BLACK POINT HILL
- ☐ SEABORNE FENCE
- ☐ 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 the 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: ☐ 0-6 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 according 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