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Public Works Announces Guidelines for Political Advertising

Public Works moves early to ascertain compliance ahead of senatorial election year.

Community Center / **Published On April 24, 2024 10:09 AM /**

Staff Consortium **April 24, 2024**

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**2022 General Election political banner advertising in the Sunny Isle area of St. Croix.
By. V.I. CONSORTIUM**

As election season nears, the V.I. Department of Public Works has issued new guidelines for political advertising in the territory, specifying that candidates can begin to display advertisements starting June 1, 2024.

This date marks the start of a 6-month period leading up to the elections, during which candidates can utilize DPW's advertising devices after being vetted by the Election System of the Virgin

Islands.

The DPW requires that all political signs be accompanied by an advertising device permit, according to a release issued today. This permit is crucial for ensuring that the placement of signs adheres to regulations, particularly those concerning locations within fifty feet from the centerline of any public highway.

The DPW has designated specific areas for the display of political advertisements, which are detailed on the permit application forms. Advertisements can also be placed on private properties, provided that written approval from the property owner is submitted to the department.

In an effort to maintain order and compliance, the DPW has warned that any signs found in non-compliant locations will need to be removed by the applicants themselves. Failure to comply will lead to DPW removing the signs at a cost of \$150 per sign. Additionally, any political signs currently displayed that have not been approved must be removed by Friday, April 27, 2024.

DPW said candidates and advertisers can access the necessary permit applications through the DPW's official website at dpw.vi.gov, under the permits section.

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