



## **Addressing the Use of Banners and Signs**

**Presented by:**

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**Mr. Speaker,**

In recent weeks, there has been increasing public debate about the proliferation of banners, posters, and roadside advertisements across Bermuda. These displays, whether promoting community events or commercial ventures, have generated many opinions. Some view them as effective tools for reaching audiences, while others see them as visual clutter that negatively impacts neighbourhoods and public spaces.

Previously, when asked about this matter, I indicated that we were investigating it. Today, I wish to provide this Honourable House and the public with more details on how we will proceed.

**Mr. Speaker,**

The regulations governing signage date back to 1911, with the most recent significant update in 1989. It is no exaggeration to say that, if enforced strictly, these rules would ban much of what is common today, including numerous signs and displays on buildings, sidewalks in the City of Hamilton, along roadsides, and on commercial vehicles. This has resulted in a situation where enforcement is inconsistent and out of date. While roadside banners have prompted this

discussion, it is evident that signage used for commercial reasons must also be addressed.

To support this, over the past few weeks my Ministry has started collecting data to better understand the extent of the issue. We are gathering information on where banners are most frequently found and who the regular users of roadside advertising are. Let me be clear: this is not about blaming anyone. It is about understanding the environment so we can create a fair and modern solution.

**Mr. Speaker,**

The feedback we have received has been consistent: the current system does not work. Enforcement alone cannot resolve the underlying problem. Updating the legal framework is essential.

I wish to inform the public that this Government will carry out a structured and transparent process to create revised signage legislation that aligns with the needs and expectations of a modern Bermuda. Our approach will include:

- **Targeted stakeholder meetings** with event organisers, promoters, businesses, and community groups that frequently use banners and signs. These discussions will allow us to share our findings, highlight the risks of the current approach, and hear directly from those most affected about what a workable framework should look like.
- **A public consultation period** following these meetings, so all Bermudians can provide their views, including residents, business owners, and anyone concerned about the appearance and safety of our shared spaces.
- We have already received helpful suggestions, such as creating designated signage zones, setting clear time limits, offering digital alternatives, and establishing consistent and proportionate enforcement. All of these ideas and more will be taken into consideration.

**Mr. Speaker,**

To support this process, next week we will be setting up a dedicated page on [forum.gov.bm](https://forum.gov.bm), the Bermuda Citizens Forum. This online platform makes it easy for Bermudians to read about proposals, post comments, and share ideas. It also allows you to see other people's suggestions and participate in an open discussion. I encourage all interested parties to visit the forum and contribute their ideas once the page is live.

Our aim is to shift from reactive enforcement and complaints to a modern, practical, and collaborative approach. By collecting reliable data, engaging with

stakeholders, and inviting the wider public to participate, we will develop a new legislative system that is fair, transparent, and enforceable.

**Mr. Speaker,**

This is not merely about responding to complaints. It is about ensuring Bermuda's laws are fit for purpose, supporting cultural and economic activity while protecting the character and beauty of our island.

I thank everyone who has already shared their thoughts and ideas. I look forward to collaborating with them and the wider community as we progress this important work.

Thank you, **Mr. Speaker.**