



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 originate from 1911, with the last major revision in 1989. It is not an exaggeration to state that, if enforced strictly, these rules would ban many common signs and displays seen today on buildings,

sidewalks in Hamilton, and along roadsides. This has led to inconsistent and outdated enforcement, if any at all. Although roadside banners have prompted this discussion, it is evident that signage for other commercial purposes also needs to be addressed.

Over the past few weeks, my Ministry has started gathering data to better understand the scale of the issue. We are collecting information on locations where banners are most prevalent and the common users of roadside advertising. Let me be clear: this is not about assigning blame. It is about understanding the landscape so we can develop a fair and modern solution.

Mr. Speaker,

The feedback we've received is consistent: the current system isn't effective. Enforcement alone cannot solve the fundamental issue. It is therefore imperative that the legal framework is updated.

I wish to inform the public that this Government will undertake a structured and transparent process to develop updated signage legislation that reflects 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, 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 will be taken into consideration.

Mr. Speaker,

To support this process, I am pleased to announce the launch of a dedicated email address: signsfeedback@gov.bm. This provides a simple way for everyone to share comments, ideas, and questions. I encourage all interested parties to take advantage of this opportunity to contribute.

Our aim is to move from reactive enforcement to a modern, practical, and collaborative approach. By gathering reliable data, engaging with stakeholders, and inviting the wider public to participate, we will create a new legislative framework 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 working with them and with the wider community as we advance this important work.

Thank you, **Mr. Speaker.**