The Formentera Council's Office of Land wishes to remind residents and businesses of the ban in place on advertising in rural areas. The restriction is anchored by Formentera subsidiary regulations as well as an island ordinance on so-called “dynamic advertising”. Local inspection services have begun articulating a study on signs found across Formentera, especially those that are devoted to promoting private businesses. The current regulations are expected to be updated based on the study's conclusions and removal orders and penalties will be issued accordingly. Those announcements were laid out earlier today by CiF land, tourism and trade councillor Alejandra Ferrer.

Ferrer mentioned that a removal order had recently been issued to a business-owner for emblazoning advertising on his rural storefront. According to Formentera subsidiary code, the individual must now return the property to its original state — that is, paint it either white or sand-coloured. Failing that, the Council will take up the task itself at the owner's expense and CiF legal services will study whether or not to seek punitive measures. Ferrer said the effort was part of a push “to protect landscapes and avoid a surge of advertising across the island”. She asked local tradesman to contact Formentera's Office of Land, Tourism and Trade before putting up signs and posters so that the office could indicate to them when and how to do so legally.