



SLIGO COUNTY COUNCIL

APPLICATION FOR LICENCE FOR ADVERTISEMENT STRUCTURE ON PUBLIC ROAD

(PLANNING & DEVELOPMENT ACT 2000-2002 (AS AMENDED))

Address: Sligo County Council,
Planning Section,
County Hall, Riverside,
Sligo.

Telephone: (071) 911 1111

E.mail: planning@sligococo.ie

Fax: (071) 9138054

Website address: www.sligococo.ie

**Please read "Explanatory Guidelines for Application for a Licence for an Advertisement Structure on the public road" and answer all questions in full.
Please complete in duplicate using BLOCK CAPITALS.**

1. Name of Applicant (Full First Name Must be Given) _____

- 2(a) Full Address of Applicant _____
_____ Tel No. _____

- (b) Registered Office – If a limited Company _____

3. Address to which any correspondence and notices relating to the application should be sent

4. Name and address of person (if any) acting on behalf of the applicant _____
_____ Tel No. _____

5. Description and address of premises/facility/service to be advertised _____

6. Planning reference number _____ and date of planning permission granted for premises to be advertised (if applicable) _____
7. Is the facility/service registered/approved by a Tourist Promotion Organisation (if so, give details (name of body, reg. No. etc.) _____

8. Address/Location of sign(s) the subject of this application _____

9. Distance of sign from the facility/service to be advertised _____

I hereby apply for a licence to erect and maintain advertisement(s) on/along a public road, in accordance with particulars given above. The documents required to accompany the application (as outlined in "Explanatory Guidelines for Application for a Licence for an Advertisement Structure on the public road") are enclosed.

Signed: _____

Date: _____

Explanatory Guidelines for Application for a Licence for an Advertisement Structure on the public road:

1. This Application must be accompanied by the following:
 - (a) Diagram – showing design, dimensions and all wording/symbols/legends (2 no copies)
 - (b) Site location map –showing precise location of proposed sign on a plan to scale 1:2500 (2 no. copies)
 - (c) Application fee of €630.00 for each sign.

In accordance with Section 254 of the Planning & Development Act 2000 a person shall not erect, construct, place or maintain any of the following , on, under, over or along a public road:-

1. a vending machine
2. a town or landscape map for indicating directions or places
3. a hoarding, fence or scaffold
4. an advertisement structure
5. a cable, wire or pipeline
6. a telephone kiosk or pedestal, or
7. any other appliance, apparatus or structure, which may be prescribed as requiring a licence under Section 254 of the Act.

A licence shall not be required for the following:

1. an appliance, apparatus or structure which is authorised in accordance with a planning permission granted under Part III
2. a temporary hoarding, fence or scaffold erected in accordance with a condition of planning permission granted under Part III
3. the erection, construction, placing or maintenance under a public road or a cable, wire or pipeline by a statutory undertaker or each finger post sign.

General Guidelines on Temporary Signage

General Comment - as per the Development Plan 1999 - 2004

Advertising is an accepted part of business and providing information to the general public. However advertising signs, separately, or more particularly in groups, can often cause injury to amenities and can detract greatly from the appearance of an area or building. They can also be a major distraction to road users and frequently result in traffic hazard. It is the policy of the Council to strictly control all advertising signs both in relation to their location, design, materials and function.

The Council notes the increase in advance advertising on the outskirts of towns. This tends to be haphazard and visually unattractive, giving a poor first impression of the town, which is often directly contradictory to the intentions of the advertiser. The Council seeks to remove and rationalise such advertising so as to remove the clutter and create a single advertising panel showing the principal resources, amenities and services available in a particular town.

Legal Requirements for Permanent Advertising Signs

Public Road

All types of permanent advertising signs on a public road require a licence - section 254 of the Planning Act 2000. This includes finger post signs, advertisement structures, and hoardings. When applying for a licence one has to indicate the size and location of the sign.

The cost of a licence for **a finger post sign is €50 with an annual fee of €25 per sign per annum**

The application fee for **other types of signs is €634**. (Planning Regulations 2001).

Private Lands

The erection of advertising structures on private lands requires planning permission irrespective of whether it is visible from a public place or not. Exemptions to this are outlined in 2001 Planning & Development Regulations in relation to the size of the structure, but the advice of a planner should always be sought prior to erecting any type of advertising structure. The cost of applying for planning permission for advertising structures on private land **is €80 or €20 per square meter** or part thereof of advertising space to be provided whichever is the greater.

Legal Requirements for Temporary Advertising Signs

Finally, Section 19 of the Litter Pollution Act, 1997 prohibits the *erection of articles and advertisements on certain structures which are visible from a public place*, unless the permission of the owner or occupier is given in advance **or unless it is exempted under any other enactment**. Structures include any land, door, gate, window, tree, pole or post.

The Planning and Development Regulations, 2001 exempt certain types of temporary advertisements as long as

- they do not exceed 1.2 square meters in area
- they are erected no more than 2.5 meters from the ground and are not glued or pasted to any structure and most importantly
- they are removed within 7 days of the event taking place.

Such advertisements include those relating to any local event of a religious, cultural, educational, political, social, recreational or sporting character as long as they are not being promoted or carried on for commercial purposes!

Therefore the rule of thumb with regard to the issue of on-the-spot fines of €125 under the Litter Pollution Act is that if an advertisement for an event **is erected without the prior consent of the landowner** and the event being advertised is a **profit making or commercial event** then a fine is issued. The exception to this is the advertising of a Circus or Funfair, which are exempted under Class 17 of the Planning & Development Regulations 2001.

In certain cases, the promoter of a commercial event may write to the Director or Services asking for permission to promote a certain event. This may or may not be granted.

If it is an exempted advertisement, but if the specific conditions regarding exemptions are not adhered to then a fine is issued - i.e. if the advertisement is not taken down within 7 days of the event taking place.

Finally, the Protection of the Environment Act 2003 requires that an article or advertisement carries the name and address of the person who is promoting or arranging the meeting or event or in any other case carries the name and address of the person on whose behalf it is exhibited.

APPENDIX H

TOURISTS ACCOMMODATION

1. Accommodation Signs

Road Authorities may agree to the erection of direction signs to indicate tourist accommodation provided they comply with the specifications given below and relate to premises located off major traffic routes in rural areas. No provision should be made for advance direction signs or continuity signs relating to any premises.

Generally one fingerpost sign would be allowed for each premises and this should be located at the junction nearest the premises.

The erection of signs on National Routes should be severely restricted.

No advertising matter of any kind should be allowed on signs other than the name of the premises and the nature of the accommodation.

The suggested procedure for control purposes is for local authorities to make licensing arrangements subject to the payment of annual or other fee under the terms of the Planning Acts.

2. Specification for Signs

- (a) All signs shall be manufactured in accordance with current Department of the Environment standards specified for the construction of traffic signs.
- (b) Signs shall be fingerpost type only measuring 1000mm (maximum length). Script shall be condensed to 70% of its normal title width to comply with this length restriction.
- (c) Colour:
 - (i) Signs for accommodation shall have white lettering on a brown background and shall have a white border. The shade of the brown to be all of BS 381C "middle brown".
 - (ii) Signs indicating registered and approved Bord Failte accommodation shall have the Bord Failte symbol which shall be inserted at the pole end of the sign. The symbol shall be the green Bord Failte shamrock 180mm in diameter inset in a white circle 190mm in diameter with a square surround 205mm X 205mm in 3m Cal. Ref. No. 3860 green. The shamrock shall be in FasCal 907 light green vinyl. The

corners of the square containing the symbol to be rounded, the whole symbol to have a white delineation line between the Bord symbol and the brown field of the sign.

- (iii) The Bord Failte symbol, the name of the premises and accommodation category and border of the sign, may be reflectorised on a non-reflective brown background.
- (d) Wording shall consist of the name of the premises, eg. Family, premises, company, etc, and shall be on the upper half of the sign: lettering to be all in Transport Medium capitals. The description of the accommodation to be offered shall be in the lower half of the sign and shall be in Transport Medium capitals and lower case lettering and the lower case letter height for the facility shall be 50mm.
- (e) The registered accommodation referred to is the following:
- | | |
|---|----------------------|
| Bord Failte Registered Hotels | Hotel |
| Bord Failte Registered Guesthouses | Guesthouse |
| Bord Failte Registered Holiday Hostel | Holiday Hostel |
| Bord Failte Registered Youth Hostel | Youth Hostel |
| Bord Failte Registered Holiday Camp | Holiday Camp |
| Bord Failte Registered Caravan/Camping Site | Caravan/Camping Site |
- (f) Signs indicating An Oige Hostel shall show the International Youth Hostel Federation symbol
- (g) Signs indicating caravan and camping parks are not required to display the name of the premises or the Bord Failte symbol
- (h) Non-registered Bord Failte Approved Accommodation, namely farmhouse and town and country homes shall be described as follows:-
- | | |
|---------------------------------|------------------------|
| Bord Failte Approved Farmhouses | Farmhouse Bord Failte |
| Approved Town and County Homes | Town Home/Country Home |
- (i) No applicant may use the descriptions at (e) and (h) unless registered or approved by Bord Failte
- (j) In the event of the local authority granting approval for the erection of a sign indicating accommodation which is neither registered nor approved, the Bord Failte symbol or the descriptions given at (e) and (h) above should not be used. The word "accommodation" should be used as a common descriptive title.

(k) Only those signs may be used which are purchased from vendors currently certified by the National Standards Authority of Ireland (NSAI) as complying with the Department of the Environment's specification and shall have the standard mark

3. **Signs and poles**, as appropriate shall be purchased by the owner of the premises and shall be erected by the Roads Authority at a suitable location at the expense of the owner. Signs for more than one premises may be erected on the same pole.
4. **The owner of the premises** shall be responsible for the cost of routine maintenance and replacement of signs should they become damaged or need renewal in the case of normal wear and tear.
5. **The Roads Authority** should retain the right to remove a sign or alter its location at any time.
6. **Where authorised signs** not conforming to the proposed criteria are already in place, road authorities may allow these to remain. All new and replacement signs should comply with the requirements of the memorandum.

=====