

# LONGFORD LOCAL AUTHORITIES



## POLICY PAPER RELATING TO THE ERECTION ADVERTISING AND SIGNAGE

**Adopted by Longford County Council at its May Monthly  
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on the joint recommendation of the  
Water Services and Environmental  
Strategic Policy Committee  
and the  
Housing and Planning  
Strategic Policy Committee**

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## 1.0 INTRODUCTION

Advertising is an accepted part of business and providing information to the general public. However, the placing of individual advertising signs, or more particularly groups of advertising signs, can often detract from the appearance of an area or building. Advertising signs can in some circumstances be a distraction to road users. It is the policy of Longford Council to strictly control matters relating to the erection, maintenance, and removal of advertising signs. This document sets out the policy of the Council with regard to advertising signs and will be of benefit to persons who have particular interests in that regard.

The policy pays particular attention to matters relating to the increased use of advance advertising on the outskirts of towns and on major traffic routes in County Longford, which has become particularly prevalent in recent years. The placing of advertising signs tends to be hap-hazard and visually unattractive. This results in the giving of a poor first impression of a town, or the county in general, to road users. Very often this is directly at odds with the intentions of the person who is responsible for the placing of the advertising sign.

**This policy document outlines Longford County Council's position with regard to all signs erected on private and public property which are visible from a public place. It outlines what must be done prior to erecting any sign and what sanctions may be imposed by the Council in respect of the unauthorised erection of signs.**

Longford County Council has responsibilities which are provided for in Planning and Development legislation and in legislation relating to Roads and Litter Pollution. This policy is intended to provide clarification for persons who may be considering placing advertising signs on property.

This policy will be implemented by the Council, having regard to the various powers and sanctions that are provided for in legislation. Persons who are unsure of the position with regard to the placing of advertising signs on property are advised to contact Longford County Council in order to clarify the position in advance of ordering or placing advertising signs.

## 2.0 PERMANENT SIGNS

For the purposes of this policy document signs which are erected, where the intention is that the sign will be in position for a duration **exceeding 1 month** will be considered to be **Permanent Signs**.

The following are examples of signs that are deemed to be permanent signs:

- Signs relating to Tourist Attractions. In order for a sign to be deemed a “Tourist Attraction Sign” it must relate to an activity or premises that Bord Fáilte has recognised as being predominantly a tourist interest. Signs that would come into this category would for the most part relate to Tourist Accommodation, Hotels, Guest Houses, Bed and Breakfast venues, Caravan Sites or Camping facilities.
- Signs relating to Industrial and Business Premises.
- Signs displaying the names of Towns and Villages
- Signs relating to Sports Facilities
- Signs relating to Public Buildings such as hospitals, Garda Stations, Civic Offices, Railway Stations or educational facilities.
- Local Authority Regulatory signs.

### 2.1 Legislation Applicable to Permanent Signs

The legal provisions relating to Permanent Signs are contained in the following legislation.

- (i) The Planning and Development Acts
- (ii) The Planning & Development Regulations 2001

### 2.2 Permanent Signs on Private Land

#### 2.2.1 What is Private Land?

For the purposes of this policy document land which is not in the ownership of a Local Authority, the Health Services Executive or other State Agencies is deemed to be Private Land.

#### 2.2.2 Is Planning Permission required for a Permanent Sign on Private Land?

In general there is a requirement to obtain Planning Permission from Longford County Council prior to erecting a Permanent Sign on Private Land. (See Appendix 1 for details of certain exemptions which may apply)

#### 2.2.3 How to apply for Planning Permission to erect a Permanent Sign on Private Land

Planning Application forms are available from the Planning Department of Longford County Council. Forms may be downloaded by logging onto [www.longfordcoco.ie](http://www.longfordcoco.ie). The normal planning process applies. The fees that are applicable are determined by reference to the size of the signs that are to be erected.

#### **2.2.4 What may happen if a Permanent Sign is erected on Private Land without Planning Permission?**

Enforcement Action may be taken by Longford County Council with regard to the unauthorised erection of advertising signs. The taking of enforcement action may involve the imposition of fines and the incurrence of other costs.

### **2.3 Permanent Signs on Public Land**

#### **2.3.1 What is Public Land?**

For the purposes of this policy document, land which is in the ownership of a Local Authority, the Health Services Executive or other State Agencies is deemed to be Public Land. All land that lies between the fence lines adjoining public roads or land that forms any part of a street or public road including grass verges, footpaths, hard shoulders, lay-byes, roundabout islands, public car-parks, median areas or traffic islands and public rights of way is deemed to be Public Land for the purposes of this policy document.

#### **2.3.2 What procedure should be followed in order to legitimately erect a Permanent Sign on Public Land?**

A licence must be obtained from the Planning Department of Longford County Council prior to erecting any Permanent Sign on Public Land in the county. (See Appendix 2 for details)

#### **2.3.3 How do I apply for a licence to erect a Permanent Sign on Public Land?**

Licence Application forms are available from the Planning Department of Longford County Council if you wish to apply for a license to erect a Permanent Sign on Public Land. Forms may be downloaded by logging onto [www.longfordcoco.ie](http://www.longfordcoco.ie). The normal planning process applies.

#### **2.3.4 How much does a licence to erect a Permanent Sign on Public Land cost?**

The licence fee in respect of the erection of finger post directional signs is €50.00 as of July 1<sup>st</sup>, 2007. An annual renewal fee of €25 is payable in respect of all such signs.

The licence fee in respect of any other Permanent Sign that is to be erected on Public Land costs €54.00 as of July 1<sup>st</sup>, 2007. No annual renewal fee applies in respect of signs for which the €54.00 application fee has been paid.

The charges set out above are subject to review from time to time.

### **2.3.5 What Enforcement Action may be taken if a Permanent Sign is erected on Public Land without the necessary licence?**

Environmental legislation provides for the taking of Enforcement Action in circumstances where Permanent Signs are erected on Public Land without the necessary licence having been obtained. A person, company or business responsible for erecting unauthorised signs on Public Land may be issued with a Litter Fine. A fine of €150.00 may be imposed in respect of each unauthorised sign that is erected. In addition to paying the Litter Fine, the person, company or business responsible for erecting the unauthorised sign may also be requested to remove it within 7 days. Failure to comply with such a request may result in further Litter Fines being imposed. Permanent Signs erected without the required licence on Public Lands may be removed by the County Council. The County Council may also seek to recover any costs it incurs in removing unauthorised signs. (See Appendix 3: Recovery of Costs, Unpaid Fines and Schedule of Charges).

## **3.0 TEMPORARY SIGNS**

For the purposes of this policy document, signs which are erected, where the intention is that the sign will be in position for a period **not exceeding 1 month**, will be considered to be **Temporary Signs**.

In general, signs erected on flimsy structures or made of materials which are not durable, such as paper, corri-board, timber or light plastic, will be considered to be Temporary Signs.

The following are examples of signs that are considered to come within the category of Temporary Signs:-

- Small advertisement signs which may be stand alone, or affixed to existing signs or existing display boards.
- Sandwich board signs or other similar signs.
- Billboard type signs.
- Signs mounted on trailers.
- Signs mounted on motorised vehicles.
- Bridge drapings.
- Signs advertising cars for sale

Generally speaking signs that are erected in order to advertise events that are to take place are considered to come within the category of Temporary Signs. In particular, signs relating to events of the following nature are considered to be Temporary Signs:-

- General commercial sales
- Agricultural or other shows
- Recreational or sporting fixtures
- Circuses, Concerts, Theatre
- Meetings, Festivals, Fundraisings, Local Interest, Religious, Cultural, Educational or Social events.

### **3.1 Legislation Applicable to Temporary Signs**

The legal provisions relating to Temporary Signs is contained in the following legislation.

- (i) Litter Pollution Act 1997
- (ii) Roads Act 1993

### **3.2 Temporary Signs erected on Private Land**

#### **3.2.1 What is Private Land**

For the purposes of this policy document, land which is not in the ownership of a Local Authority, the Health Services Executive or other State Agencies is deemed to be Private Land. The term will generally apply to land that is adjacent to public roads and that is behind road or street boundaries such as hedges, fences, walls or railings.

#### **3.2.2 What procedure should be followed prior to erecting a Temporary Sign on Private Land that will be visible from a public place?**

Persons who are considering erecting Temporary Signs are advised to consult with the Environment Section of Longford County Council in advance of erecting any sign on Private Land that will be visible from a public place. The Environment Section can be contacted by phoning (043) 43356 or by e-mailing [environment@longfordcoco.ie](mailto:environment@longfordcoco.ie)

Issues such as Road Safety and the impact that any sign may have on the visual amenity of an area should be taken into account when choosing the proposed location of any sign.

A Permit System is operated by Longford County Council in respect of Temporary Signs. The process for making an application to erect a Temporary Sign is outlined in Appendix 5 this document.

#### **3.2.3 What may happen if an unpermitted Temporary Sign is erected on Private Land?**

##### **(a) Temporary Signs erected with the permission of the Land Owner**

Where a Temporary Sign is erected on Private Land with the permission of the landowner and where the sign is visible from a public place, a notice may be served on the landowner under the provisions of the Litter Pollution Acts requesting the removal of the sign.

##### **(b) Temporary Signs erected without the permission of the Land Owner**

Where a Temporary Sign is erected on Private Land without the permission of the landowner and where the sign is visible from a public place, a Litter Fine may be issued under the provisions of

the Litter Pollution Acts to the person, company or business responsible for erecting the sign.

### **3.3 Temporary Signs erected on Public Land**

#### **3.3.1 What is Public Land?**

For the purposes of this policy document, land which is in the ownership of a Local Authority, the Health Services Executive or other State Agencies is deemed to be Public Land. All land that lies between the fence lines adjoining public roads or land that forms any part of a street or public road including grass verges, footpaths, hard shoulders, lay-byes, roundabout islands, public car-parks, median areas or traffic islands and public rights of way, is deemed to be Public Land, for the purposes of this policy document.

#### **3.3.2 Under what circumstances can a Temporary Sign be legally erected on Public Land in County Longford?**

A Temporary Sign can only be legally erected on Public Land when a permit to do so has been obtained from the Council.

#### **3.3.3 Examples of Temporary Signs for which permits will not be issued.**

The erection of Temporary Signs on Public Land may be permitted by Longford County Council. However there are a number of categories of signs for which it is the policy of the Council not to issue permits under any circumstances. In particular, it should be noted that permits will not be issued for the erection of Temporary Signs that are of the following categories:-

- (i) Commercial Sales Advertising**  
Permits will not be issued in respect of Temporary Signs relating to commercial events such as wedding fairs, house & home exhibitions, antique fairs and profit-making events.
- (ii) Auctioneers Signs**  
Permits will not be issued in respect of Auctioneers Signs. The Council will work in partnership with the auctioneers and their representative bodies in order to regulate the erection of Temporary Signs relating to the sale of property. (Appendix 6 of this document outlines in more detail the position with regard to erecting Auctioneers Signs)
- (iii) Cars for Sale**  
Permits will not be issued in respect of signs relating to the sale of cars. The Planning Process is the only means by which the erection of signs relating to the sale of cars can be permitted.

### **3.3.4 What Temporary Signs may be allowed on Public Land?**

It is possible to obtain a permit to erect a Temporary Sign on Public Land relating to the promotion of a charity event, a sporting event or a cultural event. In particular, provision has been made in the Planning and Development Regulations 2001 with regard to the types of events for which it is possible to obtain a permit to erect a Temporary Sign, as follows:-

- Class 16 Provision is made for the erection of Temporary Signs relating to any local event of a religious, cultural, educational, political, social, recreational or sporting character not being an event promoted or carried out for commercial purposes.
- Class 17 Provision is made for the erection of Temporary Signs relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment.
- Class 18 Provision is made for the erection of Temporary Signs relating to any demonstration of agricultural methods or processes on the land on which the advertisement is exhibited.

Regard must be had to the safety of road users and the visual amenity of an area when the erection of Temporary Signs relating to events that come within these categories is being considered. For this reason, it is the policy of Longford County Council to require that, prior to erecting any such sign in a public place, a Temporary Sign Permit should be obtained.

### **3.3.5 How to obtain a Temporary Sign Permit**

Temporary Sign Permits are issued by the Environment Section of Longford County Council. Applications for permits should be submitted at least **4 weeks** in advance of the date on which it is intended to erect the proposed sign. (Appendix 5 of this document outlines in more detail the position with regard to Temporary Sign Permits)

### **3.3.6 What is the cost of a Temporary Sign Permit?**

No application fee is charged in respect of applications for Temporary Sign Permits.

### **3.3.7 What may happen if an unpermitted Temporary Sign is erected on Public Land?**

When a Temporary Sign is erected without a permit having been granted the Council may remove it. In addition to this an On-the-Spot Litter Fine may be issued and the Council may seek to prosecute offenders.

### **3.3.8 What may happen if a Temporary Sign is erected in breach of the conditions of the Temporary Sign Permit?**

A person, company or business responsible for erecting Temporary Signs that breach conditions of a Temporary Sign Permit, may be issued with an On-the-Spot Fine. The Council may request that the sign be removed or where it is considered that the offending sign poses a danger to road users, the Council may remove the offending sign. Failure to comply with a request to remove a sign may result in further On-the-Spot fines being issued.

### **3.3.9 Cars for Sale**

Signs advertising cars for sale and similar advertisement signs will not be permitted. A person, company or business responsible for erecting such signs may be issued with an On-the-Spot Fine. In addition to this the Council may issue a request to remove the vehicle on which such a sign is displayed. Any failure to comply with such a request may result in further On-the-Spot Fines being issued on each day that the vehicle is left in place. In certain circumstances such cars may be clamped or removed by the Council. The Council may also seek to recover its costs from the owner of the vehicle.

### **3.3.10 What is the position relating to Auctioneer's Signs?**

The Planning and Development Regulations 2001 make provision for the placing of advertising signs relating to the sale and letting of structures or land. The position is that, subject to certain conditions, the placing of an advertising sign relating to the sale or letting of any structure or land is considered to be an exempted development if the sign is erected *on the structure or land that is being offered for sale or letting*.

The following are the conditions that apply in respect of the placing of signs on structures or land that is offered for sale or letting.

- Not more than one advertising sign may be erected on the structure or land that is offered for sale or letting.
- The size of the advertising sign must not exceed 0.6m<sup>2</sup> for the sale or letting of a house or 1.2 m<sup>2</sup> for the sale or letting of any other structure or land.
- The advertising sign must be removed within 7 days after the sale or letting of the structure or land has taken place.

In this regard Longford County Council will consider that the sale or letting of a structure or land has taken place when a *Sale Agreed or Letting Agreed sign* has been erected or on the seventh day after the advertised Auction Date. In instances where Auctioneers Signs have not been removed in line with these provisions the Council may issue an On-the-Spot Fine. The Council may request that the offending sign be removed or in certain circumstances the Council may remove the offending sign. Failure to comply with a request to remove a sign may result in further On-the-Spot fines being issued.

The erection of any sign relating to the sale or letting of any structure, land or property other than signs that are permitted under the provisions of Planning and Development legislation may result in the issuing of an On-the-Spot Fine. In addition to this the Council may request that an offending sign be removed or in certain circumstances the Council may remove the offending sign. Failure to comply with a request to remove a sign may result in further On-the-Spot fines being issued.

## APPENDIX 1 - EXEMPTED DEVELOPMENT - ADVERTISEMENTS

The following schedule lists the exempted advertisement developments permitted under the Planning and Development Regulations 2001 as outlined in Schedule 2, Part 2: Exempted Development - Advertisements.

Confirmation should be sought from the Planning Department of Longford County Council with regard to whether or not any proposed erection of an advertising sign is an Exempted Development.

Column 1 Description of Development	Column 2 Conditions and Limitations
<b>CLASS 1</b>	
<p>Advertisements (other than those specified in classes 2, 3 or 5 of this Part of this Schedule) exhibited on business premises, wholly with reference to the business or other activity carried on or the goods or services provided on those premises.</p>	<ol style="list-style-type: none"> <li>1. The total area of such advertisements exhibited on or attached or affixed to the front of any building on the premises shall not exceed an area equal to 0.3 square metres for every metre length of such front, less the total area of any such advertisements exhibited on the premises but not exhibited on or attached or affixed to a building, and in any event shall not exceed 5 square metres.</li> <li>2. The total area of such advertisements exhibited on or attached or affixed to any face of a building on the premises other than the front thereof shall not exceed 1.2 square metres and the total area of any such advertisements on such face which are illuminated shall not exceed 0.3 square metres.</li> <li>3. The total area of such advertisement which are not exhibited on or attached or affixed to a building on the premises shall not exceed 3 square metres, of which not more than 1.5 square metres shall consist of advertisements which are illuminated.</li> <li>4(a). No part of any such advertisement which is not exhibited on or attached or affixed to a building on the premises, or of an advertisement structure on which it is exhibited, shall be more than 2.5 metres in height.</li> <li>4(b). No part of any such advertisement which is exhibited on or attached or affixed to a building on the premises shall be more than 4 metres in height above ground</li> </ol>

	<p>level.</p> <ol style="list-style-type: none"> <li>5. Where any such advertisement projects more than 5 centimetres over any public road, the sign or other advertisement structure on which it is exhibited shall not be less than 2 metres above the level of such road and shall not project more than 1 metre over such road.</li> <li>6. Where any such advertisement consists of a circular sign and projects more than 5 centimetres over any public road, the diameter of such sign shall not exceed 1 metre and no other such advertisement shall be exhibited on a sign or other advertisement structure projecting more than 5 centimetres over such road.</li> <li>7. Where any one or more such advertisements are exhibited on a swinging or fixed sign or other advertisement structure (other than a circular sign) projecting more than 5 centimetres from any external face of a building, the total area of such advertisements shall not exceed 1.2 square metres and the area of any face of any such advertisement shall not exceed 0.4 square metres.</li> <li>8. No such advertisement shall contain or consist of any symbol, emblem, model, logo or device exceeding 0.6 metres in height or any letter exceeding 0.3 metres in height.</li> <li>9. No such advertisement shall cover any part of any window or door of any building on which the advertisement is exhibited or to which it is attached or affixed.</li> </ol>
CLASS 2	
Illuminated advertisements exhibited as part of any shop or other window display on business premises and other advertisements affixed to the inside of the glass surface of a window of a business premises or otherwise exhibited through a window of such premises.	The total area of any advertisements so exhibited shall not exceed one quarter of the area of the window through which the advertisements are exhibited.
CLASS 3	
Advertisements displayed within a business premises and which are not visible from outside the	

premises.	
<b>CLASS 4</b>	
An advertisement in the form of a flag which is attached to a single flagstaff fixed in an upright position on the roof of a business premises and which bears no inscription or emblem other than the name, device or logo of a person or business occupying the business premises.	Not more than one such advertisement shall be exhibited on a business premises.
<b>CLASS 5</b>	
Advertisements, exhibited at the entrance to any premises, relating to any person, partnership or company carrying on a public service or a profession, business or trade at the premises.	<ol style="list-style-type: none"> <li>1. No such advertisement shall exceed 0.3 square metres in area.</li> <li>2. Not more than one such advertisement, or, in the case of premises with entrances on different road frontages, one such advertisement for each such frontage, shall be exhibited in respect of each such person, partnership or company on the premises.</li> </ol>
<b>CLASS 6</b>	
Advertisements relating to any institution of a religious, educational, cultural, recreational or medical or similar character, any guesthouse or other premises (other than a hotel) providing overnight guest accommodation or any public house, block of flats, club, boarding house or hostel, situated on the land on which any such advertisement is exhibited.	<ol style="list-style-type: none"> <li>1. No such advertisement shall exceed 0.6 square metres in area.</li> <li>2. No part of any such advertisement or an advertisement structure on which it is exhibited shall be more than 2.5 metres in height above ground level.</li> <li>3. Not more than one such advertisement or, in the case of premises with entrances on different road frontages, one such advertisement for each such frontage, shall be exhibited in respect of any such premises.</li> </ol>
<b>CLASS 7</b>	
Advertisements exhibited on land wholly or for the most part enclosed within a hedge, fence, wall or similar screen or structure (not being land which is a public park, public garden or other land held for the use and enjoyment of the public, or a part of a railway undertaking's enclosed land normally used for the carriage of passengers or goods by rail) and not readily visible from land outside the enclosure wherein it is exhibited.	
<b>CLASS 8</b>	
Advertisements exhibited within a	

<p>railway station, bus station, airport terminal or ferry terminal and which are not readily visible from outside the premises.</p>	
<p><b>CLASS 9</b></p>	
<p>Advertisements relating to the sale or letting of any structure or other land (not being an advertisement structure) on which they are exhibited.</p>	<ol style="list-style-type: none"> <li>1. The area of any such advertisement shall not exceed— <ul style="list-style-type: none"> <li>(a) in the case of an advertisement relating to the sale or letting of a house, 0.6 square metres,</li> <li>(b) in the case of an advertisement relating to the sale or letting of any other structure or land, 1.2 square metres.</li> </ul> </li> <li>2. Not more than one such advertisement shall be exhibited on the structure or other land.</li> <li>3. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall remain on the structure or land, for more than 7 days after the sale or letting to which the advertisement relates.</li> </ol>
<p><b>CLASS 10</b></p>	
<p>Advertisements relating to the sale on or before a date specified therein of goods or livestock, and exhibited on land where such goods or livestock are situated or where such sale is held, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of holding sales of goods or livestock.</p>	<ol style="list-style-type: none"> <li>1. No such advertisement shall exceed 0.6 square metres in area.</li> <li>2. Not more than one such advertisement shall be exhibited on the land concerned.</li> <li>3. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall remain on the land, for more than 7 days after the date specified.</li> </ol>
<p><b>CLASS 11</b></p>	
<p>Advertisements relating to the carrying out of building or similar works on the land on which they are exhibited, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of carrying out such works.</p>	<ol style="list-style-type: none"> <li>1. Where only one advertisement is exhibited, such advertisement shall not exceed 3.5 square metres in area and shall not be exhibited more than 6 metres above ground level.</li> <li>2. Where more than one advertisement is exhibited, no such advertisement shall exceed 0.6 square metres in area, the total area of such advertisements shall not exceed 3.5</li> </ol>

	<p>square metres and no such advertisement shall be exhibited more than 4 metres above ground level.</p> <p>3. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall remain on the land, for more than 7 days after the completion of the works.</p>
CLASS 12	
Advertisements for the purposes of announcement or direction or warning exhibited by a statutory undertaker in relation to the operation of the statutory undertaking.	
CLASS 13	
Advertisements for the purposes of identification, direction or warning with respect to the land or structures on which they are exhibited.	No such advertisement shall exceed 0.3 square metres in area.
CLASS 14	
Advertisements relating to an election to the office of President of Ireland, an election of members of Dáil Éireann, the Parliament of the European Communities, a local authority or Údarás na Gaeltachta, or a referendum within the meaning of the <a href="#">Referendum Act, 1994</a> .	No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall be left in place, for more than 7 days after the date of the election or referendum to which the advertisement relates.
CLASS 15	
Advertisements required to be exhibited by or under any enactment, including advertisements the exhibition of which is so required as a condition of the valid exercise of any power, or proper performance of any function, given or imposed by such enactment, or for compliance with any procedure prescribed by or under any enactment.	
CLASS 16	

<p>Advertisements other than advertisements specified in class 17 of this Part of this Schedule, announcing any local event of a religious, cultural, educational, political, social, recreational or sporting character, and advertisements relating to any temporary matter in connection with any local event of such a character, not in either case being an event promoted or carried on for commercial purposes.</p>	<ol style="list-style-type: none"> <li>1. No such advertisement shall exceed 1.2 square metres in area.</li> <li>2. No such advertisement shall be exhibited more than 2.5 metres above ground level or be glued, pasted or otherwise affixed to any structure other than an advertisement structure.</li> <li>3. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall be left in place, for more than 7 days after the conclusion of the event or matter to which it relates.</li> </ol>
<p><b>CLASS 17</b></p>	
<p>Advertisements consisting of placards, posters or bills relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment.</p>	<ol style="list-style-type: none"> <li>1. No such advertisement shall exceed 1.2 square metres in area.</li> <li>2. No such advertisement shall be exhibited more than 2.5 metres above ground level or be glued, pasted or otherwise affixed to any structure other than an advertisement structure.</li> <li>3. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement shall be left in place, for more than 7 days after the last performance or closing of the entertainment.</li> </ol>

## APPENDIX 2 - LICENCING PRINCIPLES AND CONDITIONS

### Licensing Principles

The following principles will be taken into account by the Council when considering an application for a licence to erect a sign on a public road.

- (a) The erection of a sign will only be permitted where an advertising “need” is demonstrated. In this context the term “need” relates to the requirements of the travelling public, and not to the desire of the advertiser to advertise as widely as possible. Each individual application will be assessed on its merits.
- (b) The erection of signs relating to the operation of business will generally only be permitted where premises are located away from main traffic routes.
- (c) The erection of advertising signs for commercial premises/events shall not be permitted on National Roads and shall be severely restricted on Regional Roads and Local Roads.
- (d) Commercial premises located along a National or Regional Road will not be permitted to erect advance signage.
- (e) Applications relating to the proposed erection of fingerpost signs for local advertising will only be granted where the proposed signs will not give rise to confusion for road users or endanger road users. In respect of commercial operations where the Council is disposed to allowing the erection of finger post signs permission will generally be restricted to the erection of one sign located at the road junctions on either side of the premises from which the business operates. Generally, the erection of finger post signs relating to individual commercial businesses will not be permitted at junctions on National Roads.
- (f) The more effective location of tourist signs will be encouraged so as to assist those seeking to access tourist attractions of national or regional importance. Regard will be had to the requirement that the erection of signs must not detract from the visual amenity of an area. Particular regard will be had to the requirement that signs must not detract from the safety of road users.
- (g) Primary regard will be had to the provision of traffic information signs and the maintenance of adequate sight lines. The erection of signs will not be permitted to detract from the safety of road users or to distract attention at junctions in a manner that creates potential traffic hazards.
- (h) Licence applications for the location of advance advertising structures along approach roads into towns and villages and along National Primary and Secondary Routes will not be granted with the exception of signs relating to tourist attractions of national or regional importance.
- (i) If more than one industry or business is located in an area, the erection of a general signpost indicating the direction of the industrial location may be permitted. In general such signs will not be permitted to bear trade names or other identification marks.
- (j) So as to avoid clutter and intrusion, in general no more than five advertising finger post signs on any one pole will be permitted. The erection of a second signpost relating to a premises or business will not be permitted within 250 meters of another permitted sign. (In urban areas this 250 metres limit may be reduced).

- (k) In rural locations where the erection of a single fingerpost sign cannot be permitted at or near a junction, the erection of two signs, one on either side of the junction, may be permitted in some circumstances.
- (l) With regard to the erection of signs relating to Accommodation facilities the erection of one fingerpost sign at the junction nearest the premises may be permitted. This provision relates to hotels, guesthouses and other similar accommodation facilities.
- (m) There shall be a general presumption against the permitting of individual advertising signs in respect of industrial, commercial and other enterprises. Consideration may be given to the permitting of signs using generic symbols indicating the location (but not the name) of tourist attractions at suitable locations on National Roads. These signs would indicate directions for attractions such as Sports Centres, Parking, Public Toilets, Fuel and Accommodation, etc.

***Notwithstanding the above Longford County Council reserves the right to deal with each application on its merits. Nothing in this policy should prevent anyone from applying for a licence or planning permission for the erection of such advertising signs.***

### **Licencing Conditions**

In the event that Longford County Council grants approval for the erection of a sign the following conditions will apply:

- All signs must be manufactured and created in accordance with the standards set out in the Department of the Environment, Traffic Signs Manual or other similar standards relating to the construction of traffic signs.
- The purchase of Fingerpost Signs and poles, as appropriate, shall be the responsibility of the advertiser. The erection of the Fingerpost Signs and poles shall be undertaken by the Council at a suitable location at the expense of the owner. Signs for more than one premises may be erected on a pole.
- The advertiser shall be responsible for the cost of routine maintenance and the replacement of signs and poles where they become damaged or need renewal in the case of normal wear and tear.
- The Council shall retain the right to remove a sign or alter its location at any time.
- The owner of all existing signs will, where appropriate, be required to obtain a licence under the Planning and Development Act 2000 and subsequent regulations. Where authorised signs not conforming to the criteria set out in this document are already in place, the Council may allow the existing signs to remain. New and replacement signs shall comply with the requirements of this policy.

## **APPENDIX 3 - RECOVERY OF COSTS, UNPAID FINES AND SCHEDULE OF CHARGES**

### **Recovery of Costs:**

The Roads Act 1993 provides for the recovery of the costs by the County Council from the sign owner for removing and storing unauthorised sign, cars etc. as detailed in Section 71(6) which states:

*“a sign, caravan, vehicle or other structure of thing removed and stored under this section shall be given to a person claiming it if, but only if, he makes a declaration in writing that he is the owner of the sign, caravan, vehicle or other structure or thing or is authorised by its owner to claim it and, at the discretion of the road authority or the (Garda) Commissioner, pays the amount of the expenditure reasonable incurred in removing and storing it”*

It is the policy of Longford County Council that the Local Authority will in all but exceptional cases, seek the recovery its costs.

### **Unpaid Fines:**

It is the Local Authorities policy that all unpaid fines issued will be prosecuted through the Courts and results will be published.

### **Schedule of Costs:**

This schedule has been developed on the basis that there will be a set charge for removing each type of sign plus a daily storage charge. It is proposed to use these set charges instead of logging and tracking the actual specific costs for each sign. This will simplify the administration and reduce the time, resources and cost of implementing this policy. It is proposed that these charges will increase by 5% each year starting on the first day of January unless otherwise decided by the Council.

In special circumstances where a particular sign does not fit any of the categories on the schedule of charges or where the actual costs incurred in removing and storing the sign are significantly more then the charge listed, the Council may charge the actual cost involved. In such a case, the Council will provide the necessary backup supporting the actual charge.

<b>Schedule of Charges for Removal and Storage of Unauthorised Signs</b>			
<b>Type of Sign</b>	<b>Description of Sign</b>	<b>Removal Charge</b>	<b>Daily Storage Charge/m<sup>2</sup> Area of Sign</b>
Type I	Sandwich Board set on Ground/ Footpath/ Pavement	€0.00	€5.00
Type II	Sign Panel Attached to Existing Post/Pole/Wall	€0.00	€5.00
Type III	Sign Panel Mounted on its Own Post(s)	€75.00	€7.00
Type IV	Sign Panel Mounted on Mobile Trailer	€250.00	€9.00
Type V	Signs printed on Parked Cars, Vans, Lorries, etc.	<b>See Note 1</b> Below	€9.00

Notes:

- (1) Removal charge to be based on actual costs which might involve a low loader and lifting equipment.
- (2) Daily Storage Charge will not commence until five working days after the date Notice to Owner has been issued informing them of whereabouts of sign. Storage Charges will be computed based on working days.
- (3) Area of Sign for calculating storage charges to be based on total area of one side of the sign.
- (4) Area to be rounded down to nearest square meter but minimum charge for one square meter shall be charged for signs that are smaller than one square meter.
- (5) In special circumstances where a particular sign does not fit any of the categories on the table or where the actual costs incurred in removing and storing the sign are significantly more than the charge listed, the Council may, at its discretion, charge the actual cost involved.
- (6) Total Charge to Sign Owner is Removal Charge plus charge for Daily Storage for relevant number of working days that the sign is stored.
- (7) These charges shall increase by 5% each year starting on the first day of January unless otherwise decided by the Council.

## **APPENDIX 4 - RELEVANT LEGISLATION**

The following is the legislation relevant to the regulation of signage and advertisements.

### **(1) Planning Legislation:**

**Section 254** of the Planning and Development Act, 2000 and the Planning and Development Regulations, 2001 and the Planning and Development (No.2) Regulations, 2002 provide that a planning authority may grant a licence for a range of structures/items on public roads, including “advertisement structures”.

**Article 6, Part 2** of the Planning & Development Regulations provide exemptions for certain types of temporary signs. This policy is particularly concerned with exempted under Class 9, 16, 17, & 18 of these regulations.

### **(2) Roads Legislation:**

**Section 71** of the Roads Act, 1993 prohibits the erection, placing or retaining of signs on public roads without “lawful authority” or the consent of the road authority.

### **(3) Environmental Legislation**

**Section 19** of the Litter Pollution Act, 1997 prohibits any advertisements including defacement of structures with limited exemptions unless by the landowner or with his approval.

**Section 56** of 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 5 - TEMPORARY SIGN PERMIT

### Application for a Permit:

In order to obtain a **Temporary Sign Permit** the applicant will be asked to submit the following;

- (a) The name, address and telephone number of the person responsible for the erection of signs and on whom responsibility will fall to remove the signs.
- (b) Details of the type and size of sign to be erected and including materials to be used in the making of the sign (paper signs covered with plastic not allowed).
- (c) Proposed wording on the advertisement including details of charity benefiting from the event and also registration number?
- (d) The number of signs proposed to be erected.
- (e) A map indicating where it is proposed to locate the signs.

Details should be sent to:

Environment Section  
Longford County Council,  
Aras an Chontae,  
Great Water Street,  
Longford.  
Telephone (043) 43367 or [environment@longfordcoco.ie](mailto:environment@longfordcoco.ie)

### Permit Conditions:

In the event of the Local Authority granting a permit for the erection of a sign the following conditions will apply:

- The size of any temporary sign shall not exceed that outlined in the Planning & Development Regulations 2001 (Class 9,16,17 & 18)
- The Council may stipulate that the signs be erected at more suitable locations, taking into account road safety concerns.
- A temporary sign may not be erected more than 7 days before the event is due to take place?
- Permitted signs shall be removed within 7 days after the event ceases.
- No more than one sign may be erected per event on any approach road to a town or village.
- Where the Council has provided Display Screens, advertising will only be allowed on these screens. A nominal charge will apply in respect of the display of details relating to events on any such screens that are provided.
- Whenever an event is run for charity, the name of the benefiting charity must be displayed on the advertisement.
- The Certificate of Exemption number must be displayed on each sign erected.

## APPENDIX 6 - AUCTIONEERS SIGNS

Under the Planning Regulations 2001 (Class 9), advertisements relating to the sale or letting of any structure or other land *on which they are exhibited* are considered to be exempted development.

This exemption is subject to conditions including;

- Not more than one such advertisement may be exhibited on the land/structure
- The size of the advertisement must not exceed 0.6m<sup>2</sup> for the sale or letting of a house or 1.2 m<sup>2</sup> for the sale/letting of any other structure or land.
- The advertisement must be removed within 7 days of the land/structure after the sale or letting of the land or structure to which the advertisement relates.

In the context of this policy Longford County Council will consider *a sale/letting of land or structure* to have been completed when a *sale/letting agreed sign* has been erected. A Litter Fine may be issued in respect of any sign that remains in position for longer than 7 days after the completion of a sale or letting agreement. Signs advertising property for auction will be treated in a similar manner. Litter Fines will be issued in respect of these signs where they remain in position for longer than 7 days after the advertised auction date.

The Council may request that signs that contravene the provisions of this policy document be removed. In circumstances where such requests are not complied with or where the Council cannot establish contact with the person who erected the sign the Council may remove the sign and issue a Litter Fine in respect of it.

**APPENDIX 7 - SUMMARY OF ADVERTISING POLICY**

