

WICKLOW COUNTY COUNCIL POLICY ON ADVERTISING SIGNS

**Wicklow County Council
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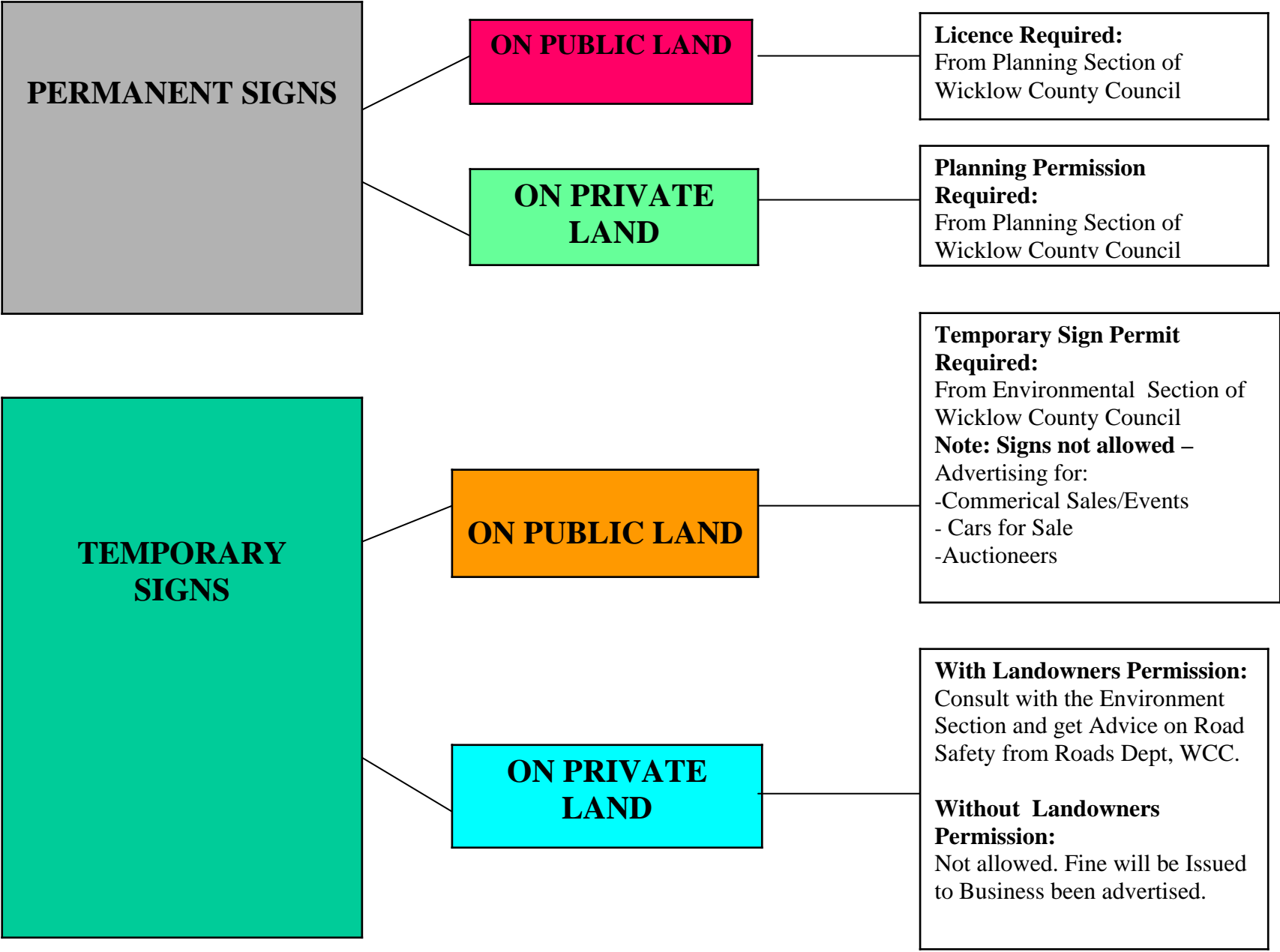
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Figure 1: Summary of Advertising Signs



1.0 INTRODUCTION

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. It is the policy of the Council to strictly control all advertising signs both in relation to their location, design, materials and function.

The Local Authority notes the increase in advance advertising on the outskirts of towns and on major traffic routes in the County. This tends to be haphazard and visually unattractive, giving a poor first impression of a town, which is often directly contradictory to the intentions of the advertiser.

It should be noted that the legislation does not apply to signs which relate to a presidential election, a general election, a bye-election, a local election, a referendum, an election of members of the European Parliament unless the sign has been in position for 7 days or longer after the latest date upon which the relevant poll was taken.

The purpose of this document is to outline Wicklow County Council's Policy with regard to all signs erected on private and public property which is visible from a public place. It outlines what must be done prior to erecting any sign and what sanctions are available to the Local Authority for the erection of unauthorized signs.

This policy does not change the responsibilities of Wicklow County Council under the Planning and Development Acts 2000 to 2006, the Roads Act 1993, or the Litter Pollution Acts 1997 to 2003 but is intended to strengthen the Local Authorities position with regard to unauthorized signs on public property.

It is intended that this policy will be implemented by the following sections of the Council, all of whom have responsibilities for dealing with advertising signs on public roads:

- (a) Roads Section (under the Roads Act 1993)
- (b) Planning Section (under the Planning and Development Acts 2000 to 2006)
- (c) Environment Section (under the Litter Pollution Acts 1997 to 2003)

2.0 PERMANENT SIGNS

Permanent or long term signs can be defined as signs erected on metal, wooden, plastic or other durable poles with concrete base or permanently fixed to the ground, including large hoarding type signs or finger post signs.



Left: Example of a permanent finger-post tourist office sign with an unauthorised permanent finger post sign attached.



Left: Example of a permanent finger-post tourist accommodation signs

Examples of permanent or long term signs include:

- Tourist attractions (For a “Tourist Attraction” to qualify for signposting it must be recognised by Bord Failte as being predominantly a tourist interest rather than a retail outlet.)
- Tourist accommodation, Hotels, Guest Houses, Bed and Breakfast, Caravan/Camping Park
- Industrial and Business Premises or Estates
- Towns and Villages
- Sports Facilities
- Public buildings – Garda Siochana, Town Hall, Railway Station, Institute of Technology
- Finger post signs.
- Local Authority Regulatory signs (policy is not concerned with these type of signs)
- Some Auctioneers signs.

2.1 Legislation Applicable to Permanent Signs?

The legislation, which applies to permanent signs, is:

- (i) Planning and Development Acts 2000 to 2006
- (ii) Planning & Development Regulations 2001 (see Appendix 4)

2.2 Permanent Signs on Private Land.

What is private land?

This is land not owned by the Local Authority, and will normally be behind the road/street boundary (eg. hedge, fence, wall, etc.) or attached to buildings.

Is planning permission required for a permanent sign on private land?

Planning permission *is* required from the Planning Department of Wicklow County Council to erect a permanent sign on private land. (certain exemptions may apply, see Appendix 1: Exempted Development Advertisements)



Left: Example of a permanent sign on private land (Mountain Inn Lounge)

How do I apply for planning permission to erect a permanent sign on private land?

Planning application forms are available from the Planning Department of Wicklow County Council, County Buildings, Wicklow, or on line at www.wicklow.ie or by telephoning (0404) 20100. The normal planning process applies. Fees are determined by size of signs.

What happens if I erect a permanent sign on private land without planning permission?

Unauthorised advertising signs/structures will be dealt with under the enforcement provisions of the Planning and Development Acts 2000 to 2006.

2.3 Permanent Signs on Public Land

These are signs that are placed on any part of a public road or street including grass verges, footpaths, hard shoulders, lay-bys, roundabout islands, public car-parks, median areas or islands, public right of ways or any location that is deemed by the Local Authority to be a public area.

What is required to erect a permanent sign on public land?

A **licence** is required from the Planning Department of Wicklow County Council prior to erecting any permanent sign on public land. (Appendix 2: Licensing Principles and Conditions)

How do I apply for a licence to erect a permanent sign on public land?

Planning application forms are available from the Planning Department of Wicklow County Council, County Buildings, Wicklow, or on line at www.wicklow.ie or by telephoning (0404) 20100. The normal planning process applies. Fees are determined by size of signs.

How much does a licence cost for a permanent sign on public land?

Application Form and schedule of fees are attached to this policy.

What happens if I erect a permanent sign on public land without a licence?

The person, company or business responsible for erecting unauthorized signs on public property shall be issued with an on-the-spot fine of €150.00 and shall be requested to remove the sign within 7 days. Failure to comply with this request will result in further fines being issued. All signs erected without a licence on public roads/public places will be removed. Cost for removal of signs may be recovered by Wicklow County Council (see Appendix 3: Recovery of Costs, Unpaid Fines and Schedule of Charges).

3.0 TEMPORARY SIGNS

Temporary signs can be defined as signs erected on flimsy or mobile structures and made of materials with a limited life expectancy, such as paper, corri-board, timber or light plastic.



Left: Example of an unauthorised temporary mobile advertisement unit.

Examples of short term signs include;

- Small advertisement signs. These can be stand alone or tied or nailed to existing signs or poles
- Sandwich board signs or other similar signs
- Billboard type signs
- Signs mounted on trailers
- Signs mounted on motorised vehicles
- Bridge drapings
- Cars for sale
- Some forms of Auctioneers signs



Left: Example of an unauthorised temporary sign.

Examples of the types of events which can be promoted using this form of advertisement include:

- Auctioneers signs.
- General commercial sales
- Agricultural or other shows

- Recreational or sporting fixtures
- Political and Election literature
- Circuses, Concerts, Theatre
- Meetings, Festivals, Fundraisings, Local Interest, Religious,
- Cultural, Educational or Social events.
- Event Promotion.

3.1 Legislation Applicable to Temporary Signs?

The legislation which applies to temporary signs is:

- (i) Litter Pollution Acts 1997 to 2003
- (ii) Roads Act 1993 (see Appendix 4)

3.2 Temporary Signs on Private Land

What is private land?

This is land not owned by the Local Authority, and will normally be behind the road/street boundary (hedge, fence, wall, etc.) or attached to buildings.

Can I erect a temporary sign on private land visible from a public place?

Any signs erected on private land that can be viewed from a public place such as a road, or footpath, may have an impact on road safety. They may also be considered to impact on the environment or the amenity of an area.

If you are a landowner, or have the permission of the landowner, you may erect a temporary sign without any planning permissions, licences or permits. But if the sign impacts on road safety or the local amenity, Wicklow County Council may take action. Thus you are advised to consult with the Environment Section of Wicklow County Council in advance or erecting any sign at (0404) 20100 extension 2501.

What happens if I erect a temporary sign on private land that impacts on road safety or the amenity or the environment of an area?

(a) With Permission of the Land Owner:

Where temporary signs are erected on private land where the signs are visible from a public place with the permission of the landowner, then a notice under Section 20 of the Litter Pollution Acts 1997 to 2003 shall be served on the landowner requesting him/her to remove the sign.

(b) Without Permission of the Land Owner:

Where temporary signs are erected on private land where the signs are visible from a public place, a fine will be issued under the Litter Pollution Acts 1997 to 2003 to the person, company or business responsible for erecting the sign, where permission of the land owner has not been given.

3.3 What Temporary Auctioneer's Signs are Permitted?

On private land, Class 9 exemptions under the Planning & Development Regulations 2001 apply. (See Appendix 6: Auctioneers Signs)

3.4 Temporary Signs on Public Land

What is Public Land?

Any part of a public road or street including grass verges, footpaths, hard shoulders, lay-bys, roundabout islands, public car-parks, median areas or islands, public right of ways or any location that is deemed by the Local Authority to be a public area.



Left: Example of an unauthorised temporary sign on public land.

Can I erect a temporary sign on public land?

It is council policy that NO SIGN may be erected on public land without the prior consent of Wicklow County Council.



Left: Example of an unauthorised temporary sign on public land.

What temporary signs are NOT allowed under any conditions on public land?

(i) Commercial Sales Advertising

This will include commercial event promotions such as sales, wedding fairs, house & home exhibitions, antique fairs and any profit making event.



Left: Example of an unauthorised temporary commercial sales advertisement on public land.

(ii) Auctioneers Signs

The Auctioneer must apply for and receive a finger post licence through the Planning Department of Wicklow County Council to erect a directional sign in a country area.



Left: Example of Auctioneer signs.

(iii) Vehicles for Sale

Under no circumstances will the parking of vehicles on the side of the public road with advertisements for sale be permitted.



Left: Example of vehicles parked on the side of the public road for sale

What temporary signs may be allowed on public land?

Temporary signs promoting charity, sporting and cultural events may be allowed. Class 16, 17 and 18 of the Planning and Development Regulations 2001 outlined as follows:

Class 16 This including 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 Advertisements relating to the visit of any traveling circus, funfair, carnival, show, musicians, players or other travelling entertainment.

Class 18 Advertisement relating to any demonstration of agricultural methods or processes on the land on which the advertisement is exhibited.

Erection of these signs should not breach the Roads Act 1993 and should not cause a hazard to road users. Thus, it is Council policy that prior to erecting any such sign in a public place a temporary sign permit should be obtained.

How do I obtain a temporary sign permit?

Temporary sign permits are issued by the Environment Section of Wicklow County Council: Applications should be made **4 weeks** in advance of your event. No fees are required. (See Appendix 5: Temporary Sign Permit.)



Left: Example of a temporary sign on public land which requires a permit.

How much does a temporary sign permit cost?

No fee applies for this service.

What happens if you erect a sign without a temporary sign permit?

Signs erected without a permit, which are considered a road traffic hazard, will be removed by Wicklow County Council and an on the spot fine will be issued. The recovery costs of signs applies – (See Appendix 3: Unpaid Fines and Recovery of Costs)

What happens if you erect a temporary sign in breach of the conditions of the temporary sign permit?

The person, company or business responsible for erecting signs that breach conditions of the permit shall be issued with an on-the-spot fine of €150 and shall be requested to remove the sign within 7 days. Failure to comply with this request will result in further fines being issued. All signs on public roads/public places will be removed, unless a valid license exists for the sign or unless a certificate of exemption has been obtained from the local authority.

What happens if an unauthorised temporary sign is erected on public land?

The person, company or business responsible for erecting unauthorised signs on public property shall be issued with an on-the-spot fine of €150 and shall be requested to remove the sign within 7 days. Failure to comply with this request will result in further fines being issued. All signs on public roads/public places will be removed, unless a valid licence exists for the sign or unless a certificate of exemption has been obtained from the local authority.

Cars for Sale

“**Car for Sale**” or similar advertisement signs shall be issued with an on-the-spot fine of €150 for an offence under Section 19(1) of the Litter Pollution Acts 1997 to 2003 for each day it is left in place. Such cars may also be removed by the Council and appropriate costs charged for such removal under the provisions of Section 71 of the Roads Act 1993.

**APPENDIX 1
EXEMPTED DEVELOPMENT – ADVERTISEMENTS**

The following list are the exempted advertisement developments permitted under the Planning and Development Regulations 2001, Schedule 2, Part 2: Exempted Development - Advertisement and subject to Article 6 of the Regulations.

Note that all exemptions must be confirmed by Wicklow County Council; Planning Authority.

Column 1 Description of Development	Column 2 Conditions and Limitations
Class 1	
<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>	<p>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.</p> <p>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.</p> <p>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.</p>

	<p>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.</p> <p>4(b). No part of any such advertisement which is not exhibited on or attached or affixed to a building on the premises shall be more than 4 metres in height above ground level.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>8. No such advertisement shall contain or consist of any symbol, emblem, model, logo or device exceeding 0.6 metres in height or any</p>
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	letter exceeding 0.3 metres in height.
	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.
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.	
CLASS 4	
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.
CLASS 5	
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.	1. No such advertisement shall exceed 0.3 square metres in area. 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.
CLASS 6	
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"> 1. No such advertisement shall exceed 0.6 square metres in area. 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. 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.
CLASS 7	
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.	
CLASS 8	
Advertisements exhibited within a railway station, bus station, airport terminal or ferry terminal and which are not readily visible from outside the premises.	
CLASS 9	
Advertisements relating to the sale or letting of any structure or other land (not being an advertisement structure) on which they are	<ol style="list-style-type: none"> 1. The area of any such advertisement shall not exceed— <ol style="list-style-type: none"> (a) in the case of an advertisement relating to the sale or letting of any

<p>exhibited.</p>	<p>other structure or land, 1.2 square metres.</p> <p>2. Not more than one such advertisement shall be exhibited on the structure or other land.</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 structure or land, for more than 7 days after the sale or letting to which the advertisement relates.</p>
<p>CLASS 10</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>	<p>1. No such advertisement shall exceed 0.6 square metres in area.</p> <p>2. Not more than one such advertisement shall be exhibited on the land concerned.</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 date specified.</p>
<p>CLASS 11</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>	<p>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.</p> <p>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 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.	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 Referendum Act, 1994 .	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"> 1. No such advertisement shall exceed 1.2 square metres in area. 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. 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.
CLASS 17	
<p>Advertisements consisting of placards, posters or bills relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other traveling entertainment.</p>	<ol style="list-style-type: none"> 1. No such advertisement shall exceed 1.2 square metres in area. 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. 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.

APPENDIX 2

LICENCING PRINCIPLES AND CONDITIONS

The following licencing principles and conditions will taken into account when considering applications for licences for erecting signs on a public road

Licencing Principles

The following principles will be taken into account when considering applications for licences for erecting signs on a public road.

(a) Signs will only be considered where an advertising “need” is identified. In this context the term “need” relates to the requirements of the traveling public, not the desire of the commercial operators to advertise as widely as possible. Each such need will be assessed on its merits.

(b) In rural areas signs will generally be only licensed where premises are located away from main traffic routes.

(c) Advertising Signs for Commercial premises/events shall not be permitted on National roads and shall be severely restricted on Regional and Local Roads. If premises are located along a National or Regional road they should not have a sign on the road. A sign on their property is adequate.

(d) In areas where consideration is given to the erection of fingerpost signs for local advertising they will only be permitted where they do not give rise to confusion for road users or endanger traffic safety. For each commercial operation this favourable consideration will generally only extend to one sign located at the road junctions either side of the premises. Generally, no finger post signs for individual commercial businesses on junction with a National Road.

(e) The more effective location of tourist signs will be encouraged in such a way as to help the user identify tourist attractions of national or regional importance, yet does not lead to visual clutter, dis-amenity or traffic hazard.

(f) Provision of signs will not be permitted where the location of such structures compete with traffic information signs, sight lines or may distract attention at a junction so as to create a potential traffic hazard.

(g) 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 permitted save for tourist attractions of national or regional importance.

(h) If more than one industry or business is located in the same area, a general signpost indicating the direction of the industrial location may be considered. No trade name or other identification mark will be allowed.

(i) So as to avoid clutter and intrusion, in general no more than five advertising finger post signs on any one pole will be permitted. A second signpost for the same premises will not be considered within 250 meters of such permitted sign. (In urban areas the 250 metres may be reduced).

(j) In rural locations where a single fingerpost sign cannot be located at or near a junction, two signs, one either side of the junction may be considered.

(k) In the case of Accommodation signs one fingerpost sign at the junction nearest the premises may be permitted for hotels, guesthouses and other similar accommodation.

(l) There shall be a general presumption against the approval of roads related advertising signs for individual industrial, commercial and other enterprises. Consideration may be given to erection 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 of attractions such as Sports Centres, Parking, Public Toilets, Fuel and Accommodation, etc.

Notwithstanding the above, this Council reserves the right to deal with each application on its merits or on an individual basis. Nothing in this policy should prevent anyone from applying for a licence or planning permission for such advertising signs.

Licencing Conditions

- In the event of the Local Authority granting approval for the erection of a sign the following conditions will apply:
- All signs shall be manufactured and created in accordance with the standards in Department of Environment, Traffic Signs Manual or similar current standards specified for the construction of traffic signs.
- Signs and poles, as appropriate, shall be purchased by the owner of the premises. They shall be erected by the Council at a suitable location at the expense of the owner unless otherwise agreed in writing with the Local Authority. Signs for more than one premises may be erected on the same pole.
- The licence number shall be clearly displayed on the sign.
- 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.
- 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 Acts 2000 to 2006

- The granting of a licence at any location will not be deemed to constitute a precedent.

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 Wicklow 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 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 than 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.

Schedule of Charges for removal and Storage of Unauthorised Signs

Type of Sign	Description of Sign	Removal Charge	Storage Charge per Sign
Type I	Sandwich Board set on Ground/ Footpath/ Pavement	€15	€10.00
Type II	Sign Panel Attached to Existing Post/Pole/Wall	€15	€10.00
Type III	Sign Panel Mounted on its own Post(s)	€15	€10.00
Type IV	Sign Panel Mounted on mobile Trailer	See Note Below	€9.00
Type V	Signs printed on Parked Cars, Vans, Lorries, etc	See Note Below	€9.00

Notes:

- Removal charge to be based on actual costs, which might involve a low loader and lifting equipment.
- Total Charge to Sign Owner is Removal Charge plus Storage Charge
- These charges shall increase by 5% each year starting on the first day of January unless otherwise decided by the Council.
- The item may be disposed of if the owner fails to claim it and remove it within one month of the date of service of the fine.

APPENDIX 4

RELEVANT LEGISLATION

The following is the legislation relevant of advertisements.

(1) Planning Legislation:

Section 254 of the Planning and Development Acts 2000 to 2006 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;

- 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.
- 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).
- Proposed wording on the advertisement including details of charity benefiting from the event and also registration number.
- The number of signs proposed to be erected.
- A map indicating where it is proposed to locate the signs.

Details should be sent to:

Environment Section,
Wicklow County Council,
County Buildings,
Wicklow.

Telephone (0404) 20100 or env@wicklowcoco.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 advise the applicant of more suitable locations for erecting signs 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.
- No temporary sign will remain up longer than 7 days after the event ceases.
- It is Council policy that no more than one sign may be erected per event on each approach road to a town or village.
- In cases where the 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** is considered exempted development.

This is subject however to conditions including;

- Not more than one such advertisement may be exhibited on the land/structure.
- The size of the advertisement must not exceed 0.6m² for the sale or letting of a house or 1.2 m² 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 this policy Wicklow County Council will consider **a sale/letting of land or structure** completed once the **sale/letting agreed sign** has been erected. A fine will issue 7 day following this if the said sign has not been removed.

Any other signs relating to the sale of the property will result in the immediate issue of a fine and in the removal of the sign by the Council.