

# **LEITRIM COUNTY COUNCIL**



**Draft**  
**POLICY PAPER RELATING TO THE ERECTION**  
**Of ADVERTISING AND DIRECTIONAL SIGNAGE on**  
**Public Land**

**For Public Consultation by Leitrim County Council**



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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. Unauthorised advertisement signs at various locations throughout the county, especially on the approach roads to the towns and villages, are both unsightly and often hazardous to road users. In addition, these unauthorised signs clutter up the both the roads and footpaths and often hinder reasonable use of the public road. The proliferation of ad hoc signage also seriously impacts on the visual amenity and tourism potential of an area. Fáilte Ireland in its review of the “Tidy Towns Competition” ‘ entries from Leitrim in 2009 made the following statement regarding Carrick on Shannon:

[*One of* ] Two important elements detract seriously from the potential tidiness of the town.....The other [*important element*] , which could probably be dealt with very quickly, is the mass of signage of all kinds and in many inappropriate places; official signs, directional signs, posters, advertisements, placards all crying for attention – bill-posters for entertainments were even seen hung on traffic bollards. The worst rashes of these, at the date of adjudication, were in the vicinity of the Shopping Mall on the Dublin road .....; almost all may be described as ‘temporary’; others are where least expected – for example on the blue wooden hoarding on the By-Pass, and there were seven notices/placards/menus etc against the railings of the beautiful new park.

Notwithstanding this criticism, Carrick on Shannon faired very well in both the 2009 and 2010 competitions and as headlined in the Leitrim Observer:

**Carrick-on-Shannon has recently had the honour of being invited by The Department of the Environment, Heritage & Local Government to represent Ireland in the ‘Town’ Category of the ‘Entente Florale Competition 2010’. There were twelve countries competing.**

The reason Carrick-on-Shannon has been chosen is because of its high marks in the recent Nationwide Tidy Towns Competition when it was awarded a Silver Medal in 2009.

As we all know, since then Carrick on Shannon received a Gold Award for its entry into the “Entante Florale 2010”, and its success, among other things, was greatly aided by the fact that the proliferation of this type of signage, previously complained off, had been removed, prior to the adjudication by the Judges of the Entante Florale..

Again in 2011 a common thread through the Tidy Town reports for each of the competition towns and villages is the negative impression created by the proliferation of ad hoc signage.

It is the policy of Leitrim County Council to control matters relating to the erection, maintenance, and removal of advertising signs on or adjacent to public roads within the County. The 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 or directional signs on public property. This policy will be implemented by the Council, having regard to the various powers and sanctions that are provided for in legislation.

The following Sections of the Council have responsibilities for dealing with unauthorised signage on public roads and lands

- a) Roads Section , Infrastructure Directorate [under the Roads Acts]
- b) Planning Section, Planning Community & Economic Development Directorate [under the Planning and Development Acts]
- c) Environment Section, Environment, Cultural and Emergency Services Directorate [under the Litter Act]

Persons who are unsure of the position with regard to the placing of advertising or directional signs to their premises on public property are advised to contact the Planning Department, Leitrim County Council in order to clarify the position in advance of ordering or placing advertising signs on County's public roads and open spaces.

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 Leitrim, which has become particularly prevalent in recent years.

This policy is intended to cover both authorized and unauthorised advertisements and directional signs that are erected on public roads and public lands. Examples of some of the unauthorised signs include:

- a) small advertisement signs – normally tied or nailed to existing signs, poles or hoardings
- b) Fingerpost B&B signs \_ normally erected along road verges
- c) Free standing and other sandwich board styled signs – normally erected on footpaths
- d) Large billboard type signs – Normally erected along road verges
- e) Large signs mounted on trailers –
- f) Large signs mounted on vans
- g) Vehicles being advertised for sale along the public road
- h) Auctioneer signs erected in locations other than on the property for sale or letting

**This policy document outlines Leitrim County Council's position with regard to all signs erected on 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. It is a development of the policy in relation to Signage and advertisement as contained in Section 3.03.06 of the Leitrim County Development Plan, which is set out in Text Box 1, below. Nothing in this policy however shall conflict with the National Roads Authority's 'Policy on the Provision of Tourist & Leisure Signage on National Roads', published in March 2007, revision 1 March 2011. Should any conflict arise between this policy document and the NRA's, in relation to National Routes, the NRA's policy shall take precedence.**

## Text Box 1: Extract from the Leitrim County Development Plan 2009-2015

### **3.03.06 Advertising**

All advertisement and advertisement structures, other than those exempted shall be subject to a formal planning application.

#### *Advertisements in Towns and Villages*

The size and scale of signs should not conflict with those existing structures in the vicinity. Signs will not be permitted if they compete with road signs or otherwise endanger traffic safety. Signs attached to buildings are preferable to those on free standing hoarding. Signs should not interfere with windows or other features of the façade or project above the skyline. Signs should not exceed 5.4m<sup>2</sup>.

#### *Advertisements in the Open Countryside*

No advertising hoarding will be permitted in the open countryside. Consideration may be given to the provision of advertising panels at lay-bys outside built up areas where facilities in these areas can be listed and the traders can advertise in a fashion which would provide information to road users without interference with the amenities of the areas. Such signs should not exceed 2.7m<sup>2</sup>.

#### *Tourism Information*

Signs that are designed as guides to the location of tourist facilities such as hotels, restaurants and guest houses will be permitted under license outside built up areas subject to;

- i. Compliance with the *Traffic Signs Manual* (Dept. of Environment)
- ii. Generally limited to fingerpost signs,
- iii. Limitation in number to a maximum of two per premises
- iv. Licenses must be renewed annually. Redundant and unlicensed signs must be removed.

## **1.1 Definitions**

The Planning and Development Act 2000 defines “Advertisement” and “Advertisement Structure” as follows:

“advertisement” means any word, letter, model, balloon, inflatable structure, kite, poster, notice, device or representation employed for the purpose of advertisement, announcement or direction;

“advertisement structure” means any structure which is a hoarding, scaffold, framework, pole, standard, device or sign (whether illuminated or not) and which is used or intended for use for exhibiting advertisements or any attachment to a building or structure used for advertising purposes;

Notwithstanding the popular notion that the placing of a sign on a trailer or other device, circumvents the legislation, it is clear from the above legal definitions that no matter what way the sign is erected, it is an advertisement and the device used to support the advertisement, falls within the meaning of “advertisement structure”.

## **1.2 Definitions within the Policy.**

For the purposes of this policy, an “event” is defined as any occurrence or happening, the duration of which does not exceed 7 days, and which involves an activity which does not normally occur in the normal course of activities accommodated within the event location..

## **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**.

Where at the time of adoption of this policy there exists signage authorized by the Planning Authority the continuation of this authorized signage will not be unreasonably impacted through the implementation of this policy.

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 Fáilte Ireland 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, Cruise Hire Centers, Caravan Sites or Camping facilities.
- Signs relating to Industrial and Business Premises.
- Signs displaying the names of Towns and Villages
- Signs relating to Sports and Community Facilities.
- Signs relating to Public Buildings such as hospitals, Garda Stations, Civic Offices, Railway Stations or educational facilities.
- Local Authority Regulatory signs.

**In the case of Community lead, not for profit, projects, with particular emphasis on tourism related projects, the Planning Authority may enter into special arrangements with the project in relation to signage to facilitate access to such locations. Such signage regime will be appropriate to the scale of the site and considered on a ‘case by case’ basis.**

**In order to support and maintain the emphasis on a high quality tourism product the Planning Authority will only consider tourism related signage applications from providers who have relevant approvals of or recognition from the relevant approvals bodies. However, in the absence of such approvals Leitrim County Council may consider the granting of licences on a case by case basis where exceptional circumstances militating against the approval of the accommodation has been demonstrated.**

**In support of this policy it is also proposed to develop a “Town & Village signage programme,” to deal with not only tourism related developments but to accommodate directional signage to business / commercial premises, within the county’s towns and villages. However other ‘advance’ signage will only be considered where the provision of this signage is considered to contribute to road safety.**

### **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 2000-2010
- (ii) The Planning & Development Regulations 2001-10

## **2.2 Permanent Signs on Public Land**

### **2.2.1 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, public open space in charge of the Local Authority, median areas or traffic islands and public rights of way is deemed to be Public Land for the purposes of this policy document.

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

A **license** must be obtained from the Planning Department of Leitrim County Council prior to erecting any Permanent Sign on Public Land in the county.

(See Section 5, Licensing Principals and Conditions)

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

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

### **2.2.4 How much does a license to erect a Permanent Sign on Public Land cost?**

The license fee in respect of the erection of any advertisement sign varies with the nature and purpose of the sign proposed.

The license fee in respect of the erection of finger post directional signs to any tourist accommodation is **€50.00** [in accordance with S.I. No. 49 of 2002 and as amended by S.I. No. 464 of 2011] and is renewable annually in respect of all such signs. As it is the policy of Leitrim County Council to only permit directional signage on a need basis the fee of €50 pa will be applied to a head of necessary signage in respect of each accommodation provider.

The license fee in respect of the erection of finger post directional sign to any other type of business premises is also **€50.00** [in accordance with S.I. No. 49 of 2002 and as amended by S.I. No. 464 of 2011] and is renewable annually in respect of all such signs.

The license fee in respect of any other Permanent Sign that is to be erected [but not including fingerpost signs] on Public Land costs **€630** [in accordance with S.I. No. 600 of 2001].

It is the policy of Leitrim County Council that no annual renewal fee will be applied in respect of signs for which the €630.00 application fee has been paid, for a period not exceeding seven years. The Planning Authority may enter into a phase payment arrangement for this fee where it is of the opinion that the payment of the full amount at application stage is excessively demanding on the applicant.

In addition Leitrim County Council will consider the alternation of the fees associated with Permanent Signage as part of business development initiatives that may arise

from time to time.

The charges set out above are subject to review from time to time or may be varied through amendments to the relevant Statutory Instrument.

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

Planning and Environmental legislation provides for the taking of Enforcement Action in circumstances where Permanent Signs are erected on Public Land without the necessary license having been first obtained. A person, company or business responsible for erecting unauthorized signs on Public Land may be subject to one or more of the following:

1. Enforcement Action under the Litter Pollution Act 1997, including, where appropriate, the issue of one or more litter fines, of €150, with follow up enforcement where appropriate.

2. Enforcement Action under the Planning and Development Acts 2000-2010

All Enforcement Action perused under (1) and (2) above will include the recovery of any costs incurred in the removal and immediate disposal of illegal signage.

In addition to the above, the Planning Authority may in addition to any fine imposed by the Courts, seek to recover all costs, Court and ancillary, in relation to the prosecution. It is the policy of Leitrim County Council to resort to the use of the above enforcement procedures only in exceptional cases where the resolution of the unauthorised signage has failed through other less formal means.

(See Appendix 1: Recovery of Costs, Unpaid Fines and Schedule of Charges).

### **2.2.6 What is the language policy regarding the use of the English and Irish language on permanent signs?**

It is the Council's policy that all licensed permanent signs shall be in both official languages. Therefore, text on such signage shall be in both Irish and English, in accordance with the provisions of the Official languages Act 2003 and the DoEH&LG's Traffic Signs Manual. Having regard to this and the need to maintain size and legibility, the wording used on signs will need to be kept to the essentials

### **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<sup>†</sup>.
- Billboard type signs.
- Signs mounted on trailers.
- Signs mounted on motorised vehicles.
- Bridge draping signs.
- 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.

**For the purposes of this section there are 3 Categories of temporary signage:**

- a) Those “Small Signs” which are exempt from obtaining a permit as set out in this policy Appendix 6(a) refers**
- b) Those which are Exempt under Planning Law as set out in appendix 6 (b) and**
- c) Those for which a permit must be obtained [ not exempt] – all other temporary signs**

### **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
- (iii) Planning and Development Acts 2000 - 2008
- (iv) Planning and Development Regulations 2001, as amended

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<sup>†</sup> This type of sign is considered to fall within the ‘temporary’ category as it is normally removed / ‘taken in’ from the footpath at the end of each business day.

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

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

For the purposes of this policy document, public land is as defined in section 2.2.1 above.

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

A Temporary Sign can only be legally erected on Public Land when a permit to do so has been obtained from the Council, or is within the criteria set out in Appendix 6 "Small Signs", unless it is specifically exempted under the regulations cited in section 3.1 (iv) above.

Again, in the case of Community lead, not for profit, - projects, the Planning Authority may enter into special arrangements with the project promoters in relation to signage to facilitate access to such locations. Such signage regime will be appropriate to the scale of the site and considered on a 'case by case' basis.

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

No application fee is charged in respect of applications for Temporary Sign Permits. The purpose of this policy and permit regime is take care of the appearance of our towns, villages and countryside. at all times and to not to generate revenue.

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

The erection of Temporary Signs on Public Land may be permitted by Leitrim 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 may, in certain limited, circumstances be issued in respect of Temporary Signs relating to unique commercial events<sup>†</sup> such as wedding fairs, house & home exhibitions, antique fairs, and other profit-making entertainment events, where the advertisements are not covered by the exemptions set out in Class 16A of Schedule 2, Part 2 of the regulations [as amended by S.I. NO 464 of 2011] for local events promoted or carried on for a commercial purpose. Permits will not be allowed for normal promotional advertising of a premises, including sales, closing down offers or product promotions etc.

#### **(ii) Auctioneers Signs**

Permits will not be issued in respect of Auctioneers Signs, other than in accordance with the scheme set out in Section 6 of this policy document . 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.

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<sup>†</sup> Advertisements 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 are subject to separate provisions and not covered by this clause. See paragraph 3.2.5..

(Section 6 of this document outlines in more detail the position with regard to erecting Auctioneers Signs on public lands.)

**(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 may be permitted. This includes cases where signs are affixed to the car which is for sale and which is then parked on public lands

**(iv) Variable Message Signs**

Permits will not be issued where such signs are proposed to be used other than for traffic management purposes. These large wheeled, but stay mounted, signs are normally Orange-yellow in colour [road works warning signs colour scheme] and are designed to provide motorists with important traffic hazard or traffic management information. Their use, for purposes other than these, is likely to undermine their value as a traffic safety device, as continual use for non traffic related matters may lead to drivers ignoring these signs were their mis-use to continue.

**3.2.5 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 the erection of temporary signage is exempt as follows

- Class 9      Advertisements relating to the sale or letting of any structure or other land (not being an advertisement structure) on which they are exhibited.
  
- Class 16     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 16A    Temporary Signs other than advertisements specified in Class 16 above, announcing any local event promoted or carried on for commercial purposes.
- Class 17     Temporary Signs relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment.
- Class 18     Temporary Signs relating to any demonstration of agricultural methods or processes on the land on which the advertisement is exhibited.

However the exemptions have conditions and limitations. The details of the exemptions, their conditions and limitations are set out in appendix 6(b). Where a temporary sign is proposed in relation to a class of activity as set and the sign proposed breaches the conditions and exemptions set out then it is possible to apply to obtain a permit to erect such a temporary sign.

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 and breach the conditions and exemptions set out is being considered. For this reason, it is the policy of Leitrim County Council to require that, prior to erecting any such sign in a public place, a Temporary Sign Permit should be obtained.

### **3.2.6 What is meant by 'Local Event'**

For the purposes of this policy a 'local event' is defined as any of the types of events listed in Classes 9, 16, 17 or 18 where

- (a) the event is taking place in County Leitrim or
- (b) where it is taking place in any of the adjoining counties provided the location of the event is not more than 30km [18.64 miles] from the location of the proposed sign

In relation to Class 16A, a 'local' event is defined as any of the types of events as listed in section 3.3.4 (1) above and

whether or not it is taking place in County Leitrim or in any of the adjoining counties, the location of the event is not more than 15km [9.32 miles] from the location of the proposed sign.

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

Temporary Sign Permits are issued by the Planning Section of Leitrim 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 3 of this document outlines in more detail the position with regard to Temporary Sign Permits)

### **3.2.8 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 and that is not in accordance with the exemptions set out 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.

### **3.2.9 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 and / or prosecution under the Planning and Development Acts..

### **3.2.10 What may happen if a Car is placed on public lands 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 / notice to remove the vehicle on which such a sign is displayed. This may be done by way of affixing such request / notice to the vehicle itself. 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 and / or removed by the Council. The Council will also seek to recover its costs from the owner of the vehicle, where clamped and / or removed.

## 4.0 DESIGN AND COLOUR SCHEMES FOR SIGNS.

- 4.1 Clear and efficient signing is essential for the efficient operation of the road network, for the enforcement of traffic regulation and road safety purposes. For this reason, all signs, including statutory road signage, must give road users their message clearly and at the correct time and should / must be uniform throughout the county.
- 4.2 This section of the Policy document provides a guide to the types of signs which are favoured for use within the County. The prescription of the design and standard of sign to be used and the appropriate colour scheme for the different uses promoted through the signage, is to ensure that there is no conflict between licensed signs permitted under this policy and the various types of signage and road markings, including temporary signs for use in connection with road works, traffic management and those used in emergencies or by the Emergency Services.
- 4.3 Signs granted licenses under this Policy, therefore shall not conflict with statutory signs which fall into the following three categories:
- 4.3.1 Information signs
  - 4.3.2 Regulatory signs and
  - 4.3.3 Warning signs.
- 4.4 The uses of the appropriate colour schemes for each of these categories shall not be used in licensed signs.:
- 4.5 That is, the following colour schemes shall NOT be used
- 4.5.1 White lettering on a green background [normally used on National Primary and National Secondary routes] (Munsell ref: 0.65 BG 2.84/8.45)
  - 4.5.2 White Lettering on a deep Blue background (BS.381c No.109) [normally used on Motorways and bus lane signs]
  - 4.5.3 White lettering on a Red background (BS.381c No.537) [normally used on regulatory signs (e.g. stop sign)]
  - 4.5.4 Black lettering on a White background with a Red surround [normally used on regulatory signs (e.g. Yield and Speed limit signs)]
  - 4.5.5 Black lettering or symbol on a golden Yellow background. (BS.381c No.356) [normally used on road information signs]
  - 4.5.6 Black lettering or symbol on a Orange-yellow background ( B.S.381c No 557) [ normally used on road warning signs]
- 4.6 Signs indicating Tourist Attractions and Amenities have white lettering and symbols on a brown background. The criteria for the use of such tourist signs are set out in a memorandum issued by the Department of the Environment under Circular PD 12/14 of the 2<sup>nd</sup> September 1988<sup>§</sup>. The memorandum includes a comprehensive range of standard symbols and a list of suitable bilingual legends for use on these signs. Where signs are proposed on the

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<sup>§</sup> The standard symbols in this circular are currently being reviewed by the NRA.

national roads system, the National Roads Authority policy on the ‘provision of tourist & leisure Signage on National Roads’ will apply.

4.6.1 The basic design for these signs shall conform to normal design rules for traffic signs and should feature white legend, borders, arrows and chevrons on a brown background. Reflectorisation is recommended where the signs are to be placed on national routes and / or where the attractions are open after dark.

4.6.2 Where tourist attractions are signed by way of finger post signs, separate signs should be used. Where these signs, due to their number or size, intrude on traffic signs, they shall be mounted on a separate pole

4.7 The Tourist Attraction Colour scheme shall be used solely for Tourist related locations such as

- Tourist Information Offices,
- Hotels, Guesthouses, Restaurants [ independent of any hotel or guesthouse] as well as Bed and Breakfasts,
- Conference Centres
- Camping and Caravan Parks,
- Cruise Hire centres / public slipways and boating facilities
- Youth Hostels,
- Museums and Art Galleries / Centres,
- Theatre and [purpose built] Music venue
- Public swimming pools and
- Leisure Centres /facilities, fishing points,
- Golf Courses [only where open to non-members]
- Equestrian Centres
- picnic areas and other lay-bys.

The Tourist Attraction Colour scheme shall NOT be used for

- Commercial Premises excluding Hotels, Guesthouses, Restaurants and Bed & Breakfast's
- Private Art Galleries operated on a commercial basis
- Private mooring facilities,
- Local playing fields\*, or community facilities, or any other facility to which tourists do not have normal access.

[\* The Tourist attraction colour scheme may be used to direct to playing fields where inter county or international matches regularly take place]

The above lists are not exhaustive but give a broad indication of the attractions and facilities coming within the tourist destination categories.

4.8. Signs indicating Heritage Sites [where the tourist attraction colour scheme is not used] have green lettering and symbols on a white background. This colour combination shall therefore not be used for any purpose other than in relation to Heritage sites.

4.9. All signage for directional purposes, other than those set out above, shall have black lettering on a white background. Logos or motifs may be used provided they do not dominate the sign and are subservient to the text. Logo's and motifs may be in a colour reflecting the business or premises or activity undertaken on the site to which the sign directs.

In addition the Planning Authority will facilitate the establishment of a colour coding/specific design template for signage to similar facilities/services not prescribed and in a way that does not conflict with any of the schemes detailed above [e.g. a GAA logo, or other club / sport's code logos in club colours if the sign directs to a local playing field ~ see example in appendix 4.] In addition the Planning Authority will consider proposals for signage showing creativity in design, form or colour which remains in keeping with the terms of this policy.

## 5.0 LICENCING PRINCIPLES AND CONDITIONS

### 5.1 Licensing Principles

The following principles will be taken into account by the Council when considering an application for a license to erect a sign [ either permanent or temporary] on a public road or on public lands **but will however be determined on an individual case by case basis in accordance with this policy.**

- (a) The erection of a sign will only be permitted where an advertising or directional “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 [national primary and regional roads].
- (c) The erection of advertising or directional signs for commercial premises 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 directions 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.
- (f) The erection of finger post signs relating to individual commercial businesses will not be permitted at the following types of junctions:
  - (i) Junction of a National Road with another National Road
  - (ii) Junctions of a National Road with a Regional Road
  - (iii) Junction of a Regional Road with another Regional Road
- (g) With regard to the erection of signs relating to Accommodation facilities the erection of one fingerpost sign at the junction with a local road of either the National Primary or Regional Road [which-ever is the nearer] nearest the premises may be permitted. This provision relates to hotels, guesthouses and other similar accommodation facilities. Once introduced, intermittent signs may be permitted at junctions of local roads between the principal road and the destination, as follow on signage, to identify the route.
- (h) In regard to 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 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. This shall be carried out as per the NRA policy document already quoted.
- (i) 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.

- (j) 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.
- (k) License applications for the location of advance advertising structures along approach roads into towns and villages and along National Primary and Regional Routes will not be granted; with the exception of signs relating to tourist attractions which the Council consider to be of national or regional importance.
- (l) 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.
- (m) So as to avoid clutter and intrusion, in general no more than four 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 where additional signage is required for directional reasons.).
- (n) 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 limited circumstances.
- (o) Variable Message Signage, Billboard, Trailer Mounted or vehicle [parked in place long-term\*\*] mounted signage will not be permitted either in urban or rural areas.
- (p) Arrays of related signage along the public road leading to a premises will not be permitted.
- (q) With regards to sandwich board and free standing signs, where they
  - (i) do not reduce the footpath width to less than 1.8m,
  - (ii) are not visually obtrusive,
  - (iii) do not create clutter,
 one such sign, only, shall be allowed for any premises, even premises which have multiple users.

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

***Mindful of the important role tourism plays in the economy of the County, the Council may enter into special arrangements in relation to tourism related signage [see section 2.0 and 3.3.2]***

***In support of this policy it is also proposed to develop a "Town & Village signage programme," to deal with not only tourism related developments but to accommodate directional signage to business / commercial premises, within the county's towns and villages.***

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\*\* Long-term is defined as any period in excess of 24 hours.

## **5.2 Licensing Conditions**

In the event that Leitrim County Council grants a license 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 course 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 license annually under the Planning and Development Act 2000 and subsequent regulations and to renew the license annually there after while the sign is maintained in place.
- Where licensed / 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.
- Where unlicensed / un-authorised signs not conforming to the criteria set out in this document are already in place, the Council will require them to be re-placed. Where these signs are being replaced the replacement signs shall comply with the requirements of this policy.
- The owner of any new signs, authorised under this policy will, where appropriate, be required to obtain the annual license under the Planning and Development Act 2000 before the sign is erected and to renew the license annually there after while the sign is maintained in place..
- Where the owner does not renew the annual license before its expiry, the sign shall be removed at the owner's expense, at the expiry of the existing license.
- Where permitted signs are erected, the licence number must be displayed. The Planning Authority, technology allowing, may provide the applicant with a bar code to be attached to each licensed sign, for management of licences by the Planning Authority. Such bar codes will be required on each sign where provided [the bar code will contain the licence Number.]

## 6.0 AUCTIONEERS' SIGNAGE SCHEME

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

6.1.1 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*. [i.e. not on Public Land] 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.

6.1.2 Acceptable designs for advertisements, which meet these requirements, are contained in Appendix 5

6.1.3 In this regard Leitrim 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 day after the advertised Auction Date . Removal of all signs is required within one month thereafter.

6.1.4 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 and / or prosecution under the Planning and Development Acts. 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, in accordance with this policy document, may result in the issuing of an On-the-Spot Fine and / or prosecution under the Planning and Development Acts..

### 6.2 What is the position relating to Auctioneer's Signs which are not located on the site which is for sale or letting.?

6.2.1 Having regard to the rural nature of County Leitrim and the fact that single houses and other property in the countryside needs to be offered for sale / let from time to time, the council recognises that there is a need for Auctioneers to provide directional signs from the main distributor roads [nation primary and regional roads] onto local roads, to facilitate potential purchasers to find their way to the property which is for sale. To facilitate this need the it is council policy to allow for directional signage to be licensed in accordance with the specific scheme as set out in this section of this policy document

- 6.2.2 Having regard to
- the prescribed license fee as set out in Schedule 12 of the Planning and Development Regulations 2001,
  - The need for Auctioneers to have the signage in place for less than the year period prescribed for the license
  - The need for separate signage to direct clients to the various houses / properties on offer
- The Planning Authority considers it reasonable and equitable to license a cluster of signage for the prescribed annual fee of €630.00.
- 6.2.3 For the prescribed license fee, this council will permit any Auctioneer to erect directional signs on public lands in respect of the sale of up to 10 properties for a period of a year. The locations of the signs shall be transferable. 6.2.4 More than one license may be applied for by an Auctioneer to ensure that he / she has sufficient directional signs to fulfill his / her needs.
- 6.2.5 The directional signs shall not exceed 0.6sq.m in area and shall conform with the design requirements as set out in Appendix 5
- 6.2.6 Each erected sign shall include the Permit No. issued by the Council which shall be located in the bottom left hand corner of the sign [both sides] Where permitted signs are erected, the permit number must be displayed. The Planning Authority, technology allowing, may provide the applicant with a bar code to be attached to each permitted sign, for management of permits by the Planning Authority. Such bar codes will be required on each sign where provided [the bar code will contain the permit Number.]
- 6.2.7 The Auctioneer shall advise the local authority, within 7 days of any request from the Local Authority for such information, details of the location of each sign to be erected under the license, by way of reference to the License Permit No. and a site map based on an Ordinance Survey map of the areas in question.
- 6.2.8 The signs may be used for directional purposes only and may not be used to advertise and promote the Auctioneering firm as an advertisement. For this reason the “For Sale / Let” and description of the property shall dominate the sign and the auctioneer’s name and address and contact details shall be subservient to the main message.
- 6.2.9 The Council shall retain the right to remove a sign or alter its location at any time, in the interest of road safety and the preservation of the visual amenity of the area. The council will notify the auctioneer when a sign is being removed so that its license may be utilised in an alternative location..
- 6.2.10 Any abuse of the Council’s policy will result in the signs being removed by the council.

## APPENDIX 1 – 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 or 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 Leitrim County Council that the Local Authority will, in all but exceptional cases, seek the recovery of 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 than the charge listed, the Council may charge the actual cost involved. In such a case, the Council will provide the necessary backup information 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	€50.00	€5.00
Type II	Sign Panel Attached to Existing Post /Pole /Wall. Bridge drapings and unlicensed auctioneers signs.	€50.00	€5.00
Type III	Sign Panel Mounted on its Own Post(s)	€75.00	€7.50

Type IV	Sign Panel Mounted on Mobile Trailer / Variable Message Signs / billboard type signs	€250.00	€10.00
Type V	Signs printed on Parked Cars, Vans, Lorries, etc.	<b>See Note 1 Below</b>	€10.00

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 2011 unless otherwise decided by the Council.
- (8) 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 notice on him /her. In such event the council will seek to recover its costs by way of simple debt. The costs shall not exceed Removal Charge plus daily Storage Charge for a maximum period of one month plus the costs of the court action to recover the outstanding debt.

The Local Authority accepts no responsibility for any loss or damage to any sign or other advertising or advertising structure, which has been placed, with or without a licence, on public lands. The Local Authority's position regarding any sign placed on public lands without a licence, [or which is left / maintained on public lands, when any such licence has expired, and has not been renewed] that such a sign, advertisement and / or advertising structure is no longer of any value, financial or otherwise. ,.

## **APPENDIX 2 –**

### **Relevant Legislation in relation to Advertising and Signage on Public Lands**

The following is a brief synopsis / list of the relevant sections of the various parts of Irish legislation which are pertinent to the issues covered by this policy paper. There may be consulted on line at:

[insert URL for Irish Statutes Here]

#### **The Roads Act 1993**

*Sections 71 of the Roads Act 1993 :*

relates to Unauthorised signs, caravans and vehicles etc on public roads. The Roads Authority may prosecute offences under this section, which has a maximum penalty of €1,270 fine or six months imprisonment or both. Both the person who erected the sign and the person on whose behalf the unauthorised sign has been erected are guilty of an offence and may be prosecuted. In addition a person who obstructs or impedes the Council in exercising its duties in removing unauthorised signs is also guilty of an offence

*Section 84 of the Roads Act 1993:*

Relates to the disposal of anything removed from a public road. This section provides for the Council selling unclaimed signs, apparatus etc. which they remove from the public road under the roads act. This section ensures that the proceeds of the sale will be returned to the owner where the owner's whereabouts can be established. The Council is allowed to deduct any expense incurred in removing, storing and arranging the sale of the sign etc.

#### **Planning and Development Acts 2000-2010**

*Section 254 of the Planning and Development Act 2000:*

Licensing of appliances, signs and cables etc on public roads. This section states the provisions for the Planning Authority in the granting of licenses for signs along the public road. It is supported by way of relevant sections in the Planning and Development Regulations, where appropriate license fees are set out

*Schedule 2, Planning and Development Regulations 2001: -{As amended}*

*Exempted Development ~ Advertisements*

Exempted advertisement developments, including those which may be placed on public land, are set out in the *Planning and development Regulations 2001, as amended, Schedule 2, Part 2: Exempted Development Advertisements* and are subject to Article 6 of said regulations. The exemptions as set out in the schedule are subject to Conditions and limitations, but the exemption may also fall should the development breach any of the caveats set out in Article 9 of the regulations. Given the limitations and caveats, the developer is advised to consult with Planning Authority, Leitrim County Council, to confirm that the exemption applies in any particular instance. This policy is particularly concerned with exempted signs under Classes 9,16, 17 and 18 of these regulations. Class 16A was inserted by the European Communities (Amendment to Planning and Development Regulations) Regulations 2011 {S.I. No. 464 of 2011.

**Litter Pollution Act 1997:**

This act prohibits unauthorised signage on the public roads and empowers the Council to remove them and to issue fines. The Environment section of the Council is responsible for the duties under the Litter Act. This policy document is intended to compliment the work of the Environment Section and in no way should it weaken the efforts or responsibilities of the Environment Section

*Section 19 of the Litter Pollution Act 1997:*

Prohibition of articles and advertisements on and defacement of certain structures

*Section 20 of the Litter Pollution Act 1997:*

Powers of Local authorities regarding articles and advertisements on, and defacement of, certain structures

**Protection of the Environment Act 2003***Section 56 of the Environment Act 2003*

This section 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 3 - 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) Drawn Details [drawn to scale] 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). Colours to be used in the sign shall also be detailed
- (c) Proposed wording on the advertisement including details of charity benefiting from the event and also charity registration number (if applicable).
- (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:

Planning and Environment Sections  
Leitrim County Council,  
Áras an Chontae,  
Carrick on Shannon  
County Leitrim.

Telephone 071-9620005 or [planning@leitrimcoco.ie](mailto:planning@leitrimcoco.ie)

**The applicant is advised that as far as is possible the proposed locations of the signs needs to be clearly shown on Ordinance Survey based maps as these will be referred to the relevant District Engineer to assess in relation to traffic safety issues**

NOTE: There are separate application forms for S.254 Licenses, which can be downloaded from the Council's website : <a href="http://www.leitrimcoco.ie">www.leitrimcoco.ie</a> .
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### **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 be determinable primary with reference to ensuring the safety of road users but will not be greater than 1.2 metres except where the need for larger sign is clearly established.
- 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 for more than 14 days before the event is due to take place
- Permitted signs shall be removed not later than 7 days after the event ceases.
- No more than one sign may be erected per event on an 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 Temporary Sign Permit number must be displayed on each sign erected.

**APPENDIX 4 -  
EXAMPLES OF GOOD AND BAD USE OF SIGNAGE ON PUBLIC LANDS**

**APPENDIX 4 –  
EXAMPLES OF GOOD AND BAD USE OF SIGNAGE ON PUBLIC LANDS**



**Example 1 ~ Tourist signs**  
Upper sign : Does not comply with language policy  
Lower sign: Tourist sign ~ Good Example



**Example 2 Trail Sign**



**Example 3 ~ Directional Sign**



**Example 4 ~ Heritage Sign**



**Example 5 ~ Place name sign**



**Example 6 ~ Cycle route signs**



**Example 7 ~ Good use of symbols**



**Example 8 ~ 'Local Event' sign.**

## Examples of Poor Signage Use



Example 9 ~ Poor maintenance and clutter



Example 10 ~ Signage clutter



Example 11 ~ Temporary Signs  
Clutter and illegal



Example 12 ~ Array of small signs  
Clutter and illegal



Example 13 ~ Sandwich boards  
Clutter and Obstruction



Example 14 ~ Sandwich boards  
Obstructing tactile pavement markers



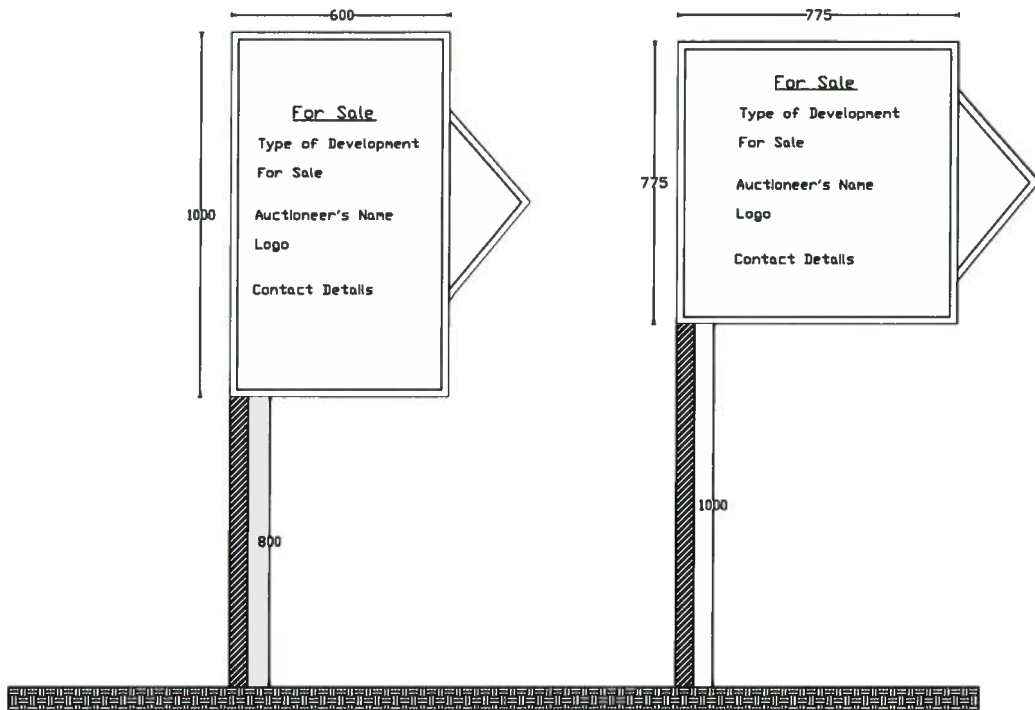
Example 15 ~ Trailer mounted sign  
Obtrusive & distracting to motorists



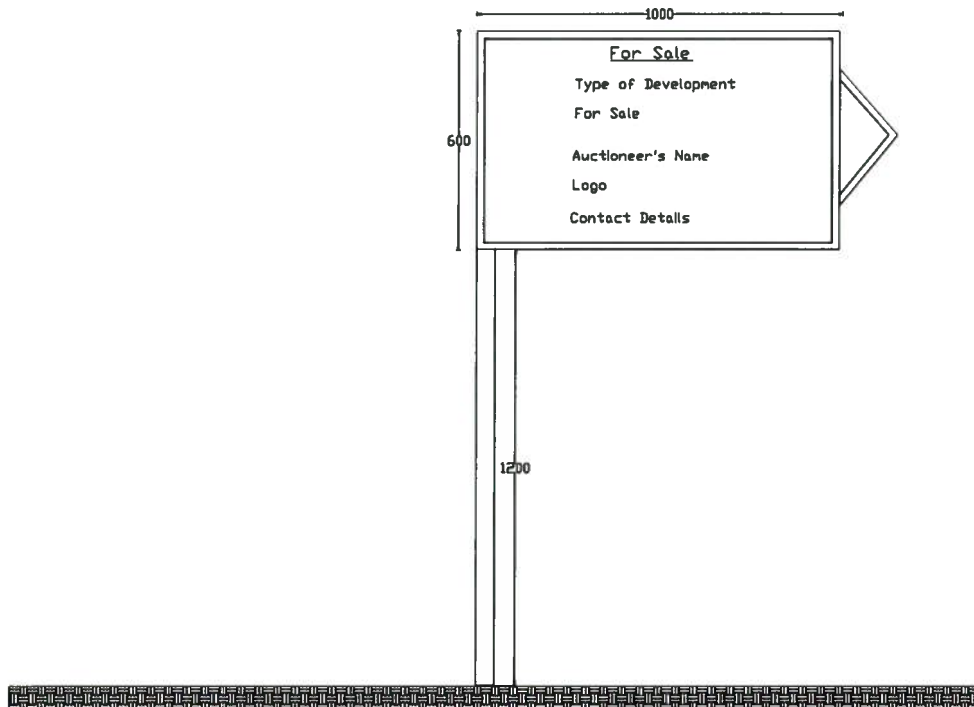
Example 16 ~ Billboard type sign  
Obtrusive & distracting to motorists

# APPENDIX 5 - DESIGN GUIDE FOR AUCTIONEER'S SIGNS

## (A) Acceptable Design for Advertisement 0.6 Square Meters



Maxium Sizes Permitted

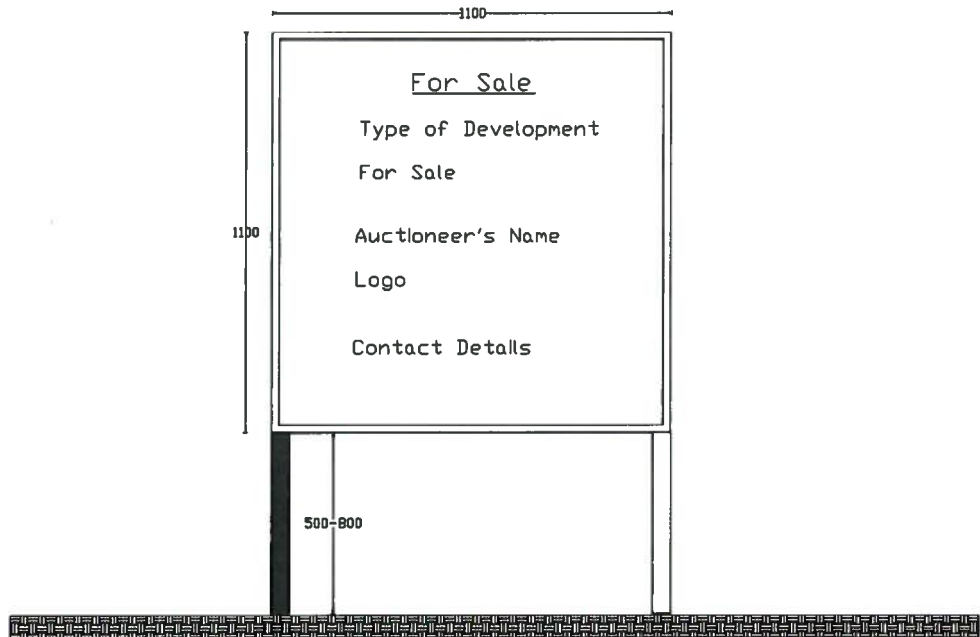
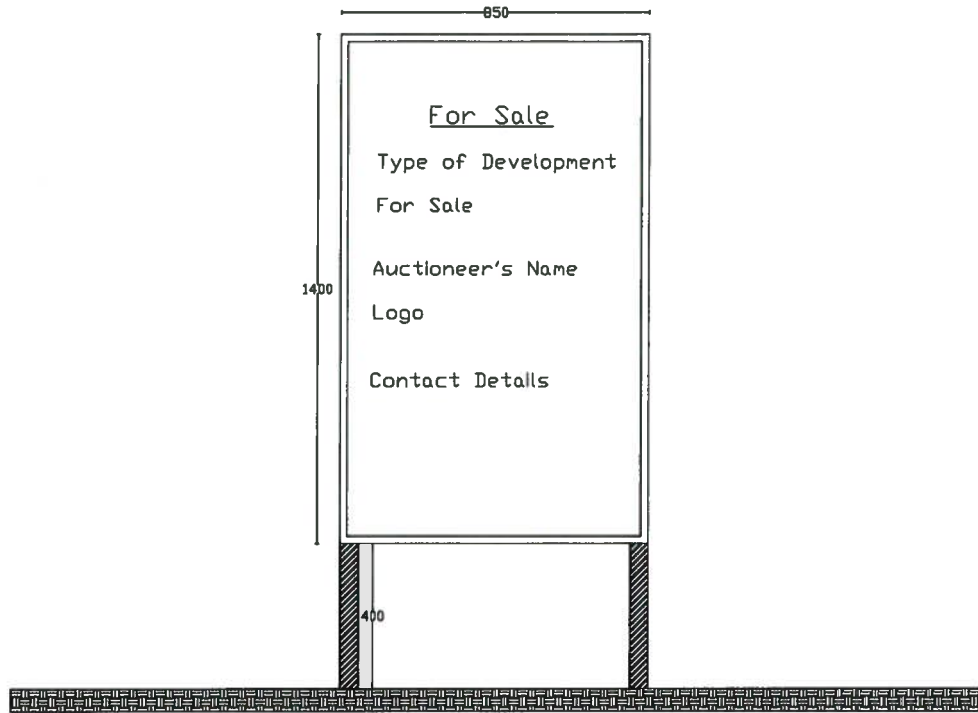


Scale 1:20

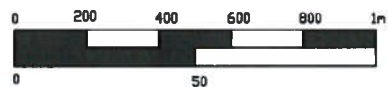




(b) Acceptable Design for Advertisement 1.2 Square Meters



Scale 1:20





**APPENDIX 6 (a) – “Small Signs” EXEMPT from this Policy**

As stated in this policy in relation to advertising and signage, ‘small scale signs’ which fall within a set class and category are exempt, from the need to obtain either a licence or permit prior to their erection.

The size, scale and number of such exempt signs is limited so as to minimise the adverse impact on the town / village setting or on the rural landscape.

The only other category of sign which is deemed exempt under this provision are :

- 1) Individuals using signage to direct attendees to a wedding, funeral or family/private event, where direction is considered necessary to ensure access to the venue being used, where the venue is a church or community hall or similar premises [ but not a hotel or restaurant]

The size of sign shall be limited to not greater than 0.3 sq.m.. The sign shall be placed or erected so that the overall height shall not exceed 800mm over ground level. [ See example below]

The signs shall be placed so as not to be less than 100m from a road junction and in such a manner so as not to obstruct existing road directional / safety signs or distract drivers from noting such signs. No more than one sign may be placed at each side of such a junction.

The sign shall not be erected more than 7 days before the event, and must be removed within 7 days of the event being terminated. The date of the event must appear on the sign.

**Example detail of exempt ‘small sign’**



**APPENDIX 6 (b) – SIGNS EXEMPT by virtue of Planning and Development Regulations**

<b>Description of Development</b>	<b>Conditions and Limitations</b>
<p><b>Class 16</b> 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.</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 16A</b> Advertisements other than advertisements specified in Class 16 of this Part of this Schedule, announcing any local 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 be 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 prior to the date of the event or for more than 3 days after the conclusion of the event to which it relates.</li> <li>4. No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisement, at a distance greater than 15 kilometres from the location of the event.</li> </ol>

	<ol style="list-style-type: none"> <li>5. The event shall not take place in the same location more than three times a year.</li> <li>6. No advertisements shall be erected where they can be seen from any motorway or national primary road.</li> </ol>
<p><b>Class 17</b> Temporary Signs 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 conclusion of the event or matter to which it relates</li> </ol>
<p><b>Class 18</b> Temporary Signs relating to any demonstration of agricultural methods or processes on the land on which the advertisement is exhibited.</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 of the demonstration to which it relates.</li> </ol>

