

Carlow County Council

Signage Policy – 2018

Contents

1.0	Introduction	4
2.0	Legislation & Departments Responsible	4
3.0	Interpretation	5
4.0	General Provisions	6
	Need	6
	Universal access	6
	Bi-lingual requirements	6
	Gantry type signage/advertisement	6
	Variable Message Signs	6
	Banners – Vertical/Horizontal	6
	Drapings	6
	Inflatable signage/advertisement devices	6
	Signs - Residential Areas	6
	Bee Visible	7
	Neighbourhood Watch Street Signs	7
	Shopfront Signage	7
	Route signing to commercial premises	7
5.0	Regulatory Road and Street Signage	8
	Design	8
	Illumination	8
	Direction Signs	8
	Heritage/Tourism Signs	9
6.0	Signage on Private Property	9
7.0	Temporary Signage in the Public Realm	10
	Local Events (non-commercial) – Advertisements	10
	Local Events (commercial) – Advertisements	11
	Additional Conditions that apply to Local Events - Advertisements	12
	Commercial Advertising	12
8.0	Section 254 Licencing	13
9.0	Election/Referendum Posters	14
10.0	Property for Sale/Let	15

11.0	Funfairs/circus/travelling entertainment – advertisements	16
12.0	Protocol for putting up Temporary Posters/Notices on Carlow County Council Property to Advertise Public Meetings/Events.....	16
	Guidelines for the erection of Posters	17
13.0	Costs and Fees	18
	APPENDIX 1 - Part 2, Article 6, Exempted Development — Advertisements (Planning and Development Regulations 2001, as amended).....	19

1.0 Introduction

The importance of good clear signage for people to effectively manage journeys, way-find and stay informed of important information is recognised by Carlow County Council. It is also recognised that proliferation of signs can cause distraction, confusion, represent a danger, cause a hinderance in particular to those whose mobility is impaired and detract from the appearance of an area. This document sets out the legislative context and policies to effectively manage signage within Carlow to ensure that there is clarity for those intending to erect signage and ensure consistency of approach. The policy outlines the erection of signage as follows: -

- On Private Lands
- On Public Lands and Roadways
- Regulatory/Warning/Fingerpost Signage on Public Roads

2.0 Legislation & Departments Responsible

Legislation covering advertising and signage is covered in various forms. This policy interprets national legislation and sets out local policy in Carlow. The legislation and national documents covering the erection of signage included: -

- The Planning and Development Acts 2000 as amended
- The Litter Pollution Acts 1997 as amended
- The Protection of the Environment Act 2003
- The Roads Act 1993 as amended
- The Electoral (Amendment) (No. 2) Act 2009
- Any other Regulations applying to these Acts.
- S.I. No. 600/2001 - Planning and Development Regulations, 2001 as amended.
- Department of Environment, Circular 12/14 1988 "*Criteria for the Provision of Tourist Attractions and Accommodation Signs*", September 1988.
- Traffic Signs Manual 2010.
- Carlow County Development Plan 2015 – 2021
- National Roads Authority "*Policy on the Provision of Tourist and Leisure Signage on National Roads*", Revision 1 March 2011.
- Department of Environment, Community and Local Government "*Spatial Planning and National Roads*", January 2012.
- Fáilte Ireland "*Tourism Signage on Regional and Local Roads*", Draft, January 2012.

The Departments in Carlow responsible for administering the legislation are: -

- ✓ *Regulatory/Warning/Fingerpost Signage on Public Roads* - Transportation Section Carlow County Council, Planning Department and Transport Infrastructure Ireland
- ✓ *Permanent Advertising/Signage on Private Lands* – Planning Department
- ✓ *Temporary Signs on Private Lands* – Planning Department, Environment Department & Roads Department
- ✓ *Temporary Signs on Public Lands* – Environment Department

3.0 Interpretation

In this policy references to the following wording are to be interpreted as follows: -

“Advertising structure” is a structure that has been erected for the sole purpose of placing advertising

“Commercial advertising” in general is the use of advertising to generate revenue for an individual or a business.

“Event” is a planned public or social occasion

A **“Permanent Sign”** is any sign permanently affixed or attached to the ground or a structure or which cannot be removed without special handling.

“Private Property” is a legal designation for the ownership of property by non - governmental legal entities

“Public Lands” includes any highway or any outdoor area to which at the material time members of the public have or are permitted to have access. For the avoidance of doubt, this includes 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.

A **“Road Sign”** is provided for the control of traffic or the information of drivers. Traffic signs (including road markings) are divided into three broad types:

Information – signs which give directions and distances to destinations or which provide other information that may be relevant to road users;

Regulatory – signs which give instructions, prohibitions or restrictions which road users must obey;

Warning – signs which warn of hazards on the road ahead.

A **“temporary sign”** is any sign, handbill, or poster which is placed to advertise or announce a specific event, or which pertains to a particular event or occurrence, or which is not designed or intended to be placed permanently.

A **“tourism sign”** is sign for tourist or leisure destinations i.e. a permanently established destination that attracts or is used by a significant number of visitors. Tourist / leisure destinations may be subdivided into two broad categories: tourist/leisure attractions and tourist/leisure facilities.

4.0 General Provisions

Need

In all cases, signs shall only be permitted if there is a demonstrative need. This applies to signage in both Private and Public areas. In all cases public safety will be the over riding factor that will be considered. Also of primary consideration will be signage design, visual amenity and visual clutter. The overall approach will be to keep signage to a minimum.

Universal access

Signage shall be designed and located in accordance with best practice for use by all road users including persons with physical disabilities and vision impairments.

Bi-lingual requirements

The requirements of the Official Languages Act 2003, as amended and associated regulations shall be complied with as appropriate and policy SDO 10 in the County Development Plan 2015 – 2021.

Gantry type signage/advertisement

The use of gantry type of signage shall be restricted to traffic signs on public roads where there is a specific identified need. In general, this will be restricted to multi lane roads (motorways) in accordance with the guidance and specifications set out in the Traffic Signs Manual.

Variable Message Signs

In accordance with the provisions of the Traffic Signs Manual, Variable Message Signs (VMS) shall only display traffic management/Garda information. The use of trivision, scrolling signs, neon, flashing, or similar forms of signage/advertisement or the use of reflectorised or glitter type of signage/advertisement shall not be permitted at any location.

Banners – Vertical/Horizontal

The Council may erect or permit a third party to erect (which may be submit to licence, or planning permission) vertical or horizontal banners for specific events. Vertical or horizontal are only allowed with an urban area.

Drapings

The Council may permit draping's of a community/culture/heritage nature at appropriate locations. Commercial drapings of any description shall not be permitted at any location.

Inflatable signage/advertisement devices

The Council shall not permit any type of inflatable signage /advertisement/device. This provision shall not apply to such devices permitted under Part 16 of the Planning & Development Act 2000 as amended

Signs - Residential Areas

The Council may permit, once approved the Roads Department, name signs/plaques located at the entrance to existing residential developments indicating the name of the scheme and, where appropriate, permit signs indicating names of internal streets/roads. Naming of new

developments shall be carried out in accordance with the Heritage Policy No. 6 and Section 11.3.11 of the County Development Plan 2015 – 2021.

Bee Visible

Bee Visible signs were installed by Carlow Town Council in 2010 to assist local businesses/charities/community groups to promote particular events at locations which were assessed to be highly visible and safe. These signage boards are now managed under contract to Carlow County Council. The space on these boards may be rented by any commercial interest to promote their business or give clear direction to their location. Space on the boards will be sold on a cycle bases for a managed fee which will be determined by the demand for the space, its location and the amount of passing traffic at the sign. Posters of social value will be included in the cycles on a rotation basis at a frequency agreed.

Neighbourhood Watch Street Signs

In accordance with the relevant guidelines/circulars and subject to the prior approval of An Garda Síochána, the Council may permit the erection of neighbourhood watch street signs or similar. This may be subject to Section 254 of The Planning and Development Act 2000 as amended. The location and erection of such signs shall be agreed with the Council prior to their erection and shall not be positioned where they pose a traffic/pedestrian hazard.

Shopfront Signage

In accordance with Section 11.12.1 of the County Development Plan 2015 – 2021, in order to conserve the distinctive character of County Carlow's traditional shopfronts it is the policy of the Planning Authority to encourage the maintenance of original shop fronts, or the reinstatement of traditional shop fronts where poor replacements have been installed. Traditional signage, lettering and use of the Irish Language in signage should be considered in all cases and will be the preferred signage by the Council for most shopfronts.

Route signing to commercial premises

In accordance with Section 11.13 of the County Development Plan 2015 – 2021, favourable consideration may be given, in consultation with business groups, to the erection of composite advance signs on which the facilities available in the town, towns and villages will be declared. Due to the damage which a proliferation of large, competitive advance signs can cause to the appearance and image of the important entrance routes into the towns and villages, individual advance signage will be phased out and well-designed and located composite signage will be sought as the opportunity arises.

5.0 Regulatory Road and Street Signage

Trans – Policy 5 of the County Development Plan 2015 – 2021 states that It is the policy of Carlow County Council to:

“Promote road and traffic safety measures in conjunction with relevant Government Departments and other agencies through the provision of appropriate signage, minimising or removing existing traffic hazards and preventing the creation of additional or new traffic hazards.”

Road signage such as regulatory signs, warning signs, information signs, directional signs, road works signs, etc are governed by national legislation (Road Traffic Acts and associated Regulations, Traffic Signs Manual 2010). The following is the strategy that will be employed in Carlow.

- The Traffic Signs Manual 2010 (including amendments) shall be used in relation to the erection of all road signage including signage for temporary works
- Implement a signage strategy to direct road users to locations around the County via designated routes.
- Undertake a regular de-cluttering review to remove unnecessary, repetitive and redundant road signage especially in urban areas
- Only erect/permit signage where there is a demonstrable need
- Ensure a clear and consistent naming of roads/streets & roundabouts
- Implement a series of “wayfinder” signage in urban areas in the County

Design

Signage shall be designed having regard to its environmental impact i.e. visual clutter/impact, effects of on areas of high amenity etc. Text and logos size shall be the minimum consistent with viewing distance & conditions. Guidance on appropriate ‘X’ height of text is provided in the Traffic Signs Manual 2010. Signs should be of sufficient size to enable road users to recognise, read and comprehend all information on the signs at any particular location. The design regulatory signs shall be undertaken in accordance with the Traffic Signs Manual 2010. All signage on public roads shall use colour and symbols that are in accordance with the Department of Transport’s Traffic Signs Manual 2010.

Illumination

Internal illumination of signs may, in exceptional circumstances, be permitted on public roads (in urban areas, within 50km/h zones) where a demonstrable need is established. Internal illumination shall not be permitted at any other location on public roads.

Direction Signs

Direction signs guide road-users along a prescribed route or provide direction to a particular destination, business or service. To be effective, signage must provide consistency and continuity along the route. Route signposting may be provided at some/all decision points (junctions) along that route. At all locations, regulatory and warning signs should be

prioritised and only after the provision of those signs, should other signs be considered. Thereafter signage may be allowed with the following hierarchy of priority: -

- Route signposting,
- Community facilities
- Tourist / Heritage destinations
- Individual premises (In limited circumstances where a license has been granted)

The number of signs permitted at road junctions shall generally be limited to two signs per signposted route. In exceptional circumstances the Council may permit additional directional signs where it is demonstrated that the destination attracts a significant number of trips.

In urban areas, consideration should be given to grouping a series of generic symbols on an individual sign, indicating essential/community services such as hospitals, health facilities, public buildings, public transport, Garda station, community facilities or similar type facilities.

Heritage/Tourism Signs

The Council encourages the provision of heritage/tourist signs throughout the County. In many instances heritage signs/map/information board/plaque/trail route sign or similar, which is used to communicate heritage/tourist information, are completed in partnership Community Organisations and Carlow County Council/Carlow Tourism.

Any private entity erecting this type of signage may require either planning permission or a Section 254 licence as outlined in Section 8.0 of this policy and Section 254 of the Planning and Development Act 2000 as amended,

Priority will be given to signing heritage/tourism destinations attracting a high volume of visitors, particularly those which cannot be reached by following existing traffic directional signs. The heritage/tourism signs shall be used to communicate heritage/tourism information and shall not be used for commercial advertising.

In accordance with Section 11.13 of the County Development Plan 201 – 2021, 'Bed & Breakfast' signage will be restricted to 1 sign per premises and no directional finger post signs will be permitted.

6.0 Signage on Private Property

Planning Permission may be required to erect permanent or temporary signage on Private Lands, unless exemptions apply as outlined in Schedule 2, Part 2 of the Planning and Development Regulations 2001, as amended.

Should planning permission be required, application forms are available from Carlow County Council Offices or at www.carlow.ie. The applicable fees are set out in Schedule 9, Section 2 of the Planning and Development Regulations 2001, as amended.

Under Section 19 of the Litter Pollution Act 1997, as amended, where any structure other land, door, gate, window, tree, pole or post is in or is visible from a public place, a person who is not the owner, occupier or person in charge thereof shall not -

(a) exhibit or cause to be exhibited thereon any article or advertisement, or

(b) carry out or cause to be carried out any defacement thereof by writing or other marks, unless, in either case, the person is authorised in advance to do so in writing by such owner, occupier or person in charge or by or under any enactment, and, in addition, in the case of paragraph (a), the article or advertisement -

- (i) if it relates to a meeting or an event, carries the name and address of the person who is promoting or arranging the meeting or event, and
- (ii) in any other case, carries the name and address of the person on whose behalf it is exhibited

Under Section 20 of the Litter Pollution Act, as amended, Carlow County Council may serve a notice on the occupier requiring the occupier to –

(a) to remove the article or advertisement, or remove or otherwise remedy the defacement, or to take other specified steps in relation to the article, advertisement or defacement, as the case may be, and

(b) to take other specified steps to prevent a recurrence of the exhibition or defacement, as the case may be.

The use/parking of vehicles, trailers, or similar on private property for any form of signage/advertisement shall not be permitted, regardless if the use is temporary, or permanent.

Unauthorised advertising signs/structures will be dealt with under the enforcement provisions of the Planning and Development Acts 2000, as amended or under the Litter Pollutions Acts 1997 as amended as is deemed applicable.

7.0 Temporary Signage in the Public Realm

Local Events (non-commercial) – Advertisements

Under the provisions of the Planning and Development Regulations, 2001 as amended, Schedule 2, Part 2, Exempted Development – Advertisements, the list of exemptions is provided. This list is included in Appendix 1 and it is recommended that this schedule is consulted prior to any application for signage.

Under Class 16, there are provisions for the erection of signage/advertisement relating to local events. For exempted the following applies: -

- No such advertisement shall exceed 1.2 square metres in area
- 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.
- 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.

Carlow County Council are open to the approval of Temporary Signage for non-commercial local events (upon receipt of a valid application and subject to additional conditions as outlined below) for the following event types: -

- Cultural, Sporting, Educational, Religious, Social, Recreational, Entertainment & Political

Local Events (commercial) – Advertisements

Under the provisions of the Planning and Development Regulations, 2001 as amended, Schedule 2, Part 2, Exempted Development–Advertisements, the list of exemptions is provided. This list is included in Appendix 1 and it is recommended that this schedule is consulted prior to any application for signage.

Under Class 16A, there are provisions for the erection of signage/advertisement relating to local events promoted or carried out for commercial purposes. For exempted the following applies: -

- No such advertisement shall exceed 1.2 square metres in area
- 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.
- 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
- 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
- The event shall not take place in the same location more than three times a year
- No advertisements shall be erected where they can be seen from any motorway or national primary road

Carlow County Council are open to the approval of Temporary Signage for commercial local events that are expected to attract visitors from outside of the area of the event and where the signage can assist in informing visitors to the event, of the location of the event, parking arrangements or safety information (upon receipt of a valid application and subject to additional conditions as outlined below).

Additional Conditions that apply to Local Events - Advertisements

Erection of temporary signage is subject to the conditions outlined in Class 16 and Class 16A of the Planning and Development Regulations, 2001 as amended and the subject to the following (if deemed as exempted development under the Planning and Development Regulations, 2001 as amended): -

- The maximum number of signs/posters that will be permitted for any 1 event is 30.
- In the case of non-commercial signage may only be erected a maximum of 14 days before the commencement of an event
- An application must be made in writing or by email at least 3 working days before it is intended erecting the signs
- No sign shall be erected until written approval is received with a Licence Number
- All signs erected must have the name, address and emergency contact details affixed to the back of the sign/notice. A case can be made for withholding this information based on safety concerns.
- No signage will be allowed at the following locations: -
 - Tullow Street
 - Potato Market
 - Kennedy Avenue
- All posters/notices must be made of cardboard composites or other durable recyclable materials.
- Posters/notices must not be erected
 - On traffic signal poles
 - within 15m of the entry of exit to a roundabout or junction including on the roundabout centre island itself
 - on road regulatory signs
 - such as to interfere with sight distance from any junction/entrance from a property
 - on motorways including overbridges, interchanges, on/off ramps or lands adjoining mainline motorway routes
 - bridge parapets/overpasses/pedestrian bridges
 - roadside traffic barriers
- The County Council reserves the right to remove without notice any poster/notice that is not fixed securely to a post/pole and reserves the right to remove any fallen poster/notice and to issue proceedings under the Litter Pollution Acts.

Commercial Advertising

In the interest of ensuring that roads are kept free from visual clutter and excessive signage, no commercial advertising signage is permitted on the road network outside these any nominated designated areas. This will be strictly enforced. The use/parking of vehicles, trailers, or similar on public property for any form of signage/advertisement shall not be permitted, regardless if the use is temporary, or permanent. Where the Council considers that a vehicle, trailer or similar is parked or used in a public place with the primary objective to advertise rather than genuine parking it shall be considered unauthorised and the Council shall use its powers under the relevant legislation to deal with this matter.

The use of “For Sale” or similar signage/advertisement associated with cars/vehicles for sale on, or adjoining the public road shall not be permitted.

The Council may permit a limited amount of advertisements on authorised hoardings. The advertisements shall form an integral part of the overall hoarding treatment and shall comprise not more than half of the total surface area of the hoarding.

The Council may permit signage/advertisement provided it accords with the Council’s Roundabout Sponsorship Scheme.

In recognition of the benefits of bus/taxi shelters and the costs associated with the provision/maintenance of same the council may permit a limited amount of advertisements on bus/taxi shelters.

In circumstances where a business provides street furniture adjacent to their premises the Council may permit a limited amount of signage/advertisement thereon, such signage/advertisement shall relate to local business only.

8.0 Section 254 Licencing

Under Section 254 of the Planning and Development Act 2000 as amended the following, which may be erected for the purpose of advertising or may contain advertising cannot be erected in a public place without a licence: -

- A vending machine or coin operated machine (not being a weighing machine)
- A town or landscape map for indicating directions or places
- A hoarding, fence or scaffold (not being a hoarding, fence or scaffold bounding a public road)
- An advertisement structure
- An advertisement structure (being a fingerpost type not exceeding 1 metre in length) consisting of a direction sign
- A telephone kiosk or pedestal
- A case, rack, shelf or other appliance, apparatus or structure for displaying articles, whether or not for the purpose of advertisement or sale in or in connection with any adjacent business premises
- Tables and chairs outside a hotel, restaurant, public house or other establishment where food is sold for consumption on the premises
- An advertisement consisting of any text, symbol, emblem, model, device or logo

Licence Fees under Section 254 of the Planning and Development Acts in respect of specified appliances, apparatus and structures and as specified in Schedule 12 of the Planning Regulations 2001, as amended. The maximum period for a licence will be 2 years. The Council reserves the right to revoke a permit. The location of licenced signage may need to be altered from time to time and the licensee will be notified in advance. Unauthorised signage/advertisements will be removed without notification. Damaged/dangerous signage

must be repaired immediately or will be removed by the County Council at a cost to the licensee.

The Council may require that the licensee to indemnify the Council against all actions, suits, claims or demands by any party who is injured or suffers damage to themselves or property due to the signage/advertisement. All signs erected must contain the Section 254 Licence Number.

Freestanding 'A' signs, located on public property/street, shall not generally be permitted and, where permitted, shall not impede pedestrian/cyclist movement or the visually impaired.

9.0 Election/Referendum Posters

Under Section 19(7) the provision of the Litter Act 1997 as amended, advertisements for a Presidential, General, Local, European Parliament, Údarás na Gaeltachta Elections and Referendums and under the provisions of the Planning and Development Regulations, 2001 as amended, Schedule 2, Part 2, Exempted Development, Class 14 are permitted, subject to restrictions.

In the case of Elections, the principal requirements are that posters shall not be erected prior to the making of an order by the Minister appointing the day upon which the relevant poll will take place or for 30 days prior to the to the date of the poll, whichever is the shorter. In the case of a Referendum that posters shall not be erected prior to the making of an order by the Minister appointing the day upon which the relevant poll will take place.

The following also applies: -

- Posters must be removed within 7 days of the poll.
- All posters/notices must be made of cardboard composites or other durable recyclable materials.
- Posters/notices must not be erected
 - On traffic signal poles
 - within 15m of the entry of exit to a roundabout or junction including on the roundabout centre island itself
 - on road regulatory signs
 - such as to interfere with sight distance from any junction/entrance from a property
 - on motorways including overbridges, interchanges, on/off ramps or lands adjoining mainline motorway routes
 - bridge parapets/overpasses/pedestrian bridges
 - roadside traffic barriers
- The County Council reserves the right to remove without notice any poster/notice that is not fixed securely to a post/pole and reserves the right to remove any fallen poster/notice and to issue proceedings under the Litter Pollution Acts.
- Every notice, bill, poster or similar document having reference to a Dáil election or distributed for the purpose of furthering the candidature of any candidate at a Dáil

election shall bear upon its face the name and address of the printer and of the publisher thereof.

- During the period commencing 30 minutes before the time appointed for the taking of a poll at an election and ending 30 minutes after the close of the said poll, a person shall not, in or in the curtilage of a polling station or in any place within 50 metres of such station, for the purpose of promoting the interest of a political party or furthering the candidature of a candidate or candidates or soliciting votes for a candidate or candidates or for any contrary purpose, do any or all of the following things: display or distribute any notice, sign or poster (other than a notice, sign or poster displayed by the returning officer) or card, circular or other document relating to the election

10.0 Property for Sale/Let

Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 9 as amended there are provisions for the erection of signage/advertisement relating to the sale or letting of any structure or land. For clarity the exempted development provisions under 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”*.

Conditions & Limitations associated with Class 9

1. “The area of such advertisement shall not exceed-
 - (a) in the case of an advertisement relating to the sale or letting of a house, 0.6 square metres,
 - (b) in the case of an advertisement relating to the sale or letting of any other structure or land, 1.2 square metres.
2. Not more than one such advertisement shall be exhibited on the structure or other land.
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 other land, for more than 7 days after the sale or letting to which the advertisement relates.

Where there is evidence that signs remain on a property for over a six months period, these signs will be removed and may not be replaced for at least a two-month intermission period.

Large auctioneers’ signs, especially on unfinished or partially sold housing developments, are becoming an eye-sore and, in some instances, a safety issue. In these instances, enforcement action will be pursued in order to remove the signage, whether this be enforcement action against the auctioneer or against the developer

11.0 Funfairs/circus/travelling entertainment – advertisements

Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 17 as amended there are provisions for the erection of signage/advertisement relating to travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment. These provisions apply nationally and it is not the intention of this signage policy to alter/amend same. For clarity the exempted development provisions are Class 17 *“Advertisements consisting of placards, posters, or bills relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment”*

Conditions & Limitations associated with Class 17

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.”*

Carlow County Council are open to the approval of Temporary Signage for Funfairs/circus/travelling entertainment (upon receipt of a valid application and subject to additional conditions as outlined in Section 7.0 of this policy).

12.0 Protocol for putting up Temporary Posters/Notices on Carlow County Council Property to Advertise Public Meetings/Events

Under Section 19(b) of the Litter Pollution Act 1997, as amended, it shall not be an offense for a person to exhibit an advertisement if the advertisement

- advertises a public meeting, other than an auction, unless the advertisement has been in place for 30 days or more prior to, or for 7 days or more after, the date specified in the advertisement for the meeting

In order to ensure that public notice complies with this provision of the Act person intending to erect a public meeting notice shall submit a 'Notice of Intent' to exhibit posters/notices on Carlow County Council property, 4 working days before posters or notices are intended to be erected. Details are to be submitted as follows: -

1. Name/Address of Person Promoting the Meeting/Event
2. Contact Details
3. Location where Posters/Notices are to be displayed
4. Number of posters/notices (approx.) to be displayed

5. Describe the content/nature of the posters/notices and A sample poster/notice must be submitted with the Notice of Intent or alternatively details of the poster/notice must be provided. Carlow County Council reserves the right to refuse permission or to remove any poster that it deems to be vulgar or offensive.
6. Date of Meeting/Event & Date on which you wish to commence putting up the posters/notices (Posters/notices may not be put up more than 7 days prior to the date of Meeting/event)
7. Public Liability Insurance Policy
8. The Notice of Intent submitted to the County Council should include confirmation that the promoter of the meeting/event will (a) adhere to the Protocol and (b) that he/she has read the Health and Safety Requirements (Appendix A) and briefed all of the people involved in putting up and taking down posters/notices about the contents and all other relevant Health and Safety issues.
9. Application can be made in writing or e-mailed to Carlow County Council.

Guidelines for the erection of Posters

Carlow County Council require in the interest of ensuring that signage does not create a nuisance that the following guidelines apply to the erection of posters: -

- Posters/notices should be no larger than 900mmx600mm
- All posters/notices must be made of cardboard composites or other durable recyclable materials.
- All posters must be installed/erected at a minimum height of 2.3 metres and a maximum height of 4.5metres above footpaths, cycle tracks or any area to which pedestrians have access.
- Posters/notices must not be erected
 - On traffic signal poles
 - within 15m of the entry of exit to a roundabout or junction including on the roundabout centre island itself
 - on road regulatory signs
 - such as to interfere with sight distance from any junction/entrance from a property
 - on motorways including overbridges, interchanges, on/off ramps or lands adjoining mainline motorway routes
 - bridge parapets/overpasses/pedestrian bridges
 - roadside traffic barriers
- All posters/notices must be securely fixed to posts/poles with cable ties or similar material to facilitate removal without damage to posts/poles. Adhesive substances (e.g. glue) or other binding materials may not be used. Metal fixings are also prohibited.

- The County Council reserves the right to remove without notice any poster/notice that is not fixed securely to a post/pole.
- The County Council reserves the right to remove any fallen poster/notice and to issue proceedings under the Litter Pollution Acts.
- All approved posters/notices and fixings/cable ties must be removed and recovered from all poles/posts within 7 days after the date of the event/meeting.
- Carlow County Council reserves the right to remove authorised posters/notices remaining on display following the expiry of the 7 days referred to above. The Litter Pollution Acts provide for prosecution in respect of posters/notices that are not removed within 7 days after the date of the meeting/event.
- Posters/notices must carry the name and address of the person who is promoting or arranging the meeting or event. A case can be made for withholding this information based on safety concerns.
- Posters promoting commercial events are prohibited
- 75% minimum of the sign face content must be dedicated to details of the public meeting. A maximum of 25% of the poster can contain the promoters name, picture of logo.

13.0 Costs and Fees

Carlow County Council will seek to recover costs for signage that is non-compliant with this policy through fixed penalty notice, a notice under relevant legislation or a simple debt contract in the courts. The actual cost of implementing this policy will be calculated based on market rates and actual costs incurred. Removal of posters/temporary sign/sandwich boards will be charged at €5 per item. Should this item require storage an additional cost of €5 will apply per item. Items will be stored for a maximum of 14 days before being sent for disposal.

APPENDIX 1 - Part 2, Article 6, Exempted Development — Advertisements (Planning and Development Regulations 2001, as amended)

Column 1 Description of Development	Column 2 Conditions and Limitations
<p>CLASS 1 Advertisements (other than those specified in classes 2, 3 or 5 of this Part of this Schedule) exhibited on business premises, wholly with reference to the business or other activity carried on or the goods or services provided on those premises.</p>	<ol style="list-style-type: none"> 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. 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. 3. The total area of such advertisements 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. 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. (b) No part of any such advertisement which is exhibited on or attached or affixed to a building on the premises shall be more than 4 metres in height above ground level. 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.

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.

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.

8. No such advertisement shall contain or consist of any symbol, emblem, model, logo or device exceeding 0.6 metres in height or any letter exceeding 0.3 metres in height.

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.

<p>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.</p>	<p>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.</p>
<p>CLASS 3 Advertisements displayed within a business premises and which are not visible from outside the premises.</p>	
<p>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.</p>	<p>Not more than one such advertisement shall be exhibited on a business premises.</p>
<p>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.</p>	<ol style="list-style-type: none"> 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.

<p>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.</p>	<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.
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	<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 a house, 0.6 square metres, (b) in the case of an advertisement relating to the sale or letting of any other structure or land, 1.2 square metres. 2. Not more than one such advertisement shall be exhibited on the structure or other land. 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
<p>CLASS 10 Advertisements relating to the sale on or before a date specified therein of goods or livestock, and exhibited on land where such goods or livestock are situated or where such sale is held, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of holding sales of goods or livestock.</p>	<ol style="list-style-type: none"> 1. No such advertisement shall exceed 0.6 square metres in area. 2. Not more than one such advertisement shall be exhibited on the land concerned. 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>CLASS 11 Advertisements relating to the carrying out of building or similar works on the land on which they are exhibited, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of carrying out such works.</p>	<ol style="list-style-type: none"> 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. 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. 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.</p>	
<p>CLASS 13 Advertisements for the purposes of identification, direction or warning with respect to the land or structures on which they are exhibited.</p>	No such advertisement shall exceed 0.3 square metres in area.

<p>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.</p>	<p>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.</p>
<p>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.</p>	
<p>CLASS 16 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.
<p>CLASS 16A 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"> 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 be 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 prior to the date of the event or for more than 3 days after the conclusion of the event to which it relates.

	<p>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.</p> <p>5. The event shall not take place in the same location more than three times a year.</p> <p>6. No advertisements shall be erected where they can be seen from any motorway or national primary road.</p>
<p>CLASS 17 Advertisements consisting of placards, posters or bills relating to the visit of any travelling circus, funfair, carnival, show, musicians, players or other travelling entertainment.</p>	<p>1. No such advertisement shall exceed 1.2 square metres in area.</p> <p>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.</p> <p>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.</p>
<p>CLASS 18 An advertisement relating to any demonstration of agricultural methods or processes on the land on which the advertisement is exhibited.</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 of the demonstration to which it relates.</p>

