



Planning and Economic
Development Department
Kildare County Council
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Signage Policy

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1 Introduction

The purpose of this document is to set out Kildare County Council's policy to effectively manage signage. The types of signage considered in this policy include the following:

- Signage proposed for public roads
- Signage that requires planning permission or a s254 licence
- Signage that is exempted development
- Regulatory signage, (excluding emergency signage).

The requirement for this policy statement arises from a need:

- To provide a clear statement of policy, accessible to Council staff, members of the public and agents responsible for signage design.
- To establish a system for the provision of signage in order to eliminate a proliferation of unsightly and unnecessary signs.
- To provide a consistent standard for signage, where appropriate.



1.1 Legal Framework

There is a significant amount of relevant legislation/guidelines relating to signage including: (in date order)

- Department of Environment, Circular 12/14 1988 *“Criteria for the Provision of Tourist Attractions and Accommodation Signs”*, September 1988.
- Road Traffic Acts and associated Regulations.
- Litter Pollution Act 1997 as amended.
- Planning & Development Act 2000 as amended.
- Planning and Development Regulations, 2001 as amended
- Electoral (Amendment) (No. 2) Act 2009.
- Traffic Signs Manual 2010.
- Kildare County Development Plan 2011-2017.
- Various local area plans for Kildare Local Authorities.
- National Roads Authority *“Policy on the Provision of Tourist and Leisure Signage on National Roads”*, 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.

1.2 Requirement for Signage

Road users need traffic signs in order to complete their journey safely, legally and efficiently. Because of the variety of information communicated to the road user, signage needs to be clear and unambiguous.

Signage is also required for non - roaduser reasons. Roadside advertising is a significant component of the overall retailing and service activity within the economy.

1.3 County Development Plan 2011-2017

Policies in relation to signage are contained in the County Development Plan 2011-2017 particularly section 19.11. For convenience a copy of the signage policies of the County Development Plan are contained at Appendix A. The Council is also preparing Shopfront Guidelines and when completed they will complement this Signage Policy.

1.4 Evolving Technology

The Council notes the evolving technology which aids travel journeys such as GPS/Satellite Navigation Systems. Many of the County’s commercial/tourist facilities provide their location details (maps, GPS coordinates, etc) on their websites/advertisements/contact details, etc thus reducing the reliance on the traditional type signage.

To assist business the Council shall provide details on its website www.kildare.ie on how a business can access its GPS Coordinates. The Council shall also, at the next review of the Business Directory (which currently has in excess of 4,600 entries) on www.kildare.ie/business/directory provide an option for businesses to provide their GPS coordinates.

2 Regulatory Road and Street Signage

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 are particular policies that relate to road signage:

The Council shall:

- implement a signage strategy to direct road users to locations around the County via designated routes.
- reduce the amount of road signage that is used, especially in urban areas and shall take a “less is more” approach to road signage,
- undertake recurring de-cluttering to remove unnecessary, repetitive and redundant road signage,
- only erect/permit signage where there is a demonstrable need,
- limit the use of retro reflective materials on signage except for specific signage as set out in the Traffic Signs Manual 2010
 - Retro reflective materials En Class Ref 2 should be used in all lit areas,
 - En Class Ref 1 should be used in all other area.
- arrange the naming of roads/streets & roundabouts
- implement a series of “wayfinder” signage in urban areas in the County,



3 Signage

3.1 General Standards

3.1.1 Access requirements

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.

3.1.2 Design

Signage shall be designed having regard to its environmental impact. 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.

3.1.3 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.

3.1.4 Bi-lingual requirements

The requirements of the Official Languages Act 2003, as amended and associated regulations shall be complied with as appropriate.

3.1.5 Licence number

All signs permitted by the Council under a Section 254 licence, shall include the licence reference number on the rear of the subject sign.

3.1.6 County Development Plan

In the event of a conflict between the provisions of this policy and those of the County Development Plan, the provisions of the County Development Plan (Appendix A) shall take precedence.

Signage on buildings, such as shopfronts which is not specified in this Policy shall be in accordance with the provisions of Chapter 19 of the County Development Plan



3.2 General Policies

3.2.1 Need

Signs shall only be permitted if there is a demonstrative need.

3.2.2 Gantry type signage/advertisement

The use of gantry type of signage shall be restricted to traffic signs on public roads.

3.2.3 Variable Message Signs

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.

3.2.4 Freestanding Signs

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.



3.2.5 Tables & Chairs

Tables & chairs (or similar) may be permitted and provided on the road/footpath outside a premises (e.g. coffee shop/public house). Any signage associated with same, such as on wind breakers, umbrellas, etc shall be kept to a minimum and relate to the specific premises. Brand or corporate signage shall, where permitted, be kept to the minimum.

3.2.6 Banners – Vertical/Horizontal

The Council may permit vertical or horizontal banners for specific events. Generally such banners may be erected at a maximum of 30 days prior to the event and shall be removed within 7 days after the event.

3.2.7 Drapings

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

3.2.8 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

3.2.9 Signage/advertisement at filling stations

The name of the premises/brand of fuel/vehicle sales and statutory signage/advertisement required (such as price of fuel) shall be permitted. The Council may permit additional on site commercial signage/advertisement where the cumulative area of all commercial signage/advertisement is a maximum of 5sqm.



3.2.10 Signage/advertisement at retail parks shopping centres

Apart from the names of the individual premises and any statutory signage/advertisement, no further signage/advertisement shall be permitted, whether free standing or attached to the premises/trolley bays.

3.2.11 Shopfront Signage

The Council's current policies in relation to shopfront signage and advertisements are contained in the County Development Plan, relevant local area plans and the Draft Kildare Shopfront Guidelines.

3.2.12 Signs - residential Areas

The Council may permit name signs/plaques located at the entrance to residential developments indicating the name of the scheme and, where appropriate, permit signs indicating names of internal streets/roads.

3.2.13 Impact on amenities/protected structures

Signage/advertisements shall not be permitted where they detract from amenity or interfere with views or prospects. Signage/advertisements in close proximity to Protected Structures or in Architectural Conservation Areas shall only be permitted in exceptional circumstances.

3.3 Direction Signs

3.3.1 Policies

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.

3.3.2 Hierarchy

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

3.3.3 Number of signs

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,

3.3.4 Route signing to commercial premises

Individual premises will not generally be signed along a route. Priority will be given to signing destinations attracting a high volume of trips, particularly those which cannot be reached by following directional traffic signs.

Signs shall only be permitted if the subject facility is open to the general public during normal working hours throughout the entire year. Where, a facility/ premises is not open all year round a fingerpost sign may be permitted provided that it is only in situ for the time period that the premises/facility is open.



3.3.5 Single destination

Signs indicating a single destination shall, generally be provided only at the junctions leading directly to the single destination.

3.3.6 Name/logo on sign

The shortest name (or logo) by which the premises/facility is known shall be used on directional sign. All signage/advertisement associated with the same premises/facility shall use the same name/logo.

3.3.7 Tourist/leisure attractions & facilities

All signage relating to tourist/leisure attractions & facilities shall be white on brown signs, (for the purpose of clarity, tourist/leisure attractions & facilities are defined as those specified at section 2.1.1 of the National Roads Authority *"Policy on the Provision of Tourist and Leisure Signage on National Roads"*).

3.3.8 Colour/symbols

All signage on public roads shall use colour and symbols that are in accordance with the Department of Transport's Traffic Signs Manual 2010.



3.4 Heritage Signs

The Council encourages the provision of heritage signs throughout the County. In this instance a heritage sign is any sign/map/information board/plaque/trail route sign or similar which is used to communicate heritage information. Heritage signs may require either planning permission or s254 licence. Section 254 of the Planning and Development Act 2000, as amended, outlines the necessity to obtain a licence from the Council to erect advertisements, appliances etc on public roads.

3.4.1 Location

Heritage items will not generally be signed along a route. Priority will be given to signing heritage destinations attracting a high volume of visitors, particularly those which cannot be reached by following existing traffic directional signs.

3.4.2 Primary use

The heritage signs shall be used to communicate heritage information and shall not be used for commercial advertising.



3.5 Community Notice Boards

The Council encourages the provision of community notice boards. It is a requirement of the Council that community notice boards are designed with a cover to protect the notices from the elements. Each community notice board shall have a designated key holder and designated “person in charge”. Depending on location, community notice boards require either planning permission or s254 licence. Section 254 of the Planning and Development Act 2000, as amended, outlines the necessity to obtain a licence from the Council to erect advertisements, appliances etc on public roads.

3.5.1 Location

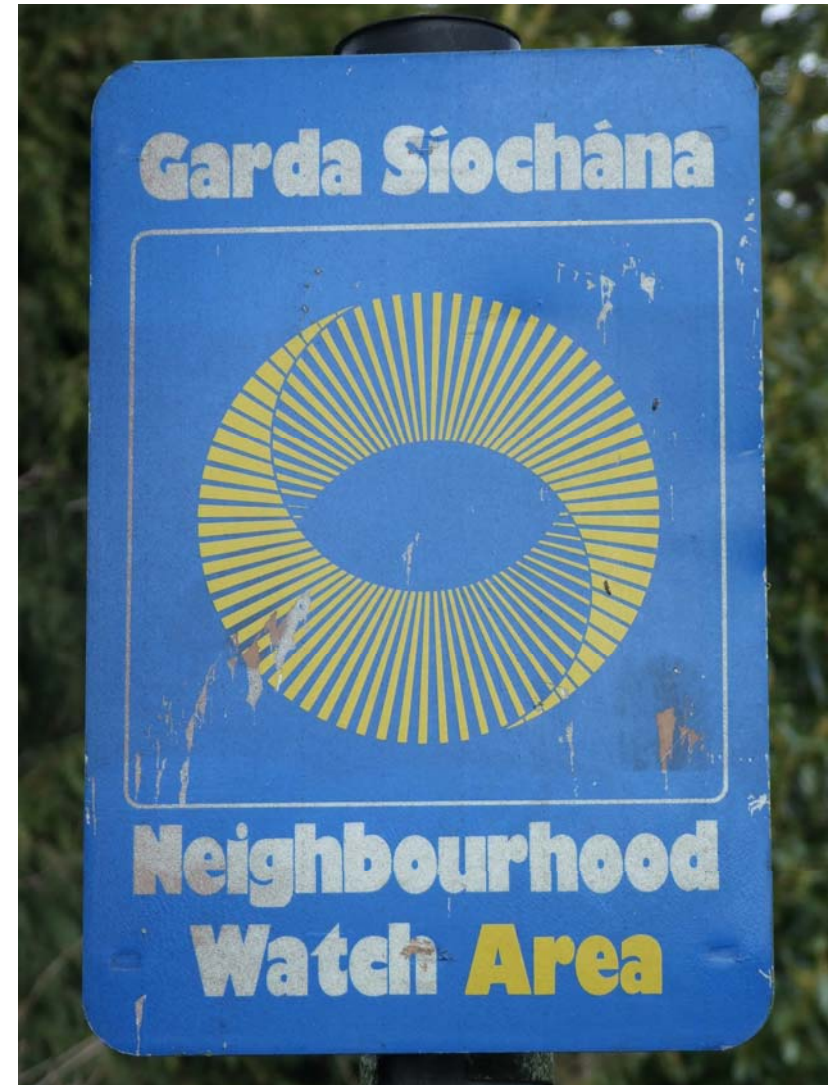
Community notice boards shall be placed in an appropriate location and whether free standing or attached to a building, shall be positioned so that they are not a traffic/pedestrian hazard.

3.5.2 Primary use

The community notice board shall be used to communicate community information and shall not generally be used as commercial advertising boards. In recognition of the costs associated with the provision of community notice boards the Council may permit a limited amount of commercial advertising for local businesses on such boards. The amount of advertising shall be at maximum 10% of the surface available.

3.5.3 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. 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.



4 Exempted Development Signage/Advertisements

4.1 General Policies

Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements as amended, there are a number of exemptions for signage/advertisement, including signage/advertisement for business premises, institutions, public transport, elections/referendums, property for sale, local events, entertainment, circus, etc.

It should be noted that the Regulations specify at Articles 6 and 9 a number of restrictions on exempted development. A declaration can be sought from the Planning Authority/An Bord Pleanála whether a particular sign/advertisement is exempted development or otherwise.

The following are the Council's policies relating to exempted development for signage/advertisement:

4.1.1 Exemptions

The Planning & Development Regulations 2001 as amended identify the exemptions that are available for advertisements.

4.1.2 Removal of unauthorised signs

Any signage/advertisement that is not authorised or is not exempted development shall be removed and the cost of removal by the Council shall be recovered from the appropriate parties.

4.1.3 Use of any structure or other land, door, gate, window, tree, pole or post for advertising

Under the provisions of section 19(1) of the Litter Pollution Act 1997 as amended it is unlawful to exhibit or cause to be exhibited any article of advertisement on any structure or other land, door, gate, window, tree, pole or post that is in or is visible from a public place unless the advertiser is the owner, occupier, person in charge thereof or has the prior authorisation in writing of the owner, occupier or person in charge thereof.



4.2 Election Advertisements

4.2.1 Election Advertisements – Exempted Development

The exempted development provisions for election advertisements are specified under the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 14 as amended. For clarity the exempted development provisions are as follows:

4.2.2 Class 14

“Advertisements relating to an election to the office of President of Ireland, an election of members of Dail Eireann, the Parliament of the European Communities, a local authority, or Udaras na Gaeltachta, or a referendum within the meaning of the Referendum Act, 1994.”

4.2.3 Conditions & Limitations associated with Class 14

“No such advertisement shall be exhibited, and no advertisement structure erected for the purpose of exhibiting such advertisements shall be left in place, for more than 7 days after the date of the election or referendum to which the advertisement relates.”

4.2.4 Time period prior to election when election advertisements can be erected

Under the provisions of section 9(c) of the Electoral (Amendment) (No. 2) Act 2009 an election advertisement can be erected from the date on which an order is made appointing the day on which the election is to be held or 30 days prior to the date of the election, whichever is the shorter period.



4.3 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 are as follows:

4.3.1 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".

4.3.2 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"*



4.4 Local Events (non-commercial) – Advertisements

Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 16 as amended, there are provisions for the erection of signage/advertisement relating to local events. For clarity the exempted development provisions are as follows:

4.4.1 Class 16

“Advertisement 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 advertisement 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.”

4.4.2 Conditions & Limitations associated with Class 16

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.”*

4.5 Local Events (commercial) – Advertisements

Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 16A as amended, there are provisions for the erection of signage/advertisement relating to local events promoted or carried out for commercial purposes. For clarity the exempted development provisions are as follows:

4.5.1 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.”

4.5.2 Conditions & Limitations associated with Class 16A

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.*
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.*
5. *The event shall not take place in the same location more than three times a year.*
6. *No advertisements shall be erected where they can be seen from any motorway or national primary road.”*

4.6 Funfairs/circus/travelling entertainment - advertisements

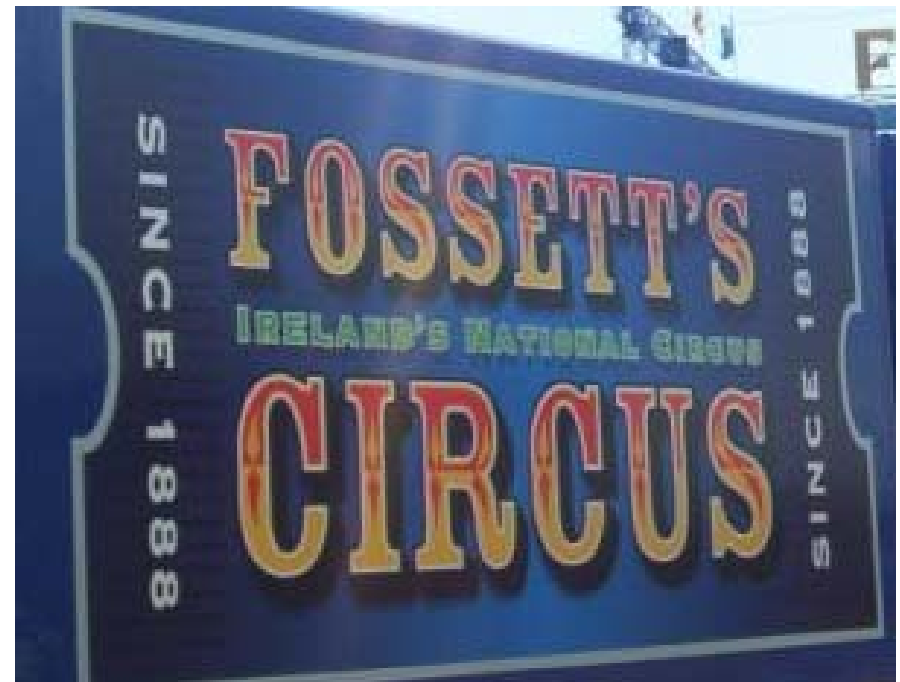
Under the provisions of the Planning and Development Regulations, 2001 Schedule 2, Part 2, Exempted Development–Advertisements, Class 17 as amended there are provisions for the erection of signage/advertisement relating to travelling circus, funfair, carnival, show, musicians, players or other travelling 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 as follows:

4.6.1 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”

4.6.2 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.”*



4.7 Advertising

4.7.1 Vehicle/trailers

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.



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.

4.7.2 Signage/advertisement on hoardings

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.

4.7.3 Temporary Advertisements.

In areas where the maximum speed limit does not exceed 50km/h the Council may permit a limited amount of temporary advertisement. Prior to the erection of temporary advertisements permission shall be obtained from Kildare County Council's Environment Department.

4.7.4 Remote signage

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

4.7.5 Advanced signage/advertisement (along approach roads into towns)

The provision of advance signage/advertisement along approach roads into towns and villages shall not be permitted for individual premises/facilities.



4.7.6 Advertisement on bus/taxi shelters

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.

4.7.7 Advertisement on telephone kiosks or similar structures

Brand/corporate advertisement, general advertisement and promotional advertisement on telephone kiosks, or similar structures shall not be permitted.

4.7.8 Signage/advertisement on Street Furniture

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.

4.7.9 Billboards

The Council may permit billboards or a similar type of advertisement in limited circumstances and for a specified time period where it can be demonstrated that the proposed billboard will enhance the visual amenities of the area such as screening an unsightly structure/site.



5 Process

5.1 Application forms

All application forms and associated notes for planning permission, s254 licence, exempted development declarations, etc are available on the Council's website (www.kildare.ie) and at the public counter of the Planning Authority.

Where a s254 applicant requires signage/advertisement at more than one location/site a composite application including each location may be acceptable subject to the prior agreement of the Planning Authority.

5.1.1 Justify necessity for signage/advertisement at application stage

Applicants are required at application stage to state the necessity for the subject signage/advertisement. Signage/advertisements shall only be permitted where the applicant can demonstrate a genuine need/benefit.

5.1.2 Fees/costs

Application fees and any other costs associated with the signage/advertisement shall be paid in full prior to the signage/advertisement being erected. Application fees shall be in accordance with Schedule 12 of the Planning and Development Regulations, 2001 as amended.

5.2 Time period for signage/advertisement permitted under s254 licence

Generally signage/advertisements permitted under a s254 licence shall be for a two year period unless otherwise specified by the Council.

5.2.1 Council's rights to vary/cancel terms of s254 licence

Under s254(4) of the Planning & Development Act 2000 as amended, where in the opinion of the planning authority by reason of the increase or alteration of traffic on the road, or of the widening of the road or any improvements of or relating to the road, sign causes an obstruction or

becomes dangerous, the authority may by notice in writing withdraw the licence and require the licensee to remove the sign.

Where the Council determines that an existing sign/advertisement on public property permitted under a s254 licence should be relocated or removed, the sign shall be removed/relocated by the Council. The Council shall notify the facility/premises owner in writing at their official address at least one month in advance of the sign being removed. Unauthorised signage/advertisements may be removed without notification.

5.3 Repair damaged signage/advertisement

Where an authorised signage/advertisement becomes damaged, broken, unlawfully removed, etc the onus shall be on the owner to have same repaired/replaced. Failure to repair/replace the signage/advertisement may result in the Council removing the subject signage/advertisement and recover its costs as appropriate.

5.4 Non compliant signage/advertisement

All existing permitted signage/advertisements which are non-compliant with this policy shall be phased out and where a new planning permission or s254 licence is granted the applicant shall remove the non-compliant signage/advertisement.

5.5 Renewal of licence/planning permission

The granting of planning permission or a s254 licence for signage/advertisement for any specific time period does not automatically guarantee renewal. The onus to apply for renewal of planning permission or a s254 licence shall be on the applicant.

5.6 Remove signage/advertisement when planning permission/licence expired

When the time period under which signage/advertisement is permitted under a planning permission or s254 licence has expired the licence holder shall remove the signage/appliance. Where the subject signage/advertisement is located on public property the applicant shall prior to the removal of the signage/advertisement liaise with the Council (Area Office)

5.7 Remove signage/advertisement where the business has ceased trading

Any signage/advertisement associated with a business that has ceased trading shall be removed. In circumstances where such signage/advertisement remains in situ the Council may remove the signage/advertisement and recover its costs from the owner of the signage/advertisement.

5.8 Health & safety measures

Appropriate health & safety measures shall be implemented when erecting/removing any signage/advertisement, particularly while working on/near the public road, footpath, overhead power lines, underground services, etc.

5.9 Insurance

The Council may require that the licence holder/planning permission holder for signage/advertisement to have adequate public liability insurance for the subject signage/advertisement and require that they 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.

5.10 Unauthorised Signage

The Council shall use its powers under the relevant legislation to have all unauthorised signage/advertisements removed and recover its costs as appropriate. The relevant legislation includes:-

- Roads Act 1993 as amended.
- Litter Pollution Act 1997 as amended.
- Planning & Development Act 2000 as amended.

5.10.1 Signage/advertisement for developments / sites / uses which are unauthorised development

The Council shall not grant a section 254 licence/planning permission for any signage/advertisement relating to a site/structure/use which is an unauthorised development.



5.11 Appeal to An Bord Pleanala

Under the provisions of section 254(6)(a) of the Planning & Development Act 2000 as amended, any person, may, appeal the decision of the planning authority to An Bord Pleanala. Similarly under the provisions of Section 37 of the Planning & Development Act 2000 as amended decisions of the Planning Authority relation to planning applications can be appealed to An Bord Pleanala. The legislation also has provision whereby a declaration received from a Planning Authority in relation to what is exempted development or otherwise can be referred to An Bord Pleanala for determination.

5.12 Monitoring of signage/advertisement on public roads

The Council shall-

- Prepare a register of all signage/advertisement which has a S254 licence.
- remove all unlicensed signage/advertisement
- remove all obsolete signage/advertising.

5.13 Any other type of signage/advertisement

An application for any other type of signage/advertisement not specified in this policy shall be assessed on its own merits, having due regard to the proper planning and sustainable development of the area.

5.14 Review of Policy

This policy shall be reviewed two years after its adoption date.

Appendix A

Section 19.11 of the County Development Plan 2011 - 2017 (Shopfront Design and Advertising)

19.11 Shopfront Design and Advertising

19.11.1 Shopfronts

Shopfronts are one of the most important elements in determining the character, quality and image of retail streets in County Kildare. In order to increase the attractiveness of the streetscape, the Council promotes a dual approach to shopfront design:

- Protecting traditional and original shopfronts.
- Encouraging good contemporary shopfront design.

The design of shopfronts should reflect the scale and proportions of the existing streetscape. The Council will seek to retain the remaining traditional shopfronts of townscape importance. It should be noted that the replacement of an existing shopfront, or the insertion of a new shopfront requires planning permission and is not considered by the Council as constituting exempted development. Applications for planning permission for such development should contain the following elements:

- Detailed plans at a scale of 1:50 shall be submitted with all applications. Such plans shall include details regarding the design, colour and detailing with regard to signage (including window adhesive signage), advertising and lighting. The use of garish colour should be avoided.
- Standard logos and advertising may not be permitted. All signage must be compatible with the existing streetscape. Timber, stone, glass and steel are preferred materials.

- The use of external roller shutters and projecting brand signs are unacceptable.
- Contemporary shopfronts will be encouraged provided they are designed to traditional principles of scale, proportion and detailing.
- The appearance and proportions of the original shopfront shall be retained. Changes in internal ceiling heights, where required, should not interfere with the proportions and depths of fascias.
- The twin elements of a fascia board (to carry names and advertising) and pilasters (to frame and delineate the shopfront boundary) shall be provided in all cases.
- The design must be approached in an integrated way (relate to the whole facade), including advertising, lighting and other features.
- Colour schemes should co-ordinate with adjoining buildings and shopfronts and should be chosen to enhance the proportions and detailing of the whole building.
- Vertical emphasis and proportions should be kept and plot divisions should be expressed externally (even if the shop crosses them internally).
- The removal of service wires associated with existing facades will be actively promoted in County Kildare.

The Council will discourage, through its advice and guidelines and through the imposition of conditions in planning permissions, or refusal of permission in certain cases, the following:

- The removal of features or alterations to existing shopfronts where they are considered by the Council to be of historical or architectural interest, or of townscape value;
- The enlargement or remodelling to a horizontal emphasis of existing windows above ground floor level;
- The construction of fascias linking two or more buildings/plots which have different architectural identities;
- The use of standardised brand names or corporate designs as part of shopfront fascia advertising;
- The use of roller shutters and their boxes on the exterior of shopfronts;
- The use of large areas of undivided glass or the provision of new display windows with a horizontal emphasis; and
- The permanent removal of the shopfront and the creation of an opening through which direct trading onto the pavement is carried out.

Retail and other multiples e.g. turf accountants, banks and building societies tend to have their own corporate identity and standardised signage. In sensitive locations, standard shop fronts can have the effect of weakening the special local identity of a place. The planning authority will insist upon shop front design that does not have the effect of visually

detracting from the local and often sensitive character of an area. However it is often possible to achieve a compromise so that the corporate image is maintained without eroding local character.

19.11.2 Advertising

In respect of shops and other business premises, advertising should be designed as an integral part of the shopfront and in most cases will be required to be located within the fascia. Signs will not be allowed to dominate the facade or interfere with windows or other features or detailing on the building.

The Council will encourage the following types of advertising:

- The use of traditional painted sign-writing on fascia boards, using appropriate colour schemes;
- The use of solid block individual lettering affixed directly to fascia boards or facades;
- The use of spotlighting or floodlighting of fasciaboard, shopfronts or entire facades (provided that the light fixtures are of modest form and size and that such lighting will not cause a traffic hazard);
- The painting of stallrisers and other features to enhance the design of the shopfront, using appropriate colour schemes; and
- The provision of traditional timber or wrought iron hanging signs, with painted or enamelled finishes. Such signs shall be of a limited size and projection and shall be limited to a maximum of one sign for each building facade.

Commercial interests will not necessarily be allowed to use standardised shopfront design, 'corporate colours' or materials. Compatibility with individual buildings and with the streetscape is considered by the Council to be more important than uniformity between the branches of one company. While each case will be considered on its merits, the following types of advertising will not be permitted by the Council, and will be actively discouraged:

- The use of plastic, PVC, perspex and neon signs or lettering or detailing on any exterior;
- Internally illuminated box fascia signs;
- Internally illuminated projecting signs, whether fixed or hanging;
- Flashing, reflectorised, neon or glitter-type signs or detailing at any location on the exterior of the building, or so located within the interior as to be intended to be viewed from the exterior;
- The erection of any signs or other devices which project above the level of the eaves or parapet, or obtrude on the skyline, or outside the general bulk of the building;
- The provision of multiple signs, whether small or large, which would cause visual clutter on buildings or within the streetscape of a village or settlement;
- The use of inappropriate brand or corporate advertising;

Each case will be examined on its merits.

19.11.3 Canopies

The erection of plastic or fabric canopies or the 'Dutch' type will be discouraged. Such canopies disrupt the view along the street and obscure both shopfront detail and neighbouring advertising and are generally not acceptable. Where shading of a window display is required the use of traditional rectangular sun blinds/awnings of the retractable type may be permitted. The erection of a canopy or awning requires planning permission.

19.11.4 Roller Shutters

The installation of security shutters can visually destroy and deaden the shopping street at night, thereby detracting from the environment of the town. It is the policy of the Council to discourage the use of such shutters and to ensure the removal of unauthorised ones. The erection of a roller shutter and its associated housing, requires planning permission.

Where security shutters are considered to be essential - for example, because of the type of business transacted or goods stored and where the location so indicates, the Council may permit them provided that they meet the following criteria:

- They must be of the open-grille type or timber panelled shutters painted to match the shop-front colour scheme. This will be favourably considered in place of roller shutters in order to enhance the streetscape.
- Internal roller shutters located behind display window.
- Steel security shutters may be acceptable for security reasons for certain businesses.

Each case will be examined on its merits.

19.11.5 Outdoor Advertising Structures

Outdoor advertising structures will not generally be permitted within the county, whether freestanding or attached to buildings. In cases however where they screen a derelict structure or other eyesore, they may be permitted on a temporary basis. In particular, the use of gables or sides of buildings for the exhibition of advertising structures will not be permitted.

The use of free-standing signs/advertising boards on or over the public footpath will not be permitted.

19.11.6 Fingerpost Signs

The siting of fingerpost signs over or along or above a public road is subject to a sign licence under section 254 of the Planning and Development Act 2000 as amended. Such signs will not be permitted along motorways / interchanges or national routes. Proposed signage away from major routes will be subject to the following considerations:

- Impact on traffic safety;
- Visual clutter i.e. number of signs on a particular pole and number of poles at any particular location;
- Landscape impacts; in sensitive landscape areas and areas of high amenity as designated in Chapter 14 the number and location of such signage will be strictly controlled.
- Generally only one sign per establishment will be permitted; and
- Shall be located within 8km of the establishment.

19.11.7 Advertising on Bus Shelters

In considering applications for bus shelters with associated advertising the planning authority will have regard to the particular circumstances of each case, such as location, scale and type of advertising proposed and the effect on the amenities of the area and streetscape.