

Application Form

for Licence for Advertisement Sign on

Public Road



Westmeath County Council,
Mullingar Area Office,
County Buildings,
Mullingar.

Telephone: (044) 93 32000
Fax: (044) 93 42330

ALL SECTIONS TO BE COMPLETED

1. Name and Address of Applicant for Licence:

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2. description and address of facility to be advertised:

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3. Is premises/facility registered or approved by a tourist promotion organisation, If so, give details (name of body, registration number, etc.):

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4. Address/Location of sign which is subject of this application:

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5. Distance of Sign from premises to be advertised:

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I hereby apply for a licence to Westmeath County Council for an advertising sign on/along a public road in accordance with particulars given above. The documents required to accompany the application (as set out below) are enclosed. I understand that a fee of €50.00 per sign per year is payable in respect of any licence granted.

Signed: _____

Date: _____

Note: This application must be accompanied by the following documents (in duplicate):

- (a) Diagram (showing design, dimensions and all wording / symbols / legends on sign);
- (b) Specification (materials to be used in construction and finish of sign);
- (c) Site location map to scale 1:1000/1:2500/1:5000 showing location of signs.

WESTMEATH COUNTY COUNCIL
ADVERTISING SIGNS ON PUBLIC ROADS

Advertising signs to be licenced:

The only signs, which will be considered for licensing, are fingerpost signs.

Fingerpost Signs:

The following policies will apply with regard to the issuing of licences for fingerpost signs:

1. Directional signs only, no product advertising will be permitted.
2. Signs will only be allowed for certain types of establishments and facilities:-
 - (a) Hotels, Guesthouses, Bord Failte approved Bed and Breakfast establishments, Restaurants and Caravan and Camping Parks;
 - (b) Recreational facilities such as Swimming Pools, Golf Courses, Riding Schools and Fishing locations;
 - (c) Local Manufacturing establishments, Craft Centres excluding Retail Outlets and Offices;
 - (d) Local Institutions such as Libraries, Colleges Museums.
3. Signs shall be of standard fingerpost type only, i.e 950mm x 288mm approx.
4. Contents allowed on a directional sign will be constrained by the size of the sign as determined by 3 above but will normally include some or all of the following distance, direction name use/function and grade.
Recognised symbols may be included to facilitate space saving and clarification of information e.g. Board Failte approved accommodation may use the Shamrock Symbol.
5. Signs shall not be permitted beyond a distance of 10km from the premises.
6. Signs will not be permitted at a junction between two National Roads or two Regional Roads, or between a National Road and a Regional Road, or at busy junctions except if the establishment/facility has itself significant traffic influence.
7. One sign only shall be provided in respect of an establishment or facility at a County Road junction with a National or Regional Road and further signs shall be provided as necessary to locate the premises.
8. Signs shall be permitted at a junction only where, together with existing signs at that junction, it would not result in excessive visual clutter or in an overall number of signs, which would tend to confuse or distract drivers.
9. Where appropriate, a sign may be permitted subject to a condition that if there is a further application in respect of a sign for another facility at the same junction, the Planning Authority may require the first sign to be removed and replaced by a joint sign advertising both facilities and that if there is a subsequent similar application, the Authority may require the second sign to be removed and replaced by a sign advertising in general terms all the facilities involved.
10. To avoid confusion with other road signs, the following colours shall be used for direction signs;

- (a) Guesthouses, Hotels, Bed and Breakfast establishments, Caravan and Camping parks, Restaurants and Industrial/Commercial Premises, signs shall have white lettering on a brown background with a white trim.
- (b) Garden Centres, Craft Centres Recreational and Educational facilities, lettering should be dark brown on a white background with a dark brown trim.
- (c) National Monuments to be light green on a white background.
- (d) Signs erected by Westmeath County Council or authorised body to indicate local features, places of interest to the tourist to be black lettering on a white background.

11. Illuminated directional signs will not be permitted because they are a distraction to motorists and endanger traffic safety. In all cases non-reflective lettering shall be used.

12. The erection and maintenance of signs will be carried out by the Council, in addition to advising on and controlling design content.

13. Signs will be permitted on existing Council posts where possible otherwise a new post will be erected.

14. A person wishing to erect a directional sign should first contact the Council's Planning Officer for advice on the acceptability of the Applicant's proposal.

15. When a licence is granted, the Licensee shall provide the Council with the Sign's, The Council will then erect the Sign's

16. A Licence fee of €50.00 per annum per sign will be charged. In addition, a fee of €76.00 will be charged for the erection of a sign where a post has to be provided or €13.00 where there is an existing post.