**Wexford County Council**

**Application for Licence for Finger Post Sign on Public Road**

**(S. 254 Planning and Development Acts 2000 as amended)**

*Please read the attached Standard Conditions & specifications before completing form*

**Name & Address of Applicant:**

**Description of Facility to be advertised:**

**Community Tourist t Sports & Leisure g Religious Other**

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**Address of Facility (if different from above):**

**Is the Facility registered/approved by a Tourist Promotion Organisation (Y/N):**

**if so, give details (name of body, reg no., etc)**

**Is this Finger Post sign considered to be exempt from fees according to standard condition no. 6.**

**No Yes**

**Address/Location of sign, the subject of this application: Road Number/ Junction/ Street name etc.**

**A Demonstrative Need must also be provided:-**

**Distance of sign from the Facility to be advertised:**

I hereby apply for a licence to maintain a Finger Post sign (s) 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 €275.00 per sign is payable in respect of a licence for the first year, or part thereof, (this includes the supply of the sign, the erection of said sign, the supply of poles /or erection of poles if required.)

The renewal fee is €50.00 per sign per year thereafter. This fee is applicable to Finger Post signs for directional purposes only, primarily to direct person’s to an isolated business in a rural area, not located on main roads or in urban centres.

Also, a sign must be located within 1 kilometre of the business premises.

The County Council has the right to grant or refuse the erection of a sign in line with Section 254 of the Planning & Development Acts2000 as amended.

Signed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. Wording to appear in Irish or English and Irish, with the Irish wording displayed above the English.
2. All wording to be displayed in the same font format.
3. Site Map- showing precise location of proposed sign clearly marked.
4. Appropriate Fee:- €275

(e) Three year Licence:- €375 Year one included in fee of €275.

A three-year Licence is available, for a fee of €50.00 per sign per year = €150.

**Note:-** A licence will only issue once payment has been received by the Council

and an erection date has been agreed.

**Licence under section 254 of The Planning and Developments Acts 2000 and The Planning and Development (NO.2) Regulations 2002.**

Schedule of Standard Conditions

1. **Please do not forward the fee until requested to do so.**
2. (a)This licence refers to the erection of a finger-post sign on the existing County Council pole.

(b)This licence refers to the erection of a finger-post sign on a new pole to be erected by the County Council.

1. Signs shall be supplied and erected by the County Council at a suitable location, at the expense of the Licensee. Signs for more than one premise’s may be erected on the same pole. Poles will be provided by Wexford County Council.
2. The Licensee of the sign shall be responsible for the cost of the routine maintenance and replacement of signs should they become damaged or need renewal in the case of normal wear and tear.
3. Wexford County Council shall retain the right to remove a sign or alter its location at any time.
4. Charitable organisations and not for profit organisations may be exempt from

fees.

1. The sign shall comply with the requirements as laid out above.
2. All unauthorised signs advertising the premises shall be removed.

1. In the event of the establishment or facility closing, the licensee shall notify the County Council and the sign may be removed at the discretion of the County Council.
2. (a) Signs must not compete with road signs or otherwise endanger traffic safety.

(B) Sandwich boards and free-standing signs will not be permitted to

protect pedestrians and in particular people with disabilities.

**Wexford county council policy on advertising**

**Roadside Advertising Structures (Section 254 Licensing)**

* + 1. The County Council will give consideration to permitting the erection of finger-post signs to service local premises away from main traffic routes in rural areas provided:
* They do not give rise to confusion or traffic hazard.
* The sign relates to premises located in a rural area within one km of the advertised.
* The need for the sign is clearly established
* They contain only directional information.
* It does not exceed 1.4 sq. m.
* An existing post is used where possible.
  + 1. Licence applications for advance advertising structures on the approaches to towns and villages and along national roads will generally be refused. Exceptions would be major tourist attractions of national or regional importance.
    2. The County Council will only consider licensing of finger-post signs for properties in isolated urban and rural areas. Compliance with the criteria set out above will be required. If more than one industry is located in the same area, a general sign may be provided. Directional information only should be included on the sign.
    3. The County Council will encourage the location of tourism signage that will facilitate the identification of attractions of national and regional importance but does not distract from visual amenity or create traffic hazard. Signage for tourism attractions is generally expected to comply with the standards outlined in **Criteria for the Provision of Tourist Attraction and Accommodation Signs** issued by the Department of the Environment.
    4. The County Council will remove unauthorised signs and offenders may be prosecuted and up to €1500 fine may be imposed by the Court *.*