
Advertising Signs Information Sheet

Guidelines

The purpose of these guidelines is to assist Applicants in making application for approval to erect advertising material.

Further information concerning these Guidelines and the submission of Applications for the Approval to Erect Advertising Devices contact Council.

How To Apply For Approval To Erect Advertisements

Applications for approval to erect advertising signs shall be submitted upon the form prescribed by Council for that purpose and be accompanied by:-

1. **A plan (drawn to scale) of the proposal showing the following information:-**
 - The dimensions of the advertisement device and the structure (if any) upon which it is to be erected.
 - Details of the words, pictures, devices and other illustrations to be shown in the advertisement. The colours and a reasonable facsimile of its graphic design should be indicated.
 - A site plan which shows the proposed location of where the advertisement is to be erected. Existing buildings, structures and advertisements should be detailed.
 - Construction detail, including size and description of materials, method of fixing and other information where applicable.
 - For all advertisements greater in size than 4m², the plan showing the above details shall be certified by a suitably qualified engineer, as being structurally adequate for the proposed location. (An engineer's certificate shall not be necessary for fence advertisements painted directly onto an existing building).
 - The consent in writing to the making of the application by the owner of the place on which the advertisement will be erected.

Types of Advertising

General Considerations

In addition to the specific conditions applying to each type of advertisement, the Council will give consideration to the following matters:

1. The erection of the advertisement shall not affect the aesthetic appearance or amenity of the general area in which it is erected.
2. The wording of the advertisement shall not be offensive in any way, nor offend public taste.
3. There shall not be an undue number of similar advertisements already upon the site, or upon sites in the immediate area.
4. The advertisement shall not affect the operation or effectiveness of Traffic Control Signs, Signals, or Devices.
5. The advertisement shall not be prejudicial to pedestrian and vehicular traffic safety by virtue of Obstruction of Visibility, Distraction of Drivers and any other influence which would be prejudicial to pedestrian and vehicular traffic safety.
6. The advertisement and any structure, fittings and fixtures used in the erection of the advertisement shall be of sound construction, durable and of sufficient inherent strength to ensure that the advertisement does not become a danger to persons or property.
7. Where the advertisement is proposed to be erected adjacent to a road under the control of the Department of Transport, all requirements of that Department in relation to advertising shall be complied with.

Common External Sign Types

1. Centre-Mounted Pylon or Free Standing Sign
2. Wall Sign
3. Roof Sign
4. Wall Sign
5. Bank Type Sign

6. Fascia Return
7. Hamper Sign
8. Window Sign
9. Over Awning Sign
10. Fascia Sign

11. Under Awning Sign
12. Vertical Sign
13. Side Mounted Pylon or Free Standing Sign
14. Twin Pylon or Free Standing Sign

