

APPLICATION FORM

ADVERTISING STRUCTURE LICENCE



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Application for Licence to place an Advertisement Structure on a Public Road/Pavement

General licence conditions for placing an advertisement structure on a public footpath/road

1. General purpose

The licence refers only to the placement of an advertising structure on a public road/footpath at the specified address/location. It does not permit any other structure or advertising or the storage and display of goods at the location. The structure shall be used solely to advertise the business of the licensee.

2. Maximum Size

The advertisement structure shall be no larger than the standard A1 size (637mm x 1100mm x 800 mm) and will normally be two sided.

3. Weight and Design

The advertisement structure shall be of sufficient weight and design so as to prevent it being blown over in windy conditions and so as not to create a hazard to users of the public road/footpath. It must be portable to facilitate removal or re-positioning if required.

4. Location

The structure shall be positioned on the public footpath directly outside the property to which it relates and adjacent to the wall of the property or immediately adjacent to an area of licensed tables and chairs, if applicable.

5. Minimum Clearance Distance

A minimum of 1.8 metres unobstructed footpath width shall be available between the edge of carriageway or other street furniture (i.e. public lighting/traffic poles, bollards, litter bins etc.) and the outer edge of the advertisement structure at all times, unless otherwise determined by Dublin City Council.

6. Placement on Public Footpath

When placed on the public footpath the advertisement structure shall not:

- a) obstruct access to a bus stop, a taxi rank, a DublinBikes or other bicycle stand, or the frontage of other premises
- b) obstruct access to any service cover or similar apparatus
- c) be on or within 2 meters of any tactile paving or a dished kerb
- d) obscure the visibility of highway users on or near a junction and
- e) obscure any traffic sign or road markings
- f) be attached to any piece of street furniture including public lighting poles, wayfinding poles etc.

7. General Appearance

The advertisement structure must be kept in a clean and tidy condition, and contain no content likely to cause offence.

8. Insurance Cover

The licensee shall be required to submit for inspection to Dublin City Council, and to continue to maintain a Public Liability Insurance policy, which provides cover to a minimum value of €6.5m indemnifying Dublin City Council against third party claims associated with accident, injuries etc. caused by or contributed to by the advertisement structure.

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9. Removal

The advertisement structure may only be placed on the street between the times specified on the licence and will be removed, not later than 10pm daily or when the business premises to which it relates is closed, whichever is the earlier, except in cases where written permission has been obtained from Dublin City Council,

10. Pedestrianised Footpath

In the case of pedestrianised areas where the footpath width is such that the required minimum clearance of 1.8m cannot be achieved the advertisement structure may be placed on the public roadway immediately adjacent to the carriageway edge during Pedestrianisation operating hours.

11. Renewal

The granting of a licence does not automatically guarantee renewal in subsequent years.

12. Removal, variation and damage to public road/footpath:

- a) The advertisement structure shall be removed immediately if requested by Dublin City Council. Equally, Dublin City Council reserves the right to cancel, suspend or vary the terms of the licence at any time. No claim for damages or loss of income under any heading shall be taken against Dublin City Council for suspending, cancelling or varying the terms of the licence.
- b) No claim for compensation shall be entertained in respect of damages or losses suffered as a direct or indirect consequence of the maintenance requirements of any statutory undertaker.
- c) All costs incurred by Dublin City Council, including any repairs to the public road and services necessary arising as a result of the operation of the licence, shall be at the expense of the licensee. Only Dublin City Council shall carry out work on the public road/footpath arising from the licence. The licensee shall enter into an agreement with Dublin City Council to pay for any repairs to the footpath or public roadway arising from the licence.
- d) Holes may not be made in the public road/footpath without the permission of Dublin City Council. Advertising boards may not be attached to any permanent structure.

13. Display of Licence

A copy of the licence shall be displayed prominently on the main entrance of the premises so as to be clearly visible by members of the public and officials of Dublin City Council.

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Planning and Development Act 200 (as amended, Section 254))
Planning and Development Regulations 2001 (as amended, Article 201)

APPLICANT DETAILS

PLEASE USE BLOCK CAPITALS

Applicant Name

Applicant Phone No

Applicant Address

Email

APPLICANT IS TO BE PRINCIPAL LICENSEE AND NOT AGENT ON BEHALF OF APPLICANT

AGENT/FIRM RESPONSIBLE FOR PREPARATIONS OF DRAWINGS AND SUBMISSIONS (IF ANY)

Agent Name

Agent Phone No

Agent Address

Agent Email

CORRESPONDENCE

Does the applicant agree to receive correspondence by email?

Yes No

Email

Correspondence Address

LOCATION OF PROPOSED STRUCTURE (SPECIFIC ADDRESS)

Address

APPLICANT'S INTEREST IN THE PROPERTY

Interest in Property FREEHOLD/LEASEHOLD (etc.)

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INSURANCE DETAILS

Insurance Company Name

Policy No

Expiry Date

DETAILS OF ADVERTISING STRUCTURE (NOTE MAXIMUM A1 SIZE)

Purpose of proposed Appliance, Apparatus or Structure

Proposed wording to be used on Structure

Dimensions of Advertisement Structure (Note Maximum A1 size)

Width

Height

If applying for renewal of an existing licence, please quote previous Licence Number

DECLARATION

I confirm that all the above information is correct. I am aware that if a licence is granted it does not exempt me from the provisions of any other legislation.

I am aware that breaches of the conditions of a licence may lead to the licence being suspended or revoked.

I have read and agree to abide by the general conditions that apply in respect of street furniture licences and by any specific conditions, which may be attached to a licence granted by Dublin City Council.

I agree to pay the appropriate licence fee within two weeks of notification by Dublin City Council of a decision to grant a licence.

Signature of Applicant: _____
(or agent)

Date: _____

CHECKLIST OF DOCUMENT TO BE ENCLOSED WITH APPLICATION

- Site location map (1/2500 scale)
- A 1/100 scale drawing of the area to be licensed indicating the following:
 - a) Proposed location of the advertisement structure
 - b) All utilities/services in the area including lampposts, bollards, fire hydrants, manholes, cycle stands, litter bins and all 'in situ' items of street furniture, etc. within 10m of the proposed area.
 - Photograph of premises
 - Drawing to scale of the proposed item
 - Details of design, specification and quality of the proposed advertisement structure
 - Details of maintenance and cleansing schedules
 - Evidence of public liability insurance cover indemnifying Dublin City Council

If any of these requirements are omitted, the application may be deemed invalid and returned to applicant.