



Cyngor Dinas llanelwy
St Asaph City Council

Signs Policy

1. The Purpose of this Policy

- 1.1 St Asaph City Council (the Council) occasionally receives requests from hirers and the public for signs, posters or banners to be displayed on Council property.
- 1.2 The Council recognises the need for effective publicity for local events, which are important to the life of the community.
- 1.3 The Council does, however, have responsibilities to ensure that such signs, posters, and banners, are not distracting to traffic or detrimental to the appearance of the city.
- 1.4 This policy aims to provide guidelines which will ensure requests for display of signs are dealt with consistently.

2. General

- 2.1 The Town & Country Planning (Control of Advertisements) Regulations 1992 states that:
 - i. No advertisement is to be displayed without permission of the owner of the site on which they are displayed;
 - ii. No advertisement is to be displayed, which would obscure or hinder interpretation of traffic signs or cause a hazard to traffic;
 - iii. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
 - iv. Any advertisement is to be kept in a condition which does not endanger the public;
 - v. If an advertisement is to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.
- 2.2 Advertising in relation of political activities e.g. promotion of candidates prior to election is not permitted on City Council property.
- 2.3 The City Council's noticeboards will prioritise council information, especially that which it is legally required to display.
- 2.4 The City Council will permit posters for the sitting Member of Parliament and Members of the Senedd to be displayed on its noticeboards, subject to availability of space. This is to enable residents to contact their representatives, as they wish. Such posters will be removed during the sensitive pre-election period. The Senedd Cymru (Members and Elections) Act 2024 has resulted in the local area being represented by six senedd members, rather than one. To ensure

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all political representatives are treated equally, MP and MS posters are limited to A6 size.

2.5 Officers of Denbighshire County Council may remove signs on the public highway under the auspices of the Highways Act 1980.

2.6 It is the responsibility of the applicant to ensure they have all licences and planning permission from Denbighshire County Council.

3. Definitions

3.1 **Community Events** – an event that is for the benefit of the city as a whole and is not raising money for specific causes.

3.2 **Charity Events** – An event organised to raise money for specific causes/charities.

3.3 **Commercial Advertising** – Events run on a profit-making basis to benefit an individual or business.

3.4 **Tenants** – the Council has granted leases and licences to enable regular use of its property. e.g. sports pitches/greens. The hirer is referred to as a tenant for the purpose of this policy.

4. Determining Requests

4.1 Special arrangements apply to Groups which have long-term hire agreements to use the Council's facilities. See 5. Below.

4.2 Other organisations or individuals wishing to place signs, banners or posters on Council property must first seek permission from St Asaph City Council.

4.2 Applications should be made in writing to the Clerk and should be dealt with, in the first instance, under the Clerk's delegated authority, after consultation with the Mayor and Deputy Mayor for signs which:

- a. Is no more than 200cm by 100cm;
- b. Is to be made of plastic, metal or dibond;
- c. Is to be located within the curtilage of the land covered by a current land use agreement;
- d. Is not a digital sign;
- e. May be for temporary display (e.g. events).

4.3 Consideration of the application will include the wording, design and nature of the business advertised.

4.4 Any application not authorised by the Clerk will be referred to the next available Council meeting for a decision.

4.5 Written requests must include:

- i. a proof of the sign
- ii. details of the size and the materials used and
- iii. the proposed location for it to be displayed

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- 4.6 Permission may be given for publicising a single event, or in certain circumstances permission may cover a series of repeating events. The Council reserves the right to withdraw permission at any time.
- 4.7 Flyposting is not permitted on City Council property. Any signs, banners or posters, which have been displayed without permission will be removed by the Council. If flyposting persists, the Council reserves the right to take action against the person or persons responsible.
- 4.8 Signs, banners or posters advertising an event may be displayed two weeks before the event and must be removed by the organisers within seven days after the event.
- 4.9 The Council does not expect all banners and posters to be professionally produced, but they must be of reasonable standard, quality and size.
- 4.10 The Council reserves the right to refuse permission for signs, posters or banners to be displayed.
- 4.11 Where several requests for the same sites are received the Council reserves the right to prioritise these in the following order:
 - i. Community Events
 - ii. Charity Events
 - iii. Commercial Advertising

The date of the events will also be considered.

5. Tenants of Council Property

- 5.1 The Council recognises that allowing advertising signs at its sports grounds is an important source of income for the Clubs.
- 5.2 The Council may grant permission for the Group to install signs provided they meet the criteria outlined in the notification of permission granted.
- 5.2 Any new signs must have the agreement of the Councillor who is appointed as the Council's representative on the management committee of the Group *and* must meet the criteria in the notification of permission granted by the City Council before it is installed.
- 5.3 Applications which fall outside these criteria, or where the Council's representative is not in agreement, should be made in writing to the Clerk. The Clerk will place the request on the next available agenda for consideration by Council.
- 5.4 The Council reserves the right to refuse permission for signs to be installed on its property.
- 5.5 It is the tenant's responsibility to ensure it has all the necessary licences and permissions for the sign.
- 5.6 All signs must be kept in a clean & tidy condition.

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- 5.7 When signs are to be removed, the tenant must ensure the site is left in a safe and tidy condition, and that the visual amenity is not adversely affected.

6. Requests for information should be sent to:

Mrs Jill Ellison
City Clerk
St Asaph City Council
PO Box 224
Llanfairfechan
LL57 9EQ

e-mail: clerk@stasaphcitycouncil.gov.uk

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