



Report to the Planning and International Relations Strategic Policy Committee
Review of Protocol concerning the erection of banners at City Centre locations

Requests for the erection of temporary banners relating to charitable and public information (not for profit) initiatives under Lord Mayor's business evolved in 2011-2012 after the first two requests went directly to the then Lord Mayor without the knowledge of this department. The Lord Mayor at the time put them forward as special motions to Council and they were subsequently approved.

Section 4 (1) (f) of the Planning and Development Act 2000 states;

"The following shall be exempted developments for the purposes of this Act—

(f) Development carried out on behalf of, or jointly or in partnership with, a local authority that is a planning authority, pursuant to a contract entered into by the local authority concerned, whether in its capacity as a planning authority or in any other capacity".

In January 2013 the City Council members expressed concerns with regard to the perceived ad hoc nature of these requests and it was requested that such proposals go before the Protocol Committee for initial approval in principle and then brought before the monthly Council Meetings.

Since February 2013 there have been approximately 10 requests for banners to be erected on Liberty Hall all of which involved highlighting charitable/public information initiatives. The average requested timeframe from putting up the banners to their subsequent removal has been four weeks. The Planning, Property, Enterprise & Economic Development Department of Dublin City Council does not have any issue with the arrangement provided the banners on Liberty Hall relate to non profit causes and are removed within agreed timeframes.

In the future it is proposed that all requests for Banners on Liberty Hall are sent to this Department a minimum of two months prior to the proposed erection of same. The Planning, Property, Enterprise & Economic Development Department will request a copy of the proposed artwork as part of the process and will approve it in principle where appropriate. These requests will then be passed on to the Chief Executive's Department with a short report from Planning outlining the proposal including the relevant art work. This proposal can then be brought to the next available Protocol Committee for consideration and again where appropriate brought to the subsequent City Council Meeting for consideration.

It should be noted that under no circumstances will third party commercial advertising be considered in respect of content on these banners.

Jim Keogan
Executive Manager