



04/05/2005 S87 European Communities -  
Service contract - Prior information or periodic information  
notice

---

I. II. VI.

**IRL-Dublin: advertising services**

**2005/S 87-084314**

**PRIOR INFORMATION NOTICE**

**Services**

This contract is covered by the Government Procurement Agreement  
(GPA): No.

**SECTION I: CONTRACTING AUTHORITY**

**I.1) Official name and address of the contracting  
authority:**

Dublin City Council, Planning Department, Att: Ciaran  
McNamara, Executive Manager, Civic Offices, Wood  
Quay, IRL-Dublin 8. Tel.: 00353 (0)1 222 3309. Fax:  
00353 (0)1 222 2278. E-mail:  
[ciaran.mcnamara@dublincity.ie](mailto:ciaran.mcnamara@dublincity.ie) . URL:  
[www.dublincity.ie](http://www.dublincity.ie) .

**I.2) Address from which further information can be  
obtained:**

As in I.1.

**I.3) Type of contracting authority:**

Body governed by public law.

**SECTION II: OBJECT OF THE CONTRACT -  
SUPPLIES/SERVICES**

**II.1) Title attributed to the contract by the contracting  
authority:**

Outdoor Advertising.

**II.2) Nomenclature**

**II.2.1) Common Procurement Vocabulary (CPV):**

**II.2.2) Other relevant nomenclature (CPA/CPC):**

**II.2.3) Service category:**

**II.3) Nature and quantity or value of supplies or  
services for each of the service categories:**

Dublin City Council intends to initiate a tendering  
procedure for the award of a contract under which the  
successful tenderer will be permitted to utilise property  
consisting of lands and/or buildings owned by the  
Council ('the sites') for the purposes of providing

Council ('the sites') for the purposes of providing outdoor advertising facilities. This should provide an opportunity to interested companies to identify possible new forms of advertising in new locations. This could include/be related to the provision of street furniture. During the contract period, the successful tenderer will be permitted to erect and to retain outdoor advertising structures at the sites. It will also be afforded such rights of access as are necessary to operate advertising facilities at the sites.

The successful tenderer will not acquire any property rights in the sites or any of them. All rights accorded to the successful tenderer will be by way of contractual licence only. Ownership and control of the sites will be retained by the Council at all times, subject only to the terms of the contract.

Tenderers will be required to identify a suitable quantum of sites, owned by Dublin City Council, to be utilised by the successful tenderer in the manner outlined above. It is envisaged that it will be necessary for the successful tenderer to carry out certain works and services, including the construction and maintenance of outdoor advertising structures and street architecture, at the sites.

It is also envisaged that the successful tenderer will be required to apply for planning permission for the 100 - 300 sites it selects for the advertising structures.

Tenderers should note it is envisaged that sole responsibility for obtaining planning permission will at all times remain with the successful tenderer. The planning application will be made to the Council's planning department in the first instance, and to An Bord Pleanála on appeal, if required. The Council envisages that both its own selection procedures in choosing the successful tenderer and the planning process will allow proper and appropriate selection of the best sites out of those proposed. The Council intends to seek tenderers' views on the numbers of appropriate sites in the city. The Council estimates that the selection and planning process may cap the number of sites, perhaps at approximately 200. However, this is an estimate only and the Council makes no commitment or guarantee that any of the sites proposed by the tenderers will receive planning permission from the planning authority.

Tenderers may be invited to propose the duration of the contract or the Council may set a limit. However, it is currently envisaged that the term of the contract will be between 10 and 20 years.

II.4) **Scheduled start of award procedure:**

II.5) **Other information:**

This notice is being published by Dublin City Council on a voluntary basis. The object of the contract is to award a contract permitting the successful tenderer to utilise Council property and, therefore, the contract is

utilise Council property and, therefore, the contract is not subject to the provisions of the EU public procurement directives. It is envisaged that a call for competition will be made on 1.6.2005 as set out at II.4 above.

It is hoped that, as a result of this competition the Council can continue to promote the proper planning and sustainable development of the Dublin City area. It is an objective of the Council to ensure high-quality and appropriate advertising structures that do not unduly affect visual amenity and that do not affect roadway safety or amenity. In particular, the Council hopes to promote and achieve the preservation of views, prospects and visual amenities of places and features of architectural, historical, artistic and cultural interest in Dublin City Council's area.

A Briefing Document is available to interested parties from the person named in Section I.1 above.

Dublin City Council reserves the right without advance notice to amend or otherwise change the process or to terminate the process.

#### **SECTION IV: ADMINISTRATIVE INFORMATION**

- IV.1) **Reference number attributed to the file by the contracting authority:**

#### **SECTION VI: OTHER INFORMATION**

- VI.1) **Non mandatory notice:**  
Yes.
- VI.2) **The contract relates to a project/programme financed by EU funds:**  
No.
- VI.3) **Date of dispatch of this notice:**  
25.4.2005.