

South Dublin Outdoor Advertising Project Planning Report

On behalf of:
South Dublin County Council

24 June 2026



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EXECUTIVE SUMMARY

This Planning Report has been prepared by MacCabe Durney Barnes on behalf of South Dublin County Council in respect of the proposed South Dublin Outdoor Advertising Project. The proposed development provides for the installation of a coordinated network of 28 digital outdoor advertising display units on South Dublin County Council lands across the County, comprising 8 Digipanel display units and 20 Digipole display units, together with all associated site works and services.

The proposed development is brought forward as a single Part 8 application and seeks to implement South Dublin County Council's Outdoor Advertising Strategy through the provision of modern, high-quality digital advertising structures at suitable locations. The display units will be capable of displaying both civic and commercial content. A minimum of 20% of screen time will be reserved for civic communications, enabling the Council to provide up-to-date information to residents, businesses and visitors on Council initiatives, public notices, festivals, events, works, consultations and other matters of public interest.

The project has been developed in partnership with JCDecaux, which was appointed following a public tender process. The proposed advertising structures will be located on Council-owned lands, which will remain in the ownership of South Dublin County Council. JCDecaux will provide specialist expertise in the design, installation, operation and maintenance of the digital display units. The scheme is intended to support improved public communication while ensuring that advertising structures are appropriately designed, carefully located and managed in a manner that protects visual amenity, traffic safety, accessibility, local character and the wider public realm.

A structured site selection process has informed the proposed network. This process had regard to the South Dublin County Development Plan 2022–2028, the Outdoor Advertising Strategy, land ownership, accessibility, local planning objectives, public realm conditions, visual and conservation sensitivities, and road safety considerations. The selected locations provide a balanced distribution across the County, including village and town centre locations, urban centres, public transport corridors and road-dominated environments. In general, the smaller Digipanel units are proposed within on-street urban and local centre locations, while the larger Digipole units are proposed along distributor roads, central medians, grass verges and other locations capable of accommodating larger display structures.

The proposed Digipanel units comprise double-sided digital advertising display structures with an overall height of 2.56 metres and a display panel area of 1.53 sq.m. The proposed Digipole units comprise double-sided digital advertising display cases mounted on offset legs, with an overall height of 5.45 metres and a display panel area of 8.125 sq.m. The proposed formats represent a modernised approach to outdoor advertising, allowing for improved design control, reduced reliance on printed materials, remote content management, and a more coordinated approach to the provision of advertising and civic messaging within the public realm.

The proposed development has been assessed against the relevant provisions of the South Dublin County Development Plan 2022–2028, including policies and standards relating to signage, visual amenity, quality design, healthy placemaking, traffic safety and the protection of the built and natural environment. The assessment concludes that the proposed development is consistent with the Council's Outdoor Advertising Strategy and accords with the relevant development management criteria, including the requirement that digital signage should be carefully controlled and located only where appropriate.

Each proposed location has been assessed having regard to its site context, surrounding land uses, land use zoning objective, local planning objectives, visual sensitivity, public realm, pedestrian movement and traffic safety. The proposed display units have been sited to avoid undue obstruction, maintain pedestrian permeability and protect key sightlines. The project incorporates best practice guidance in respect of the brightness and operation of illuminated advertisements, including controls on luminance, hours of operation, content format and display transitions.

The proposed development has been screened for Environmental Impact Assessment and Appropriate Assessment. It is concluded that an Environmental Impact Assessment Report and Natura Impact Statement are not required. The Appropriate Assessment Screening concludes that the project, individually or in combination with other plans or projects, will not have a significant effect on any European site.

Overall, the proposed South Dublin Outdoor Advertising Project is considered to provide a coordinated, modern and policy-supported communications network for the County. The project will facilitate civic communication, provide high-quality digital advertising infrastructure in suitable locations, and balance commercial potential with the protection and improvement of the public domain. Having regard to the scale, siting, design, operational controls and planning assessment undertaken, the proposed development is considered to be in accordance with the proper planning and sustainable development of the area.

1. INTRODUCTION

1.1 Outdoor Advertising Strategy

With ongoing technological advancements, a growing need for effective public communication, and an emphasis on enhanced service delivery, South Dublin County Council (SDCC) has developed a modernised policy approach to outdoor advertising. The Outdoor Advertising Strategy aims to guide, manage, and deliver outdoor advertising across the County, creating a new communication network that supports public engagement and promotes SDCC's services to both residents and visitors.

South Dublin is a distinctive County, characterised by a diverse landscape that includes established suburban areas, historic villages, evolving town centres, and major regeneration zones. These urban centres contribute to a rich sense of place, which the Council seeks to strengthen through coordinated, thoughtful, and innovative urban planning.

There is significant untapped potential within the County's public domain. If strategically utilised, this space can support meaningful improvements to the public realm while respecting and preserving the unique character of local communities. A structured and well-managed outdoor advertising programme offers a vehicle for such enhancements.

The Outdoor Advertising Strategy (the Strategy) presents SDCC's strategic framework for commercial advertising in public spaces. It serves as a practical guide for evaluating proposals and should be read alongside the South Dublin County Council Development Plan 2022–2028.

The Strategy is underpinned by a spatial sensitivity analysis, identifying both constraints and opportunities across different parts of the County. It defines the types of advertising structures deemed suitable and sets clear parameters to balance commercial potential with the protection and improvement of the public domain, particularly in sensitive locations.

This current project provides for the implementation of SDCC's Outdoor Advertising Strategy through the provision of a network of structures that will be used for SDCC's communications, and provide up to date information for all citizens on events, festivals and important notifications. In support of this initiative, 28 Outdoor Digital Advertising displays are proposed in appropriate locations, in two recognised formats, providing 8 Digipanel and 20 Digipole. These are described in Section 2. The project is being brought forward as a single Part 8 Application inclusive of all the proposed development sites.

1.2 Partnership between South Dublin County Council and JCDecaux

The Outdoor Advertising Strategy project is being developed by SDCC in partnership with JCDecaux. In August 2025, SDCC took the initiative to publish a tender for a 15 year concessionary contract for outdoor advertising structures on Council-owned lands. SDCC appointed JCDecaux as the successful tenderer in November 2025 and has entered into a concessionary contract with JCDecaux under which it permits the company to utilise lands owned by the Council for the purpose of providing civic communication and outdoor advertising facilities. The sites shall remain in the ownership of the Council. The specialist expertise, design and implementation to implement the project is supported by JCDecaux.

This current initiative supports SDCC's work in enhancing communications and engagement with citizens of the county. The implementation of the South Dublin County Council's Outdoor Advertising Strategy will provide new forms of civic communication and advertising in appropriate locations, consistent with the zone-based controls outlined in the council's Outdoor Advertising Strategy. It is an objective of SDCC to ensure that any advertising structures permitted under this contract are of high design quality, are context-sensitive and

accessible, and do not negatively impact visual amenity, traffic safety, or the character of the built or natural environment.

JCDecaux's digital advertising displays are next generation displays that have been successfully delivered across Ireland and Europe over the last number of years. The digital advertising displays are of high-quality design and more aesthetically integrated with city spaces than traditional advertising formats. The company now operates over 1 million advertising panels in 3,894 cities (with more than 10,000 inhabitants). Their infrastructure spans 157 airports and 257 public transport contracts.¹ In 2006 JCDecaux were appointed by Dublin City Council to provide amenities for the city, including the highly acclaimed *dublinbikes*, in return for advertising displays. On foot of this initiative, Digipoles and Digipanel are now a familiar sight throughout Dublin.

1.3 Overview of Part 8 Planning Process

The Part 8 Planning Process is the procedure local authorities use when they themselves are carrying out development. It's designed to ensure transparency, public participation, and democratic approval.

Part XI of the Planning and Development Act 2000 as amended and the procedures set out in Part 8 of the Planning and Development Regulations 2001 as amended, relate to development by, on behalf of, or in partnership with the Local Authority. Under Section 178 of the Planning and Development Act 2000, as amended, a Local Authority is entitled to carry out its own development, provided it does not materially contravene the Development Plan. The local authority may undertake development on its own behalf or with private partners, if the local authority is still the entity undertaking the development.

Typical Part 8 projects include:

- Social and affordable housing schemes
- Road upgrades, cycle lanes, and public realm works
- Libraries, fire stations, community centres
- Parks, greenways, and environmental improvements

The process includes;

- Preparation of drawings, plans and technical specifications of the development.
- Provision of supporting reports and information (i.e. planning, environmental, AA screening, etc.)
- A description of the proposed development
- A newspaper notice and site notice(s)
- Online documentation

The plans and reports must be available for public inspection for **at least 4 weeks**. This is the public's opportunity to understand the proposal in detail. Members of the public have **at least 6 weeks** from the date of the notice to make submissions or observations.

Chief Executive's Report and Decision by Elected Members

After the consultation period, the Chief Executive (CE) prepares a statutory report that includes:

- Summary of all submissions received
- Responses to issues raised

¹ <https://wallstreet-online.de/nachricht/20445686-jcdecaux-unveils-world-s-first-global-programmatic-doooh-media-solution-enabling-worldwide-campaign-activations/2>

- Planning assessment of the proposal
- Recommendation to Proceed, Proceed with modifications, or Not proceed

This report is submitted to the elected members (councillors).

The council's elected members vote on the proposal at a council meeting. They may approve the development, approve with minor modifications, or reject the development.

1.4 Structure of Report

This Planning Report is structured to assess the relevant project and environmental criteria as follows:

Executive Summary

1. Aims of Outdoor Advertising Strategy, SDCC/JCDecaux Partnership and Overview of Part 8 Planning Process
2. Description of Development – Digipole and Digipanel displays
3. Site selection process/justification - sensitivity analysis
4. South Dublin County Council Planning Policy
5. Site description and local characteristics
6. Planning Assessment
7. Other Assessments
8. Conclusions

This planning report was prepared by MacCabe Durney Barnes on behalf of South Dublin County Council in respect of the proposed Outdoor Advertising Project, which provides for 28 digital advertising displays distributed throughout the county.

This report has been prepared to assess the likely consequences for proper planning and sustainable development in the area in which it is proposed to situate the development, which must have regard to the following:

- Justification for the project;
- Main Development Plan provisions relating to the subject sites and surrounding area including any relevant Core Strategy provisions;
- Relevant planning history relating to the subject sites and the surrounding area;
- Relevant national, regional and local policies; and
- Description of use of adjoining, abutting or adjacent lands.

This planning report also gives an overview of relevant environmental matters, Environmental Impact Assessment and Appropriate Assessment.

2. DESCRIPTION OF DEVELOPMENT

2.1 The Project

This section provides an overview of the 28 sites around the county as illustrated in Figure 1 below. The Digital Displays are distributed throughout the county in suitable locations, having regard to policy, accessibility and sensitivity analysis criteria. Generally, the 'Digipanel' displays are located in on-street locations in urban and local centres. The larger 'Digipoles' are typically located on roadside verges or medians in more road-dominated environments.

It is important to highlight that the Outdoor Advertising Project is being brought forward as a single Part 8 Planning Application, inclusive of all 28 advertising display units. This allows the project to be implemented in a viable and cohesive manner, subject to a comprehensive planning process.

The planning application package provides full detail in respect of each of the subject sites, in accordance with the planning regulations. This planning report also details the site characteristics of each location, and provides a planning assessment of each individual development as part of the wider Outdoor Advertising Project.

In addition, pre-application engagement was undertaken with key stakeholders including local authority departments and site-specific interests. Public consultation will be undertaken as part of the statutory Part 8 process, and feedback will be incorporated into the final design and siting of display units where appropriate.

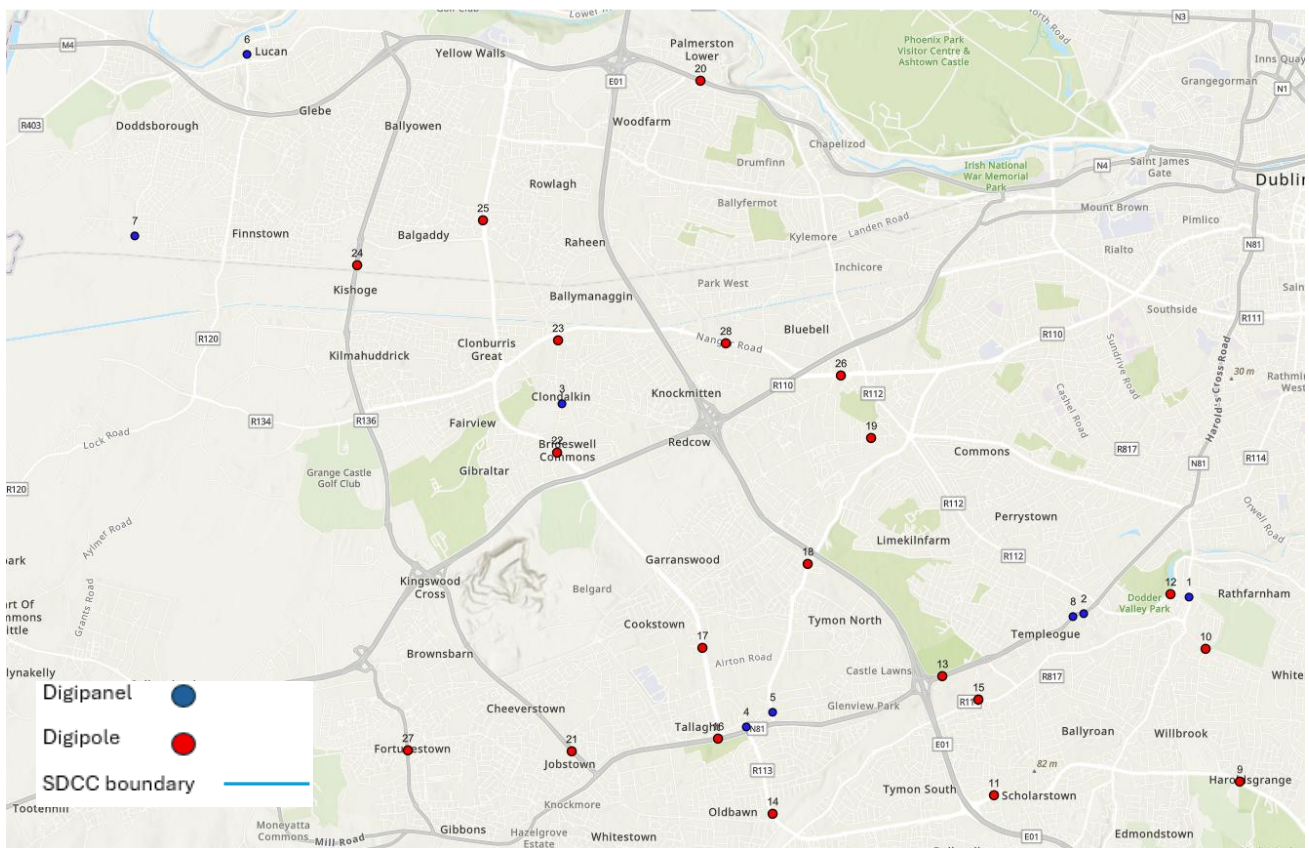


Figure 1 Site Location Map

2.2 Description of Development

The text below is the Description of Development provided in the statutory site notices and newspaper notice.

Proposed Outdoor advertising project comprising of digital advertising display units capable of displaying civic and commercial advertising content across the County. The project provides for the installation of outdoor advertising display units (including all associated site works and services, including a mini-pillar at each site) on SDCC lands at 28 locations (8 'Digipanel' and 20 'Digipole' display units) as listed below.

The proposed 'Digipanel' digital advertising display units (sites 1 to 8) have an overall height of 2.56m, a depth of 0.2m, a width of 1.14m. and are double-sided with a display panel area of 1.53 sqm. The proposed 'Digipole' digital advertisement display units (sites 9 to 28) comprise a display case mounted on an offset leg, with an overall height of 5.45m, a width of 3.32m, a depth of 0.4m; and are double-sided with a display panel area of 8.125 sqm. The precise locations of sites are marked by a red X on the pavement or a red stake in the ground.

| | |
|-----|--|
| 1. | Digipanel: West side of Rathfarnham Road, Rathfarnham, Dublin 14, north of the junction with Main St |
| 2. | Digipanel: In front of 170 Templeogue Road, Templeogue Road, Dublin 6W |
| 3. | Digipanel: East side of the junction of Convent Road and Main Street, Clondalkin, Dublin 22 |
| 4. | Digipanel: West side of Old Bawn Road, Tallaght Village, Dublin 24 in front of Unit 4, Old Bawn Road |
| 5. | Digipanel: Southwestern side of the junction of Main Road and Greenhills Road, Tallaght Village, Dublin 24, in front of Bank of Ireland |
| 6. | Digipanel: West side of the junction of Main Street and Lower Main Street/Dispensary Lane, Lucan, County Dublin |
| 7. | Digipanel: On plaza beside Adamstown Avenue at junction with Adamstown Boulevard, Co. Dublin |
| 8. | Digipanel: North side of Templeogue Road/Blessington Road, Templeogue, Dublin 6W, adjacent to the entrance to Templeogue Business Centre |
| 9. | Digipole: North side Grange Road, Rathfarnham, Dublin 16 (The Eden Centre car park) |
| 10. | Digipole: South side of Grange Road, Rathfarnham, Dublin 16 (east of Nutgrove Ave) |
| 11. | Digipole: Saint Colmcille's Way (R113), Scholarstown Road, Dublin 16 (on north side of road, to the east of Orlagh Grove roundabout) |
| 12. | Digipole: R112 Springfield Avenue, Rathfarnham, Dublin 14 (on south side of road, beside existing Bushy Park Car Park) |
| 13. | Digipole: R137 Tallaght Road/Blessington Road, Templeogue, Dublin 6W (central median of road, east of junction with M50) |
| 14. | Digipole: Old Bawn Road, Firhouse, Dublin 24 (north of junction with Firhouse Rd West) |
| 15. | Digipole: Firhouse Road, Dublin 16 (beside Dodder Valley Park boundary and opposite entrance to Pineview Business Park) |
| 16. | Digipole: N81 Tallaght Bypass, Dublin 24, west of junction with Belgard Road (R113) on central median of road |
| 17. | Digipole: Belgard Road (R113), Dublin 24 (on west side of road, south of junction with Colbert's Fort) |
| 18. | Digipole: R819 Greenhills Road, Kilnamanagh, Dublin 24 (on west side of road opposite Tallaght Theatre building) |
| 19. | Digipole: Ballymount Road Lower, Walkinstown, Dublin 12 (on northern side of road adjacent Ideal Bathroom and Tiles Centre) |
| 20. | Digipole: Lucan Road/Chapelizod Bypass, Dublin 20, to the east of Kennelsfort Road Upper/ Lower junction (in the central median) |
| 21. | Digipole: Cheeverstown Road, Tallaght, Dublin 24 northwest of junction with Fortunestown Way (on central median) |
| 22. | Digipole; Fonthill Road South, Dublin 22 north west of junction with Caddbeck Way and south of junction with Boot Road |
| 23. | Digipole: Ninth Lock Road, Clondalkin, Dublin 22 (outside Church of Jesus Christ of Latter-Day Saints) |
| 24. | Digipole: R136 Grange Castle Road, Lucan, Co. Dublin, adjacent to Kishoge Railway Station |
| 25. | Digipole: Fonthill Road North, Dublin 22 (south of junction with Lucan Newlands Road (on the western side of road) |
| 26. | Digipole: Long Mile Road, Dublin 12 to the east of the junction with Robinhood Road (on southern side of road) |
| 27. | Digipole: Junction of Citywest Drive and Citywest Road, Dublin 24 (adjacent to Citywest Shopping Centre car park and 'The Alder' building) |
| 28. | Digipole: Nangor Road, Dublin 12 opposite Diageo Baileys complex |

2.3 Digipoles

The proposed development will consist of the installation of a 'Digipole' double sided, digital advertisement display units comprising a display case mounted on an offset leg including all associated site works and services. The structures shall display civic information or an advertisement. Each structure has an overall height of 5.45 metres and a width of 3.320 metres with a depth of 0.4m. The area of each of the display panels is 8.125 sqm. The precise location of the unit is marked by a red x on the pavement or a red stake in the ground.

The design distance between the finished ground level (SOL) and the top of foundation in the case of Digipoles is 210 mm.



Figure 2 Image of Digipole installed in Donnybrook, Dublin 4

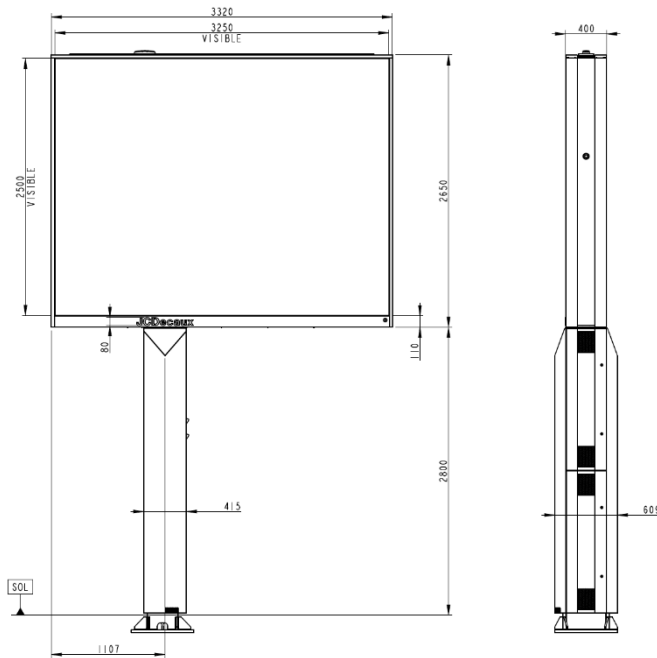


Figure 3 Technical detail of proposed Digipole

2.4 Digipanel

The proposed development will consist of the installation of 'Digipanel' double sided digital advertising display units including all associated site works and services. The structures shall display civic information or an advertisement. Each proposed structure has an overall height of 2.56m, a depth of 0.2m and a width of 1.14m. The area of each of the display panels is 1.53 sqm. The precise location of the unit is marked by a red x on the pavement.

The design distance between the finished ground level and the top of foundation in the case of Digipanel is 130mm on average.



Figure 4 Illustration of proposed Digipanel



Figure 5 Technical detail of proposed Digipanel

Digital Advertising Displays feature the following characteristics:

Modernisation: The introduction of digital advertising displays represents a modernisation of public advertising and provides opportunity for 'quality' rather than 'quantity' of advertising to be employed in the public realm. Digital formats allow for improved design control, image quality and increase the capacity to show a variety of messages on a single structure, reducing the need for increased numbers of individual advertisements.

Sustainability: Digital displays offer a range of environmental advantages compared with traditional internally illuminated advertising structures. The use of modern, energy-efficient lighting technology removes the need

for printed materials and the associated waste generated through their production and replacement. Brightness levels can be automatically adjusted to suit environmental conditions, and further energy savings are achieved through the implementation of a curfew during off-peak hours. In addition, digital formats enable remote content management, removing the need for regular site visits and thereby reducing vehicle journeys and associated emissions.

Curfew: SDCC appreciates the importance of environmental sensitivity and ‘down time’ for commercial advertising structures. In accordance with good practice it is intended to have power down periods for the digital displays. In line with this commitment, it is proposed to implement a 2am to 6am curfew which would reduce unnecessary late-night stimulus.

Public Content Messaging: As part of the contract with SDCC and JCDecaux, 20% of screen time shall be devoted to civic communications across all display units. The council will use this allocation to display messages such as council initiatives, community events, festivals, works and general civic communications.

Advertising Content:

Content and positioning of the display units have been designed to ensure accessibility for all users, including those with visual impairments. In addition, a maintenance and monitoring regime will be implemented to ensure that all units remain in a safe and visually appropriate condition at all times. The design of the display units also incorporates durable materials and anti-graffiti coatings to minimise maintenance impact.

Content and positioning of the display units have been designed to ensure accessibility for all users, including those with visual impairments. In addition, a maintenance and monitoring regime will be implemented to ensure that all units remain in a safe and visually appropriate condition at all times. The design of the display units also incorporates durable materials and anti-graffiti coatings to minimise maintenance impact.

Advertising content shall comply with Advertising Standards Authority for Ireland (ASAI) codes which set out media specific placement rules, including maximum thresholds. The details for each media are set out in the Guidance Note on High Fat, Salt and Sugar (HFSS) Food and Non-Alcoholic Beverages on www.asai.ie. Locations primarily used by children shall be free from all forms of marketing communication for HFSS foods. Examples of such settings include registered crèches, pre-schools, nurseries, schools and playgrounds. Advertising content will also be in compliance with all legislation regarding the advertising of alcohol products including the Advertising Standards Authority for Ireland Code and the Public Health (Alcohol) Act 2018.

2.5 Professional Lighting Guide 05/23 (PLG 05): Brightness of Illuminated Advertisements including Digital Displays

There is no local or national policy guidance in Ireland on what is defined as an appropriate level of illumination for outdoor advertising in terms of visual impact and traffic safety.

Lighting Guidance as issued by the ILP is recognised as the authority document when it comes to assessing illuminated advertisements by Local Planning Authority Officers, Planning Inspectors, Lighting professionals and advertising industry professionals. It is the only authoritative lighting guidance in the UK and Ireland on which those involved in the planning process can rely.

The 2014 Guidance Document was updated in 2023 to incorporate Digital Displays. It highlights that the development of digital displays and media facades has ‘outpaced’ planning regulations and legalisation.

Digital Advertising installations provide the opportunity to operate with considerable more control than their predecessors for a range of criteria including Vertical Illuminance, Night-time/day-time variation, rate of change, Skyglow and obtrusive light nuisance.

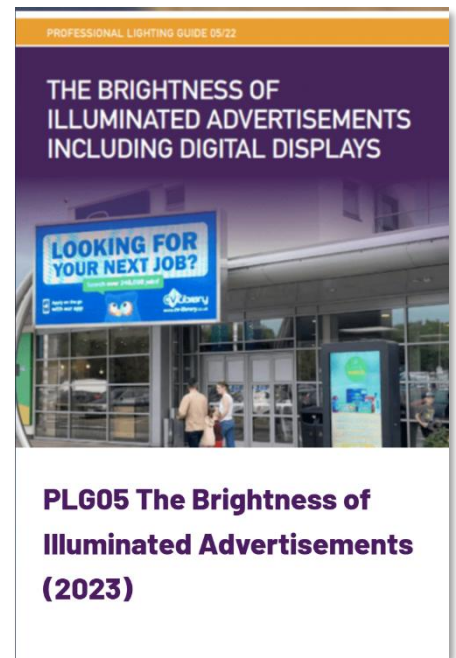
The proposal has had specific regard to Professional Lighting Guide 05 (PLG 05/23): Brightness of Illuminated Advertisements including Digital Displays, published by the Institution of Lighting Professionals (ILP).

The ILP Guide is universally accepted and advises on all types of outdoor light sources and recommends appropriate levels. The ILP Guide covers modern technology as well as traditional incandescent lit formats. The recommended levels of the ILP Guide relate principally to nighttime values, which are the most important in terms of insuring against excessive output. The guide covers planning regulations in the UK and provides up-to-date advice on issues related to planning, testing and maintenance of illuminated advertisements.

The ILP Guide provides a description of areas which are zoned according to the general level of illumination. There are five zones, which have been defined in accordance with the definitions in the ILP Guidance Notes for the Reduction of Light Pollution and CIE documents. These zones are as follows.

Table 1 Environmental Zones.

| Zone | Surrounding | Lighting Environment | Examples |
|-----------|-------------|----------------------------|--|
| E0 | Protected | Dark | UNESCO Starlight Reserves, IDA Dark Sky Parks |
| E1 | Natural | Intrinsically Dark | National Parks, Areas of Outstanding Natural Beauty etc. |
| E2 | Rural | Low District Brightness | Village or relatively dark outer suburban locations |
| E3 | Suburban | Medium District Brightness | Small town centres or suburban locations |
| E4 | Urban | High District Brightness | Town/ city centres with high levels of night time activity |



The maximum recommended luminance (cd/m²) for illuminated signage within each environmental zone at any time during the night is given in Table 3 below.

Table 2 Maximum permitted night time recommended luminance (cd/m²).

| Illuminated Area (m ²) | Zone E0 | Zone E1 | Zone E2 | Zone Z3 | Zone E4 |
|------------------------------------|---------|---------|---------|---------|---------|
| Up to 10 | 0 | 100 | 400 | 600 | 600 |
| Over 10 | 0 | n/a | 200 | 300 | 300 |

It is important to note that for images to be visible during the day time, illumination must be sufficient to overcome the natural light which falls upon the display screen. Illumination levels required to achieve an equivalent visibility to traditional displays range between 3,500cd/m² to 5,000cd/m² (dependent on image composition and ambient conditions) during the day. For night time operation, it is considered that the following conditions could be attached to a Part 8 Approval by the Council.

‘Condition: The maximum illumination of the advertisement displays between dusk and dawn shall not exceed 300 candelas per sqm.’

2.6 Traffic Safety

Digital Advertising Displays (including Digipanel and Digipole) are now an established feature of main thoroughfares and arterial roads throughout Dublin City. There have been no known traffic accidents attributed to distraction arising from Digital Displays. A three stage Road Safety Audit will be completed as part of this project.

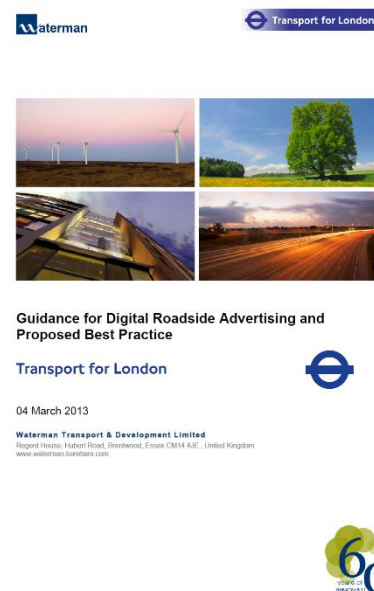
Neither the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (March 2011) nor Transport Infrastructure Ireland have issued specific guidance on advertising. It is important to reference best practice guidance published elsewhere, such as the 2013 Transport for London’s Guidance for Digital Roadside Advertising.

Transport for London (TfL) Guidance for Digital Roadside Advertising and Proposed Best Practice (2013)²

In 2012, Transport for London (TfL) instructed The Waterman Group to undertake research into the effects of digital roadside advertising on road safety. Following internal review by TfL’s Borough Planning Team, this research was developed into a guidance document by Waterman which is enclosed for the Coimisiún’s convenience.

TfL conducted reviews of digital advertising impacts and concluded that;

“there is no demonstrable proof that advertisements cause traffic collisions. Nevertheless, based on existing research it is also clear that in certain circumstances, advertisements can contribute to driver distraction.”



² <https://content.tfl.gov.uk/tfl-digital-roadside-advertising-guidance.pdf>

Such circumstances are where drivers are faced with increased cognitive demand. Research has identified that busy junctions, merges, diverges, complicated road geometries and sections of road with high speed limits or lower speed limits with increased recorded 85th percentile speeds as being locations of such increased cognitive demand. The siting of advertisements in such locations, whilst not uncommon or inherently unacceptable, will require more careful consideration than in areas where the road layout is less complicated and the demands on the driver are lower.

... Digital advertisements are highly controllable and it is therefore possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements, as well as giving detailed consideration to appropriate locations and positioning.

Not all sites will be appropriate for advertising, but with appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising (i.e. backlight, poster and paste, vinyl etc).

It is noted that each location has been reviewed in terms of its proximity to junctions, pedestrian crossings, and traffic speeds. The siting of units avoids areas where driver distraction could give rise to safety concerns. Furthermore, a Road Safety Audit will be undertaken by a suitably qualified independent auditor at concept, detailed design and operational stage to ensure all locations comply with relevant safety standards and best practice.

3. SITE SELECTION PROCESS

It is an objective of SDCC to ensure that any advertising structures permitted under the concession are of high design quality, are context-sensitive and accessible, and do not negatively impact visual amenity, traffic safety, or the character of the built or natural environment.

In line with the South Dublin County Development Plan 2022-2028, particular emphasis will be placed on preserving views, prospects, and the visual setting of areas of architectural, historical, and environmental significance throughout the County.

The Strategy is underpinned by a spatial sensitivity analysis, identifying both constraints and opportunities across different parts of the County. It defines the types of advertising structures deemed suitable and sets clear parameters to balance commercial potential with the protection and improvement of the public domain, particularly in sensitive locations.

A structured site selection process was undertaken which prioritised town centres, public transport corridors, and high-footfall locations, while avoiding sensitive areas in line with the South Dublin County Development Plan 2022-2028 and Outdoor Advertising Strategy.

The choice of locations for the 28 sites that form the Part 8 Planning Application are as follows:

Balanced Distribution of sites:

Sites have been selected to represent a balanced county-wide spread, representing both village/town centre locations and the arterial roads that traverse the county.

Ownership

In order to ensure the Strategy can be implemented efficiently of foot of a Part 8 Approval by the Council, it is important to ensure that SDCC has property rights over all sites. A detailed review exercise has ensured that all 28 sites are within the control of the Council.

Civic Content

It is a vital strand of the Outdoor Advertising Strategy that the new Digital Displays play an important civic role providing content and information for all citizens throughout the county. A minimum of 20% of content on all display units is guaranteed for civic communication. It is important that the displays are accessible to communities in a variety of locations. SDCC will have the full network of structures to be used for the Council's communications including up to date information on festivals, works, consultations and general engagement.

Planning Policy

It is vital that the location of the proposed display units are informed by the planning policies of the South Dublin Development Plan 2022 to 2028 particularly Section 12.5.7 as well as the Outdoor Advertising Strategy and defined Zones of Advertising Control.

Visuals and Conservation Impacts

In line with best practice Digital Advertising Displays should be located where they do not detract from sensitive urban characteristics of places or conflict with particular conservation objectives.

Road Safety

Ensure that all displays are suitably located so not to interact with locations such as busy junctions, merges, diverges, complicated road geometries and sections of road with high speed limits and that the displays are monitored and controlled properly in accordance with best practice.

Public Realm

The siting and design of the proposed display units have been informed by the existing public realm, aligning with streetscape elements and maintaining clear pedestrian movement. Care has been taken to preserve permeability, key sightlines, and the functionality of town and village centres. The scale and placement ensure the units remain subservient while supporting legibility and civic use of the public space.

4. PLANNING POLICY

4.1 Introduction

The project must fully comply with the South Dublin County Council Development Plan 2022–2028, particularly the Outdoor Advertising Strategy and any subsequent statutory planning guidelines relevant to advertising, public realm enhancements, and development management standards.

4.2 South Dublin Development Plan Policy 2022–2028

4.2.1 Advertising Policy

Section 12.5.7 of the South Dublin County Development Plan addresses **Signage – Advertising, Corporate and Public Information**:

Signage relates to all signs erected on the exterior of buildings, within windows, as stand-alone structures or attached to public utilities. Signage has the potential to give rise to visual clutter and to alter the character of an area and as such will be carefully assessed. Development proposals that include signage should take account of the following:

- *In general, signs on a building should only advertise goods or services that are associated with the premises and no more than two advertising signs should be erected on any elevation;*
- *Signs should generally be limited to the ground floor of a building unless located directly over the entrance to a major commercial or retail building;*
- *Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features;*
- *Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment;*
- *Signs attached to Protected Structures and in Architectural Conservation Areas should be in keeping with the character of the building and adhere to best practice conservation principles (see Section 12.3.8 Architectural Conservation Areas);*
- *Any sign or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard;*
- *Careful consideration should be given to the materials used in the construction of a sign and the methods used to light it.*

All signage within the villages of the County must be respectful and enhance the context of the built and historical environment of the village. The criteria outlined in Table 3.19 will also be applied

Table 3 Extract from Table 12.19 Signage

| Type of Signs | Restrictions On Use | Design Criteria |
|---|---|--|
| Backlit Signs | Generally appropriate. | Lettering should be no more than 400mm in height. |
| Digital Signs | Generally not appropriate with the exception of those that accord with the Council’s signage strategy. May be considered in town centres and / or large retail precincts and at other suitable locations throughout the County. Not permitted on major roads unless signage relates to the signage strategy or traffic management and safety. | Should make a positive contribution to the public domain, emit no sound, have a minimum dwell period of 30 seconds (with a crossfade), not result in obtrusive light that will create unacceptable glare (adjusting to environmental conditions), have limited hours of operation (especially at night), not contain dynamic content (that is, video) and not constitute a traffic hazard. |
| Wall Panel / Poster Board Advertisements | Generally appropriate. | Should not exceed 30% of the surface of the wall or screening on which it is mounted. |
| Free Standing Advertisement Displays | Generally not appropriate. May be considered at the entrances to shopping centres / major commercial premises and service stations | A maximum of 7m in height. Freestanding signs on petrol station forecourts should not extend above the height of the canopy. |
| Prismatic / Moving Vane Signs | Not permitted. | |
| Structures on Public Footpaths and Public Area | Not permitted. | |

Overall, the advertising policy is clear that backlit signs are generally acceptable, and Digital Signs are generally acceptable *in large retail precincts and other suitable locations throughout the county* where it would not impact negatively on the visual amenity and residential amenities of the area and where proposals fall within the exceptions envisaged under the Outdoor Advertising Strategy, particularly in relation to coordinated, high-quality digital signage. The CDP recognises the technological advancements that have taken place with regard to Digital Displays.

4.2.2 Quality Design and Healthy Placemaking

The provision of Outdoor Advertising and signage takes place within the broader context of the Public Realm and Sustainable urban places. Chapter 5 of the CDP addresses Quality Design and Healthy Placemaking. It sets out the National and Regional policy context of relevant to delivering Quality Design and Healthy Placemaking:

- **National Policy Objective 4 of the NPF (now NPO 12³)** requires planning authorities to ‘*Ensure the creation of attractive, liveable, well designed, high quality urban places that are home to diverse and integrated communities that enjoy a high quality of life and well-being*’.

³ National Policy Framework First Revision April 2025

- **In addition, National Policy Objective 13** (now NPO 22) sets out that *'In urban areas, the inclusion of planning and related standards, including in particular building height and car parking will be based on performance criteria that seek to achieve well designed high-quality outcomes in order to achieve targeted growth'*.
- **Regional Policy Objective 9.10 of the RSES** states *'In planning for the creation of healthy and attractive places, there is a need to provide alternatives to the car and to prioritise and promote cycling and walking in the design of streets and public spaces. Local authorities shall have regard to the Guiding Principles for 'Healthy Placemaking' and 'Integration of Land Use and Transport' as set out in the RSES and to national policy as set out in 'Sustainable Residential Development in Urban Areas' and the 'Design Manual for Urban Roads and Streets (DMURS)'*.

Section 5.2.3 Healthy Placemaking seeks to protect and enhance the unique identity and character of places and to facilitate improvements to human wellbeing and the quality of life that comes from the interaction of people and their environment. Placemaking is underpinned by good urban design, which seeks to create public spaces that are vibrant, distinctive, safe, and accessible and which promote and facilitate social interaction. Healthy placemaking requires the delivery of the eight key principles in a holistic manner improving both social and physical infrastructure.

Policy QDP4: Healthy Placemaking Promote the delivery of neighbourhoods that are attractive, connected, vibrant and well-functioning places to live, work, visit, socialise and invest in.

QDP4 Objective 2: To promote a high standard of building and urban design, creating public spaces that are distinctive, safe, universally accessible and facilitate social and cultural diversity and interaction.

5.2.5 Public Realm notes: *How effectively and efficiently the public realm works is a vital component of the day-to-day life and experience within a neighbourhood and local area. In addition to providing for human interaction, it provides the essential space for key services such as lighting, signage, cleaning and drainage, and is the space in which all forms of movement and transportation operate. For this reason, safety, orientation and accessibility are important issues to consider when looking at the public realm. Such public spaces should feel comfortable, safe and welcoming.*

QDP6 Objective 3: To promote and implement environmental and public realm improvements in existing town, village, district and local centres to a high standard and finish to ensure that the design addresses environmental quality, urban design, safety including the potential for anti-social behaviour, identity, and image.

QDP6 Objective 4: To pursue all avenues of funding to secure resources for the enhancement, renewal and regeneration of the public realm of the County's urban areas.

QDP6 Objective 9: To ensure, in cooperation with the NTA and relevant agencies, that projects which affect the public realm will consider fully the needs of pedestrian, cyclists and public transport users, and that transport schemes complement any public realm objectives.

4.3 Outdoor Advertising Strategy

The Outdoor Advertising Strategy was prepared as a Variation to the previous development plan, and is transposed and referenced in **EDE21 Objective 4** of the current plan *“To implement signage in the County in accordance with the Tourism and Signage Strategies for the County”* and Table 12.19 which states for Digital Signs *“generally not appropriate with the exception of those that accord with the Council’s signage strategy.”*

With advances in technology, increasing demand for customer communication, as well as enhanced service delivery, South Dublin County Council (SDCC) are seeking to respond to these challenges by developing an updated and modern policy position on outdoor advertising.

SDCC will seek to provide, manage and guide outdoor advertising in SDCC’s administrative area, with an overall aim of benefiting the County by establishing a new communication network to engage with SDCC’s customers and to promote SDCC’s services.

South Dublin is a unique County with a mixture of established suburban settlements, historical villages, emerging town centres and significant new development and regeneration areas. The urban centres in the County provide a diverse urban environment and a sense of place. To build on the existing and emerging physical assets and to generate an urban realm of the highest possible quality, the sense of place needs to be nurtured and enhanced through creative, intelligent and co-ordinated interventions. Significant, underutilised value exists in the public domain of the County which, if carefully harnessed, can provide the means to generate public realm improvements without compromise to the character of the individual urban centres. This opportunity can be facilitated through a managed programme of outdoor advertisement.

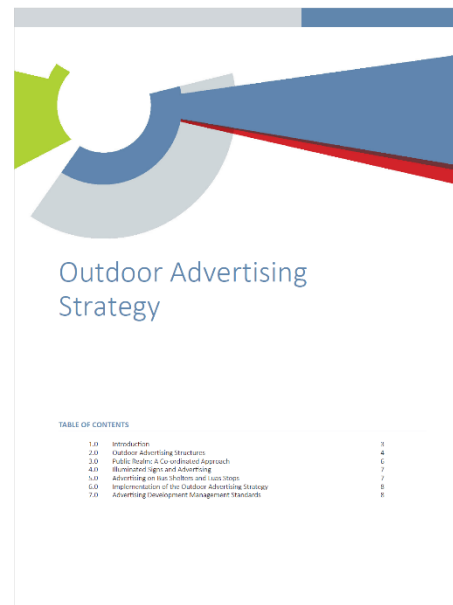
The Strategy outlines the Council policy on advertising structures for commercial advertising in the public domain. This strategy forms the basis of a practical policy to be applied to all proposals for outdoor advertising.

The strategy is based on an analysis of how sensitive different parts of the County are to advertisement structures and identifies constraints and opportunities for the location of these structures. It also sets out what types of structures are acceptable as outdoor advertising elements. While commercial viability is a key consideration, it has been balanced with the need to create a high quality public domain and to safeguard and enhance sensitive areas and sites.

4.3.1 Advertising Zones

The strategy provides an assessment as to those locations where outdoor advertising may or may not be acceptable in principle. It is the policy of the planning authority to strictly control all advertising signs in relation to their location, design, materials, function and operation. In order to manage an effective programme of outdoor advertising, SDCC has developed a policy based on geographical zones.

These zones cover all parts of the County, including areas of architectural sensitivity, residential/commercial areas and areas of high amenity. Based on these zones, a range of controls and policies



have been developed for each zone ranging from the prohibition of outdoor advertising in the most sensitive areas to more general controls in less sensitive areas where certain types of advertising will be considered. Consideration will be also be given to the need for sensitive treatment and an appropriate transition at the interface between zones. These zones have been organised into categories, which can be classified as follows:

Table 4 Zones of Advertising Control

| | |
|---------------|--|
| Zone 1 | This zone consists of the areas that are the most sensitive and primarily relates to Architectural Conservation Areas (ACA) which contain places, areas and groups of structures that exhibit unique, distinct character and qualities within the county. There is a strong presumption against large outdoor advertisements within these areas. Smaller advertisements may be considered, subject to sensitive design and siting and subject to compliance with development management standards. |
| Zone 2 | This zone consists of urban centres and locations that comprise retail, amenity and commercial uses. Outdoor advertisements may be permitted here subject to special development management measures as set out in Section 7. Within this zone, there are also large-scale tracts of commercial land-use, which have a separate robust character and may have the potential to accommodate outdoor advertising. In parks, outdoor advertisements are open for consideration at appropriate locations, subject to sensitive siting in the context of their surrounding environment and contributing in a positive way to the enhancement of the park amenity or the establishment of a new communication network. |
| Zone 3 | This zone consists of the main transport corridors into, out of and within the county including the primary road network and Luas lines. There is an opportunity for the managed provision of outdoor advertising along these corridors in the public domain. Subject to compliance with the Section 3, the development of outdoor advertising in this zone will be open for consideration. |
| Zone 4 | This zone consists of existing and potential high amenity areas including the Grand Canal corridor, the Liffey Valley, the Dodder Valley, the Dublin Mountains and upland rural areas. There is a strong presumption against new outdoor advertising in this zone. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards |
| Zone 5 | This zone consists of significant developing areas where advertising could form an integral part of newly created streetscapes. This zone relates to certain strategic developments, regeneration areas or new mixed use communities where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management standards, the development of outdoor advertising in this zone will be open for consideration |
| Zone 6 | This zone consists of predominantly residential areas where new outdoor advertisements would generally be visually inappropriate. There is a strong presumption against large outdoor advertisements within these areas. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards |

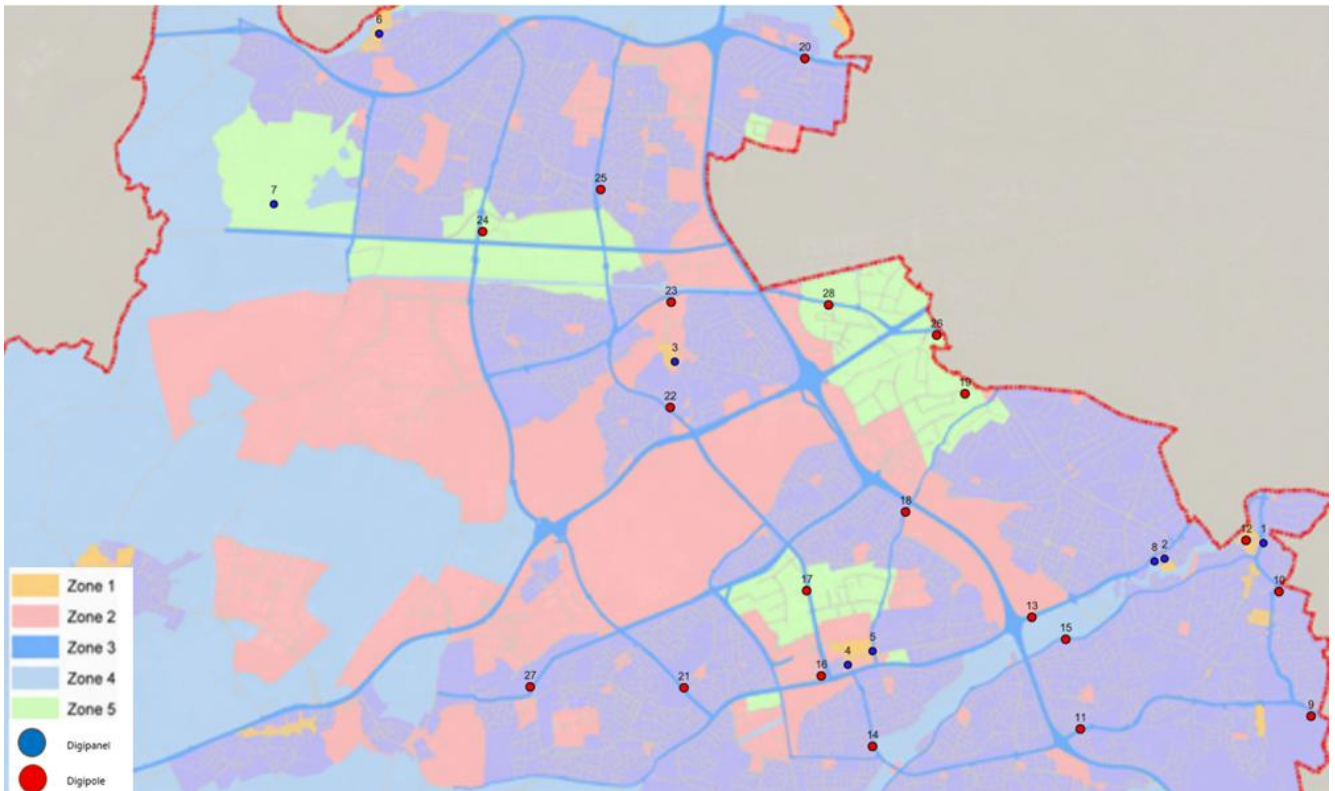


Figure 6 Zones of Advertisement Control

4.3.2 Public Realm: A Co-ordinated Approach

The preferred location for outdoor advertising panels within South Dublin County is on the public realm contained within Zones 2, 3 and 5 as indicated in Figure 1 Zones of Advertisement Control. The provision of outdoor advertisements in the public realm will enable the Council to adopt a co-ordinated approach to the management of the advertising activity in the County and to encourage better quality signage in more appropriate locations.

One of the key aims of the strategy is to allow SDCC to create a clutter free, high quality public realm within the County. To achieve this, SDCC will encourage the upgrade, the removal or replacement of unsightly and outdated advertising structures.

In order to achieve a coherent and standardised typology for outdoor display panels, SDCC has a preference for smaller types of advertising panels such as six-sheet size advertising panels i.e. Digipanel and 8 sq.m. advertising structures i.e. Digipoles. The appropriate size will be determined with regard to the streetscape quality and character of the urban fabric and in accordance with the provisions of this outdoor advertising strategy.

The provision of all advertising in the County will be monitored and controlled in order to ensure that the value of open space and parks in terms of providing a connection to nature, wellbeing and amenity is maintained. The regional open spaces and parks are within the ownership of the Council. Controls will also be in place to prevent the creation of undesirable visual clutter and to protect environmentally sensitive areas and buildings.

In order to enhance, protect and secure architectural integrity and to prevent unwelcome litter pollution, there is a presumption against the granting of permission for advertising hoardings or signage on all Luas bridges

and railway bridges unless the proposals provide for the removal and/or the rationalisation of existing display panels to significantly improve visual amenity.

In exceptional circumstances, applications for advertising display panels may be considered in zones where advertising structures would not normally be permissible. Temporary display panels may be approved where they can be used for the screening of building sites or land which are aesthetically unsightly. Notwithstanding the temporary nature of such signage, it will still be necessary to ensure the protection of special architectural quality and character. Under no such circumstances, however, will permanent permission be granted, and all such permissions will be of a temporary nature.

It is the policy of the planning authority to strictly control all advertising signs in relation to their location, design, materials, function and operation. Guidelines on these matters for light rail and national roads are available in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (March 2011) and TII's 'Code of engineering practice for works on, near, or adjacent the Luas light rail system'.

5. SITE DESCRIPTION AND LOCAL PLANNING OBJECTIVES

5.1 Introduction

This section provides a description of the site context and physical characteristics of each proposed Digipanel and Digipole location. It also identifies the relevant Advertising Strategy Zone and local planning objectives applicable to each site. Figure 7 below shows the proposed site locations within the context of the South Dublin County Development Plan 2022–2028 zoning objectives.

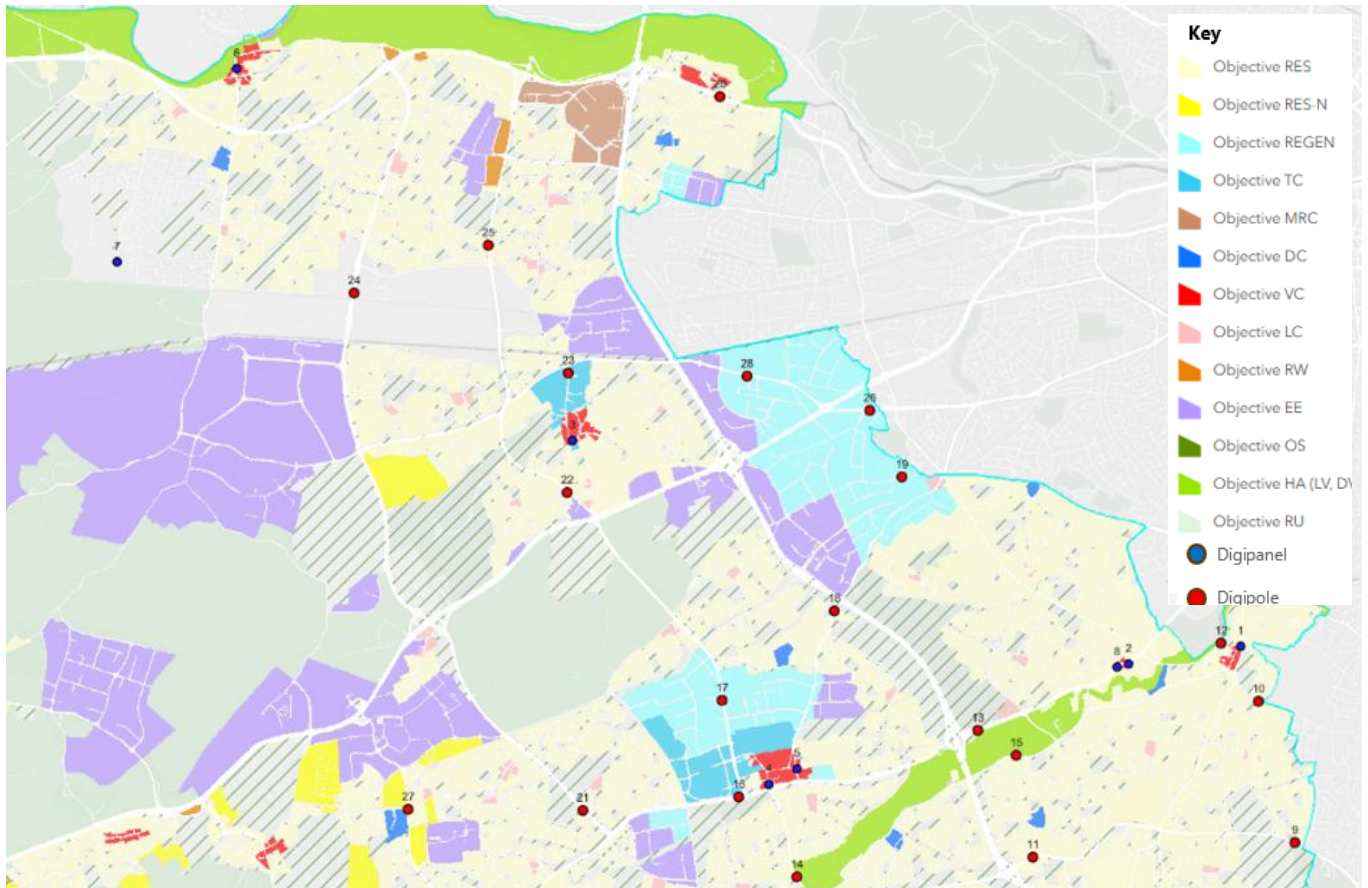


Figure 7: Site Locations in SDCC Land Zoning Objectives (Source: ArcGIS)

Table 5 Description of Location of Digipanel Sites

| Site ID | Site Address | Characteristics of site location: | Advertising Strategy Zone | Relevant planning objectives | Site Layout Plan |
|---------|---|---|---------------------------|---|------------------|
| 1 | West side of Rathfarnham Road, Rathfarnham, Dublin 14, north of the junction with Main St | <p>The site comprises a raised kerbed footpath build-out on the western side of Rathfarnham Road/R114, adjacent to the Rathfarnham Road and Main Street junction and opposite Heritage Credit Union. Rathfarnham Road is a heavily trafficked multi-lane route served by several bus routes.</p> <p>The site is located within Rathfarnham Village, in close proximity to local retail, commercial and community uses. The area experiences high levels of pedestrian and vehicular activity. Existing footpath infrastructure in the area includes bollards, signposting, bins, bicycle stands and planters.</p> | 3 | <p>Rathfarnham ACA011</p> <p>Footpath not zoned, adjoining zones include:</p> <p>Objective VC</p> <p><i>'To improve and provide for the future development of Village Centres.'</i></p> <p>Objective RES</p> <p><i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS</p> <p><i>'To preserve and provide for open space & recreational amenities.'</i></p> | |
| 2 | In front of 170 Templeogue Road, Templeogue Road, Dublin 6W | <p>The site comprises a raised kerbed footpath build-out on Templeogue Road, adjacent to a signalised pedestrian crossing and directly outside a Down Syndrome Ireland charity shop. The location is within Templeogue Village, with nearby mixed residential, retail, commercial and hospitality uses including the <i>Morgue Pub</i>.</p> <p>The area experiences high levels of pedestrian, cyclist and vehicular activity associated with the adjoining traffic signals, cycle infrastructure and bus lanes. Existing footpath infrastructure in the area includes bollards, signposting, bicycle</p> | 3 | <p>Objective VC</p> <p><i>'To improve and provide for the future development of Village Centres.'</i></p> | |

| | | | | | |
|----------|---|---|---------------------|--|--|
| | | <p>stands, planters and a segregated cycle lane running through the footpath area. There is an existing Pzazz 48 sheet advertising structure on the gable wall of the adjacent building.</p> | | | |
| <p>3</p> | <p>East side of the junction of Convent Road and Main Street, Clondalkin, Dublin 22</p> | <p>The site comprises a section of footpath on the eastern side of Convent Road, outside Tower Credit Union. It is adjacent to the signalised three-arm junction of Convent Road, Main Street and Tower Road, which incorporates a central traffic island, used by pedestrians crossing the adjoining roads.</p> <p>The site is located within Clondalkin Village Centre, in close proximity to retail, commercial and community uses. Tesco Superstore adjoins Tower Credit Union, with Moyle Park College and residential properties also located nearby. The area experiences high levels of pedestrian and vehicular movement. Existing footpath infrastructure includes traffic signals, bollards, bicycle stands, lighting and signage.</p> | <p>1/2 (border)</p> | <p>Clondalkin Village ACA008</p> <p>Objective VC</p> <p><i>'To improve and provide for the future development of Village Centres.'</i></p> <p>Adjoining land zones include:</p> <p>Objective TC</p> <p><i>'To protect, improve and provide for the future development of Town Centres.'</i></p> <p>Objective RES</p> <p><i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS</p> <p><i>'To preserve and provide for open space and recreational amenities.'</i></p> | |

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|----------|---|---|----------|---|---|
| <p>4</p> | <p>West side of Old Bawn Road, Tallaght Village, Dublin 24 in front of Unit 4, Old Bawn Road</p> | <p>The site comprises a section of footpath on the western side of Old Bawn Road, outside the Irish Cancer Society charity shop. Old Bawn Road is a busy route providing access towards the N81. The surrounding area is predominantly retail and commercial in character, with shops and services located on Old Bawn Road. Pedestrian activity is generated by the adjoining retail units, nearby bus stop and local services. Existing footpath infrastructure in the vicinity includes a bus stop kerb, lighting column and speed signage.</p> | <p>2</p> | <p>Path not zoned, adjoining zone: Objective VC <i>'To improve and provide for the future development of Village Centres.'</i></p> | <p>The plan shows a site boundary outlined in red on the western side of Old Bawn Road. Key features include: an existing bus stop curb, an existing curb line at +0.750, a proposed bespoke DS outdoor DS digital screen (overall height 2.50m) located in the middle of the shops, an existing kerb sign, an existing lamp post, a new electrical box pillar, and the location of a site notice on a railing. A pedestrian footpath is shown running parallel to the road. A P003 sign is also indicated.</p> |
| <p>5</p> | <p>Southwestern side of the junction of Main Road and Greenhills Road, Tallaght Village, Dublin 24, in front of Bank of Ireland</p> | <p>The site comprises a section of footpath adjoining the Bank of Ireland building at the junction of Main Road/Old Blessington Road and Greenhills Road/R819, within Tallaght Village. The site occupies a prominent village centre location at a busy signalised crossroads. The surrounding area is mixed in character, comprising retail, commercial, takeaway, restaurant and residential uses, including apartments in the vicinity. The area experiences high levels of pedestrian and vehicular activity associated with the adjoining junction, pedestrian crossing and village centre uses. Existing footpath infrastructure includes bollards, traffic signals, lighting, signage, and a bin, which is proposed to be relocated.</p> | <p>2</p> | <p>Objective VC <i>'To improve and provide for the future development of Village Centres.'</i></p> | <p>The plan shows a site boundary outlined in red at the junction of Main Street/Old Blessington Road and Greenhills Road. Key features include: a location of site notice - back of sign, an existing abandoned street sign, an existing manhole, a proposed bespoke DS outdoor DS digital screen (overall height 2.50m) with signs located where existing bins are, existing metal sidewalk covers, an existing lamp post, an existing traffic light, an existing bollard, an existing bin to be relocated, an existing metal sidewalk cover, an existing traffic light, an existing bollard, a new electrical box pillar, and an existing building. A pedestrian footpath is shown. A P003 sign is also indicated.</p> |

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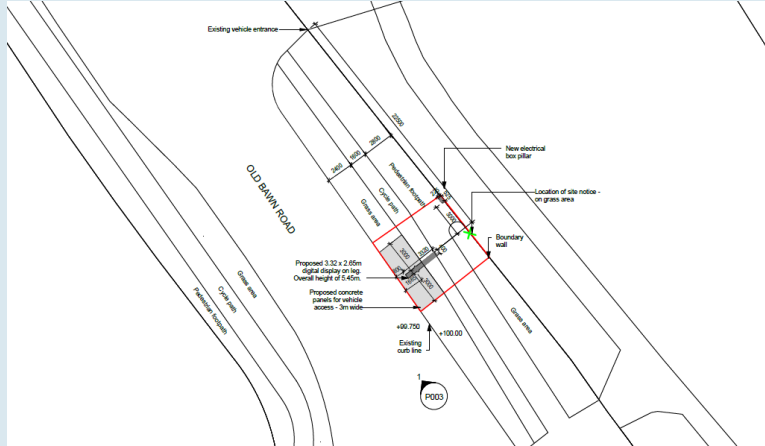
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|----------|---|--|----------|---|--|
| <p>6</p> | <p>West side of the junction of Main Street and Lower Main Street/Dispensary Lane, Lucan, County Dublin</p> | <p>The site comprises a section of footpath at the junction of Main Street and Lower Main Street, within Lucan Village and adjacent to the River Liffey corridor. The surrounding area is mixed in character, comprising hospitality, retail, commercial and residential uses. Carroll’s Gastro Pub is on the opposite side of the road to the subject site. The area experiences high levels of pedestrian, vehicular and bus movement associated with Main Street, the village centre and nearby river crossing. Existing footpath infrastructure includes bollards, boundary walls, lighting, signage and nearby trees.</p> | <p>1</p> | <p>Lucan Village ACA009</p> <p>Path not zoned, adjoining zones:</p> <p>Objective VC</p> <p><i>‘To improve and provide for the future development of Village Centres.’</i></p> <p>Objective OS:</p> <p><i>‘To preserve and provide for open space and recreational amenities’</i></p> | |
| <p>7</p> | <p>On plaza beside Adamstown Avenue at junction with Adamstown Boulevard, Co. Dublin</p> | <p>The site comprises a section of footpath on Adamstown Avenue, within a recently developed mixed-use residential and commercial area. It is located adjacent to modern apartment development with ground-floor retail and service uses, including cafés (with outdoor seating), pharmacy, beauty services and other local amenities. The surrounding area includes apartment and housing development, nearby supermarkets, a children’s play area/open space and community facilities, with an HSE community facility located on the opposite side of Adamstown Avenue. The area experiences pedestrian, cyclist and vehicular activity associated with local services, bus lanes, cycle infrastructure and nearby pedestrian crossings. Existing footpath infrastructure in the vicinity includes bicycle stands and signage.</p> | <p>5</p> | <p>Strategic Development Zone</p> <p>Site is included within Adamstown Strategic Development Zone</p> <p>Development Area 11 Adamstown Station - New District Core, adjoining Civic Square</p> | |

| | | | | | |
|----------|--|--|----------|---|---|
| <p>8</p> | <p>North side of Templeogue Road/Blessington Road, Templeogue, Dublin 6W, adjacent to the entrance to Templeogue Business Centre</p> | <p>The site comprises a section of footpath on Templeogue Road/Blessington Road, opposite Templeogue Tennis Club and its associated car parking, on the approach to Templeogue Village. The proposed structure is positioned adjacent to an existing boundary wall with mature hedging, which forms the rear boundary to residential properties.</p> <p>The surrounding area is mixed in character, comprising residential properties and a range of local retail, commercial, hospitality and neighbourhood service uses associated with Templeogue Village. The area experiences high levels of pedestrian, cyclist and vehicular activity associated with the village centre, pedestrian crossing, cycle infrastructure and Templeogue Tennis Club.</p> | <p>3</p> | <p>Path not zoned, adjoining zone:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> | <p>The diagram is a site plan showing a section of Templeogue Road/Blessington Road. It includes several numbered plots (11, 14, 15, 186A) and a 'Proposed structure' highlighted in red. Key features labeled include: 'Existing vehicle entrance wall', 'New electrical line pillar', 'Existing 2 nos. ESBs', 'Boundary wall', 'Site boundary indicated in red', 'Location of site relative to boundary wall', 'Proposed structure (D) adjacent to ESBs', 'General height (E) 2m', 'Line light to house (D) 2m', 'Existing curb line', and 'Proposed kerb line'. Elevation markers for +100.00 and +100.750 are also present. A 'P100' sign is shown on the road.</p> |
|----------|--|--|----------|---|---|

Table 6 Description of Location of Digipole Sites

| Site ID | Site Address | Characteristics of site location | Ad Zone | Relevant planning objectives | Site Plan |
|---------|---|---|---------|---|-----------|
| 9 | North side Grange Road, Rathfarnham, Dublin 16 (The Eden Centre car park) | <p>The site comprises a grassed strip on the northern side of Grange Road, set back from the carriageway by the existing raised cycle lane and footpath. The proposed Digipole is positioned adjacent to a low boundary wall/fence of the adjoining premises, which includes The Eden House, hospitality, childcare, beauty and neighbourhood service uses, together with associated car parking. These uses are accessible from Grange Road via a pedestrian entrance located in close proximity to the proposed Digipole, or via a separate vehicular entrance from Eden Avenue.</p> <p>Grange Road is a busy trafficked route with bus and cycle infrastructure in place. The opposite side of the road has a more landscaped character, comprising a boundary wall with mature trees beyond. Popular recreational amenities, including Grange Golf Club, Three Rock Rovers Hockey Club and Marlay Park, are located nearby.</p> | 3 | <p>Road not zoned, the adjacent Eden House premises is zoned:</p> <p>Objective LC <i>'To protect, improve and provide for the future development of Local Centres'</i></p> <p>Surrounding zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> | |
| 10 | South side of Grange Road, Rathfarnham, Dublin 16 (east of Nutgrove Ave) | <p>The site comprises a grassed strip on the southern side of Grange Road, approximately 60m from the signalised junction of Grange Road, Nutgrove Avenue and Rathfarnham Wood. The proposed Digipole is set back from the carriageway behind the existing footpath, adjoining an existing car park and Bring Centre (glass bank).</p> <p>Grange Road is a busy trafficked route with bus infrastructure in the vicinity, including a nearby bus shelter and bus lane provision. The</p> | 3 | <p>Road not zoned, adjoining zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p><i>Open for Consideration: Advertisements and Advertising Structures</i></p> | |

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| | | <p>junction accommodates significant pedestrian, cyclist and vehicular movement, with pedestrian crossing facilities provided. Existing streetscape elements include traffic signals, bollards, signage, bicycle lockers/stands and lighting.</p> <p>The surrounding area is predominantly residential and landscaped in character, with a recently constructed apartment block located across the junction. St Mary's Boys National School is also located in close proximity, contributing to pedestrian and vehicular activity in the area.</p> | <p>Objective OS</p> <p><i>'To preserve and provide for open space and recreational amenities.'</i></p> | |
| <p>11</p> | <p>Saint Colmcille's Way (R113), Scholarstown Road, Dublin 16 (on north side of road, to the east of Orlagh Grove roundabout)</p> | <p>The site comprises a grassed strip on the northern side of Saint Colmcille's Way, set back from the carriageway behind the existing raised cycle lane and footpath. The site is located on the approach to the roundabout junction with Scholarstown Road and Orlagh Grove, with signalised pedestrian crossing facilities provided on the Saint Colmcille's Way approach.</p> <p>This is a busy distributor road, carrying traffic between the M50 Junction 12, Scholarstown and Ballycullen. The site is located approximately 250m from the M50 Junction 12 access. Existing streetscape elements in the vicinity include an adjacent bus shelter, lighting, signage, cycle infrastructure and mature trees to the rear of the verge. The surrounding area is predominantly suburban residential in character, with St Colmcille's Community School and Ballycullen Community Church located nearby.</p> | <p>3</p> <p>Road not zoned, adjoining zones include:</p> <p>Objective RES</p> <p><i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS</p> <p><i>'To preserve and provide for open space and recreational amenities.'</i></p> | |

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| | | <p>to the demolition to the existing facilities at Spawell for the construction of a GAA cluster facility.</p> | | | |
| <p>14</p> | <p>Old Bawn Road, Firhouse, Dublin 24 (north of junction with Firhouse Rd West)</p> | <p>The site comprises a roadside grass verge on Old Bawn Road, directly adjacent to the road. There is an existing cycle lane and pedestrian footpath running behind the proposed Digipole. The site is located beside a low boundary wall, with Dodder Valley Park immediately beyond.</p> <p>Old Bawn Road is served by bus services and is located in close proximity to the junction with Firhouse Road, where pedestrian crossing facilities are provided. The surrounding area is predominantly residential and open space in character, with Dodder Valley Park providing car parking, playground facilities, playing pitches and mature tree planting. Ahern's public house, with outdoor seating and associated car parking, is located nearby. The opposite side of Old Bawn Road consists of green space and mature planting in front of residential properties.</p> | <p>3</p> | <p>Road not zoned, adjoining zones include:</p> <p>Objective HA-DV <i>'To protect and enhance the outstanding character and amenity of the Dodder Valley.'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> |  <p>The diagram is a site plan for a proposed digipole on Old Bawn Road. It shows the road layout with an 'Existing vehicle entrance' at the top. A 'Proposed digipole' is marked with a red rectangle. Key features include a 'New electrical box pillar', a 'Location of site notice on grass area', and a 'Boundary wall'. The plan also shows 'Proposed concrete panels for vehicle access - 3m wide' and a 'Proposed 3.32 x 2.65m digital display on leg Overall height of 5.45m'. Elevation markers for '+00.750' and '+100.00' are shown, along with an 'Existing curb line'. A north arrow and a 'POD' symbol are also present.</p> |

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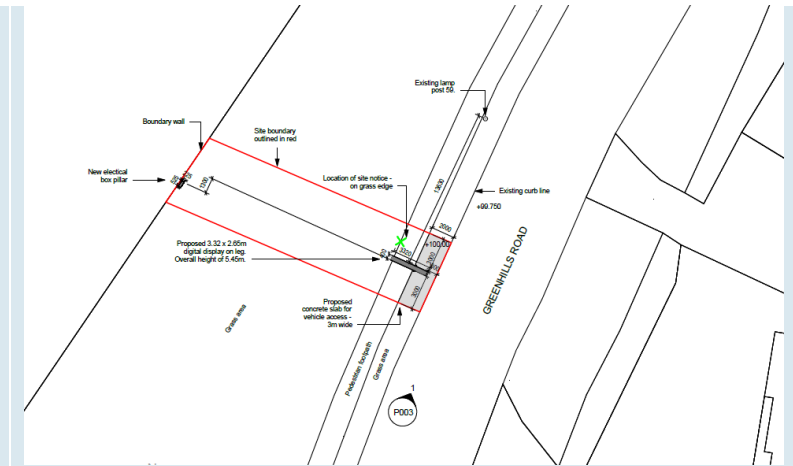
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| <p>15</p> | <p>Firhouse Road, Dublin 16 (beside Dodder Valley Park boundary and opposite entrance to Pineview Business Park)</p> | <p>The site comprises a hardstanding strip located between the public footpath and cycle lane on the northern side of Firhouse Road. The proposed Digipole is positioned adjacent to an existing low boundary fence, with Dodder Valley Park located immediately beyond. A pedestrian access to the park is located in close proximity to the subject site.</p> <p>Firhouse Road is a busy trafficked route with bus lane provision and cycle infrastructure on both sides of the carriageway. Pedestrian crossing facilities are also located nearby. Pineview Industrial Estate is located directly opposite the proposed site and accommodates a range of local commercial and service uses. The wider area includes parklands, residential development and recreational amenities, including Ballyboden St Enda's GAA club nearby.</p> | <p>3</p> <p>Road not zoned, adjoining zones include:</p> <p>Objective HA-DV <i>'To protect and enhance the outstanding character and amenity of the Dodder Valley.'</i></p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> | |
| <p>16</p> | <p>N81 Tallaght Bypass, Dublin 24, west of junction with Belgard Road (R113) on central median of road</p> | <p>The site comprises a grassed central median on Tallaght Bypass/N81, immediately west of its junction with the R113. The median separates the opposing multi-lane carriageways of this heavily trafficked divided route, with the proposed Digipole visible to traffic travelling in both directions.</p> <p>This is a major arterial route, with significant vehicular movement associated with the adjoining R113 junction, Tallaght Town Centre and the wider local road network. Sean Walsh Memorial Park adjoins the southern side of the road corridor, with footpath and cycle infrastructure, grassed areas and mature tree planting located within the park boundary.</p> <p>The wider area forms part of the Tallaght town centre environment, with The Plaza Hotel directly opposite the proposed site and The</p> | <p>3</p> <p>Road not zoned, adjoining zones include:</p> <p>Objective TC <i>'To protect, improve and provide for the future development of Town Centres.'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective VC <i>'To protect, improve and provide for the future development of Village Centres.'</i></p> | |

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| | | Square Tallaght located to the north-west. Other civic, educational, healthcare and recreational uses are located within the wider Tallaght area. | | | |
| 17 | Belgard Road (R113), Dublin 24 (on west side of road, south of junction with Colbert's Fort) | <p>The site comprises a grassed roadside verge on Belgard Road, located between the existing footpath and road, adjoining the Windsor Nissan Belgard premises.</p> <p>Belgard Road is a multi-lane route, serving the Tallaght and Belgard area. Road infrastructure includes on-road cycle lanes, central median treatment and pedestrian crossing facilities along the corridor. The surrounding area is predominantly commercial, retail and employment-based in character, with Belgard Retail Park located adjacent to the Nissan premises and accommodating a range of retail, fast-food, service and industrial uses, together with associated car parking.</p> <p>An Amazon Web Services data centre is located on the opposite side of Belgard Road, with further employment and service uses located throughout the area.</p> | 3 | <p>Road not zoned, adjoining zone:</p> <p>Objective REGEN</p> <p><i>'To facilitate enterprise and/or residential-led regeneration subject to a development framework or plan for the area incorporating phasing and infrastructure delivery.'</i></p> <p><i>Permitted In Principle: Advertisements and Advertising Structures</i></p> | <p>The diagram shows a plan view of the site on Belgard Road. Key features include: <ul style="list-style-type: none"> Proposed concrete slab for vehicle access, 3m wide. New electrical box pillar. Proposed 3.32 x 2.65m light display on leg, overall height of 2.65m. Existing curb line at +60.750. Location of site notice stake in grass. Site boundary outlined in red. Existing Nissan building. Belgard Road. Various lanes: Pedestrian footpath, Cycle lane, Green area, and Cycle path. Levels: +100.00 and +100.00. Reference to R113. </p> |
| 18 | R819 Greenhills Road, Kilnamanagh, Dublin 24 (on west side of road opposite Tallaght Theatre building) | <p>The site comprises a roadside grassed verge on the western side of Greenhills Road, positioned between the road, which includes a marked on-road cycle lane, and the adjoining pedestrian footpath. The proposed Digipole would be located within an established roadside environment containing existing infrastructure, including a lighting column, bus stop infrastructure and nearby pedestrian crossing facilities.</p> <p>The verge adjoins an area of open green space with tree planting, bounded by a low wall and</p> | 3 | <p>Road not zoned, adjoining zones include:</p> <p>Objective OS</p> <p><i>'To preserve and provide for open space and recreational amenities.'</i></p> <p>Objective RES</p> <p><i>'To protect and/or improve residential amenity.'</i></p> | |

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fence associated with Kilnamanagh Family Recreation Centre and its car park. Kilnamanagh AFC and associated playing pitches are located further west. The opposite side of Greenhills Road includes local commercial and leisure uses, including Tallaght Theatre and The Cuckoo’s Nest, with residential development beyond. School Coláiste de hÍde is located to the south-east of the site. Such uses contribute to Greenhills Road functioning as a busy suburban distributor route serving the wider Kilnamanagh and Tallaght area.



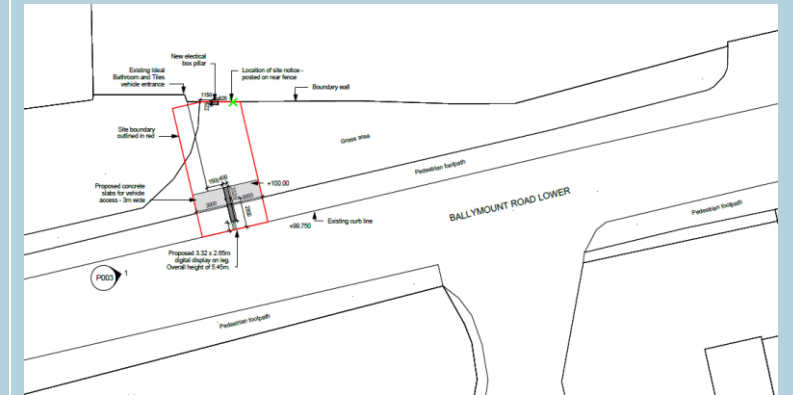
19 Ballymount Road Lower, Walkinstown, Dublin 12 (on northern side of road adjacent Ideal Bathroom and Tiles Centre)

The site comprises a grassed strip between Ballymount Road Lower and the internal vehicular access serving the adjoining commercial/service premises, including Ideal Bathrooms & Tiles. Ballymount Road Lower serves the south-eastern edge of Ballymount Industrial Estate and accommodates a range of trade, commercial and service uses. The immediate area includes bathroom and tile showrooms, builders’ merchants, vehicle and tyre services, garden and storage suppliers and other trade-related uses. Commercial signage forms part of the established streetscape. The surrounding area is mixed in character, with industrial and service uses to the west and residential development to the east and south-east, including the Stoneview apartment development in visible proximity. The site is located in proximity to Walkinstown Roundabout, providing access to the wider

5 Road not zoned, adjoining zone:

Objective REGEN

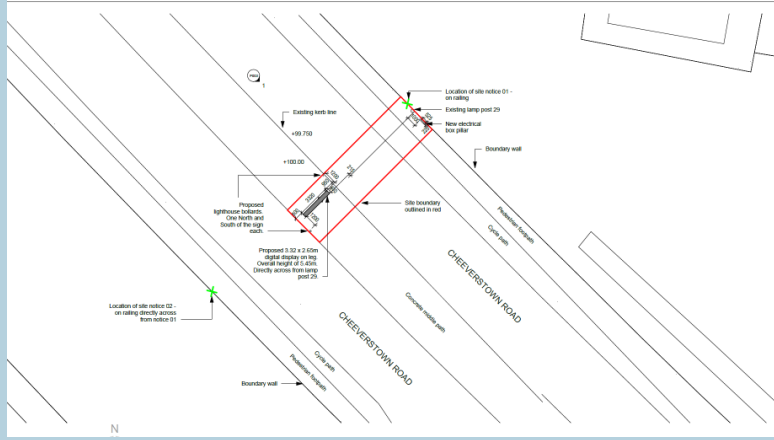
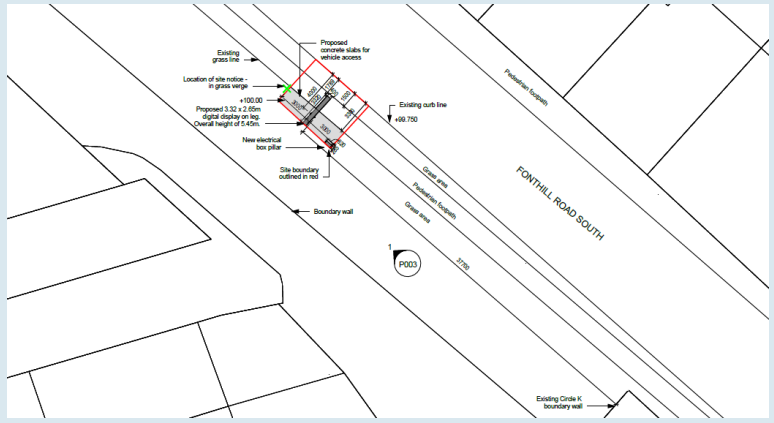
‘To facilitate enterprise and/or residential-led regeneration subject to a development framework or plan for the area incorporating phasing and infrastructure delivery.’

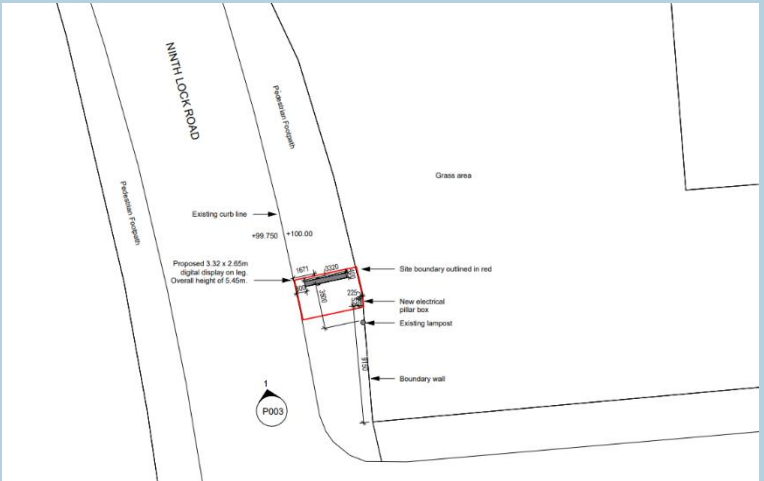


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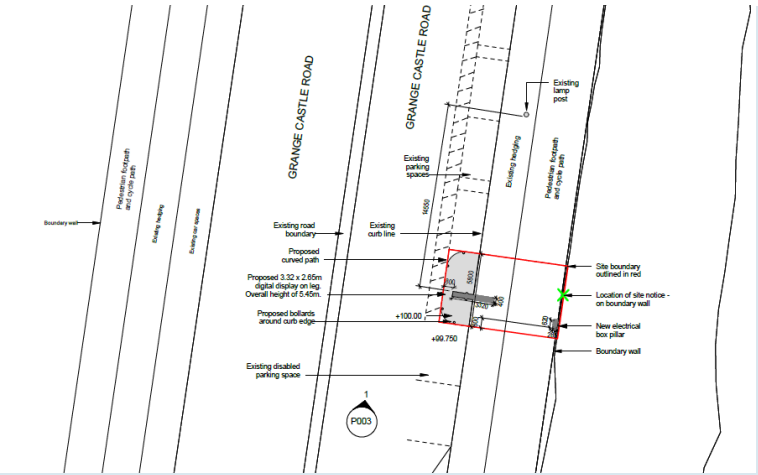
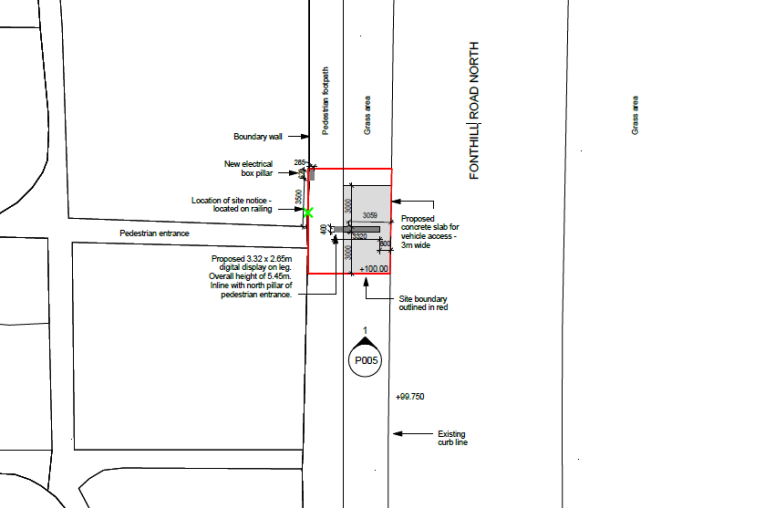
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| | | Walkinstown area and surrounding road network. | | | |
| 20 | Lucan Road/Chapelizod Bypass, Dublin 20, to the east of Kennelsfort Road Upper/Lower junction (in the central median) | <p>The site comprises a grassed central median on Chapelizod Bypass, separating the opposing multi-lane carriageways of this heavily trafficked route. The proposed Digipole would be visible to traffic travelling in both directions. Chapelizod Bypass carries significant vehicular and bus movement, with bus lane provision along the outer lanes. The road has a landscaped character, with mature tree planting and grassed margins to either side. Residential development is set back behind this boundary planting.</p> <p>The site is located east of the junction of Chapelizod Bypass with Kennelsfort Road Upper and Kennelsfort Road Lower. The surrounding area is predominantly residential and landscaped in character, with nearby recreational amenities including Waterstown Park. Palmerstown Gate, Circle K and M50 Junction 7 are located further west, while Applegreen is located further east along the bypass.</p> | 3 | <p>Road not zoned, adjoining zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> | |
| 21 | Cheeverstown Road, Tallaght, Dublin 24 northwest of junction with Fortunestown Way (on central median) | <p>The site comprises a paved central island on Cheeverstown Road, close to the junction with Fortunestown Way and to the side of the Tallaght Leisure Centre building. Cheeverstown Road has bus lane provision, cycle facilities and footpaths along both sides of the road. A sheltered bus stop is located on the Tallaght Leisure Centre side, with pedestrian access also provided to the leisure centre grounds and adjoining playing pitches. The surrounding area is residential, community and recreational in character. Tallaght Community National School is located near the Fortunestown Way junction, while Jobstown Park, Butler McGee Park and associated sports pitches are located</p> | 3 | <p>Road not zoned, adjoining zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> | |

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| | | <p>further north, beyond the leisure centre. The N81 lies further south-east, contributing to the wider movement function of Cheeverstown Road.</p> | |  |
| <p>22</p> | <p>Fonhill Road South, Dublin 22 north west of junction with Caddbeck Way and south of junction with Boot Road</p> | <p>The site comprises a grassed strip on the western side of Fonhill Road South, set back from the road behind the existing footpath. The proposed Digipole would be positioned within an established landscaped strip comprising grass, shrub planting and roadside trees, adjacent to the boundary treatment of the adjoining Circle K site. Fonhill Road South is a busy suburban route, carrying regular vehicular, bus, cyclist and pedestrian movement. The site is located in proximity to the junction of Fonhill Road South and Boot Road, the N7 sits southeast of the site and can also be easily accessed.</p> <p>The surrounding area is mixed in character, comprising predominantly residential development together with commercial, service and community uses. Circle K adjoins the site, while Newlands Home & Garden is located opposite. Aldi, Maldron Hotel and Clondalkin Primary Care Centre are also situated in the wider vicinity.</p> | <p>3</p> <p>Road not zoned, adjoining zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective EE <i>'To provide for enterprise and employment related uses.'</i></p> |  |

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| <p>23</p> | <p>Ninth Lock Road, Clondalkin, Dublin 22 (outside Church of Jesus Christ of Latter-Day Saints)</p> | <p>The site comprises a section of footpath on the eastern side of Ninth Lock Road, outside the Church of Jesus Christ of Latter-day Saints. The church grounds comprise grassed open space with mature tree planting. Pedestrian access is adjacent to the site, while vehicular access and parking is to the rear, accessed via Oakfield. There is a bus stop also located to the front of the church. The junction of Ninth Lock Road and Nangor Road is located approximately 70m north of the site, this is a contributor traffic in the area.</p> <p>The surrounding area is mixed in character, comprising community, retail, commercial, service and employment uses, with residential development located further east. Local retail units, such as Polonez, and commercial units, such as Securispeed are accessed by the Oakfield Cul de sac, just south of the site. The Mill Shopping Centre, with a variety of establishments and associated parking, is located further south. The opposite side of Ninth Lock Road is characterised by open undeveloped lands with mature tree growth.</p> | <p>2</p> <p>Road not zoned, adjoining zone:</p> <p>Objective TC</p> <p><i>'To protect, improve and provide for the future development of Town Centres.'</i></p> |  |
| <p>24</p> | <p>R136 Grange Castle Road, Lucan, Co. Dublin, adjacent to Kishoge Railway Station</p> | <p>The site comprises a paved roadside area on the western side of Grange Castle Road, adjacent to Kishoge Train Station. The proposed Digipole is positioned beside the boundary wall. It adjoins the footpath, cycle lane and on-street parking bays.</p> <p>Grange Castle Road has traffic and bus lane provision in both directions, separated by a central median. The site is located close to pedestrian crossing facilities and station-related infrastructure, with regular bus, vehicular, cyclist and pedestrian movement associated with the train station. The</p> | <p>3</p> <p>This area is included within the Clonburris SDZ</p> <p>The area around the station is designated Mixed Use – Retail, Community and Local Services</p> | |

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| | | <p>surrounding area is developing in character, with transport, residential, educational and employment uses in the wider vicinity. Kishoge Community College is located nearby, with students and commuters contributing to pedestrian activity along the corridor. The wider area includes open lands, emerging residential development, such as Profile Park and access towards the Grand Canal Greenway.</p> | |  <p>Site plan for Grange Castle Road. The plan shows a proposed 3.32 x 2.05m digital display on a leg with an overall height of 5.40m. It also shows proposed bollards around the curb edge, a new electrical box pillar, and a boundary wall. Existing features include a road boundary, a curved path, a parking space, and a disabled parking space. A north arrow and a circular marker 'P003' are also present.</p> |
| <p>25</p> | <p>Fonthill Road North, Dublin 22 (south of junction with Lucan Newlands Road (on the western side of road)</p> | <p>The site comprises a grassed roadside verge on the western side of Fonthill Road North, adjacent to the pedestrian entrance serving Foxdene Grove. The grassed verge is positioned between the carriageway and the adjoining footpath, with the residential estate boundary wall and planting located immediately to the rear. Fonthill Road North is a busy suburban route with bus lane provision and regular vehicular, bus and pedestrian movement. The opposite side of the road is characterised by open green space, tree planting and residential development set back from the road corridor.</p> <p>The surrounding area is predominantly residential and landscaped in character, with local schools, Ronanstown Garda Station, Ballyowen Park and Clondalkin Fonthill Station located within the wider vicinity. The junction with Newlands Road and Balgaddy Road lies to the north and contributes to the movement function of this section of Fonthill Road North.</p> | <p>3</p> <p>Road not zoned, adjoining zones include:</p> <p>Objective RES <i>'To protect and/or improve residential amenity'</i></p> <p>Objective OS <i>'To preserve and provide for open space and recreational amenities.'</i></p> |  <p>Site plan for Fonthill Road North. The plan shows a proposed 3.32 x 2.05m digital display on a leg with an overall height of 5.40m, inline with the north pillar of the pedestrian entrance. It also shows a proposed concrete slab for vehicle access (3m wide), a new electrical box pillar, and a boundary wall. Existing features include a pedestrian entrance, a grassed area, and an existing curb line. A north arrow and a circular marker 'P005' are also present.</p> |

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| <p>26</p> | <p>Long Mile Road, Dublin 12 to the east of the junction with Robinhood Road (on southern side of road)</p> | <p>The site comprises a grassed strip on the southern side of Long Mile Road, within Ballymount Industrial Estate. The proposed Digipole is positioned on the grass area between the pedestrian footpath and the boundary to adjoining industrial premises. Long Mile Road is a busy urban distributor route serving the wider Ballymount and Naas Road employment corridor. The road accommodates regular vehicular, commercial, bus, cyclist and pedestrian movement. The surrounding area is characterised by industrial, warehouse, logistics and service-based uses, with large commercial premises, service yards and associated surface car parking along the road frontage.</p> | <p>3</p> <p>Road not zoned, adjoining zone:</p> <p>Objective REGEN</p> <p><i>'To facilitate enterprise and/or residential-led regeneration subject to a development framework or plan for the area incorporating phasing and infrastructure delivery.'</i></p> | |
| <p>27</p> | <p>Junction of Citywest Drive and Citywest Road, Dublin 24 (adjacent to Citywest Shopping Centre car park and 'The Alder' building)</p> | <p>The site comprises a wide curved footpath at the south-eastern corner of the Citywest Road junction with Citywest Drive and Fortunestown Lane. The proposed Digipole is positioned within the footpath area adjacent to the boundary wall of the adjoining Citywest Demesne residential development.</p> <p>Citywest Road and Citywest Drive form part of a busy suburban distributor road network serving the wider Citywest area. The surrounding area is recently developed and mixed in character, comprising residential apartment and housing schemes, retail, community and employment uses. Citywest Shopping Centre, McDonald's and associated car parking are located to the west of the site, while Scoil Aoife Community National School and Lidl are located further east along Citywest Drive. Fortunestown Luas stop and park-and-ride facilities are located nearby, with Magna Business Park situated to the rear of the adjoining residential development. The</p> | <p>6</p> <p>Objective RES</p> <p><i>'To protect and/or improve residential amenity'</i></p> <p><i>Open for Consideration: Advertisements and Advertising Structures</i></p> <p>Adjoining zones at the crossroads include:</p> <p>Objective DC:</p> <p><i>'To protect, improve and provide for the future development of District Centres.'</i></p> <p>Objective RES-N:</p> <p><i>'To provide for new residential communities in accordance with approved area plans.'</i></p> | |

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| | | <p>location is therefore characterised by movement associated with residential, retail, public transport, school and employment uses.</p> | | | |
| <p>28</p> | <p>Nangor Road, Dublin 12 opposite Diageo Baileys complex</p> | <p>The site comprises a grassed roadside verge on the southern side of Nangor Road. There are no active road frontages on this side of the road. The boundary to the road is formed by a palisade fence associated with the Western Industrial Estate to the south. The site is opposite the Diageo Baileys complex to the north.</p> <p>Nangor Road is a busy urban distributor route serving the wider Fox and Geese, and Park West employment corridor. The road accommodates regular vehicular, commercial, bus, cyclist and pedestrian movement. The surrounding area is characterised by industrial, warehouse, logistics and service-based uses, with large commercial premises, service yards and associated surface car parking.</p> | <p>5</p> | <p>Road not zoned, adjoining zone: Objective REGEN</p> <p>‘To facilitate enterprise and/or residential-led regeneration subject to a development framework or plan for the area incorporating phasing and infrastructure delivery.’</p> | |

6. PLANNING ASSESSMENT

6.1 Introduction

This section provides a planning assessment of the proposed Digipanel and Digipole structures having regard to the relevant provisions of the South Dublin County Development Plan, the Outdoor Advertising Strategy, applicable development management standards and the site-specific characteristics of each location.

The assessment considers the suitability of each proposed location, compliance with the relevant advertising strategy zone, and consistency with the applicable planning objectives, including land-use zoning, visual amenity, heritage sensitivity, illumination and traffic safety. A cumulative planning assessment of the overall proposal is also provided.

Table 7: Assessment of Digipanel Sites

| Site ID | Site Address | Consideration of Location: | Compliance with Advertising Strategy: | Compliance with planning objectives: | Visualisation of Proposed Display |
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| 1 | West side of Rathfarnham Road, Rathfarnham, Dublin 14, north of the junction with Main St | The subject site is located within Rathfarnham Village, adjacent to the Rathfarnham Road and Mainstreet junction on a heavily trafficked route. The surrounding area is characterised by local retail, commercial, community and residential uses, with existing street signage. Having regard to the scale of the proposed Digipanel and the surrounding village centre context, the proposal is considered to enhance the public realm and would not result in adverse impacts on residential or visual amenity. | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposed Digipanel is considered appropriate having regard to the busy village context. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands include Objective VC and Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipanel is not located within open space lands.</p> <p>The site is located within Rathfarnham ACA011. Having regard to the scale and controlled illumination of the proposed Digipanel, the proposal is not considered to adversely affect the character or setting of the ACA.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 2 | In front of 170 Templeogue Road, | The subject site is located within Templeogue Village on a busy route with high levels of pedestrian, cyclist and vehicular activity. The | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for | The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan. | |

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| | <p>Templeogue Road, Dublin 6W</p> | <p>surrounding area comprises a mix of retail, commercial, hospitality and residential uses, and there is an existing advertising structure on the adjoining gable wall. Having regard to the established character of the area, the proposed Digipanel is considered appropriate at this location.</p> | <p>consideration, subject to compliance with development management standards. The proposed Digipanel is considered appropriate having regard to the busy urban village context.</p> | <p>The site is located within lands zoned Objective VC, where advertisements and advertising structures are open for consideration.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>3</p> | <p>East side of the junction of Convent Road and Main Street, Clondalkin, Dublin 22</p> | <p>The subject site is located within Clondalkin Village Centre, adjacent to a busy signalised junction. The surrounding area is characterised by retail, commercial, community, educational and residential uses, with high levels of pedestrian and vehicular movement. Having regard to the active village centre context, the proposed Digipanel would provide a positive visual addition to the public realm.</p> | <p>The site is located at the interface of Zone 1 and Zone 2. While Zone 1 relates to sensitive ACA locations, Zone 2 allows for outdoor advertising in urban centres subject to special development measures. Having regard to the site's village centre context, the nature and scale of adjacent commercial modern buildings and the controlled operation of the proposed Digipanel, the proposal is considered acceptable in principle and it is contended that there will be no material</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands include Objective VC and Objective RES, where advertisements and advertising structures are open for consideration, and Objective TC, where advertisements and advertising structures are permitted in principle. The adjoining Objective OS zoning is noted; however, the proposed Digipanel is not located within open space lands. The site is located within Clondalkin Village ACA008. Having regard to the scale, location and controlled illumination of the proposed Digipanel, the proposal is not considered to adversely affect the character or setting of the ACA.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-</p> |  |

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| | | | impact on the character or setting of the ACA. | time operation mode with reduced illuminance and a 2am to 6am curfew is proposed. Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6). | |
| 4 | West side of Old Bawn Road, Tallaght Village, Dublin 24 in front of Unit 4, Old Bawn Road | The subject site is located on Old Bawn Road, Tallaght, within a predominantly retail and commercial roadside setting. Pedestrian activity is generated by adjoining shops, services and nearby public transport infrastructure. Having regard to the commercial character of the area, the proposed Digipanel would not appear out of character at this location. | The site is located within Zone 2 , where outdoor advertisements may be permitted in urban centres, subject to special development management measures. The proposed Digipanel is considered appropriate having regard to the commercial character of Old Bawn Road. | The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan. The footpath is not zoned; however, adjoining lands are zoned Objective VC, where advertisements and advertising structures are open for consideration. The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed. Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6). |  |
| 5 | Southwestern side of the junction of Main Road and Greenhills Road, Tallaght Village, Dublin 24, in front of Bank of Ireland | The subject site is located within Tallaght Village at a prominent signalised junction. The surrounding area is characterised by a mix of retail, commercial, restaurant, takeaway and residential uses. Having regard to the village centre context, the proposed Digipanel would enhance the quality of advertising | The site is located within Zone 2 , where outdoor advertisements may be permitted in urban centres, subject to special development management measures. The proposed Digipanel is considered appropriate within the established streetscape of Tallaght. | The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan. The site is located within lands zoned Objective VC, where advertisements and advertising structures are open for consideration. The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night- | |

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| | | <p>infrastructure within the streetscape.</p> | | <p>time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>6</p> | <p>West side of the junction of Main Street and Lower Main Street/Dispensary Lane, Lucan, County Dublin</p> | <p>The subject site is located within Lucan Village at the junction of Main Street and Lower Main Street. The surrounding area is characterised by hospitality, retail, commercial and residential uses, with high levels of pedestrian, vehicular and bus movement. Having regard to the established village centre context, the proposed Digipanel would positively impact the public realm.</p> | <p>The site is located within Zone 1, where there is a presumption against large outdoor advertisements in sensitive ACA locations. Having regard to the scale, location and controlled operation of the proposed Digipanel, the proposal is considered acceptable within the established village centre context. As such, it is contended that there will be no material impact on the character or setting of the ACA.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands include Objective VC, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipanel is not located within open space lands.</p> <p>The site is located within Lucan Village ACA009. In addition, the site is located within a newly enhance modern public realm area, therefore having regard to the scale, location and controlled illumination of the proposed Digipanel, the proposal is not considered to adversely affect the character or setting of the ACA.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-</p> |  |

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| | | | | <p>time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> | |
| 7 | <p>On plaza beside Adamstown Avenue at junction with Adamstown Boulevard, Co. Dublin</p> | <p>The subject site is located on Adamstown Avenue within The Crossings, a recently developed mixed-use area. The surrounding area is characterised by modern apartment development, ground-floor retail and service uses, cafés, community facilities and active pedestrian and cyclist movement. Having regard to the emerging urban context, the proposed Digipanel would contribute positively to the developing streetscape and public realm.</p> | <p>This site is located within Zone 5, where advertising may form part of newly created streetscapes in significant developing areas, subject to compliance with development management standards and protection of residential amenities. The proposed Digipanel is considered appropriate within the surrounding developing area.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The site is located within the Adamstown Strategic Development Zone. Having regard to the developing nature of the area, the proposal is considered compatible with the streetscape.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 8 | <p>North side of Templeogue Road/Blessington Road, Templeogue, Dublin 6W, adjacent to the entrance to Templeogue Business Centre</p> | <p>The subject site is located on Templeogue Road/Blessington Road, opposite Templeogue Tennis Club and close to Templeogue Village. The surrounding area is characterised by residential properties together with local retail, commercial, hospitality and neighbourhood service uses. Having regard to the</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposed Digipanel is considered appropriate having</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands are zoned Objective RES, where advertisements and advertising structures are open for consideration.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-</p> | |

roadside village context, the proposed Digipanel would provide a modern addition to the streetscape while maintaining residential and visual amenity.

regard to the busy village context.

time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.

Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).



Table 8: Assessment of Digipole Sites

| Site ID | Site Address | Consideration of Location | Compliance with Advertising Strategy | Compliance with planning objectives | Visualisation of Proposed Display |
|---------|---|--|---|--|---|
| 9 | North side Grange Road, Rathfarnham, Dublin 16 (The Eden Centre car park) | The subject site is located on Grange Road, Rathfarnham, within a busy roadside setting in proximity to Eden House and a range of local centre uses. Having regard to the scale of the proposed Digipole and the surrounding mixed commercial and neighbourhood service context, the proposal would provide a modern, high-quality addition to the streetscape and public realm. | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to its location along Grange Road. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, the adjoining Eden House premises is zoned Objective LC, where advertisements and advertising structures are permitted in principle. Surrounding Objective RES lands are noted, where advertisements are open for consideration. The surrounding Objective OS zoning is also noted; however, the proposed Digipole is positioned within the roadside environment and not within open space lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 10 | South side of Grange Road, Rathfarnham, Dublin 16 (east of Nutgrove Ave) | The subject site is located on Grange Road, close to the junction with Nutgrove Avenue, within a busy road corridor with pedestrian, cyclist and vehicular activity. Having regard to the scale and siting of the proposed Digipole, the proposal would provide an upgrade to the public realm within | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is not located within open space lands. Having regard to the roadside location and controlled operation of the display, the proposal is considered acceptable in principle.</p> | |

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| | | <p>this established suburban roadside setting.</p> | <p>busy road and junction context.</p> | <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>11</p> | <p>Saint Colmcille’s Way (R113), Scholarstown Road, Dublin 16 (on north side of road, to the east of Orlagh Grove roundabout)</p> | <p>The subject site is located on Saint Colmcille’s Way/Scholarstown Road, on a busy distributor route close to the M50 Junction 12 access. Having regard to the scale of the proposed Digipole and the established roadside context, the proposal would provide a modern addition to the public realm.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the distributor road context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is not located within open space lands. Having regard to the roadside location and controlled operation of the display, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |

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| <p>12</p> | <p>R112 Springfield Avenue, Rathfarnham, Dublin 14 (on south side of road, beside existing Bushy Park Car Park)</p> | <p>The subject site is located on Springfield Avenue, within a landscaped setting close to the Dodder corridor, Bushy Park, Our Lady's School and Rathfarnham Shopping Centre. The mixed residential, educational, recreational and local retail context contributes to regular pedestrian, cyclist and vehicular activity in the area. Having regard to the scale and siting of the proposed Digipole, the proposal would provide a modern addition to the public realm while maintaining visual and residential amenity.</p> | <p>The site is located at the edge of Zone 1 While Zone 1 relates to sensitive locations, having regard to the site's context beside a car park, main road and Greenway; and the controlled operation of the proposed Digipole, the proposal is considered acceptable in principle and it is contended that there will be no material impact on the character or setting of the area</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. Adjoining Objective OS and Objective HA-DV lands are noted, where advertisements and advertising structures are not permitted. Having regard to its roadside siting and controlled illumination, the proposal is not considered to adversely affect the amenity of Dodder Valley Park.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>13</p> | <p>R137 Tallaght Road/ Blessington Road, Templeogue, Dublin 6W (central median of road, east of junction with M50)</p> | <p>The subject site is located within the central median of Tallaght Road/R137, a heavily trafficked divided route close to the M50 and N81. Having regard to the scale of the proposed Digipole and the established roadside commercial and service context, the proposal would provide a modern, high-quality</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the heavily trafficked</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective LC, where advertisements and advertising structures are permitted in principle. Adjoining Objective OS and Objective HA-DV lands are noted, where advertisements are not permitted; however, the proposed Digipole is located within the existing road corridor and not within these zoned lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP</p> | |

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| | | <p>advertising display within the road corridor.</p> | <p>transport corridor context.</p> | <p>Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>14</p> | <p>Old Bawn Road, Firhouse, Dublin 24 (north of junction with Firhouse Rd West)</p> | <p>The subject site is located on Old Bawn Road, Firhouse, within a busy roadside environment adjoining Dodder Valley Park and close to Ahern’s public house. Having regard to the road corridor context, the proposal would provide a modern addition to the public realm while maintaining the character of the surrounding area.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered acceptable having regard to the busy roadside context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. Adjoining Objective HA-DV lands are noted, where advertisements and advertising structures are not permitted. Having regard to the roadside siting and the presence of commercial uses opposite, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |

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| 15 | Firhouse Road, Dublin 16 (beside Dodder Valley Park boundary and opposite entrance to Pineview Business Park) | The subject site is located on Firhouse Road, opposite Pineview Business Park, within a busy suburban road corridor with bus and cycle infrastructure. Having regard to the adjoining commercial context and established roadside character, the proposal would provide a modern, high-quality addition to the streetscape. | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the busy road corridor and commercial uses opposite. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. Adjoining Objective HA-DV lands are noted, where advertisements and advertising structures are not permitted. Having regard to the roadside siting and the presence of commercial uses opposite, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 16 | N81 Tallaght Bypass, Dublin 24, west of junction with Belgard Road (R113) on central median of road | The subject site is located within the central median of the N81/Tallaght Bypass, a heavily trafficked arterial route within the Tallaght town centre environment and opposite the Plaza Hotel. Having regard to the scale and siting of the proposed Digipole, the proposal would provide a modern, well-managed advertising display | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the busy arterial road and town centre context. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective TC and Objective REGEN, where advertisements and advertising structures are permitted in principle, and Objective VC and Objective RES, where they are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is located within the road corridor and not within open space lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP</p> |  |

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| | | within an established road corridor. | | <p>Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> | |
| 17 | Belgard Road (R113), Dublin 24 (on west side of road, south of junction with Colbert's Fort) | The subject site is located on Belgard Road, Tallaght, adjoining the Windsor Nissan Belgard premises within an established commercial and employment-based roadside environment. Having regard to the commercial character of the area, the proposal would provide a modern upgrade to advertising infrastructure within the streetscape. | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the commercial road corridor context. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands are zoned Objective REGEN, where advertisements and advertising structures are permitted in principle. Having regard to the enterprise, retail and service character of the surrounding area, the proposal is considered acceptable in principle and compatible with the relevant zoning objective.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 18 | R819 Greenhills Road, Kilnamanagh, Dublin 24 (on west side of road opposite Tallaght Theatre building) | The subject site is located on Greenhills Road, Kilnamanagh, within a busy suburban distributor route serving residential, community, recreation and local commercial uses. Having regard to the roadside context, the proposed Digipole would provide | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered acceptable having regard to the | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted, where advertisements are not permitted; however, the proposed Digipole is positioned within the roadside environment and not within playing pitches or active recreational lands.</p> | |


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| | | <p>a modern addition to the public realm.</p> | <p>busy suburban distributor road context.</p> | <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>19</p> | <p>Ballymount Road Lower, Walkinstown, Dublin 12 (on northern side of road adjacent Ideal Bathroom and Tiles Centre)</p> | <p>The subject site is located on Ballymount Road Lower, within an established commercial, trade and service-based environment close to Walkinstown Roundabout. Having regard to the commercial character of the area, the proposal would provide a modern upgrade to advertising infrastructure within the streetscape.</p> | <p>The site is located within Zone 5, where advertising may form part of newly created streetscapes in significant developing areas, subject to compliance with development management standards. The proposal is considered appropriate having regard to the site's proximity to the Stoneview apartments development and the surrounding commercial context. .</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands are zoned Objective REGEN, where advertisements and advertising structures are permitted in principle. Having regard to the trade, commercial and service character of the area, the proposal is considered acceptable in principle and compatible with the relevant zoning objective.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |

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| <p>20</p> | <p>Lucan Road/Chapelizod Bypass, Dublin 20, to the east of Kennelsfort Road Upper/Lower junction (in the central median)</p> | <p>The subject site is located within the central median of Chapelizod Bypass/Lucan Road, a heavily trafficked multi-lane route with significant vehicular and bus movement. Having regard to the established road corridor context, the proposal would provide for modern advertising infrastructure.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the heavily trafficked bypass context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is located within the road environment and not within open space lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| <p>21</p> | <p>Cheeverstown Road, Tallaght, Dublin 24 northwest of junction with Fortunestown Way (on central median)</p> | <p>The subject site is located on a paved central island on Cheeverstown Road, close to Tallaght Leisure Centre and Fortunestown Way. Having regard to the community, recreation and residential context, the proposal would provide a modern public realm addition within an established movement corridor.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered acceptable having regard to the busy road corridor context</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is located within the road environment and not within open space lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> |  |

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| | | | | <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> | |
| 22 | <p>Fonthill Road South, Dublin 22 north west of junction with Caddbeck Way and south of junction with Boot Road</p> | <p>The subject site is located on Fonthill Road South, within a busy suburban road corridor adjoining Circle K and close to commercial, service and residential uses. Having regard to the mixed roadside context, the proposal would provide a modern, high-quality addition to the public realm.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the busy suburban route context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration, and Objective EE, where advertisements and advertising structures are permitted in principle. Having regard to the mixed residential, service and enterprise character of the area, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |
| 23 | <p>Ninth Lock Road, Clondalkin, Dublin 22 (outside Church of Jesus Christ of Latter-Day Saints)</p> | <p>The subject site is located on Ninth Lock Road, outside the Church of Jesus Christ of Latter-day Saints, close to the Nangor Road junction and local town centre uses. Having regard to the mixed community, retail and employment context, the proposal would provide a modern addition to the established streetscape.</p> | <p>The site is located within Zone 2, where outdoor advertisements may be permitted in urban centres subject to special development management measures. The proposal is considered appropriate having regard to the town centre and mixed-use context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned; however, adjoining lands are zoned Objective TC, where advertisements and advertising structures are permitted in principle. Having regard to the town centre zoning and surrounding community, retail and service uses, the proposal is considered acceptable in principle and compatible with the relevant zoning objective.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP</p> |  |

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| | | | | <p>Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> | |
| 24 | R136 Grange Castle Road, Lucan, Co. Dublin, adjacent to Kishoge Railway Station | The subject site is located on Grange Castle Road/R136, adjacent to Kishoge Train Station, within an emerging transport-led and developing urban area. Having regard to the station context and developing streetscape, the proposal would provide a modern addition to the public realm. | The site is located within Zone 3 , where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the transport corridor. | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>This area is included within the Clonburriss SDZ. The area around the station is designated Mixed Use – Retail, Community and Local Services. Having regard to the emerging residential, employment and transport context, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |

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| <p>25</p> | <p>Fonthill Road North, Dublin 22 (south of junction with Lucan Newlands Road (on the western side of road))</p> | <p>The subject site is located on Fonthill Road North, adjacent to Foxdene Grove, within a busy suburban road corridor with bus lane provision and regular pedestrian movement. Having regard to the roadside context, the proposal would provide a modern public realm addition while maintaining residential amenity.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered acceptable having regard to the busy suburban road corridor context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands include Objective RES, where advertisements and advertising structures are open for consideration. The adjoining Objective OS zoning is noted; however, the proposed Digipole is positioned within the roadside environment and not within open space lands.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |
| <p>26</p> | <p>Long Mile Road, Dublin 12 to the east of the junction with Robinhood Road (on southern side of road)</p> | <p>The subject site is located on Long Mile Road, within Ballymount Industrial Estate, a busy urban distributor route serving the wider employment and logistics corridor. Having regard to the industrial and commercial character of the area, the proposal would provide a modern and appropriate addition to the streetscape.</p> | <p>The site is located within Zone 3, where managed outdoor advertising along main transport corridors is open for consideration, subject to compliance with development management standards. The proposal is considered appropriate having regard to the commercial and industrial road corridor context.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The road is not zoned; however, adjoining lands are zoned Objective REGEN, where advertisements and advertising structures are permitted in principle. Having regard to the industrial, warehouse, logistics and service-based character of the area, the proposal is considered acceptable in principle.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> |



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| | | | | <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> | |
| <p>27</p> | <p>Junction of Citywest Drive and Citywest Road, Dublin 24 (adjacent to Citywest Shopping Centre car park and 'The Alder' building)</p> | <p>The subject site is located at the junction of Citywest Road, Citywest Drive and Fortunestown Lane, within a recently developed mixed suburban area. Having regard to the surrounding residential, retail, school, public transport and employment uses, the proposal would provide a modern public realm addition within an active movement corridor.</p> | <p>The site is located within Zone 6, where outdoor advertisements are generally sensitive having regard to residential character. However, the site is located at a mixed-use junction close to district centre, public transport and employment uses, and the proposal is considered acceptable having regard to its controlled siting and operation.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The site is located within lands zoned Objective RES, where advertisements and advertising structures are open for consideration. Adjoining lands include Objective DC, where advertisements are permitted in principle, and Objective RES-N, where advertisements are open for consideration. Having regard to the mixed-use junction context and proximity to district centre uses, the proposal is considered acceptable in principle while maintaining residential amenity.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |  |

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| <p>28</p> | <p>Nangor Road, Dublin 12 opposite Diageo Baileys complex</p> | <p>The site comprises a grassed roadside verge on the southern side of the Nangor Road. There are no active road frontages on this side of the road. The boundary to the road is formed by a palisade fence to the Western Industrial Estate to the south. The site is opposite the Diageo Baileys complex to the north.</p> <p>Nangor Road is a busy urban distributor route serving the wider Fox and Geese, and Park West employment corridor. The road accommodates regular vehicular, commercial, bus, cyclist and pedestrian movement. The surrounding area is characterised by industrial, warehouse, logistics and service-based uses, with large commercial premises, service yards and associated surface car parking.</p> | <p>This site is located within Zone 5, where advertising may form part of newly created streetscapes in significant developing areas, subject to compliance with development management standards and protection of residential amenities. The proposed Digipole is considered appropriate within the surrounding developing area.</p> | <p>The proposal is considered compliant with the Road Signage Standards set out under Section 12.5.7 and Table 12.19 of the Development Plan.</p> <p>The footpath is not zoned Objective REGEN, where advertisements and advertising structures are permitted in principle. Having regard to the town centre zoning and surrounding community, retail and service uses, the proposal is considered acceptable in principle and compatible with the relevant zoning objective.</p> <p>The proposed digital signage will operate using static images only and will not exceed 300 candelas per square metre between dusk and dawn, in accordance with ILP Guidance. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed.</p> <p>Appropriately operated digital advertising displays do not give rise to a traffic safety hazard (See Section 2.6).</p> |
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6.2 Planning Assessment Conclusion

Having regard to the provisions of the South Dublin County Development Plan 2022–2028, the Outdoor Advertising Strategy, and the established principles of proper planning and sustainable development, the proposed development is considered acceptable. While the proposed development introduces additional elements into the public realm, these are appropriately scaled, carefully sited, and subject to operational controls which mitigate potential impacts on visual amenity, residential receptors and traffic safety. Their introduction is further mitigated by their slim profile, controlled illumination, and positioning within already active streetscapes containing existing street furniture and signage.

The spatial distribution of sites ensures a balanced, county-wide network without undue concentration, while the incorporation of civic content delivers a clear public benefit. Subject to detailed design, including Road Safety Audit and ongoing content and luminance controls, the development is not considered to give rise to significant adverse impacts. On balance, the proposal represents a coordinated and plan-led approach to outdoor advertising infrastructure and is considered to accord with the proper planning and sustainable development of the area.

6.3 Cumulative Planning Assessment

The proposed development has been assessed having regard to the cumulative impact of the Digipanel and Digipole structures across the county. While each site has been considered individually in the preceding assessment, a cumulative assessment is required for the overall distribution of the proposed signage. The proposed locations and potential cumulative effects in respect of visual amenity, residential amenity, heritage sensitivity, illumination and traffic safety are therefore considered cumulatively below.

As set out in Section 2, the proposal comprises two consistent structure types, Digipanels and Digipoles. This consistent design approach would provide a coherent and managed form of outdoor advertising infrastructure across the selected locations. Having regard to the scale, siting and design of the proposed structures, the development is not considered to give rise to unacceptable cumulative visual clutter and would contribute positively to the public realm.

The proposed structures are distributed across a range of established urban, village centre, commercial, transport corridor and developing mixed-use locations. The proposal would not result in an excessive concentration of advertising structures in any one area. The majority of sites are located along busy roads, transport corridors, urban centres or areas where signage and commercial activity already form part of the established streetscape.

All proposed digital displays will operate using static images only and in accordance with ILP luminance parameters. A night-time operation mode with reduced illuminance and a 2am to 6am curfew is proposed. Having regard to these operational characteristics, and to the siting of the structures within established roadside environments, the proposal is not considered to give rise to unacceptable cumulative impacts in respect of illumination, traffic safety, residential amenity or visual amenity.

A small number of sites are located within or near to sensitive locations, including Architectural Conservation Areas, open space lands, high amenity areas and residential areas. These matters have been addressed on a site-specific basis in the planning assessment above. Having regard to the scale, siting, design and controlled illumination of the proposed structures, the development is not considered to give rise to unacceptable cumulative impacts on heritage assets, ACA character, open space or high amenity areas. Overall, the proposed development is considered acceptable from a cumulative planning perspective.

7. OTHER ASSESSMENTS

7.1 EIA Screening

An Environmental Impact Assessment (EIA) Screening exercise has been prepared in respect of the proposed development by MDB.

It is considered that the proposed installation of Digipanel and Digipole advertising displays do not constitute a “project” for the purposes of the EIA Directive. The term “works” is not defined in the EIA Directive, but the Planning and Development Act, 2000 (as amended) (hereafter called the 2000 Act) includes a very broad definition of “works” as set out below which can provide some guidance.

The Court of Appeal held in *Carvill & Ors v Dublin City Council & Ors*, which related to the Strand Road Cycleway trial, that in order for an EIA Screening to be required, the measures in question “must constitute a project as prescribed by Annex I or Annex II of the EIA Directive.”

It is considered that the proposed project does not involve the execution of some type of “construction works”, or other installations or schemes, or other interventions in the natural surroundings and landscape, such that they could constitute a “project” for the purposes of the EIA Directive.

It is concluded that the Outdoor Advertising Display Project does not fall into any of the classes of projects set out in the Annexes to the EIA Directive, and that therefore an Environmental Impact Assessment Report was not required.

7.2 AA Screening

An Appropriate Assessment (AA) Screening has been prepared by MDB. The report concludes that no site gives rise to the potential emission of any air borne or water-based pollutants. There is no direct hydrological connection between the subject site and the Natura 2000 sites. Having considered the particulars of the proposed development would not result in a risk of direct or indirect impacts on any Natura 2000 sites.

Therefore, with regard to Article 42 (7) of the European Communities (Birds and Natural Habitats) Regulations 2011, it can be excluded on the basis of objective scientific information following screening, that the project, individually or in combination with other plans or projects, will not have a significant effect on a European site. Therefore, we conclude that Appropriate Assessment is not required.

8. CONCLUSIONS

Overall, this planning report concludes:

- The project is in accordance with the South Dublin County Council's Outdoor Advertising Strategy;
- The project has been through a rigorous site selection process;
- Bespoke Digipanel advertising displays are to be provided in appropriate village centre and urban locations;
- Digipole advertising displays are to be provided in appropriate locations (generally on median and grass verges adjoining distributor roads);
- The project is compliant with planning policy EDE21 Objective 4 of the South Dublin Development Plan 2022-28 "To implement signage in the County in accordance with the Tourism and Signage Strategies for the County" and Table 12.19 which states for Digital Signs "generally not appropriate with the exception of those that accord with the Council's signage strategy.";
- The proposed digital advertising displays are appropriately located having regard to local planning and land use zoning objectives;
- The proposed digital displays are appropriately located in accordance with the SDCC Outdoor Advertising Policy and the defined Advertising Zones;
- The Part 8 drawings and documentation have been prepared in accordance with the Planning and Development Regulations, 2001 (as amended);
- The Part 8 has been screened for Environmental Impact Assessment (EIA) and Appropriate Assessment (AA) and confirmed that neither an EIAR or Natural Impact Statement is required;
- The proposed digital advertising displays will not have any negative impact on traffic safety; and
- The Digital Advertising Displays shall be operated in accordance with best practice to ensure:
 - The Digital display can be turned off for 'Curfew' Hours between 2am and 6am.
 - In accordance with ILP Guidance the maximum luminance of the advertisement display during night-time hours (darkness) will be controlled so as not to exceed 300 cd/sqm.
 - No more than one advertisement shall be displayed every 10 seconds.
 - Only static images without movement shall be displayed.
 - The Digital Displays shall show 20% civic communication content.

Overall, it is considered that development of 28 Outdoor Advertising sites (8 Digipanel and 20 Digipoles) supports SDCC's Outdoor Advertising Strategy policy on advertising structures, with suitable and modern digital displays provided in appropriate locations throughout the county, balancing commercial potential with the protection and improvement of the public domain.

The proposed development is considered to deliver a coordinated and high-quality communications network that will provide a clear public benefit and is in accordance with the proper planning and sustainable development in the area.

Appendix 1 Site Planning History



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