



South Dublin County Council

# Development Plan 2016 – 2022

## Proposed Variation No.5

### Outdoor Advertising

*Planning Report*



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## 1.0 Introduction

This report has been prepared to set out the planning and development context and rationale for the Proposed Variation No. 5 to the South Dublin County Council Development Plan 2016-2022 (the Development Plan).

The Proposed Variation seeks to adopt and integrate a South Dublin County Council (SDCC) Outdoor Advertising Strategy (2019) into the County Development Plan and amend the existing Land Use Tables and signage policy to facilitate its implementation.

The SDCC Outdoor Advertising Strategy (2019) outlines the Council's policy on advertising structures and the strategy that has been developed 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 and should be read as part of the South Dublin County Council Development Plan 2016- 2022 and any superseding Development Plan. 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. This has been done in accordance with international best practice, recognising the notable evolution of Local Government policies to align with advances in the advertising sector, as well as the changing landscape of public realm demands and initiatives.

Proposed Variation No.5 to the Development Plan facilitates the implementation of the SDCC Outdoor Advertising Strategy (2019) by amending the overly restrictive and prohibitive approach adopted in the Land Use Zoning Tables and Signage policies towards outdoor advertising structures in Chapter 11 of the Development Plan.

The Proposed Variation No. 5 will result in the following changes to the Development Plan:

1. Amend Zoning Tables and Zoning Objective Matrix to move Advertising and Advertising Structures to 'open for consideration' in various zones; and
2. Amend Section 11.2.8 Signage – Advertising, Corporate and Public Information Section;
3. Add 'South Dublin County Council Outdoor Advertising Strategy (2019)' as Schedule 6.

## 2.0 Rationale for the Proposed Variation

With advances in technology, increasing demand for customer communication, as well as enhanced service delivery, 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. Proposed Variation No. 5 to the Development Plan, including the adoption of the supporting SDCC Outdoor Advertising Strategy (2019), is a first step in addressing this challenge and facilitating a proactive planning policy on outdoor advertising.

South Dublin is a unique County with a mixture of agricultural land, open space, industrial and employment areas, established suburban settlements, historical villages, emerging town centres and significant new development and regeneration areas. It is important the Council works to improve the physical environment of the County and to foster a greater sense of place. Through the County Development Plan, the Council strives to have policies that nurture and enhance the built and natural environment through creative, intelligent and co-ordinated interventions.

In recent years there have been sizeable advances in technology and an increasing demand for communication and information from the public. Across Dublin and other European cities, Councils and public bodies are taking a more coordinated approach to the delivery of outdoor advertising. Significant, underutilised value exists in the public domain of the County which, if carefully harnessed, coordinated and well managed can have positive impacts on the street environment and can also present revenue opportunities for the 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.

The policy 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.

The SDCC Outdoor Advertising Strategy aims to:

- Identify those areas of the County where outdoor advertising would be acceptable in principle;
- Clearly identify those areas in the County of special significance where advertising would be unacceptable;
- Set the design standards for new advertisement structures;
- Secure improvements and to de-clutter the public realm;
- Provide opportunities for SDCC to communicate with our citizens in real-time;
- Comply with all relevant Health & Safety and Roads Transport requirements; and
- Provide commercial opportunities in a controlled manner that improves the built environment of the County.

### 3.0 Identification of Amendments to the Development Plan

The impact of Proposed Variation No. 5 to the Development Plan are detailed in Section 5.0 of this document and are structured to follow the sequence of the Development Plan. This document should therefore be read in conjunction with the South Dublin County Development Plan 2016-2022.

Where appropriate, headings and extracts of text before and after the amendments are included in order to present the Amendments within their context. Written submissions or observations can only be made in relation to the Proposed Variation and the associated Environmental Determinations.

The nature and extent of each of the Proposed Variations are identified as follows:

- Proposed Amendments involving additional text are shown in **bold green**.
- Proposed Amendments involving deletion of text are shown in ~~red strikethrough~~.

#### *Environmental Determinations*

Appendix 1 and 2 of this document incorporate Environmental Determinations (SEA and AA) prepared in accordance with Section 169 of the Planning and Development Act 2000 (as amended), Article 179 of the Planning and Development (Strategic Environmental Assessment) Regulations 2004 and Article 6 of the Habitats Directive 92/43/EEC.

#### *Strategic Environmental Assessment (SEA) Determination*

A SEA Screening Report on the proposed variation has been prepared and has informed the SEA Determination. The SEA Screening Report is included in Appendix 1 of this document and, for background information purposes, the SEA Screening Report is available as a separate document.

#### *Appropriate Assessment (AA) Determination*

An AA Screening Report on the proposed variation has been prepared and has informed the AA Determination. The AA Determination is included in Appendix 2 of this document and, for background information purposes, the AA Determination Screening Report is available as a separate document.

#### 4.0 How to Make Written Submissions/Observations

Written submissions or observations with respect to the Proposed Variation No. 5 to the South Dublin County Council County Development Plan 2016-2022, the SEA Determination or AA Determination may be made to South Dublin County Council between **October 7th 2019 and November 4<sup>th</sup> 2019 (inclusive)** as follows:

- **ONLINE:** [www.sdcc.ie](http://www.sdcc.ie) not later than midnight **November 4th 2019**.
- **BY POST:** Senior Executive Officer, Land Use Planning and Transportation Department, South Dublin County Council, County Hall, Tallaght, Dublin 24 up to 4pm on November 4th 2019.

#### **E-mail submissions will not be accepted.**

Written submissions or observations should be made by one prescribed medium only and should include:

- Relevant Proposed Variation No.5 **Reference name(s)/number(s)** as detailed in this document;
- Full name and address of person making submission/observation; and
- Details of organisation/community group/company represented where relevant.

Submissions and observations in relation to Proposed Variation No. 5 will be taken into account before any variation is made, modified or not made. All submissions, including the names of those making the comments, submitted to the Council will form part of a report to be presented to Elected Members and will form part of a public document. In accordance with Section 13(3A)(a) of the Planning and Development Act 2000, as amended, written submissions or observations received by South Dublin County Council (SDCC) for these variations shall be published on the website of the authority within 10 working days of its receipt by SDCC.

In accordance with Section 169 (4) of the Planning and Development Act 2000 (as amended), submissions/observations should only relate to the Proposed Variation No. 5 and/or the associated Environmental Determinations. Submissions not relating to the Proposed Material Amendments and/or the associated Environmental Determinations cannot be taken into account.

## 5.0 Proposed Amendments to the Development Plan

The proposed amendments to the Development Plan that make up Proposed Variation No.5 can be broadly categorised as follows:

1. Amend Zoning Tables and Zoning Objective Matrix to move Advertising and Advertising Structures to 'open for consideration' in various zones; and
2. Amend Section 11.2.8 Signage – Advertising, Corporate and Public Information Section;
3. Add 'South Dublin County Council Outdoor Advertising Strategy (2019)' as Schedule 6.

### 1. Zoning Tables

VARIATION No. 5 – Amendment No. 1			
	Chapter	Section	Page
Development Plan	11	Table 11.13, Table 11.14, Table 11.15, Table 11.16	P195 P196 P197

**Table 11.13: Zoning Objective 'HA - LV': 'To protect and enhance the outstanding character and amenity of the Liffey Valley'**

USE CLASSES RELATED TO ZONING OBJECTIVE	
<b>Permitted in Principle</b>	Open Space.
<b>Open for Consideration</b>	<b>Advertisements and Advertising Structures</b> , Agriculture, Allotments, Bed & Breakfast <sup>a</sup> , Car Park <sup>h,g</sup> , Cemetery <sup>g</sup> , Childcare Facilities <sup>a</sup> , Community Centre <sup>a</sup> , Cultural Use <sup>g</sup> , Doctor/Dentist <sup>a</sup> , Education, Guest House <sup>a</sup> , Home Based Economic Activities <sup>a</sup> , Hotel/ Hostel <sup>a</sup> , Place of Worship <sup>g</sup> , Public House <sup>a</sup> , Public Services <sup>f</sup> , Recreational Facility <sup>a,f,g,h</sup> , Residential <sup>a,c</sup> , Restaurant/Café <sup>a</sup> , Rural Industry-Food <sup>a</sup> , Shop-Local <sup>a</sup> , Sports Club/Facility <sup>f,g,h</sup> , Traveller Accommodation <sup>g</sup> .
<b>Not Permitted</b>	Abattoir, <del>Advertisements and Advertising Structures</del> , Aerodrome/ Airfield, Betting Office, Boarding Kennels, Camp Site, Caravan Park-Residential, Concrete/ Asphalt Plant in or adjacent to a quarry, Conference Centre, Crematorium, Embassy, Enterprise Centre, Fuel Depot, Funeral Home, Garden Centre, Health Centre, Heavy Vehicle Park, Hospital, Housing for Older People, Industry-Extractive, Industry-General, Industry-Light, Industry-Special, Live- Work Units, Motor Sales Outlet, Nightclub, Nursing Home, Office-Based Industry, Offices less than 100 sq.m, Offices 100 sq.m-1,000 sq.m, Offices over 1,000 sq.m, Off-Licence, Outdoor Entertainment Park Petrol Station, Primary Health Care Centre, Recycling Facility, Refuse Landfill/Tip, Refuse Transfer Station, Residential Institution, Retail Warehouse, Retirement Home, Science and Technology Based Enterprise, Scrap Yard, Service Garage, Shop-Major Sales Outlet, Shop-Neighbourhood, Social Club, Stadium, Transport Depot, Veterinary Surgery, Warehousing, Wholesale Outlet, Wind Farm.

**Table 11.14: Zoning Objective 'HA-DV': 'To protect and enhance the outstanding character and amenity of the Dodder Valley'\***

USE CLASSES RELATED TO ZONING OBJECTIVE	
<b>Permitted in Principle</b>	Open Space.
<b>Open for Consideration</b>	<b>Advertisements and Advertising Structures</b> , Agriculture, Allotments, Bed & Breakfast <sup>a</sup> , Car Park <sup>h,g</sup> , Cemetery <sup>g</sup> , Childcare Facilities <sup>a</sup> , Community Centre <sup>a</sup> , Cultural Use <sup>g</sup> , Doctor/Dentist <sup>a</sup> , Education, Guest House <sup>a</sup> , Home Based Economic Activities <sup>a</sup> , Hotel/ Hostel <sup>a</sup> , Place of Worship <sup>g</sup> , Public House <sup>a</sup> , Public Services <sup>f</sup> , Recreational Facility <sup>a,f,g,h</sup> , Residential <sup>a,c</sup> , Restaurant/Café <sup>a</sup> , Rural Industry-Food <sup>a</sup> , Shop-Local <sup>a</sup> , Sports Club/Facility <sup>f,g,h</sup> , Traveller Accommodation <sup>g</sup> .
<b>Not Permitted</b>	Abattoir, <del>Advertisements and Advertising Structures</del> , Aerodrome/Airfield, Betting Office, Boarding Kennels, Camp Site, Caravan Park-Residential, Concrete/ Asphalt Plant in or adjacent to a quarry, Conference Centre, Crematorium, Embassy, Enterprise Centre, Fuel Depot, Funeral Home, Garden Centre, Health Centre, Heavy Vehicle Park, Hospital, Housing for Older People, Industry-Extractive, Industry-General, Industry-Light, Industry-Special, Live-Work Units, Motor Sales Outlet, Nightclub, Nursing Home, Office- Based Industry, Offices less than 100 sq.m, Offices 100 sq.m-1,000 sq.m, Offices over 1,000 sq.m, Off-Licence, Outdoor Entertainment Park, Petrol Station, Primary Health Care Centre, Recycling Facility, Refuse Landfill/ Tip, Refuse Transfer Station, Residential Institution, Retail Warehouse, Retirement Home, Science and Technology Based Enterprise, Scrap Yard, Service Garage, Shop-Major Sales Outlet, Shop-Neighbourhood, Social Club, Stadium, Transport Depot, Veterinary Surgery, Warehousing, Wholesale Outlet, Wind Farm.

**Table 11.15: Zoning Objective ‘OS’: ‘To preserve and provide for open space and recreational amenities’**

USE CLASSES RELATED TO ZONING OBJECTIVE	
<b>Permitted in Principle</b>	Allotments, Community Centre, Cultural Use, Open Space, Recreational Facility, Sports Club/Facility.
<b>Open for Consideration</b>	<b>Advertisements and Advertising Structures</b> , Agriculture, Bed & Breakfast <sup>a</sup> , Camp Site, Carpark <sup>h</sup> , Cemetery <sup>e</sup> , Childcare Facilities, Crematorium, Education, Garden Centre, Guest House <sup>a</sup> , Home Based Economic Activities <sup>a</sup> , Hotel/Hostel, Housing for Older People, Outdoor Entertainment Park, Place of Worship <sup>a</sup> , Public Services, Recycling Facility, Residential, Restaurant/Café, Shop-Local, Stadium, Traveller Accommodation.
<b>Not Permitted</b>	Abattoir, <del>Advertisements and Advertising Structures</del> , Aerodrome/ Airfield, Betting Office, Boarding Kennels, Caravan Park-Residential, Concrete/Asphalt Plant in or adjacent to a Quarry, Conference Centre, Doctor/Dentist, Embassy, Enterprise Centre, Fuel Depot, Funeral Home, Health Centre, Heavy Vehicle Park, Hospital, Industry- Extractive, Industry-General, Industry- Light, Industry-Special, Live-Work Units, Motor Sales Outlet, Nightclub, Nursing Home, Office-Based Industry, Offices less than 100 sq.m, Offices 100 sq.m -1,000 sq.m, Offices over 1,000 sq.m, Off-Licence, Petrol Station, Primary Health Care Centre, Public House, Refuse Landfill/Tip, Refuse Transfer Station, Residential Institution, Retail Warehouse, Retirement Home, Rural Industry-Food, Science and Technology Based Enterprise, Scrap Yard, Service Garage, Shop-Major Sales Outlet, Shop Neighbourhood, Social Club, Transport Depot, Veterinary Surgery, Warehousing, Wholesale Outlet, Wind Farm.

**Table 11.16: Zoning Objective ‘RU’: ‘To protect and improve rural amenity and to provide for the development of agriculture’**

USE CLASSES RELATED TO ZONING OBJECTIVE	
<b>Permitted in Principle</b>	Aerodrome/Airfield, Agriculture, Allotments, Cemetery, Concrete/Asphalt Plant in or adjacent to a Quarry, Home Based Economic Activities <sup>a</sup> , Industry-Extractive, Open Space, Public Services, Rural Industry-Food.
<b>Open for Consideration</b>	Abattoir, <b>Advertisements and Advertising Structures</b> , Bed & Breakfast <sup>a</sup> , Boarding Kennels, Camp Site <sup>h</sup> , Car Park <sup>h</sup> , Childcare Facilities <sup>b</sup> , Community Centre, Crematorium, Cultural Use <sup>a</sup> , Doctor/Dentist <sup>b</sup> , Education, Embassy <sup>a</sup> , Enterprise Centre <sup>b</sup> , Fuel Depot <sup>b</sup> , Funeral Home <sup>b</sup> , Garden Centre, Guest House <sup>a</sup> , Health Centre <sup>b</sup> , Heavy Vehicle Park, Hotel/Hostel, Offices less than 100sq.m, Petrol Station <sup>b</sup> , Place of Worship <sup>b</sup> , Primary Health Care Centre <sup>b</sup> , Public House <sup>b</sup> , Recreational-Facility, Recycling Facility <sup>b</sup> , Refuse Landfill/ Tip, Residential <sup>c</sup> , Restaurant/Café, Service Garage <sup>b</sup> , Shop-Local <sup>b</sup> , Social Club, Sports Club/Facility, Stadium, Traveller Accommodation, Veterinary Surgery.
<b>Not Permitted</b>	<del><b>Advertisements and Advertising Structures</b></del> , Betting Office, Caravan Park- Residential, Conference Centre, Hospital, Housing for Older People, Industry- General, Industry-Light, Industry-Special, Live-Work Units, Motor Sales Outlet, Nightclub, Nursing Home, Office-Based Industry, Offices 100sq.m-1,000 sq.m, Offices over 1,000 sq.m, Off-Licence, Outdoor Entertainment Park, Refuse Transfer Station, Residential Institution, Retail Warehouse, Retirement Home, Science and Technology Based Enterprise, Scrap Yard, Shop-Major Sales Outlet, Shop- Neighbourhood, Transport Depot, Warehousing, Wholesale Outlet, Wind Farm.

<b>VARIATION No. 5 – Amendment No. 2</b>			
	<b>Chapter</b>	<b>Section</b>	<b>Page</b>
Development Plan	11	Section 11.2.8	P202 & 203

## 2. Amend Section 11.2.8 of Written Text

### 11.2.8 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.

**A South Dublin County Council Outdoor Advertising Strategy (2019) has been developed 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. This 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 consideration, it has been balanced with the need to create a high quality public domain and to safeguard and enhance sensitive areas and sites. The strategy also aims to rationalise the location and concentration of existing advertising structures.**

Development proposals that include signage **and/or advertising structures** 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 2 advertising signs should be erected on any elevation. **Outdoor advertising structures (on buildings or stand alone) will be assessed having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).**
- > 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 11.5.3 Architectural Conservation Areas).
- > Any sign, **advertising structure** 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. **The illumination of signs and advertising structures should have regard to the SDCC Outdoor Advertising Strategy (2019).**

**Applications for advertising structures will be considered having regard to**

**the South Dublin County Council Outdoor Advertising Strategy (2019).**

To consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the SDCC Outdoor Advertising Strategy (2019). In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.

- > All signage within the traditional historical villages of the County must be respectful and enhance the historical context of the Architectural environment of these villages.

The criteria outlined in ~~Table 11.19~~ **the South Dublin County Council Outdoor Advertising Strategy (2019)** will also be applied.

**Table 11.19: Signage**

<b>TYPE OF SIGNS</b>	<b>RESTRICTIONS ON USE</b>	<b>DESIGN CRITERIA</b>
<b>Backlit Signs</b>	<b>Generally appropriate.</b>	<b>Letterings should be no more than 400mm in height.</b>
<b>Bus Shelters</b>	<b>Generally appropriate</b>	<b>The primary purpose of illumination should be to light the shelter.</b>
<b>Digital Signs</b>	<b>Generally not appropriate. May be considered in town centres and/or large retail precincts and at others suitable locations throughout the County. Not permitted on major roads unless signage relates to traffic management and safety.</b>	<b>Should make a positive contribution to the public domain, omit 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 (esp. at night), not contain dynamic content (i.e. video) and not constitute a traffic hazard.</b>
<b>Fascias and Box Signs</b>	<b>Generally appropriate.</b>	<b>Should not be internally illuminated. Letterings should be no more than 400mm in height.</b>
<b>Public Information Panels</b>	<b>Generally appropriate.</b>	<b>Should not obstruct footpath/cycle paths. Advertising permitted on public information panels will be restricted and should constitute not more than 50% of the total area.</b>

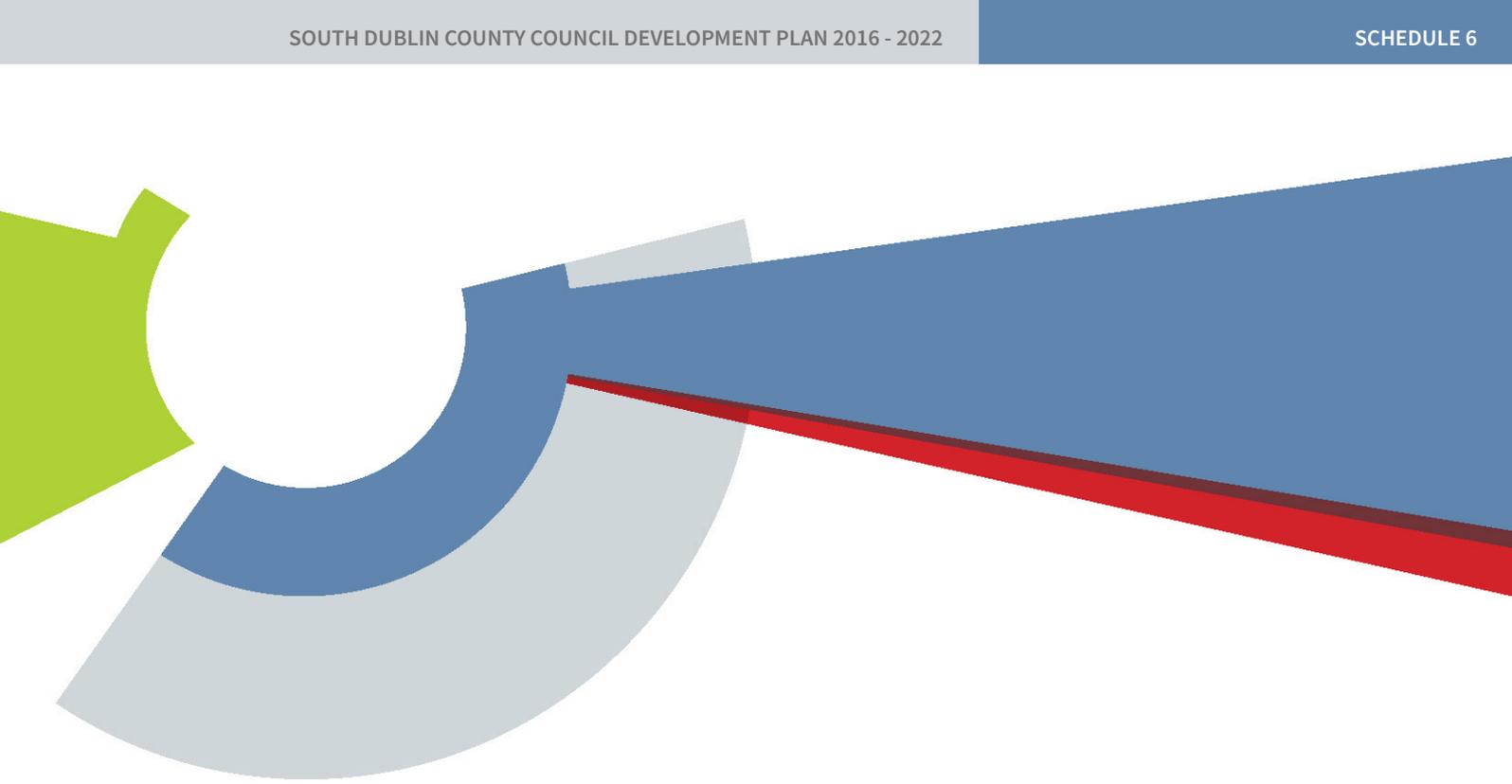
<b>Wall Panel/Poster Board Advertisements</b>	<b>Generally appropriate.</b>	<b>Should not exceed 30% of the surface of the wall or screening on which it is mounted.</b>
<b>Window signs</b>	<b>Generally appropriate.</b>	<b>Must not occupy more than 25% of window space.</b>
<b>Free Standing Advertisement Displays</b>	<b>Generally not appropriate. May be considered at the entrances to shopping centres/major commercial premises and service stations</b>	<b>A maximum of 7m in height. Freestanding signs on petrol station forecourts should not extend above the height of the canopy</b>
<b>Projecting Signs</b>	<b>Generally not appropriate.</b>	<b>Must be positioned no lower than 2.4m above pavement level (but not on upper floors). Maximum of one per unit. Should not be internally illuminated.</b>
<b>Neon Signs</b>	<b>Generally not appropriate.</b>	<b>Should not be displayed in historic village centres.</b>
<b>Signs above Parapet</b>	<b>Not permitted.</b>	
<b>Prismatic/Moving Vane Signs</b>	<b>Not permitted.</b>	
<b>Structures on Public Footpaths and Public Area</b>	<b>Not permitted.</b>	
<b>Sundry Advertising Devices</b>	<b>Not permitted.</b>	<b>Includes pavement signs or sandwich boards, spotlights, flags, bunting, banners, neon moving message signs, fly posting and barrage/balloons.</b>

<b>VARIATION No. 5 – Amendment No. 3</b>			
	<b>Chapter</b>	<b>Section</b>	<b>Page</b>
Development Plan	Schedule	Schedule	After P293

**3. Schedule 6 – SDCC Outdoor Advertising Strategy (2019)**

Add a Schedule 6 to the Development Plan, titled SDCC Outdoor Advertising Strategy (2019). The text for the Schedule is as follows:





# Schedule 6: Outdoor Advertising Strategy

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## 1.0 Introduction

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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, under utilised 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.

This document outlines the Council policy on advertising structures and the strategy that has been developed 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 and should be read in conjunction with the South Dublin County Council Development Plan 2016- 2022 and any superseding Development Plan. 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. The strategy also provides for a co-ordinated bartering system, to rationalise the location and concentration of existing advertising structures.

Please note that this policy position predominantly relates to outdoor advertising. Proposals that relate to signs erected on the exterior of buildings, within windows, as stand alone structures or attached to public utilities that advertise goods or services associated with that premises are generally addressed and assessed under Section 11 of the Development Plan.

## 2.0 Outdoor Advertising Structures

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This section includes 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 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:

**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.

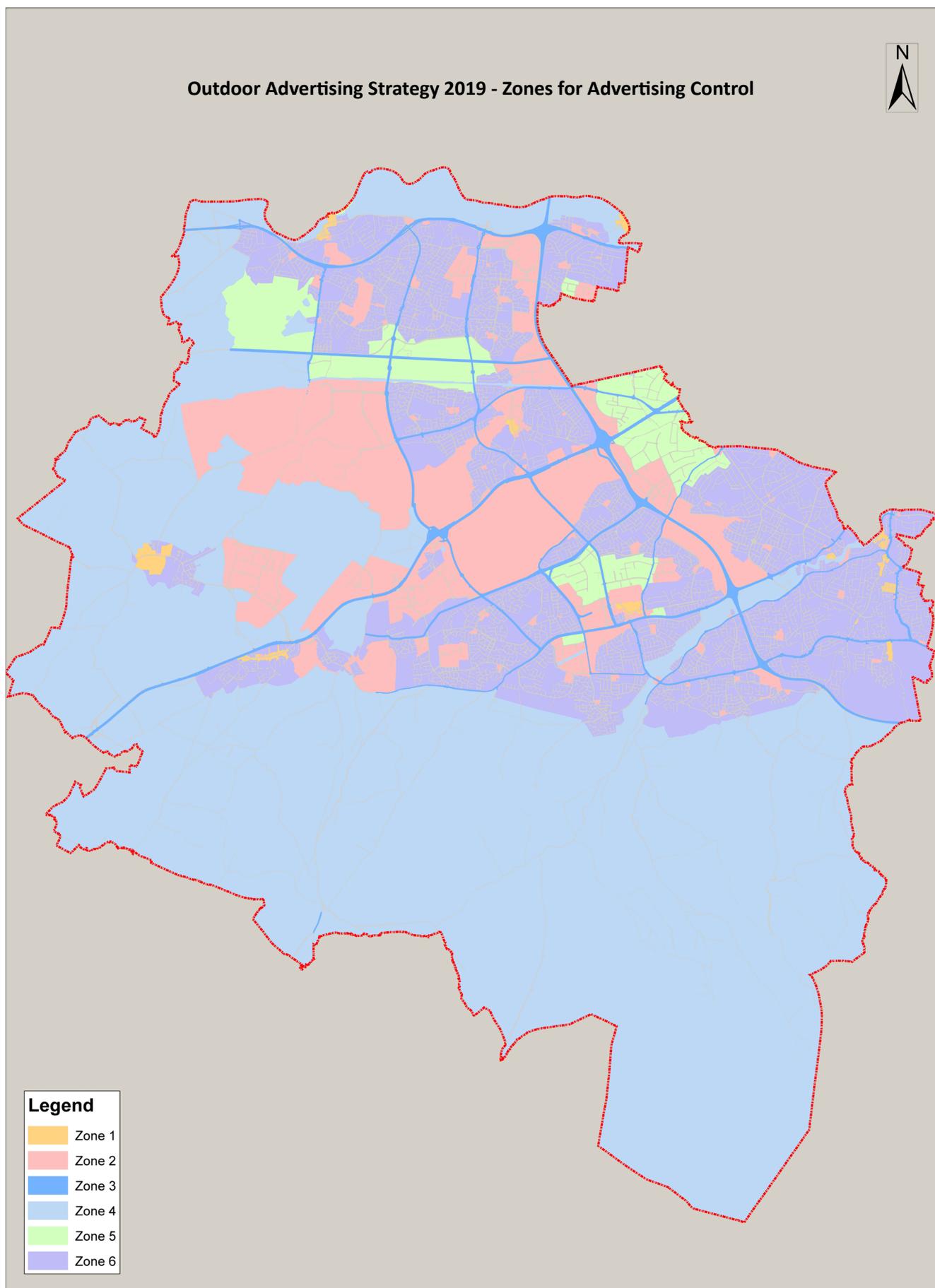
**Zone 2:** This zone consists of urban centres that comprise retail, amenity and commercial uses. Outdoor advertisements may be permitted here subject to special development management measures. Within this zone, there are also large-scale tracts of commercial land-use, which have a separate robust character and may have the potential to accommodate outdoor advertising.

**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 development management standards, as set out in Section 7, 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 outdoor advertising in this zone.

**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 outdoor advertisements would generally be visually inappropriate.



**Figure 1** - Zones of Advertisement Control

Please note that the above graphic is indicative only and the written text supersedes the graphic. In relation to public roads and areas indicated as white, the zone of advertising control adjacent to these roads and areas is applicable.

### 3.0 Public Realm: A Co-ordinated Approach

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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 removal or replacement of unsightly and outdated advertising structures. The Council will promote the phased removal of existing ninety-six and forty-eight sheet advertising panels as part of the overall enhancement of the public realm. In addition to the phased removal, ninety-six sheet and forty-eight sheet advertising panels will no longer be permitted and any new applications for advertising structures must relate to the scale of the buildings and streets in which they are to be located. Any new applications for outdoor advertising structures will generally request the removal of existing advertising panels, to rationalise the location and concentration of existing 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 and 8 sq.m advertising structures. 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 prevent the creation of undesirable visual clutter and to protect environmentally sensitive areas and buildings. Any upgrading of existing outdoor advertising (e.g. trivision, scrolling, electronic) will only be permitted if it is acceptable in amenity/safety terms and an agreement is made to decommission at least one other display panel in the County and to extinguish the licence for that panel. The purpose of the licence extinguishment is to ensure that other operators do not use the site.

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.

Advertising signs, separately, or more particularly in groups, can often cause injury to visual amenities, and can detract from the appearance of an area or a building; this is especially so when they are out of scale and character with their surroundings. They can also be a major distraction to road users and frequently result in traffic hazard. It is the policy of the planning authority to strictly control all advertising signs in relation to their location, design, materials, function and operation.

## 4.0 Illuminated Signs and Advertising

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Illuminated signs and advertising in appropriate locations can provide both information and colour in urban areas after dark. Accordingly, the following guidelines will apply, in conjunction with the provisions of the general outdoor advertising strategy, the Development Plan and with regard to the zones of advertising control:

- The type of illuminated signs, internally or externally illuminated, individual letters, and neon tubes should be determined by consideration of the design of the building and its location, as well as the potential for low-energy options.
- The design of an illuminated sign should be sympathetic to the building on which it is to be displayed and should not obscure architectural features such as cornices or window openings in the area; on new buildings they should be part of the integral design.
- The daytime appearance when unlit will be considered.
- Sky signs, i.e. signs that project in any part above the level of a building parapet or obtrude on the skyline, are regarded as objectionable in principle and will not be permitted.
- Internally illuminated scrolling signs, or signs with exposed neon tubing, are generally not acceptable.
- Illuminated signs with the use of electronic visual display technology such as LED (light emitting diode) and LCD (liquid crystal display) will be considered having regard to the Advertising Management Standards, as set out in Section 7 of this document.
- The number of illuminated signs in the vicinity of the site will be taken into consideration when assessing proposals.

## 5.0 Advertising on Bus Shelters and Luas Stops

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Large, internally illuminated advertising on bus shelters and at Luas stops can detract from the visual amenity of protected structures, conservation areas and residential amenity, and in these instances will not generally be permitted.

In considering applications for bus shelters and Luas stop proposals, the planning authority will have regard to the particular circumstances of each case, such as location, scale and type of advertising proposed, and the effect on the amenities of the area and the streetscape, as well as the provisions and zones of advertising controls as set out in the general outdoor advertising strategy.

## 6.0 Implementation of the Outdoor Advertising Strategy

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The Planning Authority will take enforcement measures to secure the removal of unauthorised advertisements from private property and will remove unauthorised advertisements from public areas. Where appropriate, the council will use the powers available under Section 209 of the Planning and Development Act 2000 (or as may be amended) to repair, tidy or remove advertisement structures or advertisements, or the provisions of the Litter Act.

South Dublin County Council will evaluate all planning applications for advertising in relation to the surroundings and features of the buildings on which they are to be displayed, to the number and size of signs (both existing and proposed) and the potential for the creation of undesirable visual clutter. Permissions for outdoor advertising in certain instances, where appropriate as determined by the planning authority, may be limited to a maximum of three years in the first instance to enable the position to be reviewed by South Dublin County Council in the light of changing circumstances at the end of that period.

Non-essential advertising structures, or any advertising structures which would impact injuriously on amenity, the built environment or road safety, and to secure the removal of unauthorised signs, will be restricted.

SDCC acknowledges the ever-changing technological advances in this sector, most notably with the emergence of digital advertising and will therefore consider new and innovative advertising format solutions, subject to compliance with development management standards.

## 7.0 Advertising Development Management Standards

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Applications for new advertising structures on private lands (adjacent to primary routes) will be considered having regard to the following:

- The geographical zone in which the site is located, as set out in the figure showing zones of advertising control.
- The rationale for the proposed advertising structure, including proposals for the removal and/or rationalisation of existing outdoor advertising structures.
- The concentration of existing advertising structures in the area.
- The design of the advertising panel and the use of high-quality materials.
- The scale of the panel relative to the buildings, structures, roads and streets in which the advertising panel is to be located.
- Impact on the character of the street and the amenities of adjoining properties, in particular residential properties.
- Impact of the structure and any proposed lighting on biodiversity.
- Impact of the structure on Views and Prospects (see Section 9.2 of Development Plan).
- Advertising panels will not be permitted where they interfere with the safety of pedestrians, the accessibility of the public footpath or roadway, the safety and free flow of traffic or if they obscure road signs.
- Impact on the character and integrity of Architectural Conservation Areas and Protected Structures.
- Proposals must meet the safety requirements of Transport Infrastructure Ireland (TII), where appropriate.

