Headed Item Name:

**County Development Plan Variation – Outdoor Advertising Strategy**

Background to a proposed Outdoor Advertising Strategy and County Development Plan

1. A Headed Item ‘Digital Communication, Outdoor Advertising and Branding Strategy’ was considered by the Elected Members at the May 2019 County Council Meeting. The purpose of that paper was to set out the current limitations placed on Outdoor Advertising through the County Development Plan and to identify the opportunities to amend.

Extract from Council report May 2019: ‘*Planning Process and Policy Context*

1. *The current planning policy context in the South Dublin County Council Development Plan 2016 -2022, is a critical impediment to the development and delivery of a potential digital communications network with advertising at its core. The principle of developing outdoor digital advertising structures is not supported within the policy context of the South Dublin County Council Development Plan 2016 - 2022. The existing restrictive nature of the Development Plan policy relating to advertising structures is a significant risk to the consent process for the individual structures at a later stage. The relevant Land Use Zoning Tables and the Signage Policy in the CDP are outlined below:*
2. *a). Land Use Zoning*

*Schedule 5 defines Advertisements and Advertisement Structures as*

*“Any work, letter, model, balloon, inflatable structure, kite, poster, notice, dev ice or representation employed for the purpose of advertisement , announcement, or direction, and any structure such as a hoarding, scaffold, framework, pole, standard, device or sign {whether illuminated or not) and which is used or intended for use for exhibiting advertisements, or any attachment to a building or structure used for advertising purposes .” The Land Use Tables in the Development Plan outline that Advertisements and Advertisement Structures are* ***not permitted*** *in the Open Space (OS), Rural (RU) and High Amenity (HA -OM, HA-LV, HA-DV) zones. It is noteworthy that a number of potentially advantageous locations adjoining the road network, Luas and at Tallaght Stadium are zoned Open Space (OS).*

1. *b}. Signage Policy {Section 11 .2.8 }*

***Table 1: Extract of Table 11.19 of the South Dublin County Council Development Plan 2016-2022***

|  |  |  |
| --- | --- | --- |
| ***Type of Signs*** | ***Restrictions on Use*** | ***Design Criteria*** |
| *Free Standing Advertisement Display* | *Generally not appropriate. May be considered at the entrances to shopping centres/major commercial premises and*  *service stations* | *A maximum of7m in height. Freestanding signs on petrol station forecourts should not extend above the height of the canopy* |
| *Digital Signs* | *Generally not appropriate. 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 traffic management and safety* | *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* |

Outdoor advertising strategy

1. The proposed outdoor advertising strategy outlines the Council’s draft planning policy for advertising structures. The policy amendment would be incorporated as a variation to the current County Development Plan. This policy would 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.
2. 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. It also sets out what types of structures are acceptable as outdoor advertising elements. While commercial viability is a key consideration, the policy and strategy are balanced with the need to create a high-quality public domain and to safeguard and enhance sensitive areas and sites. The strategy also promotes works that would lead to the rationalisation of existing advertising.

Process

1. The Planning Department is progressing a variation to the County Development Plan that would facilitate the delivery of enhanced outdoor advertising. The variation will amend the written text in the Development Plan and include a supporting policy document titled ‘South Dublin County Council Outdoor Advertising Strategy (2019)’.
2. The statutory process under the Planning and Development Act 2000 (as amended) will being in September 2019 when the proposed variation and attached strategy would be put on public display. Once the display has concluded and responses considered the Land Use Planning and Transport SPC will be briefed on the outcome with a view to finalising the proposal for Council decision early in 2020.
3. The attached outdoor advertising policy and strategy requires some minor editing, fact checking and desk top publishing before it will be put on formal public display as part of the proposed variation.

**APPENDIX 1: Outdoor Advertising**

**Evidence to support a variation to SDCC County Development Plan (July 2019)**

1. **Introduction**

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 we must have policies that nurture nurtured 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.

There is an opportunity for South Dublin County Council (SDCC) to put in place an up to date policy position in relation to 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.

This document outlines the Council planning policy on advertising structures. The policy would be incorporated as a variation to the current County Development Plan. 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 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. 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.

Please note that this policy position predominantly relates to outdoor advertising and proposals that relate to signs erected on the exterior of buildings, within windows, or attached to public utilities that advertise goods or services associated with that premises are addressed in the Development Plan.

**2.0 Objectives**

The objectives of this policy variation are to:

* Identify those areas of the County where outdoor advertising would be acceptable in principle
* 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
* Provide commercial opportunities in a controlled manner that improves the built environment of the County

**3.0 Locations for outdoor advertising**

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 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:

**Zone 1:** This zone consists of the most sensitive areas and primarily relates to Architectural Conservation Areas (ACA) which contain places, areas and groups of structures that exhibit unique, distinct character and qualities. 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 and commercial uses. Outdoor advertisements may be permitted here subject to special development management measures.

**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 on these corridors in the public domain. Subject to compliance with the development management standards, compliance with road and transport safety requirements as set by TII and SDCC as set out in Section 7, the development of outdoor advertising in this zone will be open for consideration. *(Further discussion with TII is required to inform this that may result in some changes, however, this will take place in advance of the policy variation going on public display in September).*

**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 residential communities where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management, 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. Within this zone, there are large areas of separate robust character and may have the potential to accommodate outdoor advertising.

In exceptional circumstances, applications for advertising display panels may be considered in zones where advertising structures would not normally be permissible. In such instances, 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.



*Figure 1 – Zones of Advertisement Control*

**4.0 Assessing planning applications for outdoor advertising**

Where outdoor advertising is acceptable in principle, this section provides more detail on the design of outdoor advertising infrastructure.

The preferred location for outdoor advertising panels within South Dublin is in Zones 2, 3 and 5 as indicated in Figure 1. Within these zones outdoor advertising should be in the public realm. This will enable the Council to adopt a co-ordinated approach to the management of the advertising activity in the County and should secure better quality signage in more appropriate locations.

Applications for new advertising structures will:

* Be assessed against the geographical zones identified in section 3.
* Demonstrate how the proposal is appropriate to the scale and character of the surrounding buildings, streets and amenities;
* Not have an unduly negative impact on the amenities of adjoining properties, including the character and integrity of Architectural Conservation Areas and Protected Structures.;
* Demonstrate how the proposal is not leading to an over concentration of advertising structures in the area (in support of this the applicant could remove other advertising structures in the surrounding area);
* Demonstrate how the proposal is improving the quality of the public realm (in support of this the applicant could remove other advertising structures in the surrounding area);
* Use high quality, durable materials;
* Provide a maintenance plan to demonstrate how the infrastructure will be maintained and repaired over time;
* Be for smaller advertising panels such as six-sheet size advertising panels and 8 sq.m. advertising structures, however, the appropriate size determined on an application by application basis and having due regard to the streetscape quality and character of the urban fabric and in accordance with the provisions of this outdoor advertising strategy;
* 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.
* Enable the phased removal of existing ninety-six and forty-eight sheet advertising panels as part of the overall enhancement of the public realm, where possible;
* Meet the safety requirements of the Transport Infrastructure Ireland (TII) and SDCC Roads, where appropriate.
* Unlikely to be acceptable 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.
* Only be accepted for upgrading existing outdoor advertising (e.g. trivision, scrolling, electronic) 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 this measure is to ensure that other operators do not use the site;

**5.0 Illuminated Signs and Advertising**

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.

**7.0 Advertising on Bus Shelters and Luas Stops**

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.

**8.0 Implementation of the 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.

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.

**Variation to the South Dublin County Council Development Plan 2016 – 2022**

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. **Zoning Tables**

**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** | |
| **Permitted in Principle** | Open Space. |
| **Open for Consideration** | **Advertisements and Advertising Structures**, Agriculture, Allotments, Bed & Breakfastª, Car Park h,g, Cemeteryg, Childcare Facilitiesª, Community Centreª, Cultural Useg, Doctor/Dentistª, Education, Guest Houseª, Home Based Economic Activitiesª, Hotel/ Hostelª, Place of Worshipg, Public Houseª, Public Servicesf, Recreational Facilityª,f,g,h, Residentialª,c, Restaurant/Caféª, Rural Industry-Foodª, Shop-Localª, Sports Club/Facility f,g,h, Traveller Accommodationg. |
| **Not Permitted** | Abattoir, ~~Advertisements and Advertising Structures~~, 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** | |
| **Permitted in Principle** | Open Space. |
| **Open for Consideration** | **Advertisements and Advertising Structures,** Agriculture, Allotments, Bed & Breakfastª, Car Park h,g, Cemeteryg, Childcare Facilitiesª, Community Centreª, Cultural Useg, Doctor/Dentistª, Education, Guest Houseª, Home Based Economic Activitiesª, Hotel/ Hostelª, Place of Worshipg, Public Houseª, Public Servicesf, Recreational Facilityª,f,g,h, Residentialª,c, Restaurant/Caféª, Rural Industry- Foodª, Shop-Localª, Sports Club/Facilityf,g,h, Traveller Accommodationg. |
| **Not Permitted** | Abattoir, **~~Advertisements and Advertising Structures~~**, 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** | |
| **Permitted in Principle** | Allotments, Community Centre, Cultural Use, Open Space, Recreational Facility, Sports Club/Facility. |
| **Open for Consideration** | **Advertisements and Advertising Structures,** Agriculture, Bed & Breakfasta, Camp Site, Carparkh, Cemeterye, Childcare Facilities, Crematorium, Education, Garden Centre, Guest Housea, Home Based Economic Activitiesa, Hotel/Hostel, Housing for Older People, Outdoor Entertainment Park, Place of Worshipa, Public Services, Recycling Facility, Residential, Restaurant/Café, Shop-Local, Stadium, Traveller Accommodation. |
| **Not Permitted** | Abattoir, **~~Advertisements and Advertising Structures~~**, 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’**

|  |  |
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| **USE CLASSES RELATED TO ZONING OBJECTIVE** | |
| **Permitted in Principle** | Aerodrome/Airfield, Agriculture, Allotments, Cemetery, Concrete/Asphalt Plant in or adjacent to a Quarry, Home Based Economic Activitiesa, Industry-Extractive, Open Space, Public Services, Rural Industry-Food. |
| **Open for Consideration** | Abattoir, **Advertisements and Advertising Structures,** Bed & Breakfasta, Boarding Kennels, Camp Siteh, Car Parkh, Childcare Facilitiesb, Community Centre, Crematorium, Cultural Usea, Doctor/Dentistb, Education, Embassya, Enterprise Centreb, Fuel Depotb, Funeral Homeb, Garden Centre, Guest Housea, Health Centreb, Heavy Vehicle Park, Hotel/Hostel, Offices less than 100 sq.mb, Petrol Stationb, Place of Worshipb, Primary Health Care Centreb, Public Houseb, Recreational-Facility, Recycling Facilityb, Refuse Landfill/ Tip, Residentialc, Restaurant/Café, Service Garage b, Shop-Localb, Social Club, Sports Club/Facility, Stadium, Traveller Accommodation, Veterinary Surgery. |
| **Not Permitted** | **~~Advertisements and Advertising Structures~~**, 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. |

1. **Amend Section 11.2.8 of Written Text** 
   * 1. **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 on private lands (adjacent to primary routes) 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~~**

|  |  |  |
| --- | --- | --- |
| **~~TYPE OF SIGNS~~** | **~~RESTRICTIONS ON USE~~** | **~~DESIGN CRITERIA~~** |
| **~~Backlit Signs~~** | **~~Generally appropriate.~~** | **~~Lettering should be no more than 400mm in height.~~** |
| **~~Bus Shelters~~** | **~~Generally appropriate~~** | **~~The primary purpose of illumination should be to light the shelter.~~** |
| **~~Digital Signs~~** | **~~Generally not appropriate. 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 traffic management and safety.~~** | **~~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.~~** |
| **~~Fascias and Box Signs~~** | **~~Generally appropriate.~~** | **~~Should not be internally illuminated. Lettering should be no more than 400mm in height.~~** |
| **~~Public Information Panels~~** | **~~Generally appropriate.~~** | **~~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.~~** |
| **~~Wall Panel/Poster Board Advertisements~~** | **~~Generally appropriate.~~** | **~~Should not exceed 30% of the surface of the~~**  **~~wall or screening on which it is mounted.~~** |
| **~~Window signs~~** | **~~Generally appropriate.~~** | **~~Must not occupy more than 25% of window~~**  **~~space.~~** |
| **~~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~~** |
| **~~Projecting Signs~~** | **~~Generally not appropriate.~~** | **~~Must be positioned no lower than 2.4 m above pavement level (but not on upper floors). Maximum of one per unit. Should not be internally illuminated.~~** |
| **~~Neon Signs~~** | **~~Generally not appropriate.~~** | **~~Should not be displayed in historic village centres.~~** |
| **~~Signs above Parapet~~** | **~~Not permitted.~~** |  |
| **~~Prismatic/Moving Vane Signs~~** | **~~Not permitted.~~** |  |
| **~~Structures on Public Footpaths and Public Area~~** | **~~Not permitted.~~** |  |
| **~~Sundry Advertising Devices~~** | **~~Not permitted.~~** | **~~Includes pavement signs or sandwich boards, spotlights, flags, bunting, banners, neon moving message signs, fly posting and barrage/balloons.~~** |