

## Appendix D



Report  
May 2022

South Dublin County Council Pl. Reg. Ref.  
SD22A0046

22 Fox and Geese, Naas Road, Dublin

Highway Safety Statement

**steer**



Report  
May 2022

# Appeal into Proposed Digital Advertising Installation at 22 Fox and Geese, Naas Road, Dublin

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# 1 Introduction

## Qualifications and Experience

- 1.1 This statement has been prepared by Philip Rust, a Director of Steer, a Chartered Engineer, a Member of the Institution of Civil Engineers and a Member of the Chartered Institution of Highways and Transportation. He has over 40 years of experience within the field of transport planning, involving 8 years employment in a local authority and over 30 years in private consultancy, and have worked at Steer since 2016. He has managed an office in Dublin in the early 2000's and advised on highway and transport issues relating to developments across Ireland for many years.
- 1.2 He has been involved in assessing the suitability of sites for digital advertising since 2007 and this has included providing evidence at Public Inquiries. Mr Rust has also provided evidence to a standing advisory committee to the UK parliament with regard to digital advertising and was responsible for the development of best practice guidance with regard to highway safety consideration in relation to digital advertising, published by Transport for London and which has been widely adopted across the UK.
- 1.3 Steer is a leading international transport focussed consultancy established for over 40 years. We advise a wide range of clients within the public and private sector on all aspects of transport and associated issues.

## Proposed Development

- 1.4 The planning application concerned (Pl. Reg. Ref. SD22A/0046) proposes the digital upgrade of an established advertising site at 22 Fox and Geese, Naas Road, Dublin 22 ('the Site'). The development description ('the Proposed Development') reads as follows:

*"The replacement of 2 no. existing backlit '48 sheet' advertising panels (6.0m x 3.0m) with a single 6.0m x 3.0m digital advertising panel along with all associated site works and services at 22 Fox and Geese, Naas Road, Dublin 22."*

- 1.5 The Applicant (GWR Property Co. Ltd.) forms of part of the Wildstone Group, an outdoor media infrastructure business, which currently owns or rents c. 3,000 roadside advertising sites across the UK, Netherlands and Ireland. Wildstone Group has secured planning permission to digitise c. 300 advertising panels in the past 18 months, including in South Dublin (Refer to SDCC Planning Reg. Ref.SD20A/0240.)
- 1.6 The planning application was refused by the South Dublin County Council ('SDCC') on 7<sup>th</sup> April 2022. The single Reason for Refusal provided by the Council states as follows:

*"1. The proposed development would endanger public safety by reason of traffic hazard. The Planning Authority have concerns that the illuminated display panel sign will be a distraction to road users. This location is alongside a wide section of road containing two*

*traffic lanes and a bus lane. It is in proximity to major junctions resulting in substantial traffic movements. Even considering the controls suggested in the Digital Advertising Highway Safety Report submitted with the application, it is considered that the distraction potential of an illuminated digital sign on road users constitutes a traffic hazard. As the proposal would impact injuriously on road safety this would not comply with Schedule 6 Implementation of the Outdoor Advertising Strategy of Variation 5 Outdoor Advertising of the South Dublin County Development Plan 2016-2022.”*

- 1.7 The SDCC Roads Department recommended that the application be refused in their submission (9<sup>th</sup> March 2022) stating:

*“Roads have concern that the illuminated sign will be a distraction to road users. This location is alongside a wide section of road containing two traffic lanes and a bus lane. It is in leading proximity to major junctions resulting in substantial traffic movements. Even considering the suitable controls suggested in the Digital Advertising Highway Safety Report submitted with the application the Roads Department consider the distraction potential of an illuminated digital sign constitutes a traffic hazard.”*

- 1.8 The key planning consideration is therefore whether a digital advertising panel in this location, along a busy regional road, would constitute a traffic hazard by reason of its potential to distract drivers.
- 1.9 This planning application followed a refusal of planning permission by the Council for an alternative digital panel proposal on the Site on 12<sup>th</sup> November 2020 (Reg. Ref. SD20A/0241) ('the previous application'). It is important to note that the Council did not raise any highway safety concerns in relation to the principle of digital advertising at this location during pre-application discussions or the determination of the previous application, for an identical digital format albeit for a larger panel (Pl. Reg. Ref. SD20A/0241).

### Scope of Evidence

- 1.10 This evidence sets out why the proposals are acceptable from a road safety perspective considering the nature of the proposals and the specific highway geometry and features of the site including traffic levels of the R110, Naas Road.
- 1.1 At section 2, this report provides an overview of the site and the proposed digital advertising installation. Section 3 provides an overview of the planning history and section 4 provides an assessment of pertinent highways safety issues relating to digital advertising. Section 5 sets out the conclusion and recommendation.



## 2 Site Location and Proposals

### Proposals

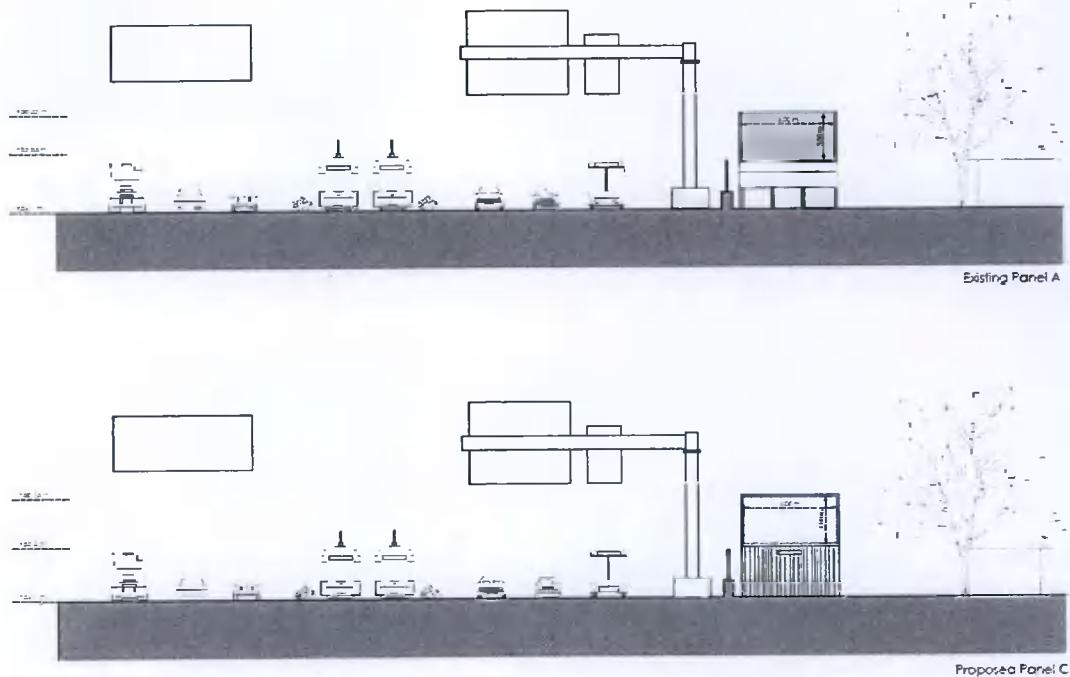
- 2.1 The proposed digital advertising panel will replace an existing established twin-faced advertising installation on land commonly known as 22 Fox and Geese, adjacent to Naas Road, Dublin. The site location is provided at Figure 2.1 below:

Figure 2.1 Site Location



- 2.2 A single digital advertising panel is proposed, replacing two existing static display panels at the same location.

Figure 2.1: Existing static display and proposed digital advertising



- 2.3 The advertising will be 6.0m x 3.0m landscape format screen approximately 3.5m above the carriageway and aimed at eastbound traffic passing along Naas Road. This is similar in size to the existing advertising boards at the site, though this has faces aimed at both eastbound and westbound traffic.

### Site Description

- 2.4 At this location the R110, Naas Road is a dual carriageway and subject to a 60 kph speed limit. It is a main transport corridor and three lanes in both directions. The westbound nearside lane being for buses only and the eastbound nearside lane for traffic leaving Naas Road to join the R134 and access the Knockmitten Lane Western Industrial Estate.
- 2.5 The site is located roughly midway between the junction of Naas Road with the M50 and R110, Long Mile Road, each around 500m distant from the site.
- 2.6 There is an overhead gantry directional sign in the immediate vicinity of the proposals but no signage to the side of the carriageway and no other highway features that could be potentially compromised by the introduction of digital advertising as proposed.

# 3 Planning History

## Site Planning History

- 3.1 The site has an established use for large scale advertising boards aimed at drivers and passengers passing along the Naas Road. The existing twin face panels have been in place since before 1980. The proposed digital panel does not represent a new piece of street furniture. It will not add to the concentration of signs and as the application is for a single aspect installation it will indeed reduce the concentration of signs (the east facing panel is proposed for removal).
- 3.2 Steer were first asked to advise on proposals for a digital advertising installation at this site in July 2020. The previous proposal comprised *“replacement of 2 no. existing backlit ‘48 sheet’ advertising panels (6m x 3m) with a single pole-mounted digital advertising panel (5m x 7m)”*.
- 3.3 At the outset, Steer engaged with SDCC highway officers to discuss the scope of a highways safety report to accompany the planning application and were not made aware of any specific safety issues regarding the proposals.
- 3.4 The report followed best practice, and examined whether the proposal, by nature of its location, form or impact, would result in a public safety concern and, in accordance with the principle of a safety audit, consideration was given to potential improvements or mitigation measures that may address any identified concerns.

The previous application submitted in September 2020 was refused primarily on visual amenity grounds (Reg. Ref. SD20A/0241). However, no highway safety concerns were raised by the Council with regard to the principle of digital advertising at the site or the adequacy of the advertising controls recommended in our Digital Advertising Highway Safety Report. The SDCC highway officers’ submission, dated 6<sup>th</sup> October 2020, accepts that the proposal would be acceptable subject to planning conditions to secure the advertising controls recommended in our Digital Advertising Highway Safety Report to minimise the risk of inappropriate driver distraction. Thus, the Council has previously accepted that advertising controls can be used to mitigate against the risk of inappropriate driver distraction. The SDCC highway officers’ comments state:

*“Part of the planning application submission the applicant has submitted a **“Digital Advertising Highway Safety Report...”** detailing Policy consideration and General Safety consideration which includes issues and responses to possible issues associated with the installation of a Digital Advertising Panel, this satisfactory to roads department, .....*

**No Roads objections subject to the following conditions:**

1. *Prior to commencement the applicant shall submit a foundation design layout detailing the type and dimensions of foundations to be constructed to secure the structure.*
2. *The digital advertising panel shall operate and be tested as described in the **“Digital Advertising Highway Safety Report...”**.*

- 3.5 The applicant took the decision not to appeal the previous decision and instead submit a revised application to address the primary amenity reason for refusal. On 11 February 2022 a

revised application was submitted for a smaller replacement digital advertising panel (Pl. Reg. Ref. SD22A/0046).

3.6 Since there had been no previous highways objection to digital advertising proposals at this site the previously submitted safety report was updated and submitted with the new application (Pl. Reg. Ref. SD22A/0046). Section 4 of the updated safety report recommends a series of advertising controls to minimise the risk of inappropriate driver distraction consistent with the previous version of the report.

3.7 The planning application was refused by the Council on 7th April 2022 for the following reason:

*"1. The proposed development would endanger public safety by reason of traffic hazard. The Planning Authority have concerns that the illuminated display panel sign will be a distraction to road users. This location is alongside a wide section of road containing two traffic lanes and a bus lane. It is in proximity to major junctions resulting in substantial traffic movements. Even considering the controls suggested in the Digital Advertising Highway Safety Report submitted with the application, it is considered that the distraction potential of an illuminated digital sign on road users constitutes a traffic hazard. As the proposal would impact injuriously on road safety this would not comply with Schedule 6 Implementation of the Outdoor Advertising Strategy of Variation 5 Outdoor Advertising of the South Dublin County Development Plan 2016-2022."*

3.8 The reason for refusal is based on the SDCC Roads Departments submission (9th March 2022) which recommended the application be refused stating:

*"Roads have concern that the illuminated sign will be a distraction to road users. This location is alongside a wide section of road containing two traffic lanes and a bus lane. It is in leading proximity to major junctions resulting in substantial traffic movements. **Even considering the suitable controls suggested in the Digital Advertising Highway Safety Report submitted with the application the Roads Department consider the distraction potential of an illuminated digital sign constitutes a traffic hazard.**"*

3.9 Steer engaged directly with the SDCC Roads Department following the receipt of the Notification of Decision in order to discuss Officer's specific concerns with the Proposed Development and potential further advertisement controls as additional mitigation. The Highways Officer explained that the objection was an "in principle" objection as the Naas Road was considered to be very busy and hence, he had concerns regarding introduction of a digital advertising screen. They did not indicate any specific concerns with the proposal itself or the highway safety report.

3.10 The key planning consideration is therefore whether a digital advertising panel in this location, along a busy regional road, would constitute a traffic hazard by reason of its potential to distract drivers. The Council's key concerns with the Proposed Development relate to the format of the advertisement (i.e., being an illuminated digital display) in the context of its location. Section 4.0 of this report considers in detail whether the proposal, by nature of its location, form or impact, would result in a public safety concern and recommends mitigation measures that may address any identified concerns.

## Precedent

- 3.12 I believe it is beneficial to consider that this proposal is not unique and that digital advertising screens have been installed elsewhere in Dublin without known safety issues arising. There is now a significant amount of established planning precedent for roadside digital advertisements along national and regional roads throughout Dublin. These precedent planning applications demonstrate that the digital upgrade of existing advertising panels can be carried out safely by imposing appropriate planning conditions to control the use of digital panels in a manner which does not impact injuriously on road safety.
- 3.13 Appendix A provides details of twelve roadside digital advertisement upgrade proposals permitted by planning authorities in the Dublin area within the last four years. These cover a range of different locations and road conditions including busy arterial routes. There appears to be no specific reason why the Naas Road is significantly different to these other locations where digital advertising screens have been permitted.
- 3.14 Of particular note as a precedent permission is the digital '48 sheet' panel (measuring 6.45m x 3.568m) permitted adjacent to the eastbound lane of the N11 on the approach to the Loughlinstown Roundabout, Co. Dublin by Dun Laoghaire-Rathdown County Council on 11 June 2020 (Pl. Reg. Ref. D20A/0045). The context of this proposal is comparable to the Site, being alongside a heavily trafficked arterial route with three lanes of traffic including a bus lane and on the approach to a busy junction. We note that Transport Infrastructure Ireland raised no objections to the proposed digital panel. A condition was applied to ensure that drivers travelling along the N11 would not be distracted by glare from the digital screen.
- 3.15 It is also useful to understand that there have been large screen digital installations around the world that date back 15 years or more and there are no cases, of which we are aware, where there has been an identified issue with road safety that has resulted in screens being removed.
- 3.16 In the UK, advertising permissions are only provided for 5 years, and no digital advertising has been refused a renewal because of road safety. A pertinent example being express consent being granted on the 25<sup>th</sup> April 2022 for the renewal (albeit with a slightly different design for the supporting structure) of 2 x digital screens on the busy approach road to Edinburgh Airport (LPA Ref: 22/00527/ADV).
- 3.17 In the UK there are a wide range of digital advertising screen placed alongside major arterial routes and motorways including for example several alongside the M4 between Heathrow Airport and Central London, which is one of the busiest stretches of road in the UK.
- 3.18 Road safety concerns have been raised regarding digital advertising by many highway authorities, but these have typically been suitably mitigated in agreement with highway authorities by avoiding sites with known safety issues and suitable consideration of the specific features of the proposed site and mitigation measures in the form of suitable control over content, illumination and speed of change of adverts. The key being to avoid undue distraction to drivers in difficult driving situations. Accordingly, in Section 4.0 below we consider below whether the proposed replacement digital panel would cause an undue distraction by nature of its location, form, or impact.

# 4 Safety Considerations

## Policy Considerations

- 4.1 Schedule 6 of the South Dublin County Council Development Plan 2016-2022 (Variation 5) contains the Councils Outdoor Advertising Strategy adopted in 2019. The Outdoor Advertising Strategy is based on geographical zones. We consider that the Site falls within 'Zone 3' (i.e., 'the main transport corridors into, out of and within the county') because the advertising panels address road users along Naas Road which is one of the main transport corridors within the County. We acknowledge however that the Council, in their assessment of the application, consider the Site to fall within 'Zone 5' (i.e., 'significant developing areas where advertising could form an integral part of newly created streetscapes'). Regardless, Zone 3 and Zone 5 are both identified as locations which are open for consideration for outdoor advertising subject to compliance with development management standards contained in section 7 of Schedule 6.
- 4.2 Section 7 states that upgrading of existing outdoor advertising will only be permitted if it is acceptable in amenity/safety terms. Accordingly, highway safety considerations are set out in detail in the section below.

## General Safety Considerations

- 4.3 The DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (March 2011) provides no specific guidance relating to digital advertising and no guidance has been published by Transport Infrastructure Ireland. However, best practice guidance published elsewhere (such as Transport for London's *Guidance for Digital Roadside Advertising, 2013*) suggests a list of types of advertisement proposals which have potential to cause danger to road users due to their specific form or location. These are set out below along with a commentary relating to the proposals at Naas Road:

Issue: Proposals which obstruct or impair sight-lines at corners, bends or at junction, or at any point of access to a highway.

Response: None applicable for this site- the proposal is offset from the public highway and sits on private land beyond any sight lines. It is not located on a corner or bend in the highway.

Issue: Proposals which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature.

Response: It is considered that the nature of the digital advertising used for these type of installations makes it clear that they are an advertisement rather than a traffic sign or signal.

The specific location of the proposal, to the side of the highway, and remote from the overhead signage gantry, means that there is no reason for a driver to think the screen would be a road sign but instead it will be clearly an advertising installation, as at present.

For traffic passing eastbound along Naas Road the installation will be offset to the offside of the highway and remote from the line of sight to the overhead gantry and carriageway, as illustrated in Figure 3.1 below:

Figure 4.1: Eastbound view of advertising from Naas Road



**Issue:** Proposals which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface).

**Response:** The installation will be off highway land and there are no clearance issues.

**Issues:** Advertising which requires close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road.

**Response:** There is little pedestrian activity in the vicinity of the proposals and the proposal is for a large screen replicating the existing advertising.

**Issue:** Proposals where the means of illumination is directly visible from any part of the road.

**Response:** The screen will be self-lit, and no external lighting is proposed removing the risk of dazzling of drivers from external lighting.  
The level of luminance of the screen can be controlled to 300 cd/m<sup>2</sup> as suggested below.

**Issue:** Proposals which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals.

**Response:** This risk can be avoided as the digital advertising will be offset from the public highway and is not located such that it could be confused with traffic signals. It will also be a large installation that will have a clear purpose that will avoid any risk of confusion with traffic signals.

**Issue:** Proposals which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather.

**Response:** The key to addressing this concern is managing the brightness of the digital advertising and their content. The proposal is similar in nature to digital advertising that have been introduced around the world over the past 10 years, and elsewhere in Dublin more recently, which have proven to be effectively managed. A series of controls are normally adopted by way of established planning conditions.

**Issue:** Proposals which are subject to frequent changes of the display.

**Response:** A minimum advertisement length of 10 seconds is suggested in line with established planning conditions that have been applied to digital advertising developments elsewhere in Dublin.. This ensures that changing digital advertising are not used to create animation and will mean drivers will have a limited number of changes whilst passing the site.

**Issue:** Advertising which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message.

**Response:** Not proposed and controllable by condition.

- 4.4 On the basis of the responses outlined above it can be seen that there is nothing contrary to established best practice or fundamentally unreasonable in the proposal for digital advertising at the proposed location.

### Relevant Site Considerations

- 4.5 As there are no specific applicable rules relating to digital advertising in Ireland there appears no basis for an "in principle" objection to an installation at the proposed site, and hence one must consider the suitability of the location in its own right, and also the characteristics of the specific digital advertising proposals that might make an otherwise acceptable location unacceptable.

#### General location

- 4.6 The first consideration is whether digital advertising is appropriate on this section of the public highway. The site is located on a section of highway where there are a number of views of buildings, other roads and urban features that could attract a degree of driver attraction. There are other advertising boards and large format signs for buildings along Naas Road. Accordingly, the proposals would not be unexpected and would not by their nature be fundamentally distracting to drivers.

#### Specific Location

- 4.7 The next consideration is the specific site location and its relationship to local road geometry. As described in Section 2, the proposed location of the digital advertising is adjacent to a relatively straight section of Naas Road, remote from the highway and does not conflict with existing signage.



- 4.8 The site is subject to some degree of peak hour breakdown in free flow traffic, but this would not be likely to introduce additional weaving or other driver behaviour inconsistent with the introduction of digital advertising.

#### Details of Advertising Structure

- 4.9 The next test is the detailed arrangements for the mounting structure and the position of the advertising screen.
- 4.10 It has been set out in section 2 that there is no specific element of the local road features that makes advertising unacceptable in this location.
- 4.11 The advertisements are proposed to be positioned to provide advertising opportunities and public messaging focused on drivers and passengers passing along Naas Road. They would appear at an elevation similar to conventional road direction signs and are unlikely to distract drivers from concentrating on appropriate driving behaviour.

#### Control of Advertising form and content

- 4.12 The final consideration is whether there are any details of the proposal that might make an acceptable advertising location unacceptable. It is also understood that the proposals will include controls as planning conditions that address issues identified through research and established practice over illumination, rate of change of advertising and static images.
- 4.13 The following controls could be applicable in this location based on permitted digital advertising elsewhere in Dublin:
- Prior to the first operation of the digital advertising, a scheme for the testing of the appropriate level of illumination shall be submitted to and approved in writing by the local planning authority. Nonetheless, the maximum intensity of illumination of the digital advertisement signs shall not exceed a 300cd/sqm at night-time.
  - The signs shall not display any moving, or apparently moving, images.
  - The sequential advertisements shall not change more than once every 10 seconds.
  - Any change between advertisements will be immediate.
- 4.14 The reason behind these controls are as follows:
- 4.15 Excessive illumination levels would mean that the advert drivers would be conscious of the screen from further away and at night the levels of lumination could be such as to dazzle drivers.
- 4.16 A static advert is typically looked at momentarily and hence advertisers tend to put very little information on roadside adverts; they are typically just a picture and brand name.
- 4.17 Moving images are considered far more likely to be a reason why drivers would look at the screen for extended periods. Research into driver behaviour indicates that their eyesight is constantly looking around at other vehicles, road features and surrounding buildings, signs and features. This would include advertisements.
- 4.18 The nature of the advert on the proposed screen would typically be understood from a distance of around 200m. At 60mph a car covers a distance of 268m in 10 seconds and hence a 10s minimum duration would mean that most drivers driving along Naas Road in free flow conditions would see 1 or 2 adverts and at most notice one change. If traffic was slower due

to congestion then they may see more but generally lower speeds would mean safer driving conditions.


- 4.19 The most likely time a driver may focus on the advertising was as it changes. An immediate change avoids lengthening the potential for distraction and also avoids the possibility of effective moving images/animations being introduced as part of the transitioning between adverts
- 4.20 Accordingly, considering the above controls are in place, that unless stationary at the signal junction, the majority of drivers are likely to see no more than a single change in advert and would not be distracted by the nature of the illumination or form of adverts in a manner that would create a hazard that would fail the key test.


# 5 Conclusions


- 5.1 The site is an established advertising site located within an urban location where advertising is common and digital advertising is generally likely to be acceptable.
- 5.2 There are no specific accident patterns or road geometry that makes this site inappropriate for locating roadside advertising adjacent to the motorway.
- 5.3 Suitable controls should be placed on the digital advertising to minimise risks of inappropriate driver distraction arising from over illumination, rate of change of advertising and moving images. The applicant proposes the imposition of the following conditions on any consent for digital advertising based on established research and practice:
- Prior to the first operation of the digital advertising, a scheme for the testing of the appropriate level of illumination shall be submitted to and approved in writing by the local planning authority. Nonetheless, the maximum intensity of illumination of the digital advertisement signs shall not exceed a 300cd/sqm at night-time.
  - The signs shall not display any moving, or apparently moving, images.
  - The sequential advertisements shall not change more than once every 10 seconds.
  - Any change between advertisements will be immediate.
- 5.4 In conclusion, there is no valid highway safety reason to justify refusal of the application.

# Appendices

# A Precedent Digital Advertising Schemes in Dublin


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
 <p data-bbox="219 783 824 807">Existing sign 37 Main Street (R138) (south west side) Donnybrook Dublin</p>	<p data-bbox="842 371 920 395"><u>3596/21</u></p> <p data-bbox="842 448 936 491">Dublin City Council</p> <p data-bbox="842 544 954 568">PZ Digital Ltd</p>	<p data-bbox="1010 371 1357 663">Permission for the temporary retention of the existing advertising sign which is a 6.1m x 3.05m lightbox (8.44m from ground to top) on the side wall and its immediate subsequent conversion to a digital display of 4.88m x 3.05m at the same top height. The sign would replace an earlier 4.3m x 3.05m sign which in turn replaced the original 1970s 6.1m x 3.05m sign both at the same height.</p> <p data-bbox="1010 719 1357 799">The proposal included decommissioning two other advertising sites in the City.</p> <p data-bbox="1010 855 1301 879">The new panel is not yet in place.</p>	<p data-bbox="1379 371 1715 608">DCC Roads and Traffic Planning Department - "The accompanying report states that the proposed new digital display will be remotely controlled and can be changed as often as required. It is not, however, a moving display, so in that respect only static images would be displayed.</p> <p data-bbox="1379 624 1715 887">It is also noted that the speed limit on the Donnybrook Road is 50kmph and that the proposed sign would not impact the safety of pedestrians, the accessibility of the footpath and roadway and the flow of traffic. Having regard to the foregoing this division has no objection to the proposed development subject to conditions."</p> <p data-bbox="1379 943 1715 1046">DCC Planners Report – "The proposed development differs from the <u>previous planning application which was refused</u></p> <p data-bbox="1379 1062 1715 1382">permission (reg, ref: 2468/21) in that the size of the proposed digital display has been <u>reduced from 6.1m x 3.05m to a now proposed 4.88m x 3.05m.</u>" "While it is recognised that there are a number of advertising signs in the Donnybrook area it is considered given the location of this sign which faces directly onto the outward lane of the Donnybrook Road and the historic use of the gable of No. 37 Main Street for advertising</p>	<p data-bbox="1738 371 2074 448">Granted by the Council on 11 January 2022 subject to seven conditions including:</p> <p data-bbox="1738 504 2051 576">6. The following conditions of the Transportation Planning Division to be complied with.</p> <p data-bbox="1738 592 2074 647">a) No more than one advertisement shall be displayed every ten seconds.</p> <p data-bbox="1738 663 2051 735">b) The 'fade' method of transition shall be used between advertisements.</p> <p data-bbox="1738 751 2074 831">c) No animation, moving images or video shall be displayed as part of the advertisement.</p> <p data-bbox="1738 847 2074 951">d) The maximum illumination of the advertisement display between dusk and dawn shall not exceed 250 candelas per sq.m.</p> <p data-bbox="1738 967 2074 1094">e) All costs incurred by Dublin City Council, including any repairs to the public road and services necessary as a result of the development, shall be at the expense of the developer.</p> <p data-bbox="1738 1110 2074 1246">f) The developer shall be obliged to comply with the requirements set out in the Code of Practice. Reason: In order to ensure a satisfactory standard of development.</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
			purposes, that this is a suitable location for an appropriately sized advertising sign."	
 <p data-bbox="226 818 584 842">29 Ranelagh, The Triangle, Ranelagh, Dublin</p>	<p data-bbox="853 456 927 480"><u>2233/21</u></p> <p data-bbox="853 531 943 576">Dublin City Council</p> <p data-bbox="853 632 992 676">Brightside Media Ltd</p>	<p data-bbox="1019 456 1361 667">Retention permission to retain the existing LED advertising sign (3m high by 6m wide by 150mm deep) structure at first floor level at 29 Ranelagh and planning permission to convert its usage to a LED display sign which will carry a series of alternating static advertisements (6 per minute).</p> <p data-bbox="1019 722 1294 799">The proposal included decommissioning 1 no. existing advertising site in the City.</p> <p data-bbox="1019 855 1335 900">The new panel is now in place – see image.</p>	<p data-bbox="1393 456 1715 501">Transport Infrastructure Ireland – no objections.</p> <p data-bbox="1393 563 1727 799">DCC Planners Report – “background to this application, under DCC Reg Ref: 2066/20, permission was previously <u>refused by DCC for a similar proposal on the grounds of scale, proportion and visual impact of the proposed signage</u>. That decision was subsequently appealed and whilst <u>An Bord</u></p> <p data-bbox="1393 818 1727 1270"><u>Pleanala upheld the refusal, the stated reason was changed whereby it related to the applicant’s proposal to remove only one part of the existing static advertisement panel at Bachelor’s Walk i.e. the ‘Colman’ sign which spans the upper floors of both 34 Bachelors Walk and 56 O’Connell Street. Given that there were no other reasons for refusal, it is considered reasonable to conclude that the proposal was acceptable to An Board Pleanala in all other respects, including visual impact.</u> The subject application differs from that previously refused under DCC Reg Ref: 2066/20 in that</p> <p data-bbox="1393 1289 1671 1361">the signage to be removed now comprises the entirety of the ‘Colman’ sign. Therefore it is</p>	<p data-bbox="1751 456 2051 533">Granted by the Council on 13 April 2022 subject to ten conditions including:</p> <p data-bbox="1751 595 2085 906">3. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission. Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1751 970 2085 1361">4. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelas per square metre. The applicant shall be required to review the luminance level with the planning authority within 12 months of this decision date. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
			considered that this application would rationalise signage within the Dublin City Council area and reduce visual clutter as required under Section 19.2 of the City Development Plan."	planning permission. c) The applicants shall make satisfactory arrangements for the maintenance repair and upkeep of the advertising display. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.
 <p data-bbox="215 1031 797 1078">280-284, Lower Rathmines Road (R114) Rathmines Dublin. Facing onto northbound traffic.</p>	<p data-bbox="842 600 920 624"><u>3779/21</u></p> <p data-bbox="842 679 943 727">Dublin City Council</p> <p data-bbox="842 783 954 831">Mistomar Ventures Ltd</p> <p data-bbox="842 887 943 911">Appeal ref.</p> <p data-bbox="842 927 976 951"><u>ABP-312608-22</u></p>	<p data-bbox="999 600 1357 783">The development will consist of the replacement of the existing advertising sign (6m high by 6m wide) structure and overhead lighting with a digital display sign (6m high by 6m wide) at the gable end of 284 Rathmines Road Lower, Dublin 6.</p> <p data-bbox="999 839 1267 919">The proposal includes the decommissioning of another advertising site in the City.</p> <p data-bbox="999 975 1335 1046">The sign is located along a busy regional road which one of the main arterial routes into the City Centre.</p> <p data-bbox="999 1102 1357 1182">The panel has not been replaced yet – subject to ongoing appeal. Existing panel shown in the image.</p>	<p data-bbox="1368 600 1715 671">DCC Roads and Traffic Planning Department – no objection subject to standard planning conditions.</p>	<p data-bbox="1727 600 2074 671">The Council issued notice to grant permission on 04 January 2022 subject to ten conditions.</p> <p data-bbox="1727 727 2074 831">Appeal lodged (by Cllr Mannix Flynn, Third Party Appellant) on 26 January 2022. <u>Appeal has not yet been decided.</u></p> <p data-bbox="1727 887 2085 991">Standard conditions proposed by DCC to control change frequency, luminosity, and the use of animation or other effects:</p> <p data-bbox="1727 1046 2085 1366">2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission Reason: In the interest of the proper planning and sustainable development of the area.</p>





Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
				<p>3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelas per square metre (cd/m<sup>2</sup>). The luminance level of the display shall be subject to review by Dublin City Council and following review, adjustments or amendments shall be carried out in accordance with the requirements of the Planning Authority. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
 <p data-bbox="219 826 819 874">North-East side of Loughlinstown Roundabout, Co. Dublin. North-facing sign adjacent to the Eastbound lane of the N11.</p>	<p data-bbox="846 368 992 392"><u>D20A/0045</u></p> <p data-bbox="846 451 992 528">Dun Laoghaire-Rathdown County Council</p> <p data-bbox="846 584 992 632">JCDecaux Ireland Limited</p>	<p data-bbox="1014 368 1361 608">Replacement of the existing 1 no. north-facing Premiere internally illuminated advertising display (6.45m wide x 3.25m high) with 1 no. digital 48 sheet advertising display (6.45m wide x 3.568m high) and minor alterations to landscape plan permitted under reg. Ref. D17A/0876, including all associated site works and services.</p> <p data-bbox="1014 663 1312 711">Maximum height – 6.408m above ground level.</p> <p data-bbox="1014 767 1290 847">No other existing panel decommissioned as part of this proposal.</p> <p data-bbox="1014 903 1335 951">The new panel is now in place – see image.</p>	<p data-bbox="1384 368 1709 416">DLRCC Transportation Planning – no comment.</p> <p data-bbox="1384 472 1720 576">DLRCC Transportation Planning Public Lighting section – no objection subject to one condition (to avoid glare for drivers).</p> <p data-bbox="1384 632 1709 679">Transport Infrastructure Ireland – no observations / objections.</p> <p data-bbox="1384 735 1720 951">DLRCC Planners Report – ‘Having regard to the nature and scale of the proposed replacement advertising display and context of the subject site, it is considered that the proposed advertising display would not detract from the visual amenities of the area’.</p>	<p data-bbox="1742 368 2045 440">Granted by the Council on 11 June 2020 subject to five conditions including:</p> <p data-bbox="1742 496 2078 655">2. Light permeable fabric (90% opacity) shall be continuously in place on the display unit when an advertisement is not in place to remove the chance of glare affecting drivers in either direction on the N11.</p>
	<p data-bbox="846 1013 992 1037"><u>2473/19</u></p> <p data-bbox="846 1093 992 1141">Dublin City Council</p> <p data-bbox="846 1197 992 1220">PZ Digital Ltd.</p>	<p data-bbox="1014 1013 1361 1220">Replacement of a 6.4m x 6.4m traditional poster panel with a 6.5 x 6.5m digital panel on an existing building at the corner of Cuffe Street and Wexford Street. Both the existing and proposed advertising structure have an Overall height of 10.95m off the ground.</p> <p data-bbox="1014 1276 1361 1356">The sign is located directly overlooking a busy traffic junction in the City Centre.</p>	<p data-bbox="1384 1013 1709 1061">DCC Roads and Traffic Planning Department – no comment.</p> <p data-bbox="1384 1117 1720 1165">Transport Infrastructure Ireland – no objection.</p> <p data-bbox="1384 1220 1720 1380">DCC Planners Report – This site is located within a Conservation Area, and the planning assessment noted that the digital upgrade would represent a visual improvement on the existing panel, and also that there</p>	<p data-bbox="1742 1013 2045 1085">Granted by the Council on 23 September 2019 subject to nine conditions.</p> <p data-bbox="1742 1141 2078 1244">Standard conditions applied to control change frequency, luminosity, and the use of animation or other effects:</p> <p data-bbox="1742 1300 2078 1380">2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
 <p data-bbox="226 742 689 762">Corner of Cuffe Street and Wexford Street, Dublin 2.</p>		<p data-bbox="1014 336 1361 571">In a Response to Further Information the applicant clarified that they had ceased use of two other sites in the Dublin City Council area, in accordance with the Council's requirement - under its Outdoor Advertising Strategy - for new proposals to include the removal/rationalisation of existing sites.</p> <p data-bbox="1014 632 1332 679">The new panel is now in place -- see image.</p>	<p data-bbox="1384 325 1720 400">would no longer be a requirement for visits to the site by operatives to manually erect posters.</p> <p data-bbox="1384 419 1720 616">The Planning Authority notes that the existing advertising structure is an established use on this site and that the proposed digital advertising panel would be a visual improvement on the existing advertising structure.</p>	<p data-bbox="1740 325 2076 564">transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission. Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1740 608 2076 1086">3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelas per square metre. The applicant shall be required to review the luminance level with the planning authority within 12 months. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
 <p data-bbox="215 807 792 858">Railway Bridge over Pearse Street (R118) facing onto Westbound traffic</p>	<p data-bbox="837 373 920 395">2512/18</p> <p data-bbox="837 453 943 501">Dublin City Council</p> <p data-bbox="837 558 981 606">Irish Rail Digital Advertising</p>	<p data-bbox="1005 373 1357 501">Replacement of an existing static advertising board on the north-easterly elevation of the existing railway bridge with a new static 18m x 2m LED display to the same elevation of the bridge.</p> <p data-bbox="1005 558 1350 635">The sign is located directly overlooking a busy regional road in the City Centre with four traffic lanes.</p> <p data-bbox="1005 692 1321 769">The proposal included decommissioning of multiple other advertising sites in the City.</p> <p data-bbox="1005 826 1328 874">The new panel is now in place – see image.</p>	<p data-bbox="1375 373 1704 421">Transport Infrastructure Ireland – no objection.</p> <p data-bbox="1375 478 1720 1059">DCC Roads and Traffic Planning Department – “A road safety audit is submitted in conjunction with the application. This outlines that the speed limit in the vicinity of the railway bridge is 50kmph. 5 minor accidents/ incidents have been recorded within 100m of the south easterly facing elevation of the railway bridge between 2005 &amp; 2012.” “It is noted that there is existing signage on the bridge and the proposed signage is of a lesser scale than that proposed. Furthermore, <u>permissions have recently been granted for digital advertising on JC Decaux structures in the City.</u> Subject to a limit on the number of advertisements shown per minute and to a prohibition on the use of animation, there is no objection to the proposed development.”</p>	<p data-bbox="1733 373 2040 421">Granted by the Council on 18 June 2018 subject to nine conditions.</p> <p data-bbox="1733 475 2074 580">Standard conditions applied to control change frequency, luminosity, and the use of animation or other effects:</p> <p data-bbox="1733 635 2074 948">2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1733 1005 2074 1378">3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelas per square metre (cd/m2). The luminance level of the display shall be subject to review by Dublin City Council and following review, adjustments or amendments shall be carried out in accordance with the requirements of the Planning Authority. b) Only static images without movement shall be</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
				permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.
 <p data-bbox="221 979 775 1027">Railway Bridge over Drumcondra Road Lower (N1) facing onto Southbound Traffic</p>	<p data-bbox="846 587 927 611"><u>4642/17</u></p> <p data-bbox="846 667 949 715">Dublin City Council</p> <p data-bbox="846 770 987 818">Irish Rail Digital Advertising</p>	<p data-bbox="1014 587 1361 722">Replacement of existing static type advertising boards on both sides of the existing railway bridge with a new static 18 m x 2 m LED display to the northerly elevation of the bridge.</p> <p data-bbox="1014 778 1361 850">The sign is located directly over a busy national road in the City Centre with four traffic lanes.</p> <p data-bbox="1014 906 1272 978">The proposal includes the decommissioning of another advertising site in the City.</p> <p data-bbox="1014 1042 1335 1090">The new panel is now in place – see image.</p>	<p data-bbox="1384 587 1715 643">Transport Infrastructure Ireland – no objection.</p> <p data-bbox="1384 699 1664 746">DCC Roads and Traffic Planning Department – no comment.</p>	<p data-bbox="1742 587 2069 643">Granted by the Council on 5 Apr 2018 subject to ten conditions.</p> <p data-bbox="1742 699 2069 802">Standard conditions applied to control change frequency, luminosity, and the use of animation or other effects:</p> <p data-bbox="1742 858 2069 1177">2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1742 1233 2069 1361">3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
				<p>candelas per square metre (cd/m<sup>2</sup>). The luminance level of the display shall be subject to review by Dublin City Council and following review, adjustments or amendments shall be carried out in accordance with the requirements of the Planning Authority. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.</p>
	<p><u>4639/17</u></p> <p>ABP ref. ABP-301260-18</p> <p>Dublin City Council</p> <p>Irish Rail Digital Advertising</p>	<p>Replacement of existing static type advertising boards on both sides of existing railway bridge with a new static 18 m x 2 m LED display to the south-easterly elevation of the bridge.</p> <p>The new panel is now in place – see image.</p>		<p>The Council issued notice to grant permission on 23 February 2018. The Board approved the application on appeal on 23 October 2018.</p> <p>In granting permission the Board's Direction (dated 9/10/2018) states: "Having regard to proposed development which includes the removal of signage both attached to the northern elevation of the bridge and in the vicinity of the bridge along Amiens Street, it is considered that the replacement sign on the south-easterly elevation would achieve an acceptable</p>


Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
Railway Bridge over Amiens Street (R105) Dublin facing onto Northbound traffic				<p>balance between providing advertising on a thoroughfare where billboard advertising exists, and is permitted in principle, and the protection of the amenities of a prominent streetscape which includes a number of protected structures.”</p> <p>Condition no. 5 applied by the Board required the advertising displays on the northern elevation of the Railway Bridge at Amiens Street to be removed.</p>
 <p>Railway Bridge over North Strand Road Dublin facing onto Southbound traffic</p>	<p><u>4633/17</u></p> <p>Dublin City Council</p> <p>Irish Rail Digital Advertising</p>	<p>The development will consist of the replacement of the existing static type advertising boards on both sides of the existing railway bridge with a new static 18m x 2m LED display to the northerly elevation of the bridge. North Strand Railway Bridge is a protected structure.</p> <p>The new panel is now in place – see image.</p>	<p>DCC Roads and Traffic Planning Department – “A road safety audit is submitted in conjunction with the application. This outlines that the speed limit in the vicinity of the railway bridge is 50kmph and no incidents have been recorded in the vicinity of the bridge between 2005 and 2012.” “The objections on file are noted. Issues raised of relevance to this division include the impact of the proposed signage on vehicles and pedestrians. It is noted that there is existing signage on the bridge and the proposed signage is of a lesser scale than that proposed. Furthermore, permissions have recently been granted for</p>	<p>Granted by the Council on 6 April 2018 subject to ten conditions.</p> <p>Standard conditions applied to control change frequency, luminosity, and the use of animation or other effects:</p> <p>2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
			<p>digital advertising on JC Decaux structures in the City. Subject to a limit on the number of advertisements shown per minute and to a prohibition on the use of animation, there is no objection to the proposed development."</p>	<p>permission Reason: In the interest of the proper planning and sustainable development of the area.</p> <p>3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelas per square metre (cd/m<sup>2</sup>). The luminance level of the display shall be subject to review by Dublin City Council and following review, adjustments or amendments shall be carried out in accordance with the requirements of the Planning Authority. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.</p>



Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
 <p data-bbox="226 699 826 746">Existing panel at the Junction of New Nangor Road and Killeen Road Dublin</p>	<p data-bbox="846 339 999 363"><u>SD20A/0240</u></p> <p data-bbox="846 416 976 464">South Dublin County Council</p> <p data-bbox="846 517 994 596">GWR Property Co. Ltd. (i.e., 'The Applicant')</p>	<p data-bbox="1016 339 1370 528">Replacement of the existing blacklit '96 sheet' advertising panel (12m x 3m) with a 6m x 3m digital advertising panel mounted on a 'green wall' structure (mesh panel with climbing plants), along with all associated site works and services.</p>	<p data-bbox="1388 339 1724 635">SDCC Road Department – “Part of the planning application submission the applicant has submitted a “Digital Advertising Highway Safety Report...” detailing Policy consideration and General Safety consideration which includes issues and responses to possible issues associated with the installation of a Digital Advertising Panel, this satisfactory to roads department...”</p> <p data-bbox="1388 687 1720 898">SDCC Planners Report notes “the REGEN zoning objective of the site, the SDCC Outdoor Advertisement Strategy and the nature and scale of the proposed signage” and considered the development to be in accordance with the CDP 2016 – 2022.</p>	<p data-bbox="1742 339 2022 419">Granted by the Council on 17 December 2020 subject to four conditions.</p> <p data-bbox="1742 472 2045 552">Standard conditions controlling luminance and ‘fade transition’ change mechanism were applied:</p> <p data-bbox="1742 604 2085 847">3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed <u>300 candelas</u> per square metre. The applicant shall be required to review the luminance level with the planning authority within 12 months...</p> <p data-bbox="1742 900 2085 1007">Reason: To ensure that the advertisements do not have any adverse effects on the amenity of the area or road safety.</p> <p data-bbox="1742 1059 2085 1326">4. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission.</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
				Reason: In the interest of the proper planning and sustainable development of the area.
 <p data-bbox="215 890 790 938">Doublesided digital panel on South East side of Amiens Street Dublin in front of 88-95 Amiens Street</p>	<p data-bbox="837 496 965 520"><u>WEB1693/18</u></p> <p data-bbox="837 576 943 624">Dublin City Council</p> <p data-bbox="837 683 981 730">JCDecaux Ireland Limited</p>	<p data-bbox="1003 496 1361 735">Replacement of the existing double-sided internally illuminated Metropole advertising display with a double-sided digital Metropole advertising display including all associated site works and services. The proposed structure has an overall height of 5.81m, a depth of 0.71m and a width of 3.72m, mounted on an off-set leg.</p> <p data-bbox="1003 791 1285 871">No other existing panel decommissioned as part of this proposal</p> <p data-bbox="1003 927 1328 975">The new panel is now in place – see image.</p>	<p data-bbox="1375 496 1711 544">Transport Infrastructure Ireland – no objection.</p> <p data-bbox="1375 600 1581 624">DCC Planners Report –</p> <p data-bbox="1375 639 1720 1310">“The subject site has an established permitted advertising use and the proposal seeks to replace the existing Metropole with a Metropole of a similar presentation, scale and form. The proposed digital advertising display will provide for an upgrading in the quality of the advertising display with only minor modifications to the casing unit and an overall increase in height from 4.8m to 5.8m. The Metropole <u>advertising displays are well-established as part of Dublin’s street furniture</u> and an integral element of the city’s public realm strategy.” “The proposed replacement advertising display <u>will be in the same location as the existing ‘Metropole’</u>. <u>In this regard it is considered that the proposal would not interfere with the safety of pedestrians, the accessibility of the public footpath or roadway and the safety and free flow of traffic or will not obscure road signs.</u>”</p>	<p data-bbox="1733 496 2069 544">Granted by the Council on 28 March 2019 subject to eight conditions.</p> <p data-bbox="1733 600 2056 647">Standard conditions controlling the advertising display were applied:</p> <p data-bbox="1733 703 2078 1023">2. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission. Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1733 1078 2078 1375">3. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelas per square metre. The applicant shall be required to review the luminance level with the planning authority within 12 months and in any event not later than 20th February 2020. b) Only static images</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
				without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.
 <p data-bbox="226 1086 819 1134">Doublesided digital panel on the public footpath on the North West side of the Swords Road (N1) Dublin</p>	<p data-bbox="846 624 972 647"><u>WEB1694/18</u></p> <p data-bbox="846 703 949 751">Dublin City Council</p> <p data-bbox="846 807 987 855">JCDecaux Ireland Limited</p>	<p data-bbox="1012 624 1368 863">Replacement of the existing internally illuminated Metropole advertising display with a double-sided digital Metropole advertising display including all associated site works and services. The proposed structure has an overall height of 5.8m, a depth of 0.71m and a width of 3.72m mounted on an off-set leg.</p> <p data-bbox="1012 919 1294 999">No other existing panel decommissioned as part of this proposal</p> <p data-bbox="1012 1046 1335 1094">The new panel is now in place – see image.</p>	<p data-bbox="1382 624 1727 783">DCC Transportation Planning – “It is acknowledged that this is a replacement advertising structure... The sign will not obstruct any existing traffic signs or signals in the area. As this is a replacement</p> <p data-bbox="1382 799 1727 951">advertisement, a Road Safety Audit is not required.” “Subject to a limit on the number of advertisements shown per minute and to a prohibition on the use of animation, there is no objection to the proposed development.”</p> <p data-bbox="1382 999 1727 1350">DCC Planners Report – “The proposed replacement advertising display will be in the same location as the existing ‘Metropanel’. In this regard it is considered that the proposal would not interfere with the safety of pedestrians, the accessibility of the public footpath or roadway and the safety and free flow of traffic. Nor will it obscure road signs.” “Having regard to the nature of the application which seeks to replace the existing advertising display to an existing</p>	<p data-bbox="1738 624 2074 679">Granted by the Council on 28 March 2019 subject to ten conditions.</p> <p data-bbox="1738 727 2074 783">Standard conditions controlling the advertising display were applied:</p> <p data-bbox="1738 839 2085 1158">3. The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission. Reason: In the interest of the proper planning and sustainable development of the area.</p> <p data-bbox="1738 1206 2085 1366">4. The development hereby approved shall incorporate the following: a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelas per square metre. The</p>

Location	Reference, Planning Authority & Applicant	Development description	Submissions	Decision and conditions
			permitted advertising structure, it is considered that the proposal is in accordance with the Dublin City Development Plan and the proper planning and sustainable development of the area.”	applicant shall be required to review the luminance level with the planning authority within 12 months and in any event not later than 20th February 2020. b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission. Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.

## Control Information

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**steer**

## Appendix E





**Register Reference:** SD20A/0241 **Date:** 06-Oct-2020  
**Development:** The replacement of 2 existing blacklit '48 sheet' advertising panels (6m x 3m) with a single pole-mounted digital advertising panel (5m x 7m), along with all associated site works and services.  
**Location:** 22, Fox & Geese, Naas Road, Dublin 22  
**Applicant:** GWR Propoerty Co. Ltd.  
**App. Type:** Permission  
**Planning Officer:** BARRY HENNS  
**Date Recd:** 18-Sep-2020  
**Decision Due Date:** 12-Nov-2020

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Prior to commencement of any works in the public domain, and in order to comply with The Roads Act 1993 Section 13 Paragraph 10, a Road Opening Licence must be secured from South Dublin County Council, Roads Maintenance Department.

Part of the plaining application submission the applicant has submitted a “Digital Advertising Highway Safety Report...” detailing Policy consideration and General Safety consideration which includes issues and responses to possible issues associated with the installation of a Digital Advertising Panel, this satisfactory to roads department, however the enclosed documents and drawing do not refer to or show the foundation design associated with the proposed “single pole-mounted digital advertising panel (5m x 7m)”, road’s department are concerned over the stability of the structure throughout its design life, prior to commencement the applicant shall submit a foundation design layout.

**No Roads objections subject to the following conditions:**

1. Prior to commencement the applicant shall submit a foundation design layout detailing the type and dimensions of foundations to be constructed to secure the structure.
2. The digital advertising panel shall operate and be tested as described in the “Digital Advertising Highway Safety Report...”.



## Appendix F



# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

### PR/1039/20

**Reg. Reference:** SD20A/0241      **Application Date:** 18-Sep-2020  
**Submission Type:** New Application      **Registration Date:** 18-Sep-2020  
**Correspondence Name and Address:** Ed Barrett, Gravis Planning Denshaw House, 121, Baggot Street Lower, Dublin 2  
**Proposed Development:** The replacement of 2 existing backlit '48 sheet' advertising panels (6m x 3m) with a single pole-mounted digital advertising panel (5m x 7m), along with all associated site works and services.  
**Location:** 22, Fox & Geese, Naas Road, Dublin 22  
**Applicant Name:** GWR Propoerty Co. Ltd.  
**Application Type:** Permission

(BH)

### Description of Site and Surroundings:

#### Site Area

Stated as 0.0002 Hectares

#### Site Description

The application site concerns an existing advertisement structure that is located within the car park of a car sales premises on the Naas Road. The surrounding area is largely industrial/commercial in nature.

#### Site Visit

01/10/2020

#### Proposal:

The application proposes the following:

- The replacement of two existing backlit '48 sheet' advertising panels (6m x 3m) with a single pole-mounted digital advertising panel (5m x 7m)

#### Zoning:

The application site is subject to zoning objective '*REGEN*' – '*To facilitate enterprise and/or residential led regeneration*'.

# **Comhairle Chontae Atha Cliath Theas**

## **Record of Executive Business and Chief Executive's Order**

### **Consultations:**

Irish Water – additional information  
Roads – no objections  
Parks – no objection  
Water Services – additional information

### **Submissions/Observations**

Submission expiry date: 22/10/2020  
None received.

### **Relevant Planning History**

None recorded

### **Recent Relevant Enforcement History**

None recorded.

### **Pre-Planning Consultation**

PP001/20

### **Relevant Policy in South Dublin County Council Development Plan 2016-2022**

Section 7.1.0 Water Supply & Wastewater  
Policy IE1 Water & Wastewater

Section 7.2.0 Surface Water & Groundwater  
Policy IE2 Surface Water & Groundwater

Section 7.3.0 Flood Risk Management  
Policy IE3 Flood Risk

Section 11.2.8 Signage – Advertising, Corporate and Public Information  
Schedule 6 Outdoor Advertising Strategy

Section 11.6.1 (i) Flood Risk Assessment  
Section 11.6.1 (ii) Surface Water  
Section 11.6.1 (iii) Sustainable Urban Drainage System (SUDS)  
Section 11.6.1 (iv) Groundwater  
Section 11.6.1 (v) Rainwater Harvesting  
Section 11.6.1 (vi) Water Services  
Section 11.6.3 Environmental Hazard Management  
Section 11.6.3 (i) Air Quality  
Section 11.6.3 (ii) Noise  
Section 11.6.3 (iii) Lighting

# **Comhairle Chontae Atha Cliath Theas**

## **Record of Executive Business and Chief Executive's Order**

Section 11.8.1 Environmental Impact Assessment

Section 11.8.2 Appropriate Assessment

### **Relevant Government Guidelines**

**Appropriate Assessment of Plans and Projects in Ireland** – Guidance for Planning Authorities, Department of the Environment, Heritage and Local Government, (2009)

**Smarter Travel** – A Sustainable Transport Future. A New Transport Policy for Ireland 2009 – 2020, Department of Transport, (2009)

**Regional Spatial & Economic Strategy 2019-2031**, Eastern & Midland Regional Assembly (2019)

**Project Ireland 2040 National Planning Framework**, Government of Ireland, 2018.

### **Assessment**

The main issues for assessment are:

- Zoning and Council Policy
- Access and Parking
- Services and Drainage
- Screening for Appropriate Assessment
- Screening for Environmental Impact Assessment

### **Zoning and Council Policy**

Following Variation 3 of the CDP (2016-2022) the application site is subject to zoning objective 'REGEN' – *'To facilitate enterprise and/or residential led regeneration'*. Also relevant to the proposal is Variation 5 of the CDP which concerns Outdoor Advertising and Schedule 6: Outdoor Advertising Strategy.

The site currently consists of two backlit '48 sheet' advertising panels that have a width of 6m and height of 3m that are located within the car park of a car sales premises and as such are not located within the public realm but on private land. There is no planning record for the structure or information on whether it is authorised or not. The applicant was advised during pre-planning discussions to provide a full planning history of the site and structure.

The SDCC Outdoor Advertising Strategy (OAS) has developed a policy based on geographical zones. The application site is located within Zone 5 as it is not located directly on the road but within a private site. The application site is located within Zone 5 which generally consists of significant developing areas including 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. This is reflective of the zoning objective 'REGEN' as a result of Variation 3 of the CDP. Advertisements are subject to compliance with development management standards in Section 7 of the OAS and are open for consideration.

# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

The Development Management Standards require proposals to be assessed against a number of criteria each of which will be assessed in turn where relevant. In terms of the geographical zone, as previously discussed the application site is located within Zone 5 where the preferred location for outdoor advertising is on the public realm. The application site is located within private land with the structure located on the opposite side of a fence, adjacent to the footpath. One of the key aims of the strategy is to encourage the upgrade, removal or replacement of unsightly and outdated advertising structures. In this case whilst the proposal would see a more modern design, there would be a significant increase in the size of the existing advertisement from 18sq.m to 35sq.m. The proposed sign would be 1 metre less wide but would be 4 metres taller and also set at a higher level than the existing so that it would be much more visually prominent. It is noted that the OAR outlines that SDCC has a preference for smaller types of advertising panels such as six-sheet size advertising panels and 8sq.m advertising structures.

In terms of the concentration of advertisements in the area, it was noted during the site visit that there are examples of existing advertisements along this stretch of the Nass Road associated with the commercial premises including car show rooms, petrol stations and restaurants. It is noted that 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 to decommission at least one other display panel in the County and to extinguish the licence for that panel is fully considered. The applicant has not proposed to decommission another display.

With regard to the scale, design and use of materials there are concerns that the increase in size and in particular height would create a visually dominant structure that would be highly visible.

The character of the area is largely commercial/industrial in nature with the closest residential properties located over 200m to the east of the site, which are currently largely an exception in this area.

Due to the site's location in an established industrial area there are not considered to be any harmful impacts on biodiversity or protected views and prospects.

The Roads Department has assessed the proposal and has no concerns in relation to pedestrian safety or the safety and free flow of traffic.

### Conclusion

Whilst it is acknowledged that the OAS encourages the upgrade, removal or replacement of unsightly and outdated advertising structures, there are concerns that the proposal would result in a structure that is significantly larger than the existing structure, in a visually prominent location. It is unclear whether the existing structure is authorised or not and it is considered that the applicant has not put forward a sufficient justification or rationale for increasing the size of the structure other than to state that it would be more modern. Taking this into account it is considered that the proposal would be contrary to the OAS and therefore would warrant a reason for **refusal** in this instance.



# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

### Access and Parking

The Roads Department has assessed the proposal and provided the following comments:

*Part of the planning application submission the applicant has submitted a 'Digital Advertising Highway Safety Report...' detailing Policy consideration and General Safety consideration which includes issues and responses, however the enclosed documents and drawing do not refer to or show the foundation design associated with the proposed 'single pole-mounted digital advertising panel (5m x 7m)', road's department are concerned over the stability of the structure throughout its design life, prior to commencement the applicant shall submit a foundation design layout.*

### **No Roads objections subject to the following conditions:**

1. *Prior to commencement the applicant shall submit a foundation design layout.*
2. *The digital advertising panel shall operate and be tested as described in the 'Digital Advertising Highway Safety Report...'*

The Roads comments and suggested conditions are noted. Ordinarily this information would be requested as additional information. However, given the other concerns with the proposal it is considered that given the proximity of the site to the footpath and road and the potential traffic safety issues, that this would warrant a reason for **refusal**.

### Services and Drainage

Water Services and Irish Water have both assessed the proposal and have requested further information in relation to surface and foul water due to the lack of information regarding the distance between the structure of the proposed sign and all existing adjacent watermains and surface water sewers. The applicant was advised during pre-planning discussions to take note of all public services within the vicinity of any proposed structure within the site. Ordinarily this information would be requested as additional information. However, given the other concerns with the proposal it is considered that both of these issues would warrant a reason for **refusal**.

### Screening for Appropriate Assessment

Having regard to the scale and nature of the development and the distance from Natura 2000 sites, it is not considered that the proposed development would be likely to have a significant effect individually or in combination with other plans or projects on a European site.

### Screening for Environmental Impact Assessment

Having regard to the nature of the proposed development, there is no real likelihood of significant effects on the environment arising from the proposed development. The need for environmental impact assessment can, therefore, be excluded at preliminary examination and a screening determination is not required.

# **Comhairle Chontae Atha Cliath Theas**

## **Record of Executive Business and Chief Executive's Order**

### **Conclusion**

The proposal would result in a significant increase in the size of the existing advertisement structure in a visually prominent location. Whilst there is a desire to encourage the upgrade, removal or replacement of unsightly and outdated advertising structures, there are concerns that the proposal would result in a structure that is significantly larger than the existing structure and therefore would be contrary to the Outdoor Advertisement Strategy. There are also concerns with traffic and pedestrian safety, surface water and foul water.

### **Recommendation**

I recommend that a decision to Refuse Permission be made under the Planning & Development Act, 2000 (as amended) for the reasons set out in the Schedule hereto:-

### **SCHEDULE**

#### **REASON(S)**

1. The proposed advertisement structure, by reason of its excessive height, scale and significant increase in size in comparison to the existing structure, would result in an incongruous and visually prominent feature that would detract from the visual amenity and character of the area. Thus the proposal would contravene the South Dublin County Development Plan 2016-2022, the Outdoor Advertisement Strategy and the proper planning and sustainable development of the area.
2. Having regard to the lack of information submitted in relation to the stability of the structure, and the proximity of the footpath and road, the Planning Authority is not satisfied, on the basis of the information submitted, that the proposed development would not result in a traffic hazard and endanger pedestrian/public safety and therefore is not in the interests of the proper planning and sustainable development of the area.
3. Having regard to the lack of information submitted in relation to foul and surface water, the Planning Authority is not satisfied, on the basis of the information submitted, that the proposed development would not be prejudicial to public health and therefore is not in the interests of the proper planning and sustainable development of the area.

**Comhairle Chontae Atha Cliath Theas**

**Record of Executive Business and Chief Executive's Order**

**REG. REF. SD20A/0241**

**LOCATION: 22, Fox & Geese, Naas Road, Dublin 22**

*jjohnston*  
\_\_\_\_\_  
**Jim Johnston,**  
**Senior Executive Planner**

**ORDER:** A decision pursuant to Section 34(1) of the Planning & Development Act 2000 (as amended) to Refuse Permission for the above proposal for the reasons set out above is hereby made.

**Date:** 12/11/2020

*Eoin Burke*  
\_\_\_\_\_  
**Eoin Burke, A/Senior Planner**



## Appendix G



## Roads Department – Planning Report

**Register Reference:** SD20A/0240 **Date:** 06-Oct-2020  
**Development:** The replacement of the existing blacklit '96 sheet' advertising panel (12m x 3m) with a 6m x 3m digital advertising panel mounted on a 'green wall' structure (mesh panel with climbing plants), along with all associated site works and services.  
**Location:** Lands adjacent to the junction of New Nangor Road & Killeen Road, Dublin 12  
**Applicant:** GWR Property Co. Ltd.  
**App. Type:** Permission  
**Planning Officer:** BARRY HENN  
**Date Recd:** 18-Sep-2020  
**Decision Due Date:** 12-Nov-2020

Prior to commencement of any works in the public domain, and in order to comply with The Roads Act 1993 Section 13 Paragraph 10, a Road Opening Licence must be secured from South Dublin County Council, Roads Maintenance Department.

Part of the planning application submission the applicant has submitted a "Digital Advertising Highway Safety Report..." detailing Policy consideration and General Safety consideration which includes issues and responses to possible issues associated with the installation of a Digital Advertising Panel, this satisfactory to roads department.

### No Roads objections subject to the following conditions:

1. The digital advertising panel shall operate and be tested as described in the "Digital Advertising Highway Safety Report..."

Signed: Aws Taki 

Endorsed: John Hegarty 





## Appendix H



# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

### PR/1038/20

**Reg. Reference:** SD20A/0240      **Application Date:** 18-Sep-2020  
**Submission Type:** New Application      **Registration Date:** 18-Sep-2020

**Correspondence Name and Address:** Ed Barrett, Gravis Planning Denshaw House, 121, Baggot Street Lower, Dublin 2

**Proposed Development:** The replacement of the existing backlit '96 sheet' advertising panel (12m x 3m) with a 6m x 3m digital advertising panel mounted on a 'green wall' structure (mesh panel with climbing plants), along with all associated site works and services.

**Location:** Lands adjacent to the junction of New Nangor Road & Killeen Road, Dublin 12

**Applicant Name:** GWR Property Co. Ltd.

**Application Type:** Permission

(BH)

### Description of Site and Surroundings:

#### Site Area

Stated as 0.0016 Hectares

#### Site Description

The application site concerns an existing advertisement structure that is located on the northern side of a motor sales building. The advertisement structure fronts the 'T' junction between the New Nangor Road and Killeen Road. The area is largely commercial/industrial in nature.

#### Site Visit

01/10/2020

### Proposal:

The application proposes the following:

- Replacement of the existing backlit '96 sheet' advertising panel (12m x 3m) with a 6m x 3m digital advertising panel
- Mounted on a 'green wall' structure (mesh panel with climbing plants)

# **Comhairle Chontae Atha Cliath Theas**

## **Record of Executive Business and Chief Executive's Order**

### **Zoning:**

The application site is subject to zoning objective 'REGEN' – 'To facilitate enterprise and/or residential led regeneration'.

### **Consultations:**

Irish Water – no objections  
Roads – no objections  
Parks – no report received  
Water Services – no objection

### **Submissions/Observations**

Submission expiry date: 22/10/2020  
None received.

### **Relevant Planning History**

**SD02A/0378**

Permission granted for replace three 6m x 3m static advertising panels with one 12m x 3m trivision advertising panel

### **Recent Relevant Enforcement History**

None recorded.

### **Pre-Planning Consultation**

PP002/20

### **Relevant Policy in South Dublin County Council Development Plan 2016-2022**

Section 7.1.0 Water Supply & Wastewater

Policy IE1 Water & Wastewater

Section 7.2.0 Surface Water & Groundwater

Policy IE2 Surface Water & Groundwater

Section 7.3.0 Flood Risk Management

Policy IE3 Flood Risk

Section 11.2.8 Signage – Advertising, Corporate and Public Information

Schedule 6 Outdoor Advertising Strategy

Section 11.6.1 (i) Flood Risk Assessment

Section 11.6.1 (ii) Surface Water

Section 11.6.1 (iii) Sustainable Urban Drainage System (SUDS)

Section 11.6.1 (iv) Groundwater

Section 11.6.1 (v) Rainwater Harvesting

# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

Section 11.6.1 (vi) Water Services  
Section 11.6.3 Environmental Hazard Management  
Section 11.6.3 (i) Air Quality  
Section 11.6.3 (ii) Noise  
Section 11.6.3 (iii) Lighting

Section 11.8.1 Environmental Impact Assessment  
Section 11.8.2 Appropriate Assessment

### Relevant Government Guidelines

**Appropriate Assessment of Plans and Projects in Ireland** – Guidance for Planning Authorities, Department of the Environment, Heritage and Local Government, (2009)

**Smarter Travel** – A Sustainable Transport Future. A New Transport Policy for Ireland 2009 – 2020, Department of Transport, (2009)

**Regional Spatial & Economic Strategy 2019-2031**, Eastern & Midland Regional Assembly (2019)

**Project Ireland 2040 National Planning Framework**, Government of Ireland, 2018.

### Assessment

The main issues for assessment are:

- Zoning and Council Policy
- Access and Parking
- Services and Drainage
- Screening for Appropriate Assessment
- Screening for Environmental Impact Assessment

### **Zoning and Council Policy**

Following Variation 3 of the CDP (2016-2022) the application site is subject to zoning objective 'REGEN' – *'To facilitate enterprise and/or residential led regeneration'*. Also relevant to the proposal is Variation 5 of the CDP which concerns Outdoor Advertising and Schedule 6: Outdoor Advertising Strategy.

The site is located within a private site off the public road and currently consists of a 12 x 3 metre advertising panel that was granted planning permission in 2002 under reference SD02A/0378 and as such is established on the site for a significant number of years. The SDCC Outdoor Advertising Strategy (OAS) has developed a policy based on geographical zones. The application site is located within Zone 5 which generally consists of significant developing areas including 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. This is reflective of the zoning objective 'REGEN' as a result of Variation 3 of the

# Comhairle Chontae Atha Cliath Theas

## Record of Executive Business and Chief Executive's Order

CDP. Advertisements are subject to compliance with development management standards in Section 7 of the OAS and are open for consideration.

The Development Management Standards require proposals to be assessed against a number of criteria each of which will be assessed in turn where relevant. In terms of the geographical zone, as previously discussed the application site is located within Zone 5 where the preferred location for outdoor advertising is on the public realm. The application site is located close to a building but does overlook an area of green space close to a busy road junction. One of the key aims of the strategy is to encourage the upgrade, removal or replacement of unsightly and outdated advertising structures. In this case the proposal would see a significant reduction in the size of an existing advertisement from 36sqm to 18sqm and the introduction of a 'green wall' structure underneath the main advertisement. This is considered to be a visual improvement on the current structure.

In terms of the concentration of advertisements in the area, it was noted during the site visit that although there are some examples located on buildings further north on Killeen Road, generally the area in the vicinity of the site does not have a particularly high concentration.

The overall scale, design and use of materials including the 'green wall' is considered to be visually acceptable with the reduction in size reducing the visual impact.

The character of the area is largely commercial/industrial in nature with the closest residential properties located 180m to the north of the site, which are largely an exception in this area.

Due to the site's location in an established industrial area there are not considered to be any harmful impacts on biodiversity or views and prospects.

The Roads Department have assessed the proposal and have no concerns in relation to pedestrian safety or the safety and free flow of traffic.

With regard to display and illumination the applicant has stated that advertisements will be digital and would have a change frequency of no greater than one in every 10 seconds with the level of illumination not exceeding 300cd/sqm.

It is noted that the OAR states that permissions for outdoor advertising in certain instances, where appropriate as determined by the planning authority, may be limited to a maximum of five 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. Taking account of the location and REGEN zoning, it is considered that a temporary permission is appropriate in this instance.

### **Access and Parking**

The Roads Department has assessed the proposal and provided the following comments:

*Part of the planning application submission the applicant has submitted a "Digital Advertising Highway Safety Report..." detailing Policy consideration and General Safety consideration*

## **Comhairle Chontae Atha Cliath Theas**

### **Record of Executive Business and Chief Executive's Order**

*which includes issues and responses to possible issues associated with the installation of a Digital Advertising Panel, this is satisfactory to roads department.*

Roads has recommended that the digital advertising panel shall operate and be tested as described in the "Digital Advertising Highway Safety Report...". This is noted.

#### **Services and Drainage**

Water Services and Irish Water have both assessed the proposal and have no objections in relation to surface water, flooding, water or foul water.

#### **Screening for Appropriate Assessment**

Having regard to the scale and nature of the development and the distance from Natura sites, it is not considered that the proposed development would be likely to have a significant effect individually or in combination with other plans or projects on a European site.

#### **Screening for Environmental Impact Assessment**

Having regard to the nature of the proposed development, there is no real likelihood of significant effects on the environment arising from the proposed development. The need for environmental impact assessment can, therefore, be excluded at preliminary examination and a screening determination is not required.

#### **Other**

##### **Development Contributions**

Signage – no charge

##### **SEA Monitoring Information**

Building Use Type Proposed – Signage and external alterations

Floor Area (sq. m) - 0sqm

Land Type - Brownfield

Site Area (Ha.) - 0.0016 hectares.

#### **Conclusion**

Consideration has been given to the fact that the proposal would significantly reduce the size of an existing advertisement and therefore improve the visual impact of the structure. Therefore having regard to this improvement, the REGEN zoning objective of the site, the SDCC Outdoor Advertisement Strategy and the nature and scale of the proposed signage, it is considered that, subject to the conditions set out below, the proposed development would be in accordance with the South Dublin County Development Plan 2016- 2022.

#### **Recommendation**

I recommend that a decision be made pursuant to the Planning & Development Act 2000, as amended, for the reasons set out in the First Schedule hereto, to Grant Permission for the said development in accordance with the said plans and particulars, subject to the condition(s)

# **Comhairle Chontae Atha Cliath Theas**

## **Record of Executive Business and Chief Executive's Order**

specified in the Second Schedule hereto, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule.

### **FIRST SCHEDULE**

It is considered that the proposed development accords with the policies and objectives of South Dublin County Council, as set out in the South Dublin County Council Development Plan 2016 - 2022 and subject to the conditions set out hereunder in the Second Schedule is hereby in accordance with the proper planning and sustainable development of the area.

### **SECOND SCHEDULE**

#### **Conditions and Reasons**

1. Development in accordance with submitted plans and details.  
The development shall be carried out and completed in its entirety fully in accordance with the plans, particulars and specifications lodged with the application, save as may be required by the other conditions attached hereto.  
REASON: To ensure that the development shall be in accordance with the permission and that effective control be maintained.
2. Minimise Air Blown Dust.  
During the construction and or demolition phase of the development, Best Practicable Means shall be employed to minimise air blown dust being emitted from the site. This shall include covering skips and slack-heaps, netting of scaffolding, daily washing down of pavements or other public areas, and any other precautions necessary to prevent dust nuisances. The applicant/developer shall comply with British Standard B.S. 5228 Noise Control on Construction and Open sites and British Standard B.S. 6187 Code of Practice for demolition.  
REASON: In the interest of public health and to uphold the Council's policies set out in the South Dublin County Council Development Plan.
3. Luminance.  
The development hereby approved shall incorporate the following:  
(a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelas per square metre. The applicant shall be required to review the luminance level with the planning authority within 12 months and in any event not later than 1st January 2022.  
(b) Only static images without movement shall be permitted, i.e. no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission.  
REASON: To ensure that the advertisements do not have any adverse effect on the amenity of the area or road safety.



## **Comhairle Chontae Atha Cliath Theas**

### **Record of Executive Business and Chief Executive's Order**

4. Digital Advertising Display.

The mechanism of changing the digital advertising display hereby approved shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including to a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission.

REASON: In the interest of the proper planning and sustainable development of the area.

NOTE: The applicant is advised that under the provisions of Section 34 (13) of the Planning and Development Act 2000 (as amended) a person shall not be entitled solely by reason of a permission to carry out any development.

NOTE: The applicant or developer should ensure that all necessary measures shall be taken by the contractor to prevent the spillage or deposit of clay, rubble or other debris on adjoining roads during the course of the works and to ensure that any such instances arising are remedied immediately.

NOTE: A Roads Opening Licence must be obtained from South Dublin County Council prior to the commencement of any works in the public domain in order to comply with the Roads Act 1993, Section 13, paragraph 10. Under this Act, non-compliance constitutes an offence.

**Comhairle Chontae Atha Cliath Theas**

**Record of Executive Business and Chief Executive's Order**

**REG. REF. SD20A/0240**

**LOCATION: Lands adjacent to the junction of New Nangor Road & Killeen Road, Dublin  
12**

*jjohnston*  
\_\_\_\_\_  
**Jim Johnston,**  
**Senior Executive Planner**

**ORDER:** A decision pursuant to Section 34(1) of the Planning & Development Act 2000, as amended, to Grant Permission for the reasons set out in the First Schedule above, in accordance with the said plans and particulars, subject to the condition(s) specified in the Second Schedule above, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule is hereby made.

**Date:** 12/11/2020

*Eoin Burke*  
\_\_\_\_\_  
**Eoin Burke, A/Senior Planner**

AN BORD PLEANAŁA  
04 MAY 2022  
LTD. DATE  
LDG.  
APP.

