

⁷ British Standards Institution, BS EN 17037, Daylight in Buildings, ICS 91.160.01, ISBN 978 0 580 94420 8, Dublin (2018).

⁸ National Standards Authority of Ireland, IS EN 17037:2018, Daylight in Buildings, ICS 91.160.01, CEN-CENELES, Dublin (2018).

⁹ Government of Ireland, Urban Development and Building Height Guidelines (UD) (BHG) (2018), available – <https://www.gov.ie/en/publication/93d22-urban-development-and-building-height-guidelines-ud-bhg-2018/>

¹⁰ Government of Ireland, Sustainable Urban Housing: Design Standards for New Apartments (December 2020), available – <https://www.gov.ie/en/publication/15f0b-design-standards-for-new-apartments-dsfna-2018>

¹¹ Chartered Institute of Building Services Engineers, Lighting Guide 10: Daylighting – A guide for designers, ISBN9781906846480, CIBSE, (2014).

APPENDIX 17

Advertising and Signage Strategy



1.0 Advertising and Signage

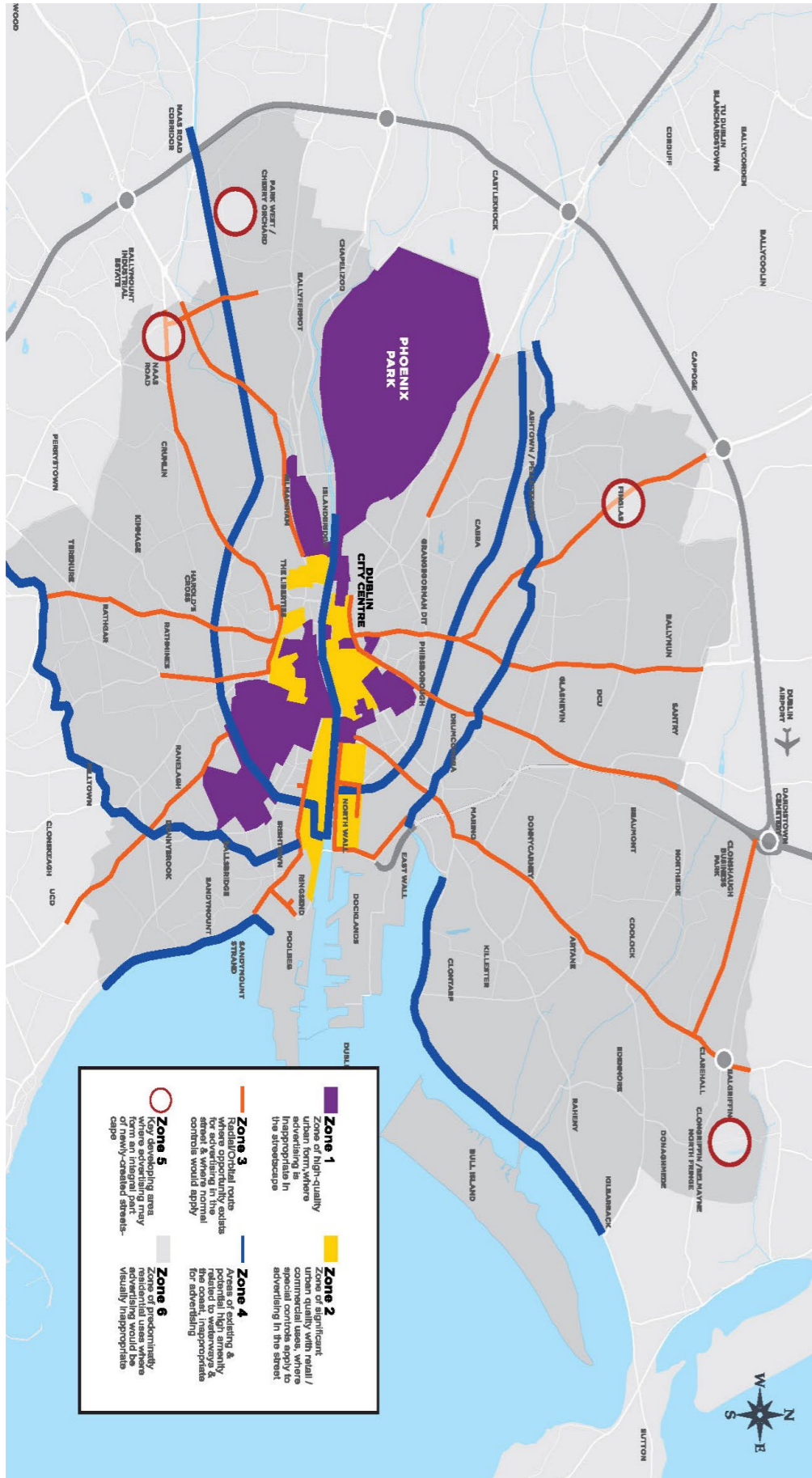
The outdoor advertising strategy seeks to set out guidance for the provision of various types of signage within certain locations in the city. In order to manage an effective programme of outdoor advertising, the City Council has developed a policy based on geographical zones. These zones cover all parts of the city, ranging from areas of architectural, historical and cultural sensitivity, to residential areas, to areas of little architectural or historic significance. Based on these zones, a range of controls and policies have been developed for each zone ranging from the prohibition of outdoor advertising in the most sensitive areas to more general controls in less sensitive areas where certain types of advertising will be considered. Consideration will also be given to the need for sensitive treatment and an appropriate transition at the interface between zones. These zones have been organised into development management categories, which can be classified as follows:

- **Zone 1:** This zone encompasses those areas that are most vulnerable and sensitive and primarily relates to the Georgian area of Dublin City. There is a strong presumption against outdoor advertising in this zone.
- **Zone 2:** This zone of significant urban quality comprises retail and commercial uses. In this zone, outdoor advertisement may be permitted subject to special development management measures.
- **Zone 3:** The radial routes leading into and out of the city are areas where opportunity exists for the managed provision of outdoor advertising. Subject to compliance with the development management standards, as set out in Section 6, the development of outdoor advertising in this zone will be open for consideration.
- **Zone 4:** Zone of existing and potential high amenity related to the waterways and the coast is inappropriate for advertising. This zone includes the River Liffey corridor, other river corridors, the canal corridors and along the campshires in the Docklands. There is a strong presumption against outdoor advertising in this zone.
- **Zone 5:** Zone of significant urban development where advertising could form an integral part of newly created streetscapes. This zone relates to certain Strategic Development and Regeneration Areas (SDRAs) where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management standards, the development of outdoor advertising in this zone will be open for consideration.

- **Zone 6:** This zone consists of areas predominantly residential in character where outdoor advertising would be visually inappropriate. Within this zone, there are also large-scale tracts of commercial land-use which have a separate robust character and may have the potential to accommodate outdoor advertising.



Figure 1: Zones of Advertising Control



The preferred location for outdoor advertising panels in the city is on public thoroughfares, distributor roads and radial routes contained within Zones 2, 3 and 5 as indicated in Figure 1 showing Zones of Advertising Control.

In order for Dublin City Council to create a clutter-free, high-quality public domain complete with appropriate and complementary street furniture, the Council will seek the removal of unsightly and outdated advertising structures. The exception to this are signs with historic, cultural or social significance, which the Council will seek their maintenance and repair.

Any new applications for outdoor advertising structures will generally require the removal of existing advertising panels, to rationalise the location and concentration of existing advertising structures.

Ninety-six sheet and forty-eight sheet advertising panels will no longer be permitted and any new applications for advertising structures must relate to the scale of the buildings and streets in which they are to be located. The use of light box structures are also not supported.

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

Any upgrading and/ or replacement of existing outdoor advertising (e.g. trivision, scrolling, electronic, digital) will only be permitted if it is acceptable in amenity/ safety terms and an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. The purpose of this measure is to ensure that other operators do not use the site. Where such an arrangement is not feasible, consideration may be given to replacement signage which would be of a significantly smaller scale; sensitive to the setting; and, of high quality, robust design and materials.

2.0 Digital Signage

The use of digital signage is becoming more prevalent in the city and is beginning to replace the more traditional paper advertising signs. In this regard, the design and location of digital signage will be controlled as to prevent any adverse impact to road users and pedestrians.

Applications for digital signage should comply with the following design criteria:

- Set out the details for the material, finishes and colours of the signage structure
- The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelas per square metre
- 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
- No more than one advertisement shall be displayed every ten seconds
- 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

3.0 Illuminated Signs

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

- The type of illuminated signs, internally or externally illuminated, individual letters, and neon tubes should be determined by consideration of the design of the building/ site and its location, as well as the potential for low-energy options
- The design of an illuminated sign should be sympathetic to the building on which it is to be displayed and should not obscure architectural features such as cornices or window openings in the area; on new buildings they should be part of the integral design
- The daytime appearance when unlit will be considered

- Sky signs i.e. signs that project in any part above the level of a building parapet or obtrude on the skyline, are not acceptable in principle and will not be permitted
- Internally illuminated scrolling signs, or signs with exposed neon tubing (except for established historic/ culturally significant signs), are generally not acceptable
- Illuminated signs with the use of electronic visual display technology such as LED (light emitting diode) and LCD (liquid crystal display) will be considered having regard to the Advertising Management Standards
- The number of illuminated signs in the vicinity of the site will be taken into consideration when assessing proposals

4.0 High Level Corporate Branding/ Signage

High level corporate signage/ branding (e.g. located on the top floor) on buildings will be assessed on a case-by-case basis having regard to the location of the development and the visual impact of the proposed branding/ signage.

The provision of high level signage/ branding will be limited to one main elevation and should be used for navigational purposes only to identify the location of the development on key thoroughfares. The design of the signage/ branding should be modest and in keeping with the surrounding materials and finishes and should respect the surrounding character of the area.

The applicant is required to demonstrate the visual appearance of the signage through the production of photomontages in order for the planning authority to assess the overall visual impact of the development. Internal illumination of such signage will only be considered in exceptional circumstances where the planning authority are satisfied that it would have no material adverse visual impacts.

5.0 Advertising on Bus Shelters/ Phone Boxes

Large, internally illuminated advertising panels on bus shelters/ phone boxes can detract from the visual appearance of protected structures, conservation areas and residential conservation areas, and in these instances, will not generally be permitted.

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

6.0 Temporary Advertising/ Artwork

Applications for temporary advertising display panels and temporary artwork will be considered on a case-by-case basis. In such instances, temporary display panels may be approved where they can be used for the screening of building sites or land which are aesthetically unsightly.

Notwithstanding the temporary nature of such signage, it will still be necessary to ensure the protection of the special architectural quality and character of conservation areas. Under no such circumstances, however, will permanent permission be granted and all such permissions will be of a temporary nature.

7.0 Implementation of the Advertising and Signage Strategy

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

Dublin City Council will evaluate all planning applications for signs in relation to the surroundings and features of the buildings on which they are to be displayed, to the number and size of signs (both existing and proposed) and the potential for the creation of undesirable visual clutter.

Permissions for outdoor advertising in certain instances, where appropriate as determined by the planning authority, may be limited to a maximum of three years in the first instance to enable the position to be reviewed by Dublin City Council in the light of changing circumstances at the end of that period.

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

8.0 Advertising Development Management Standards

Applications for new advertising structures will, in addition to the above considerations, be considered having regard to the following:

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