



South Dublin County Council

Development Plan 2016 – 2022

Proposed Variation No.4 & Proposed Variation No.5

**Chief Executive's Report on
Public Consultation**

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1.0 INTRODUCTION

The purpose of this Chief Executive Officer's Report is to present the outcome of the consultation programme carried out on the Proposed Variation No.4 and Proposed Variation No. 5 to the South Dublin County Council Development Plan 2016-2022, to respond to the submissions made during the consultation period and to make recommendations in relation to Proposed Variation No.4 and No.5 where appropriate.

2.0 OUTLINE OF THE PUBLIC CONSULTATION PROGRAMME

On the 7th October 2019, South Dublin County Council (SDCC) gave notice that it had prepared Proposed Variations No.4 and No. 5 to the South Dublin County Development Plan 2016-2022, pursuant to Section 13 of the Planning and Development Act 2000 (as amended). The Proposed Variations related to the following:

Proposed Variation No. 4 – Alignment with the Regional Spatial and Economic Strategy (RSES)

Proposed Variation No. 4 to the South Dublin County Council Development Plan 2016-2022 seeks to respond to the recent changes in National and Regional planning policy, namely the publication of the National Planning Framework (NPF) in 2018 and the Eastern and Midland Regional Assembly (EMRA) Regional Spatial and Economic Strategy (RSES) in 2019. Proposed Variation No.4 ensures consistency with the RSES, in particular the core strategy, and all other Regional Policy Objectives.

Proposed Variation No. 5 – Outdoor Advertising

Proposed Variation No. 5 seeks to amend the policy context within the South Dublin County Council Development Plan 2016-2022 in relation to outdoor advertising. With advances in technology, increasing demand for customer communication, as well as enhanced service delivery, South Dublin County Council are seeking to respond to these challenges by developing an updated and modern policy position on outdoor advertising. Proposed Variation No.5 amends the Land Use Zoning Tables and Signage policies in relation to outdoor advertising structures in Chapter 11 of the Plan and adds a Schedule 6 to the Plan titled 'SDCC Outdoor Advertising Strategy (2019)'.

The Public consultation period took place from the 7th October 2019 to the 4th November 2019 inclusive (a period of 4 weeks) during which time information on the Proposed Variations No.4 and No.5 to the South Dublin County Development Plan 2016-2022 and environmental reports (Strategic Environmental Assessment (SEA) Screening Reports and Appropriate Assessment (AA) Screening Reports) were disseminated to the public and submissions were invited as follows:

- Notification of the preparation and display of the Proposed Variations No.4 and No.5 to the South Dublin County Development Plan 2016-2022 including Planning reports and Environmental Reports for the purpose of public consultation were placed in the Irish Times and The Echo on the 7th October 2019 together with information on the public consultation programme and an invitation for submissions;
- Letters that provided notification of the Proposed Variations No.4 and No.5 consultation programme and an invitation for submissions were posted together with a report on the

Proposed Variations, SEA Screening Report and AA screening report to, inter alia, the Minister for Housing, Planning and Local Government and relevant prescribed authorities.

- Public information displays together with copies of the Proposed Variations No.4 and No.5 and Environmental Reports were placed in all of the Councils Public libraries, as well as County Hall Tallaght Offices and Clondalkin Civic Offices. The display material included hard copies of the Proposed Variations No.4 and No.5 reports, environmental reports and a copy of the newspaper notice.
- The Proposed Variations were advertised on the South Dublin County Council Website, Consultation Portal, Development Plan Website, Facebook and Twitter during the 4 week public consultation period.

3.0 OUTCOME OF THE PUBLIC CONSULTATION PROGRAMME

Three submissions related to both Variations 4 and 5 with a further 10 no. submissions relating specifically to Variation 4 and 6 no. submissions relating specifically to variation 5. 19 submissions were received in total.

All submissions were read, analysed and summarised. A list of all the persons/bodies that made submissions within the public consultation period is provided in Table 1 below, together with a reference number that can be clicked as a link (on electronic copies of this Chief Executive's Report) to a database containing scanned copies of each submission. For reasons of data protection, these links can only be accessed by Elected Members of South Dublin County Council.

Table 1 below details the breakdown of submissions made and to which proposed variation the submission pertains.

Table 1: List of Persons / Bodies that made submissions

Person (if applicable)	Company (If applicable)	Proposed Variation No.4	Proposed Variation No.5	Ref
	Department of Education & Skills	✓		PV4AND5CDP0014
	Eastern Midlands Regional Authority	✓		PV4AND5CDP0010
	Eastern Midlands Regional Authority		✓	PV4AND5CDP0009
	Environmental Protection Agency	✓	✓	PV4AND5CDP0001
	Ervia	✓		
	Irish Water	✓	✓	PV4AND5CDP0007
	National Transport Authority	✓		PV4AND5CDP0006
	Office of the Planning Regulator	✓		PV4AND5CDP0017
	Office of the Planning Regulator		✓	PV4AND5CDP0018

	Office of Public Works	✓	✓	PV4AND5CDP0005
	Transport Infrastructure Ireland (TII)	✓		PV4AND5CDP0002
	Transport Infrastructure Ireland (TII)		✓	PV4AND5CDP0003
Cllr. Madeleine Johansson	People Before Profit		✓	PV4AND5CDP0008
	GVA Planning and Regeneration Limited t/a Avison Young	✓		PV4AND5CDP0004
	John Spain Associates	✓		PV4AND5CDP0011
	John Spain Associates	✓		PV4AND5CDP0012
	Simon Clear & Associates	✓		PV4AND5CDP0013
	South Dublin Conservation Society		✓	PV4AND5CDP0016
	Wildstone Planning		✓	PV4AND5CDP0015
	ERVIA	✓		PV4AND5CDP0019

4.0 NEXT STEPS

This Chief Executive's Report on the public consultation for the Proposed Variations is hereby submitted to the members of SDCC for consideration.

The Chief Executive's Report will be considered at the December County Council Meeting. Each variation will be considered separately i.e. Proposed Variation No.4 and Proposed Variation No.5.

The following decision options available to the members for each Proposed Variation, as set out in legislation are summarised as follows:

- a) Make: No Material Alteration Resolution to make the Proposed Variation(s), subject to variations and modifications which do not constitute a material alteration. The Proposed Variation(s) is effective immediately.
- b) Make: Subject to Material Alteration Resolution to make the Proposed Variation(s), subject to variations and modifications which constitute a material alteration¹.
- c) Not Make: Resolution not to make the Proposed Variation(s).

¹ The Planning Authority shall determine if the variations and modifications to the Proposed Variation(s) are material alterations. Material alterations will result in an additional public consultation stage and consideration of AA and SEA implications.

5.0 SUMMARY OF ISSUES RAISED

All 19 of the submissions received by the Council during the public consultation were read, summarised and analysed. A total of 55 issues were identified during this process. Many of the issues raised were interrelated and therefore categorised under 14 separate category headings for the purpose of identifying the issues that were raised more frequently. Each of the category headings, together with the number of times that issues were raised in relation to each heading are detailed in Table 2 below.

Breakdown of Issues for All Categories (Expanded)			
	Topic	Issues Raised	% of Total for each PV
1	Core Strategy - Variation No. 4	1	5.6%
2	Settlement Strategy - Variation No. 4	3	16.7%
3	Housing Strategy - Variation No.4	3	16.7%
4	Climate Action - Variation No. 4	1	5.6%
5	Environmental - Variation No. 4	1	5.6%
6	Water Supply and Waste Water - Variation No.4	2	11.1%
7	Transport - Variation No. 4	1	5.6%
8	Errors and Discrepancies - Variation No. 4	1	5.6%
9	General/Other - Variation No. 4	5	27.8%
	Sub Total Proposed Variation No.4	18	100.0%
10	Outdoor Advertising Strategy - Variation No. 5 - Principle of Outdoor Advertising Strategy	12	32.4%
11	Outdoor Advertising Strategy - Variation No. 5 - Implementation	10	27.0%
12	Outdoor Advertising Strategy - Variation No. 5 - Public Realm	6	16.2%
13	Outdoor Advertising Strategy - Variation No. 5 - Zones for Advertising Control	4	10.8%
14	Outdoor Advertising Strategy - Variation No. 5 - Development Management Standards	5	13.5%
	Sub Total Proposed Variation No.5	37	100.0%

Table 2: Breakdown of issues raised in submissions received for all categories

Variation 4 Summary – The highest number (5 times/27.8%) related to general/other issues while the second highest number of submissions (3 times each/16.7% related to the settlement and Housing Strategies.

Variation 5 Summary - The highest number (12 times / 32.4 %) related to Proposed Variation No. 5 (Principle of Outdoor Advertising Strategy). The second highest proportion of issues raised (10 times / 27%) also related to Proposed Variation No. 5 (Implementation).

6.0 CATEGORISATION AND SUMMARY OF ISSUES RAISED

This Section presents a summary of each of the issues raised under the relevant category heading. Each of the issues listed includes a reference that can be clicked as a link (on electronic copies of this Chief Executive's Report) to a database containing scanned copies of each submission. For reasons of data protection, these links can only be accessed by Elected Members of SDCC.

6.1 ISSUES DIRECTLY RELATING TO PROPOSED VARIATION NO.4 - ALIGNMENT WITH THE REGIONAL SPATIAL AND ECONOMIC STRATEGY (RSES)

6.1.1 CORE STRATEGY - VARIATION NO. 4

1. It is considered that reference should be made to Dublin City and Suburbs as the top tier in the settlement hierarchy in the South Dublin County Development Plan in particular within table 1.1 the Settlement Hierarchy under the RSES. In addition it is noted that the terminology used in the South Dublin Settlement Hierarchy should seek to ensure consistency with the RSES Settlement Hierarchy set out in table 4.2 of the RSES with particular reference made to 'Consolidation Areas with Dublin City and Suburbs' and in particular having regard to the upcoming review of the CDP.
2. A - Under the heading 'Compact Growth' it is suggested that the Core Strategy include reference to the policies set out in the NPF and RSES on the need to ensure compact growth and accelerated delivery of residential sites in the metropolitan area, to achieve a target of 50% of all new homes within or contiguous to the built up area of Dublin City and Suburbs and at least 30% in other settlements.

B - In this regard it considered that the Core Strategy may benefit from more explicit reference to the strategic development areas set out in Table 5.1 of the MASP, which were identified on the basis of their potential to deliver sustainable compact growth, and to ensure consistency in this regard between the MASP and the CDP.
3. Under the heading Core Strategy Population Targets, the Regional Assembly welcomes the stated alignment that is required between policies of the NPF and RSES with the Core Strategy of the County Development Plan and the inclusion of Table 1.2 'NPF/RSES Population Targets for the Dublin Region and SDCC', in line with Appendix B of the RSES (SPA and County Population Tables). The proposed Variation sets out a revised population forecast of 299,907 persons for 2022, which is below the range of population targets for 2026 set out in the NPF and RSES (308,000-314,000 persons) and should support achievement of NPF/RSES population targets.
4. In regard to Housing Targets it is noted that the proposed Variation sets out new housing targets over the remaining lifetime of the CDP to 2022 based on an extrapolation of RSES population targets for 2026 and revised household size figures set out in Table 1.3; including a current household size based on occupied housing stock and a future household size based on NPF projections of declining household size to 2040. In addressing lower than anticipated housing completion rates and pent-up demand in the Dublin area, it is suggested that the official statistics produced by CSO, including number of people per household and housing completions, by county may also be of beneficial use in preparing the Core Strategy.

5. It is suggested that table 1.4 'potential population in 2011 and forecast to 2022' be amended to include the CSO 2016 population figures as reference within this table.
6. In regard to phasing prioritisation and infrastructure delivery it is suggested that chapter 5 of the RSES 'MASP' including table 5.1 may provide further guidance on the phasing and infrastructure requirements of identified development areas within the MASP.
7. The assembly note that a new objective is proposed to support the provision of serviced sites in rural settlements as an alternative to one-off housing in accordance with RPO 4.78 of the RSES. ([PV4AND5CDP0010](#))

Chief Executive's Response

1. The Chief Executive notes the settlement hierarchy set out in the RSES. Figure 1.9 of the RSES sets out the Functional Urban Areas, Dublin and Large Towns CSO 2016; this is further outlined in figure 3.1 Growth Strategy – Strategic Connections.

In this regard it is noted that the entire jurisdiction of South Dublin County Council falls within the defined Dublin Metropolitan Area. This definition is further set out in figure 3.1 Growth Strategy – Strategic Connections. Figures 4.2 and 5.1 of the RSES provide a schematic of the Settlement Strategy which identifies Dublin City and Suburbs as defined by the CSO. The defined area for Dublin City and Suburbs encompasses the more established areas within South Dublin County Council's jurisdiction however key development areas such as Adamstown and Clonburris fall outside this defined area within the Metropolitan Area.

Taking this into consideration alongside the terminology used in the Settlement Hierarchy it is considered that any subdivision of Hierarchy Areas which encompass Lucan (incl. Adamstown) and Clondalkin (incl. Clonburris) would require significant alterations to proposed table 1.4 resulting in a confusing and overly complicated table.

As a result and in order to align more strictly with the RSES settlement Hierarchy set out in table 4.2 in a simplistic manner it is considered appropriate and reasonable to amend Table 1.4 of the Proposed Variation No. 4 as follows:

1. Dublin City and Suburbs
2. Dublin City and Suburbs including Key Metropolitan Consolidation Areas
3. Self-Sustaining Growth Towns
4. Towns and Villages

2(a) The Chief Executive notes the references made in the RSES in regard to Compact Growth and the requirements to achieve a target of 50% of all new homes within or contiguous to the built-up area of Dublin City and Suburbs and at least 30% in other settlements. Section 1.4.2 of the proposed variation details such requirements.

2(b) The Chief Executive notes the point raised in regard to explicit reference to identified Strategic Development Areas within the County. It is therefore recommended that a table be included under section 1.4.2 detailing the key Strategic Development Areas within South Dublin County Council.

3. The Chief Executive notes the comments made in regard to alignment with the population targets for the Dublin Region and SDCC, as set out in Appendix B of the RSES.

The proposed variation to the County Development Plan will run for a period up to 2022 where an indicative population projection of 299,907 persons is provided. While the level of growth provided for within this projection falls short of the 2026 population range, applying a further 4 years growth to this projection aligns with the 2026 population ranges i.e. between 308,000 and 314,000 people.

To date (Sept 2019), the Housing Task Force Returns indicate that SDCC have delivered 2,804 units since the adoption of the plan, therefore there is sufficient capacity for further growth over the remaining lifecycle of the plan period. In addition to the above, the NPF road map provides that provision can be made for a headroom not exceeding 25% of the targeted city and suburbs growth for each Census year or Intercensal period, in addition to the projected growth to 2026 where population growth is projected to be at or above the national average baseline. It is considered that this additional provision provides scope to accommodate further growth as may be required.

As part of the preparation process for the South Dublin County Council Development Plan 2022-2028; an examination of how a population headroom not exceeding 25% may be required in South Dublin and applied to strategically placed deliverable zoned lands to develop a new Core Strategy for the County.

4. In regard to the issue of 'Housing Targets' the proposed Variation sets out new housing targets over the remaining lifetime of the CDP to 2022 based on an extrapolation of RSES population targets for 2026 and revised household size figures set out in Table 1.3. The household size figures applied fall in line with the provisions set out in the NPF where an average household size of 2.5 is set out for 2040.

Based on the above it is considered that the proposed variation to the County Development Plan which has a lifespan to the year 2022 is consistent with the population and housing growth targets set out.

5. The Chief Executive notes the suggestion to include the CSO 2016 population figures for core strategy areas within table 1.4, however it is not considered necessary at this time to include another column of population statistics, which did not inform the creation of the original table. While it is acknowledged that this data would be a useful point of reference, concern is raised that this may lead to confusion in regard to other elements of the table such as land capacity/housing capacity, which will have evolved over the lifetime of the Development Plan. In addition, the Core Strategy Areas set out in the County Development Plan do not strictly correlate with the boundaries of the Small Area Population Statistics used to formulate the small area populations. It is considered that such discrepancies may result in inaccurate population figures for each area and therefore it is not considered that this column should be added to the table.

It should be noted however that the 2016 population figures will be used and included as part of the preparation of the core strategy for the South Dublin County Development Plan 2022-2028.

6. Noted

7. Noted

Chief Executive's Recommendation

1. Amend proposed Variation No. 4 as follows:
 - A. Terms within Table 1.1 South Dublin Settlement Hierarchy under the ~~Regional Planning Guidelines~~ **Regional Spatial Economic Strategy**;
 - B. Terminology used in Figure 1.1 South Dublin County Core Strategy Map;
 - C. Terms within **Table 1.4**: ~~Table 1.10~~: South Dublin County Development Plan 2016-2022 Total Capacity; and
 - D. Terms within Section 1.7.0 Settlement Strategy.
2. Include the following table under section 1.4.2:

Table 1.1: South Dublin Strategic Development Areas and Corridors, Capacity Infrastructure and Phasing

Corridor	Residential	Employment/Mixed Use	Phasing/Enabling Infrastructure
City Centre within the M50 (Multi-modal) Population capacity Short 35,000 Medium 10,000 Long 15,000 Total 60,000	Naas Road /Ballymount – significant brownfield lands in South Dublin and Dublin City Council areas, with potential for residential development and more intensive employment/ mixed uses	Re-intensification of underutilised lands including Naas road and older industrial estates, subject to feasibility study	Medium to Long term Multi-modal public transport, new Luas stop, site assembly, waste water upgrades and local area water network upgrades
South western corridor (Kildare line/ DART and LUAS redline) Population capacity Short 45,000 Medium 21,000 Total 66,000	Western suburbs - Continued development of Adamstown SDZ and the phased development of Clonburris located strategically between the west Dublin suburbs of Lucan and Clondalkin. New residential community at Kilcarbery near Clondalkin.	Promotion of high tech, manufacturing and research and development in Grange Castle Business Park	Short to medium term New roads and railway bridge, new rail station, DART expansion to CellbridgeHazelhatch (Adamstown, Clonburris) Access road and waste water upgrades (Kilcarbery). Public transport and access (Grange Castle). New water network infrastructure to supply Clonburris SDZ and local network upgrades
	LUAS red line - Regeneration of brownfield lands in Tallaght. New district at Fortunestown in the emerging town of Saggart/Citywest	Re-intensification of older industrial estates at Naas Road/ Ballymount, Intensification of industrial lands and mixed use development at Tallaght Town Centre/Cookstown	Short to Medium term Brownfield conditions and site assembly waste water upgrades and Citywest junction link at Tallaght/Fortunestown

Strategic Environmental Assessment of Chief Executive’s Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive’s Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.1.2 SETTLEMENT STRATEGY - VARIATION NO. 4

1. The submission relates to the Hines Real Estate Ireland Limited landholding at Liffey Valley.

The submission sets out the existing activities within the Liffey Valley Town Centre both from a retail and night-time activity perspective and puts forward the case that a residential element within the retail centre lands would benefit the area.

The submission contends that the subject lands are well positioned to provide sustainable residential development on brownfield lands adjoining a quality bus corridor (including a future bus connects transport hub) and centres of employment which would contribute towards the achievement of the County Development Plan’s population and unit delivery targets.

In this regard the zoning of the subject lands as a major retail centre do not permit residential development and therefore it is requested that the Local Authority give due consideration to Liffey Valley as a suitable future location for a sustainable residential community under this

variation process. It is considered that the provision of such units would consolidate the suburb of Liffey Valley, regenerate the areas as a whole, as well as provide a high density residential development adjacent to good services and public transport in line with the objectives of the NPF and RSES. ([PV4AND5CDP0004](#))

2. The submissions acknowledge the requirement for alignment with the NPF and the RSES and outlines that it is vitally important that all future engagements between the Department and the council take into consideration both the short term and long term population projections for the County outlined in the RSES. In this regard, it is stated that the Department will continue to work closely with the Council in relation to the provision of new schools and the development of existing schools and emphasises the critical importance of the ongoing work of the Council in ensuring sufficient and appropriate land is zoned for this purpose. ([PV4AND5CDP0014](#))
3. A. The submission notes that the purpose of the proposed variation is to incorporate the National Planning Framework and the Eastern and Midland Regional Strategy into the South Dublin County Council Development Plan, as required under section 11(1)(b) of the Act. The submission acknowledges the revised settlement hierarchy within the proposed Variation and notes the settlement tiers have been renamed but not materially amended.

The submission highlights uncertainty regarding proposed settlement tier 1. The submission notes that under the RSES (Section 4.2 Settlement Strategy and table 4.2 Settlement Hierarchy) the Metropolitan settlement tier refers to Dublin City and Suburbs. The proposed renamed tier 1, Metropolitan, under the Plan appears to encompass the entire South Dublin County. The submission notes that notwithstanding that the proposed tier 1 designation under the proposed variation has no material effect, with no population and housing targets are assigned to this tier, it is inconsistent with the RSES. The OPR therefore advises that the council reconsiders the designation of this tier within its settlement hierarchy. It is stated that Tier 1 of the RSES, comprising Dublin City and Suburbs, is effectively provided for in the lower tier settlements, tiers 2 and 3 settlements and possibly 4 (this is unclear). Although the Office acknowledges the approach provides a logical structure to the consolidation and intensification of residential and employment development within the city and suburbs area, it is considered that the approach is not fully consistent with the growth strategy under the RSES.

B. The submission notes that compact growth is to be achieved within the MASP and the defined Dublin city and suburbs boundary, focused along defined strategic development corridors and identified landbanks. The RSES identifies the South-West Corridor running along the Kildare line DART expansion and the LUAS red line, as the relevant development corridor for South Dublin County.

The submission acknowledges that the population targets under the plan (Table 1.4) have not been revisited under the proposed variation, although they were recently revised under variation no.3 (adopted May 2019). The submission notes that the overall population targets (310,851) to the end of the plan period are reasonably consistent with the RSES (308,000-314,000 to 2026), although the revised population forecast to 2022 (at 299,907 persons) falls below this. However, the submission indicates that the population targets for the individual settlement in the hierarchy do not align fully with the population capacity for the South-West Corridor under the RSES. It is noted that a population capacity of 45,000 to 2026 (66,000 people by 2031) for the South-West Corridor within South County Dublin, supported by RPO 5.4, which specifically requires that identified strategic residential development areas shall provide for higher densities and qualitative standards as set out in relevant section 28 guidelines.

The submission acknowledges the difficulty for the council in refocussing the settlement strategy and population targets to align with the RSES within the time constraints involved and advises that this issue will need to be revisited in the coming review of the County Development Plan, due to commence in June 2020.

C. The submission notes the revised designation of Saggart / Citywest as a Self-Sustaining Growth Town. It is noted that the boundary to the settlement, in itself and in relation to the Dublin City and Suburbs settlement boundary is not defined. Whilst Saggart / Citywest is referred to as an emerging town in the RSES, Citywest is located within the defined boundary of Dublin City and Suburbs (under RSES), whereas the village area of Saggart falls outside the boundary. The submission highlights that the location and extent of Saggart / Citywest Self-Sustaining Growth Town relative to the boundary of the designated Dublin City and Suburbs area needs to be defined and any population allocation should be amended as necessary to align with the RSES Growth Strategy. Furthermore, it is considered necessary to define the settlement of Saggart, located outside the Dublin City and Suburbs boundary, within the settlement hierarchy of the county.

The submission concludes by summarising the above points as follows:

It is recommended that the council revises the settlement hierarchy in proposed variation no.4 to be consistent with the settlement hierarchy as set out in the RSES, as required by RPO 4.1 of the said Strategy. Specifically, your authority is advised to: (a) Define the extent and location of proposed tier 4 settlement of Saggart / Citywest in relation to the settlement boundary to Metropolitan Dublin City and Suburbs under the RSES; and (b) Define the settlement Saggart, located outside the settlement boundary to Metropolitan Dublin City and Suburbs under the RSES, within the settlement hierarchy of the county. ([PV4AND5CDP0017](#))

Chief Executive's Response

1. The Planning and Development (Amendment) Act 2018 enacted legislative requirements, to enable the co-ordinated and timely incorporation of the National Planning Framework (NPF) and the relevant RSES into each City or County Development Plan. The purposes of this variation to the Development Plan seeks to respond to the recent changes in National and Regional planning policy, namely the publication of the above documents. The submission put forward requests changes to the zoning and permitted uses within the Liffey Valley lands in order to facilitate future development potential.

The Chief Executive notes the content of the submission, however the specifics set out do not relate to the detail of the proposed variation and therefore cannot be considered at this time. It is considered that such proposals would be more appropriately considered during the full review of the County Development Plan due to begin in June 2020.

2. Noted

3(A). The Chief Executive notes the settlement hierarchy set out in the RSES. Figure 1.9 of the RSES sets out the Functional Urban Areas, Dublin and Large Towns CSO 2016; this is further outlined in figure 3.1 Growth Strategy – Strategic Connections.

In this regard, it is noted that the entire jurisdiction of South Dublin County Council falls within the defined Dublin Metropolitan Area. This definition is further set out in figure 3.1 Growth Strategy – Strategic Connections. Figures 4.2 and 5.1 of the RSES provide a schematic of the Settlement Strategy, which identifies Dublin City and Suburbs as defined by the CSO. The defined area for Dublin City and Suburbs encompasses the more established areas within South Dublin County Council's jurisdiction,

however key development areas such as Adamstown and Clonburris fall outside this defined area within the Metropolitan Area.

Taking this into consideration alongside the terminology used in the Settlement Hierarchy, it is considered that any subdivision of Hierarchy Areas which encompass Lucan (incl. Adamstown) and Clondalkin (incl. Clonburris) would require significant alterations to proposed table 1.4, resulting in a confusing and overly complicated table.

As a result and in order to align more strictly with the RSES settlement Hierarchy set out in table 4.2 in a simplistic manner, it is considered appropriate and reasonable to amend table 1.4 of the proposed variation 4 as follows:

- A. Dublin City and Suburbs – Include Palmerstown etc and Tallaght
- B. Dublin City and Suburbs, including Key Metropolitan Consolidation Areas
- C. Self-Sustaining Growth Towns
- D. Towns and Villages

3(B). The Chief Executive welcomes the support of the Office of the Planning Regulator (OPR) for the proposed Variation, which it considers to be in accordance with national, regional and local planning objectives. In regard to population targets, the proposed variation to the County Development Plan will run for a period up to 2022 where an indicative population projection of 299,907 persons is provided. While the level of growth provided for within this projection falls short of the 2026 population range, applying a further 4 years growth to this projection aligns with the 2026 population ranges i.e. between 308,000 and 314,000 people.

As indicated in the submission, the population targets contained in Table 1.4 of the proposed Variation have not been revisited nor changed. The proposed Variation simply illustrates that the overall population targets remain at 310,851 to the end of the plan period are consistent with the RSES Low-High Range Projections (308,000-314,000 to 2026) whilst leaving sufficient scope should further development occur within the lifetime of the Development.

In addition to the above, the NPF road map provides that provision can be made for a headroom not exceeding 25% of the targeted city and suburbs growth for each Census year or Intercensal period, in addition to the projected growth to 2026 where population growth is projected to be at or above the national average baseline. It is considered that this additional provision provides scope to accommodate further growth as may be required.

As part of the review process of the South Dublin County Council Development Plan 2022-2028; an examination of how a population headroom not exceeding 25% may be applied to strategically placed development lands will be carried in order to develop a new Core Strategy for the County.

3(C). The Chief Executive acknowledges the recommendation of the OPR. It is noted that Saggart/Citywest is defined within Figure 1.1 'South Dublin County Core Strategy Map' in the proposed Variation as a Self-Sustaining Growth Town. This is defined by the RSES as *"Towns with a moderate level of jobs and services – includes sub-county market towns and commuter towns with good transport links and capacity for continued commensurate growth to become more self-sustaining."* Moreover, the RSES specifically highlights Saggart/Citywest on pages 104 and 105 as *"emerging towns"*. Therefore, it is considered that the designations of the Tier 4 'Self Sustaining Growth Town' are appropriate and consistent with the RSES settlement hierarchy.

While Saggart/Citywest can be viewed as being separate entities, both areas share similar characteristics in terms of growth and the development of both physical and social infrastructure. This is evident in the number of planning applications granted and built since 2014 of which there are

approximately c.2623 units. Whilst it is recognised that Citywest is located within the boundary of Dublin City and Suburbs, it is highlighted that the majority of zoned land for Saggart/Citywest also falls within the boundary and is therefore considered to be consistent with the RSES. It is further noted that the defined area for Dublin City and Suburbs encompasses the more established areas within South Dublin County Council's jurisdiction, however key development areas such as Adamstown and Clonburris fall outside this defined area within the Metropolitan Area. Having regard to the above it is considered that the defined boundary for Saggart/Citywest should remain as illustrated in Figure 1.1. It is intended that a full review of the Development Plan will commence in line with the South Dublin County Development Plan review timeframe of June 2020, during which time, a re-examination of this settlement boundary will be carried out.

Chief Executive's Recommendation

1. Amend proposed Variation No. 4 as follows:

- Terms within Table 1.1 South Dublin Settlement Hierarchy under the **Regional Planning Guidelines Regional Spatial Economic Strategy**;
- Terminology used in Figure 1.1 South Dublin County Core Strategy Map;
- Terms within **Table 1.4: ~~Table 1.10~~**: South Dublin County Development Plan 2016-2022 Total Capacity; and
- Terms within Section 1.7.0 Settlement Strategy.

2. Insert the following additional text under paragraph 6 of section 1.5.1 of the proposed variation

To date (Sept 2019), the Housing Task Force Returns indicate that SDCC have delivered 2,804 units since the adoption of the plan, therefore there is sufficient capacity for further growth over the remaining lifecycle of the plan period. **In addition to the above, the NPF road map provides that a headroom not exceeding 25% of the Dublin City and Suburbs growth (which includes South Dublin) for each Census year or Intercensal period, in addition to the projected growth to 2026 where population growth is projected to be at or above the national average baseline. It is considered that this additional provision provides scope to accommodate further growth in South Dublin as may be required.**

As part of the preparation process for the South Dublin County Council Development Plan 2022-2028; an examination of how a population headroom not exceeding 25% may be required in South Dublin and applied to strategically placed deliverable zoned lands to develop a new Core Strategy for the County.

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.1.3 HOUSING STRATEGY - VARIATION NO.4

1. The submission highlights that the Department is also proposing to compile guidance on how to carry out a rigorous Housing Needs Demand Assessment (HNDA). The submission considers that the majority of content of the proposed Variation deals with the quantification of housing needs and considers it important that the council have the HNDA guidance. The submission notes that there is uncertainty as to how the figures in the draft HNDA have been determined and reconciled with the RSES. It is considered that the timing of the Variation to be premature pending the publication of the proposed HNDA guidance.

The submission considers it inappropriate for individual Local Authorities within Dublin to be preparing separate housing needs assessments, given that housing in Dublin operates as a single market across the four Authorities. The submission notes that HNDA should be prepared collectively for the Dublin Region, so that the required supply response to the overall housing needs can be appropriately distributed across the four Local Authorities. The submission strongly considers that the proposed Variation is premature and it is requested that, in the interim South Dublin would pause their consideration of any proposed amendments to the current CDP. ([PV4AND5CDP0012](#)) ([PV4AND5CDP0011](#))

2. The submission acknowledges the content of the variation in regard to the Housing Needs Demand Assessment and the upcoming review of the Development Plan will be in the position to take into account the results of an evidence-based Housing Needs Demand Assessment (HNDA), including detailed consideration of housing targets, and the monitoring of housing delivery and supply. ([PV4AND5CDP0010](#))

Chief Executive's Response

1. The Chief Executive acknowledges the submission outlining concerns with respect to the Housing Needs Demand Assessment (HNDA).

It is noted from the outset that a HNDA has not been prepared in the preparation of the proposed Variation. The population targets contained in Table 1.4 of the proposed Variation have not been revisited nor changed. The proposed Variation illustrates that the overall population targets, which remain at 310,851 to the end of the plan period are consistent with the RSES Low-High Range Projections (308,000-314,000 to 2026) and if, in the event that the delivery of housing significantly increases beyond the current year on year growth rates within the lifetime of the plan, the RSES high range allocation for the year 2026 of 314,000 persons provides sufficient scope for additional growth without impacting on the overall growth projection for South Dublin County. As such, the existing Interim Housing Strategy in Schedule 3 of the Development Plan shall remain in place.

Furthermore, it is noted that guidance is currently being prepared by the Department of Planning, Housing and Local Government and is not anticipated to be issued until end of Q1 2020. Moreover, as stated in the proposed Variation, Material Amendment No. 10 (Schedule 3), *"To date no guidance documents or relevant data has been provided to assist Local Authorities in the preparation of a HNDA. Until these guidance documents become available, this Interim Housing Strategy will continue to inform Housing Policy in the County, with a full review and HNDA being carried out as part of the County Development Plan 2022 -2028"*.

2. Noted.

Chief Executive's Recommendation

No alteration(s) to the proposed Variation to the South Dublin County Council Development Plan 2016- 2022.

6.1.4 CLIMATE ACTION - VARIATION NO.4

The Councils' attention is drawn to RPO 3.6 and the preceding paragraphs of the RSES which outline the requirement of Development Plans to assess their impact on carbon reduction targets. To this end, it should be noted that EMRA is leading an ESPON EU research programme (QGasSP) to identify a robust method for quantifying the relative GHG impacts of alternative spatial planning policies, the outputs of which are anticipated in 2020, and may inform the upcoming review of the development plan. ([PV4AND5CDP0010](#))

Chief Executive's Response

The Chief Executive notes the work proposed to be carried out in regard to the ESPON research programme and the development of a robust method for quantifying the relative GHG impacts of alternative spatial planning policies. South Dublin County Council will endeavour to work alongside EMRA in the development of such a methodology to inform the full review of the South Dublin County Development Plan 2022-2028. It is considered that provisions relating to same should be set out in section 1.15.

Chief Executive's Recommendation

a). Insert the following wording under section 1.15 CORE STRATEGY (CS) Policy 8 National Climate Change Strategy:

The National Climate Change Adaptation Framework – Building Resilience to Climate Change was published by the Department of the Environment, Community & Local Government in 2012. Local authorities are obliged to prepare Local Adaptation Plans in consultation with all relevant internal and external stakeholders. South Dublin County Council is committed to preparing a Local Adaptation Plan, [South Dublin County Council has prepared a Climate Change Action Plan 2019-2024](#), which will inform policy making at a local level in the future. [The action plan has a focus on actions and targets. The implementation of the action plan and development of Climate Action policies shall be undertaken in partnership with stakeholders including the Climate Action Regional Office and Codema.](#)

The County Development Plan seeks to promote a series of policies and objectives throughout that will ameliorate the effects of climate change and introduce resilience to its effects to support the implementation of the National Climate Change Strategy 2007-2012, DEHLG (2007) and the National Climate Change Adaptation Framework Building Resilience to Climate Change, DECLG (2012).

[The Council will endeavour to work alongside and support EMRA in the development of an evidence based measurement methodology to quantify the climate impact of the strategies / policies / objectives of land use plans in terms of meeting carbon reduction targets \(climate mitigation\) and climate change adaptation is to be forthcoming from the Office of the Planning Regulator \(OPR\).](#)

b). Remove Objective CS Policy 8 and replace it as follows;

~~It is the policy of the Council to support the implementation of the National Climate Change Strategy and the National Climate Change Adaption Framework Building Resilience to Climate Change 2012 through the County Development Plan and through the preparation of a Climate Change Adaptation Plan in conjunction with all relevant stakeholders.~~

To implement South Dublin County Councils Climate Change Action Plan in consultation and partnership with stakeholders including the Climate Action Regional Office (CARO) and Codema. Regard will be had to the range of actions listed across the 5 themes of the CCAP; Energy and Buildings, Transport, Flood Resilience, Nature Based Solutions and Resource Management.

Strategic Environmental Assessment of Chief Executive's Recommendations:

No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations:

No significant adverse impacts on European sites of influence are predicted.

6.1.5 ENVIRONMENTAL - VARIATION NO. 4

1. The EPA note the proposed determination regarding the need for SEA of the Variation. The submission makes reference to the guidance on the SEA process, including a SEA pack and checklist available at www.epa.ie/monitoringassessment/assessment/sea/. It is recommended that the Local Authority take the available guidance into account in finalising the SEA Screening Determination and incorporate the relevant recommendations as relevant and appropriate to the Variation.

2. In proposing and in implementing the Variation, it is recommended that South Dublin County Council ensure that the Variation is consistent with the need for proper planning and sustainable development. Adequate and appropriate critical service infrastructure should be in place, or required to be put in place, to service any development proposed and authorised during the lifetime of the Variation.

3. It is considered that the variation should take into account the need to align with national commitments on climate change mitigation and adaptation, as well as incorporating any relevant recommendations in sectoral, regional and local climate adaptation plans.

4. The submission sets out that the variation complies with the requirements of the Habitats Directive where relevant. Where Appropriate Assessment is required, the key findings and recommendations should be incorporated into the SEA and the Variation.

[\(PV4AND5CDP0001\)](#)

Chief Executive's Response

1. The Chief Executive notes the contents of the submission and points raised by the EPA. Variation no. 4 is accompanied by a Strategic Environmental Assessment which has been completed in accordance with EPA best practice and guidance.
2. The purpose of Variation no. 4 is to align the SDCC County Development Plan with the National Planning Framework (NPF) and the Regional Spatial and Economic Strategy (RSES). In aligning the plan with the NPF and RSES the variation amends the wording of section 1.8.0 Phasing, Prioritisation and Infrastructure Delivery to ensure the future development of the County is carried out in accordance with the principles of proper planning and sustainable development, which includes ensuring adequate and appropriate critical service infrastructure is in place to service any proposed development within the County.
3. The purpose of Variation no. 4 is to align the SDCC County Development Plan with the National Planning Framework (NPF) and the Regional Spatial and Economic Strategy (RSES), including measures set out in regard to Climate Change Mitigation. In this regard, section 1.15 of the

proposed variation should be noted where reference is made to South Dublin County Council's preparation of a Climate Change Action Plan 2019-2024.

4. The Chief Executive notes the point raised in regard to the screening report prepared in accordance with the Habitats Directive.

Chief Executive's Recommendation

No alteration(s) to the proposed Variation to the South Dublin County Council Development Plan 2016- 2022.

6.1.6 WATER SUPPLY AND WASTEWATER - VARIATION NO.4

The submission received from Irish Water supports the alignment of the County Development Plan with the Regional Economic and Spatial Strategy. The submission suggests the following wording, or similar, to be included in Section 7.1: 'Irish Water is preparing for the future by developing the National Water Resources Plan (NWRP). The strategic plan for water services will outline how we move towards a sustainable, secure and reliable public drinking water supply over the next 25 years, whilst safeguarding the environment. The NWRP will outline how Irish Water intends to maintain the balance between the supply from water sources around the country and demand for drinking water over the short, medium and long-term. This will allow preparation for the future and ensure the provision of sufficient safe, clean drinking water to facilitate the social and economic growth of our country. South Dublin County Council will work with and support Irish Water in delivering the NWRP'. ([PV4AND5CDP0007](#))

In addition to the submission received from Irish Water ERVIA on behalf of Irish Water seek to amend IE1 Objective 5 of the County Development to include the wording "in accordance with the *National Planning Framework and the Regional Spatial and Economic Strategy for the Eastern and Midland Region*". ([PV4AND5CDP0019](#))

Chief Executive's Response

The Chief Executive acknowledges the support from Irish Water/ERVIA with regard to the proposed Variation and will continue to liaise with Irish Water in delivering the objectives of the National Water Resources Plan (NWRP). It is considered that the proposed additional wording to section 7.1 and IE1 Objective 5 are acceptable and should be included in the proposed variation.

Chief Executive's Recommendation

It is recommended that additional wording be added to the South Dublin County Council Development Plan 2016-2022, as detailed below:

Insert the following paragraph into Page 127, Section 7.1.0 'Water Supply and Wastewater' of Chapter 7 Infrastructure & Environmental Quality:

"Irish Water is preparing for the future by developing the National Water Resources Plan (NWRP). The strategic plan for water services will outline how we move towards a sustainable, secure and reliable public drinking water supply over the next 25 years, whilst safeguarding the environment. The NWRP will outline how Irish Water intends to maintain the balance between the supply from water sources around the country and demand for drinking water over the short, medium and long-term. This will allow preparation for the future and ensure the provision of sufficient safe, clean drinking water to facilitate the social and economic growth of our country. South Dublin County Council will work with and support Irish Water in delivering the NWRP"

Insert the following additional wording to IE1 Objective 5 of the County Development as follows; To promote and support the implementation of the Irish Water, Water Supply Project to increase water supply capacity throughout the Dublin Region **in accordance with the National Planning Framework and the Regional Spatial and Economic Strategy for the Eastern and Midland Region.**

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.1.7 TRANSPORT - VARIATION NO. 4

The submission notes that the NTA has reviewed the variation based on the Transport Strategy for the Greater Dublin Area. The submission highlights the changes in the Variation to section 6.2.1 with regard to park and ride facilities. The submission notes the changes and states the Transport Strategy provides for a strategic Park and Ride at Liffey Valley served by the proposed Lucan Luas Line. It notes that it does not provide for a Park and Ride on the Naas Road, due to the existence of the large facility at the Red Cow on this corridor.

The submission notes that the text of the Development Plan has not altered and, as such, is not opposed to the making of the proposed Variation. ([PV4AND5CDP0006](#))

Chief Executive's Response

The Chief Executive notes the submission of the NTA. The proposed variation includes reference to the park and ride locations within the County. The RSES identifies a number of new park and ride facilities and opportunities for the enhancement of existing facilities.

In this regard and following clarification with the Eastern and Midland Regional Assembly, it is noted that references to 'Naas Road' within table 8.5 of the RSES relate to the enhancement of the existing Red Cow Luas Park and Ride. In light of the above, it is considered that table 6.3 should be amended to reflect this in regard to the status of the identified Naas Road location.

Chief Executive's Recommendation

It is recommended that Table 6.3 be amended in regard to the status of the Naas Road Park and Ride Location from '~~Location to be determined~~' to '**Enhancement measures to be investigated**'.

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.1.8 ERRORS AND DISCREPANCIES - VARIATION NO. 4

This submission is made in relation to the proposed Variation 4 of the South Dublin County Development Plan 2016 - 2022, particularly in relation to Map 1.3, which omits 'Edmondstown' lands from the schedule of suburbs suitable for contribution of residential capacity. It is submitted that the Edmondstown lands are suitable for significant contribution to suburban residential capacity.

It is submitted that the apparent reason for the omission of the Edmondstown lands may refer to the infrastructure comment that the included lands do not have significant road, water supply or drainage constraints and that high capacity public transport projects would increase their capacity for delivery of residential development.

The submission sets out under a number of headings and reports to demonstrate that the Edmondstown lands do not have significant road, water supply or drainage constraints and that high capacity public transport projects would increase their capacity for delivery of residential development in line with the provisions of the National Planning Framework and RSES.

The submission therefore respectfully requests that the proposed Variation of the SDCDP should:-

1. Remove the existing SLO placed on the lands;
2. Continue to include them as residential capacity lands in Map 1.3; and
3. Continue to include them in Table 1.4.

[\(PV4AND5CDP0013\)](#)

Chief Executive's Response

1. The Planning and Development (Amendment) Act 2018 enacted legislative requirements, to enable the co-ordinated and timely incorporation of the National Planning Framework (NPF) and the relevant RSES into each City or County Development Plan. The purposes of this variation to the Development Plan seeks to respond to the recent changes in National and Regional planning policy, namely the publication of the above documents. The submission put forward request's changes to a specific zoning objective of the County Development plan.

The Chief Executive notes the content of the submission, however this specific requirement does not relate to the purpose of the proposed variation i.e alignment with the RSES and therefore cannot be considered at this time. It is considered that such proposals would be more appropriately addressed during the full review of the County Development Plan due to begin in June 2020.

2 & 3: The Chief Executive notes the content of the submission relating to the lands at Edmondstown. In this regard, it should be noted that the omission of the area of Edmondstown from Table 1.4 titled 'South Dublin County Development Plan 2016-2022 Total Capacity' is an erratum which has been carried forward from the adoption of the County Development Plan effective from the 12th of June 2016. The subject lands, while not explicitly listed in this table remain identified within the zoning map for the County as residential lands.

In order to address the above, it is considered that the area of Edmondstown should be re-included within table 1.4 after the area of Ballyboden.

Chief Executive's Recommendation

Amend the erratum in Table 1.4 titled 'South Dublin County Development Plan 2016-2022 Total Capacity' to include **Edmondstown** after reference is made to Ballyboden.

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.1.9 GENERAL/OTHER - VARIATION NO. 4

1. The submission notes that the proposal has been reviewed and the OPW have no particular comments to submit at this time. ([PV4AND5CDP0005](#))
2. The submission has been submitted on behalf of Hibernia REIT plc, who, have significant landholdings located at Newlands, Naas Road. The submission considers that the timing of the proposed Variation is premature. The submission considered that a proposed Variation at this time with the explicit stated purpose of alignment with NPF/RSES, in advance of Section 28 Guidelines, Development Plan Guidelines, is counterproductive as they would not be in alignment with the new Guidelines or other amendment brought forward by other Local Authorities. The submission considers that a review should have been commenced by the end of November 2019 in line with the adoption of the RSES on 28th May 2019 and requests the council to not proceed with the variation pending the publication of the Development Plan Guidelines. ([PV4AND5CDP0011](#)) ([PV4AND5CDP0012](#))
3. The submission notes that TII have no specific observations to make with regard to Proposed Variation No.4. ([PV4AND5CDP0002](#))
4. The submission states that it has no comment with regard to matters within the scope of S.10 and S.10(2)(n). ([PV4AND5CDP0017](#))

Chief Executive's Response

1. The Chief Executive notes the submission of the Office of Public Works (OPW) regarding proposed Variation No.5.
2. The Chief Executive acknowledges the submission outlining concerns regarding the timing of the proposed Variation and absence of Section 28 Guidelines.

The Planning and Development (Amendment) Act 2018 enacted legislative requirements, to enable the co-ordinated and timely incorporation of the National Planning Framework (NPF) and the relevant RSES into each City or County Development Plan. Section 11(1) of the Planning & Development Act 2000 as amended, sets out this legislation, which either suspended or deferred county development plan processes, or will require plans to commence variation or review within six months of the making of the RSES. Section of the Planning and Development (Amendment) Act 2018 specifically states:

“(1) (a) Not later than 4 years after the making of a development plan, a planning authority shall, subject to paragraph (b), give notice of its intention to review its existing development plan and to prepare a new development plan for its area.

*(b) For the purpose of enabling the incorporation of the **National Planning Framework and a regional spatial and economic strategy into a development plan**—*

(i) where notice of a development plan review to be given in accordance with paragraph (a) is prior to the making of the relevant regional spatial and economic strategy, then notice of the review shall be deferred until not later than 13 weeks after the relevant regional spatial and economic strategy has been made,

(ii) where a development plan review referred to in paragraph (a) has commenced and a draft plan has not been submitted to the members of the planning authority concerned in accordance with subsection (5)(a) prior to the making of the relevant regional spatial and economic strategy, then the review process shall be suspended until not later than 13 weeks after the making of the relevant regional spatial and economic strategy,

(iii) where notice of a development plan review to be given in accordance with paragraph (a) would, but for this subparagraph, be more than the period of 26 weeks after the making of the relevant regional spatial and economic strategy, then each planning authority concerned shall, within that period, either—

*(I) give notice of a development plan **variation** in accordance with section 13, or*

(II) give notice of a development plan review.”. (Emphasis Added)

Following a detailed review of the RSES and the South Dublin County Development Plan 2016-2022, the council were satisfied in accordance with Section 11 (1)(iii), that the existing Development Plan can be rendered consistent with the RSES through the variation process set out under Section 13 of the Planning and Development Act 2000 (as amended). It is intended that a full review of the Development Plan will commence in line with South Dublin County Development Plan review timeframe of June 2020. Notwithstanding this, it is recognised that the proposed Variation was prepared in the absence of Section 28 guidance, in particular Development Plan and Housing Needs Demand Assessment guidance. However, as detailed above, legislation dictates a 26-week commencement period from the making of the RSES. This would require South Dublin County Council to give notice by the 10th January 2020 of the Council's intentions.

3. The Chief Executive notes the submission of Transport Infrastructure Ireland (TII), regarding proposed Variation No.4.

4. The Chief Executive notes the submission of Office of the Planning Regulator (OPR) regarding proposed Variation No.4.

Chief Executive's Recommendation

No alteration(s) to the proposed Variation to the South Dublin County Council Development Plan 2016- 2022.

6.2 ISSUES DIRECTLY RELATING TO PROPOSED VARIATION NO.5 - OUTDOOR ADVERTISING

6.2.1 PRINCIPLE OF OUTDOOR ADVERTISING - VARIATION NO. 5

1. The submission notes that the proposal has been reviewed and OPW have no particular comments to submit at this time. ([PV4AND5CDP0005](#))
2. Irish Water has no objections to the proposed Variation on Outdoor Advertising. ([PV4AND5CDP0007](#))
3. Submission outlines that People Before Profit believe that this kind of advertising does not contribute to our communities and that the proposed variation would open up a lot of space to be used for this purpose. These structures could become real eyesores in our local communities. People Before Profit does not support this variation to the development plan. ([PV4AND5CDP0008](#))
4. The submission considers that the proposed variation, which adds the Outdoor Advertising Strategy to the SDCC Development Plan, is consistent with the Regional Spatial and Economic Strategy (RSES) 2019-2031. ([PV4AND5CDP0009](#))
5. Submission supports the decision of the Council to adopt a modern policy position on outdoor advertising. ([PV4AND5CDP0015](#))
6. Submission supports the principle of introducing an Outdoor Advertising Strategy, however the submission expresses concerns in relation to the detail of the Strategy and the unintended consequences that will be entirely contrary to its main objective of reducing the number of unregulated and outdated billboards that fall outside the control of planning. ([PV4AND5CDP0015](#))
7. Submission outlines that the policy is contrary to the approach in other administrative jurisdictions. The submission outlines contrary policy approaches in selected states and cities in USA, France, India and China. ([PV4AND5CDP0016](#))
8. There is an onus on South Dublin County Council to tackle air pollution for example yet at the same time polluting car companies continue to roll out advertisements that link car ownership and car brands to concepts of success, power and wealth. The ability to solve major issues of the day such as air pollution/climate change can only happen through regaining public control of public spaces and the local economy. ([PV4AND5CDP0016](#))
9. Outdoor advertising utilised by larger firms only encourages consumers to spend money on firms that take money out of the local economy. After all, outdoor advertising is mainly good for big business not local enterprises/businesses. South Dublin County Council needs to address this deficit in its proposed Outdoor Advertisement Strategy before it is an officially adopted document. ([PV4AND5CDP0016](#))
10. The submission notes that the OPR has undertaken an evaluation and assessment of the proposed variation. The submission welcomes the development of an outdoor advertising strategy to form part of the development plan and highlights that the OPR has no other comment to make. ([PV4AND5CDP0018](#))
11. Submission outlines that proposed variation no. 5, and in particular Schedule 6 Outdoor Advertising Strategy, appears to focus primarily on structures to be erected adjacent to roads. TII advises that the Outdoor Advertising Strategy and draft Variation in addition to road safety needs to be cognisant about rail operations and safety along rail corridors and needs to be revised accordingly. ([PV4AND5CDP0003](#))

12. The submission outlines that the strategy will allow for a more coordinated approach to the management of advertising activity and to encourage better quality signage in more appropriate locations, to support the promotion of a high-quality public realm in the County. [\(PV4AND5CDP0009\)](#)

Chief Executive's Response

The Chief Executive welcomes the acknowledgements from the OPW (Office of Public Works), Irish Water, EMRA (Eastern Midland Regional Authority) and the OPR (Office of the Planning Regulator) who all support Proposed Variation No. 5 of the County Development Plan 2016-2022. Recommendations and comments from TII (Transport Infrastructure Ireland) are acknowledged by the Chief Executive and are considered under their respective heading further in this report.

The principle of this variation is to enable the Council to take a proactive approach to leading on the development of a digital communications for the Local Authority network which facilitates advertising, Council messaging, County branding and generating a revenue stream. The current situation in relation to outdoor advertising is market led with several operators providing minimal investment on poor quality unauthorised billboard style advertisements.

The SDCC Outdoor Advertising Strategy (2019) outlines a new Council policy on advertising structures and a strategy for commercial advertising in the public domain. This strategy forms the basis of a practical policy to be applied to all proposals for outdoor advertising. The strategy is based on an analysis of how sensitive different parts of the County are to advertisement structures and identifies constraints and opportunities for the location of these structures. It also sets out what types of structures are acceptable as outdoor advertising elements. This has been done in accordance with international best practice, recognising the notable evolution of Local Government policies to align with advances in the advertising sector, as well as the changing landscape of public realm demands and initiatives.

The Chief Executive acknowledges the concerns raised regarding advertising structures having the potential to impact in a negative way on public space in terms of visual impact and clutter and concerns raised regarding the type of advertisements being displayed on these signs is also acknowledged. It is highlighted in this respect, that one of the main aims of the strategy is to allow SDCC to create a clutter free, high quality public realm within the County. In order to achieve this, the preferred location of outdoor advertising is within Zones 2 (predominantly urban centres and industrial areas), Zone 3 (predominantly transport corridors) and Zone 5 (predominantly new development areas e.g Naas Road and Cookstown) in the public domain. The Advertising Development Management Standards in Section 7 and the content of Section 3 provide safeguards for the assessment of planning proposals in the future. This assessment will ensure that structures are placed in appropriate locations, are sensitive to their surrounding environment and will contribute in a positive way by establishing a new communication network to engage with SDCC's customers and to promote SDCC's services.

The Chief Executive notes that the advertising content on the structures is raised as a concern and highlights that the purpose of this variation is to enable the Council to take a proactive approach to leading on the development of a digital communications network. The network will facilitate a balance of commercial advertising, promotion of Council services and public information on community events and initiatives.

The Chief Executive notes the examples submitted of selected cities and states in other administrative jurisdictions adopting a more prohibitive approach to advertising. In general, the predominant approach internationally is to enhance the public realm and built environment through the opportunity to implement technology and digital outdoor advertising. Dublin City Council is an example of a Council that has taken a proactive approach to managing outdoor advertising which has directly resulted in the removal of 100 older and visually obtrusive advertising structure, thereby enhancing the public realm.

Chief Executive's Recommendation

No alterations to the proposed variation to the South Dublin County Council Development Plan 2016- 2022.

6.2.2 IMPLEMENTATION - VARIATION NO. 5

1. The submission seeks an amendment to the strategy in relation to the policy requirement for new adverts or upgrades of existing panels to include the decommissioning of at least one other panel in the County as compensation. Whilst the general premise of rationalisation is understood, it is not a policy that should be applicable in all instances as it presents a barrier to the market for smaller operators who do not have a large portfolio of sites to select for removal.
([PV4AND5CDP0015](#))
2. The submission seeks an amendment to the strategy to recognise that there are other identifiable public benefits associated with upgrading unsightly and outdated advertising formats that should weigh in favour of a proposal even where there is no opportunity to remove additional panels. It would be far more beneficial to the overall aims of the policy to allow other mitigation to be considered as part of an upgrade (e.g. reduction in size of advert, landscaping, green walls, public art, free display time etc). It is questioned whether the current policy is flexible enough to facilitate otherwise entirely positive developments that deliver betterment in other ways, and it is therefore suggested that the policy be amended to reflect this.
([PV4AND5CDP0015](#))
3. The submission seeks an amendment to the strategy. In circumstances where other sites are to be decommissioned, further guidance should be provided to fully understand what the Council consider to be a site of equivalent value or sufficient benefit to meet the policy requirement. For example, does it need to be of the same size, format, similar location etc and does it need to have been removed within a set timeframe before or after the application is submitted?
([PV4AND5CDP0015](#))
4. The appropriate size of new advertisement panels that are on private land and not located within the public realm should instead be assessed on a site by site basis with consideration to the scale of surrounding development as stated later on in the Development Management Standards.
([PV4AND5CDP0015](#))
5. The proposal to limit consents to a maximum of three years will stifle investment in individual sites as the return on the capital investment will need to be achieved over this period. The

longer the period granted the greater amount of investment can be directed to an individual site. As such it is considered that five years would be a more appropriate standard period and that each case must again be considered on its merits. ([PV4AND5CDP0015](#))

6. It is unclear at present whether the upgrade of an existing advertisement would be acceptable within zones 1, 4 and 6 where advertising is otherwise considered to be unacceptable. Whilst it is clear that there is a desire to remove advertising from these areas, as it stands, the strategy strongly incentivises the retention of existing sites, particularly if they are in areas where it would not be possible to place another advert in the future. Overall this approach will lead to the maintenance of the status quo and will act as a barrier to innovation. ([PV4AND5CDP0015](#))
7. Submission outlines it is important for South Dublin County Council to allow spaces for alternative messages. It is important for local authorities such as South Dublin County Council to champion positive social and environmental ideas rather than advertising initiatives which encourages consumers to buy more purchases. ([PV4AND5CDP0016](#))
8. South Dublin County Council, like many other local authorities throughout Ireland, lack the necessary skills and personnel to manage and supervise outdoor advertising. This imbalance needs to be addressed before any Outdoor Advertising Strategy is adopted. Ideally, South Dublin County Council should show leadership with the total reduction of outdoor advertising within its administrative area. ([PV4AND5CDP0016](#))
9. Where advertising structures or sites are under direct control of South Dublin County Council, even if contracted out, no one purchaser of advertising should be allowed to object to the advertisement from another purchaser, as long as that advertisement is portrayed according to the rules of the Advertising Standards Authority and the message is in the interest of the greater common good. ([PV4AND5CDP0016](#))
10. The requirements of Section 7 Advertising Development Management Standards should also be applicable to Zones 2 and 5 in the vicinity of national road and light rail lines. ([PV4AND5CDP0003](#))

Chief Executive's Response

The Chief Executive has carefully considered the issues raised in relation to the implementation of Proposed Variation No. 5 and provides responses and recommendations under the following subheadings:

- Existing signage and upgrade / replacement
- Outdoor advertising 3-year consent
- Content / management of outdoor advertising

Existing Signage and Upgrade / Replacement

The request to amend the Strategy in relation to new outdoor advertising proposals requiring the removal or decommissioning of one existing advertising panel is acknowledged and it is understood that removal or decommissioning of existing signage may not be feasible in all cases. As a result, the Chief Executive recommends a minor change to text in Section 3.0 Public Realm: A Coordinated Approach (outlined below) to allow flexibility in this regard. A further minor text change is also incorporated to allow flexibility with regards to the implementation of signage upgrades, where its

removal is not feasible. The upgrade of existing signage in zones where outdoor advertising is generally discouraged will be reviewed on a case by case basis and in consideration of Section 7.0 of the Outdoor Advertising Strategy - Advertising Development Management Guidelines.

In terms of providing clarity with regards to what is considered to be a site of equivalent value to meet the policy requirement for decommissioning and replacement of existing signage, it is noted that Section 7.0 will also be referred to in order to provide specific guidance in this respect. The Advertising Development Management Guidelines addresses factors such as location and concentration of signage, scale, design and impact on views and biodiversity etc. It is considered that the decommissioning of an existing sign may be favoured before a new sign is permitted particularly in a case where an additional advertising panel would be inappropriate and detract from the overall area in terms of visual clutter. Section 7.0 will also be referred to for guidance where an existing advertising panel is proposed to be upgraded rather than replaced.

Outdoor advertising 3-year Consent

The Chief Executive acknowledges the concern raised regarding outdoor advertising, in certain instances, being limited to a maximum of three years to enable the position to be reviewed by South Dublin County Council. This issue has been noted and the Chief Executive recommends a minor text change in Section 6.0 to increase this limit to five years, rather than three.

The Chief Executive considers that this stipulation is necessary in order to enable the position to be reviewed by South Dublin County Council in the light of changing circumstances at the end of that period. SDCC will evaluate all planning applications for advertising in relation to the surrounding area 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. It is noted that this five-year time frame will not apply to all planning permissions for outdoor advertising but will be applied at the discretion of the Planning Authority and where considered appropriate. SDCC acknowledges the ever-changing technological advances in this sector, most notably with the emergence of digital advertising and will therefore consider new and innovative advertising format solutions, subject to compliance with development management standards.

Content / Management of outdoor advertising

The Chief Executive acknowledges concern raised regarding Local Authorities managing and supervising outdoor advertising and monitoring content. It is highlighted that the purpose of Proposed Variation No. 5, including the Outdoor Advertising Strategy, is to ensure a co-ordinated approach to advertising signage, enhancing public realm and mitigating against visual clutter.

In relation to content, it is noted that the variation will enable SDCC to take a lead role in influencing the content of the Outdoor Advertising signs and will ensure a holistic approach is taken where the promotion of Council events, services, community events and initiatives are carried out in tandem with commercial advertising.

As highlighted above, the preferred location for outdoor advertising panels within South Dublin County is on the public realm contained within Zones 2, 3 and 5 as indicated in Figure 1 Zones of Advertisement Control. The provision of outdoor advertisements in the public realm will enable the Council to adopt a co-ordinated approach to the management of the advertising activity in the County and to encourage better quality signage in more appropriate locations. The Advertising Development Management Standards in Section 7 and the content of Section 3 provide safeguards for the assessment of planning proposals for outdoor advertising in the future.

Chief Executive's Recommendation

Minor change to text in Section 3.0 Public Realm: A Co-ordinated Approach as follows:

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

Any new applications for outdoor advertising structures **will be assessed on a case by case basis** ~~will generally request~~ **and should consider** the removal of existing advertising panels **where possible**, to rationalise the location and concentration of existing advertising structures.

Any upgrading of existing outdoor advertising (e.g. trivision, scrolling, electronic) will only be permitted if it is acceptable in amenity/safety terms and an agreement ~~is made~~ to decommission at least one other display panel in the County and extinguish the licence for that panel **is fully considered**. The purpose of the licence extinguishment is to ensure that other operators do not use the site.

The following text is also added after the second paragraph in Section 3.0 Public Realm: A Co-ordinated Approach:

It is recognised that there are instances throughout the County where existing structures do not conform with the zoning objective or advertising zone. Proposals that would intensify non-conforming uses, will be permitted only where they would accord with the principles of proper planning and sustainable development.

Minor change to text in Section 6.0 Implementation of the Outdoor Advertising Strategy:

Permissions for outdoor advertising in certain instances, where appropriate as determined by the planning authority, may be limited to a maximum of ~~three~~ **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

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.2.3 PUBLIC REALM - VARIATION NO. 5

1. The submission outlines that the strategy will allow for a more coordinated approach to the management of advertising activity and to encourage better quality signage in more appropriate locations, to support the promotion of a high-quality public realm in the County. **(PV4AND5CDP0009)**
2. Submission outlines that the introduction of digital advertising should not be viewed as having a negative impact on the built environment and on the contrary, has the potential to bring about social, environmental and economic benefits if properly managed. In this regard, the principle of introducing an Outdoor Advertising Strategy to manage this process is supported,

as are the amendments to the development plan required to facilitate its introduction.
([PV4AND5CDP0015](#))

3. The submission seek an amendment to the strategy in relation to the section of the strategy relating to the public realm. The section states a preference for 6-sheet or 8sqm advertising structures, which appears to be applicable to concessions on highways land where there would be multiple sites (e.g bus shelter contracts). Arguably this preference is overly prescriptive and limits opportunity for innovation. Regardless of this, for the avoidance of doubt, it should be made clear that this preference does not relate to sites that are not in the public realm.
([PV4AND5CDP0015](#))
4. Submission outlines that Farida Shaheed, UN Special Rapporteur in the field of cultural rights, has called on UN member states to be mindful of the influence of commercial advertising and marketing on public space. 'The constant bombardment of our senses intrusively impacts our cultural lives,' she says. Outdoor advertising bans are a much-needed step to 're-balance the use of public spaces'. [Reference: UN Special Rapporteur: 'The impact of advertising and marketing practices on the enjoyment of cultural rights' (2014).] ([PV4AND5CDP0016](#))
5. For national road and light rail, there is a need to ensure that advertisement structures do not impact on the operation and safety of these national assets. Given the innovation of advertising sector, especially in the use of technology with moving images and lighting, there is a clear need for careful development management for advertising proposals for both light rail and national roads. TII requests that the second last sentence in Section 3 Public Realm: A Co-ordinated Approach is altered as suggested to state the following: "They may also be a major distraction to road users and rail drivers and frequently result in an unacceptable traffic hazard and also risk to railway safety. Guidance on these matters for light rail and national roads are available in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities 2012 , TII's Policy on the Provision of Tourist & Leisure Signage on National Roads (March 2011) and the requirements of TII's 'Code of engineering practice for works on, near, or adjacent the Luas light rail system.'
([PV4AND5CDP0003](#))

Chief Executive's Response

The Chief Executive acknowledges and welcomes support for Variation No. 5 from EMRA. It is agreed that the Strategy will allow for a more coordinated approach to the management of advertising and will actively encourage better quality signage in more appropriate locations which will subsequently promote a high-quality public realm in the County. As highlighted in Proposed Variation No. 5, SDCC seek to move and respond to ever changing advances in technology and the increasing demand for customer communication. It is considered that this Strategy will assist in establishing a new communication network while also bringing about public realm improvements along with social, environmental and economic benefits, simultaneously.

The Chief Executive acknowledges the concern regarding preference of sizing of signage and how this could be viewed as limiting opportunity for innovation. It is noted however that in order to achieve a coherent and standardised typology for outdoor display panels, SDCC has a preference for smaller types of advertising panels such as six-sheet size advertising panels and 8 sq.m advertising structures. Notwithstanding this preference, it is noted that 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 Section 7 of this Outdoor Advertising Strategy.

Concerns raised regarding the impact of outdoor advertising and interference in public open space is acknowledged by the Chief Executive and a minor change to text in Section 3 is proposed, as shown further on in this report. An assessment of applications for new signage and upgrade to existing signage will be undertaken as per Section 7.0 of the Outdoor Advertising Strategy and will ensure that structures are placed in appropriate locations, are sensitive to their surrounding environment and will contribute in a positive way while also establishing a new communication network in the County.

TII's request for an amended to text in Section 3.0 Public Realm: A Coordinated Approach has been noted and is incorporated as per below.

Chief Executive's Recommendation

Section 3 Public Realm: A Co-ordinated Approach is altered as suggested to state the following:

They can also be a major distraction to road users and rail drivers and frequently result in unacceptable traffic hazard and also risk to railway safety. It is the policy of the planning authority to strictly control all advertising signs in relation to their location, design, materials, function and operation. [Guidelines on these matters for light rail and national roads are available in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities \(March 2011\) and TII's 'Code of engineering practice for works on, near, or adjacent the Luas light rail system'.](#)

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.2.4 ZONES FOR ADVERTISING CONTROLS - VARIATION NO. 5

1. South Dublin County Council should keep all its open spaces, parks and other types of green spaces advertising free. Any proposal to introduce advertising to public spaces to solely generate revenue should not be permitted. Large scale outdoor advertising systems detract from the value of open spaces/parks in terms of connection to nature, wellbeing and amenity. It is generally acknowledged that children/young adults are particularly vulnerable to the negative impacts of advertising. ([PV4AND5CDP0016](#))

2. TII would highlight that Zone 3 appears to only refer to a narrow corridor associated with the physical extent of the infrastructures concerned. It would also appear that areas included in Zones 2 and 5, but located adjacent to Luas lines and national roads, are not afforded the same protection associated with Zone 3 i.e. The application of standards included Section 7 Advertising Development Management Standards. There is a need to ensure that advertisement structures do not impact both on the operation and safety of the heavily trafficked national road and/or Luas. In that regard, TII advises the need to revise the Outdoor Advertising Strategy and draft Variation to take account of these matters. [\(PV4AND5CDP0003\)](#)
3. Submission requests that Zone 3 Corridors associated with national roads and Luas rail lines on Figure 1 require widening to reflect areas of operational influence for both the national road and Luas network. [\(PV4AND5CDP0003\)](#)
4. Submission states that the proposed variation would lead to an increase in advertising in open spaces. There is already a huge amount of private for-profit advertising in open and public spaces in the county for example at bus stops, on public transport vehicles and billboards on private property. [\(PV4AND5CDP0008\)](#)

Chief Executive's Response

The Chief Executive notes the content of the submissions received on the proposed Zones of Advertising Control in Section 2 of the Outdoor Advertising Strategy.

In relation to the upgrade of existing structures in zones where new structures are generally unacceptable, the Chief Executive proposes a minor amendment to the written text in Section 2 to clarify that improvement, upgrade and replacement of any existing advertising structure in sensitive areas will be assessed having regard to the Advertising Development Management Standards in Section 7 of the strategy. The change to Section 10.2 of this report adding in text on non-conforming use should also be noted.

The concerns raised about the development of advertising in open spaces is noted. It is acknowledged that a number of the regional parks are included in Zone 2; the siting, size and location of structures, if any, in parks will be subject to a careful case by case assessment. The regional parks are included in Zone 2 to enable the investigation of future digital opportunities to enhance the amenity and experience for the public and to enhance existing facilities e.g Tallaght Stadium. The Advertising Development Management Standards in Section 7 and the content of Section 3 provide safeguards for the assessment of planning proposals and inform any site selection processes. This assessment will ensure that structures are placed in appropriate locations, are sensitive to their surrounding environment and will contribute in a positive way by establishing a new communication network to engage with SDCC's customers and to promote SDCC's services. To clarify the content in relation to the protection of open space, the Chief Executive proposes a text change to Section 3.

The comments from TII in relation to the width of the Zone 3 corridors are noted. Figure 1 Zones of Advertising Control is an indicative graphic only and the written text supercedes it. The corridor width will be a subjective analysis on a case by case basis at planning proposal assessment. In addition, the

Advertising Development Management Standards in Section 7 are applicable to all of the zones, including Zone 3 and planning applications will be assessed in that context. The text in Section 2 is recommended to be amended to make that clearer.

Chief Executive's Recommendation

It is recommended that the following text changes are implemented to the Outdoor Advertising Strategy:

a). In Section 3.0, as follows:

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

b). In Section 2.0, direct reference to the development management standards in Section 7 shall be included in the written text for each of the Advertising Zones;

Zone 1: This zone consists of the areas that are the most sensitive and primarily relates to Architectural Conservation Areas (ACA) which contain places, areas and groups of structures that exhibit unique, distinct character and qualities within the county. There is a strong presumption against large outdoor advertisements within these areas. Smaller advertisements may be considered, subject to sensitive design and siting and subject to compliance with development management standards as set out in Section 7.

Zone 2: This zone consists of urban centres and locations that comprise retail, amenity and commercial uses. Outdoor advertisements may be permitted here subject to special development management measures as set out in Section 7. Within this zone, there are also large-scale tracts of commercial land-use, which have a separate robust character and may have the potential to accommodate outdoor advertising. In parks, outdoor advertisements are open for consideration at appropriate locations, subject to sensitive siting in the context of their surrounding environment and contributing in a positive way to the enhancement of the park amenity or the establishment of a new communication network.

Zone 3: This zone consists of the main transport corridors into, out of and within the county including the primary road network and Luas lines. There is an opportunity for the managed provision of outdoor advertising along these corridors in the public domain. Subject to compliance with Section 3, ~~development management standards, as set out in Section 7,~~ the development of outdoor advertising in this zone will be open for consideration.

Zone 4: This zone consists of existing and potential high amenity areas including the Grand Canal corridor, the Liffey Valley, the Dodder Valley, the Dublin Mountains and upland rural areas. There is a strong presumption against new outdoor advertising in this zone. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards as set out in Section 7.

Zone 5: This zone consists of significant developing areas where advertising could form an integral part of newly created streetscapes. This zone relates to certain strategic developments, regeneration areas or new mixed use communities where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management standards in Section 7, the development of outdoor advertising in this zone will be open for consideration.

Zone 6: This zone consists of predominantly residential areas where new outdoor advertisements would generally be visually inappropriate. There is a strong presumption against large outdoor advertisements within these areas. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards as set out in Section 7.

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

6.2.5 DEVELOPMENT MANAGEMENT STANDARDS - VARIATION NO. 5

1. In the instance of national roads, TII advises that Chapter 3, in particular Sections 3.7 and 3.8, of the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities 2012 indicate for national roads, the erection of signage needs to be tightly regulated for road safety and environmental reason. Submission requests text alterations as follows:
"Applications for new advertising structures on private lands (adjacent to primary rail corridors, national and regional roads) will be considered having regard to the following:
 - Proposals must meet the policy and codes associated with signage, safety and operational requirements of Transport Infrastructure Ireland (TII), for both light rail and national roads where appropriate.
([PV4AND5CDP0003](#))
2. Submission outlines that the statutory guidelines highlight that while illumination helps to promote security and personal safety and advertise commercial enterprises, artificial lighting that is poorly designed, installed or maintained can create adverse safety effects on road users. This can occur by misleading the driver as to the road alignment, obscuring road signs or markings and/or distracting drivers' attention. This is also a particular concern for developments on roads which run parallel to the national road network. ([PV4AND5CDP0003](#))
3. For light rail, TII would highlight that advertising control needs to address requirements with regard to light rail tram operation, train signals, sight lines and impact on operation by the tram driver. This is of particular importance for the placing of signage, lighting or any other structure along roads running parallel or buildings alongside the railways. Tram drivers have to "pick" signals from quite long distances. It is difficult to do this if the tram driver's view is cluttered with structures and lights especially flashing lights alongside the railway.
([PV4AND5CDP0003](#))

4. Submission outlines that lights/structures should not be erected which interfere with the views of a tram driver in the interests of rail safety in an areas parallel to the rail line.
([PV4AND5CDP0003](#))

Chief Executive's Response

The Chief Executive acknowledges the submission of Transport Infrastructure Ireland (TII). It is noted that the TII have provided suggested wording for the final bullet point in Section 7 Development Management Standards that takes account of their requirements for applications. In this context, the Chief Executive recommends an amendment to the text.

In relation to the specific location and design of individual signs, it is considered that the contents of Section 7 Advertising Development Management Standards and Section 3 adequately address the location, design, siting and assessment of individual proposals. In this regard, the proposed Chief Executive amendment to include rail drivers in Section 3 Public Realm is noted.

Chief Executive's Recommendation

It is recommended that the following text changes are implemented to the Outdoor Advertising Strategy:

In Section 7.0 , amend text as follows:

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

Amend final bullet point:

Proposals must meet the safety requirements of Transport Infrastructure Ireland (TII), where appropriate **including the policy and codes associated with signage, safety and operational requirements of Transport Infrastructure Ireland (TII), for both light rail and national roads where appropriate.**

Strategic Environmental Assessment of Chief Executive's Recommendations: No interaction with Strategic Environmental Objectives.

Appropriate Assessment Screening of Chief Executive's Recommendations: No significant adverse impacts on European sites of influence are predicted.

7.0 CHIEF EXECUTIVE’S SUMMARY OF RECOMMENDED AMENDMENTS – PROPOSED VARIATION NO.4 – ALIGNMENT WITH THE REGIONAL SPATIAL AND ECONOMIC STRATEGY (RSES)

Table 3 below provides a summary of the recommended amendments to the Proposed Variation No.4 to the South Dublin County Council Development Plan 2016-2022, as detailed in this report above.

Table 3 Summary of Recommended Amendments

Section	Category Issue	Recommended Amendments
6.1.1	Core Strategy -	<p>1. Amend proposed Variation No. 4 as follows:</p> <ul style="list-style-type: none"> - Terms within Table 1.1 South Dublin Settlement Hierarchy under the Regional Planning Guidelines Regional Spatial Economic Strategy; - Terminology used in Figure 1.1 South Dublin County Core Strategy Map; - Terms within Table 1.4: Table 1.10: South Dublin County Development Plan 2016-2022 Total Capacity; and - Terms within Section 1.7.0 Settlement Strategy.
6.1.1	Core Strategy -	<p>Include a new table - Table 1.1: South Dublin Strategic Development Areas and Corridors, Capacity Infrastructure and Phasing</p>
6.1.2	SETTLEMENT STRATEGY	<p>1. Amend proposed Variation No. 4 as follows:</p> <ul style="list-style-type: none"> - Terms within Table 1.1 South Dublin Settlement Hierarchy under the Regional Planning Guidelines Regional Spatial Economic Strategy; - Terminology used in Figure 1.1 South Dublin County Core Strategy Map; - Terms within Table 1.4: Table 1.10: South Dublin County Development Plan 2016-2022 Total Capacity; and - Terms within Section 1.7.0 Settlement Strategy. <p>2. Insert additional text under paragraph 6 of section 1.5 of the proposed variation.</p>
6.1.4	Climate action -	<p>1. Insert the additional wording under section 1.15 CORE STRATEGY (CS) Policy 8 National Climate Change Strategy to Paragraph 1 and add a new paragraph no. 3.</p> <p>2. Remove Objective CS Policy 8 and replace it with a new objective relating to the implementation of the South Dublin County Council Climate Action Plan.</p>
6.1.6	WATER SUPPLY AND WASTEWATER	<p>1. Insert the an additional paragraph into Page 127, Section 7.1.0.</p> <p>2. Insert additional wording which makes reference to the NPF and the RSES at the end of IE1 Objective 5.</p>

6.1.7	TRANSPORT	It is recommended that table 6.3 be amended in regard to the status of the Naas Road Park and Ride Location from 'Location to be determined' to 'Enhancement measures to be investigated'.
6.1.8	Errors and discrepancies	Amend the erratum in Table 1.4 titled 'South Dublin County Development Plan 2016-2022 Total Capacity' to include Edmonstown after reference is made to Ballyboden.

8.0 CHIEF EXECUTIVE’S SUMMARY OF RECOMMENDED AMENDMENTS – PROPOSED VARIATION NO.5 – OUTDOOR ADVERTISING

Table 4 below provides a summary of the recommended amendments to the Proposed Variation No.5 to the South Dublin County Council Development Plan 2016-2022, as detailed in this report above.

Table 4 Summary of Recommended Amendments

Section	Category Issue	Recommended Amendments
6.2.2	Implementation	<p>Minor change to text in Section 3.0 Public Realm: A Co-ordinated Approach as follows:</p> <p>One of the key aims of the strategy is to allow SDCC to create a clutter free, high quality public realm within the County. To achieve this, SDCC will encourage the upgrade, removal or replacement of unsightly and outdated advertising structures.</p> <p>Any new applications for outdoor advertising structures will be assessed on a case by case basis will generally request and should consider the removal of existing advertising panels where possible, to rationalise the location and concentration of existing advertising structures.</p> <p>Any upgrading of existing outdoor advertising (e.g. trivision, scrolling, electronic) will only be permitted if it is acceptable in amenity/safety terms and an agreement is made to decommission at least one other display panel in the County and extinguish the licence for that panel is fully considered. The purpose of the licence extinguishment is to ensure that other operators do not use the site.</p> <p>The following text is also added after the second paragraph in Section 3.0 Public Realm: A Co-ordinated Approach:</p> <p>It is recognised that there are instances throughout the County where existing structures do not conform with the zoning objective or advertising zone. Proposals that would intensify non-conforming uses, will be permitted only where they would accord with the principles of proper planning and sustainable development.</p> <p>Minor change to text in Section 6.0 Implementation of the Outdoor Advertising Strategy:</p> <p>Permissions for outdoor advertising in certain instances, where appropriate as determined by the planning authority, may be limited to a maximum of three 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.</p>

6.2.3	Public Realm	<p>Section 3 Public Realm: A Co-ordinated Approach is altered as suggested to state the following:</p> <p>They can also be a major distraction to road users and rail drivers and frequently result in unacceptable traffic hazard and also risk to railway safety. It is the policy of the planning authority to strictly control all advertising signs in relation to their location, design, materials, function and operation. Guidelines on these matters for light rail and national roads are available in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (March 2011) and TII's 'Code of engineering practice for works on, near, or adjacent the Luas light rail system'.</p>
6.2.4	Zones for Advertising Controls	<p>It is recommended that the following text changes are implemented to the Outdoor Advertising Strategy:</p> <p>a). In Section 3.0, as follows: The provision of all advertising in the County will be monitored and controlled in order to ensure that the value of open space and parks in terms of providing a connection to nature, wellbeing and amenity is maintained. The regional open spaces and parks are within the ownership of the Council. Controls will also be in place to prevent the creation of undesirable visual clutter and to protect environmentally sensitive areas and buildings.</p> <p>b). In Section 2.0, direct reference to the development management standards in Section 7 shall be included in the written text for each of the Advertising Zones;</p> <p>Zone 1: This zone consists of the areas that are the most sensitive and primarily relates to Architectural Conservation Areas (ACA) which contain places, areas and groups of structures that exhibit unique, distinct character and qualities within the county. There is a strong presumption against large outdoor advertisements within these areas. Smaller advertisements may be considered, subject to sensitive design and siting and subject to compliance with development management standards as set out in Section 7.</p> <p>Zone 2: This zone consists of urban centres and locations that comprise retail, amenity and commercial uses. Outdoor advertisements may be permitted here subject to special development management measures as set out in Section 7. Within this zone, there are also large-scale tracts of commercial land-use, which have a separate robust character and may have the potential to accommodate outdoor advertising. In parks, structures are open for consideration at appropriate locations, subject to sensitive siting in the context of their surrounding environment and contributing in a positive way to the enhancement of the park amenity or the establishment of a new communication network.</p> <p>Zone 3: This zone consists of the main transport corridors into, out of and within the county including the primary road network and Luas lines. There is an opportunity for the managed provision of outdoor advertising along these corridors in the public domain. Subject to compliance with the Section 3, —development—management</p>

		<p>standards, as set out in Section 7, the development of outdoor advertising in this zone will be open for consideration.</p> <p>Zone 4: This zone consists of existing and potential high amenity areas including the Grand Canal corridor, the Liffey Valley, the Dodder Valley, the Dublin Mountains and upland rural areas. There is a strong presumption against new outdoor advertising in this zone. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards as set out in Section 7.</p> <p>Zone 5: This zone consists of significant developing areas where advertising could form an integral part of newly created streetscapes. This zone relates to certain strategic developments, regeneration areas or new mixed use communities where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management standards in Section 7, the development of outdoor advertising in this zone will be open for consideration.</p> <p>Zone 6: This zone consists of predominantly residential areas where new outdoor advertisements would generally be visually inappropriate. There is a strong presumption against large outdoor advertisements within these areas. Replacement, improvement or upgrade of existing signs in this zone will be subject to compliance with development management standards as set out in Section 7.</p>
6.2.5	Advertising Development Management Standards	<p>In Section 7.0 , amend text as follows: Applications for new advertising structures on private lands (adjacent to primary routes) will be considered having regard to the following:</p> <p>Proposals must meet the safety requirements of Transport Infrastructure Ireland (TII), where appropriate including the policy and codes associated with signage, safety and operational requirements of Transport Infrastructure Ireland (TII), for both light rail and national roads where appropriate.</p>

9.0 CONCLUSION

On the 7th October 2019, South Dublin County Council (SDCC) gave notice that it had prepared Proposed Variations No.4 and No. 5 to the South Dublin County Development Plan 2016-2022, pursuant to Section 13 of the Planning and Development Act 2000 (as amended). The Proposed Variations related to the following:

Proposed Variation No. 4 – Alignment with the Regional Spatial and Economic Strategy (RSES)

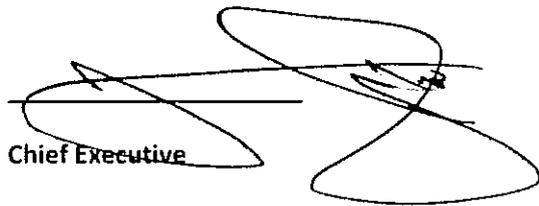
Proposed Variation No. 4 to the South Dublin County Council Development Plan 2016-2022 seeks to respond to the recent changes in National and Regional planning policy, namely the publication of the National Planning Framework (NPF) in 2018 and the Eastern and Midland Regional Assembly (EMRA) Regional Spatial and Economic Strategy (RSES) in 2019. Proposed Variation No.4 ensures consistency with the RSES, in particular the core strategy, and all other Regional Policy Objectives.

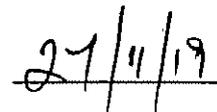
Proposed Variation No. 5 – Outdoor Advertising

Proposed Variation No. 5 seeks to amend the policy context within the South Dublin County Council Development Plan 2016-2022 in relation to outdoor advertising. With advances in technology, increasing demand for customer communication, as well as enhanced service delivery, South Dublin County Council are seeking to respond to these challenges by developing an updated and modern policy position on outdoor advertising. Proposed Variation No.5 amends the Land Use Zoning Tables and Signage policies in relation to outdoor advertising structures in Chapter 11 of the Plan and adds a Schedule 6 to the Plan titled 'SDCC Outdoor Advertising Strategy (2019)'.

Following a 4 week consultation process, a number of submissions were received from a range of relevant agencies, organisations and the wider public through which a number of prominent issues emerged.

Taking account of the proper planning and sustainable development of the County, it is recommended that Proposed Variation No. 4 and Proposed Variation No. 5 to the South Dublin County Council Development Plan 2016-2022 be made in accordance with the recommendations of this report.


Chief Executive


Date

APPENDIX A: NEWSPAPER NOTICE



**PLANNING AND DEVELOPMENT ACT 2000, AS AMENDED
PLANNING AND DEVELOPMENT (STRATEGIC ENVIRONMENTAL ASSESSMENT)
REGULATIONS 2004-2011**

**NOTICE OF PROPOSED VARIATION NO.4 AND NO.5
OF SOUTH DUBLIN COUNTY COUNCIL DEVELOPMENT PLAN 2016-2022**

Notice is hereby given pursuant to Section 13 of the Planning and Development Act 2000 (as amended) that South Dublin County Council is initiating variations of the South Dublin County Council Development Plan 2016-2022 in accordance with Section 13 of the Planning and Development Act 2000 (as amended) in the following manner;

Proposed Variation No. 4 - Alignment with the Regional Spatial and Economic Strategy (RSES)

Proposed Variation No. 4 to the South Dublin County Council Development Plan 2016-2022 seeks to respond to the recent changes in National and Regional planning policy, namely the publication of the National Planning Framework (NPF) in 2018 and the Eastern and Midland Regional Assembly (EMRA) Regional Spatial and Economic Strategy (RSES) in 2019.

Proposed Variation No.4 ensures consistency with the RSES, in particular the core strategy, and all other Regional Policy Objectives.

This proposed variation includes changes to the core strategy and associated tables, as well as minor amendments to policy/objectives and addition of text in the Written Statement.

Proposed Variation No. 5 - Outdoor Advertising

Proposed Variation No. 5 seeks to amend the policy context within the South Dublin County Council Development Plan 2016-2022 in relation to outdoor advertising. With advances in technology, increasing demand for customer communication, as well as enhanced service delivery, South Dublin County Council are seeking to respond to these challenges by developing an updated and modern policy position on outdoor advertising.

The proposed variation amends the Land Use Zoning Tables and Signage policies in relation to outdoor advertising structures in Chapter 11 of the Plan and adds a Schedule 6 to the Plan titled 'SDCC Outdoor Advertising Strategy (2019)'.

Accompanying Proposed Variation No.4 and No.5 is:

- A Planning Report;
- A Strategic Environmental Assessment (SEA) Screening Report in accordance with the SEA Directive (DIR 2001/42/EC) and pursuant to the Planning and Development (Strategic Environmental Assessment) Regulations 2004-2011; and
- Appropriate Assessment (AA) Screening Report in accordance with the requirements of Article 6(3) of the EU Habitats Directive (DIR 92/43/EEC).

A copy of the SEA Screening and AA Screening Reports are available for public inspection with the proposed variation.

Public Display:

Proposed Variations No. 4 and No. 5 of the South Dublin County Council Development Plan 2016-2022 along with accompanying planning and environmental reports are being placed on public display and may be inspected from Monday 7th October 2019 to Monday 4th November 2019 (both dates inclusive) during normal opening hours at County Hall Tallaght, the Civic Offices Clondalkin and in County Library, Tallaght and all Local Branch Libraries during normal opening hours for each library (excluding Bank Holidays).

The documents may also be viewed on South Dublin County Council's website at www.sdcc.ie

Making a submission:

Written submissions or observations with respect to the proposed variations can be made in writing to the address below no later than 4.00pm Monday 4th November 2019 (12.00 midnight if made online).

Submissions should be in ONE medium only and include the full name and address of the person making the submission, details of organisation, community group or company represented where relevant and clearly marked - Proposed Variation No. 4 and/or Proposed Variation No. 5 South Dublin County Council Development Plan 2016-2022. As an online facility has been provided for your convenience, e-mail submissions will not be accepted.

Submissions or observations can be made as follows:

On Line: <https://consult.sdublincoco.ie/> up to 12.00 midnight on Monday 4th November 2019.

OR

By Post: Senior Executive Officer, Forward Planning Section, Land Use, Planning and Transportation Department, South Dublin County Council, County Hall, Tallaght, Dublin 24

LATE SUBMISSIONS WILL NOT BE ACCEPTED

Any written submissions or observations in respect of the proposed variation received within the timeframe will be taken into consideration before the making of the proposed variation.

In accordance with Section 13(3A)(a) of the Planning and Development Act 2000, as amended, written submissions or observations received by South Dublin County Council (SDCC) for these variations shall be published on the website of the authority within 10 working days of its receipt by SDCC.

Michael Mulhern,
Director of Services
Land Use Planning and Transportation Department

www.sdcc.ie
www.southdublindevplan.ie

