

DEPUTY PLANNING OFFICER

APPLICATION NO.	WEB2067/26
PROPOSAL	The replacement of the existing advertising display (6m wide x 3m high) with a digital advertising display (6m wide x 3m high with a depth of 0.25m) including all associated site works and services.
LOCATION	2, Herberton Road, Dublin 12
APPLICANT	Wildstone Investments Ireland Limited, Wildstone Investments Ireland Limited
DATE LODGED	01-May-2026
ZONING	
APPLICATION TYPE	Permission

19/06/2026**1.0 Site Notice Inspection:** The site notice was inspected on the 2nd of June 2026. (AS)**2.0 Description of Site:**

The subject site is located on Herberton Road, in close proximity to the junction with Crumlin Road. The site is situated between commercial units on the corner (Dave's Barber Shop and Door Choice) facing onto Crumlin Road and 3 units facing onto Herberton Road (O'Neill Memorials, Grocery, Newsagent and a Coffee/Sandwich bar – which now appears to be in residential use). The advertising display is located on private property behind the public footpath.

3.0 Proposed Development

This is an application for replacement of the existing advertising display (6m wide x 3m high) with a digital advertising display (6m wide x 3m high with a depth of 0.25m) including all associated site works and services.

4.0 Zoning

The site where the sign is located is zoned Z1: Residential, with zoning objective: 'To protect, provide and improve residential amenities'.

'Advertisement and advertising structures' are neither a permissible use nor open for consideration under this zoning.

5.0 Pre Planning Consultation

None indicated on planning application form.

6.0 Recent & Relevant Planning History (Relating to Current Application)

No recent planning history found.

Relevant Planning History (Applications for Similar Signs)

WEB1644/25: Planning permission granted at 1 Annesley Bridge for replacement of 1No. internally illuminated 12m x 3.2m Premiere advertising display with 1No. digital 12m x 3.2m advertising display at 1 Annesley Bridge Road, Dublin 3, and the permanent decommissioning of 2No. illuminated 6.3m x 3.3m advertising display at the site on Gardiner Place, Dublin 1, which is bounded by 22 Gardiner Place (Protected Structure), 23 Gardiner Place (Protected Structure), and to the rear by 27a Grenville Lane, and all associated site works and services.

WEB1521/25: Planning permission granted at the junction of Macken Street, and Grand Canal Street Lower, Dublin 2 for the replacement of 3No. illuminated 6.28m x 3.5m

advertising displays with 1No. digital 6.28m x 3.4m advertising display at the junction of Macken Street and Grand Canal Street Lower, Dublin 2 and all associated site works and services.

WEB1439/25: Planning permission granted at 397, North Circular Road, for the replacement of 2No. illuminated 6.36m x 3.43m scrolling advertising displays with 1No. digital 6.28m x 3.4m advertising display at 397 North Circular Road, Dublin 7, and all associated site works and services.

3098/25: Planning permission refused at number 41 Upper Gardiner Street for replacement of 1No. illuminated 12.85m x 3.5m advertising display with 1No. digital 6.28m by 3.4m advertising display at the side gable of 41 Upper Gardiner Street, Dublin 1, a protected structure and all associated site works and services. This is currently on appeal to An Coimisiún Pleanála, Ref. ABP-322608-25

WEB1683/25: Planning permission granted at number 54 Donnybrook Road for Replacement of 1No. internally illuminated 6.4m x 3.35m Premiere advertising display with 1No. digital 6.28m x 3.4m advertising display at 54 Donnybrook Road, Dublin 4 and permanent decommissioning of one 6.3m x 3.3m illuminated advertising display at 56 Donnybrook Road, Dublin 4 and permanent decommissioning of one 6.3m x 3.3m advertising display at 28 Emor Street, Dublin 8, and all associated site works and services.

WEB1680/25: Planning permission refused at number 109 Rathgar Road, for replacement of 1No. internally illuminated 6.4m x 3.4m Premiere advertising display with 1No. digital 6.28m x 3.4m advertising display at 109 Rathgar Road, Dublin 6, and the permanent removal of 2No. 6.3m x 3.3m advertising displays on the Grand Canal bank at Dolphins Barn Bridge, adjacent to 45 Dolphins Barn Road, Dublin 8, and all associated site works and services.

WEB1705/25: Planning permission granted at number 159 Lower Kimmage Road for replacement of 1No. internally illuminated 6.4m x 3.35m Premiere advertising display with 1No. digital 6.28m x 3.4m advertising display at 159 Lower Kimmage Road, Dublin 6W and the permanent decommissioning of 1No. 6.3m x 3.3m advertising display on the Grand Canal bank at Dolphins Barn Bridge, adjacent to 45 Dolphins Barn Road, Dublin 8, and all associated site works and services.

7.0 Relevant Enforcement History

E1001/19: Change of use of numbers 2-4 Herberton Road to residential. File Closed.

8.0 Consultations

Internal Consultees

Drainage: No objections.

Transport Planning: No objections subject to conditions.

No further reports received.

Prescribed Bodies

Uisce Éireann: No report.

9.0 Submission/Observations

The last date for observations was the 4th of June 2026

No observations on file.

10.0 Relevant Policies, Objectives and Standards Dublin City Development Plan 2022 – 2028

Chapter 7 (Objective CCUV45) – Advertisement Structures
Appendix 17 Section 1.0 – Advertising and Signage
Appendix 17 Section 2.0 – Digital Signage
Appendix 17 Section 3.0 - Illuminated Signs
Appendix 17 Section 8.0 – Advertising Development Management Standards

Policy CCUV45 – Advertising Structures
Policy CCUV46 Removal of Unauthorised Advertisements

11.0 Planning Assessment

The proposed development will consist of the replacement of the existing the existing advertising display (6m wide x 3m high) with a digital advertising display (6m wide x 3m high with a depth of 0.25m). The display will be mounted in the same position as the existing display at an overall height of 5.65m. The display is situated on private property beside the public footpath. The proposed digital advertising display will provide for an upgrading in the quality of the advertising display, with a slim-line advertising structure.

The sign will be operated by Wildstone Investments Ireland, an outdoor media infrastructure provider. The company has invested in the development of hardware in the form of the 'D-Poster' panel, which offer high-quality ultra-thin display. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time. Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance.

No planning history can be found for the existing sign but according to the applicants it has been in place for decades.

The advertisements in the digital display will be remotely changed at intervals of a minimal of 10 seconds with a smooth transition presenting up to six advertisements over a one-minute cycle. The luminosity of the digital advertising display fully complies with the best practice ILP guidelines, operating below the recommended maximum of 300 candelas per m2 from dusk till dawn, and during the day time the display will operate no greater than 5,000 candelas per m2.

Appendix 17 of the Dublin City Development sets out the Advertising and Signage Strategy for the City. The outdoor advertising strategy seeks to set out guidance for the provision of various types of signage within certain locations in the city. In order to manage an effective programme of outdoor advertising, the City Council has developed a policy based on geographical zones. These zones cover all parts of the city, ranging from areas of architectural, historical and cultural sensitivity to residential areas, to areas of little architectural or historic significance. Based on these zones, a range of controls and policies have been developed for each zone ranging from the prohibition of outdoor advertising in the most sensitive areas to more general controls in less sensitive areas where certain types of advertising will be considered. Consideration will also be given to the need for sensitive treatment and an appropriate transition at the interface between zones.

In terms of zoning, the site is located in an area is zoned Z1: 'Residential', with the zoning objective to 'To protect, provide and improve residential amenities'. 'Advertisement and advertising structures' are neither a permissible use or open for consideration under this zoning.

It is acknowledged that the sign has been there for a considerable time, and the site is located in close proximity to the R110 Crumlin Road. Herberton Road links the R110 to the junction with Dolphin Road (where it crosses the Grand Canal). Landuse onto Herberton Road is generally residential, but is characterised as a busy arterial through-

road, rather than a residential street. It includes a number of large commercial units in the Glenview Industrial estate.

The Dublin City Development Plan 2022-2028 divides the City into different zones for the purpose of signage (Appendix 17). The map is an indicative map, and it would appear that the site is located just outside the boundary of Zone 3, which is the Crumlin Road. Zone 3 are radial/orbital routes where opportunities exist for advertising in the street and where normal controls would apply. The preferred location for outdoor advertising panels in the city is on public thoroughfares, distributor roads and radial routes contained within Zones 2, 3 and 5.

Appendix 17 of the Dublin City Development Plan 2022-2028 notes that *'Any upgrading and/ or replacement of existing outdoor advertising (e.g. trivision, scrolling, electronic, digital) will only be permitted if it is acceptable in amenity safety terms and an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. The purpose of this measure is to ensure that other operators do not use the site'*.

In the planning report submitted with the application, the applicant notes that "Wildstone does not own alternative sites in the vicinity which would facilitate decommissioning".

The guidance set out in Appendix 17 is very specific and notes that *'Any upgrading and/ or replacement of existing outdoor advertising will only be permitted if acceptable in amenity-safety terms and an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel'*.

On the Wildstone website, the applicant shows a number of examples of billboards around Dublin that they operate. The applicant in the planning report notes that they do not own alternative sites in the vicinity which would facilitate decommissioning. The applicant has not offered up any of the other sites for decommissioning.

Having regard to the information submitted above, the Planning Authority are not minded to favourably consider the replacement of this sign, in an area zoned Z1, where, albeit the existing sign has been there for a while, it would appear to be unauthorised as no planning permission can be found for this sign. The requirements of Appendix 17 can not be met in this instance, as the operator notes that they do not own an alternative site in the vicinity that would facilitate decommissioning. This advertising board is located within the boundary of a private property within a Z1 zoning, and located opposite residential properties along Herberton Road. Within the Z1 zoning 'Advertisement and advertising structures' are neither a permissible use or open for consideration under this zoning.

Drainage division of Dublin City Council have no objections to the proposal. Transportation planning has no objections subject to conditions.

There are no third-party observations on file.

It is recommended that planning permission be refused for the replacement of the existing advertising display with a digital advertising display, as the proposed development would seriously injure the visual and residential amenities of properties in the area, and would be contrary to the Appendix 17 of the Dublin City Development Plan 2022-2028 and contrary to the Z1 zoning objective for the area.

12.0 Appropriate Assessment

Having regard to the nature and scale of the proposed development, within a serviced area and separation distance to the nearest European site, no Appropriate Assessment issues arise and it is not considered that the proposed development would be likely to

have a significant effect individually or in combination with other plans or projects on the conservation objectives of any European site.

13.0 Environmental Impact Assessment

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

14.0 Recommendation Refuse Permission

Having regard to the proposed digital illuminated sign on lands zoned Z1 ('to protect, provide and improve residential amenities') on Herberton Road, it is considered that the development would seriously injure the visual and residential amenities of the area. Section 14.7.1 of the Dublin City Development Plan 2022-2028 states that outdoor advertising is not permitted or open for consideration in residential zones. The proposal is therefore not permissible in principle and would materially contravene the Z1 zoning objective. Furthermore, the site is located outside Advertising Control Zone 3, and the applicant has not demonstrated compliance with the requirements of Appendix 17 (Advertising and Signage Strategy) in respect of replacement signage. The proposed development would therefore be contrary to the Dublin City Development Plan 2022-2028 and to the proper planning and sustainable development of the area.