

An
Coimisiún
Pleanála

Direction
CD-020754-25
ACP-322928-25

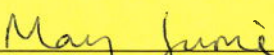
The submissions on this file and the Inspector's report were considered at a meeting held on 22/09/2025.

The Commission decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Planning

Commissioner:

Date: 23/09/2025


Mary Gurrie

DRAFT WORDING FOR ORDER

Reasons and Considerations

1. Having regard to Policy BHA2 of the Dublin City Development Plan 2022-2028, which aims to conserve and enhance protected structures, it is considered that the proposed replacement digital signage, by reason of its prominence and scale, and notwithstanding the proposed reduction in size from the existing paper advertising display, would adversely affect the legibility of the protected structure and would negatively impact the special character and appearance of this and neighbouring protected structures. It is considered that the proposed development would therefore be contrary to the proper planning and sustainable development of the area.

2. Having regard to the Advertising Development Management Standards set out in Section 8 of Appendix 17 of the Dublin City Development Plan which states, inter alia, that applications for advertising structures will be considered having regard to the impact on amenities of adjoining properties, it is considered that the proposed development, comprising a digital advertising display with changing imagery every ten seconds in close proximity to the windows and balcony/terraces of Bishop Street Flats, would seriously injure the residential amenity of occupants and would therefore be contrary to the proper planning and sustainable development of the area.