

An  
Coimisiún  
Pleanála

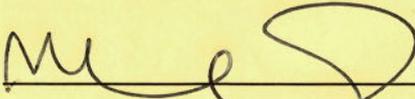
**Commission Direction**  
**CD-000218**  
**PL-500377-DN-25**

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The submissions on this file and the Inspector's report were considered at a meeting held on 05 March 2026.

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

**Planning Commissioner:**

  
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**MaryRose McGovern**

**Date:**

**5<sup>th</sup> day of March 2026**

### **DRAFT WORDING FOR ORDER**

#### **Reasons and Considerations**

Having regard to the location of the subject site at an interface between a Zone 3 (Orbital Route) zone and a Zone 6 (Predominantly Residential use) zone as identified in Figure 1: 'Zones of Advertising Control' of the Advertising and Signage Strategy (Appendix 17) of the Dublin City Development Plan, 2022-2028,

and the demountable, temporary and ad hoc character and appearance of the subject structure, it is considered that the development proposed to be retained, in conjunction with the existing signage and flagpoles already erected in close proximity on the green area of the subject site, would be visually inappropriate, would create undesirable visual clutter, and would be contrary to the Dublin City Development Plan, 2022-2028, in particular Policy CCUV45 (Advertising Structures) and Appendix 17 (Advertising and Signage Strategy). The development proposed to be retained would, therefore, be contrary to the proper planning and sustainable development of the area.