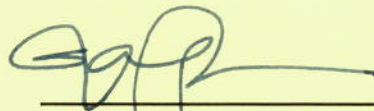


The submissions on this file and the Inspector's report were considered at a meeting held on 4th September 2026.

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

Planning Commissioner:



Emer Maughan

Date:

4th day of September 2026

DRAFT WORDING FOR ORDER

Reasons and Considerations

Notwithstanding that advertising signs are acceptable in principle under the zoning 'Z4 – Key Urban Villages/Urban Village', the proposed development, by failing to provide for the removal of an existing panel , would be contrary to Policy CCUV45 and Appendix 17 (Outdoor Advertising Strategy) of the Dublin

City Development Plan 2022–2028, which states that new outdoor advertisement structures will generally require the removal of an existing panel to rationalise advertising in the City. The proposal would set a precedent for the proliferation of similar undesirable signage and would be seriously injurious to visual amenity. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.