



An
Coimisiún
Pleanála

Commission Direction
CD-001328
PL-501752-DS-26

The submissions on this file and the Inspector's report were considered at a meeting held on 24 September 2026.

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

Planning Commissioner:

Marie O'Connor

Date:

28th day of September 2026

DRAFT WORDING FOR ORDER

Reasons and Considerations

Having regard to the location of the proposed development within zone Z1 (Residential) and as advertising is neither a permissible use nor open for consideration in Z1 (Residential) land use zoning, the proposed development would be a material contravention of the Dublin City Development Plan 2022 -

2028 and would not be in accordance with the proper planning and sustainable development of the area.

The Commission were not satisfied that proposed development was located within Zone 3 (Crumlin Road area) where opportunities exist for advertising in the street as indicated in Appendix 17 (Outdoor Advertising Strategy) of the Dublin City Development Plan. In addition, by failing to provide for the removal of an existing panel, the proposed development would be contrary to Policy CCUV45 and Appendix 17 (Outdoor Advertising Strategy) of the Dublin City Development Plan 2022 – 2028, which states 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. Where such an arrangement is not feasible, consideration may be given to replacement signage which would be of a significantly smaller scale; sensitive to the setting; and, of high quality, robust design and materials.

The proposed development would set a precedent for the proliferation of similar undesirable signage in the area, would cause serious harm to visual amenity and residential amenity of the area and, as such, would be contrary to the residential zoning objectives of the site.