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**Planning and Development Acts 2000 to 2020**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 3406/20**

**APPEAL** by Nightlight Screens Limited care of Sheehan Planning of 44 Balnagowan, Palmerston Park, Dartry, Dublin against the decision made on the 12<sup>th</sup> day of November, 2020 by Dublin City Council to refuse permission.

**Proposed Development:** The development will consist of the erection of digital/electronic LED advertising display panels on an existing steel frame advertising structure on the site. The digital/electronic LED advertising display panels will be mounted circa 3.340 metres above ground level with the top of the northwest elevation reaching circa 13.95 metres above ground level and the side panels reaching circa 11.52 metres above ground level. The main digital/electronic LED advertising display panel will have an approximate surface area of circa 49.4 square metres at the north west elevation, and smaller panels at the sides of the structure will have an approximate surface area of circa 8.1 square metres each at the north east and south west of the structure. The development will include all associated site works and services on a site to the north west of Clare Hall Retail and Leisure (former Total Fitness Centre premises) at the north western part of lands adjoining Clarehall Shopping Centre, corner of Malahide Road and the R139, Dublin.

## **Decision**

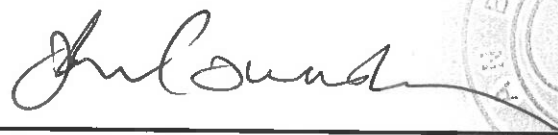
**REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.**

## **Matters Considered**

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

## Reasons and Considerations

Having regard to the provisions of the Dublin City Development Plan 2016-2022, to the nature and scale of the proposed development, including advertising panels which would carry up to six static advertisements per minute, it is considered that the proposed development would be contrary to Policy SC22 of the development plan and its Outdoor Advertising Strategy as provided for in Appendix 19 of the Plan, and in particular to Section 19.2 of that strategy which provides that new applications for outdoor advertising structures will generally require the removal of existing outdoor panels, to rationalise the location and concentration of existing advertising structures, and that any upgrading of existing outdoor advertising will only be permitted if an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.



**John Connolly**

**Member of An Bord Pleanála**

**duly authorised to authenticate  
the seal of the Board.**

Dated this *18<sup>th</sup>* day of *may* 2021

