



An
Bord
Pleanála

Board Order ABP-315583-23

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1813/22

Appeal by JC Decaux Ireland Limited care of McCutcheon Halley of Kreston House, Arran Court, Arran Quay, Dublin against the decision made on the 13th day of December, 2022 by Dublin City Council to grant subject to conditions a permission in accordance with plans and particulars lodged with the said Council.

Proposed Development: Replacement of three number existing static advertising displays with one number slimline digital display (3.4 metres high by 6.28 metres wide) at the junction of Clonliffe Road and Ballybough Road, Dublin.

Decision

Having regard to the nature of the condition the subject of the appeal, the Board is satisfied that the determination by the Board of the relevant application as if it had been made to it in the first instance would not be warranted and, based on the reasons and considerations set out below, directs the said Council under subsection (1) of section 139 of the Planning and Development Act 2000, as amended, to REMOVE condition number 2 and the reason therefor.

Reasons and Considerations

Having regard to the proposed development, which includes the reduction of signage from three advertising structures to a single structure on the site, it is considered that the inclusion of condition number 2 is not warranted since the replacement sign on the site would achieve an acceptable balance between providing advertising on a radial thoroughfare where billboard advertising currently exists and the protection of the visual and residential amenities of the area. It is considered that the proposed development would otherwise be in accordance with the Outdoor Advertising Strategy set out in Appendix 17 of the Dublin City Development Plan 2022-2028 and would, therefore, be in accordance with the proper planning and sustainable development of the area.




Mary Cregg

**Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board**

Dated this 9th day of February 2024