

An
Bord
Pleanála

Board Order ABP-315763-23

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1357/22

Appeal by JC Decaux Ireland Limited care of MacCabe Durney Barnes of 20 Fitzwilliam Place, Dublin against the decision made on the 17th day of January, 2023 by Dublin City Council to grant subject to conditions a permission in accordance with plans and particulars lodged with the said Council.

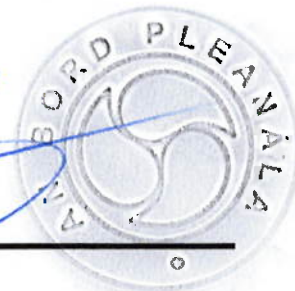
Proposed Development: Replacement of the existing south-facing Première internally illuminated 6.4-metre-wide by 3.4-metre-high advertising display (granted under planning register reference number WEB1003/19) on the southern gable wall of 7 Geraldine Terrace with a 6.4-metre-wide by 3.3-metre-high digital advertising display, to be positioned at 2.4 metres above ground level and all associated site works and services, all at 7 Geraldine Terrace, Milltown 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 nature and scale of the proposed development, the established and permitted use of this gable elevation for advertising structures, the dimensions of the existing advertising structure at this location to be replaced, the height of the existing structure above ground level, and also having regard to Policy CCUV45 (Advertising Structures) of the Dublin City Development Plan 2022-2028, it is considered that the proposed development would be in accordance with the proper planning and sustainable development of the area.



Tom Rabbette

Member of An Bord Pleanála

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

Dated this 15th day of Feb. 2024.