

An
Coimisiún
Pleanála

Commission Order
ABP-322811-25

Planning and Development Act 2000, as amended

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1680/25

Appeal by JCDecaux Ireland Limited care of MacCabe Durney Barnes of 20 Fitzwilliam Place, Dublin against the decision made on the 23rd day of May, 2025 by Dublin City Council to refuse permission for the proposed development.

Proposed Development: The replacement of one number internally illuminated 6.4 metres by 3.4 metres Premiere advertising display with one number digital 6.28 metres by 3.4 metres advertising display at 109 Rathgar Road and the permanent removal of two number 6.3 metres by 3.3 metres advertising displays on the Grand Canal bank at Dolphins Barn Bridge, adjacent to 45 Dolphins Barn Road, Dublin and all associated site works and services.

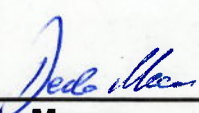
Decision

REFUSE permission for the above proposed development for the reasons and considerations set out below.

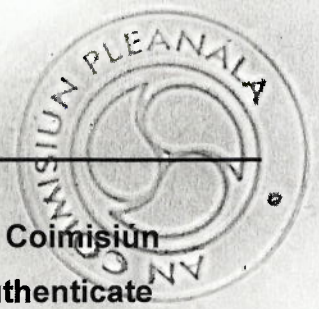
Reasons and Considerations

Having regard to the objectives of the Dublin City Development Plan 2022-2028, it is considered that the proposed replacement digital sign, by reason of its location adjacent to a Protected Structure and its scale, dominant proportions and visibility, would be inconsistent with Section 15.15.2.3 (Protected Structures), Policy Objective BHA2 (Development of Protected Structures), and Policy BHA9 (Conservation Areas) of the Dublin City Development Plan 2022- 2028, and would in general be inconsistent with Policy CCUV45 (Advertising Structures) and Appendix 17 (Advertising and Signage Strategy) of the development plan. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation, the Commission did not agree with the Inspector's assessment that there was merit in replacing (and thereby regularising) the nonconforming use of a substantially sized illuminated sign within the curtilage of a Protected Structure, contrary to the Policy/Objectives as detailed in the (above) reason for refusal.


Declan Moore

Planning Commissioner of An Coimisiún
Pleanála duly authorised to authenticate
the seal of the Commission.



Dated this 8th day of October 2025.