



An
Coimisiún
Pleanála

Commission Order
ACP-322928-25

Planning and Development Act 2000, as amended

Planning Authority: Dublin City Council

Planning Register Reference Number: 3159/25

APPEAL by JCDecaux Ireland Limited care of McCabe Durney Barnes of 20 Fitzwilliam Place, Dublin 2 against the decision made on the 6th day of June 2025 by Dublin City Council to refuse permission for the proposed development.

Proposed Development: The replacement of one number illuminated 6.29 metre by 6.64 metre advertising display with one number digital 6.28 metre by 3.4 metre advertising display at 40 Lower Kevin Street, Dublin 8 (Protected Structure), and the permanent decommissioning of one number 6.3 metre by 3.3 metre illuminated advertising display at 138 South Circular Road, Dublin 8, and all associated site works and services.

Decision

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

Reasons and Considerations

1. Having regard to Policy BHA2 of the Dublin City Development Plan 2022-2028, which aims to conserve and enhance protected structures, it is considered that the proposed replacement digital signage, by reason of its prominence and scale, and notwithstanding the proposed reduction in size from the existing paper advertising display, would adversely affect the legibility of the Protected Structure and would negatively impact the special character and appearance of this and neighbouring protected structures. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.
2. Having regard to the Advertising Development Management Standards set out in Section 8 of Appendix 17 of the Dublin City Development Plan 2022-2028 which states, inter alia, that applications for advertising structures will be considered having regard to the impact on amenities of adjoining properties, it is considered that the proposed development, comprising a digital advertising display with changing imagery every ten seconds in close proximity to the windows and balcony/terraces of Bishop Street Flats, would seriously injure the residential amenity of occupants and would, therefore, be contrary to the proper planning and sustainable development of the area.


Mary Gurrie

Mary Gurrie

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

Dated this 24 day of September 2025.