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**Planning and Development Act 2000, as amended**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: WEB1521/25**

**Appeal** by JCDecaux Ireland Limited care of MacCabe Durney Barnes of 20 Fitzwilliam Place, Dublin against the decision made on the 31<sup>st</sup> day of July, 2025, 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 illuminated 6.28-metre by 3.5-metre advertising displays with one number digital 6.28-metre by 3.4-metre advertising display and all associated site works and services at the junction of Macken Street and Grand Canal Street Lower, Dublin.

## **Decision**

Having regard to the nature of the condition the subject of the appeal, the Commission is satisfied that the determination by the Commission 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:

- (a) the zoning of the site under Z1 Sustainable Residential Neighbourhoods where the objective is 'to protect, provide and improve residential amenities',
- (b) the planning policies and objectives of the Dublin City Development Plan 2022-2028, specifically Appendix 17 (Advertising and Signage Strategy),
- (c) the established use of the site for advertising,
- (d) the decommissioning of two number advertising panels at the site, and
- (e) the conclusions of the Dublin City Council Planner's Report that the proposed development would not injure the amenity of property in the vicinity, and that it would be in accordance with both the development plan and the proper planning and sustainable development of the area,

it is considered that the removal of condition number 2 would be in accordance with the proper planning and sustainable development of the area.

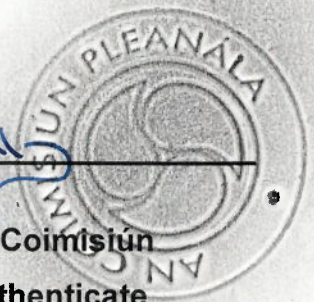
*Eamonn James Kelly*

**Eamonn James Kelly**

**Planning Commissioner of An Coimisiún**

**Pleanála duly authorised to authenticate**

**the seal of the Commission.**



Dated this *1<sup>st</sup>* day of *December*, 2025.