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

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 3378/25**

**Appeal** by Liffeyfield Limited against the decision made on the 5<sup>th</sup> day of November, 2025 by Dublin City Council to refuse permission for the proposed development.

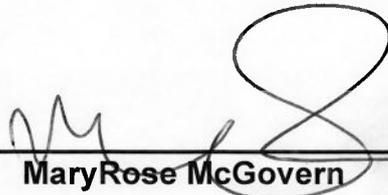
**Proposed Development:** Retention of triangular two-sided 2,380 millimetres high, 3,580 millimetres wide display board, advertising events in hotel, mounted on 250 millimetres high trailer carriage located on grass verge fronting the retail units on the Swords Road at the Bonnington Hotel, Swords Road, Dublin.

## **Decision**

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

## Reasons and Considerations

Having regard to the location of the subject site at an interface between a Zone 3 (Orbital Route) zone and a Zone 6 (Predominantly Residential Use) zone, as identified in Figure 1: 'Zones of Advertising Control' of the Advertising and Signage Strategy (Appendix 17) of the Dublin City Development Plan, 2022 - 2028, and the demountable, temporary and ad hoc character and appearance of the subject structure, it is considered that the development proposed to be retained, in conjunction with the existing signage and flagpoles already erected in close proximity on the green area of the subject site, would be visually inappropriate, would create undesirable visual clutter, and would be contrary to the Dublin City Development Plan, 2022 - 2028, in particular Policy CCUV45 (Advertising Structures) and Appendix 17 (Advertising and Signage Strategy). The development proposed to be retained would, therefore, be contrary to the proper planning and sustainable development of the area.



Mary Rose McGovern

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

Dated this 6<sup>th</sup> day of March 2026.