



An
Coimisiún
Pleanála

Commission Order
PL-500908-CC-26

Planning and Development Act 2000, as amended

Planning Authority: Cork City Council

Planning Register Reference Number: 2544360

Appeal by JCDecaux Ireland Limited against the decision made on the 5th day of February 2026 by Cork City Council for permission for development comprising the replacement of one number illuminated 7.35 metre by 3.35 metre advertising display with one number digital 6.28 metre by 3.4 metre advertising display at Victoria Cross, Wilton Road, Cork, (adjacent Victoria Station, Student Accommodation) demolition of a boundary wall and all associated site works and services and permanent decommissioning of three number 6.3 metre by 3.5 metre advertising display facing Wilton Road, Victoria Cross, Cork (adjacent to Farranlea Hall Student Accommodation, Victoria Cross, Cork). Permission was granted for the permanent decommissioning of three number 6.3 metre by 3.5 metre advertising displays facing Wilton Road, Victoria Cross, Cork (adjacent to Farranlea Hall student accommodation, Victoria Cross, Cork) in accordance with the plans and particulars lodged with the said Council and to refuse permission for the replacement of one number illuminated 7.35 metre by 3.35 metre advertising display with one number digital 6.28 metre by 3.4 metre advertising display at Victoria Cross, Wilton Road Cork (adjacent Victoria Station, Student Accommodation). Demolition of a boundary wall and all associated site work and services.

Decision

GRANT permission for the above proposed development in accordance with the said plans and particulars based on the reasons and considerations under and subject to the conditions set out below.

Reasons and Considerations

Having regard to the nature and scale of the proposed development including the proposed decommissioning of three number existing advertising displays, the established and permitted use of the subject site, the dimensions of the existing structure at this location to be replaced, and having regard to section 11.200 (Digital Advertising/Signage) of the Cork City Development Plan 2022-2028, it is considered that, subject to compliance with the conditions below, the proposed development would comply with the zoning objective ZO 01 (Sustainable Residential Neighbourhoods) of the Cork City Development Plan 2022-2028, would result in a reduction in visual clutter, and would not have a negative impact on the visual amenity, residential amenity or the traffic safety of the area. The proposed development would, therefore, be in accordance with the proper planning and sustainable development of the area.

The Commission considered the proximity of the existing residential uses immediately adjacent the subject site, and the location of the subject site within a changing urban context. The Commission also considered the width of the road onto which the proposed illuminated advertising display would face and considered the additional emerging residential uses under construction and permitted on the opposite side of that roadway. Having regard to the specific location of the development, and subject to Condition 2, the Commission was satisfied that the proposal development would not impact the visual amenity, residential amenity or the traffic safety of the area, and did not consider it necessary or appropriate to impose a curfew condition requiring the display to be turned off between 0200 and 0600 hours. The

Commission also had regard to the information submitted regarding the advertising display in the same physical position for many decades and did not consider it appropriate to impose a condition limiting the permission to a period of five years. The Commission also noted the provisions of Section 34(13) of the Planning and Development Act 2020, as amended, which states that a person shall not be entitled to carry out any development, solely by reason of a permission granted under that section.

Conditions

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, as amended by the further plans and particulars received by the planning authority on the 3rd day of December 2025, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in writing with the planning authority prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2.
 - (a) The digital advertising display shall be reduced in size to a maximum of 4.5 metres by 3 metres and shall be located at least 2.4 metres above ground level and centrally positioned within the subject site.
 - (b) Prior to the commencement of development, the developer shall submit, for the written agreement of the planning authority, revised drawings, plans and particulars demonstrating compliance with (a) above.

Reason: In the interest of residential and visual amenity.

3. Within six months of the date of this Order the developer shall remove, decommission and extinguish the licence for the advertising display adjacent to Farranlea Hall Student Accommodation, Wilton Road, Cork. Details of the existing advertising displays to be removed, including location map and photographs of the structure, and a dated photographic record shall be submitted to the planning authority within one month of its removal. Any future proposed advertising use at this location shall be subject to a prior grant of planning permission.

Reason: In the interest of orderly development and visual amenity.

4. The cycle time for the display of the advertisements shall not be less than 10 seconds and shall be changed by way of a fade transition of the display.

Reason: In the interest of visual amenity and traffic safety.

5. Notwithstanding the exempted development provisions of the Planning and Development Regulations, 2001, or any statutory provision amending or replacing them, any change to the display panel, including any increase in the number of posters to be displayed, the scrolling mechanism or the internal/external illumination, shall not be carried out without a prior grant of planning permission.

Reason: To enable the planning authority to assess the impacts of any such changes on the amenities of the area or traffic safety.

6. The proposed development shall incorporate the following:
 - (a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 300 candelers per square metres (sd/m^2).

- (b) Only static images without movements shall be permitted, that is, no animation, flashing, three-dimensional effects, noise, smoke or full motion video shall be permitted without a grant of planning permission.

Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.

7. All public service cables for the development, including electrical and telecommunications cables, together with support structures shall be located discreetly within the structure. Details shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development.

Reason: In the interest of visual amenity.



MaryRose McGovern

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

Dated this 16th day of June 2026

