

Planning and Development Act 2000, as amended

Planning Authority: Limerick City and County Council

Planning Register Reference Number: 25/61295

APPEAL by JCDecaux Ireland Limited against the decision made on the 11th day of February, 2026 by Limerick City and County Council to refuse permission for the proposed development.

Proposed Development: The replacement of one number internally illuminated 6.4 metres by 3.35 metres Premiere advertising display with one number digital 6.28 metres by 3.4 metres advertising display at 23 Sarsfield Street, Limerick (a Protected Structure RPS Number 3462) and all associated site works and services and the permanent decommissioning of two number 6.3 metres by 3.5 metres advertising displays located to the south-east of 10 Saint Dymphna's Terrace, Blackboy Road, Limerick. All at 23 Sarsfield Street, Limerick (a Protected Structure).

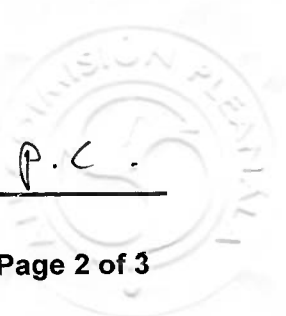
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Decision

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

Reasons and Considerations

1. Having regard to Limerick City and County Development Plan 2022 - 2028 and its objective ECON O15 in respect of restricting internally illuminated signs and to objective EH O50 subjections (a) and (d), which require the protection of structures included on the RPS from any works that would negatively impact their special character and appearance and that any development affecting a Protected Structure be sensitively sited and designed, and be appropriate in terms of scale, materials and visual impact, it is considered that the proposed replacement digital signage, by reason of illumination, animated digital context and visual dominance, would adversely affect the legibility of the Protected Structure, would negatively impact the special character and appearance of this and neighbouring protected structures and would, therefore, be contrary to the proper planning and sustainable development of the area.
2. The proposed internally illuminated, frequently changing sign, by reason of its dynamic display, illumination and location at a busy trafficked junction, would likely distract drivers, thereby endangering public safety by reason of traffic hazard.



3. As the proposed development relates to a site, the use of which is unauthorised for use as an internally illuminated sign, it is considered that the proposed development would facilitate the consolidation and intensification of this unauthorised use. It is, therefore, considered that it would be inappropriate to grant permission for the proposed development in such circumstances.

Patricia Callear

Patricia Callear

Planning Commissioner of An Coimisiún

Pleanála duly authorised to authenticate NV

the seal of the Commission.



Dated this 22nd day of June 2026.