

Planning and Development Act 2000, as amended

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1704/26

APPEAL by Dara Lowe against the decision made on the 20th day of May 2026, by Dublin City Council to refuse permission for the proposed development.

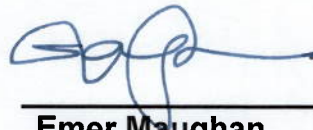
Proposed Development: The erection of a two metre wide by three metre high digital LED advertising sign to north-west gable of the existing building and all associated site works at Lowes Pub, 27 Dolphin's Barn Street, Saint James, Dublin.

Decision

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

Reasons and Considerations

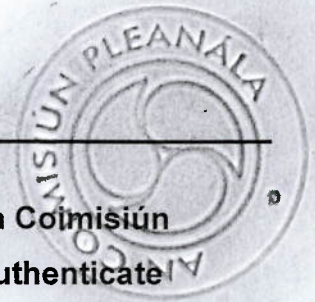
Notwithstanding that advertising signs are acceptable in principle under the zoning 'Z4 – Key Urban Villages/Urban Village', it is considered that the proposed development, by failing to provide for the removal of an existing panel, would be contrary to Policy CCUV45 and Appendix 17 (Outdoor Advertising Strategy) of the Dublin City Development Plan 2022-2028, which states that new outdoor advertisement structures will generally require the removal of an existing panel to rationalise advertising in the City. The proposal would set a precedent for the proliferation of similar undesirable signage and would seriously injure the visual amenity. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.



Emer Maughan

Planning Commissioner of An Coimisiún

**Pleanála duly authorised to authenticate
the seal of the Commission.**



Dated this ^{8th} day of September 2026.