

An
Coimisiún
Pleanála

Commission Order
PL-501752-DS

Planning and Development Act 2000, as amended

Planning Authority: Dublin City Council

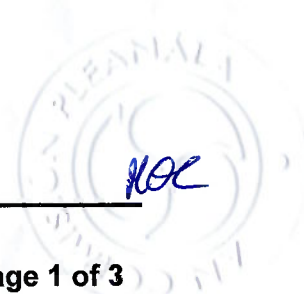
Planning Register Reference Number: WEB2067/26

Appeal by Wildstone Investments Ireland Limited against the decision made on the 25th day of June, 2026 by Dublin City Council to refuse permission.

Proposed Development: The development will consist of the replacement of the existing advertising display (six metres wide by three metres high) with a digital advertising display (six metres wide by three metres high with a depth of 0.25 metres) including all associated site works and services, all at 2 Herberton Road, Dublin.

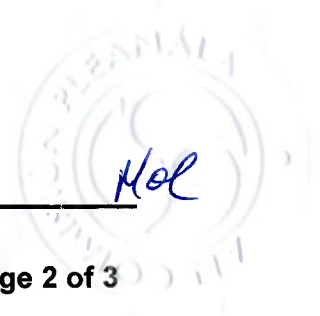
Decision

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 proposed development within Zone Z1 (Residential), and as advertising is neither a permissible use nor open for consideration in Z1 (Residential) land use zoning, it is considered that the proposed development would be a material contravention of the Dublin City Development Plan 2022-2028, and would, therefore, be contrary to the proper planning and sustainable development of the area.



The Commission was not satisfied that proposed development was located within Zone 3 (Crumlin Road area) where opportunities exist for advertising in the street, as indicated in Appendix 17 (Outdoor Advertising Strategy) of the Dublin City Development Plan 2022-2028. In addition, by failing to provide for the removal of an existing panel, the proposed development would be contrary to Policy CCUV45 and Appendix 17 (Outdoor Advertising Strategy) of the development plan, which states that any upgrading and/or replacement of existing outdoor advertising (e.g. television, scrolling, electronic, digital) will only be permitted if it is acceptable in amenity/safety terms and an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. Where such an arrangement is not feasible, consideration may be given to replacement signage which would be of a significantly smaller scale, sensitive to the setting, and of high quality, robust design, and materials. The proposed development would set an undesirable precedent for the proliferation of similar undesirable signage in the area, would cause serious harm to the visual amenity and residential amenity of the area, and would, therefore, be contrary to the residential zoning objectives of the site.



Marie O'Connor

Planning Commissioner of An Coimisiún

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

Dated this *28th* day of *September* 2026.