



Board Direction

Ref: 29S.246100

The submissions on this file and the Inspector's report were considered at a Board meeting held on 10th, May 2016.

The Board (by a majority of 2 : 1) decided to grant permission generally in accordance with the Inspector's recommendation, for the reasons and considerations and subject to the conditions as set out below.

REASONS AND CONSIDERATIONS

Having regard to the scale, design and nature of the retention development, the location of the advertisement structure, integrated within the main entrance to the modern St. Stephen's Green Shopping Centre and the land use zoning of the site within the Z5 central area, it is considered that the development proposed for retention, subject to compliance with the conditions set out below, would not injure the appearance of the adjacent conservation areas, would not seriously injure the character or amenities of the area or of property in the vicinity and would not be prejudicial to public health. The retention development would, therefore, be in accordance with the proper planning and sustainable development of the area.

CONDITIONS

- 1.(a) The development shall be retained in accordance with the plans and particulars lodged with the application, and by the further plans and particulars received by An Bord Pleanála on the 2nd day of February 2016 except as may otherwise be required in order to comply with the following conditions.
- (b) This permission shall be for a temporary period of three years from the date of this order. The advertisement structure and all associated equipment shall then be removed unless, prior to the end of the period, permission for their retention shall have been obtained.

Reason: To allow for a review of the development having regard to the circumstances then pertaining and in the interest of visual amenity.

2. (a) The operational time for the visual display of imagery and any form of lighting on the advertisement structure shall be between 12.00 to 24.00 hours only.
- (b) There shall be no music speakers or sound amplification of any kind associated with the advertisement structure.

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

Board Member: _____ Date: 11th, May 2016
Paddy Keogh