



An  
Bord  
Pleanála

**Board Direction**  
**PL29S.249286**

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The submissions on this file and the Inspector's report were considered at a meeting of all available Board members held on June 26<sup>th</sup> 2018.

The Board decided, by a margin of 8 votes to 1, to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

### **Reasons and Considerations**

It is considered that the proposed development of internally illuminated outdoor advertising displays, at this highly visible and sensitive location, notwithstanding the proposed removal and replacement of the existing development and other associated works, would be visually obtrusive, incongruous, out of character with, and seriously injurious to, the integrity and context of the existing terrace of Georgian houses on Mount Pleasant Square, which are included on the Record of Protected Structures in the Dublin City Development Plan 2016 - 2022, and to the architectural character of the historic built environment surrounding the sensitive site location which comes within an area subject to the zoning objective Z2: to protect and/or improve the amenities of residential conservation areas. The proposed development would, therefore, seriously injure the amenities of property in the vicinity, and would be contrary to the proper planning and sustainable development of the area.

**Note:** The Board considered that, having regard to the presence of a number of junctions in the immediate vicinity of the proposed advertising structures, and the nature of the proposed structures, including their method of illumination, the proposed development would be likely to attract the attention of road users approaching these junctions, and would therefore endanger public safety by reason of traffic hazard. However, the Board considered that this matter may represent a new issue in the context of the appeal, and decided not to include this as a separate reason for refusal, in the light of the substantive reason for refusal set out above.

*[Please issue a copy of this Direction with the Board Order in this case to the parties.]*

**Board Member**

**Date:** 27<sup>th</sup> June 2018

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Philip Jones