



An
Bord
Pleanála

Board Direction
BD-000307-18
ABP-300638-18

The submissions on this file and the Inspector's report were considered at a Board meeting held on 09/05/2018.

The Board decided to refuse permission for the following reasons and considerations.

Reasons and Considerations

It is considered that the signage proposed to be retained, by reason of its location on North Wall Quay within a designated Conservation Area, close to the Samuel Beckett Bridge, and by reason of their design, size, colour, materials, internal illumination and position on the subject building, would conflict with the relevant policies in respect of advertising signage that are set out in the Dublin City Development Plan 2016-2022, and would seriously injure the visual amenities of the area and would therefore, be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board, considered that the signage proposed to be retained would constitute a strident and visually discordant feature at this location that would detract from the visual quality, character and conservation status of the quays.

Board Member

Date: 11/05/2018

Michelle Fagan