



An
Bord
Pleanála

Board Direction
BD-004173-19
ABP-304800-19

The submissions on this file and the Inspector's report were considered at a Board meeting held on October 1st, 2019.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

By reason of its scale and its prominent location, adjoining the heavily trafficked N11, it is considered that the development for which retention is sought (which includes a directional arrow) would endanger public safety by reason of traffic hazard, as it would be likely to distract road users, and would be contrary to the provisions of the Dublin City Development Plan, 2016-2022 which states that advertising signage will not be permitted where it interferes with the safety and free flow of traffic. Furthermore, by reason of its location within the curtilage of Montrose House, a protected structure, it is considered that the subject development would seriously detract from the character and setting of this protected structure. In addition, as the advertising structure in question does not relate to any activity or function taking place on the lands on which it is located, the Board is not satisfied that any reasonable rationale for its erection at this location has been demonstrated, and accordingly the development would conflict with the provisions of Section 19.6 of the Dublin City Development Plan, 2016 - 2022. The development for which retention is sought would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member

Date: 2nd October 2019

Philip Jones