



An
Bord
Pleanála

Board Direction
BD-005065-20
ABP-305650-19

The submissions on this file and the Inspector's report were considered at a Board meeting held on February 3rd, 2020.

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

Reasons and Considerations

Having regard to its location on a prominent location within the streetscape, and in proximity to historic and contemporary buildings, it is considered that the proposed development would be visually obtrusive, incongruous and out of scale and character with the existing pattern of development in the vicinity. Furthermore, it is considered that the digital format of the proposed advertising at this location, by reason of its illumination and extent of changing advertisements, would seriously injure the visual amenities of the area and would create an undesirable precedent for similar digital advertising at such locations. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Note: In making its decision, the Board concurred with the view of the planning authority that no evidence had been submitted that the existing advertising hoarding at Tyrconnell Road, Inchicore, which the applicants had proposed to decommission

in return for the granting of planning permission for the subject development at Donnybrook, was an authorised development, and accordingly considered that the provisions of the outdoor advertising policy, as set out in Appendix 19 of the Dublin City Development Plan 2016 – 2022, would not apply. Furthermore, the Board agreed with the Inspector that the previous applications referred to by the applicant were questionable for comparative purposes, due to materially different circumstances, and accordingly did not represent a precedent for the current proposal.

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

Board Member

Date: 3rd February 2020

Philip Jones