



An  
Bord  
Pleanála

**Board Direction**  
**BD-004985-20**  
**ABP-305723-19**

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The submissions on this file and the Inspector's report were considered at a Board meeting held on 20/01/2020.

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

### **Reasons and Considerations**

The proposed development is located in an area of significant urban design quality zoned 2 for the purposes of assessing advertising structures in the Dublin City Development Plan 2016-2022. The proposed development, by reason of its scale, design and location at a significant junction of Grafton Street and St Stephens Green would seriously detract from the urban design quality of the area, would seriously injure the visual amenity of the area and would, therefore be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 21/01/2020

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Michelle Fagan