



An  
Bord  
Pleanála

**Board Direction**  
**BD-006343-20**  
**ABP-307126-20**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 27/08/2020.

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 the provisions of the Dublin City Development Plan 2016-2022, to the nature and scale of the proposed development, including an advertising panel which would carry up to six static advertisements per minute, and the removal of only part of one static advertising panel, it is considered that the proposed development would be contrary to Policy SC22 of the development plan and its Outdoor Advertising Strategy as provided for in Appendix 19 of the plan, and in particular to Section 19.2 of that strategy which provides that new applications for outdoor advertising structures will generally require the removal of existing outdoor panels, to rationalise the location and concentration of existing advertising structures, and that any upgrading of existing outdoor advertising will only be permitted if an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 27/08/2020

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John Connolly