



An
Bord
Pleanála

Board Direction
BD-006975-20
ABP-307645-20

The submissions on this file and the Inspector's report were considered at a Board meeting held on 17/11/2020.

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

Reasons and Considerations

1. Having regard to the location of the site, a protected structure within the O'Connell Street Architectural Conservation Area, it is considered that the proposed development would seriously detract from the character and setting of the protected structure and neighbouring protected structures, and from the character of the Architectural Conservation Area. The proposed development would be contrary to the policy of the Dublin City Development Plan 2016-2022 regarding built heritage, in particular Policies CHC1, CHC2 and CHC4. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.
2. 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: 18/11/2020

John Connolly