



An  
Bord  
Pleanála

**Board Direction**  
**BD-007877-21**  
**ABP-308882-20**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 12/04/2021.

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

### **Reasons and Considerations**

Policy SC22 of the Dublin City Development Plan 2016-2022 seeks “to consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the outdoor advertising strategy. In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.”

Having regard to the siting of the proposed Metropanel on the western side of the northern area of Grafton Street, within the Grafton Street Architectural Conservation Area, to the pattern of pedestrian movement in the vicinity and the number of existing street furniture structures located within the area, it is considered that the proposed development would give rise to unnecessary visual clutter, negatively impacting on the visual amenity of the Grafton Street Architectural Conservation Area, and would impede and obstruct pedestrian movement in the area. It is considered, therefore, that the proposed development would be contrary to the provisions of the Dublin City

Development Plan 2016-2022 and would be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 12/04/2021

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John Connolly