



An  
Bord  
Pleanála

**Board Direction**  
**BD-009972-22**  
**ABP-311564-21**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 09/02/2022.

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 externally mounted LED advertising display screen on the northern gable wall of Prospect House is considered contrary to Policy CHC4 and Section 19.6 of the Dublin City Council Development Plan 2016-2022 as it would be visually obtrusive and a dominant form with a designated Conservation Area and would have a negative impact on the visual amenity of the streetscape. The proposed development would have a detrimental impact on the visual amenity and character of the Conservation Area and would set an undesirable precedent for other similar type advertisements. The proposed development would seriously injure the visual amenities of property in the vicinity, and is, therefore, considered contrary to the proper planning and sustainable development of the area.

**Board Member**

*Maria FitzGerald*  
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Maria FitzGerald

**Date:** 09/02/2022