



**An
Bord
Pleanála**

**Board Direction
BD-010708-22
ABP-312608-22**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 16th May 2022.

The Board decided to grant permission for the proposed development for the following reasons and considerations and subject to the following conditions.

Reasons and Considerations

Having regard to proposed development which includes the removal of signage at the corner of Dorset Street Upper and Blessington Street, Dublin 1, it is considered that the replacement sign on the gable end of No. 284 Rathmines Road Lower, Rathmines would achieve an acceptable balance between providing advertising on a thoroughfare where billboard advertising exists and the protection of the amenities of the area. It is considered that, subject to compliance with the conditions set out below, the proposed development would be in accordance with the Outdoor Advertising Strategy in Appendix 19 of the Dublin City Council Development Plan 2016-2022 and would not be contrary to the proper planning and sustainable development of the area.

Conditions

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning

authority, the developer shall agree such details in writing with the planning authority prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. The mechanism of changing the digital advertising display shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission.

Reason: In the interest of the proper planning and sustainable development of the area.

3. The proposed development shall incorporate the following:
 - (a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelers per square metres (sd/m²). The luminance level of the display shall be subject to review by the planning authority and following review, adjustments or amendments shall be carried out in accordance with the requirements of the planning authority.
 - (b) Only static images without movement shall be permitted, that is, no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission.

Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.

4. Prior to commencement of development the developer shall remove, decommission and extinguish the license for the advertising displays on the south-western elevation of No.94 Dorset Street and any advertising use of these display locations shall be subject of a prior grant of planning permission. Details of the existing advertising displays to be removed,

including location map and photographs of the structure, and a dated photographic record of their removal shall be submitted to the planning authority within one month of their removal.

Reason: In the interest of orderly development and visual amenity.

5. All public service cables for the development, including electrical and telecommunications cables, together with support structures shall be located discreetly within the structure. Details shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development.

Reason: In the interest of visual amenity.

Board Member Maria FitzGerald Date:

Maria FitzGerald

17th May 2022

