

**An
Bord
Pleanála**

**Board Direction
BD-014197-23
ABP-314031-22**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 19/10/2023.


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

Reasons and Considerations

1. It is considered that the proposed development, comprising a digital sign in proximity to windows and balcony/terraces within Bishop Street Flats would seriously injure the residential amenities and depreciate the value of the adjoining property and would be contrary to the proper planning and sustainable development of the area.
2. It is the policy of Dublin City Council as set out in Policy BHA2 of the Dublin City Development Plan 2022-2028 to protect structures included on the RPS from any works that would negatively impact their special character and appearance. It is considered that the proposed signage would dominate 40 Lower Kevin Street, affecting the legibility of the structure, would be incongruous with its architectural character and would therefore contravene Objective BHA2 of the Dublin City Development Plan 2022-2028. Additionally, having regard to the Advertising and Signage Strategy as set out in Appendix 17 of the Dublin City Development Plan 2022--2028 it is considered that the proposed sign would be visually obtrusive, and would seriously detract from the character and visual amenity of the area. The proposed development

would therefore be contrary to the proper planning and sustainable development of the area.

Board Member



Stephen Bohan

Date: 19/10/2023