

An  
Bord  
Pleanála

**Board Direction**  
**BD-014426-23**  
**ABP-314336-22**


The submissions on this file and the Inspector's report were considered at a Board meeting held on 23/10/2023.

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

#### **Reasons and Considerations**

1. The proposed digital advertising display structure, by reason of its scale and proportions, appearance and location on the elevation of this Protected Structure, would have an adverse visual impact on and would seriously detract from and injure the special architectural character and legibility of both the Protected Structure and its setting within a Conservation Area which includes an 'Internationally' significant Protected Structure and which forms part of a significant vista and prospect within the city. The proposed development would be contrary to Policies BHA2, BHA9 and CCUV45 of the Dublin City Development Plan, 2022-2028.
2. The Board is not satisfied on the basis of the information submitted that the advertising displays proposed for removal represent a sufficient planning gain with regard to the rationalisation of external media advertising within the public realm. Therefore, the proposal is not considered to be in accordance with Appendix 17 of the Dublin City Development Plan 2022-2028.

**Board Member**

  
Stephen Bohan

**Date:** 02/11/2023