



An  
Bord  
Pleanála

**Board Direction**  
**BD-015125-24**  
**ABP-315253-22**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 19/01/2024.

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

#### **Reasons and Considerations**

Having regard to the provisions of the Dublin City Development Plan 2022-2028, it is considered that by reason of scale, design and location, the advertising banners would lead to proliferation of signs at this urban village location which is a designated Conservation Area, would set an undesirable precedent for other similar developments and would detract from the visual amenities and character of the area. The proposed development would, therefore, be contrary to the provisions of the Development Plan, would seriously injure the visual amenities of the area and be contrary to the proper planning and sustainable development of the area.

**Board Member**

Joe Boland

**Date:** 19/01/2024