



An
Bord
Pleanála

Board Direction
BD-017254-24
ABP-318000-23

The submissions on this file and the Inspector's report were considered at a Board meeting held on 14/08/2024.

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 nature and scale of the proposed digital sign and to its prominent location within the streetscape, in proximity to historic buildings and protected structures, it is considered that the proposed development would be visually obtrusive, incongruous and out of character and scale with the existing pattern of development in the vicinity, would negatively impact on the visual amenities of the area, would not be in accordance with Appendix 17 of the Dublin City Development Plan 2022-2028 and would set an undesirable precedent for similar digital advertising structures at such locations. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member


Mick Long

Date: 16/08/2024