



The submissions on this file and the Inspector's report were considered at a Board meeting held on 01/10/2024.

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 LED advertising panel, by reason of its scale and proportions, appearance and location within the curtilage of a 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 (Heuston Station), and which forms part of a significant vista and prospect within the city. It is therefore considered that the proposed development would be contrary to Policies BHA2, BHA9 and CCU45 of the Dublin City Council Development Plan 2022 – 2028 and would be contrary to the proper planning and sustainable development of the area.

2. The Board is not satisfied, on the basis of the submission made in connection with the application and the appeal, 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 the provision of Dublin City Council's Advertisement and Signage Strategy, as set out at Appendix 17 of the Dublin City Development Plan 2022 – 2028 and would therefore be contrary to the proper planning and sustainable development of the area.

Board Member


Liam McGree

Date: 07/10/2024