



An  
Bord  
Pleanála

**Board Direction**  
**BD-018439-24**  
**ABP-319581-24**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 11/12/2024.

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

### **Reasons and Considerations**

It is considered that the proposed replacement at No. 51 Grafton Street of a lightbox advertising sign with an LED digital display sign, by virtue of its nature and having regard to the elevated and highly conspicuous position of the site, would result in undue negative impact on the visual amenity and would not contribute positively to the character and distinctiveness of the area which is within the Grafton Street and Environs Architectural Conservation Area and designated as an Area of Special Planning Control to which the Scheme of Special Planning Control for Grafton Street and Environs, 2019 applies. The proposed development would not be consistent with Policy BHA7 Architectural Conservation Areas of the Dublin City Development plan 2022-2028, and would set an undesirable precedent for similar development. The proposed development would therefore be contrary to the provisions of the Dublin City Development Plan 2022-2028 and the proper planning and sustainable development of the area.

**Board Member**



Paul Caprani

**Date:** 11/12/2024