

An
Bord
Pleanála

Board Direction
BD-018390-24
ABP-320771-24

The submissions on this file and the Inspector's report were considered at a Board meeting held on 04/12/2024.

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


Reasons and Considerations

Having regard to the grounds of appeal, the reason for refusal, the observations of third parties, the Z4 area zoning objective 'Urban Village, the Conservation Area designation and the relevant policy framework of the Dublin City Development Plan 2022-2028, it is considered that the development proposed to be retained, comprising an internal curved LED screen at ground floor level and an external high level banner sign at first and second floor level on the corner facade of Grantham House, would by reason of scale, design and cumulative visual impact be inconsistent with Policy BHA9 (Conservation Area) and with Appendix 17 (Advertising and Signage Strategy) of the development plan and, as such, would be contrary to the proper planning and sustainable development of this designated conservation area.

Having regard to the provisions of the development plan it is considered that, by reason of its scale, design and location, the development proposed to be retained would lead to a 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 development proposed to be retained would be contrary to the provisions

of the development plan, would seriously injure the visual amenities of the area, and would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member


Marie O'Connor

Date: 06/12/2024