



An
Bord
Pleanála

Board Direction
BD-019255-25
ABP-321276-24

The submissions on this file and the Inspector's report were considered at a Board meeting held on 21/03/2025.

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

Reasons and Considerations

1. Having regard to the city centre mixed-use zoning objective and the objectives of the Dublin City Development Plan 2022-2028, it is considered that the proposed replacement digital sign by reason of its location on a Protected Structure within the River Liffey Conservation Area, and its scale, dominant proportions and visibility, would be inconsistent with Section 15.15.2.3 (Protected Structures), Policy Objective BHA2 (Development of Protected Structures), and Policy BHA9 (Conservation Areas) of the Dublin City Development Plan 2022-2028, and would in general be inconsistent with Policy CCUV45 (Advertising Structures) and Appendix 17 (Advertising and Signage Strategy) of the development plan. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.
2. The Board is not satisfied on the basis of the information submitted 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 and the proposal is therefore not in accordance with Appendix 17 (Advertising and Signage Strategy) of the Dublin City Development Plan 2022-2028.

Note:

The Board also considered that the developer had not adequately demonstrated that they have written consent from the landowner(s) over which the proposed development would overhang to make the application. While ordinarily this would warrant further consideration and a request for further information, in this instance given the substantive reasons for refusal above, it was decided not to pursue this matter under the current appeal.

Board Member

Mary Gurrie
Mary Gurrie

Date: 21/03/2025