

An
Coimisiún
Pleanála

Direction
CD-020687-25
ABP-322608-25


The submissions on this file and the Inspector's report were considered at a meeting held on 16/09/2025.

The Commission decided to refuse permission for the following reasons and considerations.

Planning

Commissioner:

Date: 19/09/2025



Mary Gurrie

DRAFT WORDING FOR ORDER

Reasons and Considerations

Having regard to the scale and digital nature of the proposed development and its siting on the gable wall of a Protected Structure on a prominent location in a Z4 zoned Conservation Area, the Policy Objectives of the Dublin City Development Plan 2022-2028 and specifically BHA2(b) which aims to protect structures included on the RPS (Register of Protected Structures) from any works that would negatively impact their special character and appearance and BHA9 which aims to protect the special interest and character of all Dublin's Conservation Areas and which requires

development within or affecting a Conservation Area to contribute positively to its character and distinctiveness; it is considered that the proposed development would have a significant adverse impact on, and would cause serious injury to, the special architectural character and legibility of both the protected structure and its setting and the overall character of the Conservation Area. The proposed development would therefore contravene Policy BHA2(b) and BHA9 of the Dublin City Development Plan 2022-2028.

In deciding not to accept the Inspector's recommendation to grant permission, the Commission noted and agreed with the inspector's comment that the nature of digital advertising of this scale is not compatible with a conservation area or a protected structure and that it would not contribute positively to it. Having regard to the totality of the information on file and specifically the image provided in the appeal showing the vista of the proposed display on the gable wall of the protected structure, the adjoining protected structures and the Conservation Area the Commission considered that, notwithstanding the presence of the existing advertising display, and the reduced size of the proposed display, the proposed digital display, in and of itself, would have a significant negative impact on the special character and appearance of both the protected structure and its setting and on the conservation area and concurred with the assessment of the planning authority's conservation officer in this regard.