

An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2016

Dublin City

Planning Register Reference Number: WEB1416/16

An Bord Pleanála Reference Number: PL 29N.247799

APPEAL by Vision Sites Advertising Limited care of Wildstone Planning of 22 Berghem Mews, Blythe Road, London against the decision made on the 1st day of December, 2016 by Dublin City Council to refuse permission.

PROPOSED DEVELOPMENT: Replacement of the existing advertising hoarding on the Upper Dominick Street elevation with a digital media display, all at 30 Bolton Street, Dublin.

DECISION

REFUSE permission for the above proposed development based on the reasons and considerations set out below.

MATTERS CONSIDERED

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

REASONS AND CONSIDERATIONS

It is considered that the proposed sign, by reason of its excessive scale and proportions, and potential for illumination and animation, would be visually obtrusive within the streetscape and would seriously detract from the character of the nearby conservation area and protected structures, whilst also forming an overly strident feature that would be distracting to users of the major transport intersection at this location. Furthermore, the Board is not satisfied on the basis of the information submitted with the planning application and the appeal, that the proposal to decommission an alternative sign represents a commensurate measure to comply with the aims of the Development Plan Outdoor Advertising Strategy with respect to upgrading of existing outdoor advertising. The proposed development would, therefore, be contrary to the provisions of the current development plan for the area and to the proper planning and sustainable development of the area.

**Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board.**

Dated this day of 2017.