

Board Order PL 29S.249286

Planning and Development Acts 2000 to 2017

Planning Authority: Dublin City Council

Planning Register Reference Number: 3308/17

Appeal by JC Decaux Ireland Limited care of Future Analytics Consulting of 23 Fitzwilliam Square (South) Dublin against the decision made on the 25th day of August, 2017 by Dublin City Council to refuse permission.

Proposed Development: Replacement of the existing five number 48 sheet illuminated static advertising displays with two number 96 sheet (12.5 metres wide by 3.35 metres high) Première internally illuminated advertising displays, and to permanently decommission and remove one number 48 sheet 'trivision' illuminated advertising display at number 1 Mountpleasant Square/Ranelagh Road, Dublin (Protected Structure). Works also include the demolition of a portion of the eastern boundary wall and the construction of a new 1.5-metre high brick wall along eastern boundary and associated site works.

Decision

REFUSE permission for the above proposed development in accordance with 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 development of internally illuminated outdoor advertising displays, at this highly visible and sensitive location, notwithstanding the proposed removal and replacement of the existing development and other associated works, would be visually obtrusive, incongruous, out of character with, and seriously injurious to, the integrity and context of the existing terrace of Georgian houses on Mount Pleasant Square, which are included on the Record of Protected Structures in the Dublin City Development Plan 2016 - 2022, and to the architectural character of the historic built environment surrounding the sensitive site location which comes within an area subject to the zoning objective Z2: to protect and/or improve the amenities of residential conservation areas. The proposed development would, therefore, seriously injure the amenities of property in the vicinity, and would be contrary 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

2018