



Planning and Development Acts 2000 to 2018

Planning Authority: Dublin City Council

Planning Register Reference Number: 4639/17

Appeal by Ciarán Cuffe of, 50 Monpelier Hill, Stoneybatter, Dublin against the decision made on the 23rd day of February, 2018 by Dublin City Council to grant subject to conditions a permission to Irish Rail care of Shane Prendergast of Structural and Architectural Design Section, Irish Rail Engineering and New Works, Inchicore, Dublin in accordance with plans and particulars lodged with the said Council.

Proposed Development: Replacement of existing static type advertising boards on both sides of existing railway bridge with a new static 18 metres by 2 metres LED display to the south-easterly elevation of the bridge at Railway Bridge over Amiens Street, Dublin.

Decision

GRANT permission for the above proposed development in accordance with the said plans and particulars based on the reasons and considerations under and subject to the conditions 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

Having regard to proposed development which includes the removal of signage both attached to the northern elevation of the bridge and in the vicinity of the bridge along Amiens Street, it is considered that the replacement sign on the south-easterly elevation would achieve an acceptable balance between providing advertising on a thoroughfare where billboard advertising exists, and is permitted in principle, and the protection of the amenities of a prominent streetscape which includes a number of protected structures. It is considered that, subject to compliance with the conditions set out below, the proposed development would enhance views of the bridge and the streetscape character and would not, therefore, in overall terms, be contrary to the Outdoor Advertising Strategy in Appendix 19 of the Dublin City Council Development Plan 2016-2022, or the proper planning and sustainable development of the area.

Conditions

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the

planning authority, the developer shall agree such details in writing with the planning authority prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. Notwithstanding the exempted development provisions of the Planning and Development Regulations 2001, or any statutory provision amending or replacing them, no additional advertising signs or structures shall be displayed or erected on the building or within the curtilage of the site unless authorised by a further grant of planning permission.

Reason: In the interest of visual amenity.

3. The mechanism of changing the digital advertising display shall be by means of a fade transition of the display at intervals of 10 seconds or more. Any change to the nature of the advertising display including a flick or scroll transition between advertisements, shall be subject to a prior grant of planning permission.

Reason: In the interest of the proper planning and sustainable development of the area.

4. The proposed development shall incorporate the following:
 - (a) The maximum luminance of the advertisement display between dusk and dawn shall not exceed 250 candelas per square metres (cd/m^2). The luminance level of the display shall be subject to review by the planning authority and following review,

adjustments or amendments shall be carried out in accordance with the requirements of the planning authority.

- (b) Only static images without movement shall be permitted, that is, no animation, flashing, three dimensional effects, noise, smoke or full motion video shall be permitted without a prior grant of planning permission.

Reason: To ensure the signs do not have any adverse effect on the amenity of the area or road safety.

- 5. Prior to commencement of development the developer shall remove, decommission and extinguish the license(s) for the advertising displays on the northern elevation of the Railway Bridge at Amiens Street and the further ten advertising panels in the immediate vicinity of the Bridge as set out in section 1.8.3 of the planning report submitted with the application and any advertising use of these display locations shall be submitted to a prior grant of planning permission. Details of the existing advertising displays to be removed, including location map and photographs of the structure, and a dated photographic record of their removal shall be submitted to the planning authority within one month of their removal.

Reason: In the interest of orderly development and visual amenity.

- 6. All public service cables for the development, including electrical and telecommunications cables, together with support structures shall be located discreetly within the structure. Details shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development.

Reason: In the interest of visual amenity.

7. The site and building works shall be carried out only between the hours of 0700 to 1800 Monday to Fridays, between 0800 to 1400 hours on Saturdays and not at all on Sundays and public holidays. Deviation from these times will only be allowed in exceptional circumstances where prior written approval has been received from the planning authority.

Reason: In order to safeguard the amenities of adjoining property in the vicinity.

8. Drainage arrangements, including the attenuation and disposal of surface water, shall comply with the requirements of the planning authority for such works and services.

Reason: In the interest of public health.

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

Dated this day of 2018.