



Planning and Development Acts 2000 to 2018

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1688/18

APPEAL by FL Partners care of Reid Associates of 2 Connaught Place, Crofton Road, Dún Laoghaire, County Dublin against the decision made on the 22nd day of February, 2019 by Dublin City Council to grant subject to conditions a permission to J C Decaux Ireland Limited care of Future Analytics Consulting Limited of 23 Fitzwilliam Square (South), Dublin.

Proposed Development: The installation of double sided digital Metropanel advertising display including all associated site works and services. The proposed structure has an overall height of 2.882 metres, a depth of 0.255 metres and a width of 1.438 metres. The precise location of the unit is marked by a red x on the pavement. All on the public footpath, on the western side of Dawson Street, Dublin, in front of number 51 Dawson Street, Dublin.

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

Policy SC22 of the Dublin City Development Plan 2016-2022 seeks “to consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the outdoor advertising strategy. In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.” Having regard to the siting of the proposed Metropanel on the western side of Dawson Street, to the pattern of pedestrian movement in the vicinity and the number of existing structures located on the footpath in the vicinity, it is considered that the proposed development would give rise to unnecessary visual clutter and would impede and obstruct pedestrian movement in the area. It is considered the proposed development would be contrary to the provisions of the Dublin City Development Plan 2016-2022 and would be contrary to the proper planning and sustainable development of the area.

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

Dated this day of 2019.

