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**Planning and Development Acts 2000 to 2019**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 3595/19**

**APPEAL** by Fibre Optics Signs and Lighting Limited care of Manahan Planners of 38 Dawson Street, Dublin against the decision made on the 18<sup>th</sup> day of September, 2019 by Dublin City Council to refuse permission for the proposed development.

**Proposed Development:** Replacement of existing static type light box advertising sign (3.250 metres high by 6.140 metres wide) on the gable of 48/48A Donnybrook Road (wall of Arthur Maynes Public House), Donnybrook, Dublin with a new 3 metres by 6 metres LED display static advertising sign. The LED displays shall carry a series of static advertisements (6 per minute). If granted, the permission would be on the basis of decommissioning, in line with the outdoor advertising policy of Dublin City Council, a similar outdoor sign in Tyrconnell Road, Inchicore, Dublin, on the gable of the Oblate View mixed use development.

**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**

Having regard to its location on a prominent location within the streetscape, and in proximity to historic and contemporary buildings, it is considered that the proposed development would be visually obtrusive, incongruous and out of scale and character with the existing pattern of development in the vicinity. Furthermore, it is considered that the digital format of the proposed advertising at this location, by reason of its illumination and extent of changing advertisements, would seriously injure the visual amenities of the area and would create an undesirable precedent for similar digital advertising at such locations. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

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

**Dated this            day of            2020.**