



Planning and Development Acts 2000 to 2019

Planning Authority: Dublin City Council

Planning Register Reference Number: 2066/20

APPEAL by Declan Coleman Signs care of Manahan Planners of 38 Dawson Street, Dublin against the decision made on the 12th day of March, 2020 by Dublin City Council to refuse permission to Declan Coleman Signs.

Proposed Development Retain the existing LED advertising sign (three metres high by six metres wide by 150 millimetres deep) structure at first floor level at 29 Ranelagh, The Triangle, Ranelagh, Dublin, and planning permission to convert its usage to a LED display sign which will carry a series of alternating static advertising (six per minute). If granted, the permission would be on the basis of decommissioning, in line with the outdoor advertising policy of Dublin City Council, outdoor signage on the upper two floors of 56 O'Connell Street Lower, (a Protected Structure), Dublin on the Bachelors Walk frontage, Dublin, all at 29 Ranelagh, The Triangle, Ranelagh, 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

Having regard to the provisions of the Dublin City Development Plan 2016-2022, to the nature and scale of the proposed development, including an advertising panel which would carry up to six static advertisements per minute, and the removal of only part of one static advertising panel, it is considered that the proposed development would be contrary to Policy SC22 of the Development Plan and its Outdoor Advertising Strategy, as provided for in Appendix 19 of the Plan, and in particular to Section 19.2 of that strategy which provides that new applications for outdoor advertising structures will generally require the removal of existing outdoor panels, to rationalise the location and concentration of existing advertising structures, and that any upgrading of existing outdoor advertising will only be permitted if an agreement is made to decommission at least one other display panel in the city and to extinguish the licence for that panel. The proposed development would, therefore, 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 2020.

