



Planning and Development Acts 2000 to 2020

Planning Authority: Dublin City Council

Planning Register Reference Number: 2486/20

APPEAL by Declan Coleman Signs care of Manahan Planners of 38 Dawson Street, Dublin against the decision made on the 24th day of June, 20 by Dublin City Council South to refuse/grant subject to conditions a permission/outline permission to.

Proposed Development To convert the existing LED advertising sign (three metres high by six metres wide and 150 millimetres deep) at first/second floor level at 34 Bachelors Walk (a Protected Structure) to a LED display sign which will carry a series of alternating static advertisements (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 34 Bachelors Walk, all at 34 Bachelors Walk, Dublin (a Protected Structure).

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

1. Having regard to the location of the site, a protected structure within the O'Connell Street Architectural Conservation Area, it is considered that the proposed development would seriously detract from the character and setting of the protected structure and neighbouring protected structures, and from the character of the Architectural Conservation Area. The proposed development would be contrary to the policy of the Dublin City Development Plan 2016 - 2022 regarding built heritage, in particular Policies CHC1, CHC2 and CHC4. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

2. 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.