



Planning and Development Acts 2000 to 2020

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1648/20

APPEAL by Duncan McKenzie of 20 Drynam Grove, Kettles Lane, Kinsealy, County Dublin against the decision made on the 20th day of November, 2020 by Dublin City Council to grant subject to conditions a permission to JCDecaux Ireland Limited care of Future Analytics Consulting of 23 Fitzwilliam Square South, Dublin.

Proposed Development: Installation of double sided 'Digipanel' digital advertising display including all associated site works and services (including relocation of planters and bins). 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, on the public footpath in front of 101-102 Grafton 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 the northern area of Grafton Street, within the Grafton Street Architectural Conservation Area, to the pattern of pedestrian movement in the vicinity and the number of existing street furniture structures located within the area, it is considered that the proposed development would give rise to unnecessary visual clutter, negatively impacting on the visual amenity of the Grafton Street Architectural Conservation Area, and would impede and obstruct pedestrian movement in the area. It is considered, therefore, that 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 2021.