



Planning and Development Acts 2000 to 2021

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1756/21

APPEAL by Avitor Limited care of Marston Planning Consultancy of 23 Grange Park, Foxrock, Dublin against the decision made on the 6th day of September, 2021 by Dublin City Council to refuse permission.

Proposed Development: The installation of an externally mounted LED advertising display having a screen size of 6 metres x 3 metres x 0.3 metres deep to the northern gable wall of Prospect House, 2-3 Prospect Road, at first floor level of the property, and including all associated site works and services, all at Prospect House, 2-3 Prospect Road, Glasnevin, 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

The proposed externally mounted LED advertising display screen on the northern gable wall of Prospect House is considered contrary to Policy CHC4 and Section 19.6 of the Dublin City Council Development Plan 2016-2022 as it would be visually obtrusive and a dominant form within a designated Conservation Area and would have a negative impact on the visual amenity of the streetscape. The proposed development would have a detrimental impact on the visual amenity and character of the Conservation Area and would set an undesirable precedent for other similar type advertisements. The proposed development would seriously injure the visual amenities of property in the vicinity, and would, therefore, be contrary to the proper planning and sustainable development of the area.

Dr. Maria FitzGerald

Maria FitzGerald

Member of An Bord Pleanála

**duly authorised to authenticate
the seal of the Board.**

Dated this 11th day of Feb. 2022.