



An
Bord
Pleanála

Board Order
ABP-314031-22

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 3769/22

Appeal by JC Decaux Ireland Limited care of MacCabe Durney Barnes of 20 Fitzwilliam Place, Dublin against the decision made on the 10th day of June, 2022 by Dublin City Council to refuse permission.

Proposed Development: Replacement of the existing illuminated static advertising display (6.29 metres wide x 6.64 metres high) with a digital advertising display (5.64 metres wide x 5.75 metres high with a display area of 5.44 metres x 5.44 metres) on the gable wall of 40 Lower Kevin Street, Dublin (a protected structure), including all associated site works and services and to permanently decommission and remove two number 48-sheet advertising displays at Lucan Road, Chapelizod, Dublin (at bus lay-by in front of Chapelizod Court).

Decision

REFUSE permission for the above proposed development for the reasons and considerations set out below.

Reasons and Considerations

1. It is considered that the proposed development, comprising a digital sign in proximity to windows and balcony/terraces within Bishop Street Flats, would seriously injure the residential amenities and depreciate the value of the adjoining property and would, therefore, be contrary to the proper planning and sustainable development of the area.
2. It is the policy of the planning authority, as set out in Policy BHA2 of the Dublin City Development Plan 2022-2028, to protect structures included on the RPS from any works that would negatively impact their special character and appearance. It is considered that the proposed signage would dominate 40 Lower Kevin Street, affecting the legibility of the structure, would be incongruous with its architectural character and would contravene Objective BHA2 of the Dublin City Development Plan 2022-2028. Additionally, having regard to the Advertising and Signage Strategy, as set out in Appendix 17 of the Dublin City Development Plan 2022-2028, it is considered that the proposed sign would be visually obtrusive, would seriously detract from the character and visual amenities of the area and would, therefore, be contrary to the proper planning and sustainable development of the area.



Stephen Bohan

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

Dated this *8th* day of *November* 2023.