



Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 4076/22

APPEAL by PZ Digital Limited care of Tom Phillips and Associates Planning Consultants of 80 Harcourt Street, Dublin against the decision made on the 15th day of July, 2022 by Dublin City Council to refuse permission to PZ Digital Limited.

Proposed Development: Replacement of a 6.4 metres x 7.7 metres conventional advertising poster (including 150 mm wide frame all round and a 1.25 metres apron), with overhead lights and an overall height of 10.95 metres off the ground; with a 5.2 metres x 7.7 metres digital advertising display unit (with 200 mm wide frame all round) without overhead lights, with an overall height of 12.2 metres off the ground, on the side (east) elevation to Lower Bridge Street, Dublin, on the corner with Usher's Quay, at 3-4, Usher's Quay, Dublin (on the corner with Lower Bridge Street) (Protected Structure).

Decision

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

Reasons and Considerations

1. The proposed digital advertising display structure, by reason of its scale and proportions, appearance and location on the elevation of this Protected Structure, would have an adverse visual impact on and would seriously detract from and injure the special architectural character and legibility of both the Protected Structure and its setting within a Conservation Area which includes an 'Internationally' significant Protected Structure and which forms part of a significant vista and prospect within the city. The proposed development would be contrary to Policies BHA2, BHA9 and CCUV45 of the Dublin City Development Plan, 2022-2028 and to the proper planning and sustainable development of the area.
2. The Board is not satisfied, on the basis of the submissions made in connection with the application and the appeal, that the advertising displays proposed for removal represent a sufficient planning gain with regard to the rationalisation of external media advertising within the public realm. Therefore, the proposed development would be contrary to Appendix 17 of the Dublin City Development Plan 2022-2028 and 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 *16th* day of *November* 2023.