



An
Bord
Pleanála

Board Order
ABP-315253-22

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 4834/22

APPEAL by Micromedia care of Gravis Planning of 41 Baggot Street Lower, Dublin against the decision made on the 7th day of November, 2022 by Dublin City Council to refuse permission.

Proposed Development: Retention of use of part of the ground, first and second floor facade for the intermittent and temporary display of advertising banners, all at Grantham House, corner of Grantham Street and Camden Street Lower, Dublin.

Decision

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

Reasons and Considerations

Having regard to the provisions of the Dublin City Development Plan 2022-2028, it is considered that, by reason of its scale, design and location, the development proposed to be retained would lead to a proliferation of signs at this urban village location, which is a designated Conservation Area, would set an undesirable precedent for other similar developments, and would detract from the visual amenities and character of the area. The development proposed to be retained would be contrary to the provisions of the development plan, would seriously injure the visual amenities of the area, and would, therefore, be contrary to the proper planning and sustainable development of the area.



Joe Boland

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

Dated this *23rd* day of *January* 2024.