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**Planning and Development Acts 2000 to 2022**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 3567/23**

**APPEAL** by Brightside Media Limited care of Manahan Planners of 38 Dawson Street, Dublin against the decision made on the 7<sup>th</sup> day of June, 2023 by Dublin City Council to refuse permission.

**Proposed Development** The replacement of the existing lightbox advertising sign (three metres high by two metres wide by 600 millimetres deep) at first floor level at 51 Grafton Street, Dublin, with an LED digital display sign (three metres high by two metres wide by 150 millimetres deep) which will carry a series of alternating static advertisements (six per minute). If granted, the permission would be on the basis of decommissioning, in line with the outdoor advertising policy of Dublin City Council, outdoor signage located at 65 Harold's Cross Road, Harold's Cross, Dublin and 57 Kilbarrack Road, Kilbarrack Lower, Dublin. All at 51 Grafton Street, Dublin.

**Decision**

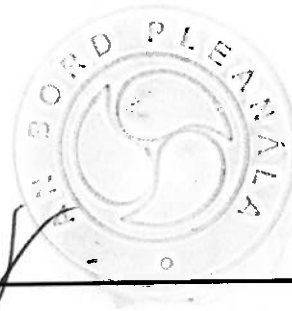
**REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.**

## Reasons and Considerations

It is considered that the proposed replacement at Number 51 Grafton Street of a lightbox advertising sign with an LED digital display sign, by virtue of its nature and having regard to the elevated and highly conspicuous position of the site, would result in undue negative impact on the visual amenity and would not contribute positively to the character and distinctiveness of the area which is within the Grafton Street and Environs Architectural Conservation Area and designated as an Area of Special Planning Control to which the Scheme of Special Planning Control for Grafton Street and Environs, 2019 applies. The proposed development would not be consistent with Policy BHA7 Architectural Conservation Areas of the Dublin City Development Plan 2022 - 2028 and would set an undesirable precedent for similar development. The proposed development would, therefore, be contrary to the provisions of the Dublin City Development Plan 2022 - 2028 and the proper planning and sustainable development of the area.



Mary Gregg



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

Dated this 3<sup>rd</sup> day of November 2023.