

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 3994/23

APPEAL by Brightside Media Limited care of Manahan Planners, Town Planning Consultants of 38 Dawson Street, Dublin against the decision made on the 15th day of August, 2023 by Dublin City Council to refuse permission.

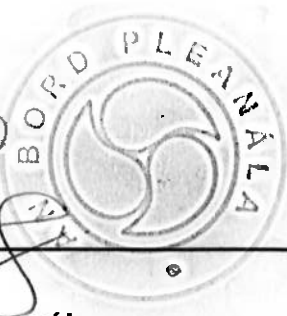
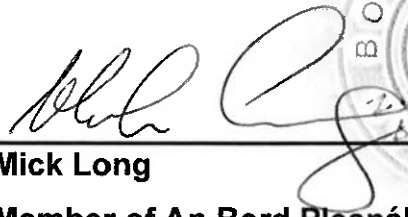
Proposed Development: The replacement of the existing illuminated advertising sign (2.75 metres high by 4.15 metres wide) at second floor level facing Military Road, to a LED digital display sign (2.25 metres high by 4 metres wide) which will reduce the size from 11.45 square metres to 9 square metres, a reduction of 26%. The new sign will carry a series of alternating static advertisements (six per minute) at 101 Rathmines Road Lower and Military Road, Rathmines, Dublin. If granted, the permission would be on the basis of decommissioning, in line with the outdoor advertising policy of Dublin City Council, two number outdoor 48 sheet advertising signs situated at the top floor gables at 361 Ballyfermot Road, Cherry Orchard, Dublin and 365 Ballyfermot Road, Cherry Orchard, Dublin.

Decision

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

Reasons and Considerations

Having regard to the nature and scale of the proposed digital sign and to its prominent location within the streetscape, in proximity to historic buildings and protected structures, it is considered that the proposed development would be visually obtrusive, incongruous and out of character and scale with the existing pattern of development in the vicinity, would negatively impact on the visual amenities of the area, would not be in accordance with Appendix 17 of the Dublin City Development Plan 2022-2028 and would set an undesirable precedent for similar digital advertising structures at such locations. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.



Mick Long

Member of An Bord Pleanála

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

Dated this *21st* day of *August* 2024