



Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 4050/23

APPEAL by RGRE J&R Valery's Limited care of Shay Cleary Architects of 18 Palmerston Park, Rathmines, Dublin against the decision made on the 21st day of August, 2023 by Dublin City Council to refuse permission.

Proposed Development: Retention of hoarding featuring branding graphics fixed to existing metal railings facing Appian Way and Leeson Street Upper, all at site at the junction of Appian Way and Leeson Street Upper, Dublin (adjacent to 1 Leeson Street Village and the Mitchel House Apartments).

Decision

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

Reasons and Considerations

It is considered that, by reason of its scale and proportions, design and location, extending from Leeson Street Upper to Appian Way, the development proposed to be retained would constitute a dominant and discordant feature at this location, which would result in visual clutter and would seriously injure the visual amenities of the area. Furthermore, 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 retention of the proposed development would significantly detract from the character of the area, including the nearby residential conservation area and the associated protected structures. The retention of the proposed development 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 21st day of May 2024.