

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 5462/22

APPEAL by the Millennium Theatre Company care of Tom Phillips and Associates of 80 Harcourt Street, Dublin against the decision made on the 7th day of September, 2023 by Dublin City Council to refuse permission.

Proposed Development: Removal of all existing advertising signage and associated equipment facing Parnell Street on the front of the Ambassador Theatre's entrance portico and replacement with the erection of three number wall-mounted static digital display advertising signs mounted on the portico's attic storey and front entrance walls (one number on the portico's attic storey and two number on the portico's front entrance walls) and all associated works. The proposed static digital display advertising sign mounted on the portico's attic storey will be located within the central cavity of the attic storey (where exists a non-original 'AMBASSADOR' sign) and will be 0.75 metres in height and 4.5 metres in width. As an alternative option to the removal of the existing 'AMBASSADOR' sign, should the planning authority prefer its retention, the static digital display advertising sign mounted on the attic storey would instead be mounted over the existing 'AMBASSADOR' sign (as is suggested as a possible alternative option on page 188 of the Architectural

Heritage Protection: Guidelines for Planning Authorities (2011)). The two number proposed static digital display advertising signs on the portico's front entrance walls will be 1.41 metres in height and 0.67 metres in width. The total area of existing advertising signage to be removed is 31.93 square metres and the total area of proposed replacement signage to be erected is 5.27 square metres. The proposed development seeks to meet the objective of Dublin City Council to establish an acceptable protocol for the display of event information relating to the use of the building as an exhibition hall and event centre, as outlined on page 14 of Dublin City Council's Scheme of Special Planning Control: O'Connell Street and Environs (2022), all on a site of 0.16 hectares at the Ambassador Theatre, Parnell Street, Dublin (the former Ambassador Cinema (former Rotunda rooms))(a protected structure, RPS 6437).

Decision

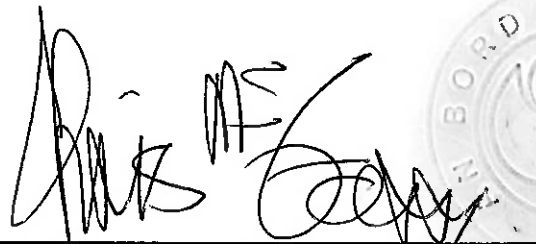
REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.

Reasons and Considerations

The proposed introduction of the large digital signage board above the principal entrance doors and the two number digital side boards would have an adverse and injurious visual impact on the dignity, architectural character and setting of this Nationally Significant Protected Structure, considering its particular prominence within the historic Rotunda Hospital and Gate Theatre Ensemble, and its presence within the O'Connell Street Architectural Conservation Area (ACA) the O'Connell Street and Environs Scheme of Special Planning Control – (2016), and Planning Zone Z8 – Georgian Conservation Areas. The proposed development would be contrary to Policies BHA2 Development of Protected Structures, BHA7 Architectural Conservation



Areas and BHA9 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 to the proper planning and sustainable development of the area.



Chris McGarry

Member of An Bord Pleanála

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

Dated this

17th day of **June**

2024.