

An
Bord
Pleanála

Board Order
ABP-319367-24

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 5047/23

APPEAL by Global Media and Entertainment (Ireland) Limited care of Gravis Planning of 41 Baggot Street Lower, Dublin against the decision made on the 23rd day of February, 2024 by Dublin City Council to refuse permission for the proposed development.


Proposed Development: Replacement of one number existing trivision advertising display (15.48 metres by 3.0 metres, surface area 46.44 square metres) with one number LED advertising display (11.84 metres by 2.88 metres, surface area 34 square metres) and the lowering of existing boundary wall cladding, along with associated works at the south-facing boundary wall of 17-22 Parkgate Street, Dublin (a Protected Structure RPS Number 6314).

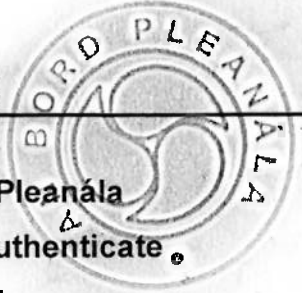
Decision

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

Reasons and Considerations

1. It is considered that the proposed LED advertising panel, by reason of its scale and proportions, appearance, and location within the curtilage of a Protected Structure, would have an adverse visual impact on and would seriously detract from and injure the special architectural character and legibility of both the Protected Structure and its setting within a Conservation Area, which includes an 'Internationally' significant Protected Structure (Heuston Station), and which forms part of a significant vista and prospect within the city. It is therefore considered that the proposed development would be contrary to Policies BHA2, BHA9 (Protected Structures and Conservation Areas) and CCU45 (advertising structures) of the Dublin City Council Development Plan 2022-2028 and would be contrary to the proper planning and sustainable development of the area.
2. The Board is not satisfied, on the basis of the submissions made in connection with the application and the appeal, that the advertising displays proposed for removal represent a sufficient planning gain with regard to the rationalisation of external media advertising within the public realm. Therefore, the proposal is not considered to be in accordance with the provisions of Dublin City Council's Advertisement and Signage Strategy, as set out at Appendix 17 of the Dublin City Development Plan 2022-2028 and would, therefore, be contrary to the proper planning and sustainable development of the area.


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



Dated this 15 day of OCTOBER 2024.