

An
Bord
Pleanála

Board Order ABP-319581-24

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 3169/24

Appeal by Brightside Media Limited care of Manahan Planners of 38 Dawson Street, Dublin against the decision made on the 2nd day of April, 2024 by Dublin City Council to refuse permission.

Proposed Development: Replacement of the existing light box advertising sign (three metres high by 2.00 metres wide by 600 millimetres deep) at first floor level at with an LED digital display sign (three metres high by 2.00 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, the approved 'Tesco Finest' outdoor signage located at the upper floors of the building together with its ancillary strip lighting on the surrounds and spot lighting at parapet level, all at 51 Grafton Street, Dublin.

Decision

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

Reasons and Considerations

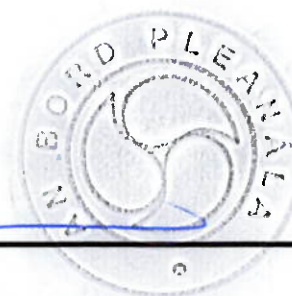
It is considered that, by reason of its nature and having regard to the elevated and highly conspicuous position of the site, the proposed replacement of a lightbox advertising sign with an LED digital display sign would result in an undue negative impact on the visual amenity and would not contribute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



Paul Caprani

Member of An Bord Pleanála

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



Dated this 17th day of December 2024.