

An
Bord
Pleanála

Board Order ABP-320771-24

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1751/24

Appeal by Lucid Media t/a Micromedia care of Gravis Planning of 41 Baggot Street Lower, Dublin against the decision made on the 12th day of August, 2024 by Dublin City Council to refuse permission.


Proposed Development: Retention of the use of an internal curved LED screen at ground floor level and part of the first and second floor façade for the intermittent and temporary display of advertising, along with non-commercial artistic/cultural installations (on a 'one for one' basis) at Grantham House, at the corner of Grantham Street and Camden Street Lower, Dublin. In the event of permission being granted, two number six-sheet billboards at 1a Belvedere Road, Dublin will be decommissioned and removed.

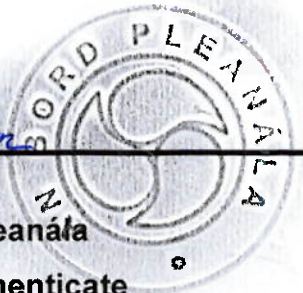
Decision

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

Reasons and Considerations

1. Having regard to the Z4 area zoning objective 'Urban Village', the Conservation Area designation and the relevant policy framework of the Dublin City Development Plan 2022-2028, it is considered that, by reason of its scale, design and cumulative visual impact, the development proposed to be retained, comprising an internal curved LED screen at ground floor level and an external high level banner sign at first and second floor level on the corner facade of Grantham House, would be inconsistent with Policy BHA9 (Conservation Areas) and Appendix 17 (Advertising and Signage Strategy) of the Dublin City Development Plan 2022-2028 and would, therefore, be contrary to the proper planning and sustainable development of the area.
2. Having regard to the provisions of the Dublin City Development Plan 2022-2028, it is considered that, by reason of its scale, design and location, the development proposed to be retained would lead to a proliferation of signs at this urban village location, which is a designated Conservation Area, would set an undesirable precedent for other similar developments, and would detract from the visual amenities and character of the area. The development proposed to be retained would be contrary to the provisions of the development plan, would seriously injure the visual amenities of the area, and would, therefore, be contrary to the proper planning and sustainable development of the area.


Marie O'Connor
Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board.



Dated this 09 day of December 2024.