

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 3695/24

APPEAL by Hazelmere Enterprises Limited care of Feargall Kenny Planning Consultant of 45 Hainault Drive, Foxrock, Dublin and by PZ Digital Limited care of Tom Phillips and Associates of 80 Harcourt Street, Dublin against the decision made on the 23rd day of October, 2024 by Dublin City Council to grant permission, subject to conditions to PZ Digital Limited.

Proposed Development: The development will consist of the replacement of a 6.6 metre by 7.7 metre conventional advertising poster (including a 150 millimetre wide frame and 1.25 metre apron) (that is, 50.82 square metre) with overhead lights having an overall height of 10.95 metre off the ground, by the erection of a five metre by seven metre digital advertising display unit (including a 100 millimetre wide frame) (that is, 35 square metre) without overhead lights, and with an overall height of 11.5 metre off the ground, on the side (east) elevation of number 3 Usher's Quay (that is, the "host wall" to Lower Bridge Street, Dublin, on the corner with Usher's Quay, Dublin). Permission for development on this site at number 3-4 Usher's Quay, (Protected Structure Reference numbers, 8199 and 8200) Dublin. If granted in accordance with Section 1.0 Appendix 17 (that is, the Outdoor Advertising Strategy "bartering" System) of the Dublin City Development Plan 2022-2028,

the permission would be on the basis of removing and decommissioning the two number 48- sheet advertising displays on the gable wall of number 145 Parnell Street, Dublin (Protected Structure Reference number 6433) (18.58 square metre each), together with one number advertising display at number 1A Fairview Strand, Fairview ,Dublin (13.01 square metre), all at numbers 3-4 Usher's Quay, Dublin.

Decision

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

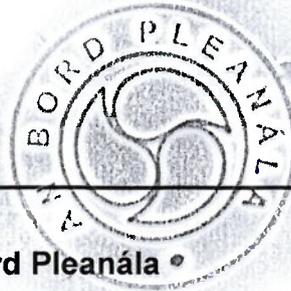
Reasons and Considerations

1. Having regard to the city centre mixed-use zoning objective and the objectives of the Dublin City Development Plan 2022-2028, it is considered that the proposed replacement digital sign, by reason of its location on a Protected Structure within the River Liffey Conservation Area, and its scale, dominant proportions and visibility, would be inconsistent with Section 15.15.2.3 (Protected Structures), Policy Objective BHA2 (Development of Protected Structures), and Policy BHA9 (Conservation Areas) of the Dublin City Development Plan 2022-2028, and would in general be inconsistent with Policy CCUV45 (Advertising Structures) and Appendix 17 (Advertising and Signage Strategy) of the development plan. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

2. The Board is not satisfied on the basis of the information submitted 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 and the proposal is therefore not in accordance with Appendix 17 (Advertising and Signage Strategy) of the Dublin City Development Plan 2022-2028.

Mary Gurrie
Mary Gurrie

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



Dated this *25* day of *March* 2025.