



Planning and Development Acts 2000 to 2019

Planning Authority: Dublin City Council

Planning Register Reference Number: 3660/19

APPEAL by Saint Stephen's Green Shopping Centre Joint Ownership (care of Irish Life Investment Managers) care of Tom Phillips and Associates, Town Planning Consultants of 80 Harcourt Street, Dublin against the decision made on the 25th day of September, 2019 by Dublin City Council to refuse permission.

Proposed Development: The development to be retained comprises of advertising signage (circa 7.8 x circa 2.2 metres [circa 17.16 square metres]) which is projected from within the entrance lobby of the Saint Stephen's Green Shopping Centre (at the junction of Grafton Street/South King Street and Saint Stephen's Green) by means of two projectors onto a vinyl strip on the curved upper glazed surface/window, circa 2.95 metres above the main entrance, to be viewed from outside at the main (Saint Stephen's Green/Grafton Street) entrance to Stephen's Green Shopping Centre, Saint Stephen's Green, Dublin.

Decision

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

Matters Considered

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

Reasons and Considerations

The development proposed to be retained is located in an area of significant urban design quality zoned 2 for the purposes of assessing advertising structures in the Dublin City Development Plan 2016-2022. The development proposed to be retained, by reason of its scale, design and location at a significant junction of Grafton Street and Saint Stephen's Green would seriously detract from the urban design quality of the area, would seriously injure the visual amenity of the area and would, therefore, be contrary to the proper planning and sustainable development of the area.

Michelle Fagan
Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board

Dated this day of 2020