



An
Bord
Pleanála

Board Direction
BD-007091-20
ABP-307769-20

The submissions on this file and the Inspector's report were considered at a Board meeting held on 02/12/2020.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

The site of the proposed advertising display screens over the entrance of the St. Stephen's Green Shopping Centre is at an important junction at the corner of St. Stephen's Green adjacent to the public realm at the southern end of Grafton Street bordering and overlooking the South City Retail Quarter Architectural Conservation Area and the St. Stephen's Green Conservation area according to the Dublin City Development Plan 2016-2022. The proposed development by reason of the prominent position over the main entrance of the St. Stephen Green proposed for the screens incorporating transitions in displays, would be visually dominant and would detract from the visual amenities and architectural character of surrounding built environment. As a result, the proposed development would be contrary to the proper planning and sustainable development of the area.

Board Member

Date: 02/12/2020

Paul Hyde