

An
Bord
Pleanála

Board Direction
BD-009584-21
ABP-310551-21

The submissions on this file and the Inspector's report were considered at a Board meeting held on 06/12/2021.

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

1.0 Reasons and Considerations

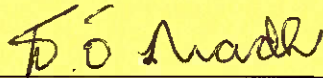
Having regard to:

- The size and configuration and nature of the proposed development which includes transitions in static images, its position straddling three upper floor levels over the shopfront, the location midway along St. Stephen's Green West at the southern end of the St Stephen's Green Shopping Centre and to
- the highly sensitive location within the Saint Stephen's Green Conservation area adjacent to the South City Retail Quarter Architectural Conservation Area and the Scheme of Special Planning Control for Grafton Street and Environs and to Policy CHC 4 in the Dublin City Development Plan, 2016-2022 which provides for the protection of the special interest and character of Dublin's Architectural Conservation Areas and Conservation areas,

it is considered that the proposed development would be visually dominant and obtrusive, would detract from the integrity and continuity and relative uniformity of the upper facades in the streetscape would seriously injure the visual amenities and architectural character of the surrounding built environment particularly in views in both directions along St Stephen's Green West and especially at and close to the

top of Grafton Street, would set an undesirable precedent for similar such development on the upper facades leading to visual clutter and would be contrary to the proper planning and sustainable development of the area.

Board Member



Terry Ó Niadh

Date: 06/12/2021