

An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2015

Dublin City

Planning Register Reference Number: 3975/15

An Bord Pleanála Reference Number: PL 29S.246100

APPEAL by Irish Life Assurance PLC and Ventasker Limited care of Tom Phillips and Associates of 80 Harcourt Street, Dublin against the decision made on the 8th day of January, 2016 by Dublin City Council to refuse permission in accordance with plans and particulars lodged with the said Council.

PROPOSED DEVELOPMENT: Retention of advertising signage (circa 7.8 by 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; all at the main (Saint Stephen's Green/Grafton Street) entrance to Saint Stephen's Green Shopping Centre, Saint Stephen's Green, Dublin.

DECISION

GRANT permission for the above proposed development in accordance with the said plans and particulars based on the reasons and considerations under and subject to the conditions 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

Having regard to the scale, design and nature of the development proposed to be retained, the location of the advertisement structure, integrated within the main entrance to the modern Saint Stephen's Green Shopping Centre and the land use zoning of the site within the Z5 central area as set out in the current Dublin City Development Plan, it is considered that the development proposed to be retained, subject to compliance with the conditions set out below, would not seriously injure the appearance of the adjacent conservation areas, would not detract from the character or seriously injure the amenities of the area or of property in the vicinity and would not be prejudicial to public health. The development proposed to be retained would, therefore, be in accordance with the proper planning and sustainable development of the area.

CONDITIONS

1. (a) The development shall be retained in accordance with the plans and particulars lodged with the application, and by the further plans and particulars received by An Bord Pleanála on the 2nd day of February, 2016 except as may otherwise be required in order to comply with the following conditions.
- (b) This permission shall be for a temporary period of three years from the date of this order. The advertisement structure and all associated equipment shall then be removed unless, prior to the end of the period, permission for their retention shall have been granted.

Reason: To allow for a review of the development having regard to the circumstances then pertaining and in the interest of visual amenity.

2. (a) The operational time for the visual display of imagery and any form of lighting on the advertisement structure shall be between 1200 to 0000 hours only.
- (b) There shall be no music speakers or sound amplification of any kind associated with the advertisement structure.

Reason: In the interest of visual amenity and traffic safety.

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

Dated this day of 2016.