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**Planning and Development Acts 2000 to 2020**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 2529/20**

**APPEAL** by Nightlight Screens Limited care of Sheehan Planning of 44 Balnagowan, Palmerston Park, Dartry, Dublin against the decision made on the 6<sup>th</sup> day of July, 2020 by Dublin City Council to refuse permission.

**Proposed Development:** The replacement of the existing advertising panel over the main entrance to the shopping centre (from Saint Stephen's Green/Grafton Street), which projects full-motion/dynamic content with rapid transitions, with new signage which displays a loop of static content, separated by smooth transitions. All at the main (Saint Stephen's Green/Grafton Street) entrance to the Saint 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 site of the proposed advertising display screens over the entrance of the Saint Stephen's Green Shopping Centre is at an important junction at the corner of Saint 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 Saint 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 Saint Stephen's Green Shopping Centre proposed for the screens incorporating transitions in displays, would be visually dominant and would detract from the visual amenities and architectural character of the surrounding built environment. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

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**Paul Hyde**

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

**Dated this                    day of                    2020.**