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**Planning and Development Acts 2000 to 2020**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 2490/21**

**APPEAL** by Nightlight Screens Limited care of Sheehan Planning of 44 Balnagowan, Palmerston Park, Dartry, Dublin against the decision made on the 21<sup>st</sup> day of May, 2021 by Dublin City Council to refuse permission.

**Proposed Development:** Erection of a circa 12.5 square metre digital advertising panel (5.65 metres high by 2.2 metres wide). The base of the panel will be circa 7.15 metres above the adjacent footpath with the top of the panel circa 12.8 metres above the footpath, on the external facade of Unit B1B (known as TGI Fridays), part of Saint Stephen's Green Shopping Centre (128-140 Saint Stephen's Green), Saint Stephen's Green West, Dublin.

## **Decision**

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

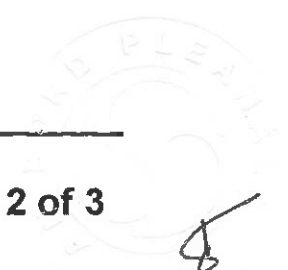
## **Matters Considered**

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**

Having regard to:

- the size, 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 Saint Stephen's Green West at the southern end of the Saint Stephen's Green Shopping Centre, and
- 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 CHC4 as set out 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,

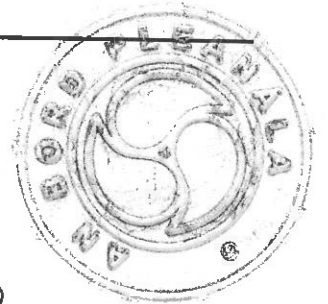


it is considered that the proposed development would be visually dominant and obtrusive, would detract from the integrity, continuity and relative uniformity of the upper facades in the streetscape, would seriously injure the visual amenities and architectural character of the surrounding built environment particularly in views in both directions along Saint 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.

*Terry Ó Niadh*

**Terry Ó Niadh**

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



Dated this *6<sup>th</sup>* day of *December*, 2021.