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**Planning and Development Act 2000, as amended**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: WEB1155/26**

**Appeal** by Vision Wave Limited against the decision made on the 19<sup>th</sup> day of March 2026 by Dublin City Council to grant permission for development comprising of alterations to previously approved planning permission register reference number 3281/20 to include signage as follows: (i) a large sign consisting of individual illuminated raised lettering at high level on the fifth floor facing Capel Street and at high level on the fourth floor of number 4 Parnell Street, (ii) a large double sided internally illuminated projecting fin sign at second to third floor level on number 6 Parnell Street, (iii) a projecting canopy with lettering to the front and sides over the hotel entrance doors, (iv) signage to the shop front at high level on ground floor consisting of individual letters and (v) illuminated menu case and small light box signs adjacent to and above the entrances, all at number 3 Parnell Street (a Protected Structure RPS Reference 6422) and numbers 4, 5 and 6 Parnell Street (a corner site with Jarvis Lane Upper, Dublin) and numbers 58 and 59 Capel Street, Dublin (which abuts Jarvis Lane Upper, Dublin to the rear).

## **Decision**

**GRANT** permission alterations to previously approved planning permission register reference number 3281/20 for large signs consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and to the fourth floor of number 4 Parnell Street, signage to the shop fronts at high level on ground floor consisting of individual letters and an illuminated menu display case in accordance with the said plans and particulars based on the reasons and considerations marked (2) under and subject to the conditions set out below.

**REFUSE** permission for a large double sided internally illuminated projecting fin sign at second to third floor level on number 6 Parnell Street, a projecting canopy with lettering to the front and sides over the hotel entranced doors and small light box signs adjacent to and above the entrances and on the fascia of Capel Street for the reasons and considerations marked (1) under.

## **Reasons and Considerations (1)**

This signage would be in accordance with the guidelines in Section 15.17.5 and Section 4.0 of Appendix 17 of the Dublin City Development Plan 2022-2028 and the Dublin City Council Shopfront Design Guide 2001. The illuminated menu display board would not overhang the public footpath and would, therefore, be in accordance with Section 8.3 of Appendix 5 of the Development Plan.

Consequently, it is considered that, subject to compliance with the conditions set out below, this part of the development complies with the Z5 City Centre zoning to protect civic design and this signage would not harm the character of the Architectural Conservation Area or protected structure and would, therefore, be in accordance with the requirements of the Dublin City Development Plan 2022-2028 and the proper planning and sustainable development of the area.

## Conditions

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in writing with the planning authority prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

**Reason:** In the interest of clarity.

2. Apart from any departures specifically authorised by this permission, the development shall comply with the conditions of the parent permission register reference 3281/20 unless the conditions set out hereunder specify otherwise. This permission shall expire on the same date as the parent permission.

**Reason:** In the interest of clarity and to ensure that the overall development is carried out in accordance with the previous permission.

3. The proposed development shall be amended as follows:

The letters for the high-level illuminated signs shall be steel and letters back lit rather than internally illuminated.

Revised drawings showing compliance with this requirement shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development.

**Reason:** In the interest of visual amenity.

## Reasons and Considerations (2)

1. The addition of an illuminated banner sign projecting from the elevation onto Parnell Street would result in an overly cluttered appearance which detracts from the special architectural character of adjoining protected structure adjacent and the streetscape within the Architectural Conservation Area. The proposed sign would, therefore, be contrary to Section 15.17.5 and Section 4 of Appendix 17 of the Dublin City Development Plan 2022-2028.
2. The proposed canopy is neither sensitively sited or designed to respect the traditional shopfront protected structure at 3 Parnell Street in terms of its scale, mass, layout and materials which would be contrary to criterion (d) of Policy BHA2 of the Development Plan and would not be in accordance Section 15.17.5 of the Development Plan and with the guidelines for canopies on page 28 of the Dublin City Council Shopfront Design Guide 2001.
3. The three-sided acrylic lightbox unit and fret lightbox blade sign is a projecting sign would be contrary to criterion (c) of Policy BHA7, Section 15.17.5 of the Dublin City Development Plan 2022-2028 and the Dublin City Council Shopfront Design Guide and would add to the visual clutter the Capel Street and Environs Architectural Conservation Area.

4. Cumulatively these parts of the proposal would harm the character of the Architectural Conservation Area and the setting of the protected structure, would not be in accordance with the objectives of the Z5 City Centre zoning to protect civic design, would set an undesirable precedent for similar development and would not, therefore, be in accordance with the proper planning and sustainable development of the area.

  
Declan Moore

Planning Commissioner of An Coimisiún

Pleanála duly authorised to authenticate  
the seal of the Commission.

Dated this 23<sup>rd</sup> day of July 2026.