



An  
Bord  
Pleanála

## Inspector's Report ABP-308882-20.

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<b>Development</b>	Permission for the installation of a double sided 'Digipanel' digital advertising display.
<b>Location</b>	On the public footpath in front of 101-102 Grafton Street, Dublin 2.
<b>Planning Authority</b>	Dublin City Council.
<b>Planning Authority Reg. Ref.</b>	WEB1648/20.
<b>Applicant(s)</b>	JCDecaux Ireland Ltd.
<b>Type of Application</b>	Permission.
<b>Planning Authority Decision</b>	Grant with Conditions.
<b>Type of Appeal</b>	Third Party
<b>Appellant(s)</b>	Duncan McKenzie.
<b>Observer(s)</b>	None.
<b>Date of Site Inspection</b>	18/02/2021.
<b>Inspector</b>	A. Considine.

## 1.0 Site Location and Description

1.1. The subject site is located within Dublin City Centre, at the northern end of Grafton Street. The actual location of the proposed development is to the front of the AIB Bank and River Island on the western side of the pedestrian street, and one of Dublin City's primary shopping streets. The site comprises approximately 0.4m<sup>2</sup> of the public realm and is located within the line of existing bollards, planters, bins and light stands.

## 2.0 Proposed Development

2.1. Permission is sought, as per the public notices for the installation of double sided 'Digipanel' digital advertising display including all associated site works and services (including relocation of planters and bins). The proposed structure has an overall height of 2.882m, a depth of 0.255m and a width of 1.438m. The precise location of the unit is marked by a red 'X' on the pavement on the public footpath in front of 101-102 Grafton Street, Dublin 2.

2.2. The proposed digital Metropanel comprises two 86" digital display screens and the advertisements in the digital display will be remotely changed at intervals of 10 seconds with a smooth transition. The luminosity of the digital Metropanel typically ranges between 150-300 candelas per m<sup>2</sup>, which is below the recommended maximum of 600 candelas per m<sup>2</sup>.

2.3. The application included a number of supporting documents including as follows;

- Plans, particulars and completed planning application form;
- Planning Report -

The submitted report includes an introduction to and sets out the context for the proposed development. The report sets out the planning history for similar type developments in the vicinity of the site and includes a planning assessment of the development. The report concludes that the proposed development will not have any detrimental impact on the built or natural environments, will complement the orderly planning of the surrounding area, will not materially or adversely affect the character of the surrounding area

and will be in accordance with the proper planning and sustainable development of the area.

- Advertising Lighting Analysis -  
The report, prepared by High Resolution Expert Lighting Design, was contracted for the purposes of carrying out a lighting analysis on Digipanel Advertising displays at several locations around Dublin City Center in order to assess the impact of glare being emitted on the surrounding area. The report sets out in tabular form the average illuminance levels for each advertisement in the context of its surroundings along with the ILP and DCC guidelines for light levels within those areas and how the recorded results compare to said guidelines. The report concludes that no changes to the current installations will be necessary in order to satisfy DCC and ILP requirements.
- Letter of consent from Dublin City Council for the installation of a double sided 'Digipanel' digital advertising display including all associated site works and services.

### **3.0 Planning Authority Decision**

#### **3.1. Decision**

The Planning Authority decided to grant planning permission for the proposed development subject to 11 conditions.

#### **3.2. Planning Authority Reports**

##### **3.2.1. Planning Reports**

The Planning report considered the proposed development in the context of the details submitted with the application, internal technical reports, third party submissions and the City Development Plan policies and objectives.

The planning report considers that the Metropanel advertising display proposed is well established as part of Dublin's street furniture and an integral element of the city's public realm strategy. The report notes the location of the sign within the utility zone of the street and between a number of existing large planter pots. The

concerns of the Road Division are noted but the report concludes that the issues raised can be dealt with by way of condition and include the re-location of one of the planters to an alternative location on the street.

The report also considers that a recommendation to approve the proposed development will set a precedent for such installations and notes that the remainder of the street has sufficient physical capacity to accommodate the display without interfering with pedestrian movement and service traffic and without detracting from the character of the Grafton Street ACA.

The report also address the proposed illumination of the display and the Planning Officer recommends that permission be granted for the proposed development, subject to 11 conditions.

This Planning Report formed the basis of the Planning Authority's decision to grant planning permission.

### 3.2.2. **Other Technical Reports**

**Drainage Division:** No objection subject to compliance with conditions.

**Transportation Planning Division:** Report notes that the location of the proposed digital sign will permanently impact the existing space allocated to pedestrians on the western side of Grafton Street. The demarcated space is provided to allow for safe pedestrian movement during service hours and can be used by people with mobility impairment and / or disabilities. Serious concerns are raised in relation to the negative impact the development will have on this space.

The division would have a preference for the sign to be relocated within an area or side street approaching Grafton Street, where impacts on pedestrians are minimised.

Issues raised in relation to the drawings submitted and further information required.

### 3.2.3. **Prescribed Bodies**

**TII:** The report notes that the proposed development falls within the area for an adopted Section 49 Supplementary Development

Contribution Scheme – Luas Cross City (St. Stephen’s Green to Broombridge Line) under S.49 Planning and Development Act, as amended.

If the application is successful and not exempt – where the levy does not apply – a condition should include for the Section 49 Contribution Scheme Levy.

The site is also noted as being located close to the Luas Light Rail system.

#### 3.2.4. **Third Party Submissions**

There are 3 no. third party objections/submissions noted on the planning authority file. The issues raised are summarised as follows:

- The submission from Mr. Duncan McKenzie questions how the installation will be sympathetically installed in the sensitive surroundings of Grafton Street.
- Mr. Kieran Murphy notes:
  - That the Council has made efforts to reduce the amount of unsightly advertising and shopfronts within the Grafton Street conservation area and permitting the proposed development would be a reversal of this trend.
  - The development would result in littering the public realm and diminishing the character of the street.
  - The area is one of the most visited and photographed locations in Dublin’s historic core.
  - The site lies close to a Z1 boundary where there is a strong presumption against outdoor advertising as proposed.
  - The applicant has not addressed how the development will comply with the Scheme of Special Planning Control for Grafton Street and Environs 2019.
  - Issues raised in relation to the site notice.
  - The impact of the screen cannot be measured by either a photograph of a measuring tape on the pavement or from black and white elevations and renders which ignore the sensitive surrounding context.

- The applicant has previously provided realistic visuals for identical structures within the area including St. Stephen's Green, Kings Street South, Dawson Street and outside St. Andrew's Church as far back as 2007 so there is no excuse for not doing so now.
- The drawings are inaccurate.
- If permission is granted a temporary permission should issue so that the sign can be reassessed.
- Cllr Mannix Flynn objects to the proposed development for the following reasons:
  - The Dublin City Council Outdoor Advertising Strategy does not take into account the added legislative requirements of Architectural Conservation Areas.
  - The statutory Architectural Heritage Protection Guidelines for Planning Authorities require consideration of impact to be addressed,
  - The proposed development would be in a prominent location at the entrance to the thoroughfare and will have a significantly negatively and visually obtrusive impact on the protected character of Grafton Street.
  - The replacement of the carefully designed monumental planters, olive trees and planting, commissioned at considerable public expense, would be nothing short of outrageous and an unconscionable degradation of the public realm.
  - The display panel will impact on the setting of the nationally significant Provost's House and the environs of Trinity College, particularly at night-time.
  - The ASPC specifically excludes the hosting of advertising structures at the northern and southern ends of Grafton Street on buildings and property. The placing of advertisement structures on the public pavement has a vastly greater impact than any signage on private property.
  - The panel would set an undesirable precedent for similar structures on the street and in the wider South Retail ACA.

## 4.0 Planning History

There is no relevant planning history pertaining to the subject site. However, the following planning history relates to applications for similar installations in the vicinity of Grafton Street:

**PA ref 1491/07:** Permission granted for the erection of an advertising display unit. The unit will be located approximately 11.7metres north of the current entrance to St Stephens Green shopping centre and approximately 3.5metres south of the front building line of the structure currently under construction (facing King Street South). The overall area of the site is 0.295sqm. The development will consist of an internally illuminated, double sided, advertising display unit which shall display civic information or an advertisement. The display panels shall be scrolling or static. The structure has an overall height of 2.596 metres and a width of 1.438 metres. The area of each of the display panels is 1.98sqm, all at the public thoroughfare on the northern side of King Street South, Dublin 2, immediately to the east of the junction with Clarendon Row, opposite the St. Stephen's Green Shopping Centre.

**PA ref WEB1454/17:** Replacement of the existing internally illuminated, double sided, scrolling 'Metropanel' advertising display with a double sided digital 'Metropanel' advertising display. The proposed structure has an overall height of 2.882 m, a depth of 0.255 m and a width of 1.438 m, all at the public thoroughfare on the northern side of King Street South, Dublin 2, immediately to the east of the junction with Clarendon Row, opposite the St. Stephen's Green Shopping Centre.

**PA ref WEB1692/18:** Installation of Double sided digital Metropanel advertising display including all associated site works and services. The proposed structure has an overall height of 2.882m, a depth of 0.255m and a width of 1.438m. The precise location of the unit is marked by a red x on the pavement, all on the public footpath at the junction of, St. Stephen's Green and Grafton Street, Dublin 2 on the Northern side of St. Stephen's Green, in front of Permanent TSB, No.2, St. Stephen's Green. The Board will note that on inspection of the Dublin City Council website, I counted 51 applications for similar type developments across the city, a large number of which are located in the Dublin 2 area.

## 5.0 Policy and Context

### 5.1. Development Plan

- 5.1.1. The Dublin City Development Plan 2016 – 2022, is the relevant policy document relating to the subject site. Under the Plan, the subject site is zoned Z5, where it is the stated objective ‘consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design character and dignity’.
- 5.1.2. Chapter 11 of the CDP deals with Built Heritage and Culture and Section 11.1.5.4 deals with Architectural Conservation Areas and Conservation Areas where it is stated that DCC will seek ‘to ensure that development proposals within all Architectural Conservation Areas and Conservation Areas complement the character of the area, including the setting of protected structures, and comply with development standards’.
- 5.1.3. Section 4.5.6 sets out the Outdoor Advertising Strategy. Based on an analysis of how sensitive different parts of the city are to advertisement structures, and the following policies are considered relevant:
- **Policy SC22** - “To consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the Outdoor Advertising Strategy. In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.”
- 5.1.4. Appendix 19 of the CDP deals with Outdoor Advertising Strategy and notes that the provision of all advertising in the city centre will be monitored and controlled in order to prevent the creation of undesirable visual clutter and to protect environmentally sensitive areas and buildings.
- 5.1.5. Section 19.3 deals with Illuminated signs and notes that such signs, in appropriate locations, can provide both information and colour in the townscape after dark.



Accordingly, the following guidelines will apply, in conjunction with the provisions of the general outdoor advertising strategy and with regard to the zones of sensitivity:

- The type of illuminated signs, internally or externally illuminated, individual letters, and neon tubes should be determined by consideration of the design of the building and its location, as well as the potential for low-energy options.
- The design of an illuminated sign should be sympathetic to the building on which it is to be displayed and should not obscure architectural features such as cornices or window openings in the area; on new buildings they should be part of the integral design.
- The daytime appearance when unlit will be considered.
- Sky signs, i.e. signs that project in any part above the level of a building parapet or obtrude on the skyline, are regarded as objectionable in principle and will not be permitted.
- Internally illuminated scrolling signs, or signs with exposed neon tubing, are generally not acceptable.
- Illuminated signs with the use of electronic visual display technology such as LED (light emitting diode) and LCD (liquid crystal display) will be considered having regard to the Advertising Management Standards, as set out in section 19.6 of this appendix.
- The number of illuminated signs in the vicinity of the site will be taken into consideration when assessing proposals.

5.1.6. Section 19.6 of the CDP sets out the development management standards of advertising noting that applications for new advertising structures on private lands will be considered having regard to a number of criteria, including the following:

- Impact on the character of the street and the amenities of adjoining properties.
- Advertising panels will not be permitted where they interfere with the safety of pedestrians, the accessibility of the public footpath or roadway, the safety and free flow of traffic or if they obscure road signs.

- Impact on the character and integrity of Architectural Conservation Areas, Protected Structures and Conservation Areas.

## 5.2. Scheme of Special Planning Control (Grafton Street 2016)

5.2.1. The area of the Grafton Street Special Planning Control area extends from St. Stephen's Green to the south to College Green to the north and includes areas of side streets off Grafton Street, covering the same extent of the Grafton Street and Environs Architectural Conservation Area. The vision of the plan is

'To reinvigorate Grafton Street as the South City's most dynamic retail experience underpinned by a wide range of mainstream, independent and specialist retail and service outlets that attract both Dubliners and visitors to shop, sit and stroll, whilst re-establishing the area's rich historic charm and urban character'.

5.2.2. Part 3 of the Scheme deals with Shopfronts and Advertisement Structures and de-exempts all signage and advertisements both external and internal within the designated Grafton Street & Environs Area. This section recognises the Outdoor Advertising Strategy adopted by Dublin City Council in January 2013 and sets out development management measures for shopfront design and signage. Section 3.4.4 deals with new advertisement structures and Key Objective (7) states that

It is an objective to ensure that all new advertisement structures erected in the area are well designed. Dublin City Council will permit only advertisements which are designed sensitively and which will enhance the appearance and vitality of the area.

5.2.3. Part 5 of the Scheme deals with The Public Realm where the following Key Objectives are considered relevant:

Key Objective (9): To promote high quality and inclusive design to improve the quality of the public realm and open spaces.

Key Objective (10): To provide for a high-quality range of street furniture that will enhance the public realm.

### **5.3. Grafton Street Quarter – Public Realm Plan 2014**

- 5.3.1. Dublin City Council advocates for public realm that are; easy for all to use regardless of age or ability, incorporate universal design principles, welcoming and comfortable, celebrate unique spaces, create areas where people can get together and show the city to its best advantage.
- 5.3.2. This Grafton Street Quarter Public Realm Plan sets out Dublin City Council's context, vision and design principles for the delivery of an enhanced public realm for Dublin's premier shopping street and its environs. The area centered on Grafton Street and its supporting network: St. Stephen's Green to the south, Trinity College and College Green to the north, South Great George's Street to the west, Dawson Street and Molesworth Street to the east.

### **5.4. Grafton Street & Environs Architectural Conservation Area 2006**

- 5.4.1. This document identifies the extent of the Grafton Street ACA and seeks to protect and enhance the streets unique character. Part 2 of the ACA document sets out the objectives and policies to be applied in the area with part 6 dealing with Advertisement Structures and includes the following:
- Goods or advertising structures shall not be displayed on the public footpath or at the entrance to the shop.

### **5.5. Natural Heritage Designations**

- 5.5.1. The site is not located within any designated site. The closest Natura 2000 site is the South Dublin Bay SAC (& pNHA)(Site Code: 000210) which is located approximately 3.2km to the east and the South Dublin Bay and River Tolka Estuary SPA (Site Code: 004024) which is located approximately 2.7km to the north east of the site.
- 5.5.2. The Royal Canal pNHA (Site Code 002103) lies approximately 1.4km to the north east and the Grand Canal pNHA (Site Code 002104) lies approximately 1.4km to the east while the North Dublin Bay pNHA, (Site Code 000206), is located approximately 2.4km to the north east of the site.

## **5.6. EIA Screening**

- 5.6.1. Having regard to nature and scale of the development, together with the brownfield nature of the site, there is no real likelihood of significant effects on the environment arising from the proposed development. The need for environmental impact assessment can, therefore, be excluded at preliminary examination and a screening determination is not required.

## **6.0 The Appeal**

### **6.1. Grounds of Appeal**

- 6.1.1. This is a third-party appeal against the decision of the Planning Authority to grant planning permission for the proposed development. The issues raised reflect those raised with the PA during their assessment of the proposed development and are summarised as follows:

- The site is located within an ACA in direct line of sight of the Trinity College Provost's House.
- The site is located within the Grafton Street Area of Special Planning Control and the development will contravene the provisions of the ASPC which forbids the erection of advertising structures at the northern and southern ends of Grafton Street.
- Asks that the Board consider and address the consistent application of planning policy.
- The proposal will add to visual clutter and will cause an obstruction to pedestrian movement in direct contravention of Policy SC22 and the provisions of Appendix 19 of the CDP.
- Inadequate drawings and visualisations submitted.
- Raises issue with the assessment of the proposed development.
- The Board has recently refused permission for a similar development on the basis that it detracted from the character of the ACA.

It is requested that permission is refused. Applicant Response

## 6.2. Planning Authority Response

None.

## 6.3. First Party Response to Third Party Appeal

The first party has submitted a response to the third-party appeal and is summarised as follows:

- The appeal ignores the fact that Metropanel advertising displays are an established part of the city's street furniture and the public realm since 2007. It has therefore been proven that the display format does not detract from the amenity of the city street environment.
- The appellant does not live in Dublin City and has not explained his *locus standi* in appealing the Council's decision to grant permission.
- Example of existing Digipanel submitted and details as to the operation of the panel provided and the response notes the recent permission granted to upgrade a large number of previously permitted metropanels from 2017.
- Advertisement and advertising structures are identified as being open for consideration in Z5 zoned lands and permission for similar digital advertising displays has been granted throughout the city.
- The ACAs policy on advertising panels predominantly relate to shop fronts and buildings and has no direct application to contemporary advertising displays.
- The response considers that the proposed Digital Metropanel does not conflict with the ACA designation. The development will not give rise to any negative impact having regard to the factors set out in Section 11.1.5.4 of the City Plan.
- The development will have no impact on the characteristics of the ACA or views of Trinity College. It is not located within Zone 1 of advertising zones and is consistent with the objectives to promote a high quality modern shopping street.

- The development does not conflict with the Street Area of Special Planning Control policy. It is considered that the appellant has completely misinterpreted the core purpose of the SPC.
- The proposed development does not give rise to visual clutter and is compliance with Policy SC22 of the CDP.
- The drawings submitted exceed the requirements of the planning regulations providing significant detail on the proposed development for decision makers.
- The precedents cited in the appeal is not relevant as they do not relate to a Metropanel as proposed.

It is requested that permission be granted.

## 7.0 **Assessment**

Having undertaken a site visit and having regard to the relevant policies pertaining to the subject site, the nature of existing uses on and in the vicinity of the site, the nature and scale of the proposed development and the nature of existing and permitted development in the immediate vicinity of the site, I consider that the main issues pertaining to the proposed development can be assessed under the following headings:

1. Principle of the development
2. Other Issues
3. Appropriate Assessment

### 7.1. **Principle of the development**

7.1.1. The proposed development seeks permission to erect a new Metropanel digital advertising structure on the northern end of Grafton Street, and to the front of the AIB Bank and River Island. The site comprises approximately 0.4m<sup>2</sup> of the public realm and is located within the line of existing bollards, planters, bins and light stands on the western side of the street.

7.1.2. This area of Dublin City centre is zoned Z5, where it is the stated objective to 'consolidate and facilitate the development of the central area, and to identify,

reinforce, strengthen and protect its civic design character and dignity'. While I note the applicants indication that the subject site is not in fact zoned, I would find most unpalatable to ignore the Z5 zoning of the wider area and indeed, the identification of Grafton Street as an Architectural Conservation Area. In this regard, it is the stated DCC objective 'to ensure that development proposals within all Architectural Conservation Areas and Conservation Areas complement the character of the area, including the setting of protected structures, and comply with development standards'.

7.1.3. The Board will note the Dublin City Councils Outdoor Advertising Strategy which provides that the provision of all advertising in the city centre will be monitored and controlled in order to prevent the creation of undesirable visual clutter and to protect environmentally sensitive areas and buildings. The City Plan acknowledges that illuminated signs, in appropriate locations, can provide both information and colour in the townscape after dark, and I would accept that such signage is becoming more commonplace in the City. However, while I accept that the designation of Grafton Street as an ACA does not explicitly exclude the provision of advertising structures, matters relating to the visual impact of such installations as well as the potential impact to general amenity and public safety are required to be addressed.

7.1.4. Section 4.5.6 of the City Development Plan sets out the Outdoor Advertising Strategy. Based on an analysis of how sensitive different parts of the city are to advertisement structures, and the following policy is considered relevant:

- **Policy SC22** - "To consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the Outdoor Advertising Strategy. In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway."

7.1.5. Section 19.6 of the City Development Plan sets out the development management standards of advertising noting that applications for new advertising structures on private lands will be considered having regard to a number of criteria, including the following:

- Impact on the character of the street and the amenities of adjoining properties.
- Advertising panels will not be permitted where they interfere with the safety of pedestrians, the accessibility of the public footpath or roadway, the safety and free flow of traffic or if they obscure road signs.
- Impact on the character and integrity of Architectural Conservation Areas, Protected Structures and Conservation Areas.

7.1.6. In terms of the above, the Board will note from the attached photographs, that this area of Grafton Street has a variety of existing street furniture including bollards, tall planters, lighting and litter bins. The proposed Metropanel is to be located between two planters and a litter bin. The location lies approximately 3m from the buildings and at the edge of the safe pedestrian area / service hours 'road' space.

7.1.7. The area affected by the proposed development, while indicated by the applicant to be the 'utility zone', will actually extend into the pedestrian footpath space which is demarcated to provide for safe pedestrian movement during service hours. This space is also considered important for people with mobility impairment and / or disabilities. I also note the concerns of the Transportation Planning Division of Dublin City Council who submits that the proposed sign will permanently impact the existing space allocated to pedestrians on the western side of Grafton Street and serious concerns are raised in relation to the negative impact the development will have on this space.

7.1.8. Given the level of existing street furniture in this particular area of Grafton Street, and notwithstanding the inclusion of Condition 10 of Dublin City Councils grant of planning permission which requires the relocation of two planters to another area of Grafton Street (to an undetermined location), I consider that the introduction of the proposed Metropanel advertising sign at this location, will increase the visual clutter and would detract from the visual amenities of the northern end of Grafton Street and the ACA. While I accept that Grafton Street is primarily pedestrianised, I am not satisfied that the development would not impede free pedestrian movement, would interfere with the safety of pedestrians and would impact on the visual amenity of the ACA. The development would, therefore, be contrary to the proper planning and sustainable development of the area.



## **7.2. Other Issues**

### **7.2.1. Quality of plans**

The Board will note that the third-party considers that the plans and illustrations submitted in support of the proposed development are inadequate. I am satisfied that the submitted details fully satisfy the requirements of Article 23 of the P&D Regulations, and enable the appropriate planning consideration of the proposed development.

### **7.2.2. Development Contribution**

The proposed development relates to a commercial development and is not of a class which is described in the Development Contribution Scheme as being exempt from paying a development contribution. The subject development is, therefore, liable to pay a S48 development contribution as it relates to a commercial development of 6m<sup>2</sup>.

In terms of the S49 Luas Cross City Supplementary Development Contribution Scheme, section 11 of the scheme sets out the categories of development which will be exempted from the requirement to pay development contributions under the scheme. The proposed development is not included in this section and therefore, a S49 Development Contribution is payable.

### **7.2.3. Appropriate Assessment**

The site is not located within any designated site. The closest Natura 2000 site is the South Dublin Bay SAC (& pNHA)(Site Code: 000210) which is located approximately 3.2km to the east and the South Dublin Bay and River Tolka Estuary SPA (Site Code: 004024) which is located approximately 2.7km to the north east of the site.

Overall, I consider it is reasonable to conclude on the basis of the information available that the proposal individually or in combination with other plans or projects, would not adversely affect the integrity of a Natura 2000 site having regard to the nature and scale of the proposed development and separation distances involved to adjoining Natura 2000 sites. It is also not considered that the development would be likely to have a significant effect individually or in combination with other plans or projects on a European Site.

## 8.0 Recommendation

I recommend that planning permission be refused for the proposed development for the following stated reason.

## 9.0 Reasons and Considerations

1. Policy SC22 of the Dublin City Development Plan 2016-2022 seeks “to consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the outdoor advertising strategy. In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.”

Having regard to the siting of the proposed Metropanel on the western side of the northern area of Grafton Street, within the Grafton Street Architectural Conservation Area, to the pattern of pedestrian movement in the vicinity and the number of existing street furniture structures located within the area, it is considered that the proposed development would give rise to unnecessary visual clutter, negatively impacting on the visual amenity of the Grafton Street Architectural Conservation Area, and would impede and obstruct pedestrian movement in the area. It is considered, therefore, that the proposed development would be contrary to the provisions of the Dublin City Development Plan 2016-2022 and would be contrary to the proper planning and sustainable development of the area.

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A. Considine  
Planning Inspector  
22nd March 2021