



An
Coimisiún
Pleanála

Inspector's Report

PL-501152-DN-26

Development

PROTECTED STRUCTURE The development will consist of alterations to previously approved planning permission Ref. 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 on the fourth floor of No. 4 Parnell Street. (ii) A large double sided internally illuminated projecting fin sign at second to third floor level on No. 6 Parnell Street. (iii) A projecting canopy with lettering to the front and sides over the hotel entrance doors. (iv) Signage to the shop fronts at high level on ground floor consisting of individual letters. (v) Illuminated menu case and small light box signs adjacent to and above the entrances.

Location

Nos.3, 4, 5 & 6 Parnell Street (a corner site with Jervis Lane Upper) and Nos. 58 & 59 Capel Street (which abuts Jervis Lane Upper to the rear) Dublin 1

Planning Authority

Dublin City Council (North)

Planning Authority Reg. Ref.

WEB1155/26

Applicant(s) Vision Wave Limited

Type of Application Permission

Planning Authority Decision Grant Permission

Type of Appeal First Party

Appellant(s) Vision Wave Limited

Observer(s) None

Date of Site Inspection 29th May 2026

Inspector Conor Hughes

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1.0 Site Location and Description

- 1.1. The site in Dublin City Centre is comprised of a former vacant plot on the southern side of Parnell Street at the junction with Jervis Lane Upper and the buildings and former curtilage of two three-storey red brick buildings at 58 and 59 Capel Street.
- 1.2. Access to the site is from Jervis Lane Upper or Parnell Street for service vehicles. Capel Street is a pedestrianised area.
- 1.3. New buildings are under construction on the Parnell Street frontage and the site is scaffolded and screened on both frontages. Hoarding at street level announces that the site is being developed as a hotel.
- 1.4. The surrounding area is comprised predominantly of ground floor retail uses with business and or residential uses over.

2.0 Proposed Development

- 2.1. The proposed development comprises alterations to previously approved planning permission 3281/20 to include the following signage:
 - (i) A large sign consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and the fourth floor of No.4 Parnell Street;
 - (ii) A large double sided internally illuminated projecting fin sign at second to third floor level on No.6 Parnell Street;
 - (iii) A projecting canopy with lettering to the front and sides over the hotel entrance doors;
 - (iv) signage to the shop fronts at high level on ground floor consisting of individual letters; and
 - (v) an illuminated menu case and small light box signs adjacent to and above the entrances.

3.0 Planning Authority Decision

3.1. Decision

- On 19th March 2026 the Planning Authority issued notification of their decision to grant planning permission for the abovementioned planning permission subject to the following conditions:
 1. The development shall be carried out in accordance with the plans, particulars and specifications lodged with the application with the exception of a number of amendments and omissions.
 2. The approved signs on the fourth floor on Parnell Street and fifth floor on Capel Street are to be steel letters and backlit only.
 3. The three-sided acrylic lightbox unit, fixed fabric canopy with illumination and projecting banner sign at third and fourth floor level, the aluminium illuminated menu case are to be omitted from the development.
 4. No advertisement signs, advertisement structures, banners, canopies, flags, or other projecting element shall be displayed or erected on the building or within the curtilage, or attached to the glazing without the prior grant of planning permission.
 5. A conservation expert with proven and appropriate expertise shall be employed to design, manage, monitor and implement the works and to ensure adequate protection of the retained and historic fabric during the works. Written specifications and samples of the proposed materials. Remnants of historic fabric should be retained and/or reinstated.
 6. The development shall comply with the Greater Dublin Regional Code of Practice for Drainage Works Version 6.0.
 7. The developer shall comply with the requirements set out in the Codes of Practice from the Transportation Planning Division and the Noise & Air Pollution Section.
 8. The site and building works required to implement the development shall only be carried out between 7.00am to 6.00pm Monday to Friday, 8.00 a.m. to

2.00pm on Saturday and not on Sundays and Public Holidays unless otherwise agreed.

9. During the construction and demolition phases, the proposed development shall comply with British Standard 5228 ' Noise Control on Construction and open sites Part 1 Code of practice for basic information and procedures for noise control'.
10. The site development works and construction works shall be carried out in such a manner as to ensure that the adjoining street(s) are kept clear of debris, soil and other material and if the need arises for cleaning works to be carried out on the adjoining public roads.

3.2. Planning Authority Reports

3.2.1. Planning Reports

- The Planning Authority noted the site is subject to zoning objective zoning Z5 – City Centre in the Dublin City Development Plan 2022-2028 (the Development Plan).
- They commented that ‘advertisements and advertising structures’ are open for consideration in the Z5 zoning and were satisfied that the development was in principle compatible with the overall policies and objectives for the zoning.
- Having regard to the advice of the Transportation Planning Division and the Conservation Section it was concluded the lightbox and canopy that over sails the public footpath on Parnell Street would constitute visual clutter in the streetscape and would be out of character with the Architectural Conservation Area (ACA). These elements should be omitted by way of a planning condition.
- Having regard to Section 8.2.6 of the Capel Street and Environs ACA guide the Planning Authority considered the banner/projecting double sided internally illuminated sign proposed at the third and fourth floor level of No. 6 Parnell Street not acceptable and concluded it should be omitted by way of condition.
- Having regard to the advice offered by the Conservation Section and/or the Transportation Planning Division the Planning Authority concluded that the

projecting fret cut lightbox blade sign and neon sign in the window of 58 and 59 Capel Street should be omitted by way of condition.

- It was also concluded on the basis of advice from the Transport Planning Division that the illuminated menu display case be omitted as it had the potential to overhang the public footpath.
- The high-level sign of the fifth floor to the rear of No. 4 Parnell Street was considered acceptable having taken account of the advice of the Conservation Section and subject to the letters being backlit only.
- The individual letters on the fascia signs on the proposed shop fronts on Capel Street were also considered not to negatively impact on the visual amenities of the ACA.
- Whilst not included in the description of development the Planning Authority agreed with An Taisce that any surviving historic shopfront fabric should be recorded, retained and repaired. It was considered that these items could be addressed by way of planning condition.
- Overall, subject to the above omissions and alterations, the Planning Authority agreed that the proposed development was in accordance with the Z5 zoning objective and the proper planning and sustainable development of the ACA.

3.2.2. Other Technical Reports

- Conservation Section – Objected to all the proposed high level and ground level internally illuminated signage individually and as a whole, because of their size, positioning, materials and methods of illumination and the internal neon signage to the window of No. 58 Capel Street.

The signs were inappropriate to the special architectural character of the Protected Structures and the Architectural Conservation Area, and would contravene Sections 15.17.5, Section 4.0 of Appendix 17 of the Dublin City Development Plan 2022 2028 and Dublin City Council's Shopfront Design Guidelines 2001.

Objected to the projecting fixed fabric canopy is proposed at over the hotel entrance doors at No. 4 Parnell Street as it was contrary to the Shopfront Design Guidelines 2001.

Had no objection to the shopfront fascia at Nos. 58 and 59 Capel Street subject to a condition requiring samples and details of the methods of construction.

Had no objection in principle to the proposed menu case subject to the use of a high-quality material such as timber or steel. How it was fixed and illuminated could be subject to a condition.

- Drainage Planning, Policy and Development Control Section (DPPDC) – No objection subject to the developer complying with the Greater Dublin Regional Code of Practice for Drainage Works Version 6.0.
- Transport Planning Division – Object to the three-sided acrylic lightbox unit as it appears to project into and overhang the public footpath contrary to Section 8.3: ‘Taking in charge’ of Appendix 5 of the Development Plan.

3.3. Prescribed Bodies

- Transport Infrastructure Ireland – No objection subject to a condition requiring a Section 49 Luas Levy (if not exempt) as part of the Supplementary Development Contribution Scheme under the Planning and Development Act 2000, as amended.
- An Taisce – Object as the shopfront revisions shown in the plans would not protect the special interest of the Protected Structure at 3 Parnell Street.

3.4. Third Party Observations

Patrick Coyne

- The observer identifies that condition 12 of application 4311/18 is not discharged.
- To ensure procedural integrity and protect residential amenity this application should not be granted until an acoustic report is submitted to and agreed by the Planning Authority.
- If no report is submitted the application should be refused as the development would be contrary to the proper planning and sustainable development of the area.

4.0 Planning History

Appeal Site

- 4.1. WEB6055/25 – Permission granted on 26 March 2026 for alterations to previously approved planning permission reg. Ref. no. 3281/20 as follows: (1) Minor alterations to ‘new build’ elevations including resizing and adjusting position of some windows and doors, (2) alterations to the shop fronts of Nos. 3-6 Parnell Street and Nos. 58-59 Capel Street; note there are no alterations to the upper storey facades of No.3 Parnell or Nos. 58-59 Capel Street; (3), all associated site works necessary to facilitate the development.
- 4.2. 3077/23 – Split Decision on appeal on 24 May 2024 granting permission for alterations to development previously approved under Reg. Ref. 3281/20 comprising (iii) opening up of existing party wall between Nos. 58 & 59 (from first to third floor level) and provision of new stair core within new-build element (from basement to sixth floor level) to ensure compliance with fire safety regulations; (iv) fitting of louvred screens to the windows of bedroom Nos. 114, 115, 214, 215, 314 & 315 within new-build element (at first to third floor level); and, (v) all ancillary works, including general reconfiguration of all floor levels (from basement to fifth floor level), necessary to facilitate the development and refusing permission for (i) provision of new recessed sixth floor level comprising six number bedrooms; and (ii) reduction in footprint of fifth floor level by six square metres.
- 4.3. 3056/23 – Permission granted on 24 May 2024 for alterations to development previously approved under ref. 3281/20 comprising: (i) opening up of existing party wall between Nos. 58 & 59 Capel Street (from first to third floor level) and provision of new stair core within new-build element (from basement to fifth floor level) to ensure compliance with fire safety regulations; (ii) fitting of louvred screens to the windows of bedroom Nos. 114, 115, 214, 215, 314 & 315 within new-build element (at first to third floor level); and, (iii) all ancillary works, including general reconfiguration of all floor levels (from basement to fifth floor level), necessary to facilitate the development. The proposed works will result in a revised number of hotel bedrooms (77 No.).
- 4.4. 3281/20 – Permission granted on 27 January 2021 for the demolition of Nos. 58 and 59 Capel Street (excluding the front west-facing facades, the rear east-facing facade

of the building to rear of 58 Capel Street fronting Jervis Lane Upper, shared party wall between properties and the original internal structure of No. 58); demolition of existing single storey structures comprising Nos 4-6 Parnell Street; internal and external alterations to the existing three storey, over basement building at No. 3 Parnell Street (a protected structure) to accommodate new hotel development with original brickwork to be cleaned and repointed and new traditional style timber windows to be provided in existing opes on front (north facing) façade; existing chimney stack to be retained and refurbished; part-removal of internal partitions/walls to facilitate reconfiguration/ refurbishment of ground floor, first floor and second floor levels of No. 3 Parnell Street to facilitate proposed entrance foyer/lobby, bedrooms and connection (including new feature atrium to rear of existing building) to new hotel; provision of replacement shop front on No. 3 Parnell Street with associated lighting, signage and new glazed canopy above replacement shopfront; alteration of fenestration, refurbishment and extension by 1 no. storey of rear east-facing facade at 58 Capel Street; refurbishment of front west-facing facade at Nos. 58 & 59 Capel Street to original state with existing brickwork and cleaned and repointed along with the installation of new traditional-style timber windows to replace existing non-original windows; provision of replacement shopfronts to Nos. 58 & 59 Capel Street with associated lighting and signage; construction of a part-five, part-six, part-seven storey (maximum height 25.36 metres from ground level) and over basement 94-bedroom contemporary hotel on the overall site comprising (i) whiskey lounge (30 sq. m.) with associated service bar, wine cellar (20 sq.m.) with associated service bar, toilets, spa facilities including steam room & sauna with associated reception area, toilets, changing rooms and office/accounts/admin space, kitchen /food preparation areas, bicycle store, luggage store, linen store and associated laundry wash area, plant, storage, water storage attenuation tank and staff facilities at basement level; (ii) hotel entrance foyer, lobby/reception, check-in area, atrium, restaurant (162 sq.m.) accessible via Parnell Street and Jervis Lane Upper with associated kitchen space, lounge/bar/coffee area (148 sq.m.) external courtyard/seating area (64 sq.m.), cocktail/wine bar (46 sq.m) substation and wheelchair accessible toilets at ground floor level; (iii) provision of 94 no. hotel bedrooms at ground, first, second, third, fourth, fifth and sixth floor levels; (iv) residents private lounge/bar (66 sq.m.) at sixth floor level with balcony area (36 sq.m.) to the northern & eastern elevations; room No.

503 at fifth floor level will be served by balcony on the northern & eastern elevations and room nos. 602 & 603 at sixth floor level will be served by balconies on the southern elevation; light well is provided from ground to fourth floor level on the southern elevation within the south-eastern corner of the site; roof plant; facade treatments to new hotel development to include brick and glazing detail with metal cladding on all elevations; SuDs drainage; all associate site works necessary to facilitate the development.

5.0 Policy Context

5.1. Development Plan

- The Dublin City Development Plan 2022-2028 (the Development Plan) is the relevant plan for the area and the site is located within a Land-Use Zoning Objective Z5 – City Centre which has the objective *‘to consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design character and dignity.’*
- The former shop at 3 Parnell Street is a Protected Structure (RPS Ref. 6422). Policy BHA2 Development of Protected Structures states that development will conserve and enhance protected structures and their curtilage. The following criteria are relevant to the proposed development:
 - (a) *Ensure that any development proposals to protected structures, their curtilage and setting shall have regard to the Architectural Heritage Protection Guidelines for Planning Authorities (2011) published by the Department of Culture, Heritage and the Gaeltacht.*
 - (b) *Protect structures included on the RPS from any works that would negatively impact their special character and appearance.*
 - (c) *Ensure that works are carried out in line with best conservation practice as advised by a suitably qualified person with expertise in architectural conservation.*
 - (d) *Ensure that any development, modification, alteration, or extension affecting a protected structure and/or its setting is sensitively sited and designed, and is appropriate in terms of the proposed scale, mass, height, density, layout and materials.*

- The site is located inside the Capel Street and Environs Architectural Conservation Area. The following criteria of policy BHA 7 are relevant to the proposed development:

(a) To protect the special interest and character of all areas which have been designated as an Architectural Conservation Area (ACA). Development within or affecting an ACA must contribute positively to its character and distinctiveness, and take opportunities to protect and enhance the character and appearance of the area, and its setting, wherever possible. Development shall not harm buildings, spaces, original street patterns, archaeological sites, historic boundaries or features, which contribute positively to the ACA.

(b) Ensure that all development proposals within an ACA contribute positively to the character and distinctiveness of the area and have full regard to the guidance set out in the Character Appraisals and Framework for each ACA.

(c) Ensure that any new development or alteration of a building within an ACA, or immediately adjoining an ACA, is complementary and/or sympathetic to their context, sensitively designed and appropriate in terms of scale, height, mass, density, building lines and materials, and that it protects and enhances the ACA. Contemporary design which is in harmony with the area will be encouraged.

(f) Promote best conservation practice and encourage the use of appropriately qualified professional advisors, tradesmen and craftsmen, with recognised conservation expertise, for works to buildings of historic significance within ACAs.

- The guidelines for advertising structures in the Capel Street and Environs ACA contained at Section 8.2.6 and relevant to this proposal state:
 - *Signage for the ground floor retail unit shall generally be contained within the fascia board of the shopfront.*
 - *The lettering employed shall either be painted on the fascia, or comprise individual solid letters mounted on the fascia. The size of lettering used should be in proportion to the depth of the fascia board.*
 - *Inappropriate signs and advertising structures including those that blacken out and/or obscure extensive areas of glazing shall not be permitted in the window display area.*

- *Advertisements and signs relating to uses above ground floor level shall generally be provided at the entrance to the upper floors in a small plaque format.*
- *Banner type signs and advertising sheeting covering any part of the front façade of a building are not acceptable.*
- *Careful consideration should be given to the colours used on any advertising structures or signs. Substantial areas of inappropriate garish colours shall not be allowed as the background of any sign*
- *The use of any internally illuminated signs or illuminated scrolling signs shall not be permitted except in exceptional circumstances.*
- *The use of inappropriate scaled or poorly designed exposed neon tubing shall not be permitted*
- *Projecting signs at ground or upper floor levels will not generally be permitted.*
- Signage is proposed on the shopfronts on both street frontages. Policy CCUV12 - Shopfront Design *'requires a high quality of design and finish for new and replacement shopfront signage and advertising.'*
- In respect of development standards at Section 15.17.5 it states that shopfront and façade design play a key part in contribution to the quality of the public realm. The following criteria are relevant to the proposal:
 - *Be located at fascia level.*
 - *The signage relating to any commercial ground floor use should be contained within the fascia board of the shopfront.*
 - *The lettering employed should be either on the fascia, or consist of individually mounted solid letters mounted on the fascia. The size of the lettering used should be in proportion to the depth of the fascia board.*
 - *Signage internal to the premises, including interior suspended advertising panels, which obscure views into the shop or business and create dead frontage onto the street shall not normally be permitted.*

- *Corporate signs will only be permitted where they are compatible with the character of the building, its materials and colour scheme and those of adjoining buildings.*
- *Advertisements and signs relating to uses above ground floor level should generally be provided at the entrance to the upper floors, in a form and design which does not detract from or impinge upon the integrity of the ground floor shopfronts, or other elevation features of the building.*
- *Proposals for shopfront signage shall have regard to the contents of the Retail Design Manual, 2012, Dublin City Council's Shopfront Design Guide, 2001 and the O'Connell Street Area Shopfront Design Guidelines, 2003, where appropriate.*
- The guidelines at Section 3 (Illuminated signs), Section 4 (High Level Corporate Branding/ Signage) and Section 8 (Advertising Development Management Standards) at Appendix 17 of the Development Plan and at pages 23 to 30 of the Dublin City Council Shopfront Design Guide are relevant to this proposal.
- For the signage that overhangs the public footpath Section 8.3 of Appendix 5 of the Dublin City Development Plan 2022-2028 states:

'No part of a development shall overhang and no basements should extend under footpaths, roads and areas of public realm if these areas are intended to be taken in charge by the Road Maintenance Services Section of Dublin City Council'.

5.2. Relevant National or Regional Policy / Ministerial Guidelines

- The following sections of the Architectural Heritage Protection Guidelines for Planning Authorities (2011) apply to this proposal:
 - Chapter 6 Development Control
 - Chapter 12 Shopfronts

5.3. Natural Heritage Designations

- The site is approximately 6 kilometres northwest of the South Dublin Bay and River Tolka Estuary Special Protection Area (SPA:004024) and South Dublin Bay Special Area of Conservation (SAC:000210).

- The site is approximately 6.5 kilometres west of the North Bull Island Special Protection Area (SPA:004006) and the North Dublin Bay Special Area of Conservation (SAC:000208).

6.0 EIA Screening

- 6.1. The proposed development is not a class for the purposes of EIA as per the classes of development set out in Schedule 5 of the Planning and Development Regulations 2001, as amended (or Part V of the 1994 Roads Regulations). No mandatory requirement for EIA therefore arises and there is also no requirement for a screening determination. Refer to Form 1 in Appendix 1 of the report.

7.0 The Appeal

7.1. Grounds of Appeal

- The appellant sets out three grounds of appeal against condition three of the grant of planning permission.
- In the first ground the appellant notes that the proposed fixed fabric canopy with illumination replaces the previously approved glass canopy and the proposed design is more in keeping with the design intent of hotel branding. A similar canopy is erected on another similarly branded hotel operated by the appellant at Amiens Street.
- The appellant states this part of Parnell Street is less used by pedestrians and has no vehicular traffic. The canopy will not impede or cause danger to pedestrians. It is still required to advertise the entrance to the new hotel on a quiet part of Parnell Street.
- In the second ground the appellant states that the previous grant of planning permission allowed for a large fin in the same location for signage and this application was to confirm the detail of the signage.
- The appellant requests that the projecting banner sign proposed at the third and fourth level of the building facing onto Parnell Street is allowed as per the earlier grant of planning permission.

- In the third ground the appellant states that aluminium illuminated menu cases are a standard means of advertising in Dublin City and there is no reason for its omission.

7.2. **Planning Authority Response**

- None

7.3. **Observations**

- None

8.0 **Assessment**

8.1. Having examined the application details and all the other documentation on file, including the submission received to appeal, the reports of the local authority, and having inspected the site, and having regards to the relevant local/regional/national policies and guidance, I consider that the substantive issues in this appeal to be considered as follows:

- The principle of development
- The high-level illuminated signs
- The illuminated projecting fin sign
- The projecting canopy and associated illuminated sign
- The fascia signs
- The illuminated menu display case
- Amendments to the shopfronts

The principle of development

8.2. The site is subject to an objective Z5 zoning in the Development Plan which has the objective to consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design, character and dignity.

8.3. The redevelopment of this site for a hotel is commenced and I agree with the Planning Authority that signage advertising the proposed development is acceptable in principle subject to protecting the civic design and character of this site which is in an

architectural conservation area and involves in part the refurbishment of a protected structure.

The high-level illuminated signs

- 8.4. The Planning Authority had no objection to the proposed large sign consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and the fourth floor of No.4 Parnell Street subject to an amendment to the materials and how the individual letters are lit.
- 8.5. The amendment to the proposed design does not form part of the grounds of appeal but I note that the Conservation Section had recommended that these signs be omitted from the proposal on the grounds that they were not in accordance with Section 15.17.5 of the Development Standards, Section 4.0 of Appendix 17 of the Development Plan and the Dublin City Council Shopfront Design Guide 2001.
- 8.6. It states at Section 15.17.5 that corporate signs will only be permitted where they are compatible with the character of the building, its materials and colour scheme and those of adjoining buildings.
- 8.7. In respect of the guidelines at Section 4 of Appendix 17 it is stated that high level corporate signage/ branding will be assessed on a case-by-case basis having regard to the location of the development and the visual impact of the proposed branding/ signage.
- 8.8. In this case the site is in an ACA but the building is new and the proposed signage is on the floors that are in contrast to the older buildings in Capel Street and the protected structure on 3 Parnell Street.
- 8.9. I accept that for navigational purposes there should be signage at a high level to identify the location of the development. While the guidance indicates this should only be on one elevation this particular development has frontage to two key thoroughfares and therefore two high-level signs would be appropriate.
- 8.10. The design of the signage as individual letters mounted to the wall is normally acceptable in an ACA but in this case the materials and how they are illuminated are not.
- 8.11. I agree with the Planning Authority that in amending the materials and requiring the letters to be back lit rather than internally illuminated this addresses the concerns of the

Conservation Section and ensures the proposal is in accordance with Section 15.17.5 and Section 4 of Appendix 17 of the Development Plan.

- 8.12. I conclude that the visual impact of the proposed signage at high level on the two façades, as amended, will not harm the character of the ACA or the protected structure in the foreground and is consistent with the objectives of the Z5 City Centre zoning to protect civic design.

The illuminated projecting fin sign

- 8.13. I note the discrepancy between what is stated by the appellant in their grounds of appeal in respect of the location of the sign between the third and fourth floor and the description in the planning application which identifies the large double sided internally illuminated projecting fin sign between the second and third floor level on what was previously No.6 Parnell Street.
- 8.14. In examination of the submitted plans, I further note the projecting sign is located on the Parnell Street elevation between the second and third floor and attached to the proposed building at the third floor. This is consistent with the description of development in the appeal submission.
- 8.15. In the earlier application 3281/20 a projecting sign located on the Parnell Street elevation of the proposed building was located between the third and fourth floor in an 'Option B' submission. This was not granted planning permission however and is not relevant to this proposal.
- 8.16. I note that drawing No. 2018-45-F13-200 on the 3281/20 application file included a reference to 'proposed signage' at the third floor for the approved 'Option A' and that an accompanying drawing No. 2018-45-F13-201 showed an elevation of 'proposed signage' located on the second and third elevation on Parnell Street.
- 8.17. While the appellant states in their grounds of appeal that the previous grant of planning permission allowed for a large fin in the same location, I note that while signage was shown on these two plans it was not part of the description of development in the earlier grant of planning permission.
- 8.18. This proposal is considered on its own merits and in this respect, it is stated at page 25 of the DCC Shopfront Design Guide 2001 that in general, projecting signs will not be permitted in order to avoid visual clutter in the streetscape.

- 8.19. I have also accepted that the two high level signs proposed are in accordance with the requirements of Section 15.17.5 and Section 4 of Appendix 17 of the Development Plan as they identify the location and branding of the development. There is no need for a third.
- 8.20. I agree with the Planning Authority that the addition of an illuminated banner sign projecting from the elevation onto Parnell Street will result in an overly cluttered appearance which detracts from the special architectural character of adjoining protected structure adjacent and the streetscape within the ACA which I observed to be largely free from this type of signage.
- 8.21. The proposed sign would harm the character of the ACA and the setting of the protected structure and is inconsistent with the objectives of the Z5 City Centre zoning to protect civic design.
- 8.22. If allowed this would set an undesirable precedent for similar development and which is also inconsistent with the proper planning and sustainable development of the area.

The canopy and associated projecting illuminated sign at the entrance

- 8.23. The appellant sets out in their grounds of appeal that the proposed canopy is in replacement for a glass canopy and more in keeping with the design intent and branding for the hotel. A similar canopy is erected at the entrance to another hotel at Amiens Street.
- 8.24. The appellant also argues this part of Parnell Street is less used by pedestrians and has no vehicular traffic. They consider the canopy will not impede or cause danger to pedestrians and is still required to advertise the entrance to the new hotel on a quiet part of Parnell Street.
- 8.25. Having examined the plans, I note the approved glazed canopy granted in the 3281/20 planning permission was proposed over the shopfront of the protected structure at 3 Parnell Street. It was neither branded or illuminated and then subsequently removed when the shopfront was redesigned as part of the grant of planning permission for WEB6055/25.
- 8.26. Whilst the appellant suggests this in replacement for the glazed canopy, I do not consider this to be a like for like replacement. It is now located over the redesigned shopfront for 4 Parnell Street (immediately adjacent to and west of the protected

structure) and is a fabric covered structure, lit from underneath with advertisements on three sides.

- 8.27. In this respect I agree with the Conservation Section that the proposal is not 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.
- 8.28. The appellant has amended the shopfront to a traditional design and the normal convention is for the canopy to be an open sided retractable blind which does not disrupt the streetscape or reduce views of neighbouring shopfronts. The proposed canopy is neither sensitively sited or designed to respect the traditional shopfront of the protected structure at 3 Parnell Street in terms of its scale, mass, layout and materials which is contrary to criterion (d) of policy BHA2 of the Development Plan.
- 8.29. When considered alongside the three-sided acrylic lightbox unit I also agree with the Planning Authority that both advertisements are contrary to criterion (c) of policy BHA7, Section 15.17.5 and the Dublin City Council Shopfront Design Guide and will add to the visual clutter the Capel Street and Environs ACA.
- 8.30. No exceptional circumstance is demonstrated that justifies the canopy or the internally illuminated signs on the ground floor elevation to Parnell Street. The high-level signs provide orientation and direction to the location of the hotel on Parnell Street and Capel Street. The fascia signs direct visitors to the entrances at street level.
- 8.31. I do not accept the appellant's argument that a fixed canopy and lightbox are required to advertise the use of the building as a hotel because the street is quiet. The main entrance is approximately 20 metres from the junction with Capel Street and I did not observe that this part of Parnell Street was any less busy or so quiet that a visiting member of the public would not understand that they have arrived at a branded hotel at this location.
- 8.32. I am also not persuaded that because a similar canopy is attached at the entrance of another hotel in the City Centre that this is sufficient justification to depart from the guidance in the Development Plan for this proposal. The other building has a different setting and the involved the refurbishment and extension to an existing hotel rather than the construction of a new building.

8.33. The proposed signage is inconsistent with the objectives of the Z5 City Centre zoning to protect civic design.

8.34. If allowed this would set an undesirable precedent for similar development and which is also inconsistent with the proper planning and sustainable development of the area.

The fascia signs and projecting fret cut lightbox blade sign

8.35. No objections are raised in respect of the proposed lettering on the shopfront fascias on Capel Street from any party and it is my observation having visited the site and reviewed the submitted plans that the lettering is in accordance with Section 15.17.5 of the Development Plan and does not harm any features of the Capel Street and Environs ACA.

8.36. The proposed fret lightbox blade sign is a projecting sign and for the same reasons outlined above in respect of other illuminated signage and is contrary to criterion (c) of policy BHA7, Section 15.17.5 and the Dublin City Council Shopfront Design Guide and will add to the visual clutter the Capel Street and Environs ACA.

The illuminated menu display case

8.37. The appellant states in their grounds of appeal that aluminium illuminated menu display cases are a standard means of advertising in Dublin City and there is no reason for its omission.

8.38. In concluding the menu display case be omitted by condition the Planning Authority gave significant weight to the concerns raised by the Transportation Planning Division that the board appeared to protrude into the public footpath.

8.39. I note that while no dimension is given for the depth of the menu display case it is proposed on a pillar in a new shopfront which will be deeper in profile at the top and bottom. It is conceivable that a menu display case could be erected where shown on the submitted elevation and not overhang the footpath if it is not deeper than the bottom part of the pillar that meets the public footpath.

8.40. For this reason, I consider the guidelines at Section 8.3 of Appendix 5 of the Development Plan to be met and that there is no reason for the menu display board to be omitted from the proposal by way of condition.

8.41. I further note that the Conservation Section had no objection in principle to a menu display case that is constructed of a material suitable and that had a means of illumination appropriate to the ACA. For this reason, details of the finishes and means of illumination of the display case should be submitted to and agreed with the Planning Authority before it is erected on the shopfront.

Amendments to the shopfronts

8.42. I note various references in the planning application to the amendments to the proposed shopfronts on both Capel Street and Parnell Street. These amendments were dealt with by a separate application WEB6055/25 which was granted permission on 26 March 2026,

8.43. No alterations to the shopfronts are included in the description of development and in review of the submitted plans I do not find any differences that require further investigation or omissions from the submitted plans.

9.0 AA Screening

9.1. I have considered the proposed development in light of the requirements of Section 177U of the Planning and Development Act 2000 as amended.

The subject site is located approximately 6 kilometres west of the South Dublin Bay and River Tolka Estuary Special Protection Area (SPA:004024) and South Dublin Bay Special Area of Conservation (SAC:000210) approximately 6.5 kilometres west of the North Bull Island Special Protection Area (SPA:004006) and the North Dublin Bay Special Area of Conservation (SAC:000208).

The proposed development comprises signage to be erected on a building currently under construction at the corner of Parnell Street and Jervis Lane Upper.

No nature conservation concerns were raised in the planning appeal.

Having considered the nature, scale and location of the project, I am satisfied that it can be eliminated from further assessment because it could not have any appreciable effect on a European Site. The reason for this conclusion is as follows:

- The proposed development involves erecting new signage on a new building under construction. The signage does not give rise to the creation of new floorspace or additional surface water drainage.
- The distance to the identified European sites and the lack of connection.
- Taking into account the screening determination by the Planning Authority.

I conclude, on the basis of objective information, that the proposed development would not have a likely significant effect on any European Site either alone or in combination with other plans or projects.

Likely significant effects are excluded and therefore Appropriate Assessment (Stage 2) (under Section 177V of the Planning and Development Act 2000) is not required.

10.0 Water Framework Directive

10.1. The subject site is approximately four hundred metres north of the River Liffey and the development is comprised of signage proposed on a building which is currently under construction.

I have assessed the proposed development and have considered the objectives as set out in Article 4 of the Water Framework Directive which seek to protect and, where necessary, restore surface and ground water waterbodies in order to reach good status (meaning both good chemical and good ecological status), and to prevent deterioration. Having considered the nature, scale and location of the project, I am satisfied that it can be eliminated from further assessment because there is no conceivable risk to any surface and/or groundwater water bodies wither qualitatively or quantitatively.

The reason for this conclusion is as follows:

- The site is located in the City Centre and is brownfield land. The proposed development involves erecting new signage on a new building under construction. The signage does not give rise to the creation of new floorspace or the need for additional surface water drainage.

I conclude on the basis of objective information, that the proposed development will not result in a risk of deterioration on any water body (rivers, lakes, groundwaters,

transitional and coastal) either qualitatively or quantitatively or on a temporary or permanent basis or otherwise jeopardise any water body in reaching its WFD objectives and consequently can be excluded from further assessment.

11.0 Recommendation

11.1. I recommend a split decision and that planning should be:

- granted for the alterations to previously approved planning permission 3281/20 for the large signs consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and the fourth floor of No.4 Parnell Street; signage to the shop fronts at high level on ground floor consisting of individual letters; and an illuminated menu display case; and
- refused for a large double sided internally illuminated projecting fin sign at second to third floor level on No.6 Parnell Street; a projecting canopy with lettering to the front and sides over the hotel entrance doors; and small light box signs adjacent to and above the entrances and on the fascia of Capel Street.

for the reasons and considerations as set out below.

12.0 Reasons and Considerations (1)

12.1. The commission is satisfied, based on the information provided, that permission is granted for the alterations to previously approved planning permission 3281/20 for the large signs consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and the fourth floor of No.4 Parnell Street; signage to the shop fronts at high level on ground floor consisting of individual letters; and an illuminated menu display case for the reasons and considerations set out below.

12.2. This signage is in accordance with the guidelines in Section 15.17.5 and Section 4.0 of Appendix 17 of the Development Plan and the Dublin City Council Shopfront Design Guide 2001. The illuminated menu display board will not overhang the public footpath and is in accordance with Section 8.3 of Appendix 5 of the Development Plan.

12.3. Consequently, this part of the development complies with the Z5 City Centre zoning to protect civic design and this signage will not harm the character of the ACA or the

protected structure consistent with the requirements of the Dublin City Development Plan 2022-2028 and the proper planning and sustainable development of the area subject to the following conditions.

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, as amended by the further plans and particulars received by the planning authority on the 23 day of January 2026, 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(s).

3. The proposed development shall be amended as follows:

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

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

Reason: In the interests of visual amenity.

Reasons and Considerations (2)

- 12.4. The commission is satisfied based on the information provided, that permission is refused for the large double sided internally illuminated projecting fin sign at second to third floor level on No.6 Parnell Street; a projecting canopy with lettering to the front and

sides over the hotel entrance doors; and small light box signs adjacent to and above the entrances and on the fascia of Capel Street for the reasons and considerations set out below.

- The addition of an illuminated banner sign projecting from the elevation onto Parnell Street will result in an overly cluttered appearance which detracts from the special architectural character of adjoining protected structure adjacent and the streetscape within the ACA. The proposed sign is contrary Section 15.17.5 and Section 4 of Appendix 17 of the Development Plan.
- 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 is contrary to criterion (d) of policy BHA2 of the Development Plan and not 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.
- The three-sided acrylic lightbox unit and fret lightbox blade sign is a projecting sign I also agree with the Planning Authority that both advertisements are contrary to criterion (c) of policy BHA7, Section 15.17.5 and the Dublin City Council Shopfront Design Guide and will add to the visual clutter the Capel Street and Environs ACA.
- Cumulatively these parts of the proposal would harm the character of the ACA and the setting of the protected structure and is inconsistent with the objectives of the Z5 City Centre zoning to protect civic design. If allowed they would set an undesirable precedent for similar development and which is also inconsistent with the proper planning and sustainable development of the area.

I confirm that this report represents my professional planning assessment, judgement and opinion on the matter assigned to me and that no person has influenced or sought to influence me, directly or indirectly, following my professional assessment and recommendation set out in my report in an improper or inappropriate way.

Conor Hughes
Planning Inspector

23rd June 2026

Appendix 1: Form 1 EIA Pre-Screening

Case Reference	PL-501152-DN-26
Proposed Development Summary	The proposed development comprises alterations to previously approved planning permission 3281/20 to include a large sign consisting of individual illuminated raised lettering on the fifth floor facing Capel Street and the fourth floor of No.4 Parnell Street; large double sided internally illuminated projecting fin sign at second to third floor level on No.6 Parnell Street; projecting canopy with lettering to the front and sides over the hotel entrance doors; signage to the shop fronts at high level on ground floor consisting of individual letters; and an illuminated menu case and small light box signs adjacent to and above the entrances
Development Address	Nos.3, 4, 5 & 6 Parnell Street (a corner site with Jervis Lane Upper) and Nos. 58 & 59 Capel Street (abuts Jervis Lane Upper to the rear) Dublin 1
IN ALL CASES CHECK BOX / OR LEAVE BLANK	
1. Does the proposed development come within the definition of a 'Project' for the purposes of EIA?	☒ Yes, it is a 'Project'. Proceed to Q.2.
	☐ No, No further action required.
(For the purposes of the Directive, "Project" means: - The execution of construction works or of other installations or schemes, - Other interventions in the natural surroundings and landscape including those involving the extraction of mineral resources)	

2. Is the proposed development of a CLASS specified in Part 1, Schedule 5 of the Planning and Development Regulations 2001 (as amended)?	
☒ Yes, it is a Class specified in Part 1. EIA is mandatory. No Screening required. EIAR to be requested. Discuss with ADP.	
☒ No, it is not a Class specified in Part 1. Proceed to Q3	
3. Is the proposed development of a CLASS specified in Part 2, Schedule 5, Planning and Development Regulations 2001 (as amended) OR a prescribed type of proposed road development under Article 8 of Roads Regulations 1994, AND does it meet/exceed the thresholds?	
☒ No, the development is not of a Class Specified in Part 2, Schedule 5 or a prescribed type of proposed road development under Article 8 of the Roads Regulations, 1994. No Screening required.	
☐ Yes, the proposed development is of a Class and meets/exceeds the threshold. EIA is Mandatory. No Screening Required	
☐ Yes, the proposed development is of a Class but is sub-threshold. Preliminary examination required. (Form 2) OR If Schedule 7A information submitted proceed to Q4. (Form 3 Required)	

4. Has Schedule 7A information been submitted AND is the development a Class of Development for the purposes of the EIA Directive (as identified in Q3)?	
Yes ☐	
No ☐	

Inspector: _____

Date: 23rd June 2026