



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

An Roinn Pleanála agus Forbartha Maoiné1
Oifigí na Cathrach, An Ché Adhmaid, Baile Átha Cliath 8

Planning and Property Development Department
Block 4, Floor 3, Civic Offices, Wood Quay, D8

**Report to the Planning & Urban Form
Strategic Policy Committee November 2023.
No. 4 on the Agenda**

Motion from Councillor Janet Horner regarding Covering Shop Windows

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This planning and urban form SPC requests a report to examine the growing practice of retail premises covering up their windows with stickers to provide additional advertising space or more space inside the shop for shelving. The impact of this practice is to remove passive surveillance from the street and to further darken some streetscapes that rely on light emerging from shops to light footpaths. This decreases both safety and perception of safety for pedestrians in an area and is recognised under section 7.5.8 of the Development Plan. The report should examine how this practice can be stopped through primary legislation and bye-laws.

Report

The level of advertising permitted through the glazing of shops that open out onto the street is generally set out and approved through the planning permissions approved for the shops concerned. In cases of premises that have established uses and have been in situ for many years there is an exemption that permits advertising associated with the premises on glazing provided it does not exceed 25% of the glazed area it is exhibited through. Also if a certain level of advertising is in situ on shopfront glazing for seven years or more, DCC are statute barred from taking action requiring the removal of, or a reduction of the level of advertising concerned. The planning enforcement section investigates any complaints that come to its attention relating to the level of shopfront glazing advertising. The Planning Enforcement Section have been very successful in many cases over the last number of years in having the level of advertising rationalised at retail premises following the initiation of enforcement action. If the Councillor is concerned about the level of advertising on glazing at any specific premises such concerns can be sent in to planningenforcement@dublincity.ie and they will be investigated.

John Downey
Acting Planning Enforcement Manager

John.downey@dublincity.ie

Phone: 01 222 3465