



An
Bord
Pleanála

Board Direction
BD-007438-21
ABP-308339-20

The submissions on this file and the Inspector's report were considered at a Board meeting held on 28/01/2021.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

Having regard to the nature and scale of the signage and the provisions of the Dublin City Development Plan 2016-2022, it is considered the internally lit projecting box sign, by reason of its excessive length and projection span relative to surrounding buildings and building lines would be out of character with the pattern of development in the vicinity and result in a visually incongruous feature along the streetscape. The proposed development is considered to be contrary to Policy RD15 and Section 16.24.3 of the Development Plan, which both promote the principles of good signage in relation to shopfront design as set out in detail in the Council's Shopfront Design Guidelines, 2001. The signage by virtue of its location and projecting design would therefore result in a negative visual impact and add unnecessarily to the visual clutter on the street and would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member

Date: 28/01/2021

Michelle Fagan