

An
Bord
Pleanála

Board Direction
BD-010208-22
ABP-311845-21

The submissions on this file and the Inspector's report were considered at a Board meeting held on 09/03/2022.

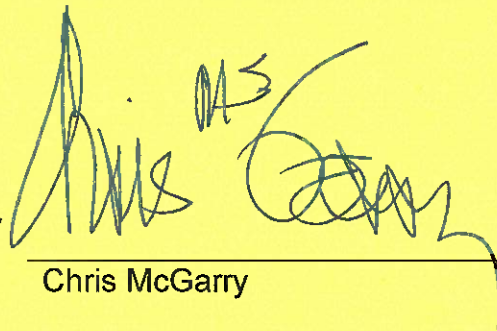
The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

1. Having regard to the scale, extent and positioning of the raised plinth, screen and canopy structure for which retention permission is sought, located forward of the building line and obscuring the main façade and signage of the premises and having regard to the associated new high level signage proposed on the main façade of the premises, it is considered that the development for which retention permission is sought and the proposed development would adversely affect the character of the streetscape along Haddington Road and the setting of the adjacent residential conservation area, would be seriously injurious to the visual amenity of the area including the amenity of properties in the vicinity and would be contrary to the relevant provisions of the current Dublin City Development Plan (2016-22). The development for which retention permission is sought and the proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

2. The proposed high level signage would be contrary to the provisions of the current Dublin City Development Plan (2016-22) including Section 16.24.2 and 16.24.3 and the associated Shopfront Design Guide. When combined with the number of projecting signs and advertisements on the façade of the building and on the canopy structure for which retention permission is sought, the proposed additional signage would contribute to visual clutter which, by itself and by the precedent it would set, would be seriously injurious to the visual amenities of the area and would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member



Chris McGarry

Date: 09/03/2022