



An
Bord
Pleanála

Board Direction
BD-015005-24
ABP-315381-22

The submissions on this file and the Inspector's report were considered at a Board meeting held on 10/01/2024.

The Board decided to make a split decision, to

(1) grant retention permission subject to condition for the foldable canopy and associated lettering over ground floor window on the Fitzwilliam Street frontage

for the **reasons and considerations** marked (1) under and subject to the condition set out below, and

(2) refuse retention permission for two illuminated projecting signs at the corner of the building.

for the **reasons and considerations** marked (2) under.

(1) Reasons and Considerations

Having regard to the established commercial use of the ground floor of these premises, the premises location within an Area zoned Z4 (Key Urban Villages and Urban Villages – 'To provide for and improve mixed-services facilities') of the Dublin City Development Plan 2022 – 2028, to the sympathetic size, design, materials and colouring of the development proposed to be retained along with the branding lettering contained thereon and its limited visual impact, it is considered that the foldable canopy subject of this application for retention would not detract from the special architectural character or legibility of this protected structure or the character and appearance of the sensitive

streetscape in which it is located. The proposed development to be retained would as such be in accordance with the proper planning and sustainable development of the area.

Condition

1. This element of the development hereby permitted (foldable canopy and associated lettering over ground floor window) shall be retained in accordance with the plans and particulars lodged with the application, 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 and the development shall be retained and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

(2) Reasons and Considerations

The two illuminated projecting signs proposed for retention are located in a prominent location at the junction of Baggot Street Lower and Fitzwilliam Street Lower. They are affixed to a protected structure located within a conservation area and close to and visible from the Georgian Conservation Area. It is considered by virtue of their appearance, location, size, design, materials, projection and method of illumination that they give rise to incongruous and insensitive additions to the external façade of the protected structure, detracting from its special architectural character and legibility and appear as unsightly additions contributing to visual clutter in this sensitive streetscape. The development that is proposed to be retained would, therefore be contrary to the relevant provisions of Dublin City Development Plan 2022 – 2028, including Policy CCUV12 Shopfront Design, section 15.17.5 (Shopfront and Façade Design) and Appendix 17 Advertising and Signage Strategy and the Shopfront Design Guide 2001, and would therefore be contrary to the proper planning and sustainable development of the area.

Board Member: Patricia Calleary Date: 10/01/2024
Patricia Calleary