

An
Bord
Pleanála

Board Direction
BD-016515-24
ABP-318395-23

The submissions on this file and the Inspector's report were considered at a Board meeting held on 05/06/2024.

The Board decided to refuse permission for the following reasons and considerations.

Reasons and Considerations

1. Having regard to the location of the site in Donnybrook Village, it is considered that the proposed development due to its size would be visually intrusive, would seriously injure the visual amenities of the area, would be out of character and therefore would not be sensitive to the setting. The proposed sign would not be in accordance with Appendix 17 of the Dublin City Council Development Plan in respect to replacement signs and would therefore be contrary to the proper planning and sustainable development of the area.


In deciding not to accept the Inspector's recommendation to grant permission, the Board concurred with the Planning Authority that the proposed sign would be visually intrusive, would seriously injure the visual amenities of the area, would be out of character and would therefore be contrary to the proper planning and sustainable development of the area.

The Board considered the Dublin City Development Plan, the land use zoning for the site, policy CCUV45 and Appendix 17. The Board considered the reduction in the size of the sign proposed relative to the size of the existing sign was not sensitive to

its setting having regard to the size of the sign relative to the façade of the building, particularly the width of the building.

The Board also noted that the applicant had not; demonstrated that the existing sign has been in place for seven years, provided details of the use of the structure opposite that has windows above ground level fronting the gable, or provided evidence that licences were in place for the signs that the applicant proposed to remove at Mountjoy Street. Having regard to the substantive reasons for refusal the Board did not pursue these issues.

Board Member



Mary Henchy

Date: 07/06/2024