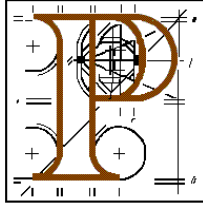


An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2015

Dublin City

Planning Register Reference Number: 3241/16

An Bord Pleanála Reference Number: PL 29N.247287

APPEAL by Jurys Inn Group Limited care of MacCabe Durney Barnes of 20 Fitzwilliam Place, Dublin against the decision made on the 25th day of August, 2016 by Dublin City Council in relation to an application for permission for development comprising retention of replacement signage changing the brand name from 'Jurys Inn' to 'Hilton Garden Inn' as follows: north elevation - two sets of internally illuminated letters and logos positioned at 19 metres and 2.5 metres above ground level, south elevation - three sets of internally illuminated letters and logos positioned at 22.5 metres, 15.5 metres and 3.7 metres above ground level and one stainless steel name panel one metre above ground level adjacent to the front entrance and east and west elevations - one set of internally illuminated letters and logo positioned 16 metres above ground level on both elevations at Hilton Garden Inn Hotel (formerly Jurys Inn), Custom House Quay and corner of Commons Street with access to Exchange Place, Dublin in accordance with the plans and particulars lodged with the said Council (which decision was to grant subject to conditions a permission for retention of the illuminated lettering and logos at the east and west elevations, the illuminated lettering and logos 2.5 metres above ground level at the north elevation and 3.7 metres above ground level in the south elevation, the stainless steel panel at the front entrance and to refuse permission for illuminated lettering and logos 19 metres above ground level in the north elevation and 22.5 metres and 15.5 metres above ground level in the south elevation).

DECISION

GRANT permission for the above proposed development in accordance with the said plans and particulars based on the reasons and considerations under and subject to the conditions set out below.

MATTERS CONSIDERED

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

REASONS AND CONSIDERATIONS

Having regard to the size and proportions of the signage proposed, to the planning history of the site and to the return of the hotel usage, it is considered that, subject to compliance with the conditions set out below, the retention of the signage as proposed, would achieve an acceptable balance between the need to identify the hotel in the wider domain and the protection of the amenities of the Conservation Area. It is considered, therefore, that the retention of the signage as proposed would not detract from the building itself or from the overall character, appearance and setting of the Conservation Area and would not, therefore, be contrary to Policy CHC4 of the Dublin City Council Development Plan 2016-2022 or the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to refuse permission for the rooftop sign, the Board considered that the proposed rooftop signage, which did not break the skyline, was attractively proportioned and designed, and would not detract from the visual amenities of the area.

CONDITIONS

1. The development shall be retained and completed 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 prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. Notwithstanding the exempted development provisions of the Planning and Development Regulations 2001, or any statutory provision amending or replacing them, no additional advertising signs or structures shall be displayed or erected on the building or within the curtilage of the site unless authorised by a further grant of planning permission.

Reason: In the interests of visual amenity.

3. All illumination to the lettering and logos shall consist of backlit LED lighting only.

Reason: In the interests of visual amenity.

4. The developer shall pay to the planning authority a financial contribution in respect of LUAS Red Line Docklands Extension C1 Line in accordance with the terms of the Supplementary Development Contribution Scheme made by the planning authority under section 49 of the Planning and Development Act 2000, as amended. The contribution shall be paid prior to commencement of development or in such phased payments as the planning authority may facilitate and shall be subject to any applicable indexation provisions of the Scheme at the time of payment. Details of the application of the terms of the Scheme shall be agreed between the planning authority and the developer or, in default of such agreement, the matter shall be referred to An Bord Pleanála to determine the proper application of the terms of the Scheme.

Reason: It is a requirement of the Planning and Development Act 2000, as amended, that a condition requiring a contribution in accordance with the Supplementary Development Contribution Scheme made under section 49 of the Act be applied to the permission.

**Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board.**

Dated this day of 2017.