

# An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2016

**Dublin City**

**Planning Register Reference Number: 3437/16**

An Bord Pleanála Reference Number: PL 29N.247705

**APPEAL** by Poundland trading as Dealz care of Tony Bramford of 127 Lower Baggot Street, Dublin against the decision made on the 11<sup>th</sup> day of November, 2016 by Dublin City Council to refuse permission for development comprising retention of illuminated fascia signage boards and window graphics to front elevation of units FM6A and FM6B, Finglas Village Centre, Finglas, Dublin in accordance with the plans and particulars lodged with the said Council.

## **DECISION**

**GRANT** permission for retention of existing signage comprising illuminated fascia signage boards in accordance with the said plans and particulars based on the reasons and considerations marked (1) under and subject to the conditions set out below. **REFUSE** permission for retention of window graphics to the front elevation of Units FM6A and FM6B based on the reasons and considerations marked (2) under.

## **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 (1)

Having regard to the pattern of development in the area and the proposal to provide suitable fascia signage appropriate to the internal layout of the shop unit, it is considered that subject to compliance with the conditions set out below, the development would not seriously injure the visual amenities of the area or of property in the vicinity, and would be compatible with the character of the building and adjoining buildings. The development to be retained would, therefore, be in accordance with the proper planning and sustainable development of the area.

### CONDITIONS

1. The development shall be retained in accordance with the plans and particulars lodged with the application as amended by the further plans and particulars submitted on the 17<sup>th</sup> day of October, 2016, except as may otherwise be required in order to comply with the following conditions.

**Reason:** In the interest of clarity.

2. Notwithstanding the provisions of the Planning & Development Regulations 2001 as amended, no advertisement signs (including any signs installed to be visible through the windows); advertisement structures, banners, canopies, flags, or other projecting element shall be displayed or erected on the building or within the curtilage, or attached to the glazing without the prior grant of planning permission.

**Reason:** In the interests of visual amenity.

3. A window display shall be maintained at all times, and the glazing to the shopfront shall be kept free of all stickers, posters and advertisements.

**Reason:** In the interests of visual amenity.

## REASONS AND CONSIDERATIONS (2)

Having regard to the recent planning history of this site, to the location of the development proposed for retention within a Key District Centre and to the development standards of the Dublin City Development Plan, 2016-2022, it is

considered that the development proposed to be retained would obscure views into the shop and create dead frontage onto a public area within a Key District Centre, where it is a general development principle to create a vibrant retail and commercial core with animated streetscapes. The development would create an undesirable precedent for other similar forms of development, would be contrary to the provisions of the Development Plan and would, therefore, be contrary to the proper planning and sustainable development of the area.

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

**Dated this            day of            2017.**