

An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2016

Dublin City

Planning Register Reference Number: 3829/16

An Bord Pleanála Reference Number: PL 29N.247738

APPEAL by Primark (trading as Penneys) care of Kiaran O'Malley and Company Limited of Saint Heliers, Saint Heliers Copse, Stillorgan Park, Blackrock, County Dublin against the decision made on the 23rd day of November, 2016 by Dublin City Council to grant subject to conditions a permission in accordance with plans and particulars lodged with the said Council.

PROPOSED DEVELOPMENT: Replace the existing halo illuminated banner sign with a new banner sign of similar proportions incorporating a new halo illuminated clock and illuminated Penneys sign below, to the second floor of Penneys at Penneys, 47 Mary Street (Protected Structure Reference 5060) with shopfronts onto Jervis Street and Parnell Street, Dublin.

DECISION

Having regard to the nature of the condition the subject of the appeal, the Board is satisfied that the determination by the Board of the relevant application as if it had been made to it in the first instance would not be warranted and, based on the reasons and considerations set out below, directs the said Council under subsection (1) of section 139 of the Planning and Development Act, 2000 to REMOVE condition number 2 and the reasons therefor.

REASONS AND CONSIDERATIONS

Having regard to the previously authorised sign at this location and to the fact that the sign proposed is of the same dimension, the Board considered that the proposed replacement sign would not seriously injure the visual amenity if illuminated.

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.

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

Dated this day of 2017.