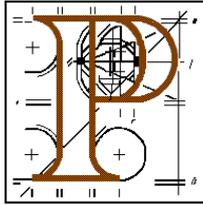


An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2017

Dublin City Council

Planning Register Reference Number: 4073/17

An Bord Pleanála Reference Number: ABP-300638-18

APPEAL by Thomas Hayes on behalf of Clarion Quay Management Company CLG of Apartment 7, Block 1, Clarion Quay, North Wall, Dublin against the decision made on the 7th day of December, 2017 by Dublin City Council to grant subject to conditions a permission to Spencer Leisure Investments Limited care of McGill Planning of 1st Floor, 7 Fitzwilliam Street Upper, Dublin.

PROPOSED DEVELOPMENT: Retention of existing hotel sign (circa 6.6 square metres in area) located on the southern elevation of the existing hotel. All at The Spencer Hotel, North Wall Quay, Irish Financial Services Centre, Dublin.

DECISION

REFUSE permission for the above proposed development based on the reasons and considerations 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

It is considered that the signage proposed to be retained, by reason of its location on North Wall Quay within a designated Conservation Area, close to the Samuel Beckett Bridge, and by reason of their design, size, colour, materials, internal illumination and position on the subject building, would conflict with the relevant policies in respect of advertising signage that are set out in the Dublin City Development Plan 2016-2022, and would seriously injure the visual amenities of the area 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 considered that the signage proposed to be retained would constitute a strident and visually discordant feature at this location that would detract from the visual quality, character and conservation status of the quays.

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

Dated this day of 2018.