



Planning and Development Acts 2000 to 2020

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1446/20

APPEAL by Grafton Barber Limited care of R.M. O'Hanrahan Architecture of 09 Sion Hill Park, Drumcondra, Dublin against the decision made on the 7th day of September, 2020 by Dublin City Council to refuse permission.

Proposed Development: Installation of one number internally lit (neon) projecting box sign to the front elevation at 1, Fairview Strand, Fairview, Dublin.

Decision

REFUSE permission for the above proposed development in accordance with 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

Having regard to the nature and scale of the signage and the provisions of the Dublin City Development Plan 2016-2022, it is considered the internally lit projecting box sign, by reason of its excessive length and projection span relative to surrounding buildings and building lines would be out of character with the pattern of development in the vicinity and result in a visually incongruous feature along the streetscape. The proposed development is considered to be contrary to Policy RD15 and Section 16.24.3 of the Development Plan, which both promote the principles of good signage in relation to shopfront design as set out in detail in the Dublin City Council's Shopfront Design Guidelines, 2001. The signage, by virtue of its location and projecting design, would result in a negative visual impact and add unnecessarily to the visual clutter on the street and would, therefore, be contrary to the proper planning and sustainable development of the area.

Michelle Fagan
Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board

Dated this day of 2021