

An
Bord
Pleanála

Board Order

ABP- 315155-22

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1808/22

Appeal by Vermilion Indian Cuisine Limited care of Brian Montaut of 4 Mount Pleasant Villas, Bray, County Wicklow against the decision made on the 26th day of October, 2022 by Dublin City Council to refuse permission for the proposed development.


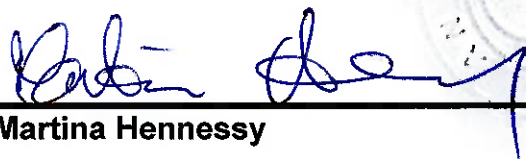
Proposed Development: Permission for external signage/advertising comprising:
(i) a 2.2 by 1.2 metres restaurant billboard, flat-mounted at first floor level on the south facing side wall, and (ii) three number 2.5 by 0.5 metres projecting, double-sided, vertical, restaurant banners positioned between the first floor front windows all at 94 Terenure Road North, Terenure, Dublin.

Decision

REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.

Reasons and Considerations

Having regard to Section 15.17.5 (Shopfront and Facade Design) of the Dublin City Development Plan 2022-2028 and Dublin City Council's Shopfront Design Guide 2001, it is considered that the proposed advertising signage is excessive at this location, would create a sense of visual clutter within the streetscape, would detract from the character of the existing building and would seriously injure the visual amenities of the area. The proposed development would, therefore, be contrary to the provisions of the development plan and to the proper planning and sustainable development of the area.



Martina Hennessy

Member of An Bord Pleanála

**duly authorised to authenticate
the seal of the Board.**

Dated this ^{5th} day of December 2023