



An  
Bord  
Pleanála

## Board Order ABP-315381-22

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**Planning and Development Acts 2000 to 2022**

**Planning Authority: Dublin City Council**

**Planning Register Reference Number: 4934/22**

**Appeal** by Greenfield Ideas Limited care of Cathal O'Neill and Company of 33 Pembroke Road, Dublin against the decision made on the 21<sup>st</sup> day of November, 2022 by Dublin City Council in relation to the application by the said Greenfield Ideas Limited for retention of a foldable canopy over the ground floor window facing Lower Fitzwilliam Street and the installation of two number illuminated projecting signs at the corner of the building (top of higher sign approximately 3,550 millimetres from the ground), all at 43-44 Baggot Street Lower, 11A Fitzwilliam Street Lower, Dublin (a Protected Structure) which decision was to refuse permission.

### **Decision**

**GRANT** permission for the retention of a foldable canopy over the ground floor window facing Lower Fitzwilliam Street based on the reasons and considerations marked (1) under and subject to the condition set out below.

**REFUSE** permission for retention of the installation of two number illuminated projecting signs at the corner of the building based on the reasons and considerations marked (2) under.

*P.C.*

## Reasons and Considerations (1)

Having regard to the established commercial use of the ground floor of these premises, to the location of the premises within an Area zoned 'Z4' (Key Urban Villages and Urban Villages – 'To provide for and improve mixed-services facilities') of the Dublin City Development Plan 2022 - 2028, to the sympathetic size, design, materials and colouring of the development proposed to be retained, along with the branding lettering contained thereon, and its limited visual impact, it is considered that, subject to compliance with the condition set out below, the foldable canopy would not detract from the special architectural character or legibility of this protected structure or the character and appearance of the sensitive streetscape in which it is located. The development proposed to be retained would, therefore, be in accordance with the proper planning and sustainable development of the area.

### Condition

1. This element of the development hereby permitted (foldable canopy and associated lettering over ground floor window) shall be retained in accordance with the plans and particulars lodged with the application.

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

P. C.

## Reasons and Considerations (2)

The two illuminated projecting signs proposed to be retained are located in a prominent location at the junction of Baggot Street Lower and Fitzwilliam Street Lower and are affixed to a protected structure located within a conservation area and close to, and visible from, the Georgian Conservation Area. It is considered that, by reason of their appearance, location, size, design, materials, projection and method of illumination, the projecting signs proposed to be retained would give rise to incongruous and insensitive additions to the external façade of the protected structure, detracting from its special architectural character and legibility, and would appear as unsightly additions contributing to visual clutter in this sensitive streetscape. The development proposed to be retained would be contrary to the relevant provisions of the Dublin City Development Plan 2022 - 2028, including Policy CCUV12 Shopfront Design, Section 15.17.5 (Shopfront and Façade Design) and Appendix 17 Advertising and Signage Strategy, and the Shopfront Design Guide 2001, and would, therefore, be contrary to the proper planning and sustainable development of the area.

  


**Patricia Calleary**

**Member of An Bord Pleanála**

**duly authorised to authenticate**

**the seal of the Board**

Dated this 17 day of January 2024.