

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB1828/22

APPEAL by Dr. Martens AirWair (Ireland) Limited care of SBA Architects of D13 Nutgrove Office Park, Nutgrove Avenue, Rathfarnham, Dublin against the decision made on the 17th day of May, 2023 by Dublin City Council to refuse permission.

Proposed Development: New shopfront signage comprising: 1. Main façade signage to read 'Dr. Martens'. Overall sign dimensions are 385 millimetres high x 3,000 millimetres wide, sign area 1.155 square metres. The sign is comprised of individual built-up metal lettering with an overall depth of 80 millimetres. Front face of lettering is white acrylic with a metal surround and side with black powder coated paint finish. The sign is illuminated with integrated lighting. 2. Signage board, mounted perpendicular to façade with Dr. Martens logo. Board dimensions are 600 millimetres high x 600 millimetres wide, area 0.36 square metres. Signage board to be fabricated from aluminium with black powder coated paint finish. The sign is illuminated with integrated lighting at 83 Grafton Street, Dublin.

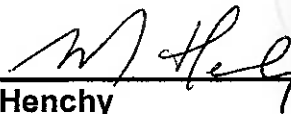
Decision

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

Reasons and Considerations

It is considered that the design of the shop front would have a serious adverse and injurious impact on the architectural fabric and character of the building and on the surrounding environment, including the visual amenity afforded within the designated Grafton Street Architectural Conservation Area and the Scheme of Special Planning Control for Grafton Street and Environs. The proposed Shop Front Signage does not relate sensitively to the architectural detail, scale, proportions, and design of the building. The development would result in an undesirable precedent for similar type development and would have a detrimental impact on the visual amenity of property in the vicinity. The proposed sign contravenes the Grafton Street Architectural Conservation Area and section 3.3.9 of the Scheme of Special Planning Control for Grafton Street and Environs, 2019 and contravenes section 15.17.5 and policy BHA7 of the Dublin City Development Plan 2022-2028. The proposed development would, therefore, be contrary to the proper planning and development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board considered that the relevant drawings for the purpose of the appeal are the drawings submitted in the appeal documentation received by An Bord Pleanála on the 9th day of June, 2023, the amended scheme, not that originally submitted to the local authority. The Board considered that the design of the Shop Front Signage contravenes the Grafton Street Architectural Conservation Area and the Scheme of Special Planning Control for Grafton Street and Environs, 2019 and contravenes section 15.17.5 and BHA7 of the Dublin City Development Plan 2022-2028. The proposed development would, therefore, be contrary to the proper planning and development of the area.



Mary Henchy

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

Dated this 6 day of October 2023