



An
Bord
Pleanála

Board Order ABP-319751-24

Planning and Development Acts 2000 to 2022

Planning Authority: Dublin City Council

Planning Register Reference Number: 3327/24

Appeal by MoChara Limited care of Dexter Planning Consultants of 61 Mellowes Quay, Block D, Ushers Quay, Dublin against the decision made on the 26th day of April, 2024 by Dublin City Council to refuse permission for development comprising the retention of a traditional timber shopfront structure attached to the front (north) façade of the existing building, extending single storey in height over existing entrance doors and the full width of the front (north) façade, backlit signage on the fascia, two number internally illuminated projecting signs on westernmost and easternmost pilasters, and an illuminated projecting sign above the shopfront centred on the building façade, all at 4 Dame Lane, Dublin.

Decision

GRANT permission for retention of the illuminated projecting sign above the shopfront centred on the building façade based on the reasons and considerations marked (1) under and subject to the condition set out below.

REFUSE permission for retention of the traditional timber shopfront structure attached to the front (north) façade of the existing building, extending single storey in height over existing entrance doors and the full width of the front (north) façade, backlit signage on the fascia, and two number internally illuminated projecting signs on westernmost and easternmost pilasters based on the reasons and considerations marked (2) under.

Reasons and Considerations (1)

It is considered that, subject to compliance with the condition set out below, the illuminated projecting sign centred on the building façade would not detract from the design of the existing building, which is of merit, and would not detract from the visual amenities of the area. Given the relatively narrow width of the pedestrian laneway on which the commercial building is located, it is considered that one projecting signage from the façade is justified in this instance and would not lead to a proliferation of such signage on the building. The development proposed to be retained would, therefore, be in accordance with the proper planning and sustainable development of the area.

Condition

The illuminated projecting sign shall be retained in accordance with the plans and particulars lodged with the application.

Reason: In the interest of clarity.

Reasons and Considerations (2)

It is considered that, by reason of their design, scale and bulk attached to the existing red brick façade, the traditional timber shopfront with backlit signage and two number projecting signs from the pilasters would not complement the existing building and its simple and restrained architectural expression. The development proposed to be retained would result in visual clutter, would detract from the design of the existing façade, and would seriously injure the character and visual amenities of the area. Furthermore, the development proposed to be retained would be contrary to the implementation of good shopfront design, as provided for in the Dublin City Council's Shopfront Design Guide 2001 and the Dublin City Development Plan 2022-2028. The development proposed to be retained would, therefore, be contrary to the proper planning and sustainable development of the area.



Tom Rabbette

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

Dated this 8th day of Oct. 2024.