



Planning and Development Act 2000, as amended

Planning Authority: Dublin City Council

Planning Register Reference Number: WEB2581/25

Appeal by 3Dental Limited care of BPS Planning and Development Consultants of PO Box 13658, Dublin against the decision made on the 28th day of August, 2025 by Dublin City Council to refuse permission for development comprising retention of existing front elevation signage including sign number 1 (illuminated block lettering sign above first floor windows), sign number 2 (Decal sign fixed inside glazing above first floor), sign number 3 (board sign over front entrance and service entrance), and sign number 4 (three number board signs fixed at first floor to windows), all at 13-16 Redmond's Hill, Aungier Street, Dublin.

Decision

GRANT permission for sign number 2 (Decal sign fixed inside glazing above first floor) and sign number 3 (board sign over front entrance and service entrance) based on the reasons and considerations marked (1) under and subject to the conditions set out below.

REFUSE permission for sign number 1 (illuminated block lettering sign above first floor windows) and sign number 4 (three number board signs fixed at first floor to windows) for the reasons and considerations marked (2) under.

Reasons and Considerations (1)

Having regard to Policy CCUV12 (Shopfront Design) and Policy BHA9 (Conservation Areas) of the Dublin City Development Plan 2022-2028, it is considered that, subject to compliance with the conditions set out below, the retention of sign numbers 2 and 3 would not detract from or impinge upon the integrity of the first floor or the ground floor shopfront, or other elevation features of the building, would be appropriate to the character and appearance of the Conservation Area in which the building is located, and would, therefore, be in accordance with the proper planning and sustainable development of the area.

Conditions

1. This element of the development (sign numbers 2 and 3) shall be retained in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in writing with the planning authority and the development shall be retained in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. This decision permits sign numbers 2 and 3 only. Sign numbers 1 and 4 shall be removed within one month of the date of this Order. Revised drawings providing for compliance with this requirement shall be submitted to the planning authority for approval within three months of the date of this Order.

Reason: To comply with the policies of the development plan and to protect the character and visual amenities of the Conservation Area.

3. No additional advertisement or advertisement structure, the exhibition or erection of which would otherwise constitute exempted development under the Planning and Development Regulations 2001, as amended, or any statutory provision amending or replacing them, shall be displayed or erected on the building unless authorised by a further grant of planning permission.

Reason: In the interest of visual amenity.

Reasons and Considerations (2)

It is considered that the retention of sign number 1 and sign number 4 would be contrary to Policy CCUV12 (Shopfront Design) and Policy BHA9 (Conservation Areas) of the Dublin City Development Plan 2022-2028, and would, therefore, be contrary to the proper planning and sustainable development of the area.


Liam McGree

Planning Commissioner of An Coimisiún

Pleanála duly authorised to authenticate
the seal of the Commission.

Dated this 13th day of January 2026.