



An
Bord
Pleanála

Board Order 29N.RL.3623

Planning and Development Acts 2000 to 2017

Planning Authority: Dublin City Council

Planning Register Reference Number: 0258/17

WHEREAS a question has arisen as to whether

1. the blue, red and white Sports Direct.com lettering attached to the fascia board over the main entrance on North Earl Street,
2. the brand names and logos on the fascia board over the main entrance on North Earl Street (namely Puma, Adidas, Nike and Under Armour),
3. the double-sided projecting banner sign located at upper storeys denoting Sports Direct.com,
4. the Sports Direct.com lettering at Marlborough Street,
5. the Adidas and Nike brand name logos located on the fascia panel above the entrance and window display at Marlborough Street,

and the:

6. solid black panel located at first floor level with advertising including USC House of Brands

7. black banner located between the first and second floor level including Jack Jones, Luke, Henri Lloyd, Calvin Klein, Lyle & Scott, Pretty Green, Hilfiger Denim, Replay, Levi's and Emporio Armani,
8. small black advertising panel located to the right of the main entrance at ground floor denoting USC, House of Brands, Calvin Klein, Tommy Hilfiger, Emporio Armani, Levi's Replay, Converse, Vans, Off the Wall and Jack Jones,
9. electronic window display located to the left of the entrance at ground floor level on North Earl Street.

at the former Boyers Department Store, 19-22 Earl Street North, Dublin is or is not development or is or is not exempted development:

AND WHEREAS Heatons Unlimited Company care of TBP Planning and Development Consultants of 127 Lower Baggot Street, Dublin requested a declaration on the said question from Dublin City Council and the Council issued a declaration on the 1st day of August, 2017 stating that the matter was not exempted development:

AND WHEREAS Heatons Unlimited Company referred the declaration for review to An Bord Pleanála on the 25th day of August, 2017:

AND WHEREAS An Bord Pleanála, in considering this referral, had regard particularly to –

- (a) Section 2(1) of the Planning and Development Act, 2000, as amended,
- (b) Section 4(1)(h) of the Planning and Development Act, 2000, as amended,
- (c) Section 82 of the Planning and Development Act 2000, as amended,

- (d) Section 87 of the Planning and Development Act 2000, as amended,
- (e) Article 6(2)(b) and article 9(1) of the Planning and Development Regulations, 2001, as amended,
- (f) Part 2 of Schedule 2 to the Planning and Development Regulations, 2001, as amended,
- (g) the planning history of the site,
- (h) the Scheme of Special Planning Control for O'Connell Street and Environs 2016, and
- (i) the pattern of development in the area:

AND WHEREAS An Bord Pleanála has concluded that -

- (a) the amended signage constitutes signage which affects the external appearance of the structure so as to render the appearance inconsistent with the character of the structure and of neighbouring structures and are works which would materially affect the character of the O'Connell Street Architectural Conservation Area,
- (b) the new signage and electronic window display constitutes signage which affects the external appearance of the structure so as to render the appearance inconsistent with the character of the structure or of neighbouring structures and are works which would materially affect the character of the O'Connell Street and Environs Architectural Conservation Area,
- (c) the signage is contrary to the Scheme of Special Planning Control for O'Connell Street and Environs 2016, and

