OMNIA

AN COIMISIÚN PLEANÁLA
LDG- 084269-25
ACP-
13 NOV 2025
Fee: € 220 Type: pmo
Time: 1701 By: hand

13th November 2025

An Bord Pleanála

64 Marlborough Street
Dublin 1
D01 V902

Re: Referral under Section 5(4) – *Planning and Development Act 2000 (as amended)*
Applicant: *Omnia Mental Health Clinic (Patrick Fitzpatrick, Director)*
Site: Basement, 122 Lower Baggot Street, Dublin 2
DCC Declaration Ref: 0420/25 (Order P4870) – issued 20 October 2025

Dear Sir/Madam,

We hereby refer the above Section 5 Declaration to An Bord Pleanála for review in accordance with Section 5(4) of the *Planning and Development Act 2000 (as amended)*.

The declaration issued by Dublin City Council concludes that three non-illuminated signs at the premises constitute development requiring planning permission. The applicant respectfully submits that:

1. Sign 1 (wall-mounted identification sign) and
2. Sign 2 (non-illuminated plaque on railings)

constitute exempted development under Section 4(1)(h) of the *Planning and Development Act 2000 (as amended)* and Schedule 2, Part 2, Class 2 of the *Planning and Development Regulations 2001*, as professional identification signage associated with a healthcare practice. These works are modest in scale, non-illuminated, fixed, and contain no advertising content. They do not materially affect the external appearance of the structure or its architectural character within the meaning of Section 57 of the Act. Their purpose is solely to identify the clinic to patients and service users.

Sign 3 provides wayfinding guidance to a basement entrance that is not visible from street level. It is displayed only during clinic operating hours, removed after hours and weekends, non-illuminated, and fully reversible. The sign's purpose is functional — to facilitate patient access — rather than promotional.

The accompanying Statement of Grounds elaborates on these points, referring to:

- The applicable provisions of Section 4(1)(h) of the *Planning and Development Act 2000 (as amended)* and Schedule 2, Part 2, Class 2 of the *Planning and Development Regulations 2001* (professional identification signage)

Omnia Mental Health Clinic
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- The non-material impact of the signage under *Section 57* of the Act
- The healthcare function of the premises
- The necessity of wayfinding for basement access
- Compatibility with the Architectural Conservation Area context

We respectfully request An Bord Pleanála to determine whether the signage, in whole or in part, constitutes exempted development under the provisions outlined above.

Enclosures

The following documents are enclosed for the Board's consideration:
• Statement of Grounds
• Supporting Statement – Wayfinding & Basement Access Justification
• Temporary Display Protocol (Sign 3)
• Copy of Dublin City Council Section 5 Declaration (Ref 0420/25, Order P4870)
• Appendix 1 – Site Photographs (122 Lower Baggot Street)
• Appendix 2 – Streetcape Visual Context – Signage Comparsion.
• €220 fee (postal order enclosed)

Yours faithfully,

Omnia Mental Health Clinic
Patrick Fitzpatrick, Director
01 552 0125
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Statement of Grounds

Ref: 0420/25 **Order:** P4870
Site: Basement, 122 Lower Baggot Street, Dublin 2
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1. Professional Identification Signage – Signs 1 and 2

Signs 1 and 2 *(see Appendix 1 – Site Photographs (122 Lower Baggot Street))* identify the name and function of a healthcare practice providing psychological, neuropsychological, and neuromodulation-based services.
They constitute exempted development under Section 4(1)(h) of the *Planning and Development Act 2000 (as amended)*and Schedule 2, Part 2, Class 2 of the *Planning and Development Regulations 2001*, as professional identification signage associated with a healthcare practice.

These signs are modest in scale, non-illuminated, and permanently fixed. They contain no advertising or promotional content and do not materially affect the external appearance or character of the structure within the meaning of Section 57 of the Act.
Their sole purpose is to enable patients and visitors to locate the clinic for scheduled appointments.

This interpretation is consistent with established practice for professional plaques identifying medical, legal, and therapeutic services within Architectural Conservation Areas.

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2. Basement Entrance – Wayfinding Functional Necessity – Sign 3

The clinic operates exclusively from basement level, an entrance not visible from street approach.
Sign 3 *(see Appendix 1 – Site Photographs (122 Lower Baggot Street))*was introduced to provide clear orientation and access guidance for patients attending appointments.

The sign is:

- Non-illuminated and lightweight;
- Temporarily displayed only during business hours (Monday – Friday, 08:30 – 18:30);
- Removed each evening and at weekends; and
- Stored indoors when not in use, leaving no fixings in place.

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This arrangement ensures the display is fully reversible and has no lasting visual or physical impact on the structure.
Its purpose is strictly functional—facilitating safe and dignified access for patients—rather than promotional or commercial.

In this respect, the sign supports the operational requirements of a healthcare facility and aligns with the intent of Schedule 2, Part 2, Class 2, while also falling within the scope of Section 4(1)(h) as a minor alteration that does not materially affect the building's external appearance.

3. Architectural Conservation Area Context

The premises lies within an Architectural Conservation Area (ACA) where modest professional signage is common.
Comparable non-illuminated plaques, directory plates, and temporary wayfinding aids can be observed on numerous buildings along Lower Baggot Street and surrounding streets.
The applicant will provide photographic evidence to illustrate this prevailing character.

The proposed signage is proportionate, sympathetic in design, and consistent with the visual rhythm of other professional premises in the area.
It therefore does not materially affect the character of the ACA or diminish the architectural integrity of the protected structure, consistent with Section 57 of the Act.

(Photo evidence provided in Appendix 2 – Streetscape Visual Context – Signage Comparsion)

4. Conclusion

Taken together, the signage proposed:

- Falls within the definition of exempted development under Section 4(1)(h) of the Act and Schedule 2, Part 2, Class 2 of the Regulations;
- Does not materially affect the external appearance or architectural character of the building under Section 57; and
- Serves a clear functional and public-interest purpose related to healthcare access and wayfinding.

An Bord Pleanála is therefore respectfully requested to determine that the signage, in whole or in part, constitutes exempted development under the relevant provisions of the *Planning and Development Act 2000 (as amended)* and the associated Regulations.

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Supporting Statement - Wayfinding & Basement Access Justification

Ref: 0420/25 **Order:** P4870
Site: Basement, 122 Lower Baggot Street, Dublin 2
Applicant: Omnia Mental Health Clinic (Patrick Fitzpatrick, Director)

Overview

The entrance to Omnia Mental Health Clinic is situated at basement level, below the street frontage of 122 Lower Baggot Street. Due to this recessed location, the entrance is not visible from the footpath or approaching street view. Patients attending for scheduled psychological and neuromodulation appointments frequently report difficulty identifying the correct doorway, sometimes requiring telephone assistance or causing confusion with other adjacent premises.

Functional Purpose of Sign 3

Sign 3 was introduced to provide clear orientation for patients seeking the clinic entrance. The sign is non-illuminated, lightweight, and temporarily hung from the stair guardrail during operating hours (Monday–Friday, 08:30–18:30). It is removed each evening, not displayed at weekends, and stored indoors when not in use. No permanent fixings remain outside those hours, ensuring the intervention is fully reversible and does not alter the architectural fabric of the building.

The display of this sign is therefore strictly functional—it facilitates patient access and safety rather than advertising or commercial promotion. It ensures that individuals attending for healthcare reasons can locate the clinic discreetly and confidently, which is especially important for mental health patients where privacy, clarity, and minimal distress are essential considerations.

Visual and Conservation Impact

The sign's limited display period and reversible installation ensure minimal and transient visual impact on the protected structure. Its placement is proportionate and consistent with the principle that ancillary wayfinding aids necessary for the functioning of a professional healthcare practice do not materially affect the character of an Architectural Conservation Area.

Planning Justification

An Bord Pleanála is respectfully asked to note that this type of identification measure aligns with the intent of Schedule 2, Part 2, Class 2 of the Planning and Development Regulations 2001, permitting professional identification signage that is modest in scale, non-illuminated, and essential to the operation of the professional service. In this context, Sign 3 serves as a temporary, reversible wayfinding measure and not as an advertisement within the meaning of Section 2 of the Act.

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TEMPORARY DISPLAY PROTOCOL (SIGN 3)

Condition	Compliance Measure
Display limited to business hours only	**08:30–18:30, Monday–Friday**
Not displayed weekends or bank holidays	**Sign stored indoors**
No illumination	**Satisfied**
Reversible installation	**No fixings retained outside hours**
Purpose	**Patient orientation to basement clinic entrance**

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• Appendix 2 – Streetcape Visual Context – Signage Comparsion.
• €220 fee (postal order enclosed)

Yours faithfully,

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Patrick Fitzpatrick, Director
01 552 0125
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Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

An Roinn Pleanála & Forbairt Maoine, Bloc 4, Urlár 3, Oifigi na Cathrach, An Ché Adhmaid, Baile Átha Cliath 8.

Planning & Property Development Department, Block 4, Floor 3, Dublin City Council, Civic Offices, Wood Quay, Dublin 8.

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20-Oct-2025

Patrick Fitzpatrick
Basement
122 Baggot Street Lower
Dublin 2

Application Number	0420/25
Application Type	Section 5
Registration Date	22-Sep-2025
Decision Date	17-Oct-2025
Decision Order Number	P4870
Location	Omnia Mental Health Clinic, Basement, 122, Baggot Street Lower, Dublin 2
Proposal	EXPP: PROTECTED STRUCTURE: Retain signage. Retain sign 1 as a permanent wall-mounted identification sign. Retain sign 2 as a permanent plaque on the railings at street level. Reconfigure sign 3 to act as a temporary wayfinding sign, which will be hung from the stair guardrail during business hours only and removed from view after hours. This sign will not be fixed in place outside operating hours.
Applicant Details	Patrick Fitzpatrick

- **If you have any queries regarding this Decision, please contact the email shown above**

Note:
Any person issued with a declaration on development and exempted development, may, on payment of the prescribed fee, refer a declaration for review by An Bord Pleanála within four weeks of the date of the issuing of the declaration.

NOTIFICATION OF DECLARATION ON DEVELOPMENT AND EXEMPTED DEVELOPMENT

In pursuance of its functions under the Planning & Development Act 2000 (as amended), Dublin City Council has by order dated 17-Oct-2025 decided to issue a Declaration that the proposed development is NOT EXEMPT from the requirement to obtain planning permission under Section 32 of the Planning & Development Act 2000 (as amended) for the following reason:

It is considered that the proposed works as summarised below comprise development which would not come within the meaning of Section 4(1)(h) and Section 57 of the Planning and Development Act 2000 (as amended) as the proposed development would materially affect the character of the Protected Structure and therefore would require planning permission:

• Retain signage. Retain sign 1 as a permanent wall-mounted identification sign. Retain sign 2 as a permanent plaque on the railings at street level. Reconfigure sign 3 to act as a temporary wayfinding sign,

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20-Oct-2025

which will be hung from the stair guardrail during business hours only and removed from view after hours. This sign will not be fixed in place outside operating hours.

Signed on behalf of Dublin City Council

Luke Hourigan
For Administrative Officer

Ceannoifig, Oifigí na Cathrach, An Ché Adhmaid, Bhaile Átha Cliath 8, Éire
Head Office, Civic Offices, Wood Quay, Dublin 8, Ireland

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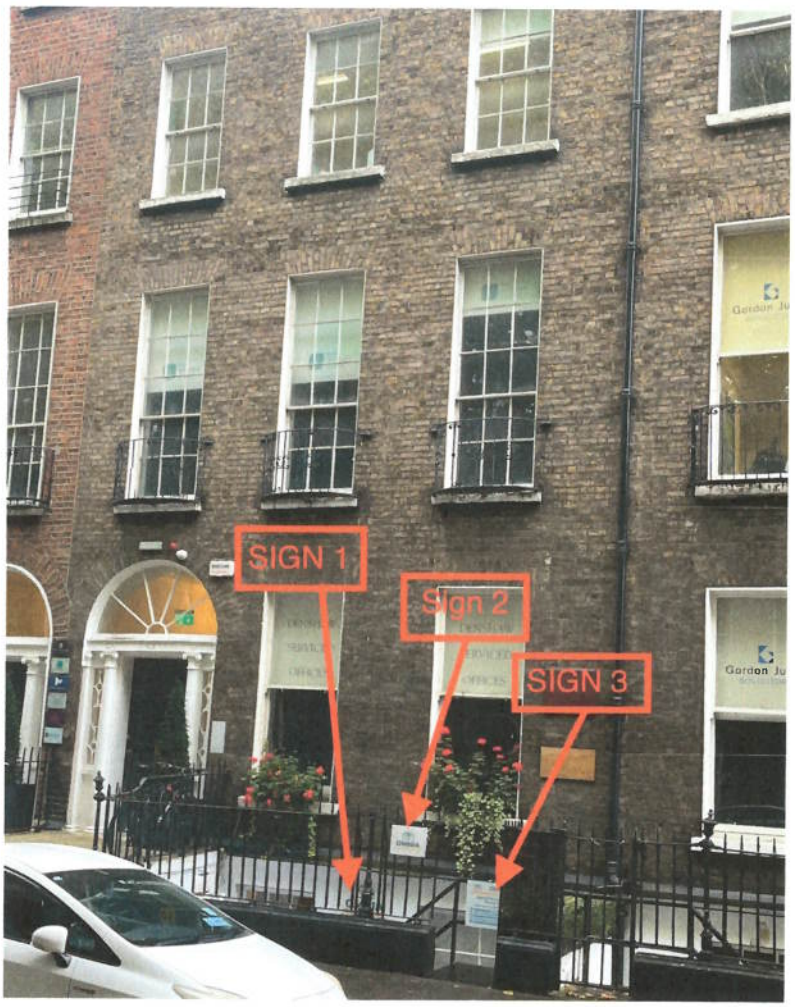
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Appendix 1 – Site Photographs (122 Lower Baggot Street)

This appendix provides site-specific photographs illustrating the location, scale, and appearance of the existing signage at Basement, 122 Lower Baggot Street, Dublin 2. The photographs also demonstrate the temporary and reversible nature of Sign 3, which is displayed only during operating hours and removed outside those times.

Photo 1: Building Frontage with Signs Labeled (Street-Level View)



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Photo 2: Whole Building Frontage (Street-Level View)



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Photo 3: Sign 1 – Wall-Mounted Identification Sign



Photo 4: Sign 2 – Identification Plaque on Railings



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Photo 5: Sign 3 Displayed During Operating Hours (Wayfinding)



Photo 6: Sign 3 Removed (Reversible / Not Visible Outside Clinic Hours)



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Photo 7: Basement Entrance Visibility from Pavement Approach

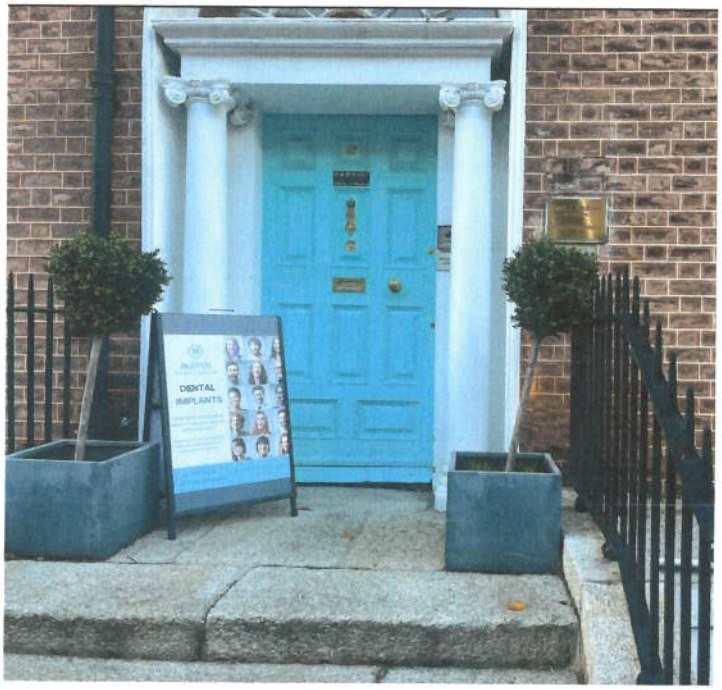


Appendix 2 – Streetscape Visual Context – Signage Comparison

This appendix provides comparative photographic context demonstrating the presence of professional identification signage, temporary signage, and wayfinding aids along Lower Baggot Street and the surrounding Architectural Conservation Area. These examples illustrate that the proposed signage at Basement, 122 Lower Baggot Street is consistent with established streetscape character and does not introduce new visual or commercial typologies.

A. Nearby Signage Examples

Photo 1: Nearby Signage Example
McEvoy Dental & Implant Clinic, 17 Fitzwilliam Street Upper, Dublin 2, D02 X368.



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Photo 2: Nearby Signage Example
Grow Physio and Pilates, Basement, 73 Leeson Street Lower, Dublin 2, D02 X524.

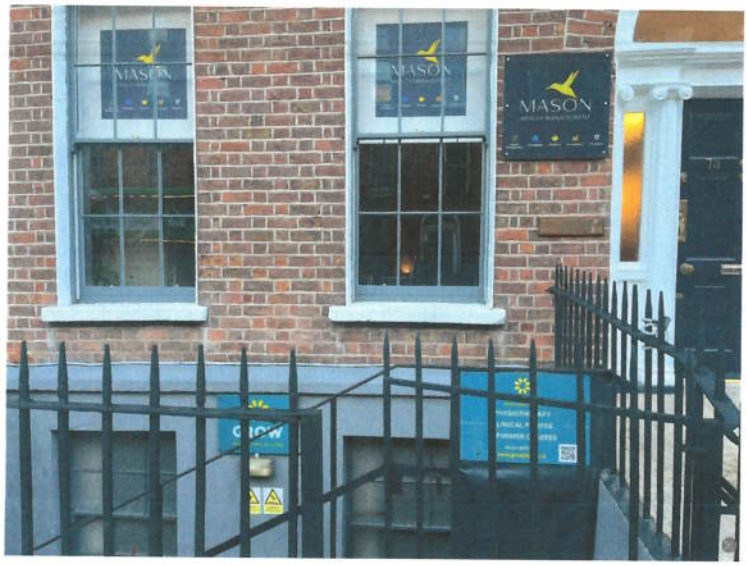


Photo 3: Nearby Signage Example
Studio 41, 41 Fitzwilliam Pl, Dublin 2, D02 XY54.

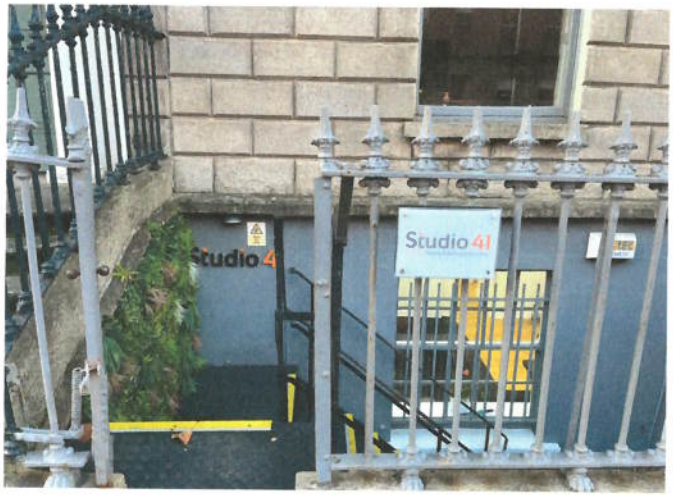


Photo 4: Nearby Signage Example
30 Lower Baggot Street, Dublin 2.



Photo 5: Nearby Signage Example
Ciara Matthews Family Law Solicitors, 24 Fitzwilliam Street Upper, Dublin 2, D02 N883.



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Photo 6: Nearby Signage Example
Rasec Studio, 23 Fitzwilliam Street Upper, Dublin 2, D02 DF74.

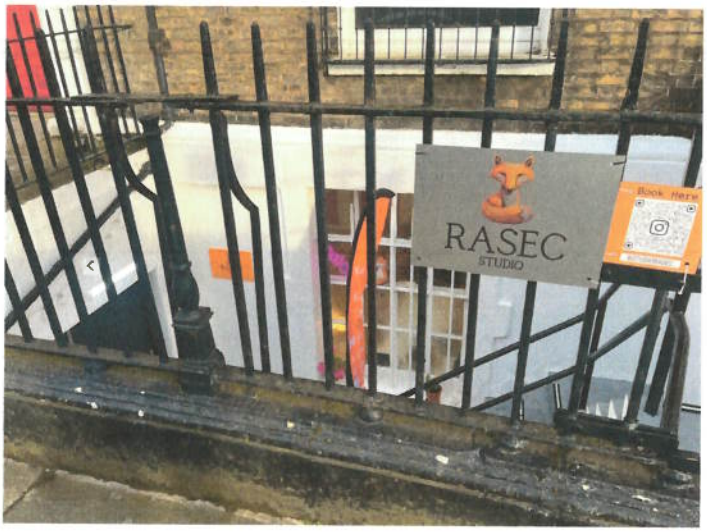
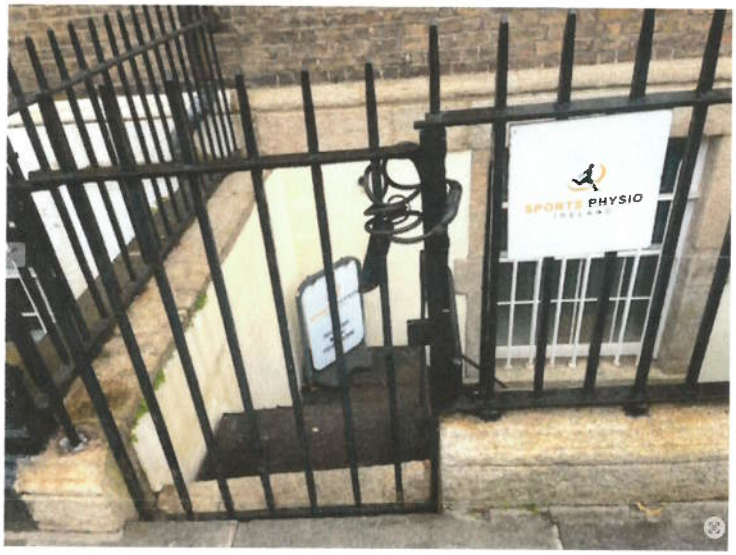


Photo 7: Nearby Signage Example
Sports Physio Ireland, 29 Fitzwilliam Street Upper, Dublin 2, D02 V6k6.



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Photo 8: Nearby Signage Example
Dublin City Chiropractic, 34 Fitzwilliam Street Upper, Dublin 2, D02 T20.



Photo 9: Nearby Signage Example
SixFour Fitness, Unit D2, Basement, 19 Fitzwilliam Square S, Dublin 2, D02 CD40.

