

DEPUTY PLANNING OFFICER

APPLICATION NO.	WEB1141/26
PROPOSAL	RETENTION : The development will consist of: The retention permission for the following '3 Brothers illuminated signage at first floor level facing Crumlin Road. '3 Brothers' illuminated signage at first floor level facing Ardagh Road. '3 Brothers' circular projecting signage at first floor level facing Crumlin Road. '3 Brothers' illuminated signage on the fascia board at ground floor level. Street furniture including 6 picnic benches and planters facing Crumlin Road. 7 Windbreaker screens with associated signage placed along the boundary at 153-155 Crumlin Road, Dublin 12, D12 HA27
LOCATION	3 Brothers Restaurant, 153 - 155 Crumlin Road, Dublin 12
APPLICANT	Vantage Bars Ltd T/A "3 Brothers"
DATE LODGED	23-Jun-2026
ZONING	
APPLICATION TYPE	Retention Permission

To be read in conjunction with previous report

1.0 Description of Site and Surroundings:

The subject property is the Gate Bar, which is a two-storey public house located at the junction of Crumlin Road and Ardagh Road. The 3 Brothers restaurant appears to be operating out what would have been the lounge area of the bar.

2.0 Proposed Development

The proposed development comprises of retention permission for the following '3 Brothers illuminated signage at first floor level facing Crumlin Road. '3 Brothers' illuminated signage at first floor level facing Ardagh Road. '3 Brothers' circular projecting signage at first floor level facing Crumlin Road. '3 Brothers' illuminated signage on the fascia board at ground floor level. Street furniture including 6 picnic benches and planters facing Crumlin Road. 7 Windbreaker screens with associated signage placed along the boundary at 153-155 Crumlin Road, Dublin 12, D12 HA27.

3.0 Zoning Dublin City Development Plan 2022-2028

Zoning: The subject site is zoned Z1 in the Dublin City Development Plan 2022 – 2028 with the zoning objective 'To protect, provide and improve residential amenities.

4.0 Consideration of Significant Further Information

The submission has not been deemed to constitute significant further information in accordance with Article 35 of the Planning and Development Regulations 2001, as amended.

5.0 Further Interdepartmental Reports

No Further Reports.

6.0 Planning Assessment of the Further Information Response

Further Information item No.1

1.The Planning Authority has a number of concerns regarding the use of the premises as a restaurant/takeaway; the extent of signage proposed at both ground and first floor and the extent of outdoor seating and windbreakers. The applicant is requested to submit the following information:

- a) *The applicant is requested to clarify when the 3 Brothers restaurant started operating out of the premises.*

- b) *The applicant is requested to clarify the planning status of this restaurant/takeaway use. It is noted from the website for this restaurant that take away service is being offered. No planning permission can be found for either a restaurant or takeaway at this premises.*
- c) *The applicant is requested to clarify the hours of operation of this restaurant/takeaway.*
- d) *The applicant is requested to submit existing ground and first floor plans for Nos. 153-155 Crumlin Road, which clearly show the extent of the 3Brothers restaurant use at both ground and first floor layout, and how this restaurant relates to the pub use on this site.*
- e) *The applicant is requested to clarify whether the outdoor seating is to be used by both the restaurant and the public house.*

Response by Applicant to Further Information Item 1

In response to part 1(a) above the applicant notes that the Kelly Group purchased the Gate Pub in 2021, which provides both food and drink on both floors since the mid-eighties. The applicant notes that they rely more on the catering side of the business since its purchase, to attract customers.

In response to part 1(b) with regards to the planning status of the restaurant/takeaway, the applicant notes that the catering side of the business has been in existence since at least the mid-eighties and has developed as an essential side of the business. The '3 Brothers' moniker has been introduced as a marketing exercise to attract customers and fulfil a local need.

The applicant notes that the premises continues to operate as any pub in Ireland does and has developed to stay in business by attempting to attract in every way possible. They further note that it does not operate as a standard 'takeaway' and operates a delivery service only through 'Just Eat'.

In response to part 1(c) the applicant notes that the hours of operations for the restaurant are as following:

- 3pm to 10 pm Monday to Thursday
- 12pm to 10 pm Friday to Saturday
- 12pm to 10pm on Sunday

In response to part (d) the applicant has submitted existing ground and first floor plans. The applicant notes that the two-storey premises operates as a single operation in that customers may decide to eat/drink on either ground or first floor. This operation is unchanged in over thirty years

In response to the item 1(e) the applicant notes that the outdoor seating will be used for eating and drinking at the previously noted hours of operation.

7.0 Appraisal

After reviewing the submitted further information response, the Planning Authority would have concerns in relation to the nature and extent of signage proposed, and also in relation to the outdoor seating and windbreakers to the Crumlin Road elevation. The site is located in a Z1 residential zoning, and it is considered that the addition of this quantity of tables and chairs associated with a bar/restaurant use would seriously injure the residential amenities of nearby residential properties, in terms of noise and general disturbance, which would be contrary to the proper planning and sustainable development of the area. The extent and number of signage is considered excessive at this location. The existing signage and outdoor seating would be visually obtrusive and result in excessive clutter and signage in a residential zoned area, and may result in excessive noise and general disturbance, which would seriously injure the residential and visual amenities of the area which would be contrary to the proper planning and sustainable development of the area.

In terms of the use at the first floor of this premises, it would appear that the first floor is being operated as a separate restaurant use. In principle the planning authority would not see any objections to a public house serving food within the premises, but this use would generally be

subsidiary to the main use of the premises as a public house. It would appear from the information submitted that this operates as a separate pizza restaurant which also has an element of take away using the Just Eat App. This would therefore no longer be a subsidiary use to the main use of the ground floor premises, and may require planning permission. While this would be a matter for Planning Enforcement, there would be concerns in relation to permitting signage to an unauthorised use, as this could help to establish the use of part of the premises as an independent entity, without an assessment of the impact on the adjoining area.

There is an observation on file who have concerns in relation to the quantity, scale and illumination of the signage, the excessive amount of signage, and also concerns in relation to noise, odours, bin storage, waste collections, outdoor seating area in the public realm, etc. The submission lodged relating to the application has been considered in the overall assessment of the proposed development.

In summary, due to the concerns set out above, it is recommended that retention permission be refused.

8.0 Further EIA/AA Screening Assessment

Following receipt of the further information response, it is considered that there are no further environmental considerations having regard to the initial assessment detailed in the previous main report.

9.0 Recommendation

REFUSE RETENTION PERMISSION

It is recommended that permission for retention be refused for the following reasons:

Having regard to the extent and location of the signage both at ground and first floor level to the front of the site in the public realm, it is considered that the cumulative impact of the signs and outdoor seating areas would seriously injure the residential and visual amenities of nearby residential properties, in terms of noise and general disturbance. The development to be retained would therefore be contrary to the Z1 zoning objective for the site, which seeks to protect, provide and improve residential amenities, to the provisions of Section 15.7.5 of the current Dublin City Development Plan (2022-2028) and to the proper planning and sustainable development of the area.