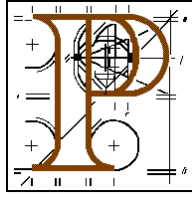


An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2006

Cork City

Planning Register Reference Number: T.P. 06/31240

An Bord Pleanála Reference Number: PL 28.220800

APPEAL by Niall Murphy care of Sheehan Architects of The Studio, Dunleckney, Muine Bheag, County Carlow against the decision made on the 3rd day of November, 2006 by Cork City Council to refuse permission.

PROPOSED DEVELOPMENT: Retention of 48 sheet 6.5 metre by 3.3 metre illuminated tri-vision rotating advertising sign on south-eastern gable wall of The Southern Star Public House, 9 Southern Road, Cork.

DECISION

REFUSE permission for the above proposed development based on the reasons and considerations set out below.

REASONS AND CONSIDERATIONS

Having regard to the objectives in relation to advertising set out in the current development plan for the area, to the nature, size, location, orientation and illumination of this advertising hoarding (and taking into consideration the existing signage and telecommunications antennae on the building already and in the immediate vicinity), it is considered that the tri-vision signage would be unduly prominent in this location, would tend to create visual clutter on the building/street and would attract undue attention from passing motorists, pedestrians and cyclists. The proposed development would, therefore, seriously injure the visual amenities of the area, would set an undesirable precedent for other similar developments in the area and would be contrary to the proper planning and sustainable development of the area.

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

Dated this day of 2007.