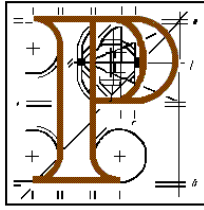


An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2015

Wicklow County

Planning Register Reference Number: 15/899

An Bord Pleanála Reference Number: PL 27.245727

APPEAL by Bentley Leisure Limited care of CM Designs of 46 Burwood, Buncrana, County Donegal against the decision made on the 14th day of October, 2015 by Wicklow County Council to refuse permission.

PROPOSED DEVELOPMENT: Retention of advertisement illuminated signage to the front façade of premises at Silver Strand Amusement Centre, Strand Road, Promenade, Bray, County Wicklow.

DECISION

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

MATTERS CONSIDERED

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

REASONS AND CONSIDERATIONS

Having regard to the provisions of the Bray Town Development Plan 2011 – 2017, specifically Section 12.5 of the said Plan and the ‘Guidelines on Shopfront Design for Bray’, it is considered that the development proposed to be retained, by reason of its excessive scale, its internal illumination and its lack of visual relationship with the adjoining signage would be unduly obtrusive and would negatively impact upon the character and visual integrity of the streetscape along the seafront. The proposed development would therefore, seriously injure the visual amenities of the area and 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 2016.