



Board Direction

Ref: PL09.245790

The submissions on this file and the Inspector's report were considered at a Board meeting held on February 23rd 2016.

The Board decided to refuse permission generally in accordance with the Inspector's recommendation, subject to the amendments shown in the reasons and considerations set out below.

REASONS AND CONSIDERATIONS

The site is located on the side wall and southern boundary of a residential estate called The Sycamores in Naas town centre, which is also a common boundary to the busy commercial Wolfe Tone Street. The relevant policies for the area are set out in the Naas Town Development Plan 2011-2017 under section 13.10 Shopfront Design and Advertising section. There is a clear visual and physical distinction between the residential land use of The Sycamores and the commercial / retail land use of Wolf Tone Street. It is considered that the proposed sign by reason of its design, scale and location would constitute an inappropriate and visually discordant feature at this location that would detract from the visual quality and residential character of The Sycamores which would depreciate the value of property in the vicinity. The development would therefore be contrary to the proper planning and sustainable development of the area.

Board Member: _____ Date: 23.02.16
Paul Hyde