



Board Direction

Ref: PL06D.245933

The submissions on this file and the Inspector's report were considered at a Board meeting held on March 18th 2016.

The Board decided to refuse permission generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

Having regard to the design, scale and location of the proposed sign within an established residential area, and notwithstanding the proposed amendments submitted as part of the appeal, it is considered that the proposed sign, which is intended to advertise a commercial business, would be excessively visually prominent, such that it would be visually obtrusive and out of keeping with the established residential character of the immediate environs, and would conflict with the policy of the planning authority, as set out in Section 16.5.6 of the current Development Plan for the area, which policy is considered to be reasonable. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member: _____ Date: 18/3/16
Philip Jones