

## Board Direction PL06D.247083

The submissions on this file and the Inspector's report were considered at a Board meeting held on December 15<sup>th</sup> 2016.

The Board decided to refuse permission in accordance with the reasons and considerations set out below.

## **REASONS AND CONSIDERATIONS**

Having regard to the sites prominent location and to the character of the area, it is considered that the proposed development, by reason of its scale, siting, layout, bulk and height, would not comprise an appropriate design response and would relate poorly to its receiving environment, seriously detracting from the area in terms of visual amenity. Furthermore, the quantum and form of retail raises concerns with regard to traffic generation. The proposed development would, therefore, seriously injure the visual amenities of the area and would be contrary to the proper planning and sustainable development of the area.

Board Member	Date:	15.12.16
	Dale.	10.12.10

Paul Hyde