



Board Direction

Ref: **PL91.247636**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 6th March 2017. The Board decided by a majority of 2:1 to refuse permission, generally in accordance with the draft reasons and considerations set out below.

REASONS AND CONSIDERATIONS

1. The proposed development would be located in an area having a "Sports Grounds" land use zoning objective, as set out in the Limerick City Development Plan 2010 – 2016, whereby "only development that is ancillary to/supports the principle use of the site for sports will be considered in these areas." Advertisements and advertising structures are specifically not permitted. The proposed development would, therefore, contravene materially the zoning objective for the site as set out in the Development Plan, and would be contrary to the proper planning and sustainable development of the area.
2. Having regard to the prominent location of the proposed development in the streetscape, its positioning external to the structure, to the nature of the proposed billboards, which are not related to the use of the structure on which they would be located and have no functional requirement to be at this location, and to the level of residential development in close proximity, it is considered that the proposed development would be visually obtrusive, would represent an unnecessary development that would seriously injure the visual amenities of the area and of property in the vicinity, and would be in conflict with the provisions of the Development Plan, whereby advertising hoardings and billboards are not permitted in predominantly residential locations, especially on prominent gable walls. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board considered that the proposed development would materially contravene the land use zoning objective for the site, and that no circumstances arose in this instance that would merit a grant of permission for development that is specifically not permitted in this area. The Board also considered that the proposed development is not related to the use of the structure on which it would be located, has no functional requirement to be at this highly prominent external location, and would represent an unnecessary development that would result in obtrusive visual clutter, both by itself and by the precedent it would set for similar such undesirable development.

Board Member: _____ Date: 16th March 2017
Fionna O' Regan