



An
Bord
Pleanála

Board Direction
PL29N.247799

The submissions on this file and the Inspector's report were considered at a Board meeting held on April 27th 2017.

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

Reasons and Considerations

It is considered that the proposed sign, by reason of its excessive scale and proportions, and potential for illumination and animation, would be visually obtrusive within the streetscape and would seriously detract from the character the nearby conservation area and protected structures, whilst also forming an overly strident feature that would be distracting to users of the major transport intersection at this location. Furthermore, the Board is not satisfied on the basis of the information submitted with the planning application and appeal, that the proposal to decommission an alternative sign represents a commensurate measure to comply with the aims of the Development Plan Outdoor Advertising Strategy with respect to upgrading of existing outdoor advertising. The proposed development would, therefore, be contrary to the provisions of the Development Plan and to the proper planning and sustainable development of the area.

Board

Date:27.04.17

Member

Paul Hyde