



An  
Bord  
Pleanála

**Board Direction**  
**PL91.248425**

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The submissions on this file and the Inspector's report were considered at a Board meeting held on 31<sup>st</sup> July 2017.

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 internally illuminated nature and scale of the development proposed for retention, the provisions in relation to shopfronts and advertisements as set out in the Limerick City Development Plan 2010, the nature and scale of the building at a prominent location at the junction of Henry Street and Bedford Row and the pattern of development in the area, it is considered that the signage as erected on the building by reason of its scale, design and quantum on the building frontage would be excessive in terms of visual clutter and that the retention of such signage would seriously injure the visual amenities of the area. The development proposed for retention would, therefore, be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 1<sup>st</sup> August 2017

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Maria FitzGerald