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Bord  
Pleanála

**Board Direction**  
**PL09.249177**

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The submissions on this file and the Inspector's report were considered at a Board meeting held on 26<sup>th</sup> February 2018.

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 level of existing signage in the vicinity of the site and the failure to demonstrate need for the sign, it is considered that the proposed development would lead to the proliferation of signage in the area, which would represent an unacceptable visual intrusion. It is considered, therefore, that the proposed sign would be visually intrusive and seriously injure the amenities of the area, would set an undesirable precedent for future development of this kind and would be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 29<sup>th</sup> February 2018

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Eugene Nixon