



An
Bord
Pleanála

Board Direction
BD-000585-18
ABP-300109-17

The submissions on this file and the Inspector's report were considered at a Board meeting (of all available Board Members) held on 26/06/2018.

The Board decided, by a 8:1 majority, to refuse permission for the following reasons and considerations.

Reasons and Considerations

1. Having regard to
 - the provisions of the Cork City Development Plan 2015-2021
 - , in particular policy 16.121 which seeks to control advertising billboards in order to protect the amenities of the city,
 - the pattern of development in this prominent area, which already includes a concentration of outdoor signage, and to
 - the nature and scale of the proposed internally lit LED sign,it is considered that the proposed development would exacerbate the visual clutter of signage at this location and would seriously injure the visual amenities of the area, and would contravene the Development Plan. The proposed development would therefore be contrary to the PP&SD of the area.

2. The proposed development would be located immediately adjacent to a modern residential block of student accommodation. It is considered that to permit a sign of the nature and scale proposed would detract from the residential amenities of the area to an unacceptable degree and would set an undesirable precedent for other similar proposals. The proposed development would therefore seriously injure the residential amenities of the area and be contrary to the PP&SD of the area.

3. Having regard to the prominent location of the sign on a busy urban route in the general vicinity major road junctions, the Board is not satisfied that the

proposed illuminate LED sign would not unduly distract the attention of road users thereby increasing the risk of accidents. The proposed development would therefore endanger public safety by reason of traffic hazard.

In deciding not to accept the Inspector's recommendation to grant permission, the Board noted that the area already has a number of large scale advertisements and hoardings and that these detract from the visual amenity of the area, and also detract from the character of the residential blocks. The did not agree that the proposed more modern and technologically advanced sign would address this issue or provide an uplift to the visual amenities of the area. The Board also gave more weight to the protection of the residential amenities of the area, and was not satisfied that by its nature the proposed sign would not have greater potential to distract road users and increase the risk of accidents.

Board Member

Date: 27/06/2018

Conall Boland