



An
Bord
Pleanála

Board Direction
BD-001322-18
ABP-301596-18

The submissions on this file and the Inspector's report were considered at a Board meeting held on 10/10/2018.

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 nature, scale, position and location of the proposed sign on a prominent gable wall in the streetscape, it is considered that the proposed development would seriously injure the visual amenities of the area and of property in the vicinity, would contravene Section 8.2.6.8 of the Dún Laoghaire-Rathdown County Development Plan, 2016, would set an undesirable precedent for similar type advertising structures in the area and, when taken together with the existing advertising signs and name signs in the vicinity of the site, would exacerbate an existing proliferation of signage at this location. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Board Member

Date: 10/10/2018

Paul Hyde