



An
Bord
Pleanála

Board Direction
BD-004676-19
ABP-305083-19

The submissions on this file and the Inspector's report were considered at a Board meeting held on 06/12/2019.

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

Reasons and Considerations

1. The advertisement signage, for which retention is sought, due to its size, design, internal illumination with flashing and moving images and the extensive nature of the illuminated signage is visually intrusive in the surrounding residential and commercial areas and would be excessive and unsympathetic to the design of the shopping centre in which it is located. The development for which retention is sought, would, therefore, seriously injure the visual amenities of the area, would be contrary to the provisions of the current Development Plan for the area in relation to advertising, which provisions are considered to be reasonable, and would set an undesirable precedent for future development of this kind. The development for which retention is sought, would, therefore, be contrary to the proper planning and sustainable development of the area.
2. The development for which retention is sought, by reason of the nature and extent of illumination of the signage, which incorporates flashing and moving images, materially contravenes a condition attached to an existing permission for development, namely condition no. 13 attached to the permission granted

by the planning authority on the 28th day of April 2003 under planning register reference no. 02/203970 and a condition attached to an existing permission for development, namely condition no. 4 attached to the permission granted by the planning authority on the 21st day of September 2011 under planning register reference no. 11/205250.

Board Member

Date: 06/12/2019

Maria FitzGerald