



An
Bord
Pleanála

Board Direction
BD-004851-20
ABP-305412-19

The submissions on this file and the Inspector's report were considered at a Board meeting held on December 31st, 2019.

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

Reasons and Considerations

The proposed 2 no. proposed media screen signs, by reason of their size, type and position on the gables of a prominent building located on a key thoroughfare within Dundalk, would be visually obtrusive, would represent discordant features on this residential building and would be out of character with, and visually diminish, the streetscape, would seriously injure the amenities of the area and would be contrary to the provisions of the Dundalk and Environs Development Plan 2009 to 2015, as varied and extended. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Note 1: The Board concurred with the view of the Inspector that the proposed signage, because of its height, its format (involving moving images and internal illumination) and its prominence within the street, would endanger traffic safety by

reason of traffic hazard, as it would be likely to distract road users along Ramparts Road. However, the Board decided not to include this aspect as a second reason for refusal, as it would represent a new issue in the context of the appeal.

Note 2. In reaching its decision, the Board had regard to its previous refusal for a similar, though smaller and less obtrusive, advertising development on the gables of the same building, under file register reference 09/57 (An Bord Pleanála reference number PL55.234163).

[Please issue a copy of this Direction with the Board Order.]

Board Member

Date: 3rd January 2020

Philip Jones