



An
Bord
Pleanála

Board Direction
BD-005537-20
ABP-306118-19

The submissions on this file and the Inspector's report were considered at a Board meeting held on 27/03/2020.

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

Reasons and Considerations

1. It is considered that the proposed totem sign would be visually obtrusive and, in conjunction with the existing signage on these premises, would seriously injure the visual amenities of the area and be contrary to the provisions of the current Development Plan for the area in relation to advertising, which provisions are considered to be reasonable. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.
2. Having regard to the level of existing and permitted signage in the vicinity of the site, it is considered that the proposed development would lead to the proliferation of signage in the area, which would represent an unacceptable visual intrusion and cause distraction to motorists. The proposed development would be contrary to the 'Spatial Planning and National Roads – Guidelines for Planning Authorities' (DoECLG, January 2012) as issued under Section 28 of the Planning and Development Act 2000 as amended. It is considered, therefore, that the proposed sign located at a roundabout junction serving the M9 and N80 roads, would endanger public safety by reason of traffic hazard, 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: 27/03/2020

Dave Walsh