



An  
Bord  
Pleanála

**Board Direction**  
**BD-006654-20**  
**ABP-307527-20**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 23/09/2020.

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

### **Reasons and Considerations**

1. The "Spatial Planning and National Roads Guidelines for Planning Authorities" issued by the Department of the Environment, Community and Local Government (2012) seek in Section 3.8 to: "avoid proliferation of roadside signage, especially outside the 50-60 km/h speed limit areas in a manner that would reduce the effectiveness of essential signage such as directional and other authorised road traffic signs, create visual clutter and distractions for road users and/or reduce visibility at junctions, interchanges and bends". The advising sign for retention would be contrary to the said Guidelines, and would, therefore, be contrary to the proper planning and sustainable development of the area.
2. It would materially contravene the zoning Objective 'HT' High Technology as it would not be in compliance or consistent within policies or objectives of the Fingal County Development Plan 2017 – 2023 and in particular Objective DMS14 which seeks to resist large advertising structures. As such it would set an undesirable precedent and would be contrary to the proper planning and sustainable development of the area.

3. The proposed development is not considered to be essential signage, would draw the attention of users of the M1 Motorway away from the road towards the sign thereby creating a distraction to road users at this location, would reduce the effectiveness of essential signage, specifically road traffic signs at this location of the M1 Motorway and would therefore endanger public safety by reason of traffic hazard.

**Board Member**

**Date:** 07/10/2020

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Maria FitzGerald