

An
Bord
Pleanála

Board Direction
BD-010660-22
ABP-311828-21

The submissions on this file and the Inspector's report were considered at a Board meeting held on 03/05/2022.

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

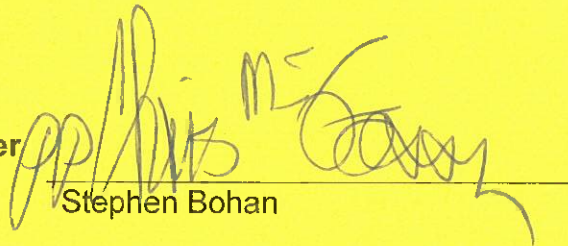
Reasons and Considerations

1. It was considered based on the planning history of the site of the development for retention and the submissions made in connection with the application and appeal that the proposed development relates to a site the use for which as a car sales and display area, there is no authorisation. The retention of works associated would facilitate the consolidation and intensification of this use for which there is no authorisation and would injure the amenities and depreciate the value of properties in the area. In these circumstances, the Board considered that the proposed development was not in accordance with the proper planning and sustainable development of the area.
2. The site of the development for retention is located along a main entry point to Limerick City where it is policy to strictly control excessive outdoor advertising and not to permit it where a proliferation of them already exists and they may cause a traffic hazard. It is also development plan policy to require signage to be sympathetic in design to both the building on which the signage is displayed and the surrounding buildings. It is considered that the signage for retention would be contrary to policy in the Limerick City Development Plan 2010-2016 (as extended) requiring signage to be sympathetic in design to

both the building on which the signage is displayed and the surrounding buildings and it is further considered that the retention of the signage in the cumulative would result in a proliferation of signs on this site. Consequently, given the scale and number of signs for retention on this site, located on a heavily trafficked entry point to Limerick City and on the junction of an established industrial estate, it is considered that the signage for retention would be a distraction to road users and would be likely to give rise to a traffic hazard, would be detrimental to the visual amenities of the area and, therefore, would be contrary to the proper planning and sustainable development of the area.

Note: The Board noted the Inspector's single reason for refusal but having regard to the totality of the information on the file considered the planning authority's reason for refusal was also applicable.

Board Member



Stephen Bohan

Date: 09/05/2022