

An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2016

Limerick City and County

Planning Register Reference Number: 16/835

An Bord Pleanála Reference Number: PL 91.247636

APPEAL by Mayorstone Coolraine Residents' Association of 145 Mayorstone Upper, Mayerstone, Limerick against the decision made on the 1st day of November, 2016 by Limerick City and County Council to grant subject to conditions a permission to Thomond Park Stadium Company Limited care of John Cantwell of Thomond Park Stadium, Old Cratloe Road, Limerick.

PROPOSED DEVELOPMENT: Installation of two number 48 sheet wet post paper with LED flood, commercial advertising billboards at the South Terrace, road facing gable wall, at Thomond Park Stadium, Old Cratloe Road, Limerick.

DECISION

REFUSE permission for the above proposed development based on the reasons and considerations set out below.

MATTERS CONSIDERED

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

REASONS AND CONSIDERATIONS

1. The proposed development would be located in an area having a “Sports Grounds” land use zoning objective, as set out in the Limerick City Development Plan 2010 – 2016, whereby “only development that is ancillary to/supports the principle use of the site for sports will be considered in these areas.” Advertisements and advertising structures are specifically not permitted. The proposed development would, therefore, contravene materially the zoning objective for the site as set out in the Development Plan, and would be contrary to the proper planning and sustainable development of the area.
2. Having regard to the prominent location of the proposed development in the streetscape, its positioning external to the structure, to the nature of the proposed billboards, which are not related to the use of the structure on which they would be located and have no functional requirement to be at this location, and to the level of residential development in close proximity, it is considered that the proposed development would be visually obtrusive, would represent an unnecessary development that would seriously injure the visual amenities of the area and of property in the vicinity, and would be in conflict with the provisions of the Development Plan, whereby advertising hoardings and billboards are not permitted in predominantly residential locations, especially on prominent gable walls. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board considered that the proposed development would materially contravene the land use zoning objective for the site, and that no circumstances arose in this instance that would merit a grant of permission for development that is specifically not permitted in this area. The Board also considered that the proposed development is not related to the use of the structure on which it would be located, has no functional requirement to be at this highly prominent external location, and would represent an unnecessary development that would result in obtrusive visual clutter, both by itself and by the precedent it would set for similar such undesirable development.

**Member of An Bord Pleanála
duly authorised to authenticate
the seal of the Board.**

Dated this day of 2017.