



An  
Bord  
Pleanála

**Board Order  
PL 91.248425**

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## **Planning and Development Acts 2000 to 2017**

**Planning Authority: Limerick City and County Council**

**Planning Register Reference Number: 17/126**

**Appeal** by Poundland trading as Dealz care of Tony Bamford Planning of 127 Lower Baggot Street, Dublin against the decision made on the 5<sup>th</sup> day of April, 2017 by Limerick City and County Council to refuse permission for retention of the proposed development.

**Proposed Development:** Retention of shop front façade signage (internally illuminated) and window graphics on the ground floor windows at Unit number 7, Bedford Row and Henry Street, Limerick.

## **Decision**

**REFUSE permission for retention for the above proposed development in accordance with 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**

Having regard to the internally illuminated nature and scale of the development proposed for retention, the provisions in relation to shopfronts and advertisements as set out in the Limerick City Development Plan 2010, the nature and scale of the building at a prominent location at the junction of Henry Street and Bedford Row and the pattern of development in the area, it is considered that the signage as erected on the building by reason of its scale, design and quantum on the building frontage would be excessive in terms of visual clutter and that the retention of such signage would seriously injure the visual amenities of the area. The development proposed for retention would, therefore, be contrary to the proper planning and sustainable development of the area.

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

**Dated this          day of                                  2017**