

## Board Order PL 09.249177

Planning and Development Acts 2000 to 2017 Planning Authority: Kildare County Council Planning Register Reference Number: 17/745

**Appeal** by Schnittger Property Management Limited care of Krystyna Rawicz and Associates of E 11a Network Enterprise Park, Kilcoole, County Wicklow against the decision made on the 22<sup>nd</sup> day of August, 2017 by Kildare County Council to refuse permission.

**Proposed Development:** Erection of one number monolith directional signage unit with internal illumination at the junction between Lime Drive and the R445 public road; all at Toughers Industrial Estate, Newhall, Ladytown, Naas, County Kildare.

## Decision

REFUSE permission 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 level of existing signage in the vicinity of the site and the failure to demonstrate need for the sign, it is considered that the proposed development would lead to the proliferation of signage in the area, which would represent an unacceptable visual intrusion. It is considered, therefore, that the proposed sign would be visually intrusive, would seriously injure the amenities of the area and would set an undesirable precedent for future similar development. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

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

Dated this day of 2018