



Planning and Development Acts 2000 to 2017

Planning Authority: Cork City Council

Planning Register Reference Number: 17/37533

APPEAL by J C Decaux Ireland Limited against the decision made on the 9th day of October, 2017 by Cork City Council to refuse permission.

Proposed Development: Replacement of one number 48 sheet illuminated static advertising display with one number 48 sheet (6.4 metres wide by 3.35 metres high) Première internally illuminated advertising display at Victoria Cross, Wilton Road, Cork (adjacent Victoria Station Student Accommodation).

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

1. Having regard to:

- the provisions of the Cork City Development Plan 2015-2021, in particular policy 16.121 which seeks to control advertising billboards in order to protect the amenities of the city,
- the pattern of development in this prominent area, which already includes a concentration of outdoor signage, and to
- the nature and scale of the proposed internally lit LED sign,

it is considered that the proposed development would exacerbate the visual clutter of signage at this location and would seriously injure the visual amenities of the area, and would contravene the Development Plan. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

2. The proposed development would be located immediately adjacent to a modern residential block of student accommodation. It is considered that to permit a sign of the nature and scale proposed would detract from the residential amenities of the area to an unacceptable degree and would set an undesirable precedent for other similar proposals. The proposed development would, therefore, seriously injure the residential amenities of the area and be contrary to the proper planning and sustainable development of the area.

3. Having regard to the prominent location of the sign on a busy urban route in the general vicinity of major road junctions, the Board is not satisfied that the proposed illuminated LED sign would not unduly distract the attention of road users thereby increasing the risk of accidents. The proposed development would, therefore, endanger public safety by reason of traffic hazard.

In deciding not to accept the Inspector's recommendation to grant permission, the Board noted that the area already has a number of large scale advertisements and hoardings and that these detract from the visual amenity of the area, and also detract from the character of the residential blocks. The Board did not agree that the proposed more modern and technologically advanced sign would address this issue or provide an uplift to the visual amenities of the area. The Board also gave more weight to the protection of the residential amenities of the area, and was not satisfied that by its nature the proposed sign would not have greater potential to distract road users and increase the risk of accidents.

Conall Boland

Member of An Bord Pleanála

**duly authorised to authenticate
the seal of the Board.**

Dated this day of 2018.