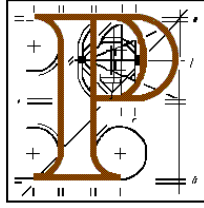


# An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2017

## Fingal County Council

**Planning Register Reference Number: F17A/0699**

An Bord Pleanála Reference Number: ABP-300900-18

**Appeal** by Pelco Balbriggan Limited care of McArdle Doyle Chartered Engineers, Architects and Project Managers of Second Floor, Exchange Building, The Long Walk, Dundalk, County Louth against the decision made on the 17<sup>th</sup> day of January, 2018 by Fingal County Council to refuse permission for the proposed development.

**Proposed Development:** Revisions to development granted under planning register reference number F16A/0370 and modified by planning register reference number F17A/0188 consisting of the erection of building façade signage comprising one number illuminated (1.0 metre by 3.4 metres) on the east/road facing elevation and three number illuminated signs (1.0 metre by 3.4 metres each) on the north facing elevation at Texaco Service Station, Dublin Street, Balbriggan, County Dublin.

## 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**

Having regard to the planning history and the prominent location of the site on a southern approach into Balbriggan town centre which is considered an important streetscape, it is considered that the proposed signage would be incongruous in terms of the number and design, which would be out of character with the streetscape and would set an undesirable precedent for future development in this area. The proposed development would seriously injure the visual amenities of the area, would be contrary to the stated policy of the Fingal County Development Plan 2017-2023, in particular Objective DMS09 and DMS11 in relation to signage and DMS109 in relation to the appropriate development of motor fuel stations as it would result in excessive cluttering of signage and would have a negative visually impact on the amenities of the surrounding area, and 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**