



Planning and Development Acts 2000 to 2019

Planning Authority: Cork City Council

Planning Register Reference Number: 19/38272

APPEAL by Leevlan Limited care of Coakley O'Neill Town Planning Limited of NSC Campus, Mahon, Cork against the decision made on the 16th day of April, 2019 by Cork City Council to refuse permission.

Proposed Development: Erection of one number sign on the South Mall façade of the hotel at The Maldron South Mall Hotel, 93-95 South Mall, 17-18 Parnell Square (Protected Structures), and Beasley Street, Cork.

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 existing signage on the hotel building which are visible from the west and south and to existing signage in the vicinity including high level signs, it is considered that the proposed high-level sign would seriously injure the visual amenities of the streetscape and would give rise to visual clutter in terms of signage and advertising on South Mall. The proposed development would be contrary to the provisions of the Cork City Development Plan 2015-2021 in relation to advertising on buildings which are considered to be reasonable. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

Maria FitzGerald

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

Dated this day of 2019