



Planning and Development Acts 2000 to 2019

Planning Authority: Kerry County Council

Planning Register Reference Number: 19/508

APPEAL by Park Road Pharmacy Limited care of David Mulcahy Planning Consultants Limited of 67 The Old Mill Race, Athgarvan, Newbridge, County Kildare against the decision made on the 9th day of July, 2019 by Kerry County Council to refuse permission.

Proposed Development: Retention of (1) alterations to fascia and soffit/shop front with illuminated signage, (2) signage posters to window openings with associated lighting, and (3) projecting illuminated sign above main entrance door, all with associated alterations at Careplus Park Road Pharmacy, Countess Centre, Park Road, Killarney, County Kerry.

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. The advertisement signage, for which retention is sought, due to its size, design, internal illumination with flashing and moving images, and the extensive nature of the illuminated signage is visually intrusive in the surrounding residential and commercial areas, would be excessive and unsympathetic to the design of the shopping centre in which it is located, and would be contrary to the provisions of the current development plan for the area in relation to advertising, which provisions are considered to be reasonable. The development for which retention is sought, would, therefore, set an undesirable precedent for future development of this kind, would seriously injure the visual amenities of the area and would be contrary to the proper planning and sustainable development of the area.

2. The development for which retention is sought, by reason of the nature and extent of illumination of the signage, which incorporates flashing and moving images, materially contravenes a condition attached to an existing permission for development, namely condition number 13 attached to the permission granted by the planning authority on the 28th day of April 2003 under planning register reference number 02/3970, and a condition attached to an existing permission for development, namely condition number 4 attached to the permission granted by the planning authority on the 21st day of September 2011 under planning register reference number 11/5250. The development for which retention is sought, 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.