



Planning and Development Acts 2000 to 2020

Planning Authority: Fingal County Council

Planning Register Reference Number: F20A/0107

APPEAL by Circle K Ireland Energy Group Limited care of Coakley O'Neill of NSC Campus, Mahon, Cork against the decision made on the 12th day of June, 2020 by Fingal County Council to refuse permission.

Proposed Development: Retention of replacement and erection of a freestanding advertising sign measuring 6000 millimetres by 4050 millimetres on lands west of northbound carriageway of M1 Motorway between Junctions 5 and 6 at Rowans Big, Lusk, County Dublin.

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 “Spatial Planning and National Roads Guidelines for Planning Authorities” issued by the Department of the Environment, Community and Local Government (2012) outlined in Section 3.8 Signage to ‘avoid proliferation of roadside signage, especially outside the 50 to 60 kilometres per hour speed limit areas in a manner that would reduce the effectiveness of essential signage such as directional and other authorised road traffic signs, create visual clutter and distractions for road users and/or reduce visibility at junctions, interchanges and bends’. The proposed advertising sign for retention would be contrary to the said Guidelines and would, therefore, be contrary to the proper planning and sustainable development of the area.
2. The proposed development for retention would materially contravene the zoning Objective ‘HT’ High Technology as it would not be in compliance or consistent within policies or objectives of the Fingal County Development Plan 2017 – 2023 and, in particular ‘Objective DMS14’, which seeks to resist large advertising structures, therefore, it would set an undesirable precedent and would be contrary to the proper planning and sustainable development of the area.

3. The proposed development is not considered to be essential signage, would draw the attention of users of the M1 Motorway away from the road towards the sign thereby creating a distraction to road users at this location, would reduce the effectiveness of essential signage, specifically road traffic signs at this location of the M1 Motorway and would, therefore, endanger public safety by reason of traffic hazard.

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

Dated this day of 2020