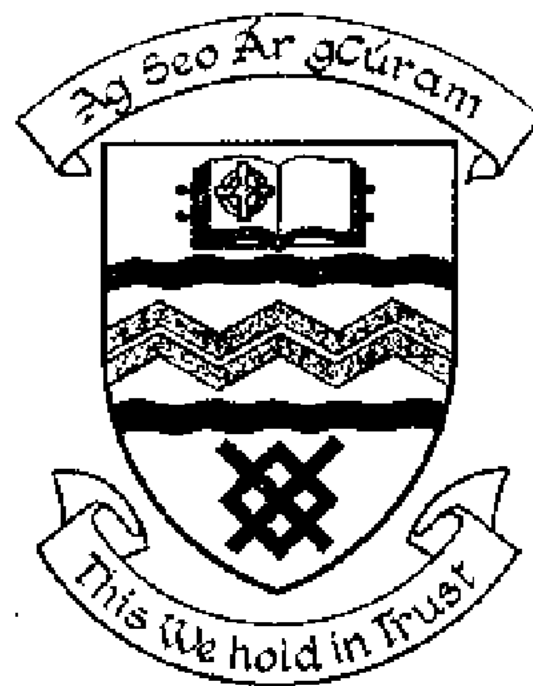


	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1993 Planning Register (Part 1)	Plan Register No. S98A/0514	
1. Location	Western Industrial Estate, Naas Road, Dublin 12.		
2. Development	Erect a new illuminated signage.		
3. Date of Application	24/07/98	Date Further Particulars (a) Requested (b) Received	
3a. Type of Application	Permission	1. 2.	1. 2.
4. Submitted by	Name: Henry Lawlor, Address: Architects, 10 Beechwalk, Brookwood,		
5. Applicant	Name: Coca Cola (Bottling) Co. Dublin Limited, Address: Western Industrial Estate, Naas Road, Dublin 12.		
6. Decision	O.C.M. No. 1903 Date 22/09/98	Effect RP REFUSE PERMISSION	
7. Grant	O.C.M. No. Date	Effect RP REFUSE PERMISSION	
8. Appeal Lodged			
9. Appeal Decision			
10. Material Contravention			
11. Enforcement	Compensation	Purchase Notice	
0	0	0	
12. Revocation or Amendment			
13. E.I.S. Requested	E.I.S. Received	E.I.S. Appeal	
14. Registrar Date Receipt No.	

**SOUTH DUBLIN COUNTY COUNCIL
COMHAIRLE CHONTAE ÁTHA CLIATH THEAS**



Bosca 4122,
Lár an Bhaile, Tamhlacht,
Baile Átha Cliath 24.

Telefon: 01-414 9000
Facs: 01-414 9104

**PLANNING
DEPARTMENT**
P.O. Box 4122,
Town Centre, Tallaght,
Dublin 24.

Telephone: 01-414 9000
Fax: 01-414 9104

**NOTIFICATION OF DECISION TO REFUSE PERMISSION
LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1993**

Decision Order Number 1903	Date of Decision 22/09/98
Register Reference S98A/0514	Date 24th July 1998

Applicant Coca Cola (Bottling) Co. Dublin Limited,
Development Erect a new illuminated signage.
Location Western Industrial Estate, Naas Road, Dublin 12.

Floor Area Sq Metres

Time extension(s) up to and including

Additional Information Requested/Received /

In pursuance of its functions under the above mentioned Acts, the South Dublin County Council, being the Planning Authority for the County Health District of Dublin, did by order dated as above make a decision to **REFUSE PERMISSION** in respect of the above proposal.

for the (3) Reasons on the attached Numbered Pages.

Signed on behalf of the South Dublin County Council

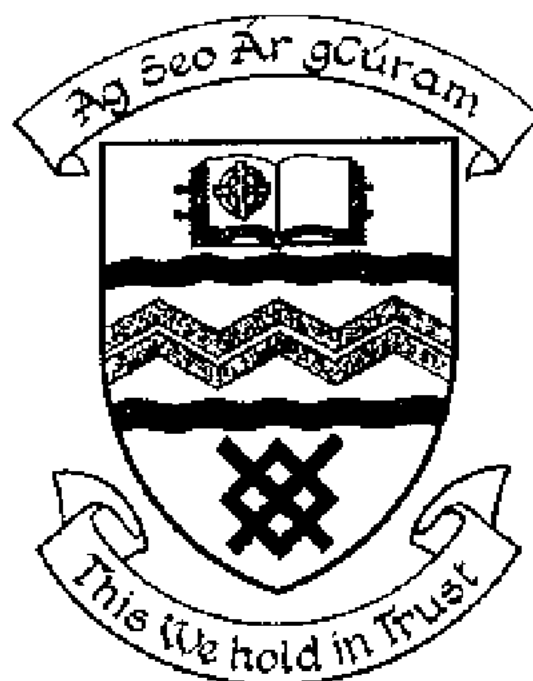

..... 22/09/98
for SENIOR ADMINISTRATIVE OFFICER

Henry Lawlor,
Architects,
10 Beechwalk,
Brookwood,
Dublin 16.

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REG REF. S98A/0514

Reasons

- 1 The proposed signage by reason of its excessive size, form of illumination, lack of integration in design terms with the building and taken together with signage previously granted on this building would be injurious to the visual amenities of the area and contrary to the proper planning and development of the area.
- 2 The proposed signage would set an undesirable precedent for other similar developments along the Naas Road, particularly internally illuminated signage advertising corporate logos, which would in themselves and cumulatively not be in the interests of the proper planning and development of the area.
- 3 The proposed signage would contravene Development Plan policy with respect to advertising signage, as contained in the South Dublin County Development Plan, 1993 and the Draft South Dublin County Development Plan 1998. These policies generally state that advertising signage where permitted should be simple in design and that the number of signs located on a property should be limited and not unduly obtrusive. The policy also states that the purpose of signs is to guide the public/customers and not to intrude severely on visual amenity and that control will be exercised to prevent the impression of clutter in any location.