

	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1993 Planning Register (Part 1)	Plan Register No. S97A/0009	
1. Location	The Red Cow Inn, Naas Road, Dublin 12.		
2. Development	Retention of 2 advertising boards.		
3. Date of Application	13/01/97	Date Further Particulars (a) Requested (b) Received	
3a. Type of Application	Permission	1. 2.	1. 2.
4. Submitted by	Name: Nitelites Ireland Ltd., Address: Beech House, Beech Hill Road, Clonskeagh,		
5. Applicant	Name: Nitelites Ireland Ltd., Address: Beech House, Beech Hill Road, Clonskeagh, Dublin 4.		
6. Decision	O.C.M. No. 0473 Date 11/03/97	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,
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**PLANNING
DEPARTMENT**
P.O. Box 4122,
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**NOTIFICATION OF DECISION TO REFUSE PERMISSION
LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1993**

Decision Order Number 0473	Date of Decision 11/03/97
Register Reference S97A/0009	Date 13th January 1997

Applicant Nitelites Ireland Ltd.,
Development Retention of 2 advertising boards.
Location The Red Cow Inn, 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

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for SENIOR ADMINISTRATIVE OFFICER

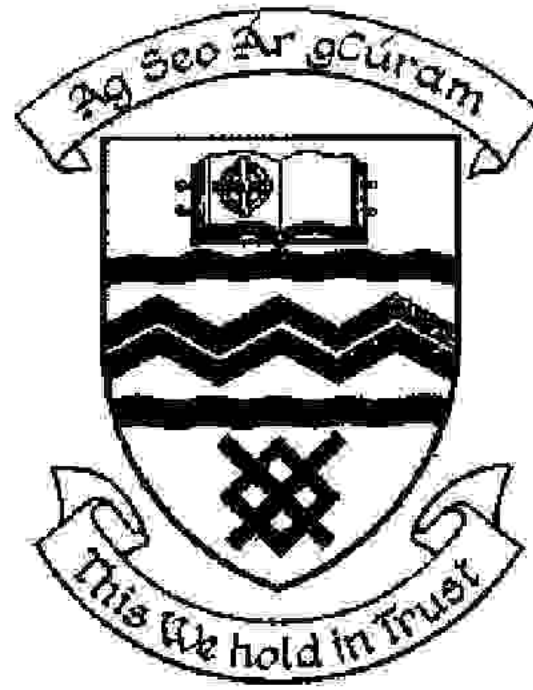
11/03/97

Nitelites Ireland Ltd.,
Beech House,
Beech Hill Road,
Clonskeagh,
Dublin 4.

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Reasons

- 1 The development by reason of its type, size, scale and proximity to the Naas Road creates a visual impact which will cause a significant distraction to road users. The proposed development would thereby endanger public safety by reason of traffic hazard. The proposed development contravenes materially the Dublin County Development Plan 1993 as set out in sections 2.9.4 and 3.7.1. It is not consistent with the proper planning and development of the area.
- 2 The development, by itself and by the precedent which the grant of permission would set for other similar development, would adversely affect the use and visual amenities of the Naas Road.
- 3 The development by reason of its type, bulk, size, scale, relationship with existing signage and proximity to the Naas Road creates an impression of clutter and constitutes disorderly development. The proposed development is prejudicial to the visual amenity of the area and is not consistent with the proper planning and development of the area. The proposed development contravenes materially the Dublin County Development Plan 1993 as set out in sections 2.9.4 and 3.7.1.