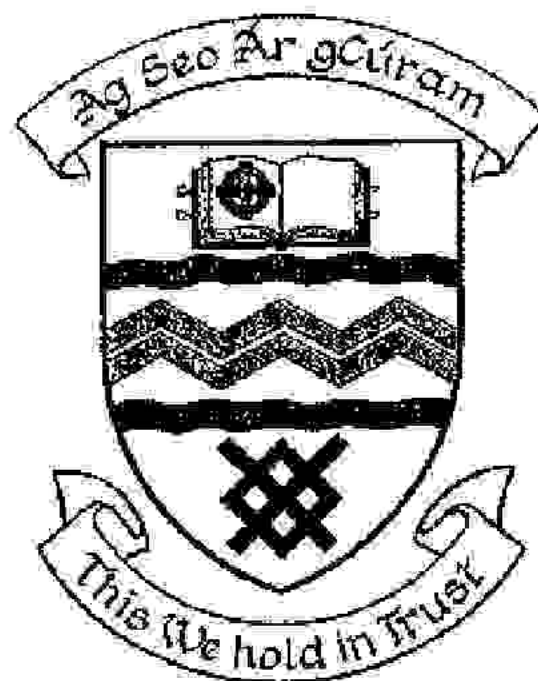


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SOUTH DUBLIN COUNTY COUNCIL
COMHAIRLE CHONTAE ÁTHA CLIATH THEAS

Halla an Chontae,
Lár an Bhaile, Tamhlacht,
Baile Átha Cliath 24.

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



**PLANNING
DEPARTMENT**
County Hall,
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 1999
AND PLANNING AND DEVELOPMENT ACT 2000

Decision Order Number 3187	Date of Decision 18/10/2001
Register Reference S01A/0550	Date 20/08/01

Applicant Avenue Media

Development To retain advertising structures.

Location Newlands Cross, Retail Centre, Fonthill Road, Dublin 22.

Floor Area Sq Metres

Time extension(s) up to and including


Additional Information Requested/Received /

Clarification of 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 (1) Reasons on the attached Numbered Pages.

Signed on behalf of the South Dublin County Council


.....
for SENIOR ADMINISTRATIVE OFFICER

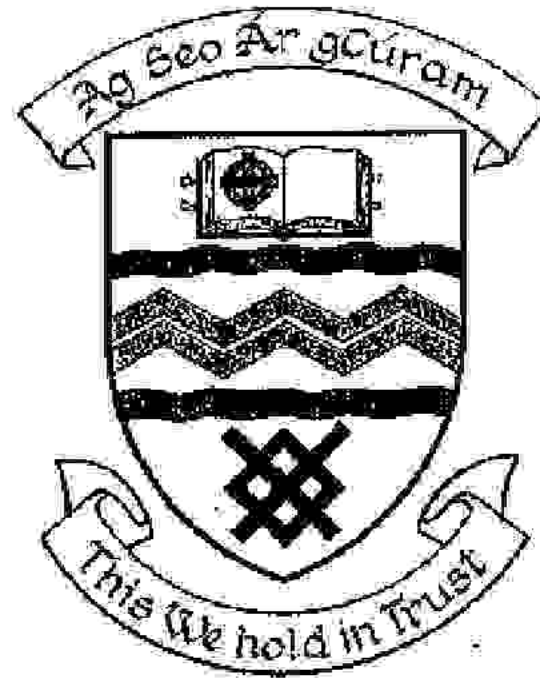
18/10/01

Avenue Media
Monaloe House,
Clonkeen Road,
Blackrock,
Co. Dublin.

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REG REF. S01A/0550

Reasons

- 1 The proliferation of separate advertising structures at this location has an untidy effect and is out of character with the streetscape and seriously detracts from the amenities of the area. Also the advertising structure are non-essential and as such are contrary to the provisions of policy H14 paragraph 2.7.14 of the South Dublin Development Plan and would therefore be contrary to the proper planning and development of the area. As such the structures seriously injure the amenities of property in the vicinity.