

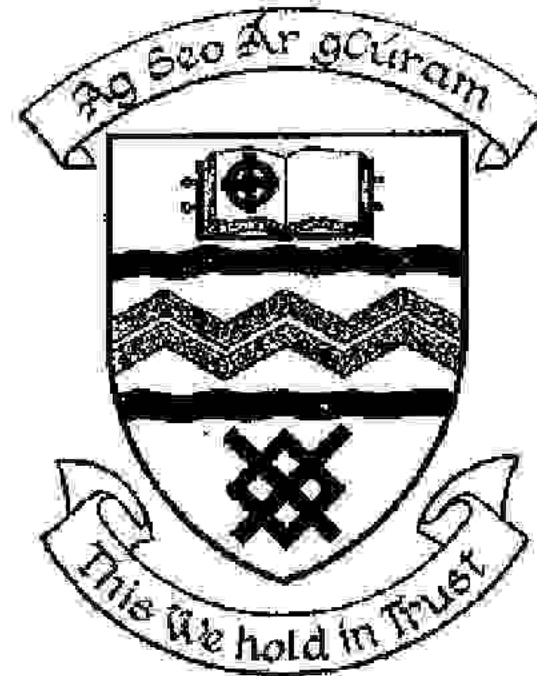
	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1999 and Planning & Development Act 2000 Planning Register (Part 1)	Plan Register No.  S01A/0128	
1. Location	Ballymount Cross Industrial Estate, Dublin 24.		
2. Development	Retention of 2 advertising signs at		
3. Date of Application	07/03/01	Date Further Particulars (a) Requested (b) Received	
3a. Type of Application	Permission	1. 09/04/2001 2.	1. 2.
4. Submitted by	Name: T.D.I. Metro Ltd., Address: 26 Fitzwilliam Square, Dublin 2.		
5. Applicant	Name: T.D.I. Metro Ltd., Address: 26 Fitzwilliam Square, Dublin 2.		
6. Decision	O.C.M. No. 0893  Date 02/05/2001	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
12. Revocation or Amendment			
13. E.I.S. Requested	E.I.S. Received	E.I.S. Appeal	
14. Registrar	Date	Receipt No.	

M.

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

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

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**PLANNING  
DEPARTMENT**  
County Hall,  
Town Centre, Tallaght,  
Dublin 24.

Telephone: 01-414 9000  
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**NOTIFICATION OF DECISION TO REFUSE PERMISSION**  
**LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1999**  
**AND PLANNING AND DEVELOPMENT ACT 2000**

Decision Order Number 0893	Date of Decision 02/05/2001
Register Reference S01A/0128	Date 07/03/01

Applicant T.D.I. Metro Ltd.,  
Development Retention of 2 advertising signs at  
Location Ballymount Cross Industrial Estate, Dublin 24.

Floor Area Sq Metres

Time extension(s) up to and including


Additional Information Requested/Received 09/04/2001 /

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 (3) Reasons on the attached Numbered Pages.

Signed on behalf of the South Dublin County Council

 ..... 02/05/01  
for SENIOR ADMINISTRATIVE OFFICER

T.D.I. Metro Ltd.,  
26 Fitzwilliam Square,  
Dublin 2.

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REG REF. S01A/0128

**Reasons**

- 1 It is considered that the proposed signs for retention would create an impression of visual clutter having regard to the number and, in particular, the scale of the proposed signs, to their location on a prominent elevation, to the building in this prominent location and to the significant existing signage displayed on the building. The scale of the retention is out of scale with the building, is unduly obtrusive and intrudes severely on visual amenity. The proposed signs would therefore be contrary to Council Policy H15 and Development Control objective 3.6 of the South Dublin County Development Plan 1998, and would be contrary to the proper planning and development of the area.
- 2 The proposed development would be a distraction to road users at this busy intersection and would therefore endanger public safety by reason of a traffic hazard.
- 3 The proposed application would set a precedent for similar types of unauthorised and undesirable development seeking retention of Planning Permission.