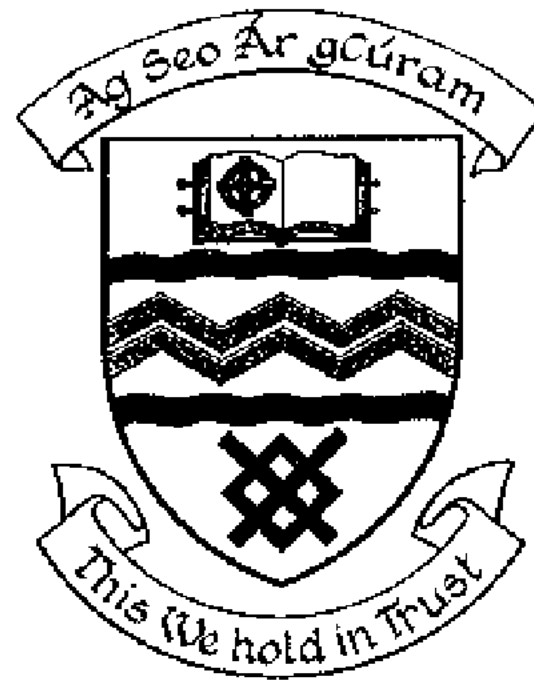


	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1993 Planning Register (Part 1)	Plan Register No. S99A/0588	
1. Location	Lucan Retail Park, Old Lucan Road, Lucan, Co. Dublin.		
2. Development	To erect external free standing internally illuminated triple sided pole sign located on the south east boundary adjacent east bound N4 carriageway.		
3. Date of Application	24/08/99	Date Further Particulars (a) Requested (b) Received	
3a. Type of Application	Permission	1. 2.	1. 2.
4. Submitted by	Name: Interactive Project Managers LTD., Address: 3-4 South Fredrick Street, Dublin 2.		
5. Applicant	Name: New Ireland Assurance Company PLC, Address: 11-12 Dawson Street, Dublin 2.		
6. Decision	O.C.M. No. 2311 Date 21/10/1999	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.	

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 2311	Date of Decision 21/10/1999 <i>AA</i>
Register Reference S99A/0588	Date 24/08/99

Applicant New Ireland Assurance Company PLC,
Development To erect external free standing internally illuminated
triple sided pole sign located on the south east boundary
adjacent east bound N4 carriageway.
Location Lucan Retail Park, Old Lucan Road, Lucan, Co. Dublin.

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.

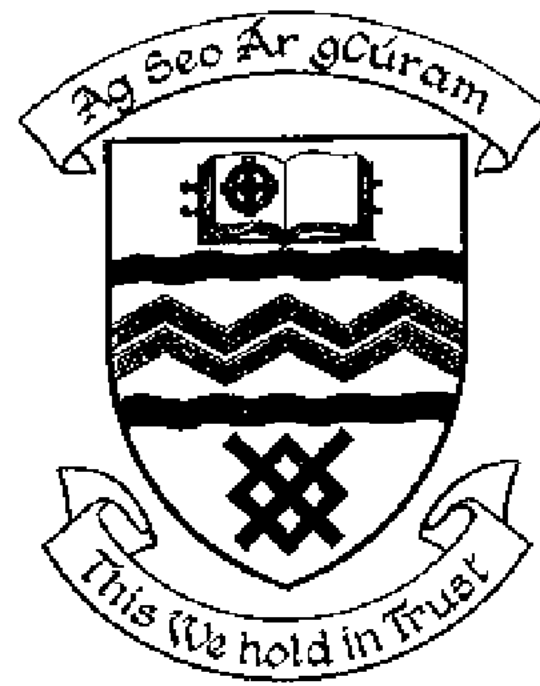
for the (3) Reasons on the attached Numbered Pages.

Signed on behalf of the South Dublin County Council

AA
..... 21/10/99
for SENIOR ADMINISTRATIVE OFFICER

Interactive Project Managers LTD.,
3-4 South Fredrick Street,
Dublin 2.

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REG REF. S99A/0588

Reasons

- 1 The proposed development, by reason of its nature, excessive scale, internal illumination and prominent location adjacent to the N4 National Primary Route, would constitute a strident and visually intrusive feature as well as an unnecessary form of advertising which would be seriously injurious to the character and amenities of the area and the adjacent high amenity area. The proposed development would therefore seriously conflict with the objectives of the South Dublin County Development Plan, 1998 and would thus be contrary to the proper planning and development of the area.
- 2 The proposed development, by reason of its nature, excessive scale, internal illumination and prominent location adjacent to the N4 National Primary Route, would endanger public safety by reason of a traffic hazard or obstruction of road users and would thus be contrary to the proper planning and development of the area.
- 3 The proposed development would set an undesirable precedent for similar forms of inappropriate and obtrusive advertisement signs on National Primary Routes and accordingly, would be contrary to the proper planning and development of the area.