

DECISIONS

APPEALS CHECK LIST

REG. REF. NO. 91A/1788

1	ENTERED IN OBJECTORS REGISTER	<input checked="" type="checkbox"/>
2	ENTERED IN BLUE FOLDER	<input checked="" type="checkbox"/>
3	ENTERED IN APPEALS REGISTER	<input checked="" type="checkbox"/>
4	ENTERED IN PLANAPS: I.E. Appeal Decision: Appeal Date:	<input checked="" type="checkbox"/>
5	COPIES OF DECISION FOR <del>WARRANT LIST</del> (MAY/1987)	<input checked="" type="checkbox"/>
6	DECISION CIRCULATED TO LISTED PERSONS	<input checked="" type="checkbox"/>
6	TO BONDS & CONTRIBUTIONS FOR FINANCIAL ASSESSMENT	<input type="checkbox"/>
7	TO E. DOYLE FOR NOTING	<input type="checkbox"/>

CHANGE STATUS IN PLANAPS:

REFUSAL:.....55  
 GRANT:.....62  
 WITHDRAWN:.....54  
 CONDITIONS:.....53

NEW APPEALS

NEW APPEALS

APPEALS CHECK LIST

REG. REF. NO. 9/A-1788

5

1	ENTERED IN OBJECTORS REGISTER	✓
2	ENTERED IN BLUE FOLDER	✓
3	ENTERED IN APPEALS REGISTER	✓
4	ENTERED IN APPEALS INDEX	✓
5	ENTER PAGE No. OF APPEALS REGISTER IN OBJECTORS REGISTER	✓
6	Appeal Notified:	✓
	Appeal Type/Appellant Type:	✓
	Bord Pleanal Ref:	✓
	DOCS SENT TO AN BORD: (CHANGE STATUS TO 52)	✓
7	WRITTEN UP ON WEEKLY LIST FOR MARY/LAURA	✓
8	OBJECTORS NOTIFIED	
9	BREAKDOWN OF CALCULATIONS REQUIRED - YES/NO	
10		
11		

ENTER IN PLANAPS

PLANNING APPLICATION FEES

Reg. Ref. 91A/1788

Cert. No. 27104

PROPOSAL Retention of Advertising Signs

LOCATION Atlantic Homecare Premises, Belgard Rd, Tallaght

APPLICANT Amika Ltd

CLASS	DWELLINGS/AREA LENGTH/STRUCT.	RATE	AMT. OF FEE REC.	AMOUNT LODGED	BALANCE DUE	BALANCE PAID
1	Dwellings	@£32				
2	Domestic,	@£16				
3	Agriculture	@50p per m2 in excess of 300m2. Min. £40				
4	Metres	@£1.75 per m2 or £40				
5	x .1 hect.	@£25 per .1 hect. or £250				
6	x .1 hect.	@£25 per .1 hect. or £40				
7	x .1 hect.	@£25 per .1 hect. or £100				
8		@£100				
9	x metres 35.67m	@£10 per m2 or £40	£360	£1400	£40	acknowledged
10	x 1,000m	@£25 per £1000m or £40				
11	x .1 hect.	@£5 per .1 hect. or £40				

Column 1 Certified: Signed: *J. G.* Grade: *D/T.L.* Date: *14/11/91*

Column 1 Endorsed: Signed: *[Signature]* Grade: Date: *14/11/91*

Columns 2,3,4,5,6 & 7 Certified: Signed: *[Signature]* Grade: *S.O.* Date: *14/11/91*

Columns 2,3,4,5,6 & 7 Endorsed: Signed: Grade: Date:

ASSESSMENT OF FINANCIAL CONTRIBUTION

REG. REF.:

CONT. REG.:

SERVICES INVOLVED: WATER/FOUL SEWER SURFACE WATER

AREA OF SITE:

FLOOR AREA OF PRESENT PROPOSAL:

MEASURED BY:

CHECKED BY:

METHOD OF ASSESSMENT:

TOTAL ASSESSMENT:

MANAGER'S ORDER NO: P/ /  
DATED

ENTERED IN CONTRIBUTION REGISTER:

DEVELOPMENT CONTROL ASSISTANT GRADE



P/2237/92

# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

FINANCIAL CONTRIBUTION :-

AMOUNT & Nil

F | No |  
| Con |  
| diti |  
| on |

BELGARD

Proposed Retention of 5 advertising signs and 9 flagpoles at its premises at Belgard Road, Tallaght for Anika Ltd., t/a Atlantic Homecare. By order P/5753/91 dated 18th December 1991 the Council made a decision to refuse permission for this proposal. On Appeal, An Bord Pleanála made the following order on 4th May, 1992:-

PL6/5/87731

### AN BORD PLEANÁLA

LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS 1963 TO 1990

County Dublin

Planning Register Reference Number: 91A/1788

APPEAL by Anika Limited trading as Atlantic Homecare care of Auveen Byrne and Associates of Lioscarran House, 32 Dale Road, Stillorgan, County Dublin against the decision made on the 18th day of December, 1991 by the Council of the County of Dublin to refuse permission for retention of five advertising signs and nine flagpoles at Atlantic Homecare, Belgard Road, Tallaght, County Dublin in accordance with plans and particulars lodged with the said Council:

**DECISION:** Pursuant to the Local Government (Planning and Development) Acts, 1963 to 1990, it is hereby decided, for the reason set out in the First Schedule hereto, to grant permission for retention of the said signs and flagpoles in accordance with the said plans and particulars, subject to the condition specified in the Second Schedule hereto, the reason for the imposition of the said condition being as set out in the said Second Schedule and the said permission is hereby granted subject to the said condition.

### FIRST SCHEDULE

It is considered that, subject to compliance with the condition set out in the Second Schedule hereto, the retention of the signs and flagpoles that are the subject of this application would have no unduly adverse effect on the visual amenity of the area in the vicinity of the site and would accord with the proper planning and development of the area.

### SECOND SCHEDULE

Flagpoles numbers 1, 2, 3 and 4 are excluded from this grant of permission and shall be removed from the site. No flags, bunting, banners or other advertising material shall be erected on or attached to the permitted flagpoles (numbers 5 to 9, inclusive) unless permission for the erection or attachment of such flags, bunting, banners or advertising material has first been granted by the planning authority or by An Bord Pleanála on appeal.

**Reason:** In the interest of clarity, orderly development, the protection of the visual amenity of the area and the reduction of the impact of the flagpoles on the streetscape of Belgard Road.

P/2237/92

# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders


PL6/5/87731

AN BORD PLEANÁLA

LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS 1963 TO 1990

County Dublin

Planning Register Reference Number: 91A/1788

Order Noted: L.S.	
Dated: 18 <sup>th</sup> MAY 92	ASST. COUNTY MANAGER
to whom the appropriate powers have been delegated by order of the Dublin City and County Manager.	
Dated 10 <sup>th</sup>	day of FEBRUARY 1992

Geraldine Boothman

DUBLIN COUNTY COUNCIL

REG. REF: 91A/1788.  
DEVELOPMENT: Ret. of 5 advertising signs and 9 flagpoles.  
LOCATION: Belgard Road.  
APPLICANT: Anika Ltd./Atlantic Homecare.  
DATE LODGED: 11.11.91.

The proposal is for retention of signs and flagpoles at Atlantic Homecare on Belgard Road.

Belgard Road is a busy distributor route and additional signs are undesirable as they may be a distraction to road users, particularly if they are illuminated.

If permission is being granted it should be subject to:-

1. Signs to be non illuminated. Existing illumination to be removed.

PLANNING DEPT.  
DEVELOPMENT CONTROL SECT  
Date ..... 16.12.91.....  
Time ..... 4.30.....

GC/BMcC  
3.12.91.

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

ENDORSED: G. Smith

DATE: 5/12/91

P/S 753/91

# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

Register Reference : 91A/1788

Date Received : 11th November 1991

Correspondence : Auveen Byrne & Associates,  
Name and : Lioscarran House,  
Address : 32 Dale Road,  
Kilmacud,  
Stillorgan, Co. Dublin

Development : Retention of 5 advertising signs and 9 flagpoles at its premises

Location : Belgard Road, Tallaght

Applicant : Anika Ltd., t/a Atlantic Homecare

App. Type : Permission

Zoning : 'E'

Floor Area : - Sq.metres

(GB/BB)

Report of Dublin Planning Officer dated 12th November, 1991.

This is an application for PERMISSION for the retention of 5 advertising signs and nine flagpoles at the premises of Atlantic Homecare, Belgard Road, Tallaght.

Advertising on poles to be the subject of a future application.

The area in which the site is located is zoned with the objective "to provide for industrial and related development".

### HISTORY

90A-2136 - Permission for mezzanine floor.

WA 2560 - Permission granted by An Bord Pleanala for "Dockrells" sign following refusal by Dublin County Council.

WA 2417 - Permission granted by An Bord Pleanala for continuance of change of use of warehouse to builders providers and home centre, following refusal by Dublin County Council.

WA 1970 - Permission refused for change of use of building.



# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

Reg.Ref: 91A/1788

Page No: 0002

Location: Belgard Road, Tallaght

~~WA 1598 - Additional information submitted regarding change of use of building.~~

WA 1136 - Application withdrawn regarding elevations to office/toilets.

Enforcement file 7861 also refers. Enforcement proceedings in relation to the signs commenced in February, 1991.

### ROADS DEPARTMENT REPORT

A report from Roads Department dated 5.12.1991 indicates that the signs are undesirable, as they may be a distraction to road users.

### DETAILS OF SIGNS

The application refer to 5 mounted wall signs. 3 of these are on the eastern elevation, (to Belgard Road) and one each on the northern and southern elevation. The dimensions of the signs, as indicated on Drawing No. 3 are as follows:-

Sign 1	16' wide	x	8' high	-	Timber base.
Sign 2	13' wide	x	4' high	-	Metal base.
Sign 3 & 5	4' wide	x	6' high	-	Metal base.
Sign 4	26' wide	x	6' high	-	Metal base.

The flagpoles are 20' high.

The main symbol in the signage is "ATLANTIC HOMECARE" finished in yellow lettering and blue shadow on white background.

The signs, together with the strong colour blue on the building, create a dominant visual impact, which might be described as *garish*.

# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

Reg.Ref: 91A/1788

Page No: 0003

Location: Belgard Road, Tallaght

In the letter, <sup>accompanying</sup> the application, it is argued that the <sup>present</sup> subject signs are <sup>replaced</sup> 'environmentally less sensitive' than the signs permitted on the building to the former owners, Dockrells Ltd. (WA 2560). It is also suggested that the regulations governing exempt development would permit the major expense of this signage without planning permission, viz:

Exemption permits 0.3 metres sqd. per metre length of facade.

Facade length = 43 metres.

Extent of exemption = 12.9 sq. metres.

Total existing signage = 18.9 sq. metres.

It is also noted that the flagpoles <sup>it is stated</sup> have been at this location for a considerable time (over 5 years). ^

### PLANNING CONSIDERATIONS

The signs on the building at present, by virtue of their number, dimensions, colour and finish appear to the ~~Planning Authority~~ to be exaggerated, fussy and somewhat brash.

While allowing for individual taste and requirements, the Planning Authority's role is to protect the general environment.

In this case, the Belgard Road is one of the main routes into and through Tallaght, and it is considered important that visual amenity be protected and maintained, while <sup>still</sup> allowing for the marketing needs of individual premises.

In this case, it would be possible for the occupants of the building to achieve their ends with tasteful and acceptable quality signage.

# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

Reg.Ref: 91A/1788

Page No: 0004

Location: Belgard Road, Tallaght

With regard to those permitted by An Bord Pleanála in 1983 (WA 2560) it would be generally accepted that standards in the elevational finish of urban buildings has risen somewhat since then. As the urban core of Tallaght develops - it is the responsibility of the Planning Authority to ensure that the Tallaght Town Centre is afforded the degree of quality which it deserves in its urban fabric.

On a number of occasions recently applications for signage of the 'flagpole' variety have been refused - e.g., in The Square; in the development at the junction of Oldbawn Road and Blessington Road; at the extension of Vixen's Disco, and at the major town centre development known as Docfield.

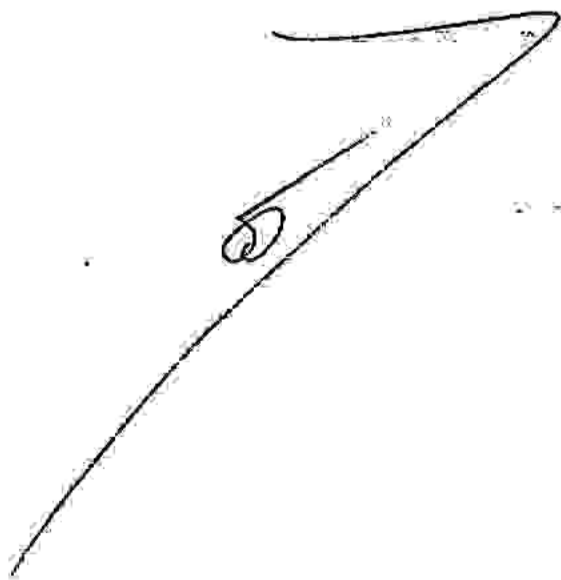
While individual developments of this nature seem ineffectual, it is only when the cumulative effect ~~is realised~~ is realised that the necessity to reduce it becomes clear.

I recommend that a decision to REFUSE PERMISSION be made under the Local Government (Planning and Development) Acts, 1963-1990 subject to the following

( ) Reasons:-

### REASONS FOR REFUSAL

- 01 The signs and flagpoles, by reason of their size, extent, and distribution at the site create an undesirable visual impact at this major location and their retention would be contrary to the proper planning and development of the area.



# COMHAIRLE CHONTAE ÁTHA CLIATH

## Record of Executive Business and Manager's Orders

Reg. Ref: 91A/1788

Page No: 0005

Location: Belgard Road, Tallaght

*Richard Connors* SEP 11  
for Dublin Planning Officer 13-12-91 Endorsed: *[Signature]*  
for Principal Officer

Order: A decision pursuant to Section 26(1) of the Local Government (Planning and Development) Acts, 1963-1990 to REFUSE PERMISSION for the above proposal for the ( ) reasons set out above is hereby made.

Dated: 18<sup>th</sup> DECEMBER 1991

*[Signature]*  
ASSISTANT COUNTY MANAGER/APPROVED OFFICER

to whom the appropriate powers have been delegated by order of the Dublin City and County Manager dated 10<sup>th</sup> December 1991.

DUBLIN COUNTY COUNCIL

REG. REF: 91A/1788.  
 DEVELOPMENT: Ret. of 5 advertising signs and 9 flagpoles.  
 LOCATION: Belgard Road.  
 APPLICANT: Anika Ltd./Atlantic Homecare.  
 DATE LODGED: 11.11.91.

The proposal is for retention of signs and flagpoles at Atlantic Homecare on Belgard Road.

Belgard Road is a busy distributor route and additional signs are undesirable as they may be a distraction to road users, particularly if they are illuminated.

If permission is being granted it should be subject to:-

- 1. Signs to be non illuminated. Existing illumination to be removed.

**PLANNING DEPT.**  
**DEVELOPMENT CONTROL SECT**  
 Date .....

**PLANNING DEPT.**  
**DEVELOPMENT CONTROL SECT**  
 Date ..... 5/12/91  
 Time ..... 12.00

GC/BMCC  
3.12.91.

SIGNED: \_\_\_\_\_  
 DATE: \_\_\_\_\_

ENDORSED: C. P. Smith  
 DATE: 5/12/91



Our Ref: PL 6/5/87731  
P.A. Ref: 91A/1788

Dublin County Council,  
Planning Department,  
Block 2,  
Irish Life Centre.



Date: 04 MAY 1992

**Appeal re:** Retention of five advertising signs and nine flagpoles at Atlantic Homecare, Belgard Road, Tallaght, County Dublin.

Dear Sir,

An order has been made by An Bord Pleanála determining the above-mentioned appeal under the Local Government (Planning and Development) Acts, 1963 to 1990. A copy of the order is enclosed.

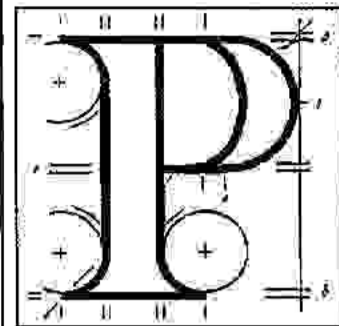
Yours faithfully,

  
Miriam Baxter.

Encl.

BP 352

3  
E04  
An Bord Pleanála



Floor 3 Blocks 6 & 7  
Irish Life Centre  
Lower Abbey Street  
Dublin 1  
tel (01) 728011

AN BORD PLEANÁLA

LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1990

County Dublin

Planning Register Reference Number: 91A/1788

**APPEAL** by Anika Limited trading as Atlantic Homecare care of Auveen Byrne and Associates of Lioscarran House, 32 Dale Road, Stillorgan, County Dublin against the decision made on the 18th day of December, 1991 by the Council of the County of Dublin to refuse permission for retention of five advertising signs and nine flagpoles at Atlantic Homecare, Belgard Road, Tallaght, County Dublin in accordance with plans and particulars lodged with the said Council:

**DECISION:** Pursuant to the Local Government (Planning and Development) Acts, 1963 to 1990, it is hereby decided, for the reason set out in the First Schedule hereto, to grant permission for retention of the said signs and flagpoles in accordance with the said plans and particulars, subject to the condition specified in the Second Schedule hereto, the reason for the imposition of the said condition being as set out in the said Second Schedule and the said permission is hereby granted subject to the said condition.


FIRST SCHEDULE

It is considered that, subject to compliance with the condition set out in the Second Schedule hereto, the retention of the signs and flagpoles that are the subject of this application would have no unduly adverse effect on the visual amenity of the area in the vicinity of the site and would accord with the proper planning and development of the area.

SECOND SCHEDULE

Flagpoles numbers 1, 2, 3 and 4 are excluded from this grant of permission and shall be removed from the site. No flags, bunting, banners or other advertising material shall be erected on or attached to the permitted flagpoles (numbers 5 to 9, inclusive) unless permission for the erection or attachment of such flags, bunting, banners or advertising material has first been granted by the planning authority or by An Bord Pleanála on appeal.

**Reason:** In the interest of clarity, orderly development, the protection of the visual amenity of the area and the reduction of the impact of the flagpoles on the streetscape of Belgard Road.



Member of An Bord Pleanála duly  
authorised to authenticate the  
seal of the Board.

Dated this 4<sup>th</sup> day of May 1992.



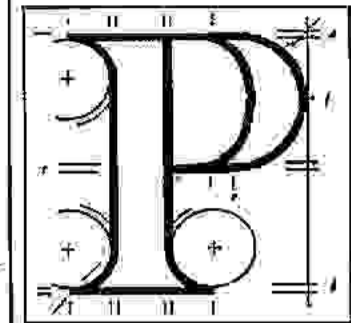
Our Ref: PL 6/5/87731  
P.A. Reg. Ref: 91A/1788

EOH



The Secretary,  
Dublin County Council,  
Planning Department,  
Block 2,  
Irish Life Centre.

An Bord Pleanála



Date: 25th March 1992.

Floor 3 Blocks 6 & 7  
Irish Life Centre  
Lower Abbey Street  
Dublin 1  
tel (01) 728011

Appeal re: Advertising signs and flagpoles at  
Atlantic Homecare, Belgard Road, Tallaght, County  
Dublin.

Dear Sir/Madam,

Enclosed for your information is a copy of a letter  
received by the Board in relation to the  
above-mentioned appeal.

Yours faithfully,

*Suzanne Lacey*  
Suzanne Lacey

Encl.

BP 555



# AUVEEN BYRNE & ASSOCIATES,

Consultant Town Planners,

Lioscarran House, 32 Dale Road,  
Kilmacud, Stillorgan, Co. Dublin.

Telephone: (01) 2831611,  
Facsimile: (01) 2889747.

The Secretary,  
An Bord Pleanála,  
Blocks VI & VII,  
Irish Life Centre,  
Lower Abbey Street,  
Dublin 1.



13th of March 1992

**RE: AN BORD PLEANALA REFERENCE NUMBER PL 6/5/87731**  
**APPEAL AGAINST DECISION TO REFUSE PERMISSION FOR RETENTION**  
**OF SIGNS AND FLAGPOLES AT ATLANTIC HOMECARE, BELGARD ROAD,**  
**TALLAGHT, CO. DUBLIN**  
**DUBLIN COUNTY COUNCIL REFERENCE NUMBER 91A/1788**

Dear Sir,

I refer to mine of the 28/2/1992 to you in relation to the above. On behalf of my client, the appellant, Anika Limited t/a Atlantic Homecare, I wish to make a full submission on the matter.

When lodging an application for retention of this development this office made a submission to Dublin County Council justifying it. This was by letter dated the 7/11/1991. It is not intended to repeat the points made therein in this submission. I will merely summarise them (and a copy is enclosed for convenience);

- The development for which permission is sought is very much more visually attractive than one permitted by An Bord Pleanála which it replaced (reference number Dublin County Council WA 2560).
- The signage is acceptable in its own right in terms of extent and design. In particular it is not significantly in excess of the amount of signage which could be erected on the building as exempt development.
- It is noted that the flagpoles are in place in excess of five years without enforcement proceedings being taken by Dublin County Council. They are solidly designed and well maintained. The flags themselves could be the subject of a separate application.

For the purposes of this submission the Board is asked to note the points made in the letter of the 7/11/1991. As an



addition it is intended to comment on the technical reports of the Planning Authority and the reason for refusal adduced.

## 1.0 THE ROAD DEPARTMENTS REPORT

1.1 This does not recommend refusal of permission, it merely suggests that if permission is being granted, the signs should be non-illuminated, i.e. existing illumination should be removed.

1.2 The reason for suggestion of this requirement is the contention that the sign may be a distraction to road users on the busy Belgard Road particularly if illuminated. The Roads Engineer reporting is not convinced that the signs in question will be such a distraction. The report does not say that the development causes traffic hazard in any way. It is respectfully suggested that the Roads Department Report is very mild and even uncertain in its reservations.

1.3 It was pointed out in this offices letter of the 7/11 that the amount of signage provided is not significantly in excess of the amount of permissible as exempt development. It is noted that exempted signed can be illuminated. If the exempt signage allowance were erected on the building and illuminated, its potential to distract road users would be equal to that of the signage actually erected.

Planning control can only be exercised over otherwise exempt signage if it can be argued to be a traffic hazard (reference Article 11 (1)(a)(iii) this is not being mooted in the instant case.

It is suggested therefore that the contention that the signage at Atlantic Homecare's premises at the Belgard Road may be a distraction to road users on the busy distributor road is not sufficiently strongly put to warrant a refusal of permission. It is noted that the Roads Department's reservations are not referred to in the single reason for refusal quoted.

1.4 It is arguable that a building which attracts numbers of customers is likely to give rise to a greater potential for traffic hazard if it is not well-signed. On winter evenings customers might cause traffic problems by slowing and tending to drive erratically while trying to find an unlit, and therefore to all intents and purposes unmarked building.

## 2.0 THE PLANNERS REPORT

2.1 The Planners report of the 13/12/1991 summarises the nature of the subject development, the contentions of this office justifying it and the comments of the Road Department.

By way of actual objection to the subject development it makes two principal points;

1. It opines that the visual appearance of the signs is unacceptable.





2. It notes a precedent for refusal of permission for flagpoles elsewhere in the local area.
- 2.2 In commenting on the visual quality of the subject signs, the Planners report refers to them variously as "garish", "exaggerated, fussy and brash". It suggests that Atlantic Homecare could provide "tasteful and acceptable signage" instead of what exists.
- 2.3 It is suggested that these remarks are totally subjective.

On the elevation to Belgard Road, signs are located on a long facade of 43 metres in length. The main sign occupies only 4 metres of this, i.e less than one tenth of its length. Subsidiary signs occupy only 1.2 metres each thus the total length of signage on the Belgard Road elevation is 6.4 metres or 15% of the total frontage length. The relatively small scale of these signs relative to the width of the building as a whole is graphically illustrated in photograph 1. This shows that signage far from dominates the frontage.

Similar remarks could be made in relation to the other elevations. (see photographs 2 and 3)

- 2.4 The colours used on the signs are principally yellow with blue on a white background and a touch of red. The signs depict plain lettering. The only element of decoration is a shadow effect under this lettering.

The signs are illuminated by spade lights at eaves level.

The above composition can hardly be classed as garish. It is suggested to the Board that there is no basis for the County Councils reservations in this regard and certainly none which warrant a refusal of permission as has issued.

- 2.5 The Planners report refers to the need to defend the visual quality of the urban core of Tallaght and suggests that it is the responsibility of the County Council to

"ensure that Tallaght Town Centre is afforded the degree of quality which it deserves in its urban fabric"

While I would concur with the aspirations re. Tallaght Town Centre, it is suggested that Atlantic Homecare is not in the Town Centre. Rather it is within an extensive area zoned industrial in Dublin County Councils Development Plan 1983 on either side of the Belgard Road. The environment is far from Town Centre in nature rather industrial estate. It would appear that inappropriate Town Centre type standards are being applied to it.

- 2.6 At the risk of repetition, the County Council made no move against my client in the five years plus of the existence of the flagpoles on site. They are solidly designed and mounted on site. They delineate the site outline. They can



be used to display high quality flags which will give a more festive look to an industrial environment. An Bord Pleanála is asked to consider permitting them.

### 3.0 CONCLUSION

The Local Authority's single reason for refusal notes an objection to the visual quality of Atlantic Homecare signage. Owing to its design and relatively small scale it is suggested that this objection is unfounded. It is a considerable improvement on previously permitted signage at the site. The Board is therefore asked to consider a grant of permission in this case.

Yours faithfully,

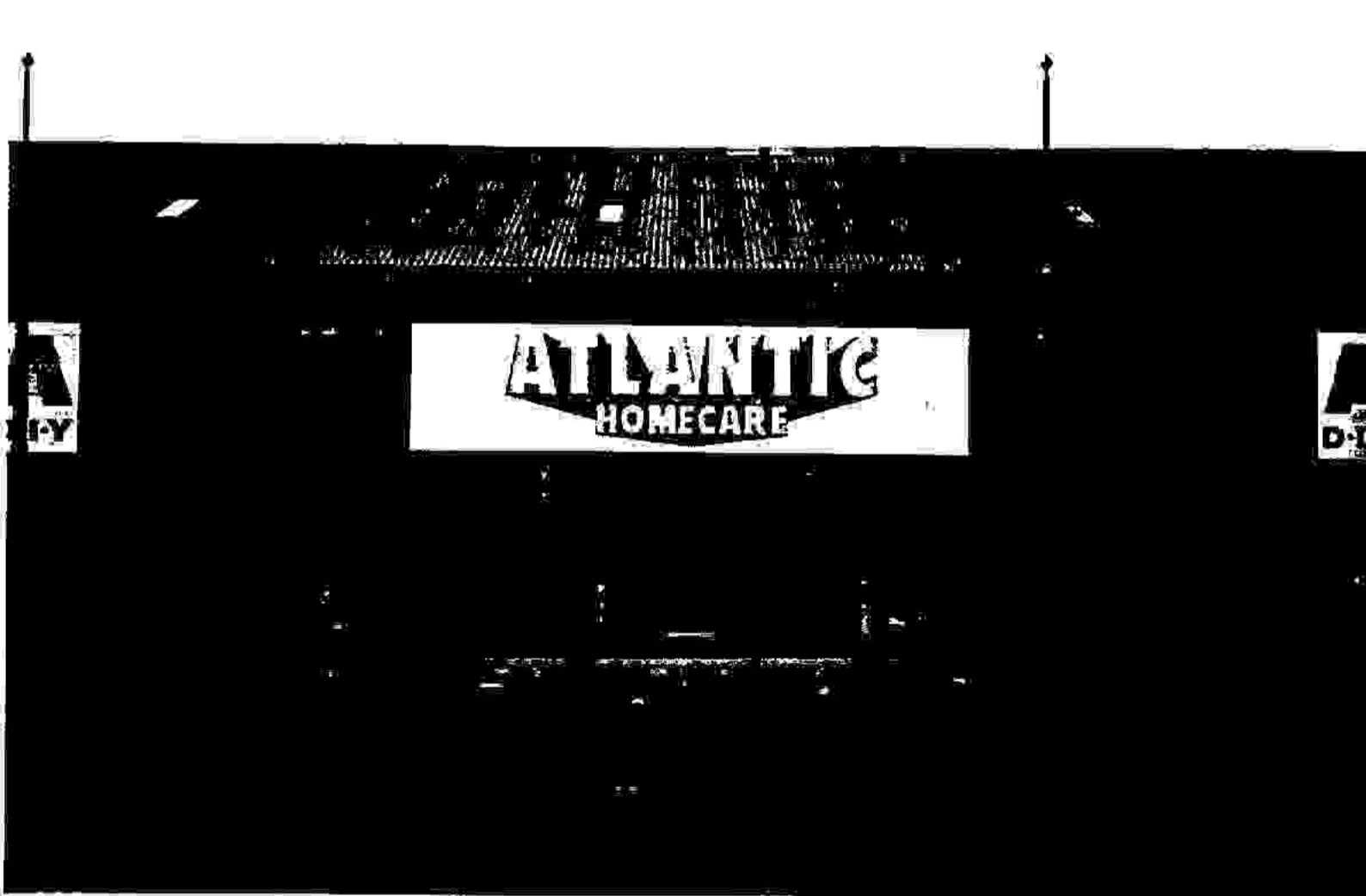
PP. Elizabeth O'Brien

AUVEEN BYRNE

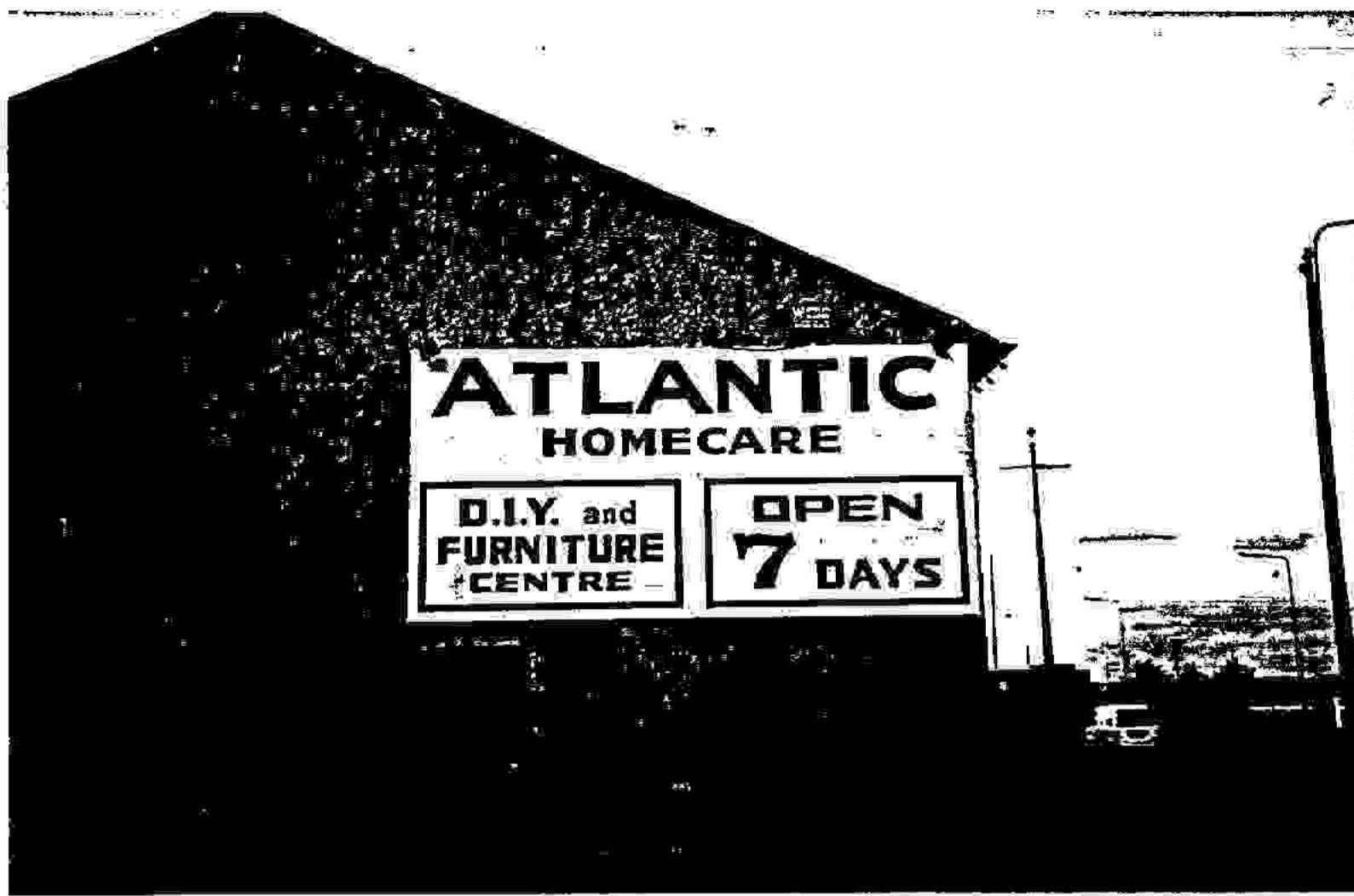




1. MAIN FACADE



2. MAIN SIGN



3. SOUTH SIDE ELEVATION



4. NORTH SIDE ELEVATION



# AUVEEN BYRNE & ASSOCIATES,

Consultant Town Planners,

Lioscarran House, 32 Dale Road,  
Kilmacud, Stillorgan, Co. Dublin.

Telephone: (01) 831611,  
Facsimile: (01) 889747.

The Principal Officer,  
Planning Department,  
Dublin County Council,  
Block II,  
Irish Life Centre,  
Lower Abbey Street,  
Dublin 1.



7 November 1991

**RE: APPLICATION FOR PERMISSION FOR RETENTION OF FIVE ADVERTISING SIGNS AND NINE FLAGPOLES AT ATLANTIC HOMECARE PREMISES, BELGARD ROAD, TALLAGHT, CO. DUBLIN.**

Dear Sir,

On behalf of my client Anika Ltd. t/a Atlantic Homecare, I wish to lodge an application as set out above. I enclose;

- Planning application form.
- Newspaper notice.
- 4 copies of the following drawings;
  - Drawing No.1 - site location and layout.
  - Drawing No.2 - elevations.
  - Drawing No.3 - sign/flagpole details.

In support of my application a number of points are relevant.

This application arises from an enforcement notice served on my client and dated 17/6/1991 which pointed to the unauthorised nature of the signs and flagpoles in question.

However, the signs replaced very much environmentally less sensitive ones permitted on the building to former owners, Dockrells Ltd., per ref. no. WA2560. In this case, An Bord Pleanála granted permission for the erection of 10 separate 3ft. by 4ft. internally illuminated signs, each bearing one of the letters of that company's name and its logo and erected on ten of the eleven bays of the building. Signs erected by Atlantic Homecare are reduced to three in number. They are painted boards and externally lit by spade lighting. They are not excessive in the context of the extensive (43 metres) road frontage of the building in question as drawing No 2 demonstrates.



Class 13 of the Local Government (Planning and Development) (Exempt Development) regulations 1977 allows 0.3 metres squared of signage per metre length of facade to be erected on the front of any building without planning permission. Atlantic Homecare's building, as mentioned above, has 43 metres in length of facade to Belgard Road. The allowance on this elevation would thus be 12.9 sq. mtrs. The signs on the building total 18.9 sq. mtrs. Thus considerable proportion of the signage could have been erected as exempted development. The tops of the signs are 4 metres above ground level in line with the requirements of Class 13.

The entrance elevation sign is larger than the 1.2 sq. mtrs which would be allowed as exempted development under Class 13. However, it again comprises an externally illuminated painted board and simply proclaims the name of the client. It cannot be claimed to be excessive.

Again on the other side elevation of the building is a simple painted sign announcing the name of the client to traffic heading in a northerly direction along the Belgard Road and the days of opening.

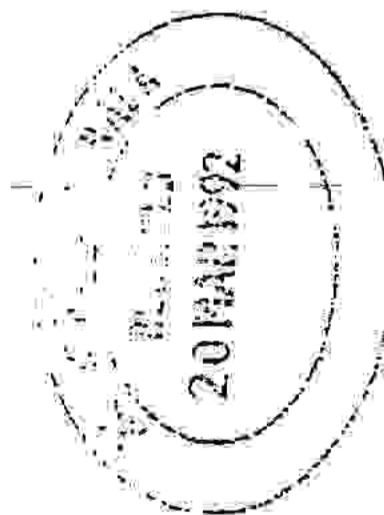
The flagpoles are in existence for many years and certainly well over 5 years. It is surprising that enforcement action is being taken after the passage of so much time. The poles are of solid material and are painted to match the scheme of the building. They demark the road edge of the site in an attractive manner.

By virtue of the fact that the signs replace very much less attractive permitted ones, are attractive in themselves and that the poles are solidly made and well maintained, the County Council is called upon to consider a grant of permission in this case.

Yours faithfully,



AUVEEN BYRNE



3/11/01  
4/11/01



PLEASE READ INSTRUCTIONS AT BACK BEFORE COMPLETING FORM. ALL QUESTIONS MUST BE ANSWERED.

1. Application for Permission  Outline Permission  Approval  Place / in appropriate box.  
Approval should be sought only where an outline permission was previously granted. Outline permission may not be sought for the retention of structures or continuances or uses.

2. Postal address of site or building Atlantic Homecare Premises, Belgard Road, Tallaght, Co. Dublin.  
(If none, give description sufficient to identify)

3. Name of applicant (Principal not Agent) Anika Ltd, t/a Atlantic Homecare  
Address ..... Tel. No. ....

4. Name and address of Auveen Byrne & Assocs, Lioscarran House, 32 Dale Road, Kilmacud,  
person or firm responsible for preparation of drawings Stillorgan, Co. Dublin. Tel. No. 2831611

5. Name and address to which Auveen Byrne & Assocs, Lioscarran House, 32 Dale Road, Kilmacud,  
notifications should be sent Stillorgan, Co. Dublin.

6. Brief description of proposed development Retention of 5 advertising signs and 9 flagpoles

7. Method of drainage N/A 8. Source of Water Supply N/A

9. In the case of any building or buildings to be retained on site, please state:-  
(a) Present use of each floor N/A  
or use when last used.

(b) Proposed use of each floor N/A

10. Does the proposal involve demolition, partial demolition or change of use of any habitable house or part thereof? No

11.(a) Area of Site N/A Sq. m.

(b) Floor area of proposed development N/A Sq. m.

(c) Floor area of buildings proposed to be retained within site N/A Sq. m.

12. State applicant's legal interest or estate in site (i.e. freehold, leasehold, etc.) Owner

13. Are you now applying also for an approval under the Building Bye Laws?  
Yes  No  Place  In appropriate box.

14. Please state the extent to which the Draft Building Regulations have been taken in account in your proposal:

15. List of documents enclosed with application.  
1. Cover Letter 2. Newspaper notice 3. Drawings (Four copies) as per cover letter 4. Planning Application Fee

16. Gross floor space of proposed development (See back) ..... Sq. m.

No of dwellings proposed (if any) ..... Class(es) of Development 9

Fee Payable £ 400.00 Basis of Calculation 35.6 m<sup>2</sup> advertising @ £10/m<sup>2</sup> = £360, 9 flagpoles

If a reduced fee is tendered details of previous relevant payment should be given @ £40.00 (Advertising on poles to be subject of future application)

Signature of Applicant (or his Agent) [Signature] Date 11.11.01

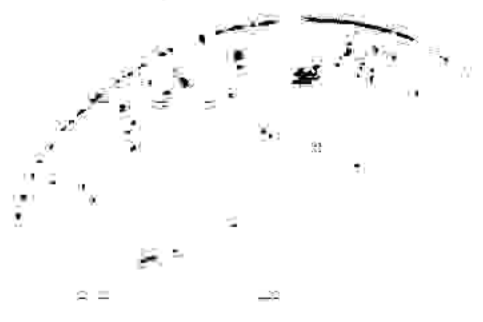
Application Type ..... FOR OFFICE USE ONLY

Register Reference .....

Amount Received £ .....

Receipt No .....

Date .....



778888

SPECIAL NOTICES

THE IRISH M.E. TRUST

will be holding a Public Meeting in the

Clarence Hotel Wellington Quay Dublin 2

on Wednesday 6th November at 8.00 p.m.

Our main speaker this month will be Dr. Sean A. Collins B.A. (Psych), D.C.H. who will speak about stress and M.E. (Chronic Fatigue Syndrome)

All those interested in the above topic will be most welcome



CHRISTMAS SPECIALS

Our Christmas Advertising Campaign

will start in November

For Effective Results at a Reasonable Price please Call

778888

24

Planning Applications

CO CORR Planning permission sought to eliminate pedestrian route at houses 14 and 15 of approved layout at Ballyveloon, Cobh and adjoining Coolamber Estate for Leamy Bros.

CO DUBLIN Planning permission sought to construct a bungalow, septic tank and new entrance gates and to remove existing derelict gate house at Laurel Hill, Stocking Lane, S and J. Moles.

CO DUBLIN Planning permission for change of use to part ground floor from residential to commercial at Court Cottage, Greenhills Rd, Tallaght, D. Ryan.

CO LOUTH Planning permission sought for planning permission to retain a mechanical workshop at Chesham, Dundalk, Co. Louth.

CO WEXFORD Planning permission sought for extension to Killeen, Station 2, Zone B, Co. (1st) Ltd.

CO DUBLIN The Electricity Supply Board (ESB) to apply to Dublin County Council for permission under the Local Government (Planning and Development) Act for permission to install a 33 kilovolt to 10 kilovolt transformer in an existing transformer station in Tymon Park, townland of Tymon North, T. Murray, Manager, Dublin Region.

CO DUBLIN Applications, etc conversion and extension to Brooklands, Peradara Road, Old Connaught, Co. Dublin, for Mr. E. Corcoran.

CO DUBLIN Planning permission sought for single storey extension to existing garage for use as artist's studio at

DUBLIN CO. COUNCIL Planning permission is sought for retention of black construction instead of previously approved glass houses and revised proposals for parking at Garden Centre, Old Connaught Ave., Bray, Co. Dublin, Robert Gaffney.

DUBLIN CORPORATION planning permission sought for alterations and extensions comprising demolition of existing single storey stores in rear yard; provision of new basement stores, additional lounge area and new toilets at ground floor and new kitchen at first floor with two fire exits/service stair cases and alterations to front and rear elevations at 73/77 Glasnevin Avenue for S. O'Malley.

DUBLIN COUNTY COUNCIL planning permission sought for first floor extension at rear of St. Galla Garden North, Milltown Dublin 14 for C. Fitzpatrick.

DUBLIN COUNTY COUNCIL planning permission sought for extension to premises at Belgard Rd, Tallaght.

DUBLIN 10 Planning permission for change of use to surgery at 12 Kingston Avenue, J. Molloy.

DUBLIN 10 Planning permission is being sought from the Dublin Corporation to build an extension at the rear of 211, Lanes Rd. For Mrs Rowe, MC.

DUN LAOGHAIRE CORPORATION planning permission is sought for single storey extension to side and rear and widening of entrance gate at 16, Trillickton Ave. for Mr. & Mrs. B. Marshall.

GALWAY COUNTY COUNCIL Planning permission is sought by Liam Crovan to construct a new Dwellinghouse and Septic tank at Beainsappa, Doughterard, Signed Conor Hayes MR.

ENGLISH female I.K.C. 36107

ENGLISH P.L. CH. Rathna 0002-21

ENGLISH I.E.L. Tel. 052

GERMAN haired Phone

GOOD English old. Vaccine everyth

GREAT Phone 6p.m.

GREAT old, m and n Tel. 09

GUINNESS to 2nd require rough and. 5377 5378

HABIBUS 5381 contact Aid at

PUPPETS labrad all "beat" 0000-1

ST. BR saw. J I.K.C. nated

THREE Spent for sat

TWO CI female I.K.C. 26781





← TO NAAS ROAD

COLBERTS FORT

OS SHEET 3390-1.

OS SHEET 3390-6.

ENTRANCE TO SITE

CAR PARK

FLAGPOLES NUMBERED 1-9

COLBERTS FORT

BELGARD

ROAD → TO TALLAGHT.

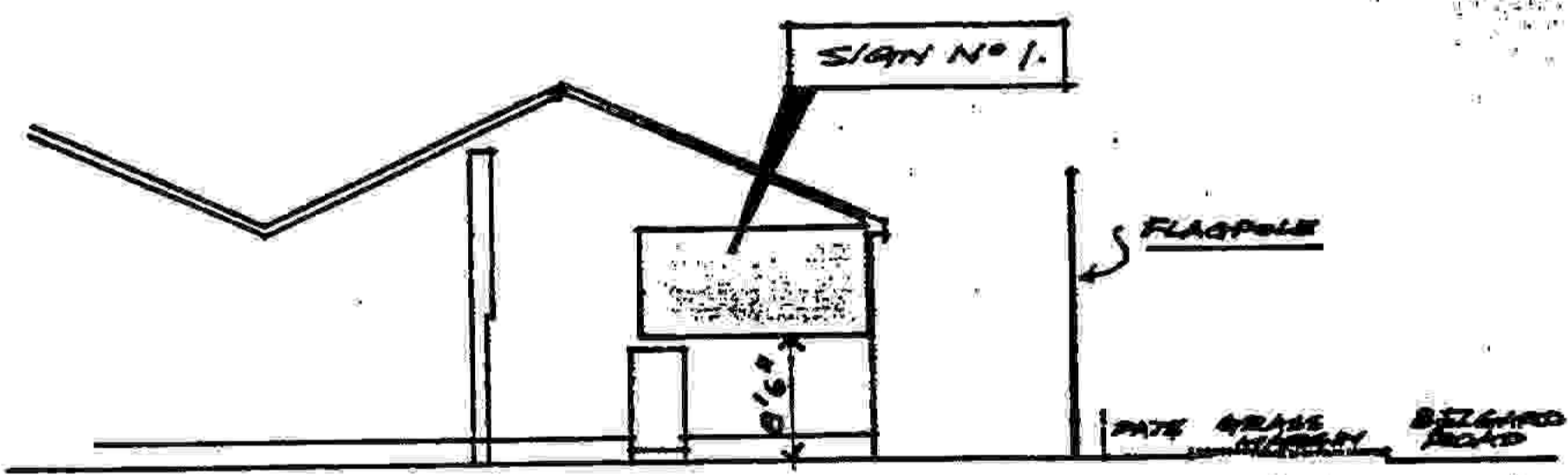
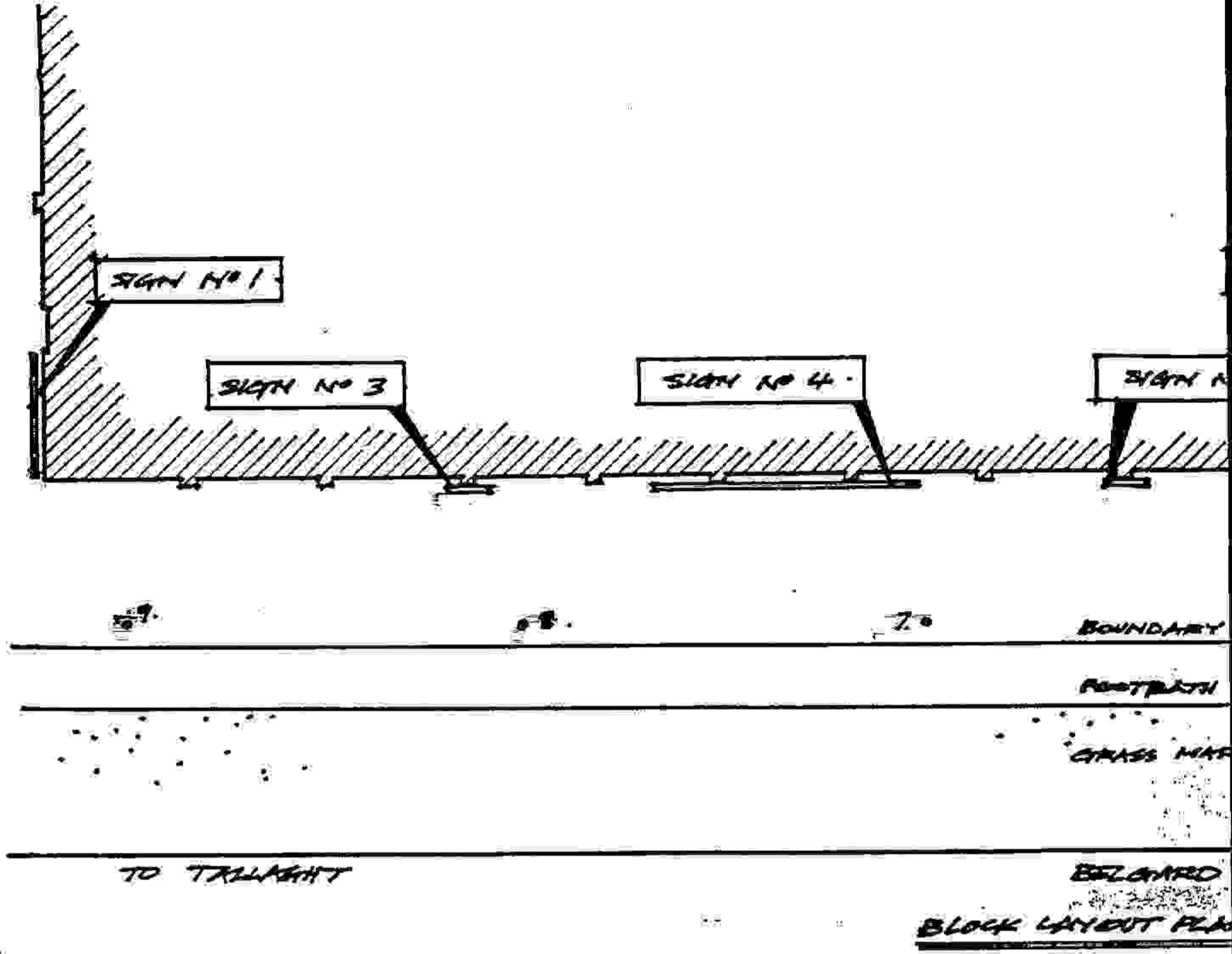
SITE OUTLINED RED

EXTERNAL SIGNS + FLAGPOLES  
AT BELGARD ROAD, COLBERTS FORT  
CO. DUBLIN, FOR ATLANTIC HOMECARE.

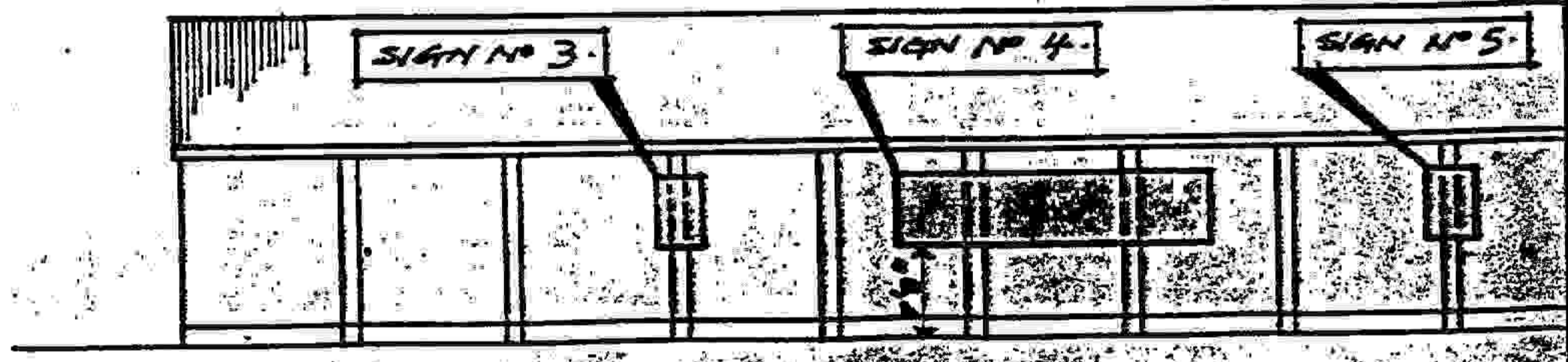
LOCATION MAP  
SCALE: 1/1000  
DRAWING No 1.

ES

AUVEEN BYRNE ASSOCIATES  
TOWN PLANNERS  
52 DALE ROAD  
STILLORGAN ROAD, CO. DUBLIN.  
TEL: 2831611.

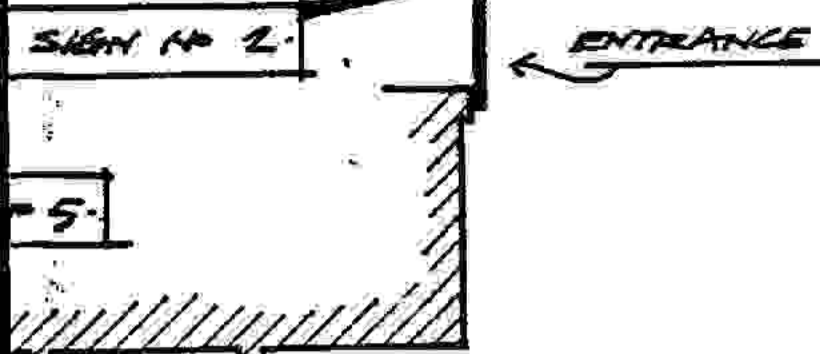
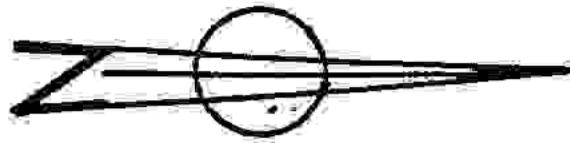


SOUTH ELEVATION



EAST ELEVATION (TO BELGARD ROAD)



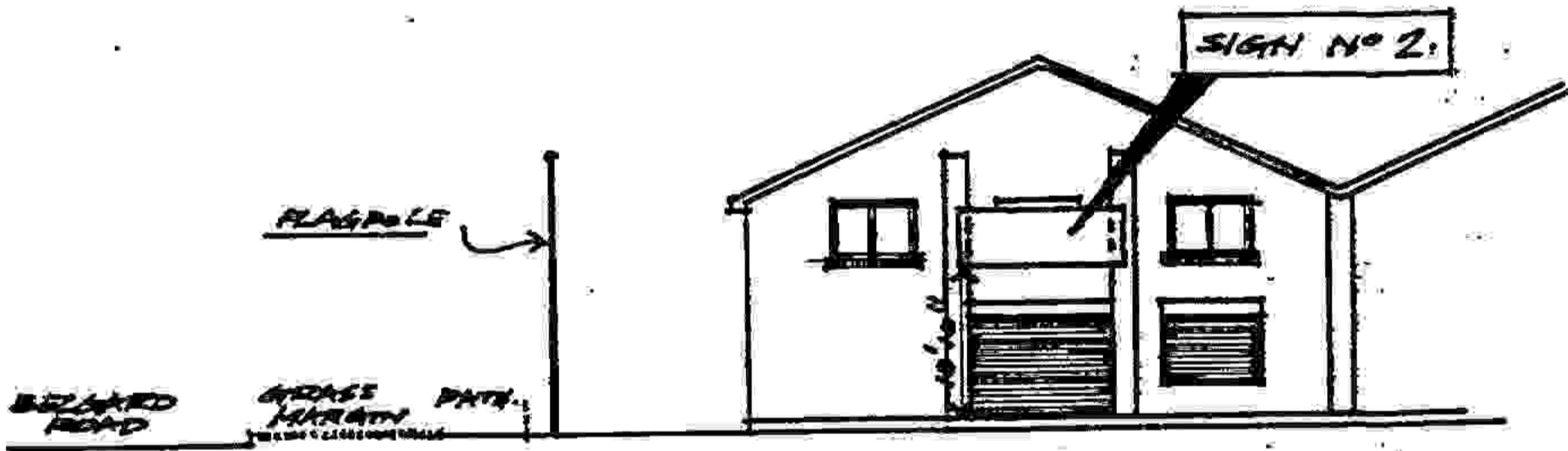


LOCATION OF FLAGPOLES 9-4  
(SEE DRAW. NO. 1 FOR ALL LOCATIONS)



ROAD  
SCALE 1/16" = 1' 0"

TO NAAS ROAD



NORTH ELEVATION

SURVEY: EXISTING EXTERIOR PAINTED SIGNS  
+ FLAGPOLES AT BELMARD ROAD/COLEBERTS PART  
CO. DUBLIN FOR ATLANTIC HOMECARE

PLAN + ELEVATIONS  
SCALE: 1/16" = 1' 0"  
DATE: OCT 1951.

DRAW. NO. 2.

JOHN BYRNE + SON.  
204 PLANNERS  
32 DUNE ROAD  
SCHLIMMERS, CO. DUBLIN.  
DESIGN.

13'0"

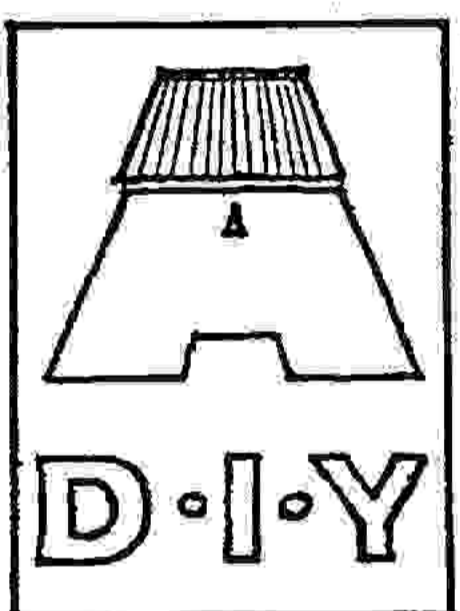


4'0"

SIGN NO 2: SCALE  $\frac{1}{2}'' = 1'0''$  YELLOW LETTERING, BLUE SHADOW, WHITE BACKGND. METAL BASE.

4'0"

16'0"



6'6"

METAL BASE.

SIGNS NOS. 3 & 5  
BLUE LETTERS, YELLOW  
RED LOOP, WHITE BACKGROUND.  
SCALE:  $\frac{3}{8}'' = 1'0''$



4'6"

TIMBER BASE.

SIGN NO 1:  
TOP: BLUE LETTERS; BOTTOM: RED LETTERS;  
YELLOW BACKGROUND  
SCALE:  $\frac{1}{8}'' = 1'0''$

26'0"



6'6"

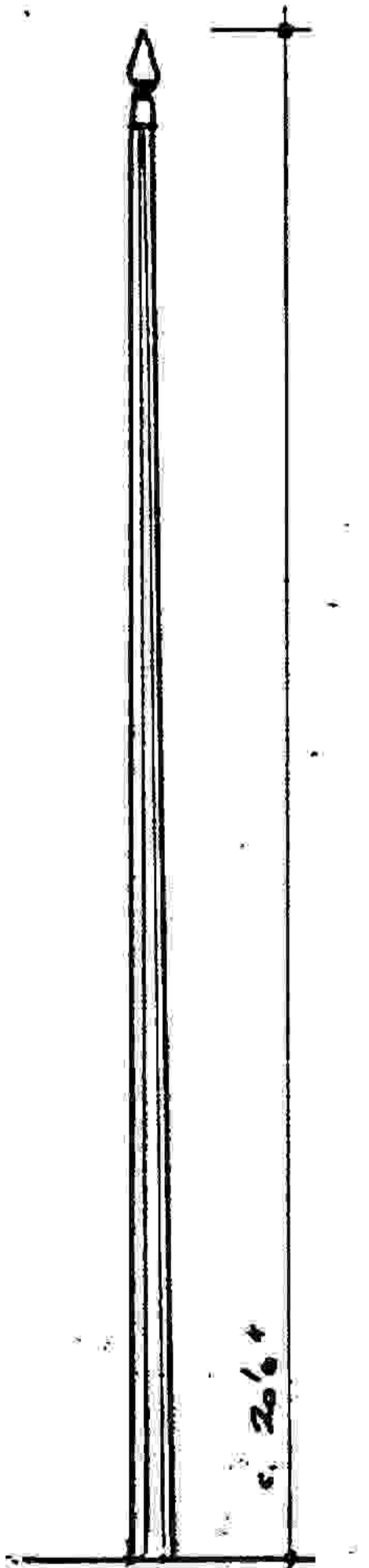
SIGN NO 4: YELLOW LETTERS, BLUE SHADOWS, WHITE BACKGROUND.  
SCALE:  $\frac{1}{2}'' = 1'0''$  METAL BASE.

SURVEY: EXISTING EXTERNAL PAINTED SIGNS  
+ FLAGPOLES AT BELAND ROAD/COLBERTS FORT  
CO. DUBLIN FOR ATLANTIC HOMELANDS.

ELEVATIONS  
SCALE: AS SHOWN.  
DATE: OCT. 1991.

DRWG. NO. 3.

AIVEEN BYRNE + ASSOC.  
TOWN PLANNERS.  
32 DYLE ROAD  
STILLORGAN, CO. DUBLIN.  
2831611.



ELEVATION



PLAN



SCALE: 3/8" = 1'0"

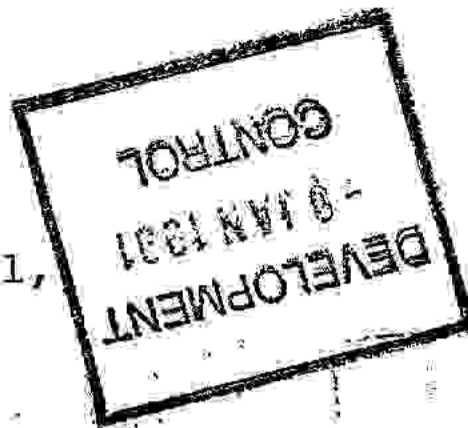
FLAGPOLES: OCTAGON SHAPED  
TUBULAR STEEL, TAPERING, RED.





Our Ref: PL 6/5/87731  
Your Ref: 91A/1788

The Secretary,  
Dublin County Council,  
Planning Department,  
Block 2,  
Irish Life Centre.



0 2 JAN 92

Date: 2nd January 1992.

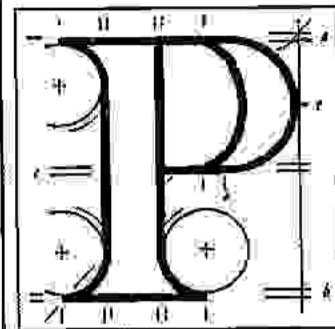
**Planning authority decision re:** Advertising signs and flagpoles at Atlantic Homecare, Belgard Road, Tallaght, County Dublin.

Dear Sir/Madam,

Enclosed is a copy of an appeal under the Local Government (Planning and Development) Acts, 1963 to 1990, in relation to the above-mentioned decision. So that consideration of the appeal may proceed, you are requested to forward to the Board within two weeks:

- (1) The application made to the planning authority.
- (2) Particulars of the applicant's interest in the land or structure, as supplied to the planning authority.
- (3) A copy of the public notice, whether published in a newspaper or on the site.
- (4) Any drawings, maps, particulars, information, evidence or written study received or obtained from the applicant, including the ordnance survey number.
- (5) Copies of requests (if any) to the applicant for further information relating to the application under appeal and copies of reply and documents (if any) submitted in response to such requests.
- (6) A certified copy of the relevant Manager's Order.
- (7) Copies of any technical or other reports relevant to the decision on the application.
- (8) Particulars and relevant documents relating to previous decisions affecting the same site or relating to applications for similar development close by.

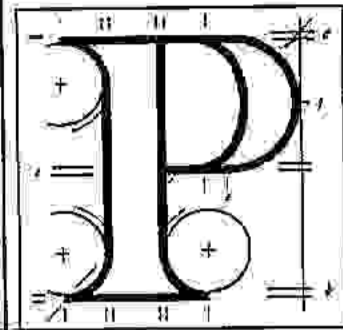
pd  
An Bord Pleanála



Floor 3 Blocks 6 & 7  
Irish Life Centre  
Lower Abbey Street  
Dublin 1  
tel: (01) 728011



An Bord Pleanála



Please note that the other party to the appeal is being notified that copies of the planning authority documents relevant to the decision which gave rise to the above-mentioned appeal will be available for inspection at your offices after the expiration of a period of fourteen days from the date of this letter. It would be appreciated if parties could be facilitated in this regard.

Floor 3 Blocks 6 & 7  
Irish Life Centre  
Lower Abbey Street  
Dublin 1  
tel (01) 728011

Copies of the representations or observations made to the planning authority in relation to the application should not be sent to the Board. It is assumed that the planning authority has notified observers of the decision made and of the right of appeal.

The planning authority may make to the Board, in writing, such observations on the appeal as it thinks fit. Where practicable, any such observations should be submitted with the documents listed above but the furnishing of the documents should not be held up until observations are available. In any event, to ensure that they will be taken into account in the determination of the appeal, any such observations should be furnished within one month of the date of this letter.

Please quote the above appeal reference number in any further correspondence.

Yours faithfully,

*Suzanne Lacey*  
Suzanne Lacey

Encl.

BP 005



# AUVEEN BYRNE & ASSOCIATES,

Consultant Town Planners,

Lioscarran House, 32 Dale Road,  
Kilmacud, Stillorgan, Co. Dublin.

Telephone: (01) 831611.  
Facsimile: (01) 889747.

The Secretary,  
An Bord Pleanála,  
Blocks VI & VII,  
Irish Life Centre,  
Lower Abbey Street,  
Dublin 1.

24 December 1991

RE: DUBLIN COUNTY COUNCIL REFERENCE NUMBER 91A/1788  
REFUSAL OF PERMISSION FOR ADVERTISING SIGNS AND FLAGPOLES  
AT ATLANTIC HOMECARE, BELGARD ROAD, TALLAGHT, CO. DUBLIN.

Dear Sir,

On behalf of my client, Anika Ltd, t/a Atlantic Homecare, applicants in the above matter, I wish to appeal the County Council's decision.

In summary, it is contended that the proposed signs and flagpoles are well designed and do not create an undesirable visual impact at Belgard Road. Further grounds of appeal will be lodged when an opportunity has been had to study the Planning Authority's technical documents.

I enclose the required fee of £100.00.

Yours faithfully,

*P.P. Elizabeth O'Brien*

AUVEEN BYRNE

AN BORD PLEANALA	
Received	31/12/91
Fee	£100.00
Receipt No.	B 26310



Bloc 2, Ionad Bheatha na hEireann,  
Bloc 2, Irish Life Centre,  
Sraid na Mainistreach Iacht,  
Lower Abbey Street,  
Baile Atha Cliath 1.  
Dublin 1.  
Telephone (01) 724755  
Fax (01) 724896

NOTIFICATION OF DECISION TO REFUSE PERMISSION  
LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS 1963-1990.

Decision Order Number : P/ 5753 /91 Date of Decision : 18th December 1991

Register Reference : 91A/1788 Date Received : 11th November 1991

Applicant : Anika Ltd., t/a Atlantic Homecare

Development : Retention of 5 advertising signs and 9 flagpoles at its premises

Location : Belgard Road, Tallaght

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 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 Reasons set out on the attached Numbered Pages.

NUMBER OF REASONS:- ...../...ATTACHED.

Signed on behalf of the Dublin county council..... *J. de Basteral* .....  
for Principal Officer

Date:..... *19/12/91* .....

Auveen Byrne & Associates,  
Lioscarran House,  
32 Dale Road,  
Kilmacud,  
Stillorgan, Co. Dublin

Reg.Ref. 91A/1788  
Decision Order No. P/ 5753 /91  
Page No: 0002



Bloc 2, Ionad Bheatha na hEireann,  
Bloc 2, Irish Life Centre,  
Sraid na Mainistreach lacht,  
Lower Abbey Street,  
Baile Atha Cliath 1.  
Dublin 1.  
Telephone (01) 724755  
Fax (01) 724896

REASONS FOR REFUSAL

01 The signs and flagpoles, by reason of their size, extent, and distribution at the site create an undesirable visual impact at this major location and their retention would be contrary to the proper planning and development of the area.

Building Control Department,  
Liffey House,  
Tara street,  
Dublin 1.  
Telephone:773066



Bloc 2, Ionad Bheatha na hEireann,  
Block 2, Irish Life Centre,  
Sraid na Mainistreach Iacht,  
Lower Abbey Street,  
Baile Atha Cliath 1.  
Dublin 1.  
Telephone, (01)724755  
Fax. (01)724896

Register Reference : 91A/1788

Date : 12th November 1991

LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, <sup>Our Ref.</sup> 1963 TO 1990

~~Your Ref.~~

Date

Dear Sir/Madam,

DEVELOPMENT : Retention of 5 advertising signs and 9 flagpoles at  
its premises

LOCATION : Belgard Road, Tallaght

APPLICANT : Anika Ltd., t/a Atlantic Homecare

APP. TYPE : PERMISSION

With reference to the above, I acknowledge receipt of your application  
received on 11th November 1991.

Yours faithfully,

.....  
for PRINCIPAL OFFICER

Auveen Byrne & Associates,  
Lioscarran House,  
32 Dale Road,  
Kilmacud,  
Stillorgan, Co. Dublin





PLEASE READ INSTRUCTIONS AT BACK BEFORE COMPLETING FORM. ALL QUESTIONS MUST BE ANSWERED.

1. Application for Permission  Outline Permission  Approval  Place  in appropriate box.  
Approval should be sought only where an outline permission was previously granted. Outline permission may not be sought for the retention of structures or continuances or uses.

2. Postal address of site or building Atlantic Homecare Premises, Belgard Road, Tallaght, Co. Dublin.  
(If none, give description sufficient to identify)

3. Name of applicant (Principal not Agent) Anika Ltd, t/a Atlantic Homecare  
Address..... Tel. No.....

4. Name and address of Auveen Byrne & Assocs, Lioscarran House, 32 Dale Road, Kilmacud,  
person or firm responsible Stillorgan, Co. Dublin. Tel. No 2831611  
for preparation of drawings

5. Name and address to which Auveen Byrne & Assocs, Lioscarran House, 32 Dale Road, Kilmacud,  
notifications should be sent Stillorgan, Co. Dublin.

6. Brief description of proposed development Retention of 5 advertising signs and 9 flagpoles

7. Method of drainage N/A 8. Source of Water Supply N/A

9. In the case of any building or buildings to be retained on site, please state:-  
(a) Present use of each floor N/A  
or use when last used.  
(b) Proposed use of each floor N/A

DUBLIN COUNTY COUNCIL  
Anika Ltd t/a Atlantic Homecare is applying for permission for retention of 5 advertising signs and 9 flagpoles at its premises at Belgard Rd. Tallaght.

*Irish Press 6/11/91*

10. Does the proposal involve demolition, partial demolition or change of use of any habitable house or part thereof? No

11. (a) Area of Site N/A Sq. m.  
(b) Floor area of proposed development N/A Sq. m.  
(c) Floor area of buildings proposed to be retained within site N/A Sq. m.

12. State applicant's legal interest or estate in site (i.e. freehold, leasehold, etc.) Owner

13. Are you now applying also for an approval under the Building Bye Laws?  
Yes  No  Place  in appropriate box.

14. Please state the extent to which the Draft Building Regulations have been taken in account in your proposal:

15. List of documents enclosed with application.  
1. Cover Letter 2. Newspaper notice 3. Drawings (four copies) as per cover letter 4. Planning Application Fee

16. Gross floor space of proposed development (See back) ..... Sq. m.

No of dwellings proposed (if any) ..... Class(es) of Development 9  
Fee Payable £ 400.00 Basis of Calculation 35.6 m<sup>2</sup> advertising @ £10/m<sup>2</sup> = £360, 9 flagpoles  
If a reduced fee is tendered details of previous relevant payment should be given @ £40.00 (Advertising on poles to be subject of future application)

Signature of Applicant (or his Agent) [Signature] Date 11.11.91

Application Type P  
Register Reference 91A/1788  
Amount Received £.....  
Receipt No 21-8  
Date .....

FOR OFFICE USE ONLY  
2.12.0

RECEIVED  
11 NOV 1991  
REG. SEC.

COMHAIRLE CHONTAE ATHA CLIATH

PAID BY  
CASH  
CHEQUE  
M.O.  
B.L.  
I.T.

DUBLIN COUNTY COUNCIL  
46/49 UPPER O'CONNELL STREET  
DUBLIN 1

Issue of this receipt is not an  
acknowledgement that the fee  
tendered is the prescribed application  
fee. N 51158

£ 400.00

Received this 11th day of November 1977

from Atlantic Homecare  
Belgard Rd,  
Tallaght

the sum of four hundred Pounds

Pence being

planning application at

Noelens Lane

S. CAREY  
Principal Officer



# AUVEEN BYRNE & ASSOCIATES,

Consultant Town Planners,

Lioscarran House, 32 Dale Road,  
Kilmacud, Stillorgan, Co. Dublin.

Telephone: (01) 831611,  
Facsimile: (01) 889747.

The Principal Officer,  
Planning Department,  
Dublin County Council,  
Block II,  
Irish Life Centre,  
Lower Abbey Street,  
Dublin 1.



7 November 1991

**RE: APPLICATION FOR PERMISSION FOR RETENTION OF FIVE ADVERTISING SIGNS AND NINE FLAGPOLES AT ATLANTIC HOMECARE PREMISES, BELGARD ROAD, TALLAGHT, CO. DUBLIN.**

Dear Sir,

On behalf of my client Anika Ltd. t/a Atlantic Homecare, I wish to lodge an application as set out above. I enclose;

- Planning application form.
- Newspaper notice.
- 4 copies of the following drawings;
  - Drawing No.1 - site location and layout.
  - Drawing No.2 - elevations.
  - Drawing No.3 - sign/flagpole details.

In support of my application a number of points are relevant.

This application arises from an enforcement notice served on my client and dated 17/6/1991 which pointed to the unauthorised nature of the signs and flagpoles in question.

However, the signs replaced very much environmentally less sensitive ones permitted on the building to former owners, Dockrells Ltd., per ref. no. WA2560. In this case, An Bord Pleanala granted permission for the erection of 10 separate 3ft. by 4ft. internally illuminated signs, each bearing one of the letters of that company's name and its logo and erected on ten of the eleven bays of the building. Signs erected by Atlantic Homecare are reduced to three in number. They are painted boards and externally lit by spade lighting. They are not excessive in the context of the extensive (43 metres) road frontage of the building in question as drawing No 2 demonstrates.



Class 13 of the Local Government (Planning and Development) (Exempt Development) regulations 1977 allows 0.3 metres squared of signage per metre length of facade to be erected on the front of any building without planning permission. Atlantic Homecare's building, as mentioned above, has 43 metres in length of facade to Belgard Road. The allowance on this elevation would thus be 12.9 sq. mtrs. The signs on the building total 18.9 sq. mtrs. Thus considerable proportion of the signage could have been erected as exempted development. The tops of the signs are 4 metres above ground level in line with the requirements of Class 13.

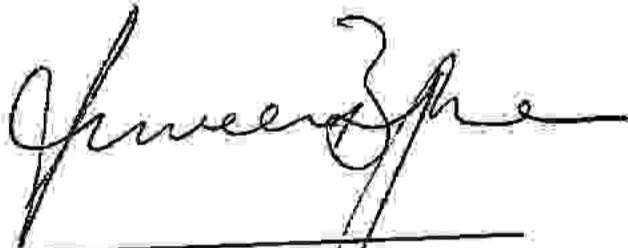
The entrance elevation sign is larger than the 1.2 sq. mtrs which would be allowed as exempted development under Class 13. However, it again comprises an externally illuminated painted board and simply proclaims the name of the client. It cannot be claimed to be excessive.

Again on the other side elevation of the building is a simple painted sign announcing the name of the client to traffic heading in a northerly direction along the Belgard Road and the days of opening.

The flagpoles are in existence for many years and certainly well over 5 years. It is surprising that enforcement action is being taken after the passage of so much time. The poles are of solid material and are painted to match the scheme of the building. They demark the road edge of the site in an attractive manner.

By virtue of the fact that the signs replace very much less attractive permitted ones, are attractive in themselves and that the poles are solidly made and well maintained, the County Council is called upon to consider a grant of permission in this case.

Yours faithfully,



AUVEEN BYRNE

DUBLIN COUNTY COUNCIL Planning Dept. Registry Section APPLICATION RECEIVED 11 NOV 1991 REG No. 91A/1788
---



← TO MAAS ROAD

COLBERTS FORT

OS SHEET 3390-1.

OS SHEET 3390-6.

ENTRANCE TO SITE

CAR PARK

FLAGPOLES NUMBERED 1-9

COLBERTS FORT

BELGARD

ROAD → TO TALLAGHT

SITE OUTLINED RED

DUBLIN COUNTY COUNCIL  
PLANNING DEPT. REPLY SECTION  
APPLICATION RECEIVED  
11 MAR 1991  
BEG NO. 9A/1788

EXTERNAL SIGNS + FLAGPOLES  
AT BELGARD ROAD / COLBERTS FORT  
CO. DUBLIN, FOR ATLANTIC HOMECARE.

LOCATION MAP  
SCALE: 1/1000  
DRAWING NO 1.

AUVEEN BYRNE ASSOCIATES  
TOWN PLANNERS  
32 DALE ROAD  
STILLOORGAN ROAD, CO. DUBLIN.  
TEL: 2831611.

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