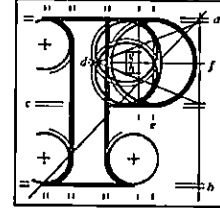


Our Case Number: ABP-313488-22

Planning Authority Reference Number: SD22A/0046



**An
Bord
Pleanála**

South Dublin County Council
Planning Department
County Hall
Tallaght
Dublin 24

Date: 31 JUL 2023

Re: The replacement of 2 existing backlit '48 sheet' advertising panels (6.0m x 3.0m) with a single 6.0m x 3.0m digital advertising panels along with all associated site works and services.
22 Fox and Geese, Naas Road, Dublin 22.

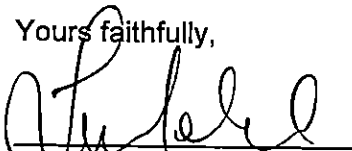
Dear Sir / Madam,

An order has been made by An Bord Pleanála determining the above-mentioned matter under the Planning and Development Acts 2000 to 2022. A copy of the order is enclosed.

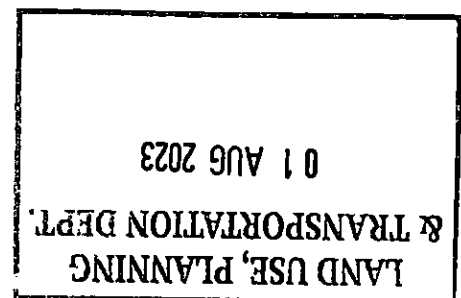
In accordance with section 146(5) of the Planning and Development Act 2000, as amended, the Board will make available for inspection and purchase at its offices the documents relating to any matter falling to be determined by it, within 3 days following the making of its decision. The documents referred to shall be made available for a period of 5 years, beginning on the day that they are required to be made available. In addition, the Board will also make available the Inspector's Report, the Board Direction and Board Order in respect of the matter on the Board's website (www.pleanala.ie). This information is normally made available on the list of decided cases on the website on the Wednesday following the week in which the decision is made.

The Public Access Service for the purpose of inspection/purchase of file documentation is available on weekdays from 9.15am to 5.30pm (including lunchtime) except on public holidays and other days on which the office of the Board is closed.

Yours faithfully,

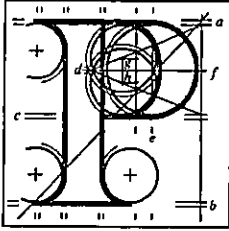

Sue Morel
Executive Officer

BP100N



Tel	Tel	(01) 858 8100
Glaao Áitiúil	LoCall	1800 275 175
Facs	Fax	(01) 872 2684
Láithreán Gréasáin	Website	www.pleanala.ie
Ríomhphost	Email	bord@pleanala.ie

64 Sráid Maoibhríde	64 Marlborough Street
Baile Átha Cliath 1	Dublin 1
D01 V902	D01 V902



An
Bord
Pleanála

Board Order
ABP-313488-22

Planning and Development Acts 2000 to 2022

Planning Authority: South Dublin County Council

Planning Register Reference Number: SD22A/0046

APPEAL by GWR Property Company Limited care of Gravis Planning of 121 Baggot Street Lower, Dublin against the decision made on the 7th day of April, 2022 by South Dublin County Council to refuse permission for the proposed development.

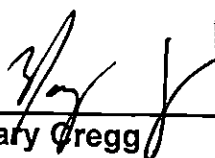
Proposed Development: Replacement of two number existing backlit '48 sheet' advertising panels (6.0 metres x 3.0 metres) with a single 6.0-metre x 3.0-metre digital advertising panel along with all associated site works and services at 22 Fox and Geese, Naas Road, Dublin.

Decision

REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.

Reasons and Considerations

The Board considers that the proposed development is not a type of development that is generally deemed permissible at this location and that the proposed development would not comply with Section 12.5.7 and Table 12.19 of the South Dublin County Development Plan 2022 - 2028. It is considered that the proposed freestanding advertising digital display panel sign would cause distraction to motorists travelling east bound on the Naas Road and would endanger public safety by reason of traffic hazard having regard to the fact that the sign would be positioned at a highly visible location, and at a point where it would be in proximity to major junctions that result in substantial traffic movements. It is further considered that the proposed digital sign, together with its size and the changing nature of its displays at this location, would be likely to distract drivers on this heavily trafficked regional route and would endanger public safety by reason of traffic hazard. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.


Mary Gregg


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

Dated this 24th day of July 2023.