

An
Bord
Pleanála

Board Direction
BD-012910-23
ABP-313488-22

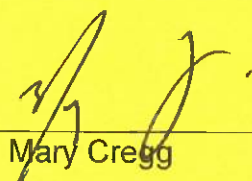
The submissions on this file and the Inspector's report were considered at a Board meeting held on 11/07/2023.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

It is considered 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 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.

Board Member


Mary Cregg

Date: 14/07/2023