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**Board Direction**  
**BD-018979-25**  
**ABP-321021-24**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 19/02/2025.

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

### **Reasons and Considerations**

Having regard to Section 12.6.8.7 of the Dun Laoghaire-Rathdown County Development Plan 2022-2028, the nature and scale of the two proposed replacement advertising signs, the location, the zoning objective for the site, and the established pattern of development in the area, the Board considered that the proposed development, subject to the following conditions, would be visually acceptable, would not distract motorists and endanger public safety by reason of traffic hazard, and would be in accordance with the proper planning and sustainable development of the area.

### **Conditions**

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in writing with the planning authority prior

to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. The permission hereby granted relates only to the site of the existing advertising sign in its current location at the south-eastern corner of the site.

Reason: In order to clarify the extent of the permission hereby granted.

3. The maximum nighttime luminescence shall not exceed 350 candelas per square metre (cd/m<sup>2</sup>). At all other times the sign shall be operated to the requirements of the planning authority.

Reason: In the interests of visual amenity and traffic safety.


4. The proposed two advertising signs shall be operated only between the hours of 07:00 to 23:00.

Reason: In the interests of visual amenity.

5. The cycle time for the display of advertisements shall not be less than 30 seconds.

Reason: In the interest of visual amenity and traffic safety.

**Board Member**

  
MaryRose McGovern

**Date:** 19/02/2025