

An Bord Pleanála



PLANNING AND DEVELOPMENT ACTS 2000 TO 2015

Dun Laoghaire-Rathdown County

Planning Register Reference Number: D15A/0640

An Bord Pleanála Reference Number: PL 06D.245933

APPEAL by John and Jackie Conway care of Deaton Lysaght Architects of 44 South Richmond Street, Dublin against the decision made on the 26th day of November, 2015 by Dun Laoghaire-Rathdown County Council to refuse permission.

PROPOSED DEVELOPMENT: Erection of a free-standing pole-mounted sign to forecourt of the medical clinic at 44 Annaville Park, Dundrum Road, Dublin.

DECISION

REFUSE permission for the above proposed development based on the reasons and considerations set out below.

MATTERS CONSIDERED

In making its decision, the Board had regard to those matters to which, by virtue of the Planning and Development Acts and Regulations made thereunder, it was required to have regard. Such matters included any submissions and observations received by it in accordance with statutory provisions.

REASONS AND CONSIDERATIONS

Having regard to the design, scale and location of the proposed sign within an established residential area, and notwithstanding the proposed amendments submitted as part of the appeal, it is considered that the proposed sign, which is intended to advertise a commercial business, would be excessively visually prominent, such that it would be visually obtrusive and out of keeping with the established residential character of the immediate environs, and would conflict with the policy of the planning authority, as set out in Section 16.5.6 of the current Development Plan for the area, which policy is considered to be reasonable. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

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

Dated this day of 2016.