



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.