

An
Bord
Pleanála

Board Order
ABP-321021-24

Planning and Development Acts 2000 to 2022

Planning Authority: Dún Laoghaire-Rathdown County Council

Planning Register Reference Number: D24A/0582/WEB.

Appeal by Whelehans Wines Limited care of Brock McClure Planning and Development Consultants of 63 York Road, Dún Laoghaire, County Dublin against the decision made on the 25th day of September 2024 by Dún Laoghaire-Rathdown County Council to refuse permission.

Proposed Development: The development will consist of the replacement of two number existing advertising displays (of circa 1920 millimetres wide by 2880 millimetres in height each) erected on a steel pole structure with two number LED digital advertising displays (of circa 1920 millimetres wide by 2880 millimetres in height each), to be erected on the existing steel pole structure and associated minor site development works. The overall height of the newly proposed digital signage will remain as per the existing advertising display on site at circa 4.8 metres, at Whelehans Wines Limited, Bray Road, Loughlinstown, County Dublin.

Decision

GRANT permission for the above proposed development in accordance with the said plans and particulars based on the reasons and considerations under and subject to the conditions set out below.

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 compliance with the following conditions, would be visually acceptable, would not distract motorists and endanger public safety by reason of traffic hazard, and would, therefore, 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/m²). At all other times the sign shall be operated to the requirements of the planning authority.

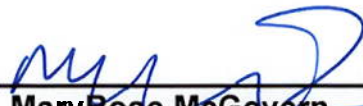
Reason: In the interest of visual amenity and traffic safety.

4. The proposed two advertising signs shall be operated only between the hours of 0700 to 2300.

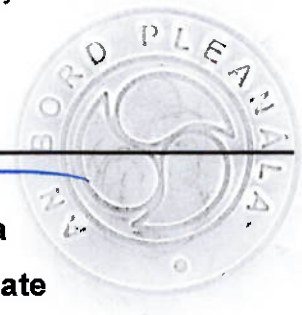
Reason: In the interest of visual amenity.

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.


Mary Rose McGovern

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



Dated this 20 day of February 2025.