

An  
Coimisiún  
Pleanála

**Commission Order**  
**PL-500480-DR-25**

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**Planning and Development Act 2000, as amended**

**Planning Authority: Dún Laoghaire-Rathdown County Council**

**Planning Register Reference Number: D25A/0757/WEB**

**APPEAL** by Stillorgan Park Hotel Limited trading as Talbot Hotel Stillorgan against the decision made on the 24<sup>th</sup> day of November 2025 by Dún Laoghaire-Rathdown County Council to refuse permission for the proposed development.

**Proposed Development:** The development will consist of the replacement of two number existing advertising display signs (of circa 2750 millimetres wide by 1420 millimetres high and circa 2000 millimetres wide by 1000 millimetres high) erected on steel pole structures with two number LED digital advertising display signs (of circa 2750 millimetres wide by 1500 millimetres high and 2000 millimetres wide by 1000 millimetres high) erected on steel pole structures, the overall height of the signs will be circa 2500 millimetres high, all together with associated site works. At Talbot Hotel Stillorgan, Stillorgan Road, Blackrock, County Dublin.

## Decision

**REFUSE permission for the above proposed development in accordance with the reasons and considerations set out below.**

## Reasons and Considerations

Having regard to Section 12.6.8.2 of the Dún-Laoghaire Rathdown County Development Plan 2022-2028, which states that no commercial advertising structure will be permitted where it would confuse or distract users of any public road, and having regard to the location of the proposed LED signage on the interface with the heavily trafficked N11, in close proximity to busy junctions, and the pattern of development in the area including a school traffic warden sign adjacent to the proposed development, it is considered that the proposed LED signage would endanger public safety by reason of traffic hazard, as the proposed digital signage could confuse or distract road users at this location. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

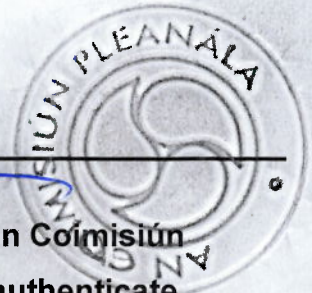


**MaryRose McGovern**

**Planning Commissioner of An Coimisiún**

**Pleanála duly authorised to authenticate**

**the seal of the Commission.**



Dated this *20<sup>th</sup>* day of *March* 2026.