

An Bord Pleanála



Inspector's Report

Appeal Reference No: PL06D.246865

Development: Retain advertising sign and support Structure at Grange Hill, Harold's Grange Road, Rathfarnham, County Dublin.

Planning Application

Planning Authority: Dun Laoghaire Rathdown County Council
Planning Authority Reg. Ref.: D16A/0277
Applicant: Victoria Homes Limited.
Planning Authority Decision: Refuse Permission

Planning Appeal

Appellant(s): Victoria Homes Limited
Type of Appeal: Applicant vs Refusal
Observers: None
Date of Site Inspection: 20th September 2016

Inspector: Hugh Mannion

1.0 SITE LOCATION AND DESCRIPTION

The site is on public open space attached to Grange Hill apartment development off Harolds Grange Road, Rathfarnham, County Dublin. The sign adjoins the boundary with the hard shoulder of the M50 just west of junction 13.

2.0 PROPOSED DEVELOPMENT

Retrain a 4.8m X2.4m double sided advertising sign and 7.9m support structure at Grange Hill, Harold's Grange Road, Rathfarnham, County Dublin.

3.0 PLANNING HISTORY

The housing development on site was permitted under PL06D.239837.

4.0 PLANNING AUTHORITY DECISION

4.1 Planning and technical reports

The planning report on file recommend refusal for the reason set out in the manager's order.

Transportation Planning recommend refusal because the proposed development would endanger public safety.

4.2 Planning Authority Decision

The planning authority refused permission because the sign is visible from the M50 motorway, would distract road users and endanger public safety by reason of traffic hazard.

5.0 GROUNDS OF APPEAL

The grounds of appeal may be summarised as follows;

- The sign is on the applicant's property.
- There are similar signs along the M50.
- The sign will be taken down when no longer required to advertise the sale of houses on site.

6.0 RESPONSES/OBSERVATIONS TO GROUNDS OF APPEAL

6.1 Planning Authority response

The planning authority responded to the appeal reiterating its view that the sign would endanger public safety.

6.3 Observations on grounds of appeal

There are no observations.

7.0 POLICY CONTEXT

The Dun Laoghaire Rathdown County Development Plan (8.2.6.8(ii)) states in relation to signage that;

To protect the amenities and attractiveness of the County, no commercial advertising structure will be permitted in the open countryside, on or near a structure of architectural or historical importance, in architectural conservation areas, on public open spaces, in areas of high amenity, within important views, in residential areas, or where they would confuse or distract users of any public road.

8.0 ASSESSMENT

The sign has been altered in that the advertising panels have been removed and only the support structure is intact. Nevertheless, the application for retention is before the Board for determination. The residential development which was the subject of the advertising appears to be complete.

The support structure rises well above the boundary wall along the M50 and is prominent in views on the left of the M50 Motorway as one travels south. The hard shoulder is relatively narrow at this point and the support structure is relatively close to an official information sign for exit 13 off the motorway. I agree with the planning authority that the sign would be a distraction to motorists and its retention would give rise to traffic hazard at a point on a national route where the general speed limit applies.

Appropriate Assessment

Having regard to the nature and scale of the proposed development and to the nature of the receiving environment, namely a suburban and fully serviced location, no appropriate assessment issues arise.

9.0 CONCLUSIONS AND RECOMMENDATION

Having regard to the foregoing I recommend that permission be refused.

REASONS AND CONSIDERATIONS

The proposed development would be visible from the M50 motorway at a point where the general speed limit applies. The proposed development would serve as a distraction to motorists and would, therefore, endanger public safety by reason of traffic hazard and be contrary to the proper planning and sustainable development of the area.

Hugh Mannion
Planning Inspector
21st September 2016