



Planning and Development Acts 2000 to 2019

Planning Authority: Kerry County Council

Planning Register Reference Number: 19/740

APPEAL by Lidl Ireland GmbH care of The Planning Partnership of The Coach House, Dundanion, Blackrock Road, Cork against the decision made on the 6th day of September, 2019 by Kerry County Council to refuse permission.

Proposed Development: Demolition and removal of two number existing low level corporate signs and the installation of one number free standing double sided totem pole corporate sign of approximately 5.957 metres in height along with all ancillary and associated site development works above and below ground level at a site of approximately 129 square metres located at the entrance to the car park of the existing Lidl licensed discount foodstore at the Tralee Road, Castleisland, County Kerry.

Decision

REFUSE permission for the above proposed development in accordance with 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 its size, height, materials and colour, its location close to the roadside edge of the site and its prominent setting amidst an existing residential streetscape, it is considered that the proposed development would seriously injure the visual amenities of the area and would have an adverse effect on the amenities of this area. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board had regard to the scale and location of the proposed sign.

Terry Ó Niadh

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

Dated this day of 2019.