

An
Bord
Pleanála

Board Order
ABP-313141-22

Planning and Development Acts 2000 to 2021

Planning Authority: South Dublin County Council

Planning Register Reference Number: SD22A/0002

Appeal by Lidl Ireland GmbH care of The Planning Partnership of McHale Retail Park, Castlebar, County Mayo against the decision made on the 28th day of February, 2022 by South Dublin County Council to refuse permission.

Proposed Development: Provision of two number double sided projecting signs to the northern elevation at the existing mall entrance at the Arena Centre, Whitestown Way, Dublin.

Decision

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

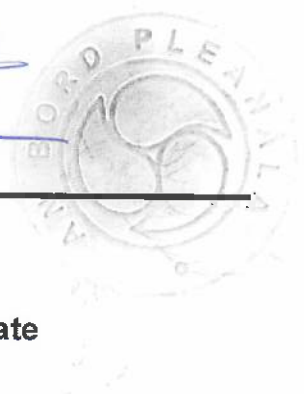
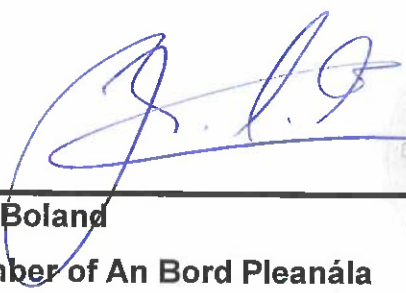


Reasons and Considerations

Having regard to the proposed location of the signage which would be removed from the associated retail unit, it is considered that the proposed development would give rise to an unacceptable visual impact and would be contrary to Section 12.5.7 of the South Dublin County Development Plan 2022 - 2028 in relation to signage.

Furthermore, having regard to the range and extent of other commercial units within the Arena Centre, it is considered that the proposed development would set an undesirable precedent for similar proposals and 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 considered that that the proliferation of signage had the potential to give rise to visual clutter and would, therefore, adversely impact upon the visual amenity of the area. The Board also noted that that the associated retail unit was already served by existing signage.



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

Dated this 6TH day of June 2023.

