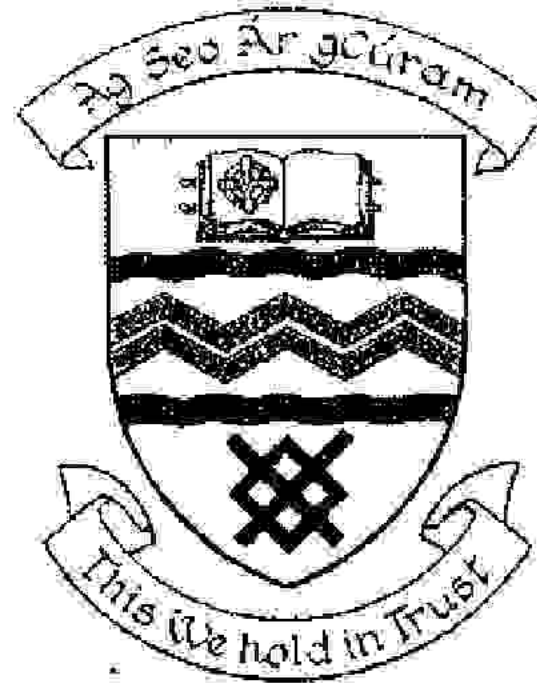


	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1993 Planning Register (Part 1)	Plan Register No. S00A/0168	
1. Location	Unit 14 (PC World) and Unit 15 (Currys), "Quarryvale Retail Park West", Coldcut Road, Dublin 22.		
2. Development	Two internally illuminated external signs, one on the front (north) elevation of unit 14 (PC World), and one on the front elevation of unit 15 (Currys). The application also includes 12 no. internally illuminated poster frames on the front (north) elevation of both units.		
3. Date of Application	15/03/00	Date Further Particulars (a) Requested (b) Received	
3a. Type of Application	Permission	1. 2.	1. 2.
4. Submitted by	Name: Frank L. Benson & Partners, Address: 69-71 St. Stephens Green, Dublin 2.		
5. Applicant	Name: Dixons Stores Group Ireland, Address: Unit 17, Park West Industrial Estate, Naas Road, Dublin 24.		
6. Decision	O.C.M. No. 1015 Date 11/05/2000	Effect RP REFUSE PERMISSION	
7. Grant	O.C.M. No. Date	Effect RP REFUSE PERMISSION	
8. Appeal Lodged			
9. Appeal Decision			
10. Material Contravention			
11. Enforcement		Compensation	Purchase Notice
12. Revocation or Amendment			
13. E.I.S. Requested	E.I.S. Received	E.I.S. Appeal	
14. Registrar	Date	Receipt No.	

SOUTH DUBLIN COUNTY COUNCIL
COMHAIRLE CHONTAE ÁTHA CLIATH THEAS

Bosca 4122,
Lár an Bhaile, Tamhlacht,
Baile Átha Cliath 24.

Telefon: 01-414 9000
Facs: 01-414 9104



PLANNING
DEPARTMENT
P.O. Box 4122,
Town Centre, Tallaght,
Dublin 24.

Telephone: 01-414 9000
Fax: 01-414 9104

NOTIFICATION OF DECISION TO REFUSE PERMISSION
LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1993

Decision Order Number 1015	Date of Decision 11/05/2000
Register Reference S00A/0168	Date 15/03/00

Applicant Dixons Stores Group Ireland,

Development Two internally illuminated external signs, one on the front (north) elevation of unit 14 (PC World), and one on the front elevation of unit 15 (Currys). The application also includes 12 no. internally illuminated poster frames on the front (north) elevation of both units.

Location Unit 14 (PC World) and Unit 15 (Currys), "Quarryvale Retail Park West", Coldcut Road, Dublin 22.

Floor Area Sq Metres

Time extension(s) up to and including

Additional Information Requested/Received /

Clarification of Additional Information Requested/Received /

In pursuance of its functions under the above mentioned Acts, the South Dublin County Council, being the Planning Authority for the County Health District of Dublin, did by Order dated as above make a decision to REFUSE PERMISSION in respect of the above proposal.

for the (2) Reasons on the attached Numbered Pages.

Signed on behalf of the South Dublin County Council

.....
for SENIOR ADMINISTRATIVE OFFICER

11/05/00

Frank L. Benson & Partners,
69-71 St. Stephens Green,
Dublin 2.

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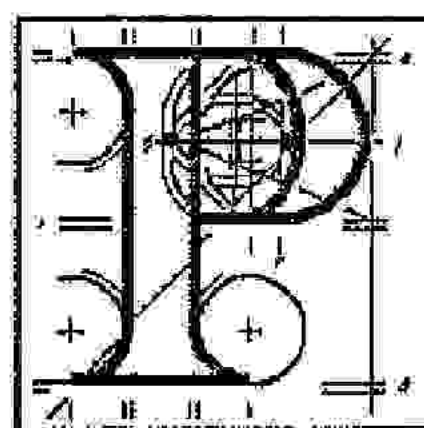
REG REF. S00A/0168

Reasons

- 1 The proposed signage, by reason of being oversized, internally illuminated and featuring a preponderance of wall mounted poster frames are unduly obtrusive and out of scale with the building facade and, constitute unacceptable visual clutter, which would lead to pressure for the granting of similar type proposals within this retail park. The proposed therefore conflicts with the visual amenities of the area and is contrary to the proper planning and development of the area.
- 2 Some of the signage which it is proposed to develop has already been erected. The public notification is therefore inaccurate and does not satisfy the requirements of the Local Government (Planning and Development) Regulations, 1994. The proposed development is therefore contrary to the proper planning and development of the area.

	South Dublin County Council Local Government (Planning & Development) Acts 1963 to 1993 Planning Register (Part 1)	Plan Register No. S00A/0168	
1. Location	Unit 14 (PC World) and Unit 15 (Currys), "Quarryvale Retail Park West", Coldcut Road, Dublin 22.		
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3a. Type of Application	Permission	1. 2.	1. 2.
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5. Applicant	Name: Dixons Stores Group Ireland, Address: Unit 17, Park West Industrial Estate, Naas Road, Dublin 24.		
6. Decision	O.C.M. No. 1015 Date 11/05/2000	Effect RP REFUSE PERMISSION	
7. Grant	O.C.M. No. Date	Effect RP REFUSE PERMISSION	
8. Appeal Lodged	09/06/2000	Written Representations	
9. Appeal Decision	05/01/2001	Refuse Permission	
10. Material Contravention			
11. Enforcement		Compensation	Purchase Notice
12. Revocation or Amendment			
13. E.I.S. Requested	E.I.S. Received	E.I.S. Appeal	
14. Registrar Date Receipt No.	

An Bord Pleanála



LOCAL GOVERNMENT (PLANNING AND DEVELOPMENT) ACTS, 1963 TO 1999

County South Dublin

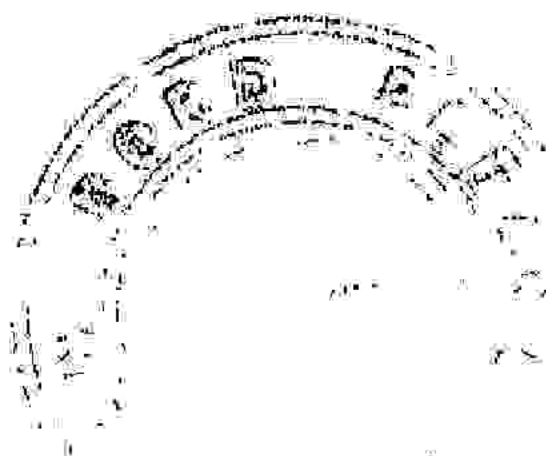
Planning Register Reference Number: S00A/0168

APPEAL by Dixons Stores Group Ireland Limited care of Frank L. Benson and Partners of Hainault House, 69-71 Saint Stephen's Green, Dublin against the decision made on the 11th day of May, 2000 by the Council of the County of South Dublin to refuse a permission for development comprising the retention of two number internally illuminated external signs, (one on the front (north) elevation of unit 14 - PC World, and one on the front elevation of unit 15 - Currys), and 10 number poster frames on the front elevations of both units and permission for an additional two number poster frames to the front of unit 15 - Currys at Quarryvale Retail Park West, Coldcut Road, Dublin:

DECISION: Pursuant to the Local Government (Planning and Development) Acts, 1963 to 1999, permission is hereby refused for the said development for the reasons set out in the Schedule hereto.

SCHEDULE

1. Having regard to the pattern of development in the area, including permitted signage in the retail park, it is considered that the two external signs proposed to be retained, are by reason of their size and internal illumination, unduly obtrusive and out of scale with the building façade. The development proposed to be retained, is therefore, contrary to the proper planning and development of the area.
2. It is considered that the poster frames proposed to be retained and the proposed poster frames would constitute visual clutter, would be out of character with the building façade and would seriously injure the visual amenities of the area. The poster frames proposed to be retained, and the proposed poster frames would, therefore, be contrary to the proper planning and development of the area.



Michael P. Wall

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

Dated this 3rd day of January 2001.