

**Magahy Broderick Associates**  
123, Lower Baggot Street  
Dublin 2

**PLANNING & DEVELOPMENT ACT, 2000 (as amended) AND PLANNING  
REGULATIONS THEREUNDER**

<b>Decision Order Number:</b> 1181	<b>Date of Decision:</b> 21-Sep-2022
<b>Register Reference:</b> SD22A/0315	<b>Registration Date:</b> 28-Jul-2022

**Applicant:** Newcastle-Lyons Pharmacy Limited  
**Development:** New shopfront and internally illuminated shopfront signage.  
**Location:** Unit 4, Newcastle Shopping Centre, Main Street, Newcastle, Dublin  
**Application Type:** Permission

Dear Sir /Madam,

With reference to your planning application, received on 28-Jul-2022 in connection with the above, I wish to inform you that before the application can be considered under Section 33 of the Planning & Development Act 2000, six copies of the following **ADDITIONAL INFORMATION** must be submitted.

1. The removal of existing traditional shopfronts will only be considered in exceptional cases. A balance must be achieved between the commercial requirements of an owner / retailer and the protection of the shopfronts within the Architectural Conservation Area. When considering contemporary shopfronts, the shop owner should consider the shop in the context of the street, the building overhead and the adjoining buildings / shopfronts.

(a) The applicant is requested to submit a complete redesign of the shopfront and signage and submit a design booklet/statement including photos of existing signage and details of proposed signage with materials and colours that are proposed to be used. In addition, the applicant is requested to have regard to the following:

(i) 13.2.7 Architectural Conservation Areas in South Dublin County Council Development Plan (2022-2028)

(ii) NCBH20 Objective 7: To ensure proposals for shopfronts and retail signage within ACAs adhere to best practices and achieve high-quality designs that respect the area's character. In this regard,

applicants shall be required to regard and adhere to the principles laid out in South Dublin's Shopfront Design Guide.

2. The site is located within the ACA of Newcastle village and while contemporary shopfront designs can be considered. The shopfront proposed does not add any architectural interest or high-quality design to the existing shopping centre unit. The large signage, colour palette and illuminated shopfront signage would not be considered an improvement on the existing and therefore cannot be justified in this instance. It is therefore considered that the proposed new shopfront is not acceptable within the ACA.

The applicant is requested to consider the following whilst considering a re-design of the shopfront:

(i) It is considered that painting the existing or removing some of the more detailed elements of the shopfront design would allow visual improvements.

(ii) New suitable signage with perhaps one illuminated element (green cross) at the side of the building would allow it to be identified as a pharmacy during evening/night hours.

**NOTE:** The applicant should note that any submission made in response to the above will be examined and MAY be deemed to be SIGNIFICANT ADDITIONAL INFORMATION by the Planning Authority. In this event the applicant(s) will be subsequently notified and requested to publish a notice in an approved newspaper and erect or fix a site notice on the land or structure to which the further information relates and to submit copies of the both the newspaper and site notices to the Planning Authority in accordance with Article 35 (1) (a) and (b) of the Planning and Development Regulations 2001 (as amended).

**Note:** The applicant must submit the Further Information within **6 months** of the **date of decision**. If the information is not received within this period, the planning authority shall declare the application to be withdrawn.

**Please ensure that your reply to this Request for Additional Information is accompanied by a covering letter marked "ADDITIONAL INFORMATION" and that the Planning Register Reference Number given above is quoted on the covering letter.**

Signed on behalf of South Dublin County Council

**Register Reference:** SD22A/0315

**Date:** 22-Sep-2022

Yours faithfully,

*Pamela Hughes*  
for **Senior Planner**