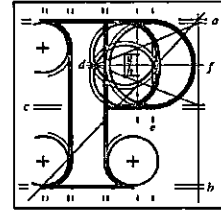


**Our Case Number:** ABP-313141-22

**Planning Authority Reference Number:** SD22A/0002



**An  
Bord  
Pleanála**



South Dublin County Council  
Planning Department  
County Hall  
Tallaght  
Dublin 24

**Date:** 07 JUN 2023

**Re:** Provision of 2 double sided projecting signs.  
The Arena Centre, Whitestown Way, Dublin 24.

Dear Sir / Madam,

An order has been made by An Bord Pleanála determining the above-mentioned matter under the Planning and Development Acts 2000 to 2021. A copy of the order is enclosed.

In accordance with section 146(5) of the Planning and Development Act 2000, as amended, the Board will make available for inspection and purchase at its offices the documents relating to any matter falling to be determined by it, within 3 days following the making of its decision. The documents referred to shall be made available for a period of 5 years, beginning on the day that they are required to be made available. In addition, the Board will also make available the Inspector's Report, the Board Direction and Board Order in respect of the matter on the Board's website ([www.pleanala.ie](http://www.pleanala.ie)). This information is normally made available on the list of decided cases on the website on the Wednesday following the week in which the decision is made.

The Public Access Service for the purpose of inspection/purchase of file documentation is available on weekdays from 9.15am to 5.30pm (including lunchtime) except on public holidays and other days on which the office of the Board is closed.

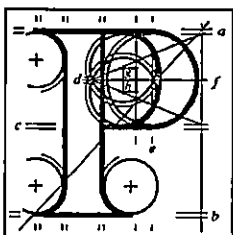
Yours faithfully,

Sue Morel  
Executive Officer

BP100N

Tel	Tel	(01) 858 8100
Glaio Áitiúil	LoCall	1800 275 175
Facs	Fax	(01) 872 2684
Láithreán Gréasáin	Website	<a href="http://www.pleanala.ie">www.pleanala.ie</a>
Ríomhphost	Email	<a href="mailto:bord@pleanala.ie">bord@pleanala.ie</a>

64 Sráid Maoilbhríde	64 Marlborough Street
Baile Átha Cliath 1	Dublin 1
D01 V902	D01 V902



An  
Bord  
Pleanála

**Board Order**  
**ABP-313141-22**

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**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 28<sup>th</sup> 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

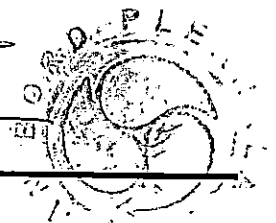
Having regard to the proposed location of the signage which would be removed from the associated retail unit, it is considered that the proposed development would give rise to an unacceptable visual impact and would be contrary to Section 12.5.7 of the South Dublin County Development Plan 2022 - 2028 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 6<sup>TH</sup> day of June 2023.