

An Rannóg Talamhúsáide, Pleanála agus Iompair
Land Use, Planning & Transportation Department
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Penny Linton
The Old Barracks
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**PLANNING & DEVELOPMENT ACT, 2000 (as amended) AND PLANNING
REGULATIONS THEREUNDER**

Decision Order Number: 1457	Date of Decision: 09-Nov-2021
Register Reference: SD21A/0258	Registration Date: 15-Sep-2021

Applicant: SIG Trading Ltd.

Development: 2 new signs at site entrance featuring company logo; 5 new signs on building facade featuring company logo and name; 2 Totem signs featuring company logo and opening times etc; all associated site works.

Location: Turnpike Road, Ballymount, Dublin 22, D22P5R7

Application Type: Permission

Dear Sir /Madam,

With reference to your planning application, received on 15-Sep-2021 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 Planning Authority has concerns regarding the number and extent of the signage as proposed (having regard also to the proposed retention of signage previously permitted). It is considered that the numbers of signage proposed coinciding with the design size proposals for the development would be excessive in size and numbers and would give rise to significant and unnecessary visual clutter. There are also concerns that the proposed extent of the signage may contravene 11.2.8 Signage – Advertising, Corporate and Public Information and Variation No. 5 – Outdoor Advertising (South Dublin County Council Development Plan 2016 – 2022). The applicant is requested to reconsider the proposed signage rationale for the site and submit the following:
 - (i) An advertising strategy and rationale for the site. This should include information on how the site

will be viewed from the existing pathway-network and what are the best locations for the signs to fulfil their functions. In this regard the following should form part of the revised design:

(a) The totem signage should be reduced to one only and be located in the south-west corner of the site (unless a rationale can support an alternative location).

(b) The western façade is considered to be the most visible façade and will act as the main wayfinding element to the site. Any proposals for signage on the site should maximum the potential at this location. The proposed new signage (measuring 16.24sqm) taken in conjunction with existing signage (measuring 26.55sqm) totalling 42.79sqm may be deemed to represent visual clutter. The applicant should reconsider the rationale for signage at this location and consider increasing the length and height of the existing signage above the main access door to the building rather than add 'Signage 3' to the western elevation.

(c) The southern elevation is highly visible, the Planning Authority recognises that the existing sign on this façade may not be as effective as it should be. Notwithstanding this, the proposed 52.5sqm signs are considered to be excessive and one large sign located in the south-west corner of this southern façade (within the space below the south-west roof apex) may be more effective. As a minimum one of these signs should be omitted.

(d) The eastern elevation is tucked in behind other industrial buildings and will not be visible from the adjoining pathway network. It is not clear why signage is required on the eastern elevation. The Planning Authority has no objections to this sign but fails to understand why it is necessary. A signage rationale may help to rationalise signage at this location.

(e) The northern façade is tucked in behind the Ducati building and although it can be viewed from the Turnpike Road it is not highly visible. Similar to the proposed signage on the eastern elevation it is not clear why signage is required at this location. If the signage on the western elevation is consolidated in a more effective way the signage on the northern elevation may not be necessary. A full signage rationale should be submitted.

(f) The two signs providing the same information at the vehicular access may be considered excessive and may give rise to visual clutter. A rationale should be submitted for these signs and if necessary reduced in size or one should be omitted.

(ii) Having regard to Item (i), the applicant is requested to resubmit layout plans and elevations of the signage proposed and note that no more than 2 advertising signs should be erected on any elevation. Outdoor advertising structures (on buildings or standalone) will be assessed having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).

(iii) The applicant is requested to submit all lighting proposals for the signage. Please note that internally illuminated signage is not acceptable.

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: SD21A/0258

Date: 10-Nov-2021

Yours faithfully,

Brian Connolly
for **Senior Planner**