

Planning Department,  
South Dublin County Council,  
County Hall,  
Tallaght,  
Dublin 24

**Land Use Planning & Transportation**

19 NOV 2021

**South Dublin County Council**

19<sup>th</sup> November 2021

Dear Sir or Madam,

**RE: PLANNING APPLICATION FOR SIGNAGE FOR PREVIOUSLY PERMITTED APPLICATION (SDCC REG REF SD20A/0215) AT UNIT E, BALDONNELL BUSINESS PARK, DUBLIN 22**

### Introduction

On behalf of MLEU Dublin 2 Limited, we submit a planning application for signage to the previously permitted Unit E (SDCC Reg. Ref. SD20A/0215) at Baldonnell Business Park, Dublin 22.

Please find the following enclosed with this application:

- Application fee;
- Application form including 3 No. letters of consent;
- 1 no. copy of site notice;
- 1 no. original newspaper notice;
- 6 no. copies of Planning Cover Letter prepared by John Spain Associates;
- 6 no. copies of Architectural Drawings and Schedules prepared by JSA Architects;
- 6 No. copies of letter from CSR Landscape Architects and drawing SN1-CSR-ZZ-XX-DR-L0121
- 6 No. copies of letter from PUNCH Consulting Engineers

### Site Location and Description

The Mountpark Baldonnell development at Baldonnell Business Park is situated in a well established employment and logistics zone to the west of Dublin City Centre in the administrative area of South Dublin County Council (SDCC). The site is located on a greenfield site to the west of the M50 motorway between Casement Aerodrome and the N7 national route.

The Baldonnell Business Park currently accommodates a number of small to medium light industrial and commercial businesses including engineering consultancies, manufacturers, wholesalers as well as freight forwarding and logistics companies.

Managing Director: John P. Spain BBS MRUP MRICS ASGS MRTPI MIPI

Executive Directors: Paul Turley BA MRUP Dip Environmental & Planning Law MIPI Rory Kunz BA (MOD) MSc ERM MAT&CP Dip BIA Mgmt MIPI  
Stephen Blair BA (Mod) MRUP MIPI MRTPI Mary Mac Mahon MSc TCP Pg Dip MSP Pg Dip Env Eng Dip Env Plg Law Dip Mgmt Dip EIA & SEA B Soc Sc MIPI  
Blaine Cregan B Eng BSc MSc

Senior Associate Directors: Luke Wymer BA MRUP Dip Plg & Env Law Dip PM Prof Cert Env Mgmt MIPI  
Meadhbh Nolan BA MRUP MRTPI Kate Kerrigan BA MSc MRTPI

John Spain Associates Ltd. trading as John Spain Associates. Directors: J. Spain, S. Spain.  
Registered in Ireland No. 396306. Registered Office: 39, Fitzwilliam Place, Dublin 2. VAT No. IE 6416306U



Figure 1: Site Context (Source: Open Street Map).

Permission was granted by An Bord Pleanála on the 13th of April 2017 for three warehouse units in Mountpark Baldonnell Phase 1, Baldonnell Business Park, north of Clonsilla Avenue under Reg. Ref. SD15A/0309 (An Bord Pleanála Ref. PL06S.246392). This development was subsequently amended under Reg. Ref. SD17A/0362, SD18A/0266 and SD19A/0048 and is complete. This development is known as Mountpark Baldonnell Phase 1.

The first part of a Phase 2 (SD19A/0370) development which comprised of 2 no. warehouse/logistic units (Units C+D) was granted planning permission by SDCC on the 09/03/2020. These two units are under construction. Permission was granted on 26<sup>th</sup> April 2021 for an application under SDCC Reg. Ref. SD20A/0319 to swap the locations of Unit C and D along with other minor revisions.

Permission was granted 23rd November 2020 for Unit E (the unit the subject of this application) under Reg. Ref. SD20A/0215. We note condition No. 26 of this permission which states:

*“26. Signage. No advertising sign(s) or structure(s) (including any signs installed to be visible through windows), banners, canopies, flags, or other projecting elements shall be erected except those, which are exempted development, without the prior approval of the Planning Authority or An Bord Pleanála on appeal.*

*REASON: In the interest of visual amenity, compliance with development plan policies and the proper planning and sustainable development of the area.”*

As such an application is submitted for the proposed signage.

An application was recently submitted on the adjacent plot to the west for two additional units, Units F+G which was issued a notification of decision to grant permission by SDCC under Reg. Ref. SD21A/0230 on the 19/10/2021. We have included relevant planning history as part of Appendix 1.

Figure 2 below indicates the extent of the subject site within the overall Business Park.

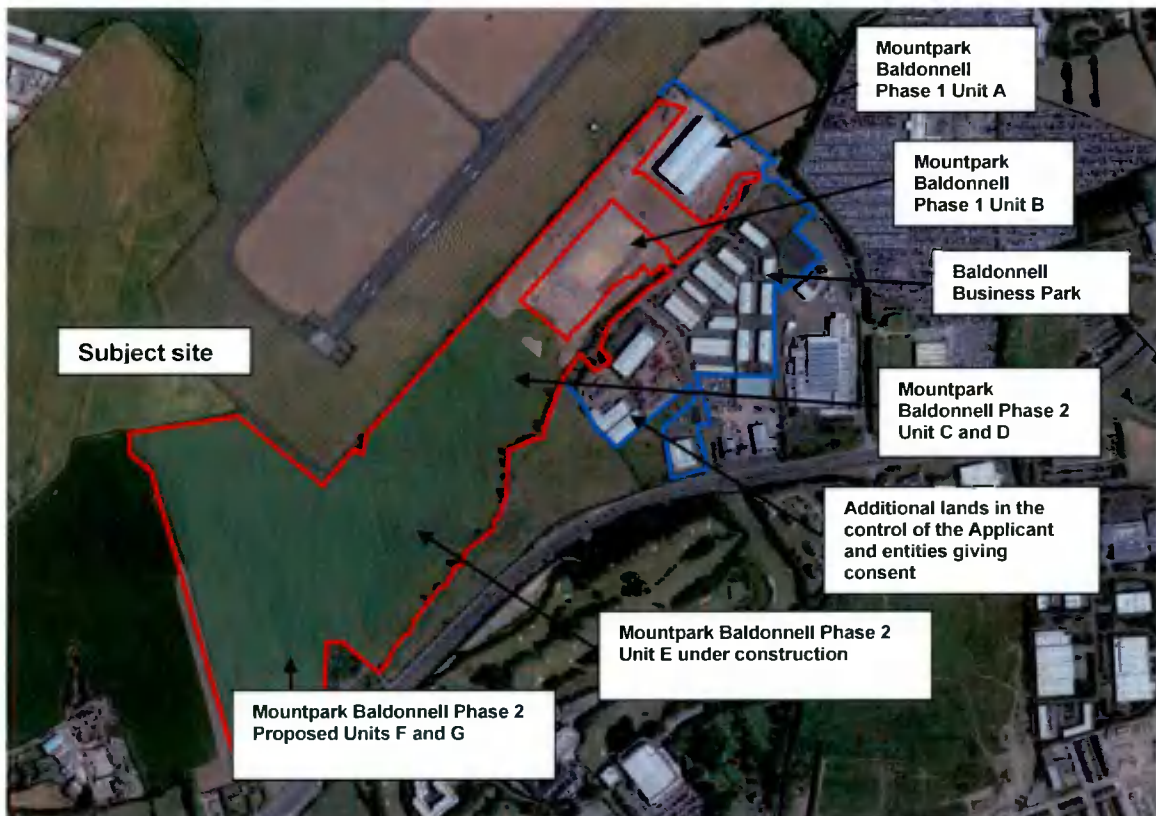


Figure 2: Indicative Outline of the site (red) and Additional lands in the control of the Applicant and entities giving consent (blue); Source: Google Maps.

### Planning Policy Context

The South Dublin County Development Plan 2016-2022 (SDCDP) is the statutory Development Plan for the subject site. This section of this report provides a brief description of Development Plan policy as it related to the current EE land use zoning objective for the site. The majority of the subject lands are zoned zoning objective EE which is “to provide for enterprise and employment related uses.”

‘Advertisements and Advertising Structures’ are considered ‘permitted in principle’ in Zoning Objective EE, as such the proposed development is in accordance with the zoning objective for the site.

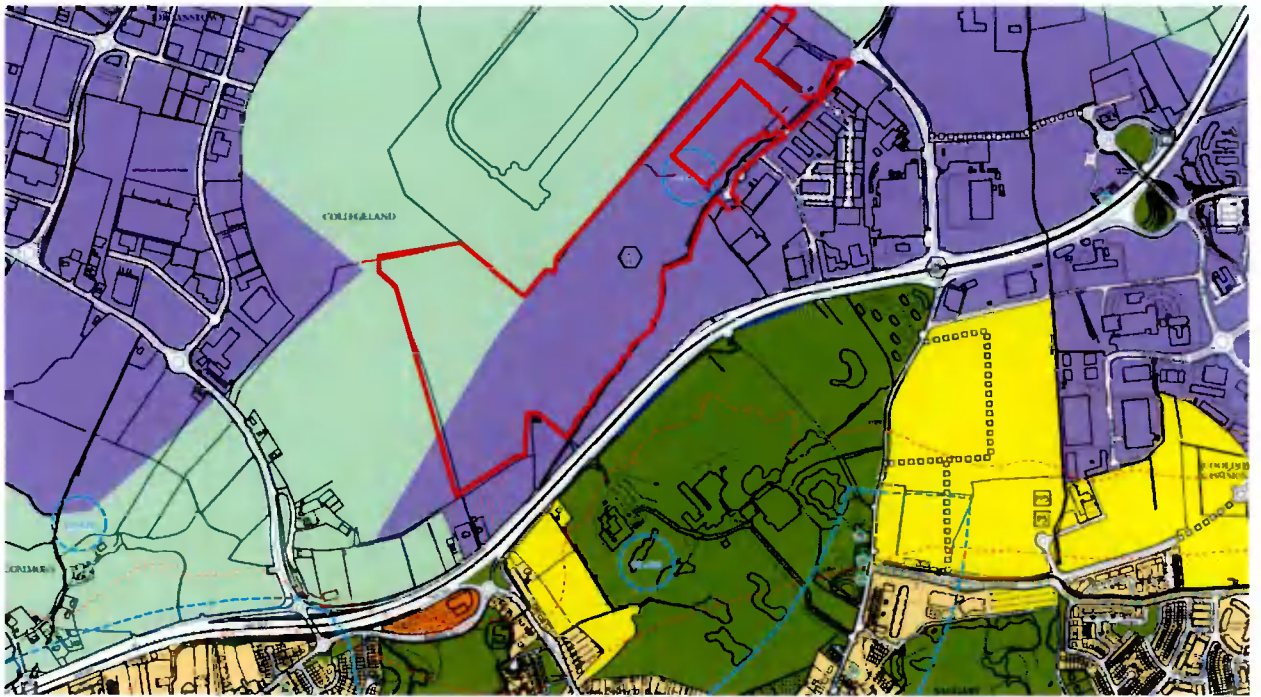


Figure 2: SDCC Zoning Map with site outlined in redline (Source: SDCC, 2021).

**EE Enterprise and Employment**

Table 11.18 sets out the ‘Key Principles for Development within Enterprise and Employment Zones’. In relation to ‘Built Form and Corporate Identity’ we note the following text: “Signage should be simple in design and designed to integrate with architectural feature and/or the landscape setting (see also Section 11.2.8 Advertising, Corporate Identification and Public Information Signs).”

In relation to signage we note the provisions of Variation No. 5 to the Development Plan (December 2019). Detail contained within Section 11.2.8 ‘Advertising, Corporate Identification and Public Information Signs’ sets out further requirements for such signage. As set out within this section “Signage has the potential to give rise to visual clutter and to alter the character of an area and as such will be carefully assessed.”

The following requirements are set out in the Development Plan (as varied) in Section 11.2.8 and the Applicant’s response set out below each item:

- *In general, signs on a building should only advertise goods or services that are associated with the premises and 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).*

The proposed signage is directly associated with Unit E as it displays the occupiers logo, wayfinding signage enables workers to easily access Unit E as such are necessary to identify the building. 3 No. signs are proposed on separate elevations. We have set out our response to South Dublin County Council Outdoor Advertising Strategy (2019) below.

- *Signs should generally be limited to the ground floor of a building unless located directly over the entrance to a major commercial or retail building.*

The signage proposed on the south west elevation is located at the main entrance to the building. Signage to the south east and north east elevations are provided for legibility and wayfinding to the facility.

- *Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features. Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment*

Unit E is located in an established, modern and expanding business park. The proposed signage is in keeping with the architectural design of the permitted and existing units in Baldonnell Business Park which have been designed by JSA Architects. The elevational signage is approximately 11.6m in length and 3.5m in height, given the large scale nature of Unit E the proposed signages is considered to be in proportion to the building and entirely suitable. The signage proposed is typical of that on other buildings by the operator.

Due to the need for staff and delivery drivers to access the warehouses clear wayfinding signage is essential and will support the operation of the business park.

- *Signs attached to Protected Structures and in Architectural Conservation Areas should be in keeping with the character of the building and adhere to best practice conservation principles (see Section 11.5.3 Architectural Conservation Areas).*

Not applicable to the subject application as no Protected Structures or Architectural Conservation Areas nearby.

- *Any sign, advertising structure or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard.*

The proposed totem and wayfinding signage is located in the grass verge and set back from the road which will not create an obstruction to pedestrian and cyclist movement or create a traffic hazard. The modest illumination is typical of such signage.

- *Careful consideration should be given to the materials used in the construction of a sign and the methods used to light it. The illumination of signs and advertising structures should have regard to the SDCC Outdoor Advertising Strategy (2019).*

The proposed signage will be made of robust and high quality materials. Elevational signage will be 'White Halo Illumination' with an illumination Level of 300cdm creating a subtle yet distinctive visibility. Figure 3 provides a similar example of halo illuminated signage.



**Figure 3: example of halo lit Amazon Signage (Source: JSA, 2021).**

- *Applications for advertising structures will be considered having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).*

The proposals are for corporate signage and do not comprise advertising structures.

- *To consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses and with secondary consideration of the SDCC Outdoor Advertising Strategy (2019). In all such cases, the structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.*

The location of the proposed signage has been carefully considered in order to integrate with the commercial nature of the area without impeding pedestrians or compromising safety of road users. High quality design and materials have been chosen to ensure the signage fits in with the design of the modern Baldonnell Business Park.

- *All signage within the traditional historical villages of the County must be respectful and enhance the historical context of the Architectural environment of these villages.*

Not applicable to the subject application.

## Proposed Development

As set out in the statutory notices, the proposed development will consist of:

- 2 No. way finding signs located at entrances to Unit E;
- 2 No. totem signs located to the west and north of Unit E;
- 3 No. halo illuminated signs to the south western, north eastern and south eastern elevations; and
- All associated works.

As set out in architectural drawings signage area for application is 140.88 sqm

### Amazon Illuminated Building Signs

3 No x 2.01 x 11.61 = 70.01 m<sup>2</sup>

### Amazon Illuminated Building Smiles

3 No x 6.16 x 1.39 = 25.69 m<sup>2</sup>

### Amazon Double Sided Totems

2 No x 3.40 x 2.55 x 2 = 34.68 m<sup>2</sup>

### Amazon Double Sided Wayfinding

2 No x 1.50 x 1.75 x 2 = 10.50 m<sup>2</sup>

The proposals have been reviewed by Punch Consulting Engineers and Cunnane Stratton Reynolds (CSR) Landscape Architects. The letter from PUNCH Consulting Engineers confirms that the foundations for the signs are designed such that there would be no structural impact on any adjacent drainage or watermain services. In addition the proposed sign locations are compatible with footpaths and crossings. All signs are clear of proposed footpaths and road crossings please see enclosed letter for confirmation of same.

Please find enclosed CSR letter and revised Masterplan drawing for Unit E: SNN1CSR-ZZ-XX-DR-L-0121. Letter from CSR confirms they have coordinated the proposed signage with the landscape proposals and it is fully coordinated with landscape features and elements. Where the signage might overlap with hedging, the signage is above the maintained hedge height.

For full details of each item please see Architectural drawings which clearly highlight details proposed to be amended.

The signage is small in scale relative to the size of the building however is consistent with the materials and finish used as part of permitted and existing units in the Business Park.

Halo illuminated logo - 11,610mm x 3500mm



Figure 5: extract from JSA Architects elevational signage.

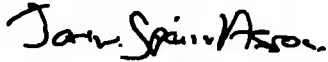


**Conclusion**

On behalf of MLEU Dublin 2 Limited, we submit a planning application for signage to serve Unit E. The proposed signage is as a result of progression of the detailed design of the Unit and operator requirements.

It is considered that the proposed development is entirely consistent with the proper planning and sustainable development of the area. As such, it is respectfully requested that South Dublin County Council grant permission for the proposed development.

Yours faithfully,



---

**John Spain Associates**

## **APPENDIX 1: PLANNING HISTORY**

### Permission - SD21A/0230:

On 25/08/2021, MLEU Dublin 3 Ltd. applied to SDCC for planning permission for Units F and G under South Dublin County Council Reg. Ref. SD21A/0230. SDCC issued a notification of decision to grant by SDCC 19/10/2021.

### Permission - SD20A/0319:

SDCC issued a final grant of permission on the 26/04/2021. This permission amended permitted units C and D providing for an increase in floor area resulting in Unit C 7,937 sqm and Unit D, 12,050. An overall increase of 639sq.m for Units C and D at Mountpark Baldonnell Phase 1.

### Permission - SD20A/0215:

SDCC issued a final grant of permission on the 23/11/2020 which included the construction a logistics/warehouse unit (Unit E) comprising a GIA 60,747 sqm southwest of Mountpark Baldonnell Phase 1.

### Permission - SD19A/0370:

On 26/11/2019, MLEU Dublin Ltd. applied to SDCC for planning permission for the construction of two logistics/warehouse units (Unit C and D) for part of the Phase 2 development south west of Baldonnell Phase 1 at Baldonnell Business Park, Dublin 22. SDCC issued a final grant of permission on the 09/03/2020.

### Permission - SD19A/0179:

SDCC issued a final grant of permission on the 02/09/2019 for the erection of two backlight signage units to the southeast and northeast elevations facing Clonlara Road, mounted to previously approved development SD18A/0266 on Unit B.

### Parent Permission - Reg Ref. SD15A/0309 (ABP Ref. 246392)

Planning permission was refused by South Dublin County Council on 7th of March 2016 for 3 units for light industrial and logistics/warehouse. Following first party appeal, permission was granted by An Bord Pleanála on the 13th of April 2017.

### Amendment Permission - SD17A/0362:

On 04/10/2017, MLEU Dublin Ltd. applied to SDCC for planning permission for amendments to the permitted scheme under South Dublin County Council Reg. Ref. SD15A/0309 (An Bord Pleanála Ref. PL06S.246392) at Baldonnell Business Park, Dublin 22. The proposed amendments primarily relate to an increase in the building height of the permitted warehouses. The Final Grant was issued 23/01/2018 by SDCC.

### Amendment Permission - SD18A/0266:

On 24/07/2018, MLEU Dublin Ltd. applied to SDCC for planning permission for amendments to the permitted scheme under South Dublin County Council Reg. Ref. SD15A/0309 (An Bord Pleanála Ref. PL06S.246392) as subsequently amended by SDCC Ref. SD17A/0362 at Baldonnell Business Park, Dublin 22.

The amendments sought the omission of unit C from the proposal and the enlargement of unit B in its place. Final grant was issued on 30/10/2018 by SDCC

Amendment Permission - SD19A/0048:

On 12/02/2019, MLEU Dublin Ltd. applied to SDCC for planning permission for amendments to the permitted scheme under South Dublin County Council Reg. Ref. SD15A/0309 (An Bord Pleanála Ref. PL06S.246392) as subsequently amended by SDCC Ref. SD17A/0362 and SD18A/0266 at Baldonnell Business Park, Dublin 22. The amendments sought to relocate the permitted bridge which provides access over the River Camac to a location outside of the Irish Water wayleave. In a decision dated 22/05/2019 (final grant), SDCC decided to grant permission for this application.

