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# TODD

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**SOUTH DUBLIN COUNTY COUNCIL  
ATT: PLANNING DEPARTMENT**

County Hall  
Town Centre  
Tallagh  
Dublin 24

**26<sup>th</sup> November 2021**

**Our ref: 21053**

**RE: ADDITIONAL INFORMATION - Planning Permission for a Signage Application at Turnpike Road, Balymount, Dublin 22, D22 P5R7 (Planning Reference SD21A/0258)**

Dear Sir / Madam,

Further to the receipt of your request for **Additional Information** dated 9<sup>th</sup> November '21, On behalf of our client SIG Trading (Ireland) Ltd, with reference to planning application SD21A/0258 please find our attached additional information as requested.

1. 1 No. copy of Cover letter (this document).
2. Signage booklet V1.2
3. 6 sets of drawings – Please Refer to Drawing Schedule attached.

We recognise the Planning Authority's concerns with respect to the number and extent of signage proposed and following discussions with our client, we have reviewed the proposed signage and have reduced the number of the signs and prioritised their locations with respect to the public exposure.

- a) The first amendment is to remove Totem signage labelled no.7 from the original application. The location of Totem no. 6 is in a more prominent location from an advertising perspective therefore the Client agreed to remove Totem no. 7 to avoid excessive signage on the site.
- b) To address the Western façade we have removed the proposed signage (Sign no.3) after consideration the Client determined the signage already present on this facade would be sufficient.
- c) On the Southern façade one of the proposed Sign (no.2) has been removed. It was agreed to remove the South-Eastern sign to align with the comments made in the Planning Authority's decision letter. The Client wishes to redesign the remaining sign to combine both the original sign designs (within the confines of the original sign dimensions of 11.417m x 2.30m).
- d) Our client has reviewed the signage on the Eastern façade (Sign no.5) and due to its location has decided to remove the sign from the application.
- e) For the Northern façade our client believes the proposed Sign no.4 would be beneficial here. It is visible to from Turnpike Road. Having removed Sign no. 3 from the western façade we believe sign no. 4 is advantageous from an advertising perspective to tie in with the Westerns facades existing signage. It also brings some vitality to the blank walls around this side of the building for the workers.
- f) The South-West Sign no.1 at the entrance gate has been omitted in order to reduce the visual clutter. The South-East Sign no.1 faces a busier road and this therefore more favourable to maintain.

Paul Crowe / Peter Minnis / Peter Moran / Andrew Murray / Gary McConville / Daragh Coleman / Jim Mulholland / Michael Edwards

Todd Architects Ltd.  
VAT no. 9951293D



The proposal is for the new signage to not have any lighting requirements on any of the signage as per the existing signs mounted onto the building façade. The only sign with proposed lighting is the Totem sign and that will be lit from within.

To summarise, on account of comments from the Planning Authority the following signs (Coloured red) have been removed from our planning application to reduced visual clutter and disruption to the site: -

Signage No.	Size	Total size per sign
Sign 1 A	2.177m x1.120m	2.43 sqm
Sign 1 B South-West	2.177m x1.120m	2.43 sqm
Sign 2 A	11.417m x 2.30m	26.25 sqm
Sign 2 B South-East	11.417m x 2.30m	26.25 sqm
Sign 3	5.6 x 2.9	16.24 sqm
Sign 4	5.6 x 2.9	16.24 sqm
Sign 5	5.6 x 2.9	16.24 sqm
Sign 6	5.4864x1.8288	10.03 sqm
Sign 7	5.4864x1.8288	10.03 sqm
	<b>REVISED SIGNAGE AREA</b>	<b>54.95M2</b>

I trust that the enclosed information is in order and to your satisfaction, however, should you have any further queries or comments on the accompanying documentation please do not hesitate to contact me.

Yours Sincerely,



**Penny Linton**

On Behalf of TODD Architects

Drawings/Document Register



Project SIG TRADING LIMITED - SIGNAGE APPLICATION- ADDITIONAL INFORMATION					
DRG. NO	DRAWING/DOCUMENT TITLE	VERSION	SCALE	SIZE	STATUS
<b>Planning Design</b>					
21053-TOD-ZZ-ZZ-DR-A-10003	PROPOSED_SITE_LAYOUT_PLAN	01	As Drawing	A1	Planning - Additional Information
21053-TOD-ZZ-ZZ-DR-A-30002	PROPOSED_ELEVATIONS	01	As Drawing	A1	Planning - Additional Information
21053-TOD-ZZ-ZZ-DR-A-30003	FRONT_WALL_WAREHOUSE_ENTRANCE_ELEVATIONS	01	As Drawing	A3	Planning - Additional Information
21053-TOD-BOOKLET	SIG_SIGNAGE_TURNPIKE_LOCATION	01	As Drawing	A4	Planning - Additional Information