

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

Reg. Reference: SD21A/0299 **Application Date:** 01-Nov-2021
Submission Type: New Application **Registration Date:** 01-Nov-2021
Correspondence Name and Address: RMA Architects The Courtyard, 40, Main Street,
Blackrock, Co. Dublin
Proposed Development: Replacement of existing signage and lighting with 3
new signs (4.3sq.m each) and new lighting at end
tower.
Location: Unit 18, Old Bawn Shopping Centre, Tallaght,
Dublin 24
Applicant Name: Julian Judge
Application Type: Permission

(AOCM)

Description of Site and Surroundings:

Site Area: stated as 0.00959 hectares

Site Description:

The application site comprises a two-storey retail unit which forms part of the Old Bawn Shopping Centre, located at the corner of Old Bawn Road and Firhouse Road. The unit is located at the end of the run of shops and comprises a 'tower' at first floor level that protrudes forward of the main building line, bookending the development. The surrounding area is a mix of residential, commercial and parkland. Old Bawn Shopping Centre contains a mix of commercial uses including the application site, a convenience store and takeaway outlets.

Site visited:

6 December 2021

Proposal:

Permission is sought for the following:

- Replacement of existing painted signage with 3 new aluminium signs
- Replacement of existing surface mounted directional spotlights.

Zoning:

The site is subject to zoning objective 'LC' - *'To protect, improve and provide for the future development of Local Centres'*

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

SEA

SEA Sensitivity Screening – the site is proximate to the following layers:

- Dodder Valley Proposed Natural Heritage Area,
- Dodder Terraces Site of Geological Interest,
- High Amenity Dodder Valley Landscape Sensitivity layer,
- Protected Structure RPS No. 339 City Weir Old Bawn is located over to the west of the site, and
- Record of Monuments and Places No. 022-047 Bridge is located over to the west of the site.

Consultations:

Roads – No objection, conditions recommended

Surface Water Drainage – No objection

Submissions/Observations /Representations

Submission expiry date – 06/12/2021

No submissions or observations received.

Relevant Planning History

SD11A/0241: Permission granted for the addition of new signage, new lighting to end towers and the renewal and enlargement of the freestanding advertising signage in the car park, including the renewal of existing shop signage.

SD07A/0302: Permission granted for change of use from Video Rental Shop to Veterinary Clinic, new rear pedestrian access and minor internal alterations and associated site works.

S99A/0091: Permission granted for retention of alterations to previously approved development and for installation of signs to shop unit.

Relevant Enforcement History

S7563: potential non-compliance with condition 1 of SD11A/0241

Pre-Planning Consultation

None recorded for subject site.

Relevant Policy in South Dublin County Council Development Plan 2016-2022

Section 11.2.8 Signage, Advertising, Corporate and Public Information

Schedule 6 Outdoor Advertising Strategy

7.0 Advertising Development Management Standards

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

5 Urban Centres and Retailing

Policy UC1 Urban Centres Overarching

Policy R8 Local Centres

It is the policy of the Council to maintain and enhance the retailing function of Local Centres.

11 Implementation

Section 11.8.1 Environmental Impact Assessment

Section 11.8.2 Appropriate Assessment

Relevant Government Guidelines

Project Ireland 2040 National Planning Framework, Government of Ireland, (2018).

Regional Spatial & Economic Strategy 2019 - 2031, Eastern & Midlands Regional Assembly, (2019).

Appropriate Assessment of Plans and Projects in Ireland – Guidance for Planning Authorities, Department of the Environment, Heritage and Local Government, (2009).

Assessment

The main issues for assessment concern the following:

- Zoning and Council policy
- Visual Amenity
- Roads
- Services, Drainage and the Environment
- Appropriate Assessment
- Environmental Impact Assessment

Zoning and Council Policy

The site is subject to zoning objective 'LC' - *'To protect, improve and provide for the future development of Local Centres'*. Advertisements and advertising structures are 'Permitted in Principle' under this zoning objective.

Visual Amenity

Signs replacing the existing painted signage would be located at first floor level on the north west, south west and south east elevations. The signs would each be 4.3sq.m (2.23m wide x 0.94m tall). The three signs would be lit by surface mounted directional spotlights, replacing the existing surface mounted directional spotlights serving the existing painted signs.

Following Variation 5 of the County Development Plan, the criteria in section 11.2.8 should be applied to signs on the outside of a building. In terms of the requirements of this section, the relevant criteria are listed below with an assessment of each:

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

- *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 signs would be located on the elevation of the ‘All Suits’ unit of the shopping centre. On the south east and south west elevations there are signs for ‘Old Bawn Shopping Centre’ meaning a maximum of two signs would be located here, with only one sign on the north west elevation.
- *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 three signs would be located at first floor level. Given the location of the unit, as a tower, bookending the shopping centre, this location is considered acceptable. It is also noted that the signs are replacing existing painted signs that are long established at this location.
- *Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features.* – the signs are simple, with each sign being identical, made of aluminium and without backlighting. It is considered that the signs will assist in creating a smart, unified façade, upgrading the appearance of the shopping centre at this key corner location.
- *Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment.* – The signs are 4.3sq.m each and are considered proportional to the scale of the building and the surrounding environment. It is considered that the signs are a sympathetic upgrade of the existing signage and would represent an improvement to the existing façade at this corner of the Old Bawn Shopping Centre.
- *Any sign, advertising structure or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard.* – The Roads Department have not stated a concern in terms of pedestrian or cyclist movement or the creation of a traffic hazard.
- *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 directional spotlights are considered appropriate and are not likely to impact residential or visual amenity. It is noted that the lights are replacements for lights already erected at the site.
- *Applications for advertising structures will be considered having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).* – the application has been

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

considered against the criteria of the Advertising Strategy. The site is located in Zone 2 where advertising signs are considered acceptable in principle.

- *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.* – it is considered that the simple design of the signs is inoffensive, and the Roads department has not raised any issues or concerns in relation to traffic safety of the movement of pedestrians.

Under the South Dublin County Council Outdoor Advertising Strategy (2019), the site is located within Zone 2 of the Zones of Advertisement Control, which consists of urban centres and locations comprising retail, amenity, and commercial uses.

Based on the above, the signs and lighting are considered acceptable. The signs would upgrade the existing signs for the retail unit and would assist in providing a more attractive and coherent façade at this key corner of the Old Bawn Shopping Centre. A **condition** should be attached to any grant of permission stating that the signs are not to be internally illuminated, relying solely on the directional spotlights, to protect residential amenity.

Roads

The Roads Department has reviewed the application and has stated no objection. The report recommends the following **conditions** in the event of a grant:

1. *The proposed replacement shall meet the criteria for signage as outlined in SDCC CDP section 11.2.8. and table 11.9.*
2. *The level of illumination of the lighting for the signs shall be reviewable at any time by the Roads Department in the interests of traffic safety, and adjustments shall be made by the applicant at their own expense if required to do so by South Dublin County Council.*

The above **conditions** are considered appropriate and should be attached to any grant of permission.

Services, Drainage and the Environment

Water Services has reviewed the application and stated no objection.

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

Screening for Appropriate Assessment

Having regard to the scale and nature of the development, connection to public services and the distance from Natura 2000 sites, it is considered that the proposed development would not be likely to have a significant effect individually or in combination with other plans or projects on a European site.

Environmental Impact Assessment

Having regard to the modest nature of the proposed development, and the distance of the site from nearby sensitive receptors, there is no real likelihood of significant effects on the environment arising from the proposed development. The need for environmental impact assessment can, therefore, be excluded at preliminary examination and a screening determination is not required.

Other considerations

Development Contributions

Signage, assessable area = Nil

SEA Monitoring Information

SEA Monitoring Information	
Building Use Type Proposed	Erection of signage and associated lighting
Floor Area (sqm)	Nil
Land Type	Brownfield
Site Area	0.00959 ha

Conclusion

Having regard to the provisions of the South Dublin County Council Development Plan 2016-2022 and the South Dublin County Council Outdoor Advertising Strategy (2019), it is considered that, subject to conditions set out below, the proposed development would not seriously injure the amenities of the area or of property in the vicinity and would, therefore, be in accordance with the proper planning and sustainable development of the area. It is considered that the proposal would be consistent with Council policy in relation to advertising.

Recommendation

I recommend that a decision be made pursuant to the Planning & Development Act 2000, as amended, for the reasons set out in the First Schedule hereto, to Grant Permission for the said development in accordance with the said plans and particulars, subject to the condition(s) specified in the Second Schedule hereto, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule.

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

FIRST SCHEDULE

It is considered that the proposed development accords with the policies and objectives of South Dublin County Council, as set out in the South Dublin County Council Development Plan 2016 - 2022 and subject to the conditions set out hereunder in the Second Schedule is hereby in accordance with the proper planning and sustainable development of the area.

SECOND SCHEDULE

Conditions and Reasons

1. Development in accordance with submitted plans and details.
The development shall be carried out and completed in its entirety fully in accordance with the plans, particulars and specifications lodged with the application, save as may be required by the other conditions attached hereto.
REASON: To ensure that the development shall be in accordance with the permission and that effective control be maintained.
2. No Internal Illumination
The signs shall not be internally illuminated or backlit and shall rely solely on the directional spotlights.
REASON: To protect residential amenity.
3. Roads - Illumination
The level of illumination of the lighting for the signs shall be reviewable at any time by the Roads Department in the interests of traffic safety, and adjustments shall be made by the applicant at their own expense if required to do so by South Dublin County Council.
REASON: To ensure ongoing traffic safety.
4. Restrictions on Signage.
Notwithstanding the provisions of the Planning and Development Regulations 2001, or any statutory provision amending or replacing them, no further advertisement signs (including any signs installed to be visible through windows), advertisement structures, banners, canopies, flags, or other projecting elements shall be displayed or erected on the development or within the curtilage of the site, unless authorised by a grant of planning permission.
REASON: To protect the visual amenities of the area and in the interest of the proper planning and sustainable development of the area.

NOTE: The applicant is advised that under the provisions of Section 34 (13) of the Planning and Development Act 2000 (as amended) a person shall not be entitled solely by reason of a permission to carry out any development.

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

NOTE: The applicant or developer should ensure that all necessary measures shall be taken by the contractor to prevent the spillage or deposit of clay, rubble or other debris on adjoining roads during the course of the works and to ensure that any such instances arising are remedied immediately.

Comhairle Chontae Atha Cliath Theas

PR/1614/21

Record of Executive Business and Chief Executive's Order

REG. REF. SD21A/0299

LOCATION: Unit 18, Old Bawn Shopping Centre, Tallaght, Dublin 24

jjohnston

Jim Johnston,
Senior Executive Planner

ORDER: A decision pursuant to Section 34(1) of the Planning & Development Act 2000, as amended, to Grant Permission for the reasons set out in the First Schedule above, in accordance with the said plans and particulars, subject to the condition(s) specified in the Second Schedule above, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule is hereby made.

Date: 15/12/21



Eoin Burke, Senior Planner