

NMP | Landscape Architecture
LIFFEY VALLEY SHOPPING CENTRE
Entrance Signage

Design Statement

Applicant : Liffey Valley Management Ltd.

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Introduction

Niall Montgomery and Partners have been appointed by Liffey Valley Management Ltd. to provide design proposals for feature signage for the granted car park design under Reg. Ref. SD19A/0320 (currently under construction). The application identified signage opportunities for which a condition of planning was noted that a full and separate planning submission was to be made for any sign design proposals.

In collaboration with Henry J Lyons Architects and AD Signage + Wayfinding Designers, Feature Signage Design has been developed for consideration by SDCC.

Design proposals will aim to enhance the overall character of the site, and respond to the sites overall concept and vision.

This report is to be read in conjunction with:

- Architecture drawings

02 Analysis - View Cone to Feature Sign



03 Design Concept



Meandering River

In celebrating the historical and contextual sense of place created by the River Liffey, the feature sign design follows the original design intent generated for Liffey Valley carpark. A meandering design, fluid in nature similar to that of the flowing river.



The Interplay of Verticality + Scale

In designing the feature signage, scale and relationship with vehicular traffic became a key design driver - ensuing visibility without becoming overbearing - the concept of a forest on a river bank and the vertical nature of woodland begins to create a permeable design and sense of lightness.



Brand

The importance of Liffey Valley to the local community cannot be understated, however, a subtle balance needs to be struck in how the tones and textures are selected.

04 Sign Design - Design Evolution

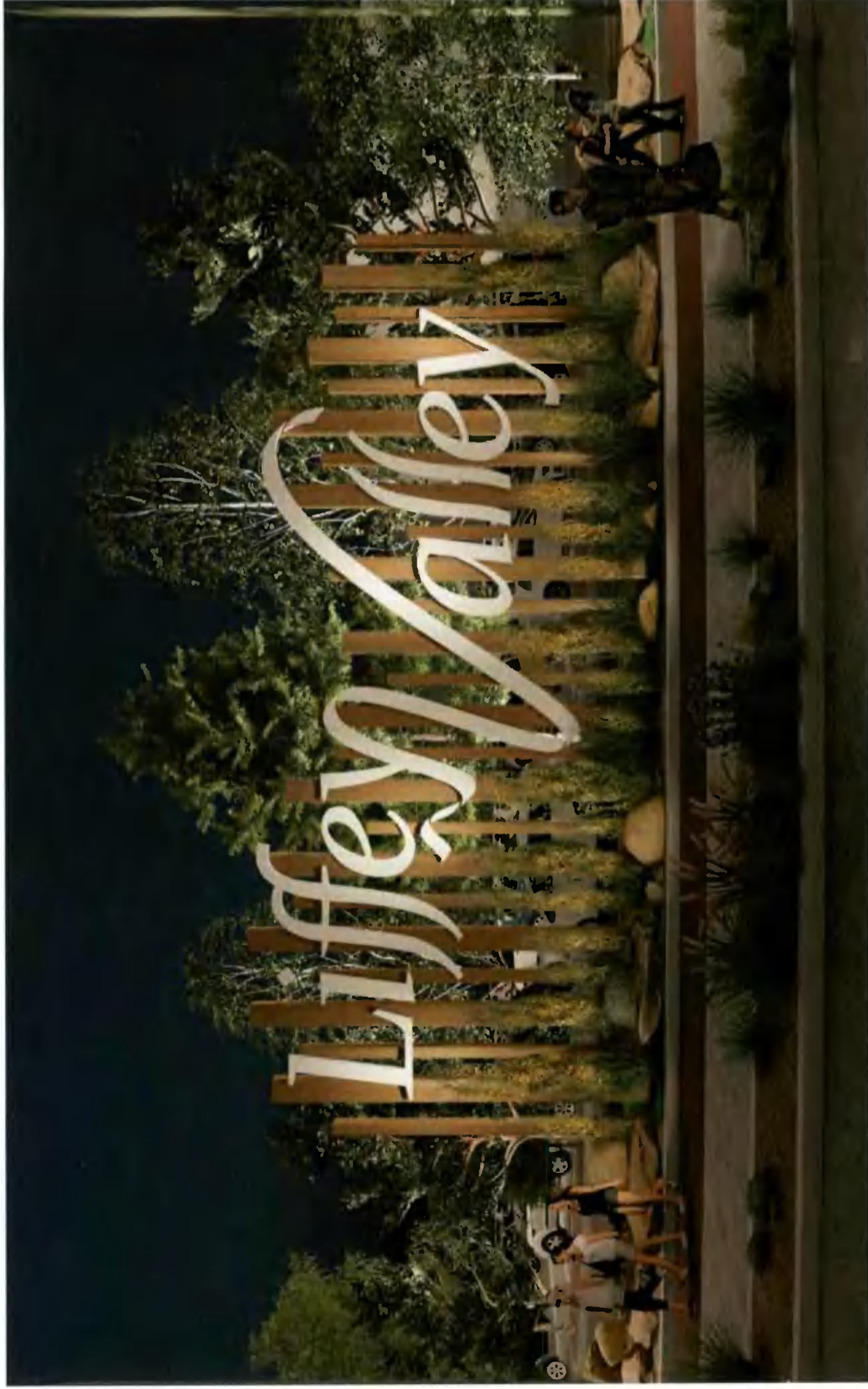


3. Cut down posts with original outline to demonstrate softening of mass



4. Final concept approach

04 Sign Design - Indicative Lighting Design

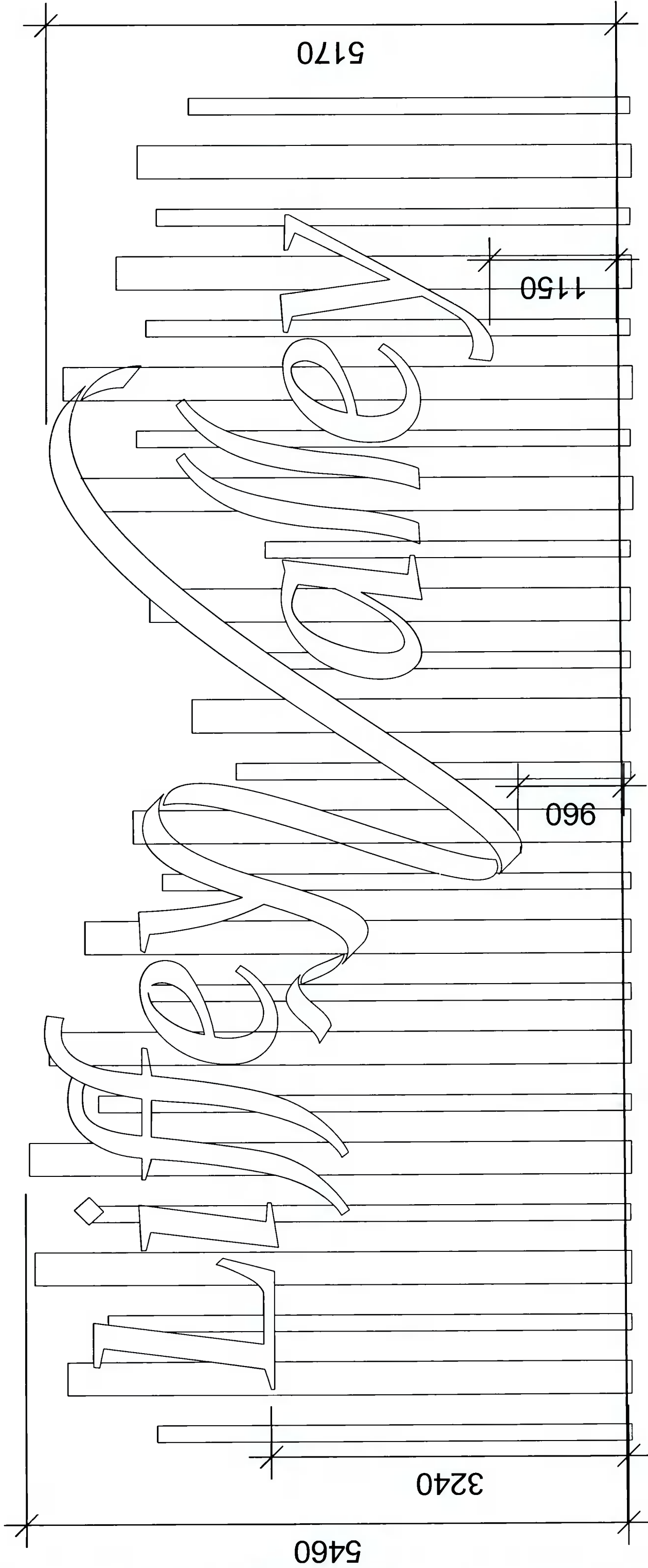


Indicative View with lighting to respond to events and celebrations such as Christmas or St Patricks Day

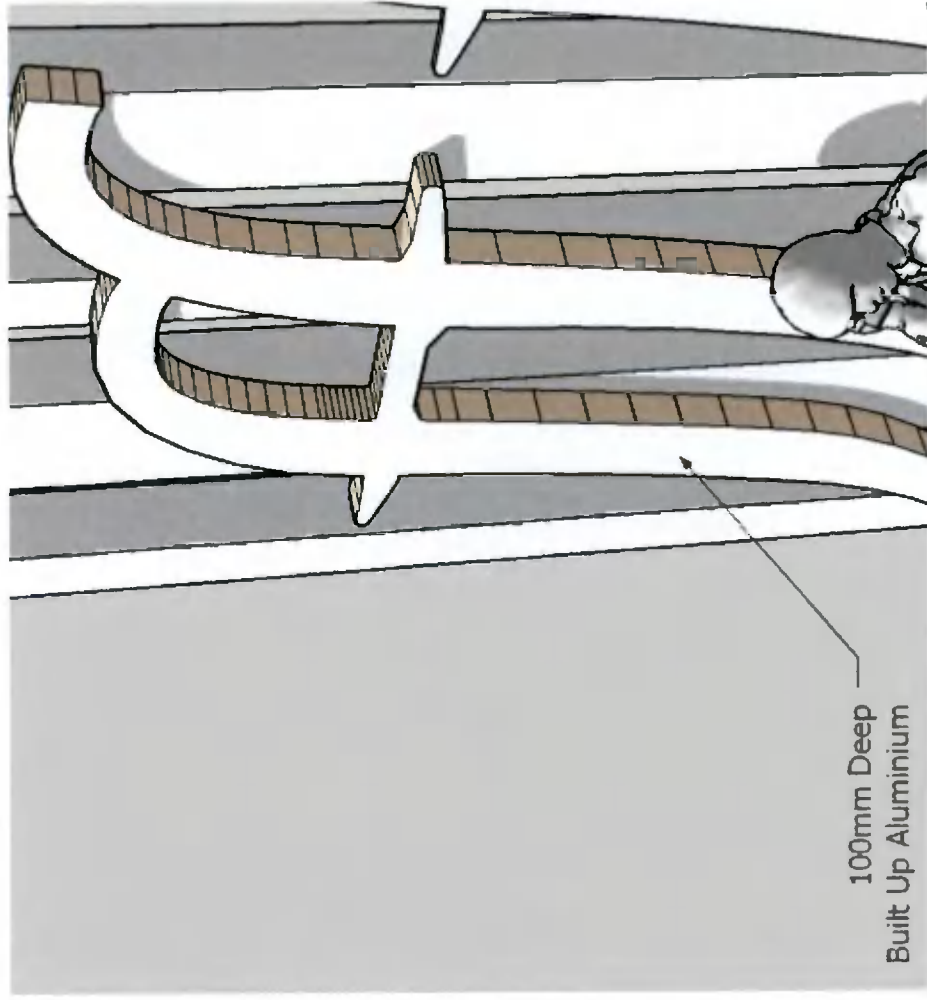


04 Sign Design - Critical Dimensions

For all heights refer to Architects Drawings - Overall Height 5460mm



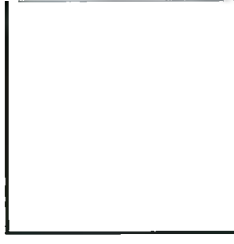
04 Sign Design - Construction Materials - Letters

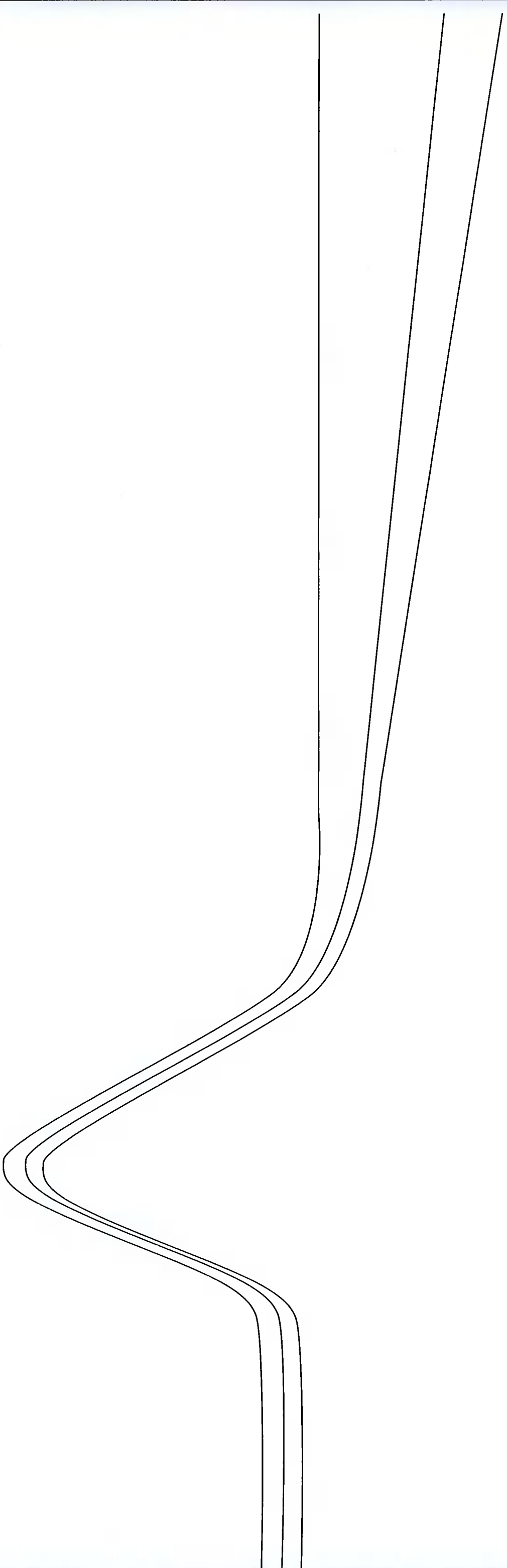


RAL 1002
Sand Yellow



RAL 9010
Pure White

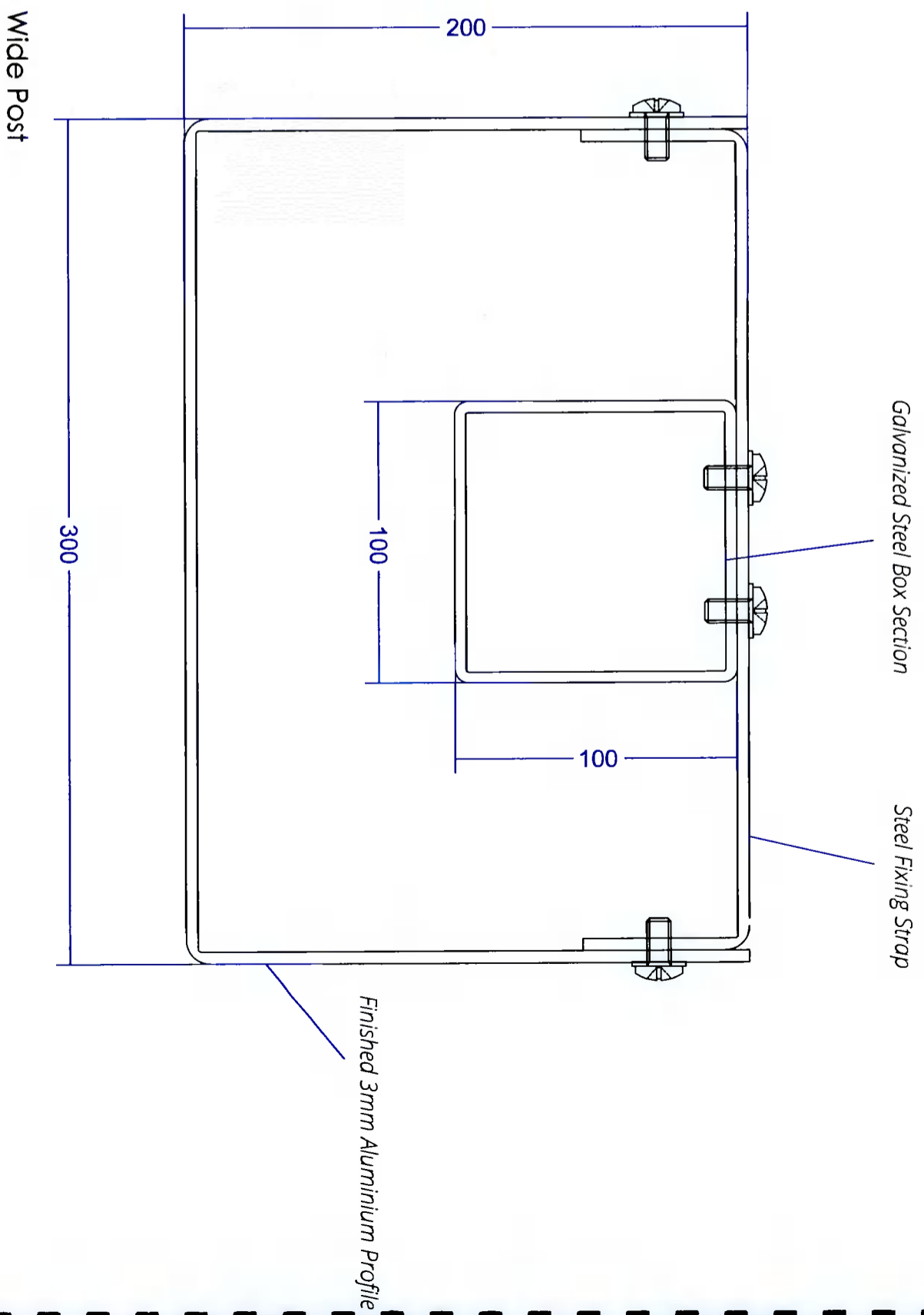
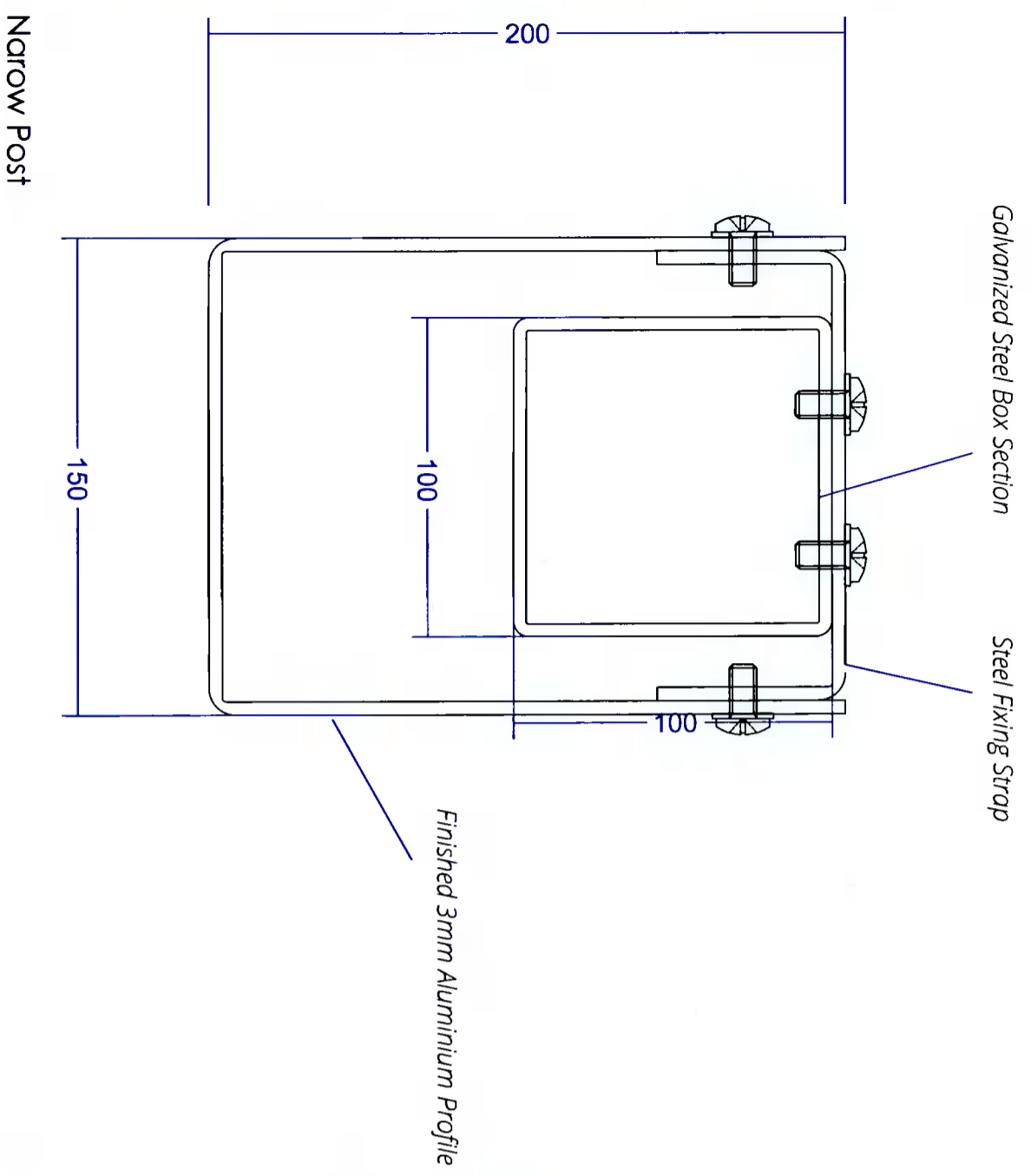




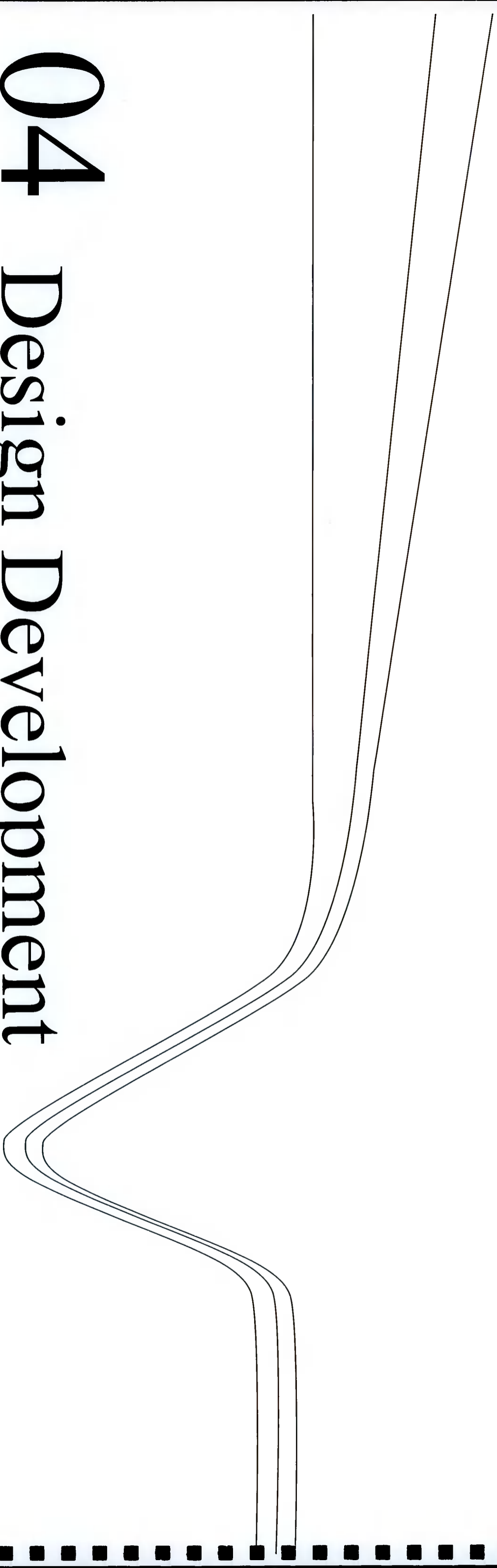
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04 Sign Design - Post Dims + Fixings



04 Design Development

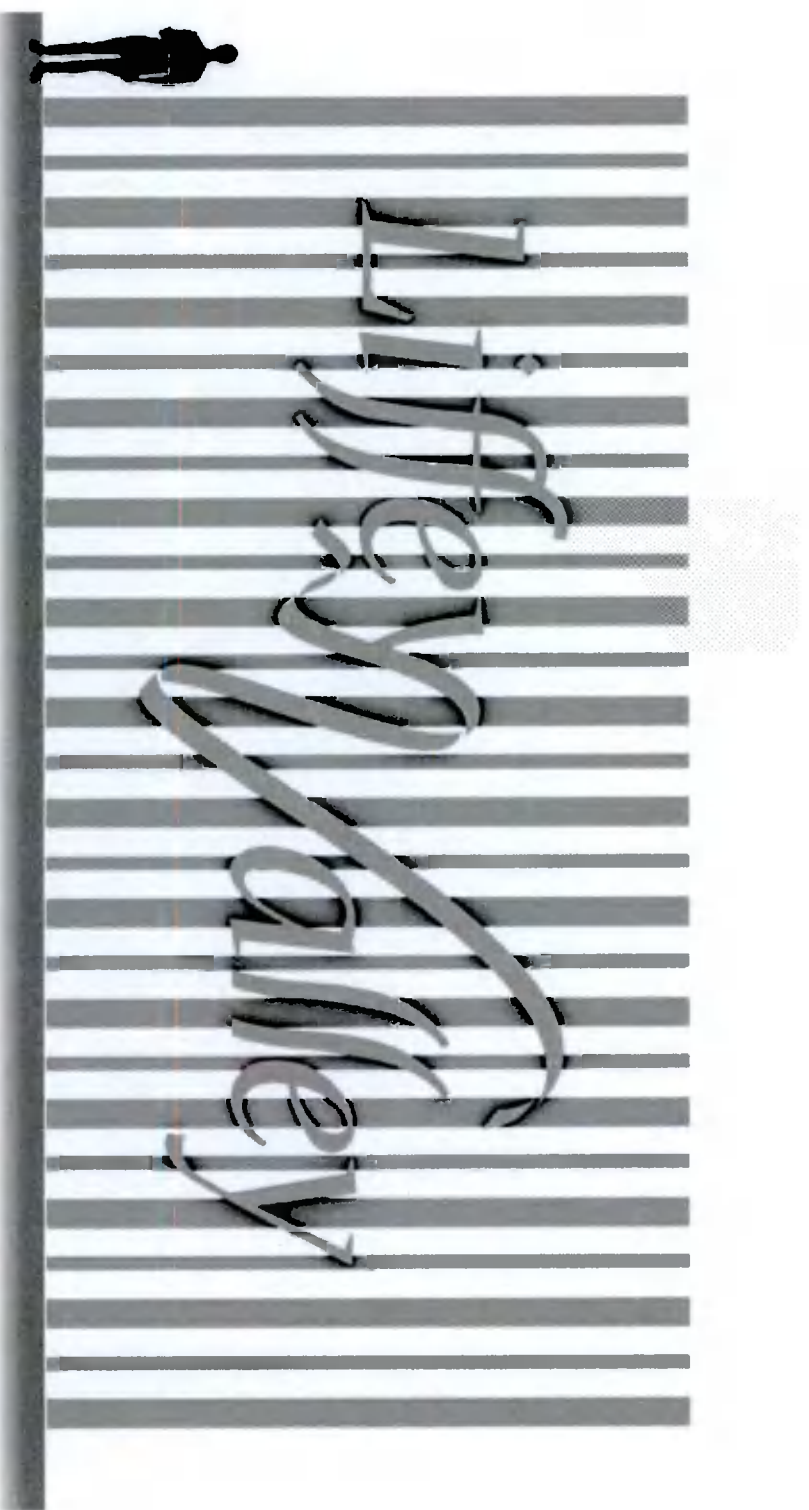


04 Sign Design - Indicative Views



Indicative Views Only for reference

04 Sign Design - Design Evolution

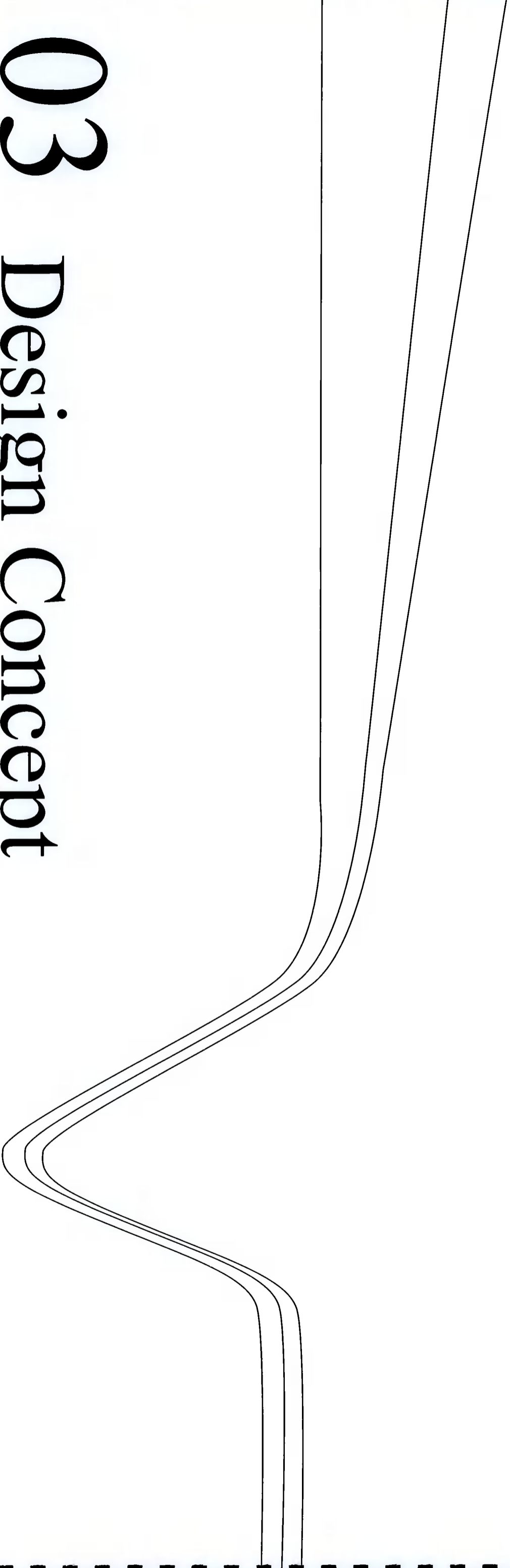


1. Signage on vertical posts creating a sense of mass with permeability



2. Meandering flow transposed

03 Design Concept



02 Analysis - Proposed Feature Sign Location

