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Planning Department
South Dublin County Council
County Hall
Tallaght
Dublin 24
D14 YNN5

Friday, 7th January 2022

Dear Sir/Madam,

RE: OBSERVATION IN RESPECT OF A PLANNING APPLICATION FOR THE CONSTRUCTION OF A SINGLE STOREY DRIVE THROUGH COFFEE SHOP PAVILION DEVELOPMENT WITHIN THE EXISTING CARPARK OF LUCAN RETAIL PARK, BALLYDOWD, LUCAN, CO. DUBLIN

SOUTH DUBLIN COUNTY COUNCIL REG. REF. SD21A/0323

1.0 INTRODUCTION

Thornton O'Connor Town Planning¹ have been retained by Home Appliances Unlimited t/a DID Electrical² to prepare this Observation in respect of a Planning Application for the construction of a single storey drive through coffee shop pavilion within the existing carpark of Lucan Retail Park. The proposed building, which is proposed to be positioned within a section of the existing carpark serving the Lucan Retail Park, will have a total floor area of 170.45 sq m and would operate for the sale and consumption, on and off the premises of food and beverages.



¹ No. 1 Kilmacud Road Upper, Dundrum, Dublin 14.

² Unit 18, Fonthill Business Park, Fonthill, Dublin 22.

2.0 OBSERVATION

2.1 Assessment of Visual Impact of the Scheme

Our Client, Home Appliances Unlimited t/a DID Electrical, raises no objection to the principle of the development and welcomes the continued expansion of businesses in the Lucan Retail Park that will contribute to the diversity of the retail and service offering and add to the vibrancy and vitality of the locale.

This observation thus solely pertains to the design of the unit as currently proposed and specifically the design of the large-scale roof box signage. Our Client is concerned at the scale of the signage box proposed to the roof of the building which is shown in elevations in Figure 2.1 below. Whilst the coffee shop is a single storey structure it is representative of a two storey structure due to the height of the signage box proposed above the parapet. The signage box element extends to a point that is just 1.48m below the existing Lucan Retail Park parapet.

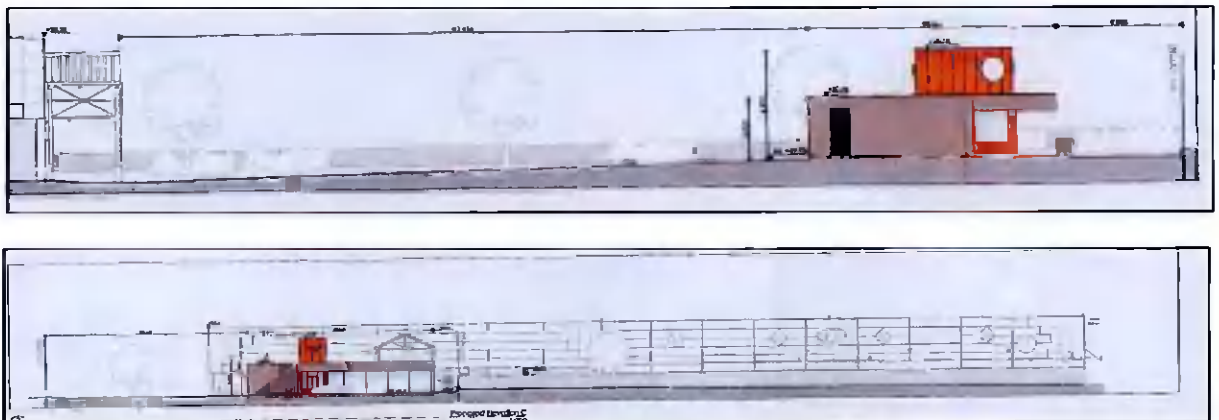


Figure 2.1: Proposed Elevations C and D

Source: SDCC Online Planning File (Reg. Ref.: SD21A/0323)

Our Client informally requested that the Applicant provide further detail of the Visual Impact of the scheme and was furnished with the image below from the Applicant team to depict the View of the scheme from the N4.

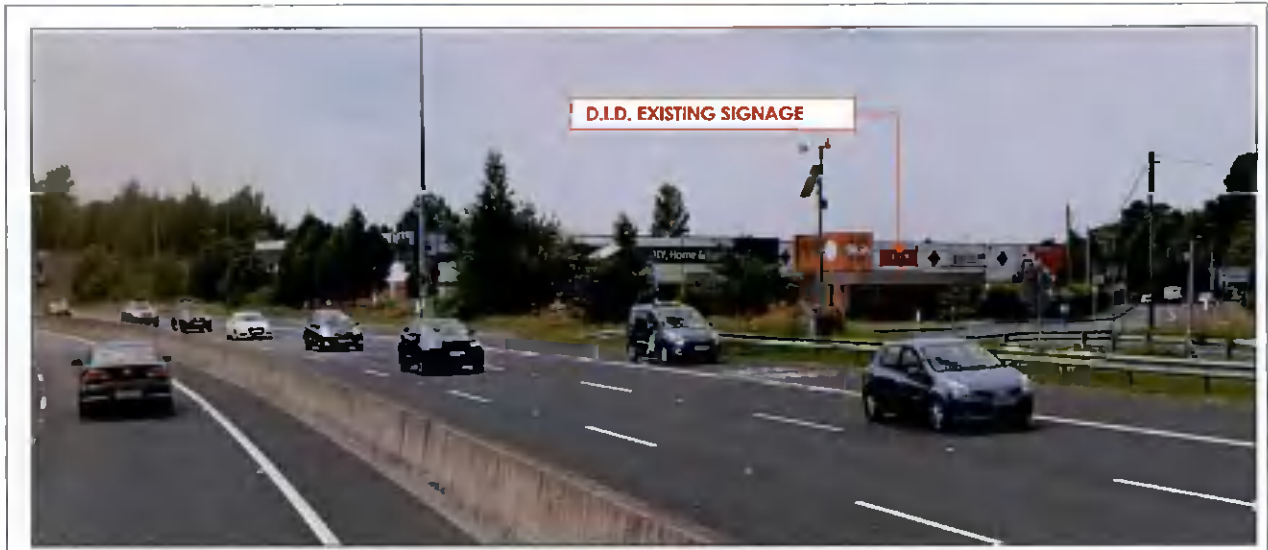


Figure 2.2: CGI Image of Scheme from N4

Source: Joseph Doyle Architects

In our opinion the elevations and CGI demonstrate that the roof signage box as proposed is excessively large (2.92 metres in height which is equivalent to a generous full floor level of development) for its position at the entrance point to the development and thus will constitute visual clutter.

Our Client is thus respectfully requesting that if the Planning Authority is minded to Grant Permission for the scheme that a condition be attached requiring the omission of the roof signage box and the provision of the signage on the fascia of the building, as is commonplace in similar coffeeshop pavilion developments (as outlined in Section 2.3).

2.2 Signage Guidance Contained within the Development Plan

Section 11.2.8 of the *South Dublin County Council Development Plan 2016-2022* provides guidance for all signs erected on the exterior of buildings, within windows, as stand alone structures or attached to public utilities. Of relevance to the subject proposal are the following:

'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.'

'Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment.'

Table 11.19 of the Development Plan also states that signs above parapet are not permitted.

As the subject development cannot be regarded as a major commercial or retail premises with the proposed signage box (above parapet level) nearly doubling the height of the proposed structure, in our opinion it can be considered that the subject development is not proportionate to the scale of the building and materially contravenes signage policy contained within the *South Dublin County Council Development Plan 2016-2022*.

2.3 An Assessment of Signage Provided at Similar Drive Through Coffee Shop Pavilions

We refer to 2 No. leading providers of Coffee Shop Pavilion developments in Ireland; Starbucks Coffee and Costa Coffee and note that such large-scale signage above the parapet does not appear to be the norm for such schemes. The below Starbucks Coffee image is taken from their drive through premises in Liffey Valley:



Figure 2.2: Starbucks Drive Through Premises in Liffey Valley

Source: Google Maps Imagery

The below Costa coffee shop is located at Glenageary Road Upper.



Figure 2.3: Costa Coffee Glenageary Road Upper

Source: Google Maps Imagery



At the Costa Coffee premises the signage is located on the fascia of the building. We question the need for a roof signage box on a coffee shop pavilion development that doubles the height of the structure and obstructs views of the existing retail premises located behind.

3.0 CONCLUSION

To conclude, our Client has no difficulty with the principle of the development proposed and supports the expansion of the diversity of the retail and service offering in Lucan Retail Park.

However, the coffee shop is to be a stand alone building at the entrance point to the retail park and thus it is imperative that the design of the scheme maintains the 'open nature' character of the retail park in order to encourage trips to the park. In our opinion the roof box and associated signage as proposed is excessively large and does not have regard to signage policies provided in the *South Dublin County Council Development Plan 2016-2022*.

We thus respectfully request that if the Planning Authority is minded to Grant Permission for the scheme that a condition be attached requiring the omission of the roof signage box and the provision of the signage on the fascia of the building.

A cheque in the sum of €20 representing the statutory observation fee is enclosed.

We look forward to receiving an acknowledgement of this Observation in due course.

Yours Sincerely,



Sadhbh O'Connor
Director
Thornton O'Connor Town Planning

**An Rannóg Talamhúsáide, Pleanála agus Iompair
Land Use, Planning & Transportation Department**

Telephone: 01 4149000 Fax: 01 4149104 Email: planning.dept@sdblincoco.ie

**Sadhbh O'Connor
Director
Thornton O'Connor Town Planning
1, Kilmacud Road Upper
Dundrum
Dublin 14.**

Date: 10-Jan-2022

Dear Sir/Madam,

Register Ref: SD21A/0323
Development: Construction of single storey drive through coffee shop pavilion within the existing carpark of Lucan Retail Park; building total floor area of 170.45sq.m and would operate for the sale and consumption, on and off the premises of food and beverages; development will include the reconfiguration of section of existing carpark; removal of 45 car parking spaces to make way for proposed building; vehicle circulation route and collection point; existing carpark to be reduced from 285 to 240 car spaces; all ancillary site works including drainage, external seating, cycle parking, signage location and landscaping.

Location: Lucan Retail Park, Ballydowd, Lucan, Co. Dublin
Applicant: New Ireland Assurance Company PLC
Application Type: Permission
Date Rec'd: 29-Nov-2021

I wish to acknowledge receipt of your submission in connection with the above planning application. The appropriate fee of €20.00 has been paid and your submission is in accordance with the appropriate provisions of the Planning and Development Regulations 2001(as amended). The contents of your submission will be brought to the attention of the Planning Officer during the course of consideration of this application.

This is an important document. You will be required to produce this document to An Bord Pleanála if you wish to appeal the decision of the Council when it is made. You will be informed of the decision in due course. Please be advised that all current applications are available for inspection at the public counter and on the Council's Website, www.sdblincoco.ie.

You may wish to avail of the Planning Departments email notification system on our website. When in the **Planning Applications** part of the Council website, www.sdblincoco.ie, and when viewing an application on which a decision has not been made, you can input your email address into the box named **"Notify me of changes"** and click on **"Subscribe"**. You should automatically receive an email notification when the decision is made. Please ensure that you submit a valid

Please note: If you make a submission in respect of a planning application, the Council is obliged to make that document publicly available for inspection as soon as possible after receipt. Submissions are made available on the planning file at the Planning Department's public counter and with the exception of those of a personal nature, are also published on the Council's website along with the full contents of a planning application.

Yours faithfully,

M. Furney
for **Senior Planner**