

# Comhairle Chontae Atha Cliath Theas

PR/0008/22

## Record of Executive Business and Chief Executive's Order

**Reg. Reference:** SD21A/0258      **Application Date:** 15-Sep-2021  
**Submission Type:** Additional      **Registration Date:** 29-Nov-2021  
Information

**Correspondence Name and Address:** Penny Linton The Old Barracks, 4A, Lad Lane,  
Dublin 2

**Proposed Development:** 2 new signs at site entrance featuring company logo;  
5 new signs on building facade featuring company  
logo and name; 2 Totem signs featuring company  
logo and opening times etc; all associated site works.

**Location:** Turnpike Road, Ballymount, Dublin 22, D22P5R7

**Applicant Name:** SIG Trading Ltd.

**Application Type:** Permission

(EW)

### Description of Site and Surroundings:

Site Visit: 19/10/2021

Site Area: Stated as 2.7 Hectares.

### Site Description:

The subject site is located at the junction of Merrywell and Turnpike Road, within an established Industrial area. The overall site is currently in operation as SIG Construction Accessories warehouse set within in its own grounds. The site is located to the north of Turnpike Road and bound by a wall and railing to its southern and western boundaries. The pattern of development in the vicinity comprises large industrial and warehouse buildings however immediately west of the site are a terrace of residential housing.

### Proposal:

- 2 new signs at site entrance featuring company logo;
- 5 new signs on building facade featuring company logo and name;
- 2 Totem signs featuring company logo and opening times etc; all associated site works.

### Zoning:

The subject site is subject to zoning objective 'REGEN' - *'To facilitate enterprise and/or residential led regeneration'*.

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

### **Consultations:**

Parks and Public Realm: No comments received at time of report.

Roads: No objection subject to conditions.

### **Submissions/Observations /Representations**

None received.

### **Relevant Planning History**

SD15A/0328 - Turnpike Road, Ballymount Industrial Estate, Dublin 22. **Granted Permission** Works to an existing warehouse including new mezzanine level (336sqm); new single storey porch to entrance (19.7sqm); vehicular access door to rear; 3 new illuminated signs, and works to existing office building including 3 new illuminated signs, and site works including 3 new illuminated signs at entrance; new designated vehicular and pedestrian traffic routes throughout the site.

### **Adjacent sites:**

SD20A0302 - Units 5,6,7,8,9, Turnpike Business Park, Turnpike Lane, Ballymount, Dublin 22. **Granted Permission** for the erection of a 6000mm high totem style site sign for the Turnpike Business Park; the totem will be 1800mm wide x 250mm deep in plan, including lettering/numerals and illuminated elements to its north and south sides and will be located at the east boundary of the site near the site entrance; associated works.

SD19A/0070 – **Granted Permission and Granted Retention** for Internal extension of floorplates and amalgamation of units 5, 6, 7, 8 and 9 and their change of use from light industrial to create a two storey office based industry unit of 1,520sq.m within the overall Turnpike Business Park development; Retention for the amalgamation of units 5, 6, and 7 that includes the retention of the internal extension of the original mezzanine floor to create a first floor level above the entire ground floor of these units and change of use of these units at ground and first floor level from light industrial to office based industry (910sq.m overall). Permission for the demolition of the first floor (281sq.m) within units 8 and 9 and the construction of a new first floor (305sq.m) above the entire ground floor of these units and the change of use of these units at ground and first floor level from light industrial to office based industry (610sq.m); Permission is also sought for changes to the car parking layout that will reduce the car parking spaces from 65 to 64 car parking spaces with vehicular access off Turnpike Road with a new gated access at the entrance into the car park; sheltered bicycle parking will be provided to serve the development; elevation changes and signage that include a new projecting sign (7.3sq.m) to the north of the east elevation and alteration of individual doors and shutter doors to windows on both the north and south elevation; new windows to both the north, west and south elevation at first floor level; all site and ancillary development works required to facilitate the development.

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

SD12A/0067 – SDCC **Granted Permission** for Erect a 4.525m high stand-alone advertisement sign, all ancillary site works. The permission has been implemented.

S94A/0612 – Unit 1, Turnpike Business Park, Turnpike Lane, Ballymount, Dublin 22. SDCC **Granted Permission** for mezzanine floor for production and storage purposes.

### **Relevant Enforcement History**

None recorded for subject site

### **Pre-Planning Consultation**

None recorded for subject site.

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

*Section 1.12.0 Employment Lands*

*Section 4.3.2 Employment and Residential in Regeneration Zones*

*ET Policy 2 Enterprise and/or Residential Led Development in Regeneration Zones.*

*ET) Policy 2 Enterprise and/or Residential Led Development in*

*ET2 Objective 1:*

*To promote and support the consolidation or relocation of existing employment uses in Regeneration*

*'REGEN' zones and the upgrade of these areas to create opportunities for regeneration.*

*ET2 Objective 2:*

*To support proposals for more intensive compatible enterprise and/or residential led development on*

*lands designated with Zoning Objective 'REGEN', subject to appropriate design safeguards and based on a*

*traditional urban form that adhere to urban design criteria.*

*ET2 Objective 3:*

*To support proposals for incubator, starter and/or live work units on lands designated with Zoning*

*Objective 'REGEN' (to facilitate enterprise and/or residential led regeneration)*

*Section 1.9.0: Local Area Plans, Approved Plans and Studies*

*Policy CS6 SLO 1*

To prepare a Ballymount Local Area Plan for lands zoned REGEN, EE, and LC, stretching southwest from Walkinstown Roundabout along the Greenhills Road (including those areas adjacent to Greenhills Estate) to the M50, north from there to the Red Cow, east from there along the Naas Road to the city boundary, and along the boundary back to Walkinstown Roundabout. The subject Local Area Plan to be concluded by the end of 2018; and the lands north of this between the M50, the Grand

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

Canal and city boundary currently zoned EE to be considered for inclusion in this plan. The Naas Road Framework Plan (2010) to be taken into consideration during the preparation of the Local Area Plan.

*Section 4.1.0: Employment*

*Section 4.3.0: Employment Location Categories*

*Policy ET1 Overarching*

It is the policy of the Council to support sustainable enterprise and employment growth in South Dublin County and in the Greater Dublin Area, whilst maintaining environmental quality.

*Policy ET1 Objective 2*

*Policy ET1 Objective 4*

*Policy ET1 Objective 6:*

*Section 4.3.3: Enterprise and Employment (EE) Zoned Lands*

*Policy ET3 Enterprise and Employment*

It is the policy of the Council to support and facilitate enterprise and employment uses (high-tech manufacturing, light industry, research and development, food science and associated uses) in business parks and industrial areas.

*Policy ET3 Objective 5*

*Policy ET3 Objective 6*

*Policy ET3 Objective 7*

*Section 11.1.1: Land-Use Zoning Tables*

*Section 11.1.1 (i) Permitted in Principle*

*Section 11.1.1 (ii) Open for Consideration*

*Section 11.1.1 (iv) Transitional Areas*

*Section 11.2.0: Place Making and Urban Design*

*Section 11.2.1: Design Statements*

*Section 11.2.5: Enterprise and Employment Areas*

*Table 11.18: Key Principles for Development within Enterprise and Employment Zones*

**Variation No. 5 – Outdoor Advertising** (South Dublin County Council Development Plan 2016 – 2022)

*11.2.8 Signage – Advertising, Corporate and Public Information*

- *Signage relates to all signs erected on the exterior of buildings, within windows, as stand-alone structures or attached to public utilities. Signage has the potential to give*

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

*rise to visual clutter and to alter the character of an area and as such will be carefully assessed.*

- *A South Dublin County Council Outdoor Advertising Strategy (2019) has been developed for commercial advertising in the public domain. This strategy forms the basis of a practical policy to be applied to all proposals for outdoor advertising. This strategy is based on an analysis of how sensitive different parts of the county are to advertisement structures and identifies constraints and opportunities for the location of these structures. It also sets out what types of structures are acceptable as outdoor advertising elements.*
- *While commercial viability is a consideration, it has been balanced with the need to create a high-quality public domain and to safeguard and enhance sensitive areas and sites. The strategy also aims to rationalise the location and concentration of existing advertising structures.*

Development proposals that include signage and/or advertising structures should take account of the following:

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

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

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

*The criteria outlined in the South Dublin County Council Outdoor Advertising Strategy (2019) will also be applied.*

### ***Advertisements and Advertisement Structures***

- *Any work, letter, model, balloon, inflatable structure, kite, poster, notice, device or representation employed for the purpose of advertisement, announcement, or direction, and any structure such as a hoarding, scaffold, framework, pole, standard, device or sign (whether illuminated or not) and which is used or intended for use for exhibiting advertisements, or any attachment to a building or structure used for advertising purposes.*

*Section 11.8.1 Environmental Impact Assessment*

*Section 11.8.2 Appropriate Assessment*

*Section 11.4.1: Bicycle Parking Standards*

*Section 11.4.2: Car Parking Standards*

*Section 11.6.0: Infrastructure and Environmental Quality*

*Section 11.6.4: Major Accidents – Seveso Sites*

*Section 11.8.0: Environmental Assessment*

*Section 11.8.1: Environmental Impact Assessment*

*Section 11.8.2: Appropriate Assessment*

*Schedule 5: Definition of Use Classes & Zoning Matrix Table*

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

### **Relevant Government Guidelines**

*Project Ireland 2040 National Planning Framework, Government of Ireland, 2018.*

*Regional Planning Guidelines for the Greater Dublin Area 2010-2022, Dublin Regional Authority & Mid-East Regional Authority (2010).*

*Urban Design Manual: A Best Practice Guide, A Companion Document to the Guidelines for Planning Authorities on Sustainable Residential Development in Urban Areas, Department of the Environment, Heritage and Local Government, (2009).*

*The Planning System and Flood Risk Management – Guidelines for Planning Authorities, Department of the Environment, Heritage and Local Government & Office of Public Works (2009).*

*Policy and Approach of the Health & Safety Authority to COMAH Risk-based Land-Use Planning, Health & Safety Authority (2010).*

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

*Smarter Travel – A Sustainable Transport Future. A New Transport Policy for Ireland 2009 – 2020, Department of Transport, (2009).*

*DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (2012),*

*National Cycle Manual – National Transport Authority (June 2011).*

### **Assessment**

The main issues for assessment are:

- zoning and council policy
- Signage and visual impact,
- Roads/traffic
- Appropriate Assessment.

### ***Zoning and Council Policy***

The site is subject to land-use zoning objective the subject site is subject to zoning objective 'REGEN' - 'To facilitate enterprise and/or residential led regeneration'. The use of signage associated with an existing commercial business is considered acceptable, subject to an assessment in terms of Council policy and visual impact.

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## Record of Executive Business and Chief Executive's Order

In assessing the said proposal, compliance shall be noted with regard to Variation No. 5 – Outdoor Advertising (South Dublin County Council Development Plan 2016 – 2022).

### *Visual Impact*

Signage Type / location	No.	Dimensions	sq.m	Assessment	Recommendation
Totem	2	5.4m (height) x 1.8m	9.72sq.m (total 19.44sq.m)	<p>Details: The proposed signage is aluminium cladding in the wine and white company branding logo 'SIG'. The drawings or proposal do not allude to any up lighting of the proposed signs.</p> <p>Location: It is proposed to locate one of the totem signs at the north western corner of the site, located off the Turnpike Road and the other close to the existing vehicular entrance off the southern access road. The Planning Authority consider that the erection of two totem signs are unnecessary and that one located at the south western corner would provide the necessary direction to anyone wishing to visit the site.</p>	<p><b>Additional Information:</b> To clarify how it is proposed to light this form of signage.</p> <p>To reduce to one totem sign and relocate to the south western corner of the site.</p>
Building Façade - West	1  (Existing 2)	2.9m x 5.6m  1.8 x 10 0.9 x 3.9 1.4 x 3.6	16.24sq.m  18sq.m 3.51sq.m 5.04sq.m (26.55sq.m)	<p>The western façade will be the most visible façade and will act as the main wayfinding element to the site. Any proposals for signage on the site should maximum the potential at this location. The proposed new signage (measuring 16.24sqm) taken in conjunction with existing</p>	<p><b>Additional Information</b> The applicant should be requested to submit a rationale for the proposed signage and reduce visual clutter at this location.</p> <p>Consideration should be given to</p>



# Comhairle Chontae Atha Cliath Theas

PR/0008/21

## Record of Executive Business and Chief Executive's Order

				signage (measuring 26.55sqm) totalling 42.79sqm may be deemed to represent visual clutter. The applicant may wish to reconsider the rationale for signage at this location and consider increasing the length and height of the existing signage above the main access to the building rather than add 'Signage 3' to the west elevation.	increasing the length and height of the existing signage above the main access doorway to the building rather than add 'Signage 3' to the west elevation.
Building Façade - South	2	2.3m x 11.417m	26.26sq.m x 2 = Total 52.5sq.m	The southern elevation will be highly visible and the Planning Authority recognises that the existing sign on this façade may be in the wrong place. Notwithstanding this, the proposed 52.5sqm signs are considered to be excessive and one large sign located in the south west façade within the space below the south-west roof apex may be more effective. Again, a rationale for the design and location of the signage may help the assessment of such. As a minimum one of these signs should be omitted.	<b>Additional Information</b> The applicant should be requested to submit a rationale for the proposed signage and submit proposed to reduce visual clutter at this location. In particular one of the signs at the southern elevation should be omitted.
Building Façade - East	1	5.6m x 2.9m	16.24sq.m	The eastern elevation is tucked in behind other industrial buildings and will not be visible from adjoining roads. It is not clear why signage is required on the eastern elevation.  The Planning Authority has no objections to this sign but fails to understand why it is	<b>Additional Information</b> A rationale for all signage should be sought.

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## Record of Executive Business and Chief Executive's Order

				necessary. Again a rationale should be sought.	
Building Façade - North	1	5.6m x 2.9m	16.24sq.m	The northern façade is tucked in behind the Ducati building and although it can be viewed from the Turnpike Road it is not highly visible. Similar to the proposed signage on the eastern elevation it is not clear why signage is required at this location. If the signage on the western elevation is consolidated in a more effective way the signage on the northern elevation may not be necessary. A full signage rationale should be sought.	<b>Additional Information</b> A rationale for all signage should be sought.
Entrance	2	1.1 x 2.2	2.42sq.m x 2 = total 4.84sq.m	Two signs providing the same information may be considered excessive and may give rise to visual clutter.	<b>Additional Information</b> A rationale for all signage should be sought.

It is noted that the existing façade has branding applied on the western elevation with three signs applied and the southern elevation with one large sign (that were included in the original Planning Application SD15A/0328). The application of a further 7 signs to the west, south and east of the site has the potential to give rise to visual clutter and as such will be considered excessive in numbers.

Also noted is the proposal for the additional 2 new signs at the south facing entrance of the site that will be coinciding with existing signage, stating, 'Gate A' and 'Trade Counter & Collections'. Having regard to the visual impact of the development on the adjoining residential amenity to the west and noting the existing signs applied to the warehouse structure façade and entrance at this location, it is considered that the numbers of signage proposed coinciding with the design size proposals for the development would be excessive in size and numbers and therefore contravene *11.2.8 Signage – Advertising, Corporate and Public Information and Variation No. 5 – Outdoor Advertising* (South Dublin County Council Development Plan 2016 – 2022).

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

The overall numbers of signage are requested to be reduced to be consistent with Council policy. The applicant is requested to revise the number of signage proposed by way of **Additional Information** and have regard to the following:

*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).*

### ***Roads and Traffic***

#### **Roads**

The Roads Department has no objections and states the following:

Applicant shall reference section 11.2.8 of the South Dublin Co. Council County Development Plan; most notably:

- Any sign or associated structure should not create an obstruction to pedestrian or cyclist movement or create 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 - ensuring traffic is not subjected to excessive night-time glare

#### **Design:**

Applicant to provide design drawing for Totem signs (to include foundations & main structure).

#### **The following conditions to apply:**

1. Applicant to provide statement confirming compliance with CDP 11.2.8
2. Applicant to provide Totem signage design drawings.

The above recommendation is noted from the Roads Department and will be applied by **condition** in the event of a grant of permission.

#### **Transport Infrastructure Ireland**

No comments were requested from TII, however regard shall be had to the following:

DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (2012), 3.8 Signage:

*On national roads, the erection of signage needs to be tightly regulated for road safety and environmental reasons. Planning authorities must avoid proliferation of roadside*

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

*signage, especially outside the 50-60 kmh speed limit areas in a manner that would reduce the effectiveness of essential signage such as directional and other authorised road traffic signs, create visual clutter and distractions for road users and/or reduce visibility at junctions, interchanges and bends. In particular, the practice of random parking of large truck trailers on lands visible from the public road as a form of advertising hoarding and/or the sale of cars on the roadside should be regarded by planning authorities as forms of unauthorised development. Enforcement mechanisms are available under existing statutory codes and should be used as necessary under such planning legislation and other legislative codes taking account of the road safety, planning and environmental impacts of such practices.*

The proposed development is not on a national road and has been assessed under County Development Plan policy. It is considered to be acceptable and will not have a negative impact on the national road.

### ***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 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.

### ***Screening for Appropriate Assessment***

The applicant has not provided information to assist with the screening for appropriate assessment. Having regard to the nature of the development, the existing connection to water services and the distance from the Natura 2000 sites, the proposed development would not require a Stage 2 Appropriate Assessment.

### **Other Considerations**

#### ***Development Contributions***

The proposed development relates to the erection of a totem style signage and façade signage. Development Contributions are not applicable.

### **SEA Monitoring Information**

- *Land Type-* Brownfield/Urban Consolidation
- *Site Area (Ha.) -* 2.7 hectares.

### **Conclusion**

Having regard to the 11.2.8 Signage – Advertising, Corporate and Public Information and Variation No. 5 – Outdoor Advertising (South Dublin County Council Development Plan 2016 – 2022). It is considered that the number of signs proposed would cause visual clutter and would detract from the surrounding area and therefore would not be in accordance with the current

# **Comhairle Chontae Atha Cliath Theas**

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

South Dublin County Council Development Plan. The applicant shall submit a revised proposal by Additional Information and give full design details of the Totem Signage proposed.

### **Recommendation**

Request Further Information.

### **Further Information**

Further Information was requested on 09/11/21

Further Information was received on 29/11/21

### **Consultations**

No departmental comments received at time of writing report.

### **Submissions/Observations**

No further submissions/observations received.

The Further Information requested is as follows:

The Planning Authority has concerns regarding the number and extent of the signage as proposed (having regard also to the proposed retention of signage previously permitted). It is considered that the numbers of signage proposed coinciding with the design size proposals for the development would be excessive in size and numbers and would give rise to significant and unnecessary visual clutter. There are also concerns that the proposed extent of the signage may contravene 11.2.8 Signage – Advertising, Corporate and Public Information and Variation No. 5 – Outdoor Advertising (South Dublin County Council Development Plan 2016 – 2022). The applicant is requested to reconsider the proposed signage rationale for the site and submit the following:

- (i) An advertising strategy and rationale for the site. This should include information on how the site will be viewed from the existing pathway-network and what are the best locations for the signs to fulfil their functions. In this regard the following should form part of the revised design:
  - (a) The totem signage should be reduced to one only and be located in the south-west corner of the site (unless a rationale can support an alternative location).
  - (b) The western façade is considered to be the most visible façade and will act as the main wayfinding element to the site. Any proposals for signage on the site should maximum the potential at this location. The proposed new signage (measuring 16.24sqm) taken in conjunction with existing signage (measuring 26.55sqm) totalling 42.79sqm may be deemed to represent visual clutter. The applicant should reconsider the rationale for signage at this location and consider increasing the length and height of the existing signage above the main access door to the building rather than add 'Signage 3' to the western elevation.
  - (c) The southern elevation is highly visible, the Planning Authority recognises that the existing

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

sign on this façade may not be as effective as it should be. Notwithstanding this, the proposed 52.5sqm signs are considered to be excessive and one large sign located in the south-west corner of this southern façade (within the space below the south-west roof apex) may be more effective. As a minimum one of these signs should be omitted.

(d) The eastern elevation is tucked in behind other industrial buildings and will not be visible from the adjoining pathway network. It is not clear why signage is required on the eastern elevation. The Planning Authority has no objections to this sign but fails to understand why it is necessary. A signage rationale may help to rationalise signage at this location.

(e) The northern façade is tucked in behind the Ducati building and although it can be viewed from the Turnpike Road it is not highly visible. Similar to the proposed signage on the eastern elevation it is not clear why signage is required at this location. If the signage on the western elevation is consolidated in a more effective way the signage on the northern elevation may not be necessary. A full signage rationale should be submitted.

(f) The two signs providing the same information at the vehicular access may be considered excessive and may give rise to visual clutter. A rationale should be submitted for these signs and if necessary reduced in size or one should be omitted.

(ii) Having regard to Item (i), the applicant is requested to resubmit layout plans and elevations of the signage proposed and note that 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).

(iii) The applicant is requested to submit all lighting proposals for the signage. Please note that internally illuminated signage is not acceptable.

### Assessment

The applicant has submitted a cover letter from *TODD Architects* dated 26<sup>th</sup> November 2021 with a Signage Report titled '*Signage V1.2 Turnpike Location*' outlining the above issues to be addressed and the following is noted:

- (a) The totem signage is reduced to one only and is located in the south of the site in proximity to the entrance.
- (b) Sign no. 3 has been omitted from the proposal to the western elevation to reduce visual clutter.
- (c) Sign no. 2 has been omitted from the proposal to the southern elevation to reduce visual clutter.
- (d) Sign no. 5 has been omitted from the proposal to the eastern elevation to reduce visual clutter.
- (e) Retain sign No.4 due to blank façade and prominent views from Turnpike road and this is considered acceptable.

# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

(f) Sign no. 1 has been omitted from the front entrance proposal to the western elevation to reduce visual clutter. The Totem sign is the only signage proposal that will be lit internally.

The applicant has resubmitted layout plans, has reduced the signage number to 4 signs and has omitted 5 previous signage proposals (on buildings or standalone) and is now consistent to the South Dublin County Council Outdoor Advertising Strategy (2019).

### ***Water Services***

In relation to water supply and foul drainage, Water Services and Irish Water have noted the construction works necessary to erect and install the Totem sign 6 shall comply with Surface Water Drainage and Irish Water requirements regarding proximity to a surface water sewer. Subject to conditions, this can be obtained prior to commencement of development. The proposals for drainage are therefore considered acceptable

### **Conclusion**

The items of concern with regards to 11.2.8 Signage – Advertising, Corporate and Public Information and Variation No. 5 – Outdoor Advertising (South Dublin County Council Development Plan 2016 – 2022). have been addressed and subject to condition is now considered acceptable.

### **Other Considerations**

#### ***Development Contributions***

The proposed development relates to the erection of a totem style signage and façade signage. Development Contributions are not applicable.

### **SEA Monitoring Information**

- *Land Type*- Brownfield/Urban Consolidation
- *Site Area (Ha.)* - 2.7 hectares.

### **Conclusion**

Having regard to the 'REGEN' - '*To facilitate enterprise and/or residential led regeneration*', it is considered that subject to the conditions set out below, the proposed development would not significantly detract from the character of the surrounding area, would be in accordance with the current South Dublin County Council Development Plan. As such, the proposed development would be in accordance with the proper planning and sustainable development of the area.

# **Comhairle Chontae Atha Cliath Theas**

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

### **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.

### **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 to be in accordance with submitted plans and details.  
The development shall be carried out and completed in its entirety in accordance with the plans, particulars and specifications lodged with the application, and as amended by Further Information received on 29/11/2021, 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. Roads Department.
  - (a) Prior to the commencement of development the all materials and lighting of the signage, hereby granted, shall be agreed in writing with the Planning Authority.
  - (b) The materials used in the construction of the signage and the methods used to light it shall ensure traffic shall not be subjected to excessive night-time glare.
  - (c) Any sign or associated structure shall not create an obstruction to pedestrian or cyclist movement or create a traffic hazard.REASON: In the interest of the proper planning and sustainable development of the area and to comply with Section 11.2.8 of the South Dublin County Council Development Plan.
3. 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



# Comhairle Chontae Atha Cliath Theas

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

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.

### 4. Drainage - Surface Water.

The construction works necessary to erect and install the Totem sign 6 shall comply with Surface Water Drainage requirements. In this regard, prior to the commencement of development, the applicant/developer shall submit the following for the written agreement of the Planning Authority:

(a) (i) a drawing showing the distance in plan and cross sectional view between the foundation of proposed Sign 6 and adjacent 450mm diameter surface water sewer.

(ii) a layout drawing for the development up to and including the point of connection to the public sewer.

(b) There shall be complete separation of the foul and surface water drainage systems, both in respect of installation and use.

(c) All drainage works for this development shall comply fully with the Greater Dublin Regional Code of Practice for Drainage Works.

REASON: In the interests of public health, safety, the proper planning and sustainable development of the area and in order to ensure adequate and appropriate surface water drainage provision.

### 5. Irish Water.

The construction works necessary to erect and install the Totem sign 6 shall comply with Irish Water requirements. In this regard, prior to the commencement of development, the applicant/developer shall submit the following for the written agreement of the Planning Authority:

(i) a drawing in plan and cross-section showing the distance between foundation of proposed sign 6 and adjacent existing watermains.

Alternatively obtain a confirmation of feasibility from Irish Water of proposed development.

(ii) a drawing showing the distance in plan and cross-section between foundation of proposed sign 6 and adjacent existing 225 Foul Sewer.

Alternatively obtain a confirmation of feasibility from Irish Water of proposed development.

REASON: In the interest of public health and to ensure adequate waste water facilities.

### 6. Minimise Air Blown Dust.

During the construction and or demolition phase of the development, Best Practicable Means shall be employed to minimise air blown dust being emitted from the site. This shall include covering skips and slack-heaps, netting of scaffolding, daily washing down of pavements or other public areas, and any other precautions necessary to prevent dust nuisances. The applicant/developer shall comply with British Standard B.S. 5228 Noise

# **Comhairle Chontae Atha Cliath Theas**

**PR/0008/21**

## **Record of Executive Business and Chief Executive's Order**

Control on Construction and Open sites and British Standard B.S. 6187 Code of Practice for demolition.

REASON: In the interest of public health and to uphold the Council's policies set out in the South Dublin County Council Development Plan.

7. **Construction Noise and Hours.**

To control, limit and prevent the generation of unacceptable levels of Environmental Noise Pollution from occurring during construction activity, no Equipment or Machinery (to include pneumatic drills, on-site construction vehicles, generators, etc.) that could give rise to unacceptable levels of noise pollution as set out generally for evening and night-time in S.I. No. 140/2006 - Environmental Noise Regulations 2006 shall be operated on the site before 7.00 hours on weekdays and 9.00 hours on Saturdays nor after 19.00 hours on weekdays and 13.00 hours on Saturdays, nor at any time on Sundays, Bank Holidays or Public Holidays.

Any construction work outside these hours that could give rise to unacceptable levels of noise pollution shall only be permitted following a written request to the Planning Authority and the subsequent receipt of the written consent of the Planning Authority, having regard to the reasonable justification and circumstances and a commitment to minimise as far as practicable any unacceptable noise outside the hours stated above. In this respect, the applicant or developer shall also comply with BS 5228:2009 Noise and Vibration Control on Construction and Open Sites, and have regard to the World Health Organisation (WHO) – Guidelines for Community Noise (1999).

The applicant or developer shall also endeavour to engage in local consultation in respect of any noise sensitive location within 30 metres of the development as approved prior to construction activity commencing on site. Such noise sensitive locations should be provided with the following:

- Schedule of works to include approximate timeframes
- Name and contact details of contractor responsible for managing noise complaints
- Hours of operation- including any scheduled times for the use of equipment likely to be the source of significant noise.

REASON: In the interest of public health by the prevention of unacceptable levels of noise pollution which could interfere with normal sleep and rest patterns and/or when people could reasonably expect a level of quietness, the proper planning and sustainable development of the area and to uphold the Council's amenity policies set out in the South Dublin County Council Development Plan.

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/0008/21**

## **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/0008/21**

**Record of Executive Business and Chief Executive's Order**

**REG. REF. SD21A/0258**

**LOCATION: Turnpike Road, Ballymount, Dublin 22, D22P5R7**



**Sarah Watson,  
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:**

4/1/22



**Eoin Burke, Senior Planner**