



Director of Land Use, Planning and Transportation
South Dublin County Council
County Hall
Tallaght
Dublin 24
D24 A3XC

22 December 2021

Dear Sir

**Pfizer Ireland Pharmaceuticals, Grange Castle Business Park, New Nangor Road,
Clondalkin, Dublin 22**

1. Introduction

On behalf of Pfizer Ireland Pharmaceuticals, we wish to apply for planning permission and retention permission for development at the above site.

Pfizer is one of Ireland's leading employers and the largest pharmaceutical sector investor and employer with 4,000 employees across 5 locations in Cork, Dublin and Kildare. Ireland is a leading manufacturing base for the company globally, exporting to global markets. Many of Pfizer's leading and newest medicines are manufactured for global export from Irish sites.

Grange Castle Biotechnology Plant is located in the north east of the Grange Castle Business Park and is one of the largest integrated biopharmaceutical plants in the world and is one of two of the company's international network to produce the mRNA drug substance to combat Covid-19.

In addition, Grange Castle is also home to scientists of the Global Biotherapeutics Technology group, part of the company's Worldwide Research & Development (WR&D) working on a number of drug discovery and optimisation projects in collaboration with other Pfizer research and development sites and various partners.

2. Context for the Application

Pfizer is in the process of a global rebranding and all of the signage at its facilities is being updated to reflect the new branding.

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Directors: IM McGrandles, M McGrandles. Registered in Dublin, Ireland. Registered Office: As above.

The signage detailed in the application forms part of a larger suite of signs on the site that will be updated as part of the rebranding. A number of the other signs are internal to the site that provide traffic direction, warnings and information and are not readily visible from land outside of the site or are in within the buildings, which are thus exempted development under Classes 7 and 3 Part 2, Schedule 2 of Planning and Development Regulations 2001 to 2021, respectively.

3. Relevant Planning History

In respect to the signage on the subject premises, there have been two planning permissions granted, which both provide for signage in various locations:

1. Under Register Reference SD03A/0643 planning permission was granted for site signage (both building mounted and ground installed signs) and a new lobby and alterations to existing employee entrance.

Condition 4 attached to this permission states that no other sign(s) or structure(s) shall be erected except for those which are exempted development, without the prior approval of the Planning Authority or An Bord Pleanála on appeal.

2. Under Register Reference SD04A/0658 planning permission was granted for the erection of 5 no. flag poles to the existing main entrance, revised site signage and 2 no. new bicycle and smoking shelters and the permanent use of construction related bicycle shelters.

Condition 3 attached to this permission states that no other sign(s) or structure(s) shall be erected except for those which are exempted development, without the prior approval of the Planning Authority or An Bord Pleanála on appeal.

4. Proposed Development

This application seeks both planning permission and retention permission for signage on and around the site.

Planning permission is sought for the signs listed below. In the case of each sign, the location and/or sign structure have been approved under either Register Reference SD03A/0643 or SD04A/0658 and the rebranding requires that the signage details – background, typeface and logo – or the supporting structure, are changed.

Sign 'E03'

A 0.85 sq. m. single-faced non-illuminated sign on a replacement structure a maximum of 1.5 metres above ground in the approved location on the verge of the Business Park estate road to the west of the site to the north of northern entrance into the site ('Gate1').

Sign 'E05'

The replacement of the logo sign on both sides of the approved 1.09 metre high internally illuminated sign structure in the approved location on the verge at the junction of the Business Park estate roads to the north west of the site.

Sign 'E07'

A 0.85 sq. m. single faced non-illuminated sign on a replacement structure a maximum of 1.52 metres above ground in the approved location on the verge of the Business Park estate road to the west of the site to the north of the middle entrance into the site ('Gate 2').

Sign 'E28'

The replacement of the existing high level company sign in the approved location on the western elevation of the Drug Substance Building with a halo lit company logo and lettering.

Sign 'E29'

The replacement of the existing high level company sign in the approved location on the northern elevation of the Administration QAQC Building with a face lit company logo and lettering.

Sign 'E31'

The replacement of the existing non-illuminated wall mounted company sign in the approved location adjacent to the entrance on the northern elevation of the Administration QAQC Building with a 2.82 sq. m. non-illuminated company logo and lettering.

Retention permission is sought for the signs listed below. In the case of each sign, the location and/or sign structure have not been approved under either Register Reference SD03A/0643 or SD04A/0658 and the rebranding requires that the signage details – background, typeface and logo – or the supporting structure, are changed.

Sign 'E01'

A 1.70 sq. m. double-sided non-illuminated sign on a structure a maximum of 1.5 metres above ground on the verge of the Business Park estate road to the west of the site to the north of southern entrance into the site ('Gate3').

Sign 'E02'

A 0.25 sq. m. single-sided non-illuminated sign on the existing traffic sign pole adjacent to the southern entrance into the site ('Gate3').

Sign 'E04'

A 0.25 sq. m. single-sided non-illuminated sign on the railing adjacent to the northern entrance into the site ('Gate 3').

Sign 'E08'

A 0.25 sq. m. single-sided non-illuminated sign on the railing adjacent to the middle entrance into the site ('Gate2').

Sign 'E10'

A 0.25 sq. m. single-sided non-illuminated sign on the existing traffic sign pole on the verge of the Business Park estate road to the west of the site between the middle ('Gate2') and southern ('Gate3') entrances into the site.

Sign 'E35'

A wall mounted sign adjacent to the entrance on the western elevation to the Central Utility building with a 2.82 sq. m. non-illuminated sign with company logo and lettering.

(See drawings prepared by McElroy Associates details contained in 'Shop Drawings Pfizer Rebranding Program V.9' prepared by Modulex submitted with the application.)

5. Relevant Planning Policy

5.1 Zoning Objective

The application site is zoned Objective 'EE' –“to provide for enterprise and employment related uses”.

The Development Plan identifies areas zoned Objective 'EE' as characterised by large functional buildings that are set back from the street, extensive areas of hard surfacing and security fences.

One of the key principles for development within enterprise and employment zones is that signage should be simple in design and designed to integrate with architectural feature and/or the landscape setting

Under the zoning objective 'Advertisements' and 'advertising structures' are permitted in principle.

5.2 Policies and Objectives in respect of Signage

Section 11.28 of the Development Plan sets out the criteria for the consideration of planning applications for signage that include, inter alia:

- 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.
- 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.
- 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.

6. Planning Assessment

The subject site is a well established pharmaceutical manufacturing facility in an existing business park that is characterised by large buildings set back from the surrounding estate roads.

Since its establishment, the facility has had signage that both identifies the occupier and directs vehicular traffic into the site and this has been updated and adapted in the interim to reflect the change in occupier and changes in the extent of the operations on the site. The signage that is the subject of this application is a continuation of this and is necessitated by the global rebranding of the Pfizer company.

It is submitted that the extent and scale of the individual signs that are the subject of this application is appropriate given the characteristics of the site and the scale of various buildings on the site. The signs are proportionate to the scale of those buildings to which they are attached and sensitive to the surrounding environment.

Further, as set out in the details contained in 'Shop Drawings Pfizer Rebranding Program V.9' prepared by Modulex submitted with the application, the materials used in the construction of the signs and, where proposed, the method of illumination are of high quality.

It is therefore submitted that the signage will not detract from the appearance of the site, the buildings on the site or the appearance of the business park and that as such, is in accordance with the proper planning and sustainable development of the area.

7. Documentation Submitted

The following documents and related drawings are submitted herewith:

1. A signed and completed South Dublin County Council Planning Application Form.
2. The application fee of €2,300 calculated as follows:

Class 9: €680
Class 9 (retention): €1,680
3. One copy of the Site Notice erected in the five locations indicated on the accompanying site location map - drawing 31165/MEA/00/ASK/0028.
4. One copy of the page of the newspaper in which the public notice appeared. (Irish Daily Star of 22 December 2021).
5. Six copies of the following drawings prepared by McElroy Associates:

Drawing	Title	Scale
31165/MEA/00/ASK/0028	Site Location Map	1:2500
31165/MEA/00/ASK/0029	Site Plan Layout Sheet 1	1:500
31165/MEA/00/ASK/0030	Site Plan Layout Sheet 2	1:500
31165/MEA/00/ASK/0031	Site Plan Layout Sheet 3	1:500
31165/MEA/00/ASK/0032	Signage Detail Elevations Sheet 1	1:10
31165/MEA/00/ASK/0033	Signage Detail Elevations Sheet 2	1:10

31165/MEA/04/ASK/0055	Drug Substance West Elevation	1:100
31165/MEA/01/ASK/0024	Administration QAQC North Elevation	1:125
31165/MEA/05/ASK/0014	Central Utility West Elevation	1:100
31165/MEA/00/ASK/0034	Contiguous Elevations	1:200

6. Six copies of the detailed specifications for each of the sign types included in the application prepared by Modulex.

We trust that this application is in order and look forward to receipt of an acknowledgement at your earliest convenience, and subsequently, to an early and favourable response from the County Council.

Please revert to the undersigned should you require any further clarification in relation to this application.

Yours faithfully



Ian McGrandles
Director

Encls.

