

Comhairle Chontae Atha Cliath Theas

PR/0241/22

Record of Executive Business and Chief Executive's Order

Reg. Reference: SD21A/0344 **Application Date:** 16-Dec-2021
Submission Type: New Application **Registration Date:** 16-Dec-2021
Correspondence Name and Address: Robert McLoughlin, Avison Young Fourth Floor, 2-4, Merrion Row, Dublin 2
Proposed Development: 1 freestanding and illuminated entrance signage structure (c.5.46 metres in height and c.12.15 metres in length) displaying 'Liffey Valley' located adjacent to Fonthill Road and all associated ancillary site development works.
Location: Liffey Valley Shopping Centre, Fonthill Road, Clondalkin, Dublin 22
Applicant Name: Liffey Valley Management Limited
Application Type: Permission

(AOCM)

Description of Site and Surroundings:

Site Area: stated as 16.26 hectares (area specific to application is approximately 0.0024 ha (measured from drawings))

Site Description:

The application site comprises roads and carparking areas associated with Liffey Valley Shopping Centre. The area specific to the application is located to the southeast of the roundabout on Fonthill Road, east of Quarryvale Park, and currently comprises mature vegetation. The surrounding area is largely comprised of retail and business uses.

Site visited:

24 January 2022

Proposal:

Permission is sought for the following:

- 1 freestanding illuminated entrance sign approximately 5.46m tall and 12.15m wide. The sign would display the words 'Liffey Valley' and be located adjacent to Fonthill Road.

Zoning:

The site is subject to zoning objective 'MRC' - *'To protect, improve and provide for the future development of a Major Retail Centre.'*

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Consultations:

Public Realm – No objection, conditions recommended

Surface Water Drainage – No objection, conditions recommended

Irish Water – No objection, conditions recommended

Roads – No objection, conditions recommended

Submissions/Observations /Representations

Submission expiry date – 28/01/2022

No submissions or observations received

Relevant Planning History

There is an extensive planning history for Liffey Valley Shopping Centre and the surrounding area.

Recent applications of relevance to the current application are as follows:

SD21A/0291: Permission granted for amendments to the permitted development previously granted under SDCC Ref. SD19A/0320 and An Bord Pleanala Ref. 306251-19; including the erection of 2 bus shelters on Fonthill Road each comprising of a bus stop sign, real time passenger Information (RTPI) unit and a two-sided internally illuminated advertising panel (c. 1.9sq.m each side); road alterations on Fonthill Road comprising of the amendment of staggered to straight Toucan crossings, the addition of a new straight Toucan crossing, the replacement of bus lay-by areas with bus islands, and the removal of a left slip lane; all associated site services and site development works.

SD19A/0320: Permission granted for a new bus interchange facility with associated set down area; street furniture; passenger waiting shelters; signage and lighting; infrastructure and landscaping works at the existing car park, north of the Liffey Valley Shopping Centre, along the ring road (Ascaill na Life) and the main access road from the Fonthill Road (Bóthar na Life); including road infrastructure changes; access improvements; reconfiguration of the car park; general soft and hard landscaping works; inclusion of enhanced bus facilities including the new bus interchange; new pedestrian infrastructure; new cycling infrastructure; bus lay-by facilities and a bus driver welfare facility; all ancillary site services and site development works. **Decision upheld by An Bord Pleanala (Reg. Ref. 306251-19).**

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

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Section 5.6.2 Liffey Valley Shopping Centre

Retail (R) Policy 4 Liffey Valley Major Retail Centre

It is the policy of the Council to support the Level 2 retail function of Liffey Valley Shopping Centre.

R4 Objective 5:

To promote a high standard of urban design in the Major Retail Centre that contributes to the creation of safe and attractive spaces and creates desirable places within which to work and visit.

Section 11.2.8 Signage, Advertising, Corporate and Public Information

Schedule 6 Outdoor Advertising Strategy

7.0 Advertising Development Management Standards

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
- Public Realm
- Roads
- Services, Drainage and the Environment
- Appropriate Assessment
- Environmental Impact Assessment

Zoning and Council Policy

The site is subject to zoning objective 'MRC' - *'To protect, improve and provide for the future development of a Major Retail Centre.* Advertisements and Advertising Structures are 'Permitted in Principle' under this zoning objective.

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

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- *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 signage would comprise individual aluminium letters fixed to aluminium clad galvanised steel posts. The sign would be illuminated by inground up lighting luminaires that would change colour as appropriate for special events, such as Christmas or St Patricks Day. It is considered that the materials are good quality and robust. The illumination of the sign is considered acceptable.
- *Applications for advertising structures will be considered having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).* – The application has been 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 design of the sign is attractive and clearly marks the arrival of visitors to their destination and is in line with signage that would be expected at a major retail centre. 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.

The signage would be a maximum of 5.46m in height and would be 12.15m in width. This is considered an acceptable scale given the location of the sign and its purpose. The proposed signage will assist in marking the location of Liffey Valley Shopping Centre for visitors and be of assistance in alerting bus users of their destination. It is considered that the signage is well designed and attractive and would sit comfortably within the existing vegetation and landscaping at this location. Illumination at this location is also considered beneficial for pedestrians and other vulnerable users utilising the footpath. It is considered that the signage, as designed, complies with the criteria as specified in Section 11.2.8 of the Development Plan 2016 – 2022, and the SDCC Outdoor Advertising Strategy (2019). The signage is therefore considered appropriate and acceptable at this location.

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Public Realm

The Public Realm Department has reviewed the application and has responded as follows:

The Signage appears to be within the root protection zone of existing trees.

*Public Realm would require as a **condition** that the impact on existing trees is assessed and protection measures are proposed to retain existing trees or mitigation measures as appropriate. All of this to be agreed with Public Realm prior to the commencement of any signage development.*

It is considered appropriate to attach the recommended **condition** to ensure the protection of existing mature vegetation at this location.

Roads

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

- 1. The applicant shall submit to planning authority, within a three month of post completion of a component Structural engineer's certificate stating that the proposed signage structure is designed and constructed to ensure stability in periods of exceptionally heavy winds.*
- 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.*

It is considered appropriate to attach the recommended **conditions** in the event of a grant to ensure the ongoing safety of all road users.

Services, Drainage and the Environment

Water Services has reviewed the application and Irish Water has reviewed the application and have stated no objection. Water Services has recommended the following **condition** in the event of a grant:

- 1. The applicant must ensure that minimum separation distances between the proposed signage structure and adjacent 900mm surface water sewer are as per the Greater Dublin Regional Code of Practice for Drainage Works are complied with.*

Irish Water has recommended **conditions** are attached in the event of a grant stating that all works are to comply with Irish Water Standard Codes and Practices.

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It is considered appropriate to attach the recommended conditions in the event of a grant to ensure the protection of public health and water services.

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	16.26 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)

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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 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. Trees.
Prior to the commencement of development, the impact on existing trees shall be assessed and protection measures to retain existing trees be implemented, unless otherwise agreed in writing with the Planning Authority.
REASON: To safeguard the health and safety of trees during building operations and the visual amenities of the area generally in accordance with policy G2 Objective 9, G4 Objective 5, G2 Objective 13, G6 Objective 1, HCL15 Objective 3 of the CDP 2016-2022.
3. Roads Requirements
 - (a) The applicant shall submit to the planning authority, within a three month of post completion of a component Structural engineer's certificate stating that the proposed signage structure is designed and constructed to ensure stability in periods of exceptionally heavy winds.
 - (b) 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: in the interest of proper planning.
4. Separation distance to surface water sewer.
The applicant shall ensure that minimum separation distances between the proposed

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signage structure and adjacent 900mm surface water sewer are as per the Greater Dublin Regional Code of Practice for Drainage Works are complied with.

REASON: in the interest of proper planning.

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.

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.

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REG. REF. SD21A/0344

LOCATION: Liffey Valley Shopping Centre, Fonthill Road, Clondalkin, Dublin 22

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: 18/2/22



Eoin Burke, Senior Planner