

Comhairle Chontae Atha Cliath Theas

PR/0257/22

Record of Executive Business and Chief Executive's Order

Reg. Reference: SD21A/0364 **Application Date:** 23-Dec-2021
Submission Type: New Application **Registration Date:** 23-Dec-2021

Correspondence Name and Address: IMG Planning Limited 75, Fitzwilliam Lane, Dublin 2

Proposed Development: Replacement of existing signs in approved locations including the high level signs on the western elevation of the Drug Substance Building and the northern elevation of the Administration QAQC Building with a halo lit company logo and lettering and a face lit company logo and lettering, respectively; the non-illuminated wall mounted company sign adjacent to the entrance on the northern elevation of the Administration QAQC Building with non-illuminated company logo and lettering; the non-illuminated signs on structures on the verge of the Business Park estate road to the west of the site; and the signage on the approved internally illuminated structure on the verge at the junction of the Business Park estate roads to the north west of the site. The development for retention permission consists of the retention of a non-illuminated sign installed on a structure on the verge of the Business Park estate road to the west of the site; non-illuminated signs installed on the boundary fence adjacent to two of the entrances to the site from the Business Park estate road; non-illuminated traffic direction signs installed on traffic sign poles adjacent to the southern entrance into the site and on the verge of the Business Park estate road to the west of the site; and a wall mounted non-illuminated sign with company logo and lettering adjacent to the entrance on the western elevation to the Central Utility building.

Location: Grange Castle Business Park, Grange, Dublin 22

Applicant Name: Pfizer Ireland Pharmaceuticals

Application Type: Permission and Retention

(EW)

Description of Site and Surroundings:

Site Visit: 08/02/2022

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Site Area: Stated as 5.71 Hectares.

Site Description:

The subject site is located within the Grange Castle Business Park on the Nangor Road, Clondalkin, Dublin 2. The site forms part of an overall landholding known as the 'Pfizer Grange Castle Campus' which is a collection of buildings operated by Pfizer Ireland Pharmaceuticals.

Proposal:

The development for Permission:

- Replacement of existing signs in approved locations including the high level signs on the western elevation of the Drug Substance Building and the northern elevation of the Administration QAQC Building with a **halo lit company logo and lettering and a face lit company logo and lettering**, respectively; E28
- the **nonilluminated wall mounted company sign adjacent to the entrance** on the northern elevation of the Administration QAQC Building with non-illuminated company logo and lettering; E31 and E29
- the **non-illuminated signs on structures on the verge of the Business Park** estate road to the west of the site; and E07
- the signage on the approved **internally illuminated structure on the verge** at the junction of the Business Park estate roads to the north west of the site. – E05

The development for Retention Permission:

- the retention of a **non-illuminated sign installed on a structure on the verge** of the Business Park estate road to the west of the site; E10
- **non-illuminated signs installed on the boundary fence adjacent to two of the entrances to the site** from the Business Park estate road; - E04
- (E01 Panels traffic direction signs - Contractors Entrance.)

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- (E02 Regulatory sign - Contractors Entrance.)
- **non-illuminated traffic direction signs** installed on traffic sign poles adjacent to the southern entrance into the site and – E03
- on the **verge of the Business Park estate** road to the west of the site; and E10 + E11
- a **wall mounted non-illuminated sign with company logo** and lettering adjacent to the entrance on the western elevation to the Central Utility building. E35

Zoning:

The subject site is subject to zoning objective 'EE' - '*To provide for Enterprise and Employment Related Uses*' under the South Dublin County Council Development Plan 2016-2022.

DU017-080 Kilmahuddrick; Barrow, Ring Barrow is indicated on Development Plan Maps 2016-2022 in the vicinity of the subject site.

Consultations:

Drainage and Water Services Section: Additional Information Required.

Irish Water: Additional Information Required.

Roads Section: No objection, subject to conditions.

Conservation Officer: No report received

Irish Aviation: No report received

SEA Overlap: Record Of Monuments And Places 2016

Submissions/Observations /Representations

None received.

Relevant Planning History

SD21A/0346- New external Freezer Plant Platform Structure; single storey MRO Stores building within the existing construction compound; external Data Centre unit to the south of the existing Manufacturing Suites Building; airlock extension & relocated external double emergency exit doors to the south of the existing Manufacturing Suites Building; Pallet Storage building adjacent to the

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existing Drum Store West building within the Utility Yard and boiler Water Chemical Dosing Unit within the CUB yard and all associated site works. **Decision:** Additional Information Requested.

SD18A/0269 - Grange Castle Business Park, Nangor Road, Clondalkin, Dublin 22.

Proposal: Extension to an above ground natural gas installation consisting of regulator/meter kiosk, boiler/generator kiosk, underground and aboveground pipework, 2.4m high chainlink and palisade fencing, light columns and all ancillary services and associated site works. **Decision:** Permission granted, subject to conditions.

SD18A/0004 - Grange Castle Business Park, Nangor Road, Clondalkin, Dublin 22.

Proposal: Construction of an internal storage mezzanine, sized 75sq.m with an access stairs, located on the first floor of the existing Central Utility Building (C.B.U.) within an existing storage area. This application consists of a variation to a previous permitted development on an activity for which a licence under Part IV of the Environmental Protection Agency Act 1992 (as amended) is required and full details of the proposed development and its anticipated environmental impacts will be notified to the Environmental Protection Agency. **Decision:** Permission granted, subject to conditions.

SD17A/0192 - Grange Castle Business Park, Nagore Road, Clondalkin, Dublin 22.

Proposal: Single storey Modular Laboratory extension sized 470sq.m and 4.5m high and located to the south of the existing QA/QC building. This Laboratory will be built in two equal phases. Single storey Modular Warehouse extension sized 476sq.m and 5.2m high located to the south of the existing warehouse. This consists of six equally sized modular cold storage units and associated external plant. This facility will be built in phases according to need. The conversion of the existing temporary construction related car park to a permanent car park for 220 car parking spaces including lighting and ancillary works located to the south of the existing QA/QC building. A new screen wall constructed of metal cladding around the existing waste handling yard located to the south of the existing yard on site. The new screen wall is 2m high on top of an existing screen wall 2.7m high. Minor modifications to the existing 2.3m high security fence to the north of the site. This application consists of a variation to a previously permitted development on an activity for which a licence under Part IV of the Environmental Protection Agency Act 1992 (as amended) is required and full details of the proposed development and its anticipated environmental impacts will be notified to the Environmental Protection Agency. **Decision:** Permission granted subject to conditions.

SD16A/0236 - Grange Castle Business Park, Nangor Road, Clondalkin, Dublin

Proposal: A new 5 storey bio-pharmaceutical manufacturing building to be built in two phases. Phase 1 sized 20,320sq.m and 28.2 meters high including a single storey link sized 1,203sq.m, and Phase 2 sized 14,320sq.m and 28.2 meters high, including a single storey link sized 750sq.m, located to the south of their existing Drug Substance Building. A single storey warehouse extension located to the south of the existing warehouse including new docking facilities sized 1,142sq.m and

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11.2 meter high. A three-storey extension located to the east of the existing laboratory building sized 1,328sq.m and 17.6 meters high. A new south elevation with new windows on the fourth floor of the existing drug substance building. New site works including 565 new car parking spaces of which 282 are relocated car parking spaces - 282 spaces lost due to the development footprint - located to the north of the site, together with a new bicycle parking facility, a new permanent heavy goods entrance at the current construction entrance to the south boundary of the campus and new fencing, 2.1 meters high, to the east, west and south side boundaries. Permanent car parking of 350 spaces for sustaining construction and contract personnel utilising a portion of the existing temporary contractor car park. Upon completion of the construction and commissioning activities, the remainder of the contractor car park will be decommissioned. A new single storey security building sized 56sq.m and revisions and alterations to the existing road, services and landscaping and new items of plant and equipment located in the existing and proposed yards, and associated pipe bridges. All associated site works. A 10 year planning permission is sought for this proposed development. The application consists of a variation to a previously permitted development on an activity for which a licence under Part IV of the Environmental Protection Agency Act 1992 (as amended for the Protection of the Environment Act 2003) is required and full details of the proposed development and its anticipated environmental impacts will be notified to the Environmental Protection Agency. An Environmental Impact Statement accompanies this application, and it will be available for inspection or purchase at the office of the Planning Authority. **Decision:** Permission granted subject to conditions.

SD07A/0308 - Wyeth Biopharma Campus, Grangecastle International Business Park, Clondalkin, Dublin 22

Proposal: Alterations to the existing previous planning permission, no's S00A/0455 and S01A/0790, consisting of the following; proposed single storey Recycling Facility to include compactor, balers, skip and pallet handing within an enclosed yard of 624sq.m approximately including a roofed area of 110sq.m approximately with a height of 3.8m minor alterations to site works, utilities, site lighting and the like. **Decision:** Permission granted subject to conditions.

SD06A/0111 - Wyeth Biopharma Campus, Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.

Proposal: Construct alterations and extensions to the existing permitted Biotechnology Campus for the manufacture and development of pharmaceutical products (reference previous planning permission No's. S00A/0455 and S01A/0790). The development consists of the following: a three-storey extension including roof mounted louvred screens to the previously permitted Product Development Building with new floor area of 4,263sq.m approx., a reduction in the footprint and floor area of the previously permitted Product Development Building together with revised elevations and a change to the permitted phasing of the previously permitted Product Development Building. This application consists of a minor variation to a previously permitted development of an activity for which a licence under Part IV of the Environmental Protection Agency Act, 1992 is

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in place: reference is made to EPA Licence No. 652 as granted on the 6th December, 2005.
Decision: Permission granted subject to conditions.

SD04A/0658 - Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.
Permission sought for 5 no. flag poles to existing main entrance and revised site signage and 2 no. new bicycle and smoking shelters and the permanent use of construction related bicycle shelters at the existing permitted Biotechnology Campus (Planning Ref. S00A/0455 and Planning Ref. SD03A/0643) for the manufacture and development of pharmaceutical products. This application consists of a minor variation to a previously permitted development of an activity for which a licence under Part IV of the Environmental Protection Agency Act 1992 is required. **Decision:** Permission granted subject to conditions.

SD03A/0247 - Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.
Retention and upgrading of a temporary construction warehouse as a warehouse and associated link structure at existing permitted Biotechnology Campus (Planning Ref: S00A/0455) for the manufacture and development of pharmaceutical products. This application consists of a minor variation to a previously permitted development of an activity for which a licence under Part IV of the Environmental Protection Agency Act, 1992 is required and will be notified to the Environmental Protection Agency. **Decision:** Permission granted subject to conditions.

S01A/0790 - Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.
Construct alterations and extensions to existing permitted Biotechnology Campus (Planning Ref. S00A/0455) for the manufacture and development of pharmaceutical products. The development consists of the following: A three-storey extension including a roof mounted louvred screen to the previously permitted product development building with new floor area of 2.230 square metres approx., a reduction in the footprint and floor area of the previously permitted product development building together with revised elevations, a change to the permitted phasing of the previously permitted development building together with revised elevations to the Link Spine Building. This application consists of a minor variation to a previously permitted development of an activity for which a licence under Part IV of the Environmental Protection Agency Act, 1992 is required and will be notified to the Environmental Protection Agency. **Decision:** Permission granted subject to conditions.

S01A/0205 - Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.
Construct alterations and extensions to existing permitted Biotechnology Campus (Planning Ref. No: S00A/0455) for the manufacture and development of pharmaceutical products. The development consists of the following: A two-storey extension to the combined utilities building sized 2,070 square metres approx. and roof mounted louvered screen, a three-storey extension to the administration and laboratory building sized 405 square metres approx, the relocation of a 110kV electrical sub-station and switch gear, drum store, tank farm and water tanks and items of plant and equipment, together with revised landscaping works and internal road locations. This application

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consists of a minor variation to a previously permitted development of an activity for which a licence under Part 1V of the Environmental Protection Agency Act, 1992 is required and will be notified to the Environmental Protection Agency. **Decision:** Permission granted subject to conditions.

S00A/0455 – Grange Castle International Business Park, Nangor Road, Clondalkin, Dublin 22.
To construct a Bio-technology Campus for the manufacture and development of pharmaceutical products. The development consists of the following:

A three storey administration and laboratory building sized 15,000 sq. metres approx., a three storey secondary production and packaging building sized 36,000 sq. metres approx. a five storey primary production building sized 27,300 sq. metres approx. a five storey development building sized 26,000 sq. metres approx. a two storey warehouse and material management building sized 14,000sq.m approx., a two storey utilities building sized 5,800sq.m approx., together with external utilities such as a 110 kv electrical substation and switchgear, two number 5 MVA combined heat and power electrical turbines, external cooling towers, (11 metres high approx.) tank farms, and tanks, pipe bridges, drum stores, a waste water neutralisation tank and external stacks (45 metres high approx.) and items of plant and equipment.

The development also includes extensive landscaping and planted berming, an internal road network, security fencing, site signage and ancillary external works, together with car parking and external docks, encompassing an overall area of 85 acres approx. The development consists of an activity for which a licence under part IV of the Environmental Protection Agency Act, 1992 is required. An Environmental Impact Statement accompanies this application.

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 4.2.0 Strategic Policy For Employment

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.

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Policy ET3 Enterprise and Employment (EE)

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

Section 6.4.4 Car Parking

Policy TM7 Car Parking

Section 7.1.0 Water Supply & Wastewater

Policy IE1 Water & Wastewater

Section 7.2.0 Surface Water & Groundwater

Policy IE2 Surface Water & Groundwater

Section 7.3.0 Flood Risk Management

Policy IE3 Flood Risk

Section 7.5.1 Waste and Resource Policy and Legislation

Policy IE5 Waste Management

Section 7.6.0 Major Accidents Directive

Policy IE6 Major Accidents

7.7.0 Environmental Quality

Policy IE6 Environmental Quality

Section 8.0 Green Infrastructure

Policy G5 Sustainable Urban Drainage Systems

Policy G6 New Development in Urban Areas

Section 9.3.1 Natura 2000 Sites

Policy HCL12 Natura 2000 Sites

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

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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 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).*

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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.*
 - *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).*
 - *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

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Section 11.8.1: Environmental Impact Assessment

Section 11.8.2: Appropriate Assessment

Schedule 5: Definition of Use Classes & Zoning Matrix Table

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.

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Zoning and Council Policy

The site is located in an area which is zoned 'EE' - 'To provide for Enterprise and Employment Related Uses'. 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.

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
Building Façade / Western Elevation <u>E28</u>	1	1.2(height) x 1.8m	2.16sq.m (total)	Details: The proposed signage is Halo lit Channel letters on Backer / Flush Mount and company branding logo 'Pfizer'. Location: It is proposed to locate sign at the top western corner of the building, located at Gate 2 off the Grange Castle Road.	
Building Façade / Western Elevation <u>E-35 Retention</u>	1	1.2(height) x 2.3m	2.76 sq.m (total)	Details: a wall mounted non-illuminated sign with company logo and lettering adjacent to the entrance on the western elevation to the Central Utility building. The Planning Authority consider that the erection of two signs on the western elevation are consistent with <i>no</i> more than 2 advertising signs should be erected on any elevation.	<i>2 advertising signs should be erected on any elevation</i>
Non illuminated / on grass	1 (Existing g 2)	1.5m x 0.79m	1.185 sq.m (total)	The western façade will be the most visible façade and will act as the	Additional Information The applicant should

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verge / West of site <u>E07</u>				main wayfinding element to the site. Any proposals for signage on the site should maximum the potential at this location.	be requested to submit a clear rationale for the proposed signage and reduce visual clutter at this location.
Non illuminated / on grass verge / West of site <u>E10 Retention</u>	1	0.4m x 0.6m (.013m deep)	0.28.m = Total	Detail: Opaque vinyl applied, drilling of existing tubes and use of screws and nuts for fixing.	Additional Information The applicant should be requested to submit a rationale for the proposed signage and submit proposed to reduce visual clutter at this location.
Non illuminated / on grass verge / West of site <u>E11 Retention</u>	1	<u>No description</u>	<u>No description</u>	No description	Additional Information A rationale for all signage should be sought.
Internally illuminated / on grass verge / North West of site <u>E05</u>	1	2.7m x 1.09m	2.9 sq.m (total)	Detail: Sign frame and cabinet constructed in aluminum components. Painted aluminium sign. The north western façade is visible from adjoining roundabout and roads. The Planning Authority has no objections to this sign.	Additional Information A rationale for all signage should be sought.
Building Façade / non-illuminated wall mounted company sign / Northern Elevation <u>E31</u>	1	2.3m x 1.2m	2.76 (total)	Detail: Logo; Opaque vinyl applied. painted aluminium. Wall Panelled. The northern elevation is highly visible from adjoining roads with two Logo's. The Planning Authority consider that the erection	

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				of two signs on the Northern elevation are consistent with <i>no</i> more than 2 advertising signs should be erected on any elevation.	
Building Façade / non-illuminated wall mounted company sign / Northern Elevation <u>E29</u>	1	3.7m x 1.5m		<p>Detail: Brushed Aluminium, painted with white light enhancement paint. Letterforms to be internally illuminated.</p> <p>The northern elevation is highly visible from adjoining roads.</p> <p>The Planning Authority consider that the erection of two signs on the Northern elevation are consistent with <i>no</i> more than 2 advertising signs should be erected on any elevation.</p>	
Entrance non-illuminated direction signs <u>E04</u> <u>Retention</u>	1	0.4m x 0.6m	0.24 sq.m= total	<p>Detail: Flat dibond printed panel fixed to existing railing with fence brackets.</p> <p>The Planning Authority has no objections to this sign.</p>	<p>Additional Information A rationale for all signage should be sought.</p>
Entrance non-illuminated traffic direction signs <u>E03</u> <u>Retention</u>	1	0.79m x 1.5m	1.18 sqm = total	<p>Detail: Post & Panels Painted white aluminium panels fixed to the sign frame and logo / directions.</p> <p>The Planning Authority has no objections to this sign.</p>	

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Contractors Entrance non-illuminated traffic direction signs <u>E01</u> <u>Retention</u>	1	0.79m x1.5m	1.18 sqm = total	Detail: Post & Panels Painted white aluminium panels fixed to the sign frame and logo / directions.	Additional Information A rationale for all signage should be sought.
Contractors Entrance non-illuminated traffic direction signs <u>E02</u> <u>Retention</u>	1	0.4m x 0.6m	0.24 sq.m= total	Detail: Flat dibond printed panel fixed to existing railing with fence brackets. The Planning Authority has no objections to this sign.	

It is noted that the existing façade has branding applied on the western elevation the northern elevation with one large site sign building mounted (that were included in the original Planning Application SD03A/0643 and SD04A/0658). The Applicant notes that Pfizer are in the process of a Global Rebrand and all of the existing signage are being updated as a rebrand.

The application proposes 6 signs for Retention and a further 6 signs for permission to the north and west of the site. Noted from the submitted drawings are in total:

- 7 signs on the western outer verges.
- 1 outer verge sign to the north west.
- 2 signs on the north elevation (E31 and E29)
- 2 signs on the west elevation (E35 and E28)

The 12 signs in total have the potential to give rise to visual clutter and as such will be considered excessive in numbers.

- Also noted is the absence of E11 from the Planning *Application Sign Schedule* however is present in drawing no. 31165/MEA/00/ASK/0030 titled *site plan layout sheet 2*.
- E08 is also noted from the Planning *Application Sign Schedule* but not in the drawings submitted.

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Having regard to the visual impact of the development within the Grange Castle Business Park at this location, it is considered that the numbers of signage proposed 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).

The overall numbers of signage along the western perimeter site is required 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:

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

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:

1. The level of illumination, orientation 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.
2. No other advertising signs or structures shall be erected, except those which are exempted development, without the prior approval of the planning authority.

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 signage, especially outside the 50-60 kmh speed limit areas in a manner that would reduce the

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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.

Conservation Officer

No report was received from the Conservation Officer, however having regard to the overlap with record of monuments and places 2016, it is deemed that a high level of screening from the existing road trees and boundary hedging is in existence in the Grange Castle Business Park that would mitigate any negative impact with the record of monuments and places 2016 from the proposed retained and existing signage.

Irish Aviation Authority

No report was received by the Irish Aviation Authority however coinciding with the Roads Department condition:

'The level of illumination, orientation 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.

Having regard to the existing signage in place since Planning Application (SD03A/0643 and SD04A/0658), the impact of the proposed signage is reviewable and this is considered acceptable.

Surface Water Drainage

In relation to surface water, the Surface Water Drainage Department have recommended a request for additional information for the applicant to submit a drawing showing the setback distance from proposed signs to adjacent surface water sewers especially west of site.

Flood Risk

No objections and will be attached to the planning permission.

Comhairle Chontae Atha Cliath Theas

PR/0257/22

Record of Executive Business and Chief Executive's Order

Irish Water

In relation to Irish water, they have recommended a request for additional information for Submit a drawing showing the setback distance from proposed signs to adjacent watermains west of site.

Conclusion:

The requirements of the Surface Water Drainage department and Irish Water shall be requested by Additional Information.

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 signage and façade signage. Development Contributions are not applicable.

SEA Monitoring Information

- *Land Type*- Brownfield/Urban Consolidation
- *Site Area (Ha.)* - 5.71 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 South Dublin County Council Development Plan. The applicant shall submit a revised proposal by Additional Information.

Comhairle Chontae Atha Cliath Theas

PR/0257/22

Record of Executive Business and Chief Executive's Order

Recommendation

I recommend that **ADDITIONAL INFORMATION** be requested from the applicant with regard to the following:

1. The Planning Authority has concerns having regard to the 12 signs in total that have the potential to give rise to visual clutter of the development within the Grange Castle Business Park at this location. It is considered that the numbers of signage proposed 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).
 - (i) The applicant is requested to reconsider and rationalise the number of lower level signs along the western perimeter site;
 - (ii) The applicant is also requested to clarify the following:
 - the absence of E11 from the Planning Application Sign Schedule however is present in drawing no. 31165/MEA/00/ASK/0030 titled site plan layout sheet 2.
 - also noted from the Planning Application Sign Schedule that E08 exists, however was not in the drawings submitted .The Planning Authority requires full clarity on the exact sign number and location that coincide with proposal for Retention and for Permission so that a fully informed decision can be made on the impact of the existing and proposed development.
2. The applicant is requested to submit a drawing showing the setback distance from proposed signs to adjacent surface water sewers especially west of site.
3. The applicant is requested to submit:
 - (i) a drawing showing the setback distance from proposed signs to adjacent watermains west of site.
 - (ii) a drawing showing the setback distance from proposed signs to adjacent foulwater sewer/s west of site.

Comhairle Chontae Atha Cliath Theas

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Record of Executive Business and Chief Executive's Order

REG. REF. SD21A/0364

LOCATION: Grange Castle Business Park, Grange, Dublin 22

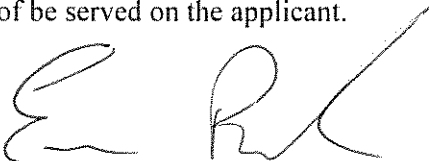
Colm Harte

**Colm Harte,
Senior Executive Planner**

ORDER: I direct that **ADDITIONAL INFORMATION** be requested from the applicant as set out in the above report and that notice thereof be served on the applicant.

Date:

25/2/22



Eoin Burke, Senior Planner