

Design Statement

for

Warehousing Development

at

**Magna Drive/Magna Avenue,
Magna Business Park,
Citywest, Dublin 24.**

Job No:	D1720
Client:	Rockface Developments Limited
Date:	February 2022
Local Authority:	South Dublin County Council
Revision:	PL1 (17/2/22)

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I. Introduction

This Design Statement has been prepared by Kavanagh Burke Consulting Engineers in conjunction with Thornton O'Connor Town Planning and Enviroguide Consulting regarding the proposed warehouse development at Magna Drive/Magna Avenue, Magna Business Park, Citywest, Co. Dublin, for applicant Rockface Development Limited.

The purpose of this document is to demonstrate the design principles and concepts that have been considered for a warehousing development on a suitably zoned site, within Magna Business Park, Citywest, located as shown below;



The location of the site can be seen in the above photo in the context of its proximity to neighbouring warehouse units, established housing developments to the south and a housing development currently under construction to the west on the undeveloped lands shown.



Proposed site within Magna Business Park.

Proposed Site Plan – for reference purposes, see next page.

II. Rationale for Development and Site Arrangement

The rationale for the development is to provide a single occupancy warehouse building with ancillary offices accompanied by safe and spacious HGV access /egress and docking/marshalling yard plus ancillary carparking separated from the HGV activity. The site is appropriately zoned as Enterprise and Employment “EE” lands. The proposed development comprises infill warehousing within a mature business park environment which borders existing residential developments to the south (Belfry Hall & Belfry Place) and a residential development currently under construction to the west.



Neighbouring Warehouse Development to the east of the site (on left) & residential development to the south (on right).

Subject site located in foreground on left.



Neighbouring Warehouse development to the east of the site.



Belfry Hall to the south west of the site.



Existing housing development to the south of the site, further south of Magna Avenue (Belfry Place).



Existing housing development to the south of the site, further south of Magna Avenue (Belfry Place).

The existing adjacent developments were a strong influence on how this proposal was positioned on site, accessed and screened. The fundamental design consideration was to provide the HGV access and associated yard towards the rear (north) furthest away from the dwellings. Also where the site bounds Magna Avenue opposite the existing dwellings, provide a structural screen to the HGV activity with the ancillary office accommodation and associated carparking. These ancillary offices are located as shown on the site plan to provide the aforementioned structural screen between the dwellings and HGV activity, the latter being an essential part of the warehousing operations. It then follows that the carpark access is located to the south with the HGV access located to the north remote from the existing residential development.

As with many similar sites within Magna Business Park and throughout the Citywest Business Campus, warehousing facilities exist in close proximity to office space, retail buildings and residential developments while being separated by roads, earth mounding and specifically designed soft landscaping.

Included in this application is a detailed landscaping plan which has adopted the Citywest Business Park style of surface mounding and landscaping.

The proposed warehouse development on this undeveloped site will further improve the employment opportunities available in the general area and will bring associated advantages to the local economy and local community.

The design goal to provide modern yet practical and appropriate building appearance at this location, was carried through the design development to the presented proposal which forms this planning application. The building arrangement and design have therefore sought to provide a layout and elevational detail that creates a suitable identity for a development at this major employment node.

III. Site Analysis

The subject site is located in Magna Business Park which is part of Citywest Business Campus. This main spine road links the N81 (Blessington to Tallaght Road) to the south and the N7 (Naas Road) to the north. Magna Business Park is almost fully developed with the subject site being one of the few remaining undeveloped sites. The Citywest Road, N81 and N7 provides a beneficial logistics corridor for warehousing & industrial developments that rely on a quality road network and an available workforce to meet the career opportunity requirements created.

The site as existing is mostly greenfield with managed grass boundary strips and footpaths in places. This boundary treatment will be enhanced with further earth mounding and landscaping as previously mentioned.

As the site is on the outskirts of the industrial/warehousing development of Magna Business Park, high quality boundary treatments will be important in providing the

transition between the newly developed warehouse facility and existing residential developments.

Proposed building levels have been chosen to provide a functional warehouse facility with practical separate car and HGV access locations. The existing levels of the adjacent roads lends itself to different access levels to the south & north of the site with the ancillary offices being set at an appropriate level for entry to the building from the southern located carpark and the warehouse at a lower level to facilitate HGV access and dock levellers.

IV. Built Form and Corporate Identity

The design of the warehouse and integrated ancillary offices are simple with a contemporary architectural finish and as such the proposed development can be easily assimilated into the surrounding context on designated enterprise and employment lands, providing completion to an infill site within Magna Business Park while being sensitive to existing surroundings.

The use of different cladding profiles, colour shades plus horizontal and vertical placement of the panels have been carefully considered to work together to provide what are large warehouse buildings that are not perceived as intrusive or imposing in scale or height.





The subject proposal has been designed in a similar way to existing industrial/warehousing buildings in the business park.

A sample of some nearby buildings is included below;



Existing Pharmaceutical facility directly north of subject site.
Finishes include metal cladding, strip glazing & curtain wall panels.



Nearby developments in Magna Business Park – Note industrial/warehousing buildings with site perimeter earth mounds and soft landscaping.



As previously noted.



As previously noted.

V. Open Space and Landscape

The landscape design proposal has been formulated by a desk based zone of theoretical visibility study (see Landscape and Visual Screening at the end of this document) and a onsite analysis of existing soft edges and views into the site. The landscape design proposal has also taken consideration of the distinctive landscaping used in surrounding industrial sites and throughout the Citywest Business Park. Undulating mounds and mature planting are used to provide visual interest that draws the viewers eyes away from the building. This landscaped transition zone dominates the visual experience of the viewer whilst helping to maintain passive surveillance.

It is proposed that the southern, western and northern boundaries of the site have an undulating grassed earth berm with mature planting dominating the road side edges. The existing lime tree avenue will be further strengthened with additional lime tree planting and the rest of the proposed planting has native and/or pollinator friendly benefits.

VI. Access and Movement

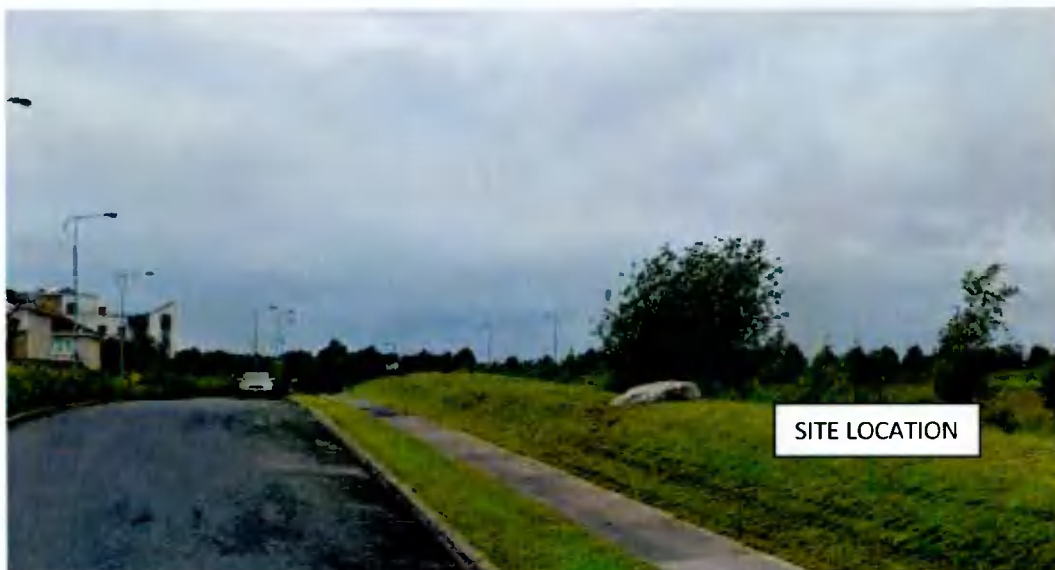
The proposed development comprises a warehouse development with HGV and car access/ egress locations positioned to minimise impact on existing traffic flow so that the greater transport is not negatively impacted on by the inclusion of the facility.

In order to facilitate both car parking and docking/loading bays, car parking access and circulation is separated from HGV activity. The building has been designed by taking into consideration the nature and scale of the facility and providing elevations with appropriate enhancement to a level that avoids both elevational monotony and over detailing. A key consideration in the design was to provide a strong landscaped site perimeter, in perimeter to the boundaries abutting estate roads.

Pedestrian connectivity is provided outside the site by a network of existing roadside footpaths – from which a pedestrian access will be formed to the proposed ancillary offices/ carparking area.

The scheme has not been designed to have pedestrians entering the HGV access where heavy goods vehicles will traverse and marshal, therefore a pedestrians entrance and on-site route is not provided to the rear of the facility, and instead a pedestrian entrance is provided to the south, along Magna Avenue.

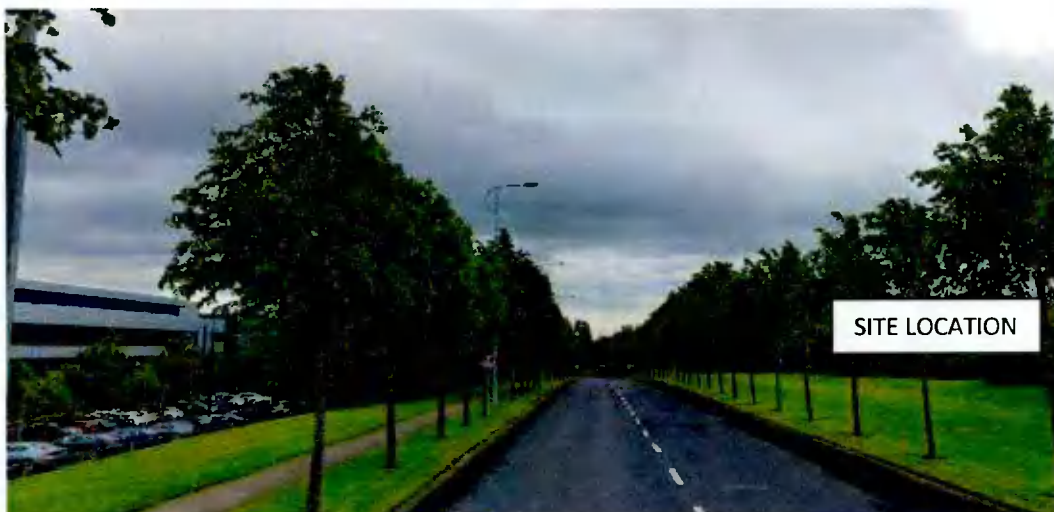
The Traffic & Transportation Consulting Engineers drawings and report that accompanies this submission prepared by Stephen Reid Consulting Engineers should be consulted regarding traffic numbers and related issues.



Magna Avenue.



Magna Drive.



Magna Drive.

Existing estate roads, grass margins and footpaths remain in very good order throughout the business park.

VII. Design to Complement Industrial Design Typologies in the Local Area plus proposed materials and finishes.

As highlighted earlier in this document, the overall design objective for this proposal is to provide a warehousing development that performs its function as a large storage/dispatch building with safe vehicular, pedestrian and cyclist access and egress while conveying an architectural language appropriate to the aspirations of modern warehousing business yet importantly harmonizing with its surroundings through thoughtful integration.

Therefore a limited palette of materials has been provided that will create this modern building finish and provide the required integration.

(The materials used within the proposed development will be similar composite insulated cladding panels of various colour shades, profiles and panel orientation with featured curtain wall panels to avoid large monotonous metal clad surfaces).

Examples of industrial design typologies in the local area are typically as follows:



We therefore note that the architectural language proposed is in our opinion in-keeping with existing adjacent buildings while perimeter earth mounds and specifically designed soft landscaping/planting will soften the overall appearance, thus continuing the theme of pleasantly landscaped industrial/warehousing sites within the business park.

The materials proposed are intentionally simplistic. Experience demonstrates that clear sharp lines, crisp functional detailing, a limited range of surface materials and a restricted palette of neutral colours combine most effectively to reduce the perceived mass of these types of buildings.



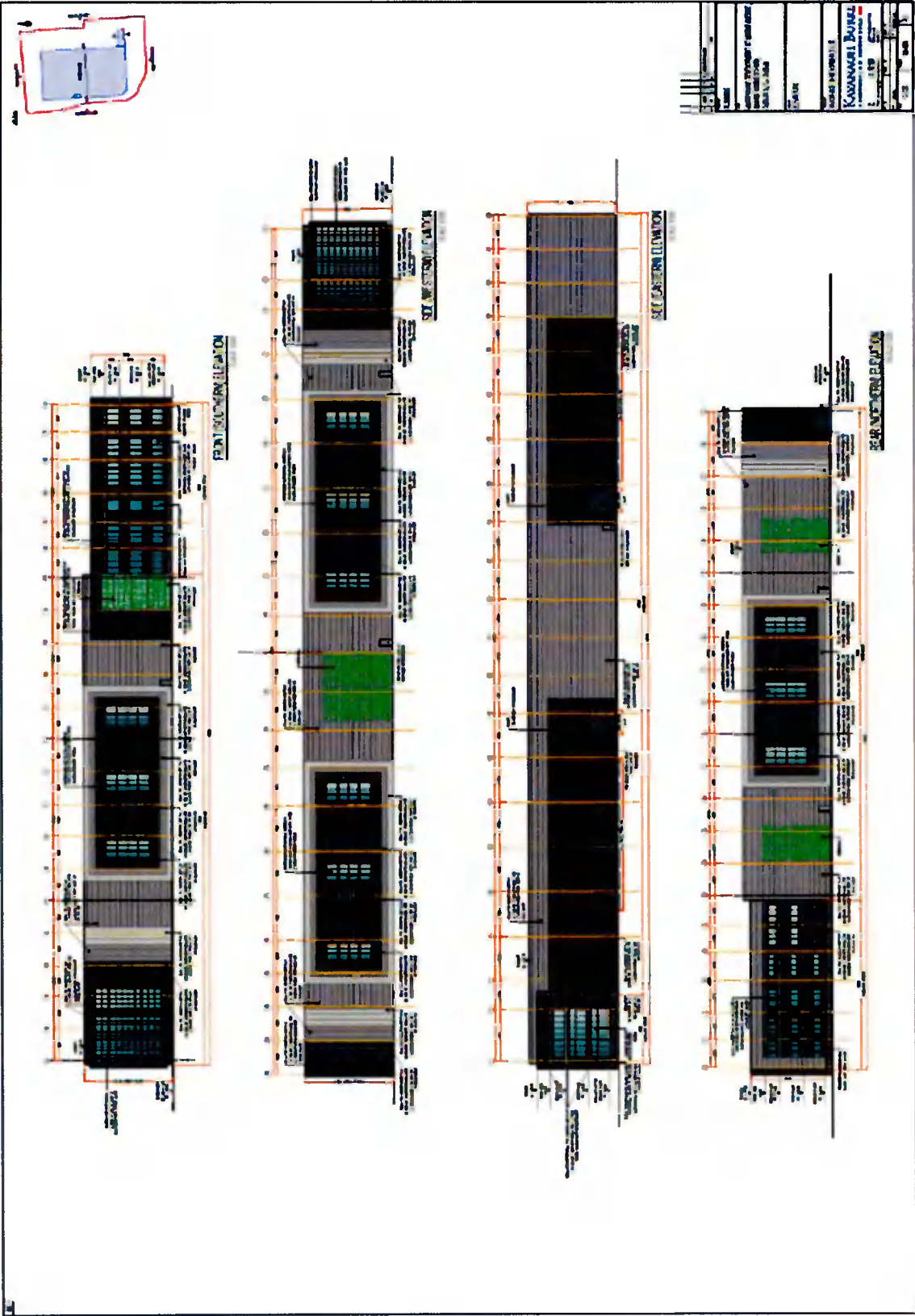
Glazing panels integrated into the sleek industrial cladding material are used to break long elevations and make them visually more appealing. The appearance of the integrated ancillary office accommodation is enhanced with curtain wall panels, a green wall adjacent to the main entrance and different details and shades of cladding panel. Proposed colours and materials give smooth polyurethane coating to buildings that delivers a pleasant aesthetic and guaranteed performance in variety of applications.



Keeping creative form, shape, and image as key design factors, it is proposed to use Kingspan's insulated roof and wall system solutions. These roof and wall system solutions are proven for safe construction, structural integrity, fire safety, acoustics, and environment sustainability, providing both cost effective and high-quality solutions.



The colours were chosen to promote a neutral building appearance. The proposed green walls will help to soften the overall appearance coupled with the site's perimeter landscaping.



Proposed elevations.

VIII. Landscape and Visual Screening Statement

1 Introduction

This landscape and visual screening statement has been prepared in respect of a proposed logistics warehouse development at the corner of Magna Drive and Magna Avenue within Magna Business Park in South County Dublin. The screening assessment will consider the receiving townscape context as well as the potential extent of visibility of the proposed building using digital modelling / mapping techniques. The primary intention is to determine whether sensitive visual receptors will be potentially impacted by views of the proposed building, where landscape mitigation should be focussed and ultimately whether there is any potential for significant landscape and visual effects to arise. A study area of 1km radius is considered appropriate to the consideration of effects.

2 Statement of Authority

This landscape and visual screening statement has been prepared by Enviroguide Ltd. Enviroguide has 10 years' of experience in Landscape and Visual Impact Assessment of a range of commercial and infrastructure projects including numerous factories and warehouses.

3 Methodology

This LVIA screening assessment will consist of;

- Analysis of the physical land use setting and townscape character of the site and study area.
- Consideration of townscape and visual zonings and associated policies in the South County Development Plan.
- Preparation and analysis of Zone of Theoretical Visibility (ZTV) maps, which will utilise Digital Surface Model (DSM) data for the study area, which indicates potential visibility in the context of both terrain screening and screening provided by existing vegetation and buildings.
- A summary of potential effects and determination of whether further and more comprehensive Townscape and Visual Assessment is required or can be 'screened-out' of further assessment.

4 Baseline Townscape Setting

Magna Business Park is located to the south of the better known Citywest Business Campus in the southwestern outskirts of Dublin City beyond the M50 ring road. It is surrounded by a series of residential housing estates that have enveloped hinterland farmland over the past two to three decades. Citywest Shopping Centre lies on the opposite side of the N82 national secondary road to the northwest of the site and the LUAS light rail line also runs to the north of the business park. Magna Business Park mainly comprises of industrial warehouse buildings

of a substantial scale and the site is contained in the southwestern corner of the park in a 'brownfield' area. Across Magna Avenue to the south is the nearest residential area – the Belfry Housing estate where the small cul-de-sacs of Belfry Lawn, Belfry Close and Belfry Place gable-on to Magna Business Park across a perimeter wall. The Belfry Hall Apartment development lies to the southwest across a large roundabout.

The Verschoyle Housing Estate fronts onto the western side of the N82 around 250m to the west of the site and has potential open, albeit distant views towards the proposed buildings where it will be backdropped by the remainder of the business park.

5 South County Development Plan (2016 – 2022)

The proposed site is contained within an EE zoning for 'Enterprise and Employment' within the current development Plan. The established areas to the south and east are unsurprisingly contained in residential and associated open space zonings, whilst the area immediately west of the site is zoned for new residential use. Therefore, the proposed development is in direct accordance with its zoning objective as it fronts onto both established residential zones to the south and future residential zoning to the west, which are more sensitive to this scale and form of development than the remainder of the Magna Business Park to the north and east, which are also likely to substantially contain its visual effects.

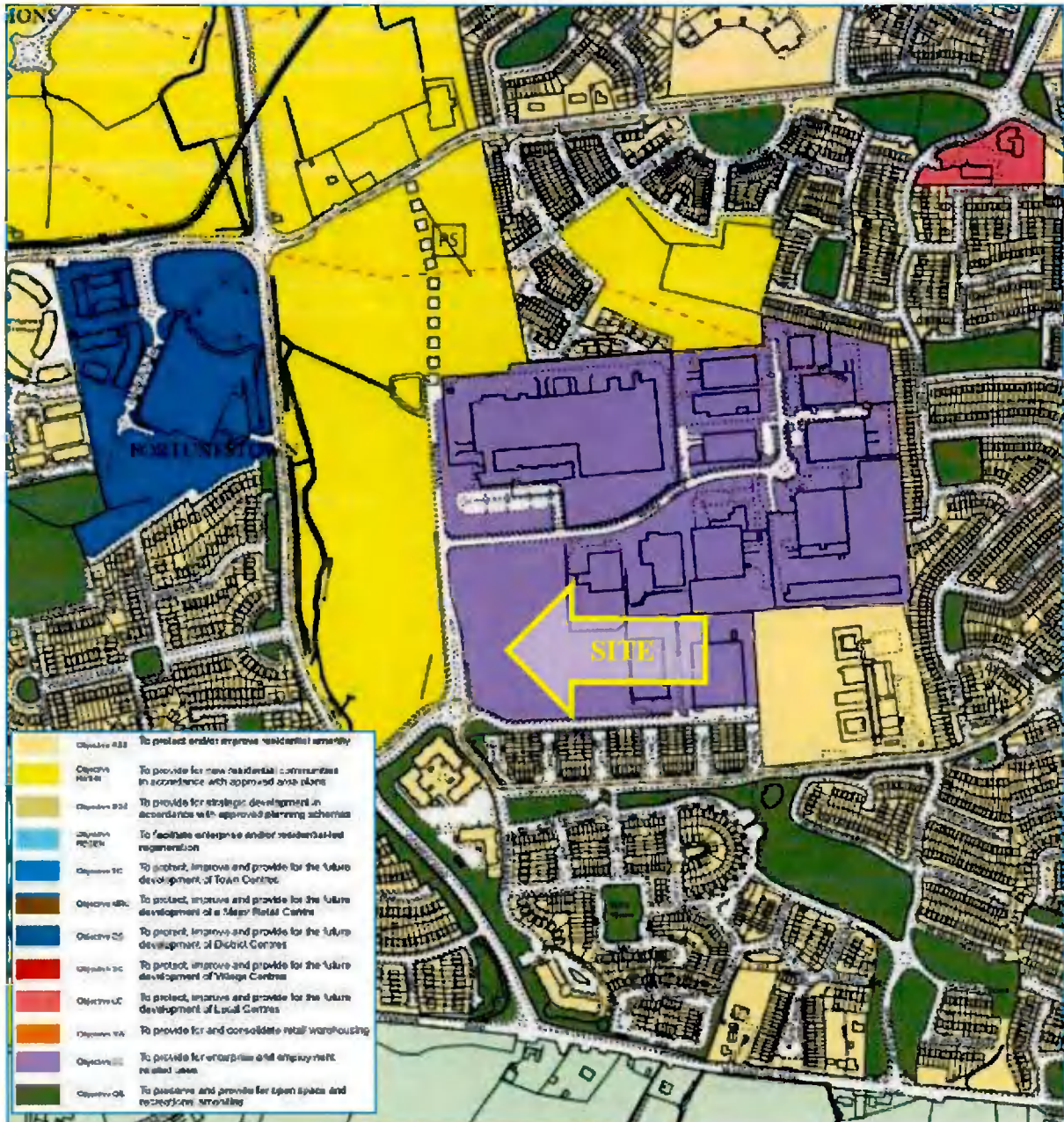


Figure 1 – Land use Zoning Context of the site – South Dublin Development Plan Map 8

6 Potential Townscape Effects

On the basis that the proposed building is contained within an established business park surrounded to the east and north by a similar scale and nature of development, the immediate receiving landscape is not considered particularly sensitive from a townscape character perspective. There is a higher degree of sensitivity to this scale and nature of development within the low rise mid density residential areas to the south and west. However, these are by no means incompatible land uses in the peri-urban context of Dublin City where the respective land use zoning objectives abut each other. For this reason, it is not considered that the proposed development within its appropriate zoning could give rise to significant and adverse townscape character effects.

7 Potential Visual Effects

Figure 2 below is a ZTV map based on DSM data which shows potential visibility of the proposed buildings at 1.7m (viewer height) above the surrounding townscape context and allowing for screening by terrain, vegetation and buildings. However, this unmodified output also shows potential visibility from the tops of buildings and vegetation that would otherwise screen the development – indeed, 1.7m above them. For this reason, it is prudent to also prepare a modified version of the ZTV map (see Figure 3), which excludes buildings and vegetation from the visibility pattern thereby indicating a truer representation of visual exposure from ground level receptors (streets, parks, ground floor communal rooms).



Figure 2 - Unmodified DSM-based Zone of Theoretical Visibility Map



Figure 3 - Modified DSM-based Zone of Theoretical Visibility Map showing ground level visibility

The visibility pattern in Figure 3, indicates the area most exposed to potential views of the proposed warehouse building is the open brownfield site immediately to the west of Magna Drive, which although zoned for new residential use, is not considered to be a sensitive visual receptor currently. There is also open visibility from immediately to the east of the site, but this is within the Magna Business Park and not deemed to be sensitive to views of another warehouse building. The existing business park buildings preclude visibility further to the east and northeast into predominantly residential areas.

The most potentially impacted area in the immediate vicinity appears to be the Belfry residential cul-de-sacs to the south where, even though the dwellings do not front onto the Magna Business park, there will be an increased intensity and scale of built development in view and also an increased degree of visual enclosure at the end of the streets.

In the middle distance, c. 300 – 600m away from the site, there are radial shards of visibility, which indicates visibility between intervening vegetation and buildings. The largest areas of visibility tend to relate to open spaces where fewer intervening buildings occur. It is important to consider that visibility at such distances is likely to relate to a very minor change in the business park backdrop rather than gap filling or the profile of the proposed building rising prominently above the existing built skyline.

Within the wider study area (600m+), there is a reasonable degree of visibility from farmland to the south and west, however, this does not represent population based receptors and is not considered to be a sensitive visual receptor area. Likewise, there is a large patch of visibility to the northwest which coincides with an undeveloped brownfield area associated with Citywest Business Park and again, this is not considered to be a sensitive visual receptor area.

8 Conclusion and Potential Mitigation

Although the proposed warehouse building will be visible from some areas beyond the immediate Magna Business park setting, many of these farming and commercial / industrial areas are not considered to be sensitive to such views. The most sensitive areas with potential visibility are the residential estate to the south (Belfry) and residential zoning for new residential development to the west. In both instances, the proposed building will be seen in the same context and backdropped by the existing business park. Potential mitigation to reduce visual impacts includes; a dispersed colour scheme to break-up bulk and massing; buffering the southern and western boundaries of the site insofar as possible (possible car parking areas) to reduce perceived scale and massing; and, screen planting / street tree planting to soften and screen the building.

In the context of the likely townscape and visual effects, it is not considered that specific mitigation measures are essential to reduce significant impacts. However, incorporation of some or all of the described mitigation measures will ensure that visual impacts will be at the lower end of the spectrum.

Overall, it is not considered that more intensive or detailed townscape and visual assessment is required for the proposed development and can be screened-out of further assessment.

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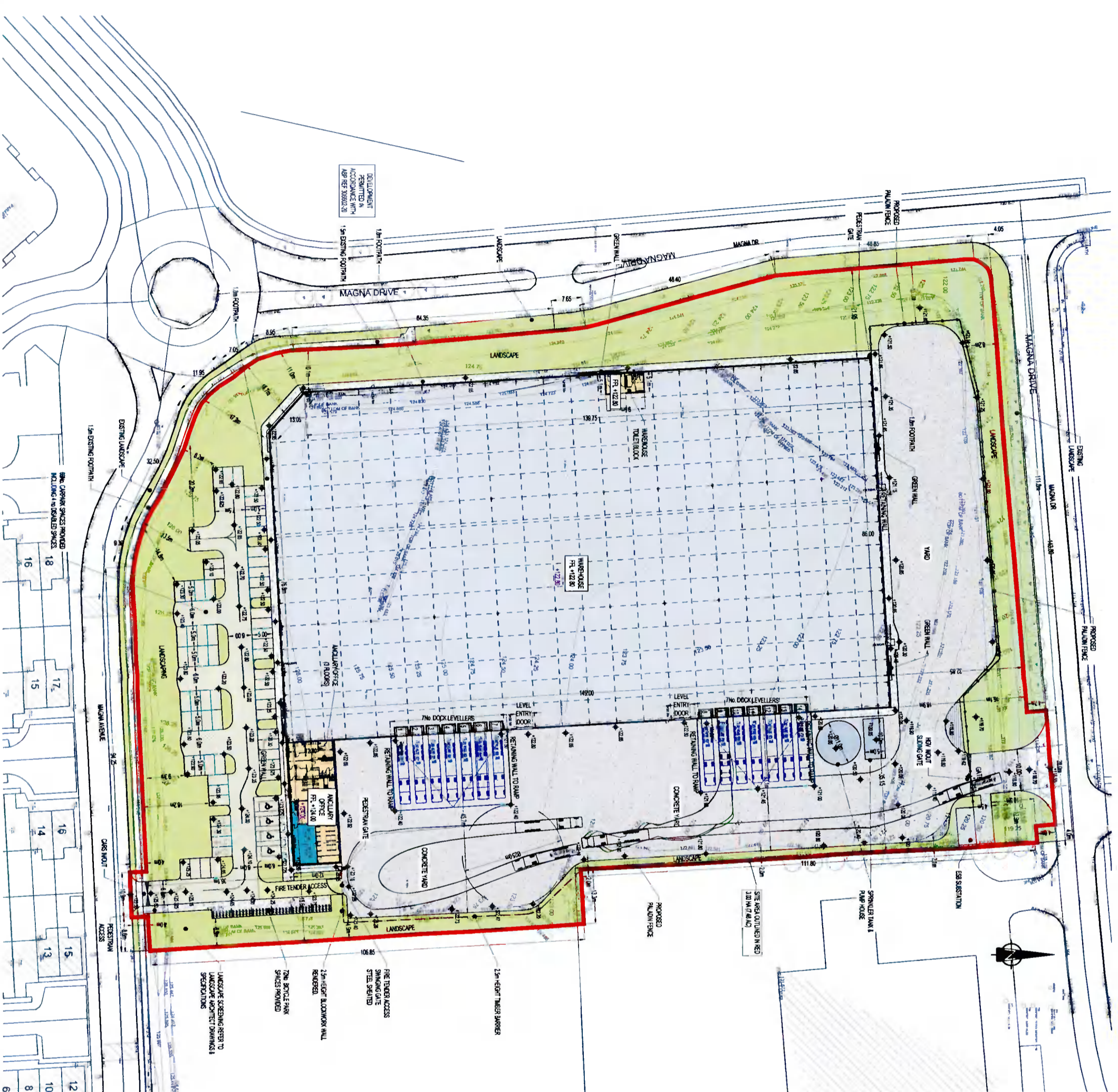
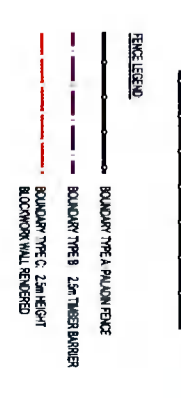
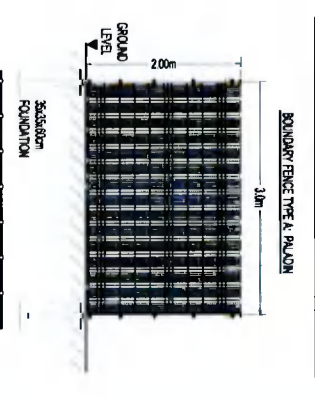
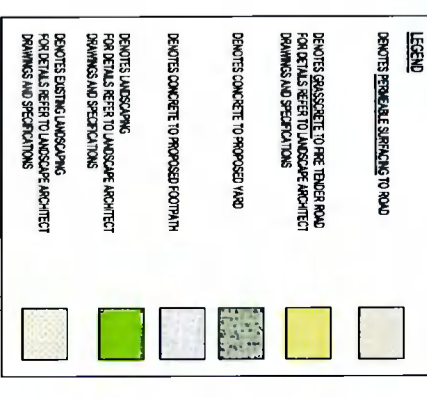


TABLE OF GROSS INTERNAL FLOOR AREAS & USBS

FLOOR	OFFICE	STORE	FACILITIES	WAREHOUSE	TOTAL PROPOSED
GROUND FLOOR	14,000 sq ft	1,000 sq ft	1,000 sq ft	1,250,000 sq ft	1,266,000 sq ft
FIRST FLOOR	2,000 sq ft	1,000 sq ft	1,000 sq ft	1,250,000 sq ft	1,500,000 sq ft
SECOND FLOOR	2,000 sq ft	1,000 sq ft	1,000 sq ft	1,250,000 sq ft	1,500,000 sq ft
TOTAL	5,000 sq ft	3,000 sq ft	3,000 sq ft	3,750,000 sq ft	4,500,000 sq ft

LEGEND

- DENOTES PERMEABLE SURFACING TO ROAD
- DENOTES GRASSSETTLE TO ONE TIERER ROAD (CONCRETE REFER TO LANDSCAPE ARCHITECT DRAWINGS AND SPECIFICATIONS)
- DENOTES CONCRETE TO PROPOSED WAD
- DENOTES CONCRETE TO PROPOSED FOOTPATH
- DENOTES CONCRETE TO PROPOSED FOOTPATH
- DENOTES LANDSCAPING (FOR DETAILS REFER TO LANDSCAPE ARCHITECT DRAWINGS AND SPECIFICATIONS)
- DENOTES EXISTING LANDSCAPING (FOR DETAILS REFER TO LANDSCAPE ARCHITECT DRAWINGS AND SPECIFICATIONS)



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Scale: 1:500
 Date: 12th April 2022

Sheet: 02 of 02
 Title: P11