

# Comhairle Chontae Atha Cliath Theas

PR/0808/22

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

**Reg. Reference:** SD21A/0364      **Application Date:** 23-Dec-2021  
**Submission Type:** Clarification of Additional Information      **Registration Date:** 31-May-2022

**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

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(EW)

### Description of Site and Surroundings:

Site Visit: 08/02/2022

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.)
- (E02 Regulatory sign - Contractors Entrance.)

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- **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:

<i>Drainage and Water Services Section:</i>	Additional Information Required.
<i>Irish Water:</i>	Additional Information Required.
<i>Roads Section:</i>	No objection, subject to conditions.
<i>Conservation Officer:</i>	No report received
<i>Irish Aviation:</i>	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 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.

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**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.ms 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 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

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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 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.

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**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 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.

**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

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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.

*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*

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*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*

*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*



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*based on an analysis of how sensitive different parts of the county are to advertisement structures and identifies constraints and opportunities for the location of these structures. It also sets out what types of structures are acceptable as outdoor advertising elements.*

- *While commercial viability is a consideration, it has been balanced with the need to create a high-quality public domain and to safeguard and enhance sensitive areas and sites. The strategy also aims to rationalise the location and concentration of existing advertising structures.*

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

- *In general, signs on a building should only advertise goods or services that are associated with the premises and no more than 2 advertising signs should be erected on any elevation. Outdoor advertising structures (on buildings or standalone) will be assessed having regard to the South Dublin County Council Outdoor Advertising Strategy (2019).*
- *Signs should generally be limited to the ground floor of a building unless located directly over the entrance to a major commercial or retail building.*
- *Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features.*
- *Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment.*
- *Signs attached to Protected Structures and in Architectural Conservation Areas should be in keeping with the character of the building and adhere to best practice conservation principles (see Section 11.5.3 Architectural Conservation Areas).*
- *Any sign, advertising structure or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard.*
- *Careful consideration should be given to the materials used in the construction of a sign and the methods used to light it. The illumination of signs and advertising structures should have regard to the SDCC Outdoor Advertising Strategy (2019).*
- *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*

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*structures must be of high-quality design and materials, and must not obstruct or endanger road users or pedestrians, nor impede free pedestrian movement and accessibility of the footpath or roadway.*

- *All signage within the traditional historical villages of the County must be respectful and enhance the historical context of the Architectural environment of these villages.*

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

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

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

*Section 11.8.1 Environmental Impact Assessment*

*Section 11.8.2 Appropriate Assessment*

*Section 11.4.1: Bicycle Parking Standards*

*Section 11.4.2: Car Parking Standards*

*Section 11.6.0: Infrastructure and Environmental Quality*

*Section 11.6.4: Major Accidents – Seveso Sites*

*Section 11.8.0: Environmental Assessment*

*Section 11.8.1: Environmental Impact Assessment*

*Section 11.8.2: Appropriate Assessment*

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

### **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).***

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

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

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

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

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

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

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

### **Assessment**

The main issues for assessment are:

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

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

The site is 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).

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### *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)	<p>Details: The proposed signage is Halo lit Channel letters on Backer / Flush Mount and company branding logo 'Pfizer'.</p> <p>Location: It is proposed to locate sign at the top western corner of the building, located at Gate 2 off the Grange Castle Road.</p>	
Building Façade / Western Elevation <u>E-35 Retention</u>	1	1.2(height) x 2.3m	2.76 sq.m (total)	<p>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.</p> <p>The Planning Authority consider that the erection of two signs on the western elevation are consistent with no more than 2 advertising signs should be erected on any elevation.</p>	<i>2 advertising signs should be erected on any elevation</i>
Non illuminated / on grass verge / West of site <u>E07</u>	1 (Existing 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 main wayfinding element to the site. Any proposals for signage on the site should maximum the potential at this location.	<b>Additional Information</b> The applicant should 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.	<b>Additional Information</b> The applicant should be requested to submit a rationale for the proposed signage and submit

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					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	<b>Additional Information</b> 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.	<b>Additional Information</b> 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 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		Detail: Brushed Aluminium, painted with white light enhancement paint. Letterforms to be internally illuminated. The northern elevation is highly visible from adjoining roads.  The Planning Authority consider that the erection of two signs on the	

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				Northern elevation are consistent with no more than 2 advertising signs should be erected on any elevation.	
Entrance non-illuminated direction signs <u>E04</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.	<b>Additional Information</b> A rationale for all signage should be sought.
Entrance non-illuminated traffic direction signs <u>E03</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.  The Planning Authority has no objections to this sign.	
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.	<b>Additional Information</b> 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.

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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.

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.

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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 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.



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### ***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.

### 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.

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### 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.

### Recommendation

Request Further Information.

### Further Information

Further Information was requested on 25/02/2022

Further Information was received on 04/04/2022 (not deemed significant)

### Consultations:

*Drainage and Water Services Section:* Clarification of Additional Information Required.

*Irish Water:* Clarification of Additional Information Required.

*Roads Section:* No objection.

### Submissions/Observations

None received for this application.

### Assessment

The Further Information requested is as follows:

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*

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*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.*

### **Item 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.*

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### Assessment

The applicant has submitted a cover letter and drawings from *IMG Planning* dated April 2022.

(i) The applicant has outlined the rationale for the number of lower level signs along the western perimeter site and has submitted a note from *EHS & Security Lead* for the subject site with the road safety rationale and reasoning.

- The applicant notes that a number of signs are operational and for road safety and states: *'The primary purpose of this signage is to ensure that high road safety standards are maintained for all visitors coming to the site.'*

The applicant states that *'ensuring segregation of colleague/visitor traffic from delivery and project traffic.'* It is noted that 1,000 staff attend the buildings operated by Pfizer Ireland Pharmaceuticals and the intention of the signage is to remove/minimise the interaction between standard vehicles and larger delivery articulated trucks safely and prevent tail back at gates.

The applicant states that *'internal layout of the site does not facilitate the turning of larger vans or trucks in a safe manner once they pass the security point, therefore it is important to ensure that the correct gate is accessed., i.e.*

Gate 1 – Primary access point for colleagues /visitors to site and reception.

Gate 2 – Secondary access point for colleagues/ primary delivery access point.

Gate 3 – Primary access point for craft/project contractors and deliveries.

- The applicant has omitted sign 'E10' – a 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.

(ii) The applicant notes clarification of the following:

Due to unintentional errors on the application drawings:

- Sign 'E11' does not form part of the planning application and should not have been shown on the site plan drawing submitted.
- Sign 'E08' does form part of the planning application and should have been shown on the site plan drawing submitted.

The Applicant has resubmitted the following drawings for full clarity on the exact sign numbers and locations that coincide with proposal for Retention and for Permission as follows:

- 31165/MEA/00/ASK/0029
- 31165/MEA/00/ASK/0030

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- 31165/MEA/00/ASK/0031
- 31165/MEA/00/ASK/0032
- 31165/MEA/00/ASK/0033
- 31165/MEA/00/ASK/0035
- 31165/MEA/00/ASK/0036

The applicant has outlined the safety rationale for lower-level signs and clarity on the exact sign number and location that coincide with the proposal for Retention and for Permission and this is now considered acceptable. It is therefore considered that this item has been satisfactorily addressed.

### **Item 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.*

#### Assessment

The applicant states that the surface water sewer is located on the eastern side of the adjoining estate road so will be unaffected by any of the signs. However, the Water Services Department Report states that clarification of further information is required:

*Submit a drawing showing the setback distance from proposed signs to adjacent surface water sewers especially west of site.*

It is therefore not considered that this item has been satisfactorily addressed. The requirements of the Water Services Department shall be requested by **Clarification of Additional Information**.

### **Item 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.*

#### Assessment

The applicant states in the cover letter from IMG Planning the following:

*'The signs on the west of the comprise of 'E01, 'E02, 'E03, E04',E05, E07' and 'E08' Signs E02 and E04 and E08 are attached to the boundary railing and therefore the position of the underground services are not relevant'.*

They also state that sign E05 would utilise the existing subterranean base and sign E01 is positioned between the boundary of the subject site and footpath/roadside verge wherein no services are located.

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They state that signs 'E03' and 'E07' would be placed on a 500 mm deep concrete base formed within a hand-dug hole to ensure that the positions of the signs are co-ordinated with the as-built watermain position in case there is a difference from that shown on the drawings received. The applicant has submitted drawing ref 31165/MEA/00/ASK/0036 prepared by McElroy Associates on which the details of the positions of signs 'E03' and 'E07' relative to underground services are shown. Sign E03 is shown as being constructed directly above an existing watermain.

The comments received from Irish Water request Clarification of Additional Information due to the following:

### 1 Water

*1.1 Water services do not recommend building a sign over a water main.*

*Submit a drawing showing setback distances from proposed sign to existing watermain in accordance with Irish Water Standards. Alternatively obtain a letter from Irish Water that allows proposed signs and locations of same to be developed on site.*

*Reason: In the interest of public health and to ensure adequate water facilities.*

### 2 Foul

*2.1 Water services do not recommend building a sign close to existing foul sewers where the setback distance is less than requirements of Irish Water Standards.*

*Submit a drawing showing setback distances from proposed signs to existing foul sewers in accordance with Irish Water Standards.*

*Alternatively obtain a letter from Irish Water that allows proposed signs and locations of same to be developed on site.*

- *The applicant must sign a connection agreement with Irish Water prior to the commencement of the development and adhere to the standards and conditions set out in that agreement.*

*Reason: In the interest of public health and to ensure adequate water facilities.*

It is therefore not considered that this item has been satisfactorily addressed. The requirements of Irish Water shall be requested by **Clarification of Additional Information**.

### Other Considerations

#### *Development Contributions*

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

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### SEA Monitoring Information

- *Land Type*- Brownfield/Urban Consolidation
- *Site Area (Ha.)* - 5.71 Hectares

### Conclusion

Having regard to the concerns of Surface Water Drainage Department and Irish Water, the applicant shall be requested to provide **Clarification of Additional Information** regarding impact on existing surface water, water supply and foul water infrastructure, for the proper planning and sustainable development of the area.

Clarification of Additional Information.

### Clarification of Additional Information

Clarification of Additional Information was requested on 03/05/2022

Clarification of Additional Information was received on 31/05/2022 (not deemed significant)

### Consultations:

*Drainage and Water Services Section:* No report received.

*Irish Water:* No report received.

*Roads Section:* No objection.

### Submissions/Observations

None received for this application.

### Assessment

The Clarification of Additional Information requested is as follows:

1. The response to Additional Information Items 2 and 3 is not considered to fully address concerns in regard to impact on existing surface water, water supply and foul water infrastructure. Proposed signage, including Signs E03 and E07, appear to be in close proximity to existing water supply and foul water drainage infrastructure. The submitted drawings also show proposed Sign E03 would be constructed directly above an existing watermain, which is not recommended. It is also noted that the submitted drawings do not provide setback distances. The applicant is requested to submit drawings showing the setback distances from proposed signs to existing surface water (to the west of the site), water supply and foul water drainage infrastructure in accordance with SDCC's Surface Water Drainage Department's and Irish Water's Standards. Alternatively, the applicant may obtain a letter (from Irish Water) that allows for the proposed locations of the signs.

# Comhairle Chontae Atha Cliath Theas

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### Assessment

The applicant has submitted a cover letter and the following drawings from *MEA McElroy Associates Engineers to Industry* dated 31<sup>st</sup> May 2022.

1. 31165-MEA-00-ASK-0029-SITE PLAN LAYOUT SHEET 1
2. 31165-MEA-00-ASK-0030-SITE PLAN LAYOUT SHEET 2
3. 31165-MEA-00-ASK-0031-SITE PLAN LAYOUT SHEET 3
4. 31165-MEA-00-ASK-0035-CONTIGUOUS SITE LAYOUT PLAN
5. 31165-MEA-00-ASK-0036-E03 &E07 SIGNAGE DETAIL
6. 31165-MEA-00-ASK-0037-E03 &E07 LOCATION PLANS

The applicant states that extensive engagement with Engineering Services in the Water and Drainage Department has assisted in the clarification of this response.

The applicant also states that any potential revised locations for the signs would not conflict with other services, such as gas, electricity and telecoms. An on-site survey has been carried out, and with consulting other survey drawings obtained, the location of services has been ascertained.

Regarding the proposed signage, including Signs E03 and E07, which appeared to be close to existing water supply and foul water drainage infrastructure, the applicant has repositioned signs E03 and E07 from their current locations as shown on the application drawings.

**Sign E03** has now been located 5m to the east of the existing position on the grass verge on the east side of the footpath/cycleway.

The applicant has supplied a Table 1-Sign E03 Separation Distances from Services. In addition, the applicant provides setback distances and indicates the distances from the water main, fowl sewer, storm sewer, gas, and electricity (Redundant Supply) and Telecoms. The above is now compliant with the Greater Dublin Regional Code of Practice for Drainage Works and Irish Water Infrastructure Standard Details.

**Sign E07** has now been located 7.5m to the east of the existing position on the grass verge on the east side of the footpath/cycleway.

The applicant has supplied a Table 2-Sign E07 Separation Distances from Services. In addition, the applicant provides setback distances and indicates the distances from the water main, fowl sewer, Unknown storm, gas, and electricity (Redundant Supply) and Telecoms. The above is now compliant with the Greater Dublin Regional Code of Practice for Drainage Works and Irish Water Infrastructure Standard Details.

In terms of road safety, the submitted Clarification of Further Information has been reviewed by the Roads Department and no objections have been raised in this regard.



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### Conclusion

The Water Services Report states no objection and subject to standard conditions. It is deemed that the applicant has now submitted drawings showing the setback distances from proposed signs to existing surface water (to the west of the site). The applicant has complied with the water supply and foul water drainage infrastructure following SDCC's Surface Water Drainage Department's and Irish Water's Standards. The response to the CAI request is now considered acceptable, and the concerns of the Water Service Department are directly addressed. Therefore, a grant of permission is recommended.

### 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 provisions of the South Dublin County Council Development Plan 2016-2022 and addressing the concerns of the Surface Water Drainage Department and Irish Water, the applicant's overall design and scale of the development proposed is considered that, subject to conditions set out below, the proposed development would not seriously injure the amenities of the area or property in the vicinity and would, therefore, be in accordance with the proper planning and sustainable development of the area. In addition, it is considered that the proposal would be consistent with Council policy concerning signage.

### 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 & Grant Retention for the said development in accordance with the said plans and particulars, subject to the condition(s) specified in the Second Schedule hereto, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule.

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### **FIRST SCHEDULE**

It is considered that the proposed development accords with the policies and objectives of South Dublin County Council, as set out in the South Dublin County Council Development Plan 2016 - 2022 and subject to the conditions set out hereunder in the Second Schedule is hereby in accordance with the proper planning and sustainable development of the area.

### **SECOND SCHEDULE**

#### **Conditions and Reasons**

1. Development to be in accordance with submitted plans and details.  
The development shall be carried out and completed in its entirety in accordance with the plans, particulars and specifications lodged with the application, and as amended by Further Information received on 04/04/2022, Clarification of Further Information received on 31/05/2022, 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.
  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.  
REASON: In the interest of visual amenity, compliance with development plan policies and the proper planning and sustainable development of the area.
3. Surface Water.
  - (a) The Developer shall ensure that there is complete separation of the foul and surface water drainage for the proposed development.
  - (b) All works for this development shall comply with the requirements of the Greater Dublin Regional Code of Practice for Drainage Works.  
REASON: In the interests of public health, safety, the proper planning and sustainable development of the area and in order to ensure adequate and appropriate surface water.
4.
  - (i) All development shall be carried out in compliance with Irish Water Standards codes and practices.  
REASON: In the interests of public health, the proper planning and sustainable development of the area and in order to ensure adequate water supply and drainage provision.
5. Minimise Air Blown Dust.  
During the construction and or demolition phase of the development, Best Practicable

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Means shall be employed to minimise air blown dust being emitted from the site. This shall include covering skips and slack-heaps, netting of scaffolding, daily washing down of pavements or other public areas, and any other precautions necessary to prevent dust nuisances. The applicant/developer shall comply with British Standard B.S. 5228 Noise Control on Construction and Open sites and British Standard B.S. 6187 Code of Practice for demolition.

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

### **6. Construction Noise and Hours.**

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

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

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

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

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

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7. Signage.

No advertising sign(s) or structure(s) (including any signs installed to be visible through windows), banners, canopies, flags, or other projecting elements shall be erected except those, which are exempted development, without the prior approval of the Planning Authority or An Bord Pleanála on appeal.

REASON: In the interest of visual amenity, compliance with development plan policies and the proper planning and sustainable development of the area.

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/0364**

**LOCATION: Grange Castle Business Park, Grange, Dublin 22**

*Colm Harte*

Colm Harte,  
Senior Executive Planner

**ORDER:** A decision pursuant to Section 34(1) of the Planning & Development Act 2000, as amended, to Grant Permission & Grant Retention 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:

27/6/22



Eoin Burke, Senior Planner