

Comhairle Chontae Atha Cliath Theas

PR/0890/22

Record of Executive Business and Chief Executive's Order

Reg. Reference: SDZ22A/0008 **Application Date:** 20-May-2022
Submission Type: New Application **Registration Date:** 20-May-2022

Correspondence Name and Address: Stephen Little & Associates 26/27, Upper Pembroke Street, Dublin 2

Proposed Development: Signage on south, east, west and north elevations of Block F of the development permitted under Planning Permission Reg. Ref. SDZ20A/0008, as amended by SDZ20A/0016 SDZ20A/0018 and SDZ21A/0017. The total quantum of proposed signage is c.107.6sqm, including the provision of 4 externally mounted 'Tesco' advertising signs {approx. 1,500mm high and 5,656mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the North, East and South elevations of the building; the provision of 4 externally mounted 'Aldi' advertising sign cases {approx. 2,470mm high and 2,070mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the North, East and South elevations of the building; the provision of 1no. horizontal, externally mounted '3-D letter' signs for 'The Crossings' {approx. 928mm high and 8,775mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on south ,west and east elevations; the provision of 1no. vertical, externally mounted '3-D letter' signs for 'The Crossings' {approx. 800mm high and 8,000mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the west elevations; the provision of 1no. carpark entrance sign {approx. 719mm high and 3,725mm wide) with black and white aluminium composite panels and internal LED lighting affixed to the upper level facade on the east elevation; the provision of internal carparking level, directional and carpark marking signage at all levels; Block F is otherwise permitted under Reg. Ref. SDZ20A/0008 {the 'parent permission') and as subsequently amended by SDZ20A/0016 SDZ20A/0018 and SDZ21A/0017; the application site incorporates elements of Adamstown

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Square and Adamstown Station Development Areas within the Adamstown Strategic Development Zone; this application is being made in accordance with the Adamstown Planning Scheme 2014, as amended, and relates to a proposed development within the Adamstown Strategic Development Zone Planning Scheme Area, as defined by Statutory Instrument No. 272 of 2001 on lands bounded generally by Adamstown Avenue, Adamstown Boulevard and the Stratton housing development to the North, by Station Road, Adamstown Train Station and the Dublin to Kildare railway line to the South, by Adamstown Park to the east and by currently undeveloped lands to be developed in a subsequent phase of development to the west.

Location: In the townland of Gollierstown, Adamstown, Lucan, Co. Dublin

Applicant Name: Quintain Developments Ireland Limited

Application Type: SDZ Application

(SW)

Description of Site and Surroundings:

Site Area:
Stated as 3.91ha

Site Description:

The subject site is situated in the southern area of Adamstown SDZ, within Development Area 11-Adamstown Station under the Adamstown SDZ Planning Scheme Area. The lands are bounded by Adamstown Avenue and the existing residential development to the north, by Station Road, the railway line and Adamstown train station to the south, by the existing sports and leisure building to east and underdeveloped lands to the west. The southern boundary of the site runs along the constructed Station Access Road that serves Adamstown Railway Station and Park & Ride facility. There are no hedges, tree lines, water features or other significant features on the proposed site, which falls from north to south with levels in the range of 62.00m AOD and 60.50mAOD. The site is currently under construction.

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Proposal:

Signage on south, east, west and north elevations of Block F of the development permitted under Planning Permission Reg. Ref. SDZ20A/0008, as amended by SDZ20A/0016 SDZ20A/0018 and SDZ21A/0017.

- The total quantum of proposed signage is c.107.6sqm, including
 - the provision of 4 externally mounted 'Tesco' advertising signs {approx. 1,500mm high and 5,656mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the North, East and South elevations of the building;
 - the provision of 4 externally mounted 'Aldi' advertising sign cases {approx. 2,470mm high and 2,070mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the North, East and South elevations of the building;
 - the provision of 1 no. horizontal, externally mounted '3-D letter' signs for 'The Crossings' {approx. 928mm high and 8,775mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on south ,west and east elevations;
 - the provision of 5 no. vertical, externally mounted '3-D letter' signs for 'The Crossings' {approx. 800mm high and 8,000mm wide) with translucent acrylic face and internal LED lighting affixed to the upper level facade on the west elevations;
 - the provision of 1 no. carpark entrance sign {approx. 719mm high and 3,725mm wide) with black and white aluminium composite panels and internal LED lighting affixed to the upper level facade on the east elevation;
 - the provision of internal carparking level, directional and carpark marking signage at all levels;
- Block F is otherwise permitted under Reg. Ref. SDZ20A/0008 {the 'parent permission') and as subsequently amended by SDZ20A/0016 SDZ20A/0018 and SDZ21A/0017;
- the application site incorporates elements of Adamstown Square and Adamstown Station Development Areas within the Adamstown Strategic Development Zone;
- this application is being made in accordance with the Adamstown Planning Scheme 2014, as amended, and relates to a proposed development within the Adamstown Strategic Development Zone Planning Scheme Area, as defined by Statutory Instrument No. 272 of 2001 on lands bounded generally by Adamstown Avenue, Adamstown Boulevard and the Stratton housing development to the North, by Station Road, Adamstown Train Station and the Dublin to Kildare railway line to the South, by Adamstown Park to the east and by currently undeveloped lands to be developed in a subsequent phase of development to the west.

SEA Screening

No overlap with environmental layers identified.

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Zoning:

This site is situated within Adamstown SDZ and is subject to zoning objective 'SDZ' 'To provide for Strategic Development in accordance with approved planning schemes' under the South Dublin County Council Development Plan 2016-2022.

The subject site is located within Development Area 11: Adamstown Station Development areas within the Adamstown SDZ Planning Scheme 2003 (as amended), South Dublin County Council.

Consultations:

- *Water Services* – No comments.
- *Roads* – No objections, subject to conditions.
- *Parks* – No objection.
- *Irish Water* - No objections, subject to conditions.

Submissions/Observations /Representations

None.

Recent Relevant Planning History

The site is located within the Adamstown Strategic Development Zone for which a Planning Scheme was prepared by South Dublin County Council and approved by An Bord Pleanála in September 2003; the Planning Scheme was then amended by South Dublin County Council and approved by An Bord Pleanála in December 2014, with further non material amendments made in 2017 and 2020. The planning history associated with Adamstown SDZ is extensive and it is not proposed to provide such an exhaustive list but rather capture the relevant and pertinent applications.

Subject Site

SDZ21A/0017 Amendments to Block F of the development permitted under Planning Permission Reg. Ref. SDZ20A/0008, as amended by SDZ20A/0016 and SDZ20A/0018 comprising of provision of an additional level of car parking to be inserted into the recently permitted multi-storey car park (Block F) under Reg. Ref. SDZ20A/0018. A raised plantroom, with railings is also proposed at roof level. With these additions, Block F will be four storeys in height, with an additional setback plantroom on the roof. Car parking is provided at first, second and third floors. (Block F now comprises total 29,371sq.m gfa; minor amendments to the permitted floor layouts of all levels within Block F. This includes an increase of retail floorspace in Anchor Unit 1 at ground floor level of 57sq.m (gfa), and an increase of 33sq.m (gfa) at third floor of retail plant; retail floorspace has increased in Block F overall from 7,115sq.m (gfa) to approximately 7,205sq.m (gfa); minor modification to entrance to the car park is also proposed; a total of 673 car parking spaces to now be provided within Block F, with 230 spaces allocated to residential use and 443 spaces associated with the supermarket units and other non-residential uses in the district centre; minor alterations to façade of Block F, including relocation and addition of doors, windows and louvers at ground floor level; PV Panels are provided on the roof on lands bounded generally by Adamstown Avenue, Adamstown Boulevard and the Stratton housing development to the North, by Station

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Road, Adamstown Train Station and the Dublin to Kildare railway line to the South, by Adamstown Park to the east and by currently undeveloped lands to be developed in a subsequent phase of development to the west. **Permission Granted**

SDZ20A/0018 Amendments to the development permitted under Planning Permission Reg. Ref. SDZ20A/0008, as amended by SDZ20A/0016 and comprises of the following: Adjustments to the configuration of the footprint of Block F now over 3 levels (c. 22,652sq.m overall, of which retail is c.7115sq.m), including revised facade treatment, including canopies and signage zones. ; Reconfiguration of the ground floor layout of Block F to provide 2 supermarket units, both with off-licences (including one discount food store) (c. 3804sq.m and c. 2136sq.m respectively) with shared entrance lobby and revised retail back of house and service area layout, including ancillary accommodation in the upper floor of Block F.; A multi storey car park is proposed at first and second levels of Block F above the retail uses (the previously permitted third level is being omitted). The amended floorplate of Block F provides 448 car parking spaces over first and second level (as already permitted). The multi storey car park includes residential car parking spaces, as well as spaces associated with the supermarket units and other non-residential uses in the district centre. ; Relocation of entrance to the multi storey car park to now be accessed from Adamstown Avenue to the north via a revised access ramp layout. Amendments to the access and egress to ground floor internal vehicular goods delivery from Station Road. ; Revised location and reconfiguration of the back street from Adamstown Avenue, along with internal streets and public spaces arising from adjusted floorplate of Block F. ; Associated amendments to landscaping and ancillary site development works, including temporary landscaping as part of reconfigured layout of street immediately to the east of Block F and provision of ESB substation. **Permission Granted**

SDZ20A/0008 Construction of Phase One of the Adamstown District Centre; proposed development is a mixed use commercial and residential development of c.36,621sq.m (gross floor area) in total (excluding the multi-storey car park) to be constructed in buildings ranging in height from 4-9 storeys. The non-residential element of the development consists of a total of c.9,653sq.m (net sales floor space), as follows: 16 retail units comprising c.8,693sq.m including 1 supermarket (c.6,880sq.m in total) and 2 retail service units (c.290sq.m); 5 retail/restaurant/café units comprising a total of c.959sq.m; projecting signage and awnings on retail and retail/café/restaurant units. The residential element consists of a total of 278 residential units comprising 16 studio units, 66 one bedroom units, 151 two bedroom units and 45 three bedroom units in a mix of apartments and duplexes; ancillary residents amenity rooms and facilities also provided, and all residential units are provided with private open space in the form of balconies or gardens. The proposed block description as follows: Block B (c.14,506sq.m gross floor area) 4-7 storeys with setbacks at 4th and 5th floors arranged around an internal courtyard accommodating 6 retail units and 3 retail/restaurant/café units at ground floor level; residents amenity area at first floor and 135 residential units including 15 two bedroom own door duplexes and 120 apartments (1 studio, 46 one bedroom, 50 two bedroom and 23 three bedroom units); private front gardens are provided at ground floor level on the west and south elevations and balconies are provided on all outward

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facing elevations of the building and on courtyard elevations; car parking is provided at ground floor within the interior of the courtyard along with bicycle parking and ancillary management, waste, plant and service areas; a residents communal open space is provided at first floor level on a podium above the car parking area; Block E (c.15,235sq.m gross floor area) 4-9 storeys with setback at 5th floor arranged around an internal courtyard accommodating 9 retail units and 2 retail/restaurant/café units at ground floor level and 143 residential units including 10 two bedroom own door duplexes and 133 apartments (15 studios, 20 one bedroom, 76 two bedroom and 22 three bedroom units); private front gardens are provided at ground floor level on the west elevation and balconies are provided on all outward facing elevations of the building and on courtyard elevations; car parking is provided at ground floor level within the interior of the courtyard along with bicycle parking and ancillary management , waste, plant and services areas; a residents communal open space is provided at first floor level on a podium above the car parking area; Block F (c.30,647sq.m gross floor area including car parking levels) 4 storeys, a supermarket is provided at ground floor level including sales area, retail back of house and service areas as well as internal vehicular goods and delivery area accessed from Station Road and existing onto the proposed back street which runs perpendicular to Station Road and Adamstown Avenue; a multi-storey car park accessed from Station Road by ramp at ground floor level is at first, second and third floor levels; the multi-storey car park includes residential car parking spaces as well as spaces associated with the supermarket unit and other non-residential uses in the district centre; the third/top floor of the multi-storey car park will not be made available for car parking under this planning application as it is designed to cater for a subsequent phase of development, subject to a future planning application. The development provides a total of c.16,000sq.m of public realm including the creation of a new public square, internal streets and landscaping works; alterations to Station Road to include landscaping; reconfiguration of existing on street parking; insertion of raised table at station entrance; taxi set-down spaces and creation of 2 bus bays to the north and south of Station Road; creation of vehicular and pedestrian accesses to the site from Adamstown Avenue, Station Road and Adamstown Park; removal of 2 public/visitor car parking spaces along Adamstown Avenue proximate to Stratton Way to accommodate provision of a bus bay, together with provision of a bus bay on south side of Adamstown Avenue opposite; photovoltaic panels on the roofs of Block B and E; lift overruns and plant at roof levels; 534 car parking spaces to be provided through a mixture of on-street parking; podium parking under Blocks B ad E in the proposed multi-storey car park in the upper levels of Block F; the first and second floor levels of the multi-storey car park accommodate 448 car parking spaces in this phase; a total of 702 cycle parking spaces (271 stands/542 spaces within Blocks B and E and 80 stands/160 spaces in the public space) are provided throughout the development to cater for both residential and commercial uses; the 50 bike stands at Adamstown Station are to be maintained. The proposal also includes temporary landscaping and construction of temporary site hoarding and fencing in or around areas for future phases of development immediately adjacent to the development; all ancillary site development and landscape works on lands bounded generally by Adamstown Avenue, Adamstown Boulevard and the Stratton housing development to the north, by Station Road, Adamstown Train Station and the Dublin to Kildare railway line to the south, by Adamstown Park to the east and by currently undeveloped lands to be developed in a subsequent

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phase of development to the west; the application site incorporates elements of Adamstown Square and Adamstown Station Development areas with the Adamstown Strategic Development Zone and is being made in accordance with the Adamstown Planning Scheme 2014, as amended, and relates to a proposed development within the Adamstown Strategic Development Zone Planning Scheme Area, as defined by Statutory Instrument No. 272 of 2001 **Permission Granted**

Adjacent Sites

SDZ21A/0020 Minor amendments to the development permitted under Planning Permission Ref SDZ21A/0007 comprising the following: repositioning of landscaped communal courtyard of Block G from first floor podium level to ground floor level due to removal of podium parking at Level 0, and the consequential relocation of 83 car parking spaces within the Block F multi-storey car park (as permitted under Ref SDZ20A/0008, amended by SDZ20A/0018 and as further amended under a concurrent application under Ref SDZ21A/0017) and to on-street locations immediately adjacent to Block G, all including ancillary site development and landscape works; modification of 174 apartments (74 one-bedroom units, 98 two-bedroom units and 2 three-bedroom units) arising from adjustments to structural grids in Block G consequent to repositioning of the car parking and the landscaped courtyard; adjustments to Block G2 consisting of a minor reduction to the footprint of the Block by 0.6m and the removal of the setback floor on the northern half of the block (level 5), the reduction in height (1 floor) to the northern half of Block G2 (now 5 storeys), a minor reduction to the overall provision of residential units from 185 to 184 apartment units, a minor reduction to the overall provision of car parking spaces from 93 to 92 spaces, a minor reduction to the overall provision of bicycle parking spaces from 225 to 224 spaces, the introduction of 9 ground floor units, facilitated by the removal of the podium from the core, the introduction of an additional apartment unit on Level 1, adjustments to the location of the bicycle, plant, and waste stores serving Block G, including the provision of bicycle storage structures in the courtyard; the development now proposed in Block G comprises of 184 apartments in a mix of 83 one-bedroom units, 99 two-bedroom units, 2 three-bedroom units, in two blocks (Block G1 ranges in height from 4 to 9 storeys and Block G2 ranges in height from 4 to 6 storeys; both including set back floors). **Current Application**

SDZ21A/0007 Phase Two of the Adamstown District Centre and consists of 17,764sq.m (gross floor area, including car park and storage) of residential development to be constructed in 2 buildings ranging in height from 4 to 9 storeys; a total of 185 apartments, comprising 82 1-bedroom apartments, 102 2-bedroom apartments and 1 3-bedroom apartment; ancillary resident's amenity rooms and facilities are also provided at the ground floor level of Block G1; all apartments are provided with private open space in the form of balconies or gardens. The proposed block description is as follows: Block G1 (c. 6,708sq.m gross floor area, 5,420sq.m net floor area); 4-9 storeys, with a total of 86 apartments (38 1-bedroom apartments and 48 2-bedroom apartments); resident's amenity area (231sq.m) including lounge and gym at ground floor, with direct access to semiprivate communal open space; private front gardens are provided on the west elevation for all ground floor units; private front gardens are also provided for first floor units on the east elevation,

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with access onto a communal open space between Blocks G1 and G2 above the podium; ancillary plant, storage, waste and internal bicycle parking rooms provided at ground floor level; Block G2 (c.7,808 sq. m gross floor area, 6,480 sq. m net floor area): 4-5 storeys with 1 no. setback storey and a total of 99no. apartments (44 1-bedroom apartments, 54 2-bedroom apartments and 1 3-bedroom apartment); private front gardens are provided on the east and south elevations for all ground floor units; private front gardens are also provided for first floor units on the west elevation, with access onto a communal open space between Blocks G1 and G2 above the podium; ancillary plant, storage, waste and internal bicycle parking rooms provided at ground floor level; the development provides a total of 1,249sq.m landscaped public open space, principally in 2 areas - to the north and to the south west of the site; a total of 1,478sq.m resident's communal open space is provided at ground floor level and at first floor level on a podium above the car parking area, with a further 486sq.m. of communal open space in the form of buffers and planted areas; a total of 93 car parking spaces are provided for this development, with 10 at street level and 83 beneath the podium between Blocks G1 and G2; a further 10 car parking spaces are to be provided at street level, but are reserved for use by a future phase of development. 225 bicycle parking spaces are provided, including 185 covered, stacked bicycle parking spaces and 40 'Sheffield Stands' in the public realm; new Toucan Crossing at Station Road and other roads infrastructure across the development including insertion of tactile paving, raised tables, loading bay and roads signage; photovoltaic panels are provided on the roof of both Blocks G1 and G2, as well as lift over runs and plant at roof level; the development also includes the provision of ancillary site development, boundary treatments and landscape works; the application site incorporates elements of the Adamstown Station Development Areas within the Adamstown Strategic Development Zone; this application is being made in accordance with the Adamstown Planning Scheme 2014, as amended, and relates to a proposed development within the Adamstown Strategic Development Zone Planning Scheme Area, as defined by Statutory Instrument No. 272 of 2001 on lands bounded generally by Adamstown Avenue and the Stratton housing development to the North, by Station Road, Adamstown Train Station and the Dublin to Kildare railway line to the South, by Adamstown Park to the East, and to the West by lands currently undeveloped, but benefitting from Planning Permission Reg. Ref. SDZ20A/0008, as amended by Reg. Ref. SDZ20A/0016 and SDZ20A/0018

Permission Granted

Recent Relevant Enforcement History

None recorded for the subject site

Pre-Planning Consultation

PPSDZ03/19 and PPSDZ01/20- Pre-Planning consultations took place with the applicant and SDCC on dates over the course of 2019 and 2020 in relation to the proposed development and its requirements.

Relevant National Policy

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The relevant policy documents are detailed below. Those identified as being of key significance include 'Project Ireland 2040 National Planning Framework' (NPF) and 'Regional, Spatial & Economic Strategy 2019 – 2031' (RSES).

Project Ireland 2040 National Planning Framework, Government of Ireland, 2018.

The vision for Project Ireland 2040 – The National Planning Framework is for balanced growth across the five cities and three regions and the guidance of public and private investment into appropriate locations to properly plan for current and future population growth. The NPF sets out a number of clear and measurable targets in terms of population projections, employment generation, housing delivery, environmental impacts and transport provision. These key considerations are underpinned by objectives identified as 'National Strategic Outcomes' in which the development of Adamstown SDZ will play a major role in achieving. Adamstown SDZ is identified in the NPF as a key future growth enabler for Dublin with transformative potential and the following is stated as a priority:- "progressing the sustainable development of new greenfield areas for housing, especially those on public transport corridors, such as **Adamstown**, Cherrywood, Clonburris and Clongriffin.

In order to meet the projected population and economic growth as set out in the NPF, the annual housing output is required to increase to 30-35,000 homes per year (nationally) in the years to 2027, with 50% of all new homes to be delivered in Ireland's five main cities. In terms of population projection, the NPF considers that the Dublin region needs to be planning for at least 235,000 more people in the City and suburbs by 2040 and it is considered that the continued development of the Adamstown SDZ will assist in achieving these national targets. The full delivery of Adamstown SDZ beyond 2027 will provide for approximately 8,905 new homes (2,473 of these delivered to end 2019) including associated community and commercial uses, which would facilitate a new population of approximately 25,000 people in the Dublin region. In this regard, National Strategic Outcome 1 of the NPF refers to and, stresses the importance, of 'Compact Growth'. The NPF states:

'From an urban development perspective, we will need to deliver a greater proportion of residential development within existing built-up areas of our cities, towns and villages and ensuring that, when it comes to choosing a home, there are viable attractive alternatives available to people'

The principle of Compact Growth NSO1 is underpinned by the SDZ Planning Scheme at a macro and micro level. At a macro level, the sustainable development of the area in accordance with the adopted SDZ Planning Scheme presents a transformative opportunity to meet the needs of the wider City and region by accommodating the region's population growth, centred on compact growth with proximity to employment, community facilities and high-quality public transport. The delivery of the SDZ reinforces the principles of the National Planning Framework by delivering smart and compact growth within the built-up envelope of the existing Greater Dublin Area. At a micro level, the Planning Scheme provides a clear framework for Development Areas, which seeks to guide appropriate residential densities into suitable locations, ensuring a critical mass is achieved in order to promote viability and sustainability. The Plan requires higher density development in the Adamstown Urban Centre and Station tile, and development transitions outwards from the urban

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centre to medium and lower density residential developments with local nodes, schools and high-quality open spaces, thereby reinforcing compact growth policy principles.

Regional, Spatial & Economic Strategy 2019 - 2031, Eastern & Midlands Regional Assembly, 2019.

Adamstown SDZ is identified in the Metropolitan Area Strategic Plan (MASP) of the RSES as a key target area for urban expansion and continued development of the SDZ, and 'a strategic residential and employment corridor along a key public transport corridor that contains development opportunities'. The Plan is centred around delivering a new community that is characterised by a design-led approach to integrating compact growth and development with climate resilient sustainable transport options such as rail and bus.

The SDZ is identified in the MASP (Table 5.1 Strategic Development Areas and Corridors, Capacity Infrastructure and Phasing) as a strategic development area with the phased development of Adamstown SDZ.

The timely development of the Adamstown SDZ is wholly compatible with the Growth Strategy for the region, as set out in the RSES/MASP and the development and provision of critical infrastructure required to facilitate the phased development of the Plan lands will support the continued development of a long-term and viable community at Adamstown.

The Adamstown SDZ Planning Scheme is a single clear strategy that accords with the RSES/MASP and contains specific density ranges, a housing strategy and guidance on the types of dwellings needed in each area to support critical mass to drive growth and diversity in population and supporting commercial/retail and amenity development and infrastructure, to support a growing and sustainable new town development at Adamstown.

Additional National Policy Documents of Relevance

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, (2008).

Greater Dublin Area Transport Strategy 2016 -2035, National Transport Authority

Design Manual for Urban Roads and Streets (DMURS) Department of the Environment, Community and Local Government and Department of Transport, Tourism and Sport (2019)

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

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

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The Planning System and Flood Risk Management - Guidelines for Planning Authorities, Department of the Environment, Heritage and Local Government & OPW, (2009).

Planning & Development of Large-Scale Rail focused Areas in Dublin- National Transport Authority (May 2013).

Relevant Policy in South Dublin County Council Development Plan 2016 - 2022

Metropolitan Consolidation Towns – Lucan including Adamstown

Strong active urban places within the Metropolitan Area with strong transport links. These towns should be developed at a relatively large scale as part of the consolidation of the Metropolitan Area and to ensure that they support key public transport corridors connecting them to the City, to each other and to Large Growth Towns in the Hinterland. Long term growth could see them expanding to a population of up to 100,000 people in a planned and phased manner.

The Guidance Note on Core Strategies, DECLG (2009) suggest that “*any excess (of lands or housing capacity) will not normally include lands identified for strategic long-term development as part of Strategic Development Zones or major regeneration sites within key areas*”. There are Strategic Development Zones (SDZ) in South Dublin County at Adamstown and Clonburris. The full capacity of the Adamstown SDZ is included, as this area is deemed to be capable of delivery in its entirety by 2022.

Lands at Adamstown were designated as a Strategic Development Zone (SDZ) by Government Order in 2001, for the purpose of delivering residential development and associated infrastructure and facilities. Adamstown represents a major expansion of the footprint of Lucan to the west along the Dublin - Cork rail corridor and development in Adamstown is subject to an approved SDZ Planning Scheme (2014). In order to facilitate sustainable new development, the Council shall actively promote the delivery of sufficient public transport and road capacity, in tandem with future development of the SDZs.

CS2 Objective 1:

To promote and facilitate urban expansion on designated Strategic Development Zone sites at Adamstown and Clonburris, in tandem with the delivery of high capacity public transport services and subject to an approved Planning Scheme.

Strategic growth nodes at Adamstown and Clonburris (SDZs) offer significant potential for housing and commercial activity and are priority development areas. The SDZs are serviced by strategic water, drainage and transport infrastructure. The delivery of sufficient public transport and road capacity shall be actively supported in tandem with future development of the SDZs so as to facilitate sustainable new development in these areas. Internal physical and social infrastructure is required to be delivered in tandem with housing. The future development of these areas is/will be subject to approved Planning Schemes and is dependent on a sustainable delivery model.

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The Government designated 223.5 hectares of land at Adamstown as a Strategic Development Zone in 2001. The Adamstown SDZ Planning Scheme (amended) 2014 sets out a planning framework to support the delivery of up to 8,908 dwelling units and supporting infrastructure and facilities.

CS Policy 7 Strategic Development Zones

It is the policy of the Council to continue to implement the approved Planning Schemes for Adamstown SDZ and to secure the implementation of an approved Planning Scheme for the Clonburris SDZ.

C2 Objective 2:

Level 3 Retail Hierarchy; Adamstown SDZ District Centre (planned)

These centres will vary both in the scale of provision and size of catchment depending on proximity to a major town centre but a good range of comparison shopping would be expected (though no large department store), some leisure activities and a range of cafés and restaurants and other mixed uses. They should contain at least one supermarket and ancillary foodstores alongside financial and other retail services. District Centres should generally cater for a population of 10,000-40,000 people.

Section 11.2.8 Signage - Advertising, Corporate and Public Information.

Schedule 6: Outdoor advertising strategy.

Adamstown SDZ Planning Scheme 2014

2.3 (iv) Hierarchy of Centres

2.3.9 Adamstown is focused on an identifiable hierarchy of district and local centres and a network of smaller local nodes. The principal District Centre is focused on the railway station and transport interchange.

2.3.10 In order to encourage a mix of activities and uses the boundary of Adamstown District Centre is not physically defined. The District Centre comprises all of the Adamstown Station development area and may include parts of the adjoining Adamstown Boulevard and Adamstown Square development areas.

2.3.11 The District Centre is defined by the greatest concentration of permissible shopping, services, leisure and employment activities together with community uses serving Adamstown as a whole, in addition to a significant permissible residential element.

2.3.12 In design terms, the Centre is characterised by the availability of good public transport, higher plot ratios, pedestrian priority, smaller block sizes, greater building heights, hard-landscaped civic spaces, green boulevards and high quality buildings and materials in order to create development in an urban format.

2.3.44 Internally illuminated box signs shall be avoided in all instances. Signage on buildings shall be individually made and/or illuminated letters or handpainted on building fascias.

2.6 (iii) Historic Buildings and Landscape Features

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*2.6 (viii) Shopping and Retail Services
Proposed Adamstown District Centre*

2.6.28 There is one major District Centre proposed in Adamstown, focused on the Transport Interchange. Shopping up to a maximum of 16,300sq.m. is permitted. This includes 14, 625 sq.m in the Adamstown Station development area and 875 sq.m and 800 sq.m in the adjoining Adamstown Boulevard and Adamstown Square development areas respectively.

2.6.29 It is proposed that shops be provided principally at ground level in both the Adamstown Station development area and immediately adjoining parts of the Adamstown Boulevard and Adamstown Square development areas.

2.6.30 Adamstown District Centre may include more than one large supermarket and a significant quantum of comparison shopping floorspace. Retail service, community, leisure, employment, civic and cultural uses may be provided in addition to shopping.

2.6.31 There is a minimum requirement for 11,700 sq.m of shop and retail service floorspace in Adamstown District Centre. As an absolute minimum, the District Centre must include one large supermarket and units suitable for use as individual shops and retail service outlets, such as newsagent, pharmacy, doctor's/dentist's surgery, bank and/or estate agency uses. The District Centre may also include at least one public house.

Review of Adamstown SDZ Planning Scheme 2014

SDCC has carried out a review of the Adamstown SDZ Planning Scheme 2014 following publication of national and regional planning policy guidance (including the National Planning Framework, the Regional Spatial and Economic Strategy, the Building Heights Guidelines, and the Apartment Guidelines).

The proposed non-material Amendment, which has been submitted to An Bord Pleanála contains the following recommended changes to the SDZ Planning Scheme:

- An increase in unit numbers, density, and residential floor area within the Adamstown Station development area. The proposed upper level of the density range is 150 dph giving a new range of 75-150dph.
- An increase in unit numbers, density and residential floor area and a location-specific increase in building height within the Aderrig development area.
- Relocation of a proposed enterprise centre from the Tobermaclugg Village/Tandy's Lane Village local centre to the Adamstown Station district centre.
- Other minor amendments including updated references to and summaries of national and regional policy and guidance and updating of other references within the planning scheme document including text, tables, and maps.

The amendment was approved in October 2020.

Assessment

The Adamstown Strategic Development Zone (SDZ) Planning Scheme is the principal Planning document for the Adamstown area. The Planning Scheme is the approved framework for the guidance of development in Adamstown, against which all planning applications must be assessed.

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The 2003 Planning Scheme was amended by South Dublin County Council and approved by An Bord Pleanála in December 2014, with further non-material amendments made in 2017 and 2020.

The proposal would provide signage. It is noted that, with the exception of Paragraph 2.3.44, there is no specific guidance within the Planning Scheme relating to signs. Therefore, Section 11.2.8 Signage - Advertising, Corporate and Public Information and Schedule 6: Outdoor advertising strategy of the County Development Plan (CDP) are applicable.

Schedule 6 of the Development Plan outlines the Council's 'Outdoor Advertising Strategy'. The subject site of this Planning Application is located within Zone 5 of the Advertising Strategy, which is described as follows:

Zone 5:

This zone consists of significant developing areas where advertising could form an integral part of newly created streetscapes. This zone relates to certain strategic developments, regeneration areas or new mixed use communities where advertising may form part of new streetscapes, having regard to the need to protect residential amenities. Subject to compliance with development management standards in Section 7, the development of outdoor advertising in this zone will be open for consideration.

The Outdoor Advertising Strategy states that:

Please note that this policy position predominantly relates to outdoor advertising. Proposals that relate to signs erected on the exterior of buildings, within windows, as stand alone structures or attached to public utilities that advertise goods or services associated with that premises are generally addressed and assessed under Section 11 of the Development Plan.

The above signage is either on Block F or stand alone structures advertising Block F goods and services. The signage is therefore assessed under Section 11 of the County Development Plan.

Section 11.2.8 of the Development Plan outlines the Council's policies and objectives in relation to Signage and Advertising:

- *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.*

The proposed signage is for Tesco and Aldi and 'The Crossings', i.e. the name for the area. The proposal would provide the following:

- North elevation: 1 x Tesco / Aldi sign
- South elevation: 1 x Tesco / Aldi sign
- West elevation: 2 x vertical 'The crossings' and 1 x horizontal 'the crossings'.
- East elevation: 2 x Tesco / Aldi sign, 1 x vertical 'The crossings', 1 x parking

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It is noted that there are more than 2 signs in total on the east and west elevations, however, 'parking' and 'the crossings' signs are not considered to advertise goods in the same way that the Tesco / Aldi signage does and are considered to be more directional.

The level of signage is considered appropriate.

- *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 are generally not ground floor.

Sign on north elevation is not above an entrance door, however it is situated above the entrance lobby glazing.

On south elevation, the signage is on a stair core and not above entrance.

On west elevation, the horizontal 'the crossings' is above the entrance and the vertical 'the crossings' are at either end of the main entrance façade.

On east elevation, 'parking' is above the car park entrance. 1 x Tesco / Aldi sign is also located above the car park entrance. The second Tesco / Aldi sign is not related to any entrances. 'the crossings' sign at this location is also not related to an entrance. The applicant is requested to address this via **additional information**.

- *Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features.*

The proposed signage is simple in design and integrates well with the associated Block F.

Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment.

The Planning Authority accepts that the proposed signage is proportionate with the associated Block F and the overall context of a central shopping location.

- *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).*

Not applicable to the subject site.

- *Any sign or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard.*

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N/A only signs proposed are on buildings.

- *Careful consideration should be given to the materials used in the construction of a sign and the methods used to light it.*

All signs would be internal LED lighting (apart from some of the car park wayfinding). In accordance with the SDZ Scheme "**Internally illuminated box signs shall be avoided in all instances. Signage on buildings shall be individually made and/or illuminated letters or handpainted on building fascias**". Given the prominent, central location and the desire for high quality materials at this location, internally illuminated box signs are not considered appropriate. Whilst not specified, there are concerns that some of this signage may be of this type. The applicant is therefore requested to address this via **additional information**.

- *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.*

Not applicable to the subject site.

Roads

The Roads department has raised no objections subject to conditions, as follows:

1. *The level of illumination of the lighting for the signs shall be reviewable at any time by the Roads Department in the interests of traffic safety, and adjustments shall be made by the applicant at their own expense if required to do so by South Dublin County Council.*
1. *All signage must comply with SDCC CDP 2026-2022: Section 11.2.8 Signage*

Appropriate Assessment

On the basis of the information on file, which is considered adequate to undertake a screening determination and having regard to:

- the nature and scale of the proposed development,
- the intervening land uses and distance from European sites,
- the lack of direct connections with regard to the Source-Pathway-Receptor model,

it is concluded that the proposed development, individually or in-combination with other plans or projects, would not be likely to have a significant effect on the above listed European sites or any other European site, in view of the said sites' conservation objectives.

An appropriate assessment is not, therefore, required.

Environmental Impact Assessment

Having regard to the nature and scale of the proposed development and pursuant to Schedule 5 of the Planning and Development Regulations 2001 (as amended), the proposal is not a class of development for which a mandatory Environmental Impact Assessment Report is required.

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Additionally, having regard to the distance of the site from nearby sensitive receptors, the need for environmental impact assessment can therefore be excluded at preliminary examination and a screening determination is not required.

Other Considerations

Development Contributions

Signage - nil

SEA Monitoring Information

- *Building Use Type Proposed*- Signage
- *Floor Area (sq. m.)*- 0sq.m
- *Land Type*- Brownfield
- *Site Area (Ha.)*- Stated as 3.91ha

Conclusion

The proposed signage for Block F is considered to be acceptable in principle. Having regard to the provisions of the South Dublin County Development Plan 2016-2022 and Adamstown SDZ Planning Scheme (as amended), the proposed development it is considered additional information should be requested to ensure the proposal is in keeping with the sustainable planning and development of the area.

Recommendation

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

1. In accordance with Section 11.2.8 of the Development Plan, 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. It is noted that, the proposed signage is generally not ground floor. On east elevation there is a Tesco / Aldi sign that is not related to any entrances. 'The crossings' sign at this location is also not related to an entrance. The applicant is requested to relocate the signs or remove them.
2. In accordance with Section 2.3.44 of the Adamstown Strategic Development Zone Planning Scheme internally illuminated box signs shall be avoided in all instances. Signage on buildings shall be individually made and/or illuminated letters or handpainted on building fascias. The submitted signage is 'internal lit LED' and it appears that the 'Aldi' element of the sign may be an internally illuminated box sign. The applicant is requested to set out how all signage meets the requirements of Section 2.3.44 and provide revisions to signage where necessary.


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REG. REF. SDZ22A/0008

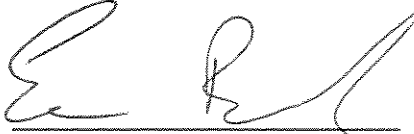
LOCATION: In the townland of Gollierstown, Adamstown, Lucan, Co. Dublin



Caitlin O'Shea,
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: 14/7/22



Eoin Burke, Senior Planner