

Comhairle Chontae Atha Cliath Theas

PR/1010/22

Record of Executive Business and Chief Executive's Order

Reg. Reference: SD22A/0272 **Application Date:** 15-Jun-2022
Submission Type: New Application **Registration Date:** 15-Jun-2022

Correspondence Name and Address: Patrick Kavanagh, Kavanagh Burke Consulting Engineers Unit G3, Calmount Business Park, Ballymount, Dublin 12

Proposed Development: Erect 8 No. Company logo advertising signs at the Block A Jordanstown Road, Greenogue Business Park, Greenogue, Rathcoole, Co Dublin. The signage will consist of the following:

Sign No 1: Area 5.60m² at 13.80m above ground level

Sign No 2 Area 5.60ms at 13.60m above ground level to the front (north-east) elevation

Sign No 3 Area 5.60m² at 13.52m above ground level to the side (north-west) elevation

Sign No 4 Area 5.60m² at 13.35m above ground level to the rear (south west) elevation

Sign No 5 Area 0.175m² by the entrance door on the front (north-east) elevation

Signs No 6 & 7: Area 0.175m² each) on the main entrance door

Sign No 8 Fence sign Area 0.90m² by the gates at the north-western site boundary

Location: Block A, Jordanstown Road,, Greenogue Business Park, Greenogue, Rathcoole, Co Dublin

Applicant Name: Niall Coleman, Aidan Coleman, Coleman Designs

Application Type: Permission

(SW)

Description of Site and Surroundings:

Site Area

Stated as 3.254 Hectares.

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Site Description :

The subject site is located south of the Newcastle Road and College Lane, south of Greenogue and Baldonnell Aerodrome Business Parks, Rathcoole, Co. Dublin. The site comprises a subdivided warehouse unit.

Proposal:

Planning Permission is sought for:

- Erect 8 No. Company logo advertising signs at the Block A Jordanstown Road, Greenogue Business Park, Greenogue, Rathcoole, Co Dublin. The signage will consist of the following:
- Sign No 1: Area 5.60m² at 13.80m above ground level
- Sign No 2 Area 5.60ms at 13.60m above ground level to the front (north-east) elevation
- Sign No 3 Area 5.60m² at 13.52m above ground level to the side (north-west) elevation
- Sign No 4 Area 5.60m² at 13.35m above ground level to the rear (south west) elevation
- Sign No 5 Area 0.175m² by the entrance door on the front (north-east) elevation
- Signs No 6 & 7: Area 0.175m² each) on the main entrance door
- Sign No 8 Fence sign Area 0.90m² by the gates at the north-western site boundary

Zoning and Development Plan Map:

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 2022-2028.

Cycleway proposal (cycle south Dublin) to the front of the site).

Identified as a 'location in which developments of up to 30m in height above ground are unlikely to have significant in relation to Aviation'.

SEA Sensitivity Screening

Indicates overlap with:

- SFRA A layer and SFRA B layer.

Consultations:

- TII – no observations.
- NTA – no report received at time of writing.
- Water Services – Not applicable.
- Roads – no objections.
- Parks – no report received at time of writing.

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Submissions/Observations /Representations

None received.

Relevant Planning History

SD22A/0037 Alterations to previously granted planning alterations application, Reg. Ref. SD21A/0083, at Block A, College Lane, Greenogue, Rathcoole, Co. Dublin. The subject alterations refer to subdivided Unit A2 only consists of omission of a previously proposed addition to existing staff facilities block A3, which is no longer required as part of the development. The results in change of use 133sq.m ancillary office/staff facilities area on the first floor. All other details remain as per the granted application reg ref SD21A/0083. **Grant Permission**

SD21A/0219 1 ESB Substation and MV Switch room to serve warehouse development Block A; ESB substation and MV Switch room have a total internal floor area of 28sq.m and are 3.6m high; Block A development, currently under construction, was originally granted under South Dublin County Council planning permission Reg. Ref SD18A/0265 and SD21A/0082. **Grant Permission**

SD21A/0083 Subdivision of existing Block A (existing areas; 14,267sq.m warehouse and 1019sq.m ancillary office/staff facilities as granted permission under Reg. SD19A/0265 into 2 warehouse units. Unit A1: 6600sq.m existing warehouse, 684sq.m existing ancillary office/staff facilities; Unit A2: 7474sq.m existing warehouse, 335sq.m existing ancillary office/staff facilities; 133sq.m change of use of existing warehouse to ancillary office/staff facilities and 174sq.m additional first floor ancillary office/staff facilities; ; minor elevation adjustments to north & west elevation of Unit A2 to facilitate the additional ancillary office/staff facilities; minor alterations to existing ancillary staff facilities to facilitate the subdivision; subdivision of the rear HGV yard by internal fencing; provision of new HGV access gate to Unit A1 from the existing estate access road. **Grant Permission**

SD21A/0082 Subdivision of existing Block A (existing areas; 14,267sq.m warehouse and 1019sq.m ancillary office/staff facilities as granted permission under Reg. SD19A/0265 into 2 warehouse units. Unit A1: 9169sq.m existing warehouse, 684sq.m existing ancillary office/staff facilities block A1 & 286sq.m existing ancillary office/staff facilities block A2; Unit A2: 4965sq.m existing warehouse & 356sq.m proposed ancillary office/staff facilities block A3 (consisting of 49sq.m existing toilet block, 133sq.m, change of use of existing warehouse to ancillary office/staff facilities on ground floor & 174sq.m additional first floor ancillary office/staff facilities; minor elevation adjustments to north & west elevation of Unit A2 to facilitate the additional ancillary office/staff facilities; subdivision of the rear HGV yard by internal fencing; provision of new HGV access gate to Unit A1 from the existing estate access road. **Permission Granted**

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Note: SD21A/0083 and SD21A/0082 were granted permission on the same date and related to different options for subdivision of the unit.

SD20A/0202 - SDCC **Granted Permission** for 2 above ground firefighting water holding tanks and 2 integrated pumphouses plus ancillary works to serve the 2 industrial development sites currently under construction at Block A & B.

SD18A/0265 – SDCC **Granted Permission** for the provision of 2 warehouses with ancillary three storey office and staff facilities and associated development. Building A will have a maximum height of 18.3m with a gross floor area of 15,286sq.m including a warehouse area (14,267sq.m), ancillary office area (413sq.m) and staff facilities (606sq.m). Building B will have a maximum height of 17.4m with a gross floor area of 26,384sq.m including a warehouse area (23,421sq.m), ancillary office areas (1,870sq.m) and staff facilities (1,093sq.m). The development will also include the provision of a new vehicular access to the site via the Greenogue Roundabout; internal roadways; pedestrian access; 422 ancillary car parking spaces; bicycle parking; HGV yards; level access goods doors; dock levellers; hard and soft landscaping; 2 ESB substations (18sq.m); lighting; boundary treatments; and associated site development works above and below ground.

Adjacent site

SD19A/0407 - College Lane, Greenogue, Rathcoole, Co. Dublin. SDCC **Granted Permission** for Provision of a warehouse unit with ancillary three storey office and staff facilities and associated development; the building will have a maximum height of 23.7m with a gross floor area of 13,959sq.m including a warehouse area (12,369sq.m); staff facilities (548sq.m) and ancillary office area (1,042sq.m); provision of one new vehicular access/egress point at the northern corner of the subject site and one HGV access/egress point at the southern corner of the subject site which connects onto the internal access road for two adjacent permitted warehouses (Reg. Ref. SD18A/0265) and permitted waste metal facility (Reg. Ref. SD19A/0065) which links to the Greenogue Roundabout on the R120; 119 ancillary car parking spaces; bicycle parking; HGV yard with 12 loading bays; level access goods doors; dock levellers; hard and soft landscaping; ESB substation (9sq.m); boundary treatments and associated site development works above and below ground.

Relevant Enforcement History

None.

Pre-Planning Consultation

None recorded.

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Relevant Policy in South Dublin County Council Development Plan (2022-2028)

3.4.6 Irish Language and Local Heritage The Council has an important role to play in the promotion of the Irish language in the County through organising events such as Seachtain na Gaeilge and other initiatives, through support for Irish language names for new residential developments, in the provision of bilingual directional signage and in the translation of public documents published by the Council.

Policy NCBH 17: Irish Language and Local Heritage Promote, support and preserve the Irish Language within the County.

NCBH17 Objective 6:

To promote the use of the Irish language in signage within the County.

Policy QDP7: High Quality Design – Development General

Promote and facilitate development which incorporates exemplary standards of high-quality, sustainable and inclusive urban design, urban form and architecture.

QDP7:

High Quality Design – Street Frontage

QDP7 Objective 3:

To require a high quality of design and finish for new and replacement shopfronts, signage, and advertising, having regard to the requirements set out in Chapter 12: Implementation and Monitoring.

Policy EDE1: Overarching Support sustainable enterprise and employment growth in South Dublin County recognising the County's role in the Dublin region as a driver of economic growth

Policy EDE4: Urban Growth, Regeneration and Placemaking Support urban growth and regeneration through the promotion of good placemaking to attract employees and employers and to provide a competitive advantage to the County and diverse investment opportunity.

Policy IE1: Overarching Policy Ensure that development occurs within environmental limits, having regard to the requirements of all relevant environmental legislation and the sustainable management of our natural capital.

Policy IE2: Water Supply and Wastewater

Policy IE3: Surface Water and Groundwater

Policy IE4: Flood Risk

Policy IE7: Waste Management

Policy IE8: Environmental Quality

12.4.3 Riparian Corridors

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12.5 Quality Design and Healthy Placemaking

12.7.4 Car Parking Standards

Table 12.26: Maximum Parking Rates (Residential Development)

12.7.5 Car Parking / Charging for Electric Vehicles (EVs)

12.7.6 Car Parking Design and Layout

12.11.1 Water Management

12.3.1 Appropriate Assessment

12.3.2 Ecological Protection

12.3.3 Environmental Impact Assessment

12.4.1 Green Infrastructure Definition and Spatial Framework

12.4.2 Green Infrastructure and Development Management

12.5 Quality Design and Healthy Placemaking

12.5.1 Universal Design -

Provision of wayfinding and signage at appropriate levels, particularly in the public realm;

12.5.4 Public Realm: (At the Site Level)

Promote greater connectivity and permeability throughout the development through the provision of a network of well-connected public spaces and streets, with materials, and signage that is easily interpreted by all;

12.5.5 Healthy Placemaking and Public Realm: (At the Neighbourhood Level)

Table 3.18: Key Principles for Healthy Placemaking and Public Realm at Neighbourhood level

12.5.7 Signage – Advertising, Corporate and Public Information

Development proposals that include signage 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 two advertising signs should be erected on any elevation;*
- *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 12.3.8 Architectural Conservation Areas);*
- *Any sign or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard;*

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

Table 3.19: Signage

12.11.4 Environmental Hazard Management (iii) Lighting External lighting schemes and illuminated signage on commercial and industrial premises, sports grounds, and other community facilities, should be designed, installed and operated so as to prevent nuisance to adjoining occupiers and road users, in the interests of amenity and public safety.

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).

Traffic and Transport Assessment Guidelines, National Roads Authority, (2007)

Waste Management Plan for the Dublin Region 2005-2010, Dublin City Council, Dun Laoghaire-Rathdown County Council, Fingal County Council and South Dublin County Council, (2005)

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

Regional Planning Guidelines for the Greater Dublin Area 2010-2022, Dublin Regional Authority & Mid-East Regional Authority (2010)

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

Assessment

The main issues for assessment are:

- Zoning and council policy,
- Visual impact,
- Landscaping,
- Water Services and Drainage,
- Access and Roads,
- Appropriate assessment,
- Environmental Impact Assessment.

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Zoning and Council Policy

The site is located in an area zoned EE – advertisements and advertising structures are permitted in principle.

As the proposal relates to signage, there would be no impact on green infrastructure.

Signage Policy

The proposed signage would be on a building.

Signs 1-4 are of the same type and would be company logo signs 2.8m x 2m. They would be individual PVC letters and symbol, mounted on the building cladding. All measure 5.6sq.m. It is not indicated that the signs would be lit.

Sign 5 would be a smaller version of the type indicated above (0.5m x 0.35m) – 0.175sq.m

Signs 6 and 7 would be vinyl logos on glass.

Sign 8 would be a fence sign – single sided logo sign on white PVC panel. 1.12m x 0.8m (0.90sq.m)

In accordance with Table 3.19: Signage: Window signs are generally appropriate, but they must not occupy more than 25% of window space. Fascias and Box Signs are also generally appropriate, but they should not be internally illuminated. Lettering should be no more than 400mm in height. The proposed signage meets the relevant criteria. Fence signs are not specifically identified in Table 3.19, however *12.5.1 Universal Design favours the provision of wayfinding and signage at appropriate levels, particularly in the public realm* and QDP7 Objective 3 is *'To require a high quality of design and finish for new and replacement shopfronts, signage, and advertising, having regard to the requirements set out in Chapter 12: Implementation and Monitoring'*. The fence sign is therefore generally in keeping with Council Policy.

12.5.7 Signage – Advertising, Corporate and Public Information

Development proposals that include signage 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 two advertising signs should be erected on any elevation;

All signs relate to the occupier of the building. Signs 1, 2, 5, 6, 7 would be on the north east elevation. However, signs 5, 6, 7 are all small scale and located at ground level. There are therefore only 2 prominent signs on this location. Sign 4 would be on the south west elevation. Sign 3 would be on the north west elevation.

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- 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;
5, 6, 7 are ground floor. Other signs relate well to the entrances of the buildings.
- Signs should be simple in design and integrate with the architectural language of the building and not obscure any architectural features;
The signage integrates well with the building.
- Signs should be proportionate to the scale of the building to which they are attached and sensitive to the surrounding environment;
Signs are proportionate to the building.
- 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 12.3.8 Architectural Conservation Areas);
N/A
- Any sign or associated structure should not create an obstruction to pedestrian or cyclist movement or create a traffic hazard;
The Roads Department has raised no objections.
- Careful consideration should be given to the materials used in the construction of a sign and the methods used to light it.
N/A

Visual Impact

Given the land is zoned EE and the proposed development is situated within existing industrial areas, it is not considered that the proposed development is unacceptable in terms of visual impact. The proposed signage is small in scale relative to the size of the associated building. In this regard, it is considered that the proposed signage will have a minimal visual impact.

Landscaping

No report received. There would be no impact on landscaping features.

Services and Drainage

No applicable in this instance.

Access and Roads

The Roads Department has reviewed the proposed development and has no objections.

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Screening for 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.

Screening for Environmental Impact Assessment

A mandatory EIAR is not required by Schedule 5 of the Planning and Development Regulations 2000 (as amended) for this development. Having regard to the nature and scale 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.

Other Considerations

Development Contributions

The proposal is for Signage; therefore, the assessable area is nil.

SEA Monitoring Information

SEA Monitoring Information	
Building Use Type Proposed	Floor Area (sq. m.)
Signage	0sq.m (Signage)
Land Type	Site Area (Ha.)
Brownfield/Urban Consolidation	3.254 Ha

Conclusion

Having regard to the provisions of the South Dublin County Council Development Plan, the 'EE' land use zoning, the established character of the area and the nature and scale of the proposed development (signage), it is considered that, subject to the conditions set out below, the proposed development would be in accordance with the national and regional policy and the SDCC Development Plan and would, therefore, be in accordance with the proper planning and sustainable development of the area.

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Recommendation

I recommend that a decision be made pursuant to the Planning & Development Act 2000, as amended, for the reasons set out in the First Schedule hereto, to Grant Permission for the said development in accordance with the said plans and particulars, subject to the condition(s) specified in the Second Schedule hereto, the reasons for the imposition of the said condition(s) being as set out in the said Second Schedule.

FIRST SCHEDULE

It is considered that the proposed development accords with the policies and objectives of South Dublin County Council, as set out in the South Dublin County Council Development Plan 2022 - 2028 and subject to the conditions set out hereunder in the Second Schedule is hereby in accordance with the proper planning and sustainable development of the area.

SECOND SCHEDULE

Conditions and Reasons

1. Development in accordance with submitted plans and details.
The development shall be carried out and completed in its entirety fully in accordance with the plans, particulars and specifications lodged with the application, save as may be required by the other conditions attached hereto.
REASON: To ensure that the development shall be in accordance with the permission and that effective control be maintained.
2. Restrictions on Further Signage.
Notwithstanding the provisions of the Planning and Development Regulations 2001, or any statutory provision amending or replacing them, no further advertisement signs (including any signs installed to be visible through windows), advertisement structures, banners, canopies, flags, or other projecting elements shall be displayed or erected on the development or within the curtilage of the site, unless authorised by a grant of planning permission.
REASON: To protect the visual amenities of the area and in the interest of 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 shall notify the Irish Aviation Authority and the Department of Defence regarding any cranes likely to penetrate ICAO surfaces.

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REG. REF. SD22A/0272

**LOCATION: Block A, Jordanstown Road,, Greenogue Business Park, Greenogue,
Rathcoole, Co Dublin**

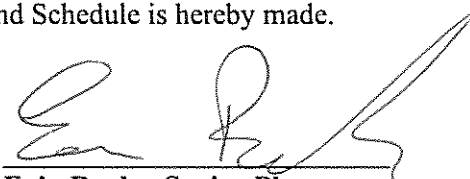
Colm Harte

Colm Harte,
Senior Executive Planner

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

9/8/22


Eoin Burke, Senior Planner