

SLA

Stephen Little
& Associates

Planning
Report –
Further
Information
Reg. Ref.
SDZ22A/0008

New Signage at Block
F for permitted
development under
SDZ20A/0016,
SDZ20A/0018 and
SDZ21A/0017

At Adamstown Station
(Phase 1), Adamstown
SDZ

For Quintain
Developments Ireland
Ltd

AUGUST 2022

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1 INTRODUCTION

We, Stephen Little & Associates, Chartered Town Planners & Development Consultants, 26/27 Upper Pembroke Street, Dublin 2 D02 X361 are instructed by our client, Quintain Developments Ireland Ltd, 6th Floor, Fitzwilliam Court, Leeson Close, Dublin 2 to prepare this Planning Report as part of its response to the Planning Authority's Request for Further Information dated 14 July 2022 in respect of the development proposed under South Dublin Council Planning Application Reg. Ref. SDZ22A/0008.

The development lands are located within the Adamstown Strategic Development Zone (SDZ) and comprise of amendments to the first phase of development at Adamstown Station (Development Area 11). The site is generally bound by the existing 'Alderlie' development and Adamstown Avenue to the north, to the west by undeveloped lands, to the south by Station Road, the railway line and train station and to the east by Adamstown Park and Adamstown Community Centre.

The proposed development consists of amendments to Blocks F, (site outlined in red in Figure 1), in the eastern half of a development permitted under SDCC Reg. Ref. SDZ20A/0008 which was on an overall site of 3.77Ha. The overall permitted development under that permission comprised of a commercial element of the development consisting of 1 no. supermarket unit, plus 20no. retail, or retail/café/restaurant units comprising of an overall total of c.9,653m² of net floor space. This application was amended by SDZ20A/0018 this application consisted of adjustments to the configuration of the footprint of Block F to provide for 2no. supermarket units and a multi-story car park at first and second level. Permission has been recently granted under SDZ21A/0017 for further amendments to Block F including an additional level of car parking now over first, second and third floors and minor amendments to the floor layouts.

On the 14th of July 2022, the Planning Authority invited the Applicant to provide a response to a Request for Further Information in respect of 2no. items. We welcome this opportunity to provide Further Information to the Planning Authority in relation to those specific matters it has raised and trust the submission will assist in its final assessment and ultimate determination of the application. We welcome also the otherwise positive assessment of the proposals by the Planning Authority.

The Applicant's Response comprises this Report and the accompanying Further Information plans and particulars enclosed herewith. A full list of enclosures forming the Applicant's response to the request of the Planning Authority is provided at the end of this Report.

6 no. hard copies of the Further Information material are submitted, as requested by the Planning Authority.

2 SUMMARY OF REQUEST FOR FURTHER INFORMATION

The Planning Authority issued a Request for Further Information on 8 August 2022 with 2no. items attached. In this instance, the Planning Authority communicated 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.*

3 RESPONSE TO ITEMS 1 & 2 OF THE FURTHER INFORMATION REQUESTS

The Applicant's response is set out below. In each case the request of the Planning Authority is highlighted in bold, with the *Applicant's Response* set out below each Item in turn.

We confirm that prior to making this submission that a pre-submission meeting was held with Colm Harte and Sarah Watson of the Planning Department of South Dublin County Council.

3.1 Item 1 – Signage Location

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.

Applicant's Response to Item 1

The comments of the Planning Authority in respect of Item 1 are acknowledged, however, it is submitted that the positioning of all the signage was carefully considered during the design process.

We note also from the Planning Officers Report in this case that the issue behind the request for further information in this case becomes clearer. The generally positive assessment of the signage proposals detailed at pages 14, 15 and 16 of the Planning Officers Report in particular are welcomed. It is clear that the issue the Planning Authority raised was in relation to the signage at the east elevation above the car park entrance.

As was explained at the recent pre-submission meeting, the position of the signs have taken in to account to a range of factors and are for legibility purposes on the whole to ensure the successful operation of the town centre which is critical to the viability and long term health of Adamstown as a whole. The legibility is not only in respect of the visitor/shopper understanding where to enter the retail units, but also for the delivery/service vehicles and persons arriving by car to understand where to enter the building, so as to avoid inadvertent movements further down Station Road where they would interact with the public transport node at the Rail Station where high volumes of pedestrian movement are also expected to occur as people pass to and from the Rail Station and Bus Stops in to The Crossings (Adamstown town centre).



Figure 1: CGI showing positioning of directional signage placement on building in line of sight for vehicular traffic travelling along Station Road.

We refer the Planning Authority to the supporting letters from Aldi, Tesco, both anchor retailers at this location, and Bannon as commercial managing agents in relation to item 1. The letters note the importance of the positioning of these signs on the eastern elevation. The signage at this elevation is required to notify customers and service vehicles traveling along Station Road and Adamstown Avenue of the location of the crossings and the Aldi and Tesco stores on site. The signage along the eastern elevation is a key indicator of the development.

It is our opinion that the material enclosed and the responses above provide the Planning Authority with adequate material to demonstrate that the development as now proposed is appropriate.

3.2 Item 2 – Signage Design

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.

Applicant's Response to Item 2

We note also from the Planning Officers Report in this case that the issue behind the part of the request for further information in this case becomes clearer. The generally positive assessment of the signage proposals detailed at pages 14, 15 and 16 of the Planning Officers Report in particular are welcomed. It is clear however that the issue the Planning Authority raised at page 16 was in relation to the nature of the lighting of the Aldi signage.

It is acknowledged that the Operator has a brand image which is applied across its stores countrywide. In this instance, the Applicant has worked closely with the Operator to arrive at an alternative proposal whereby the appearance of the Aldi sign remains the same as previously, but that only the letters making up the word Aldi and the logo above are backlit, with the remainder of the signage fascia not being lit.

In this regard, we enclose herewith Drg. ADC-HJL-F-XX-DR-A-P2021 (Rev P02) prepared by Henry J Lyons Architects which highlights the new Aldi sign being proposed in this case. The new signage detail is shown in a red bubble so as to clearly identify what has changed from that proposed previously. The Planning Authority will note that the dimensions of the sign are 2470mm high by 2070mm wide (approximately) and that this is identical to that shown on the elevations already provided. The appearance of the sign now proposed, as compared to that previously proposed has an identical appearance in elevation also. As such, there is no need to amend the previously lodged Elevation drawings as the proposals for their appearance, location and scale are identical.

What can be seen below and from Drg. ADC-HJL-F-XX-DR-A-P2021 (Rev P02) however is that there is a marked difference in the approach to the lighting of the sign which has regard to the concerns of the Planning Authority expressed in this case.



Figure 2: Sign as now proposed on the left with limited extent of backlighting, with previously proposed sign on the right shown with full backlighting.

This brings the appearance of the sign at night more in line with the adjacent Tesco signs and will be more in keeping with the Council's aspirations for a high quality design approach in the town centre itself.

Conclusion

It is our opinion that the material prepared Henry J Lyons Architects and the responses above provide the Planning Authority with significant material to demonstrate that the development as now proposed has adequately addressed the RFI Item in this case.

4 Conclusion

We welcome this opportunity to provide further information in relation to specific matters raised by the Planning Authority. We trust that the enclosed material provides sufficient comfort to the Planning Authority in respect of the proposed development, to enable it to arrive at a favourable decision.

It remains our opinion that the proposed development is compliant with national, regional and county level planning policy guidance for residential development and will deliver a high-quality residential scheme. This includes compliance with the policies, objectives and design standards of the South Dublin County Development Plan 2022 – 2028.

It is our understanding that the proposals included in this submission are therefore compliant with the provisions of the Planning Scheme and are consistent with the requirements of the Planning Authority also.

We confirm that we continue to act for the Applicant in this case and would ask that all future correspondence in relation to this planning application be directed to this office.

STEPHEN LITTLE & ASSOCIATES

29 August 2022

5 Enclosures

The following plans and particulars are included with this further information response to the Planning Authority:

6 no. copies of the following plans and particulars:

1. Letter dated 4 August 2022 from Tesco Ireland
2. Letter dated 2 August 2022 from Aldi Stores (Ireland)
3. Letter dated 28 July 2022 from Bannon
4. Drg. No. ADC-HJL-F-XX-DR-A-P2021 (Rev P02) prepared by Henry J Lyons Architects

Stephen Little & Associates are committed
to progressing and achieving sustainable
development goals.

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