

Our Ref: 22005

Monday, 14 November 2022

Planning Department  
South Dublin County Council  
County Hall  
Tallaght  
Dublin 24

**Re: Unit 1, Arena Retail Park, Whitestown Way, Tallaght, Dublin 24**

Dear Sir/Madam,

Please find the attached planning retention application for signage works to Unit 1, Arena Retail Park, Whitestown Way, Tallaght, Dublin 24 on behalf of our client, Maxi Zoo (Ireland) Ltd, as follows:

*Retention of existing signage to the front of the unit including: 1 No. 9m x 1.5m lightbox with printed graphic and returns; 3 No. high level vinyl graphic signs total area 46sqm; 2 No. 6.56m high vinyl graphic signs to flanking windows; 1 No. 300mm vinyl graphic strip forming archway 3.58m wide by 2.36m high; 2 No. 300mm vinyl graphic strips to entrance doors; 80mm wide strip to windows either side of entrance door to total length of 6.14m; and 1 No. 4.32m wide by 0.8m high Dibond graphic panel to trolley bay.*

The application comprises the following documents:

- Completed application form
- Payment in the sum of €4,416.00 being the application fee
- Copy of Newspaper Notice (*The Herald*, 11<sup>th</sup> November 2022)
- Copy of Site Notice
- Letter of Consent from Owner
- OS Map at 1:1000
- Six copies of each of the following drawings:

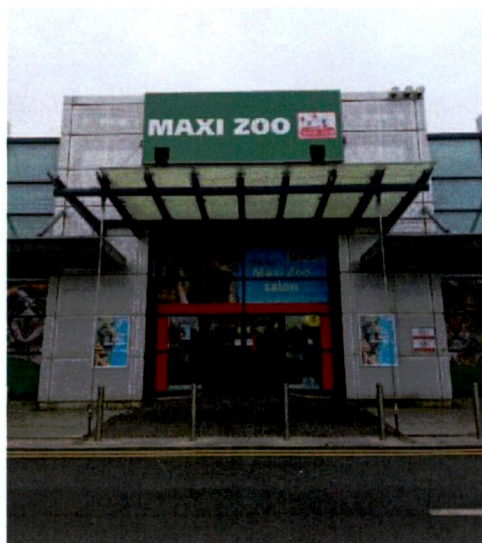
22005_2000	Site Plan	1:500
22005_2001	Floor Plan	1:200
22005_2002	Elevations	1:200/1:500
	Signage Details	Varied scales

The purpose of the signage is to ensure that the external appearance of the Maxi Zoo outlet in Arena Retail Park is consistent with the company branding and with the appearance of other outlets around the country – see photos below.

The signage is also consistent with the treatment of other retail units facing on to the car park area of the Arena Retail Park and is appropriate to the scale of both the overall building and the space that it encloses – see photo of adjacent Polonez unit below. It is noted that the signage is only visible from the car park and can not be seen from the adjacent public roads.



*Maxi Zoo, Arena Retail Park, Tallaght*



*Maxi Zoo, Dundalk*

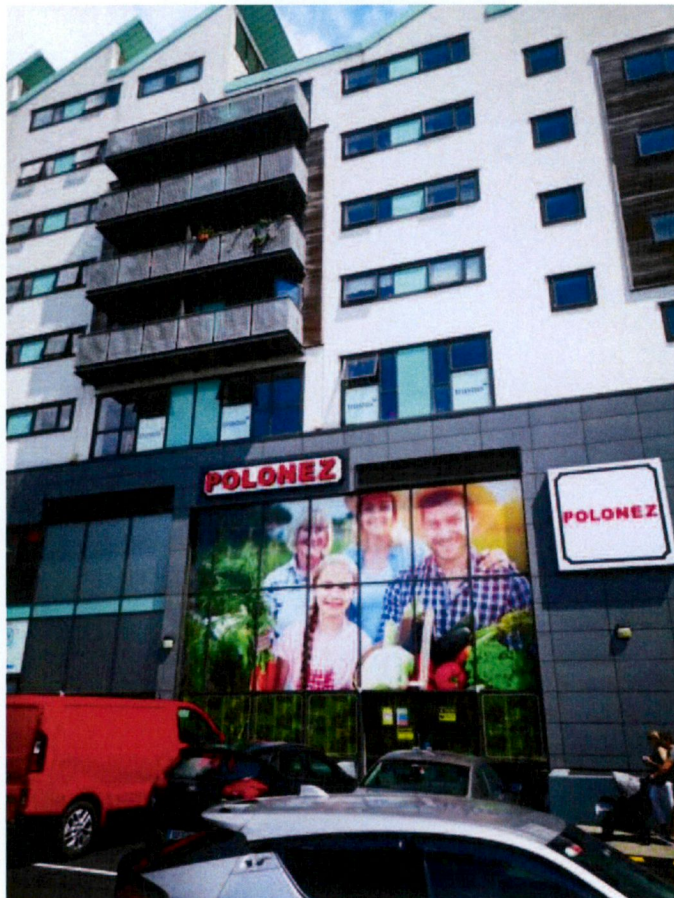


*Maxi Zoo, Coolock*





*Maxi Zoo, Santry*



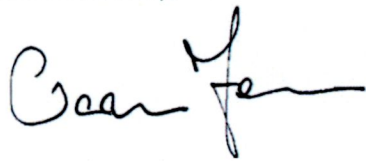
*Polonez outlet, Arena Retail Park*

The signage is of a high standard both materially and in graphic design, in accordance with QDP7 Objective 3 of the South Dublin County Development Plan 2022-2028.

In accordance with Section 12.5.7 of the Development Plan, the signage only advertises the goods and services associated with the premises. It is simple in design and integrates with the architectural language of the building. The signage is appropriate to the scale of the building and the surrounding environment.

We trust that the above information is sufficient and look forward to hearing from you in due course.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ciarán Ferrie', with a stylized flourish at the end.

Ciarán Ferrie BSc(Arch) BArch MRIAI

Encls