

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Reg. Reference: SD22A/0434 **Application Date:** 15-Nov-2022
Submission Type: New Application **Registration Date:** 15-Nov-2022

Correspondence Name and Address: Ciarán Ferrie Architects Argus House, Blackpitts, Dublin 8

Proposed Development: Retention of existing signage to the front of the unit including: 1 no. 9m x 1.5m lightbox with printed graphic and returns; 3 high level vinyl graphic signs total area 46sq.m; 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.

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

Applicant Name: Maxi Zoo (Ireland) Ltd.

Application Type: Retention

(CS)

Description of Site and Surroundings

Site Area: stated as 0.09 Hectares on the application.

Site Description

The subject site is located at The Arena Centre, which is a mixed use development of commercial & residential use on the corner of Whitestown Way and N81 in Tallaght. The subject site faces onto the surface level car park of the Arena Shopping Centre.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Proposal

The application seeking **retention** permission comprises of the following:

- Lightbox Sign – 1 no. 9m x 1.5m lightbox with printed graphic and returns.
- Vinyl Graphics – 3 no. high level vinyl graphic signs total area 46sq.m (1 no. vinyl graphic per glazed element).
 - 2 no. 6.56m x 4.65m high vinyl graphic signs to flanking windows either side of entrance.
 - 1 no. 300mm vinyl graphic strip forming archway 3.58m wide by 2.36m high.
- 3no. Graphic strips to entrance doors.
 - 2 no. 300mm vinyl graphic strips to entrance doors.
 - 1 no. 80mm wide strip to window to side of entrance door to total length of 6.14m.
- 1 no. 4.32m wide by 0.8m high Dibond graphic panel to trolley bay.

Zoning

The subject site is subject to zoning objective 'REGEN': *'To facilitate enterprise and/or residential-led regeneration'* under the South Dublin County Development Plan 2022 - 2028.

Consultations

Roads Department – no objections subject to **conditions**.

Surface Water Drainage – No objections subject to **conditions**.

Irish Water – No objections subject to **conditions**.

Parks Department – no comments following review.

SEA Sensitivity Screening

No overlap is recorded in the SEA monitoring system.

Submissions/Observations/Representations

None.

Relevant Planning History

SD07A/0607: Revisions to development permitted under previously granted permission (Register References: SD03A/0320, SD04A/0962 and SD06A/0886) to the mixed commercial, retail, retail warehouse, leisure, office, and residential building development. The revisions are to the following areas of the fitness centre, private healthcare facility, pharmacy and retail unit of the development: Ground Floor - an additional corridor and staircase has been located within the fitness centre to provide a new access to the extended gym at mezzanine level; minor alterations to the general floor layouts have been made to accommodate this change; Mezzanine Floor - the fitness centre has been extended into the footprint of the private healthcare facility: the private healthcare facility at this

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

level has been relocated to above and within the void over the pharmacy and retail unit. The total overall additional floor area at this level is 438sqm. Minor alterations to the general floor layouts have been made to accommodate these changes.

Decision: **GRANT PERMISSION.**

SD06A/0886: Revisions to development permitted under previously granted permission Register References SD03A/0320 and SD04A/0962. The development will consist of revisions to the mixed commercial, retail, retail warehouse, leisure, office and residential building development: the proposed revisions are to following areas of office Block A and Block B of the development: (1) basement, ground and mezzanine floor levels - minor modifications to the access cores including an additional lift to Block A core and additional plant/telecom rooms at basement level, totalling 22sq.m; (2) first and second floor levels - minor modifications to the access cores including an additional lift to Block A and an increase in the floor to floor heights from 3.750m to 4.075m; (3) third and fourth floor levels - minor modifications to the access cores an additional lift to Block A and an increase in the floor to floor height from 3.750m to 4.075m, two additional office floors have been located at third and fourth floor levels above the existing link office floor (at second floor level) between blocks A/B, totalling 1,268sq.m; (4) roof level - screened roof top plant area located above the additional office floors.

Decision: **GRANT PERMISSION.**

SD04A/0962: A mixed commercial, retail, retail warehouse, leisure, and residential building complex on a site of 3.256 hectares to the south west of the junction of Whitestown Way and the Tallaght Bypass in the townland of Whitestown, Tallaght, Dublin 24. This development included a one storey over ground floor discount food store with ancillary storage areas and mezzanine level administration offices, 1,853sq.m. in area.

Decision: **GRANT PERMISSION.**

SD03A/0320 & ABP Ref. PL06S.207427: A mixed commercial, retail, retail warehouse, leisure, and residential building complex on a site of 3.256 hectares to the south west of the junction of Whitestown Way and the Tallaght Bypass in the townland of Whitestown, Tallaght, Dublin 24. This development included a one storey over ground floor discount food store with ancillary storage areas and mezzanine level administration offices, 1,853sq.m. in area.

Decision: **GRANT PERMISSION. APPEAL WITHDRAWN.**

Adjacent sites

SD22A/0002: Provision of 2 double sided projecting signs to the northern elevation at the existing mall entrance.

Decision: **REFUSE PERMISSION**

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Reason for Refusal:

Due to the siting of the proposed signage, removed from the associated retail unit and frontage, which is served by existing signs, the proposed development is considered to give rise to unwarranted and unacceptable visual impact, contrary to Section 11.2.8 the Outdoor Advertising Strategy (2019) of the South Dublin County Development Plan 2016-2022. Furthermore, having regard to the presence of neighbouring commercial units operating within the Arena Centre, the development if permitted, would potentially set an undesirable precedent for similar proposals and would therefore be contrary to the proper planning and sustainable development of the area.

SD08A/0837: One no. 28.06m x 3.05m advertising banner sign behind glazing on the East elevation of a Lidl store, (previously approved planning application Ref. No. SD03A/0320).

Decision: **GRANT PERMISSION FOR RETENTION.**

SD18A/0267: Double sided Totem sign and all associated and ancillary works at the main vehicular entrance.

Decision: **PERMISSION GRANTED.**

SD18A/0232: Provision of 1 double sided projecting sign to the front elevation.

Decision: **GRANT PERMISSION.**

SD18A/0133: Provision of 2 double sided projecting signs to the front elevation of the existing Lidl store. **Permission refused** for the following reasons:

- 1. Having regard to the existing and appropriate quantum of signage on the subject unit, and on adjoining units, the proposed development would set an undesirable precedent for other similar developments, which would in themselves and cumulatively, result in proliferation of signage, which would be harmful to the visual amenities of the area and would be contrary to the proper planning and sustainable development of the area.*
- 2. Section 11.2.8 of the South Dublin County Council Development Plan 2016-2022 relates to signage, and states that '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' Council policy in relation to projecting signage is also detailed within Table 11.19 'Signage' of the 2016-2022 County Development, which states that projecting signs are 'generally not appropriate'. Furthermore, the design criteria for such projecting signs are as follows*
 - Must be positioned no lower than 2.4 m above pavement level (but not on upper floors)*
 - Maximum of one per unit*
 - Should not be internally illuminated.*

Whilst the signs comply with the height limit, two signs are proposed, both of which are to be internally illuminated. Therefore, the proposed development would contravene Section

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

11.2.8 'Advertising, Corporate Identification and Public Information Signs' and Table 11.19 'Signage' of the 2016-2022 County Development Plan and would be visually obtrusive and contrary to the proper planning and sustainable development of the area.

SD06A/0471: Ancillary use as an off-licence of the previously approved one-storey over ground floor discount foodstore granted under Planning Permission Reg. Ref. SD03A/0320.

Decision: **GRANT PERMISSION.**

Overall Development

SD12A/0222: Change of use of existing unit on the ground floor to form extended gym within previously permitted mixed use development (Planning Reg. Nos. SD03A/0320, SD04A/0962, SD06A/0886 & SD07A/0607).

Decision: **GRANT PERMISSION.**

SD08A/0841 : Replacement of 4 no. existing external signs to the east and north elevations.

Decision: **GRANT PERMISSION.**

Relevant Enforcement History

None recorded for subject site relevant to the current application according to APAS.

Pre-Planning Consultation

None recorded for subject application according to APAS.

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

Section 12.9 Economic Development & Employment

Section 12.9.1 Regeneration Zone.

12.5.6 Shopfront Design

Development proposals for new or amended shopfront(s) should address the following design criteria:

Relate to the architecture of the building of which it forms part of and respect the scale and proportions of the streetscape;

Maintain the existing grain of development along the street by respecting the appropriate plot width;

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

The scale of windows and frequency of openings should seek to maximise activity and surveillance to the adjacent street;

Utilise materials, colours and textures that complement the architectural character of the building and integrate with the overall visual unity of the streetscape;

Architecturally integrate signage that is of a high standard of design, finish, and installation;

Take a balanced approach to the design of security measures to ensure that the need to secure the premises does not conflict with visual amenity. For this reason, the use of roller-shutters will be restricted;

Ensure canopies, outdoor seating and displays add to the attractiveness and vibrancy of an area and do not disrupt movement along footpaths.

Proposals for shopfronts, should have regard to the guidance set out in the South Dublin County Council Shopfront Design Guide (2019), which provides guidance in relation to the overall form of shopfronts and individual elements including materials, signage, lighting and security arrangements.

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;*

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

- *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.

Chapter 9 Economic Development and Employment

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.

EDE1 Objective 6:

To ensure that economic and enterprise related development is provided in a manner which facilitates a reduction in greenhouse gas emissions by supporting and promoting the following measures:

- *An increase in employment densities within walkable distances of communities and on public transport routes;*
- *Promotion of walking and cycling and use of public transport through increased permeability and mobility management measures within and outside employment areas;*
- *The sourcing of power from district heating and renewables including wind, hydro and solar;*
- *Additional native tree planting and landscaping on existing and proposed enterprise zones and development sites to aid with carbon sequestration, contribute to the green infrastructure network of the County and promote quality placemaking.*
- *9.2.2 Urban Growth, Regeneration and Placemaking*
- *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.*
- *EDE4 Objective 1:*
- *To ensure that economic and employment development is located to optimise existing infrastructure and to support development and investment in the County's urban centres supporting orderly growth and placemaking.*

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Relevant Policy in Tallaght Town Centre Local Area Plan 2020

3.0 Neighbourhoods

3.2 The Centre

Continued transformation towards a high quality mixed use urban centre of city scale and character, promotion of new and enhanced retail, civic and town centre uses, new employment space and a vibrant mix of residential, that will support the whole of the County all set within an attractive network of streets, spaces, and buildings.

Key Objectives for the Centre (TC):

TC1: Continue the transformation of the centre with an increase in existing residential, commercial, retail, civic, services and cultural uses and functions.

TC10: Improve and enhance the public realm.

9.2 Design Criteria and Design Statements

All proposals for signage (advertisement, corporate and public information) shall be designed in accordance with the criteria set out under the South Dublin County Council County Development Plan 2016–2022.

9.3 Retail Standards

Signage, Pedestrian Wayfinding and Advertising

The Planning Authority will consider appropriately designed and located advertising structures primarily with reference to the zoning objectives and permitted advertising uses. In all such cases, the 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.

Relevant Government Guidelines

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

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).

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

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

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

Assessment

The main issues for assessment relate to:

- Zoning and Council Policy;
- Design and Visual Amenity;
- Access and Parking;
- Services & Drainage;
- Screening for Environmental Impact Assessment (EIAR);
- Screening for Appropriate Assessment (AA).

Zoning and Council Policy

The proposed development is consistent in principle with zoning objective 'REGEN': *'To facilitate enterprise and/or residential-led regeneration'*. Advertisements and Advertising Structures are considered to be Permitted in Principle under this zoning objective.

Under the Tallaght Town Centre Local Area Plan 2020 the site is located within The Centre Neighbourhood. This neighbourhood has the following objective:

Continued transformation towards a high quality mixed use urban centre of city scale and character, promotion of new and enhanced retail, civic and town centre uses, new employment space and a vibrant mix of residential, that will support the whole of the County all set within an attractive network of streets, spaces, and buildings.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

3no. Graphic strips to entrance doors.

The 3no. Graphic strips to the entrance doors consist of 2 no. 300mm vinyl graphic strips to entrance doors and 1 no. 80mm wide strip to window to the side of entrance doors with a total length of 6.14m. This element of the application for retention would comply with Section 12.5.7 Signage – Advertising, Corporate and Public Information and would comply as per Table 3.19 Signage.

1 no. 4.32m wide by 0.8m high Dibond graphic panel to trolley bay.

The application for the retention of the existing trolley bay signage is considered to be acceptable and would comply with Section 12.5.7 Signage – Advertising, Corporate and Public Information of the SDCC Development Plan 2022-2028.

Overall, it is considered that the application for retention would be visually acceptable for the subject site and therefore would be considered to be acceptable. However, it is considered appropriate to request **additional information** seeking amendments to the 1 no. Lightbox sign whereby the applicant is requested to submit revised drawings clearly showing omission of the Lightbox sign and any amended signage proposed shall fully comply with Table 3.19 Signage of the SDCC Development Plan 2022-2028 whereby lettering is limited to a maximum height of 400mm and whereby the sign is not internally illuminated.

Access and Parking

The Roads Department has reviewed the application for retention and have issued a report recommending no objections subject to **conditions**. An extract taken from the Roads report states the following:

Prior to commencement of any works in the public domain, and in order to comply with The Roads Act 1993 Section 13 Paragraph 10, a Road Opening Licence must be secured from South Dublin County Council, Roads Maintenance Department.

Description Retention of existing signage to a retail premises within a retail park.

There are no public roads affected by this application.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

*No Roads objections subject to the following **conditions**:*

- 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.*

The above condition is noted. However, it is considered that in order for the Planning Authority to be able to make a comprehensive assessment the applicant should be requested to submit revised drawings clearly showing that the 1 no. Lightbox Sign (illuminated signage) seeking retention is omitted and amended signage should take the form of non-illuminated signage that fully complies with Section 12.5.7 Signage – Advertising, Corporate and Public Information of the SDCC Development Plan 2022-2028. It is considered this may be addressed by way of a request for **additional information**.

Services & Drainage

Surface Water Drainage and Irish Water have no objections subject to **conditions**. An extract taken from the Surface Water Drainage report states the following:

Surface Water Report

No Objection Subject To:

Flood Risk

No Objection

All works for this development shall comply with the requirements of the Greater Dublin Regional Code of Practice for Drainage Works.

It is considered appropriate to attach the above **condition** in the event of a grant.

An extract taken from the Irish Water report states the following:

1 Water

- Where relevant comply with Irish Water Standards.

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

2 Foul

- Where comply with Irish water Standards.

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

It is considered appropriate to attach the above **condition** in the event of a grant.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Screening for Environmental Impact Assessment (EIAR)

Having regard to the modest nature of the proposed development, and the distance of the site from nearby sensitive receptors, there is no real 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 (AA)

The subject site is not located within nor within close proximity to a European site. The proposed development is located within an established residential area and comprises of a house extension.

Having regard to:

- the small scale and domestic nature of the development,
- the location of the development in a serviced urban area, and
- the consequent absence of a pathway to the European site,

it is considered that the proposed development would not be likely to have a significant effect individually, or in-combination with other plans and projects, on the Natura 2000 network and appropriate assessment is not therefore required.

Other Considerations

Development Contributions

- Shop front signage only seeking retention.
- Assessable area is nil.

SEA Monitoring Information	
Building Use Type Proposed	Floor Area (sq.m)
Commercial retail unit	73.6sq.m
Land Type	Site Area (Ha.)
Brownfield/Urban Consolidation	0.09 ha

Conclusion

Request Additional Information seeking amendment to the 1 no. Lightbox sign (illuminated signage) and revision of height of lettering to a maximum of 400mm.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

Recommendation

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

1. The applicant is requested to submit revised drawings clearly showing omission of the 1 no. Lightbox Sign (illuminated signage) seeking retention. The signage should be amended to take the form of non-illuminated signage that fully complies with Section 12.5.7 Signage – Advertising, Corporate and Public Information and Table 3.19 Signage of the SDCC Development Plan 2022-2028 whereby lettering is limited to a maximum height of 400mm and whereby the sign is not internally illuminated.

Comhairle Chontae Atha Cliath Theas

PR/0065/23

Record of Executive Business and Chief Executive's Order

REG. REF. SD22A/0434

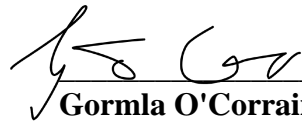
LOCATION: Unit 1, Arena Retail Park, Whitestown Way, Tallaght, Dublin 24



Jim Johnston,
Senior 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: 19/01/23



Gormla O'Corrain, Senior Planner