

Dublin Enterprise Zone Signage Strategy



Client: Fingal County Council

Job Number: 14_067

Civil Engineering Structural

Transport

Environmental Project

Health and Safety



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1 Introduction

1.1 Background

The Dublin 15 area Enterprise Zone – Damastown, Ballycoolin and Cherryhound - has developed at a national scale over the last 20 years facilitated by significant public and private investment. The area currently contains 20 Business Parks containing 1,095 business premises with 16,920 employees. The area is exceptionally well served by road, sea and air transport and has seen significant investment recently with the completion of the M2/N3 link road in 2013.

In a survey of the area in 2013 it was discovered that the top twenty companies represented 50% of total employment in the area, and of the top 20 companies, 17 are Foreign Direct Investment companies. The pharmaceutical sector has clustered in Dublin 15 with Tech Group, Helsinn Birex, Covidien, Bristol Myers Squibb, Rottapharm, Ipsen & Astellas all having large facilities in the area and Fingal's latest IDA client company, Alexion. In addition R & D, High Tech Office and advanced manufacturing are all present in Dublin 15 including IBM, Symantec, Alcatel, Lucent, Paypal, Xeros and Synopsys to name but a few.

1.2 Purpose of the Signage Strategy

The improvement of signage in the Dublin Enterprise Zone is required due to difficulties experienced at present by businesses in the zone. These difficulties include delays and inefficiencies in hauliers and other visitors within the zone reaching their destination due to the confusing layout of the roads, the numerous roundabout that are similar in appearance, and the volume of business parks. A lack of landmarks, similarities between the roads and the roundabouts, and the distance from the N2 or N3 to a park entrance mean that giving directions to specific business parks is difficult for business owners. In addition, if a drivers loses their way it is very difficult for them to reorient themselves even with the assistance of a business owner. The Signage Strategy will improve visitor orientation and help visitors to find destinations via the most efficient route.

- Visitors, hauliers, etc. can easily find the Dublin Enterprise Zone from the N2 or N3
- Park destinations can be found from each roundabout
- Each roundabout has consistent signage
- When exiting a Park the N2 or N3 can be located easily
- The area/zone has a sense of 'place'/arrival
- · A strategy for signing new development

This Strategy Report (including the detailed design drawings for signs and sign locations given in the Appendices) is the first stage of a three part process. Stage 2 is the Part 8 Planning Process required for the signage, and Stage 3 will involve the construction and erection of signs. This strategy will detail how the Ballycoolin area of the Dublin Enterprise Zone should be signed, and will outline how the Cherryhound area should be signed as it develop ensuring that there is consistency within the region in the future. The Damastown area will also be signed from the other areas of the zone.

This Strategy Report contains the following information:

- Strategy Principles and Policy Context
- An analysis of existing signage in the Dublin Enterprise Zone
- Feedback from public consultation
- Strategic Actions to improve signage in the Dublin Enterprise Zone

1.3 Strategy Principles

The Signage Strategy is underlined by a number of general principles. These are based on current national legislation and policy. The primary purpose of the Dublin Enterprise Zone signage will be to guide visitors along the most appropriate route at the later stages of their journey, from when they exit the N2 or N3 until they read the business park they are looking for. The signs should complement, but not replace, pre-planning of the journey. Stakeholder consultation and feedback from the wider public

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has also fed into the Strategy principles listed below which have been agreed with Fingal County Council.

Road Safety

- Safety and clarity for the road user are paramount
- Unauthorised, broken, out of date, faded, non-standard or duplicated signs will be removed, in consultation with those appropriate, as required
- Destination signs will only be used where there are clear benefits to the road user, they will
 not be used as a form of advertising
- Business park destination signage will supplement and not duplicate standard directional signage

Sign Design

- Standard Directional Signs (black on white) will be used
- A consistent template will be used incorporating 'Dublin Enterprise Zone' branding and the area of the zone in a banner on top of the standard directional sign
- The industrial estate 'factory' symbol will not be used on the proposed signs
- Rationalisation of existing signage will be required

Sign Content

- The signage strategy promotes the Dublin Enterprise Zone as a destination
- All business parks with an entrance from a public road will be given the same priority on the signs, as will the N2 and N3 being the main exit locations from the Zone
- Business Parks will be signed in English and Irish

New Signage

- Proposed signage will be presented to the Councillors of Fingal County Council and put on public display as part of the Part 8 Planning Process. Observations of the Councillors and public will be taken into account, as appropriate
- Signage from the N2 and N3 will be proposed to the TII for their approval
- Signage for the business parks within the Enterprise Zone will be in the form of Advance Direction Signs only
- Signage is only one way of conveying information SatNav, and downloadable maps etc. should be promoted by businesses themselves and the Dublin Enterprise Zone section of the Fingal County Council website. Currently absent road name plates should be added to assist in this, and road that are without a distinct name should be given one

Signage Locations

- Continuity of signage will be provided from the first sign through to the destination
- Signs will be micro-located to ensure that disturbance to existing views is minimised, bearing in mind safety and communication considerations

Future Maintenance

- Efforts will be made to reduce the number of signs in the Enterprise Zone and on the N2 and N3 without a licence or planning permission
- Redundant signs will be removed

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2 Existing Issues

2.1 Defining the existing problems

Existing issues in the area include:

- What is the area called?
- Locating individual Business Parks
- Number of Parks and complex road layout (not a grid but circular in nature)
- Number of roundabouts
- Exiting to the N2 or N3
- Existing signage
- Park entrance signage
- Lack of consistency in addresses (e.g. Dublin 15, Dublin 11, Damastown, Ballycoolin, Blanchardstown, Fingal)

The existing signage:

- Evolved over time
- Towns signed (that can be some distance away)
- N2 and N3 not consistently signed for those exiting business parks
- Individual parks not signed
- · Roundabout not named
- Some roads not named

Potential issues with introducing directional signage that includes business park names:

- Compliance with the Traffic Signs Manual
- Permission required from DoE, NRA for some signs
- Use of Irish language increase sign sizes
- Locating signs (space, etc.)
- Size of signs (number of parks -> length of list)
- Dublin Enterprise Zone branding
- Catering for future development

Aims of this signage strategy:

- Visitors, hauliers, etc. can easily find the Dublin Enterprise Zone from the N2 or N3
- Park destinations can be found from each roundabout
- Each roundabout has consistent signage
- When exiting a Park the N2 or N3 can be located easily
- The area/zone has a sense of 'place'/arrival
- A strategy for signing new development

2.2 Steering Group

A Steering Group was established by Fingal Council in order to develop a corporate vision and a coordinated approach for the future development of this Enterprise Zone to build on its success to date. Members of the Steering Group included elected and staff members of Fingal County Council, President of IT Blanchardstown, CEO of Fingal Chamber of Commerce, IDA Ireland, Enterprise Ireland, property managers of business parks within the zone and employees of businesses within the parks.

The Steering Group advised and assisted on the:

- Creation of a new brand for the Dublin Enterprise Zone including a logo.
- Formulation of a Marketing Plan to attract new investors into the Dublin 15 Enterprise Zone.
- Development of a Corporate Signage Strategy.
- Development of a website and brochure.
- Development of a Landscape Strategy.

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2.2 Consultation

A number of business park property managers and business owners were met in addition to the Steering Group meetings.

An Open Day was held on February 4th (12pm to 3.pm) at Ballycoolin Training Centre.

Comments on the signage strategy proposals were taken in these meetings and at the Open Day.

Comments from the Steering Group members and those who visited the Open Day reiterated reinforced the issues and aims given above.

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3 Signing the Dublin Enterprise Zone

3.1 Finding the Dublin Enterprise Zone

It is possible at the moment to pass quite close to the Dublin Enterprise Zone along main roads and not be aware of its proximity or scale. Most people seeking a destination in a Dublin Enterprise Zone business park are looking for a specific destinations and should be aware of where to exit the N2 or N3, and the M50, before they travel through preparation for their journey. Signage on main roads is therefore a secondary aspect of this strategy, which can only be achieved with agreement from the NRA.

3.2 Directing visitors from Motorways and National Roads

It is proposed that the Dublin Enterprise Zone be signed as "Dublin Enterprise Zone", with the logo, from key locations on the main road network.

Signs on the M50 would be effective for promotion of the Dublin Enterprise Zone, however, they would require agreement from the M50 Concession Ltd. It is considered unlikely that this signage would be permitted, and it is accepted that visitors to the zone should be made aware of their correct exit (junction number) from the M50 through directions.

New signs on the N2 and M3 will require co-ordination with the NRA. Detailed locations and details of the proposed signs are contained in Appendix A. These proposals allow for leaving all existing signage in place. Some of the existing signage from the N3 is of dated design, and some signs have multiple locations that have been added over time. It is recommended that over time, if any signs are updated and rationalised by the NRA, the Dublin Enterprise Zone should be added to these signs.

3.3 A sense of arrival

The Ballycoolin area is currently given on existing directional signage, however, there is no village or other destination called Ballycoolin, and therefore there is no point at which you know you have arrived in Ballycoolin. This strategy proposes a number of ways in which a sense of arrival may be strengthened including with signs that welcome visitors to the Dublin Enterprise Zone at all of the main entry points to the Zone. Additional signs will indicate when you cross from one area of the Dublin Enterprise Zone to another. Both of these signs are based on the County Boundary signs that are outlined in the Traffic Signs Manual. These proposed signs and their locations are given in Appendix B of this document.

The banner on the advance direction signs will gave the Dublin Enterprise Zone logo and text and the area of the Zone that you are in in advance of each roundabout. This will solidify the sense of place and continually reconfirm location to the driver.

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4 Signing Destinations

4.1 Destinations

Dublin Enterprise Zone will not be a destination on any signage within the zone. The Dublin Enterprise Zone will be divided into three areas. This assists in providing directional signage to the business parks as individual business will only be signed within their area, and the additional areas of the Zone will be signed also. The three areas are Ballycoolin, Damastown and Cherryhound.

Within the individual areas of the Dublin Enterprise Zone, business park names will be given on advance directions signs. The business park names will be given where there are four or less parks or other destinations in any one direction from a roundabout. Where there are additional business parks within a Dublin Enterprise Zone area that cannot be individually given on a particular sign this will be marked as 'Other' and the area name, e.g. 'OTHER BALLYCOOLIN'.

4.2 Eligibility Criteria

These recommendations are based on the current national guidelines in place, on the discussions of the Dublin Enterprise Zone Steering Group, and on the stakeholder and public consultation exercise carried out in the area.

The purpose of advance direction signs showing business park names as destinations is not as marketing tools, advertisement or promotion. There is not an automatic entitlement to business parks being signed on advance directional signs.

1	Road and Safety considerations will have priority in any decision taken.
2	For the purpose of the Advance Direction Signage for the business parks: Snugborough Road to the N2 is the main through route for the Ballycoolin area (Ballycoolin Road and Corduff Road). Kilshane Way and Cappagh Road are considered the secondary route.
3	Signed Business Park must have a defined and unique entrance point in order to be incuded on the signage.
4	Signed destinations should be appropriately signed within the property line so that visitors know they have arrived at their destination.

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Strategy



5 Signage Design

5.1 Signage Positioning on Roads

Where an existing advance direction sign contains a significant amount of information it will be left in place and a business park advance direction sign will be placed between this sign and the roundabout entry. In general, this will be a distance of approximately 40m from the roundabout entry, however, the location will be chosen as appropriate for each specific location. In numerous locations this sign will replace a roundabout ahead warning sign which is not required when an advance direction sign is provided. 2 Where there is no existing advance direction sign, the business park advance direction sign will include relevant destinations in line with the preceding and subsequent existing directional signage. These signs will be placed in advance of each arm of the roundabout. 3 Where the existing directional signage has a small number of destinations this will be removed and the destinations added to the business park directional signage, which will be re-erected in the location of the existing sign. 4 Signs will be micro-located to ensure that disturbance to existing views is minimised, bearing in mind safety and communication considerations.

5.2 Signage Design and Content

1	All materials and type style will be in compliance with standard directional signage as described in the Traffic Signs Manual.
2	An 'x' height of 60 will be used on all DEZ advance direction signs. This is the minimum 'x' height allowed for advance direction signs on roads with a speed limit ≤ 80km/hr. This text height is chosen due to on site space restrictions, and due to the environmental impact of the large number of signs that will be provided under this scheme.
3	Names for signs should be based on the latest version of Ordnance Survey maps and the Placenames Commission. Confirmation of some business park names will be sought (e.g. IDA).
4	A banner space will be provided at the top of each sign. This will give the Dublin Enterprise Zone logo and text in the top left hand corner and the name of the zone at an 'x' height of 60 will be given in Irish and English in the centre of the banner.
5	Place names, and business parks will be signed in English and Irish in accordance with Clause 1.1.48 to 1.1.54 of the Traffic Signs Manual (TSM).
	According to the Placenames (Co. Dublin) Order 2011 the Irish form of the townland of Cherryhound which is in the parish of Ward, barony of Castleknock is Cherryhound. In accordance with the TSM, only the Irish version will be given.
6	No more than seven destinations (including business parks) will be signed on any one advance direction sign, and no more than four destinations (including business parks) should be signed in any one direction.

5.3 Audits and Maintenance

Enforcing the removal of illegal signage by Fingal County will need to continue following introduction of the proposed signage.

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5.4 Future Developments

The Cherryhound area of the Dublin Enterprise Zone remains largely undeveloped at present. This zone should be named as 6 individual areas to facilitate signing of the area, and prevent the difficulties developing that currently exist within the Ballycoolin area.

5.5 Non Directional Signage Approaches to Orientation

In order to minimise the amount of directional signage required the following recommendations are made:

- Provide a clear map and directions to the Dublin Enterprise Zone, and showing all of the business parks, on the Fingal County Council and/or Dublin Enterprise Zone website. Encourage businesses to provide links to this on their websites.
- Name all of the roundabouts to assist when directions are being given.
- Ensure all roads have a name and that name is signed.
- Encourage business parks to improve their entrance signage where the existing entrance signage is poor. A direction sign will not be erected opposite to the entrance of individual business parks.
- Addresses of businesses should include Dublin Enterprise Zone and the Ballycoolin/Cherryhound/Damastown area, along with the name of the business park they are in

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Appendix A: Drawings No. 14_067_1004-1008

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Appendix B: Drawings No. 14_067_009, 260 & 261

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BALLYCOOLIN Baile Cúlann

This drawing is produced using the

Geographic Coordinate System

Scheme Ref.	
Sign Ref. ENTRY — TYPE A1	X-height 60mm
Letter colour BLACK	SIGN FACE
Background WHITE	Width 1590mm
Border BLACK	Height 460mm
Material Class Ref. 2	Area 0.73sq.m
Drawing file W: \ArchDwgs\14_067\14_067_260-264	260-264
NOTE Edge of sign must be at least $$ $$ $$ $$ $$ $$ $$ $$ $$ $$	nedge of carriageway



DAMASTOWN Baile Dama

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0.63sq.m	Area			ef. 2	Class Ref. 2	Material
460mm	Height				BLACK	Border
1380mm	Width				WHITE	Background
CE	SIGN FACE				- BLACK	Letter colour BLACk
t 60mm	X-height 60mm		E B1	- TYF	ENTRY - TYPE B1	Sign Ref.
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Enterprise Cherryhound

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D15 ENTERPRISE ZONE SIGNAGE

ROAD SIGNAGE - ENTRY TYPE A1, B1 AND C1

CAB Dwg. Progress CP Scale N.T.S @ A3 Date JANUARY 2016

DRAFT Dwg. No. 14 067 260

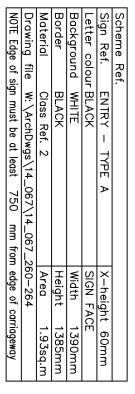
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Dublin Enterprise Zone

WELCOME TO DUBLINE Baile Otha Cliath Fáilte go Chios Fiontraiochta

BALLYCOOLIN Baile Cúlann





WELCOME TO DUBLIN **ENTERPRISE ZONE**

condensing

Apply 90 per cent

DAMASTOWN Baile Dama

Scheme Ref.	
Sign Ref. ENTRY — TYPE B	X—height 60mm
Letter colour BLACK	SIGN FACE
Background WHITE	Width 1390mm
	Height 1385mm
Material Class Ref. 2	Area 1.93sq.m
Drawing file W:\ArchDwgs\14_067\14_067_260-264	30-264
NOTE Edge of sign must be at least 750 mm from edge of carriageway	edge of carriageway



WELCOME TO DUBLIN-Baile Failte go Chios Fiontraiochta aile Átha Cliath

condensing

Apply 90

ENTER

PRISE ZONE

Cherryhound

Scheme Ref.	ENTRY TYPE C	V-boight 60mm	6088
Letter colour BLACK	BLACK	SIGN FACE	SE SE
Background	WHITE	Width	1390mm
Border	BLACK	Height	1230mm
Material	Class Ref. 2	Area	1.71sq.m
Drawing file	Drawing file W: $\ArchDwgs\14_067\14_067_260-264$		
NOTE Edge of sign	NOTE Edge of sign must be at least 750 mm from edge of carriageway	edge of ca	rriageway

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Dwg. Title

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Drawn By Checked by

> ROAD SIGNAGE D15 ENTERPRISE ZONE SIGNAGE - SIGNAGE TYPE A, B AND C

CAB CP Scale Dwg. Progress NTS@A3 Date DRAFT Dwg. No. JANUARY 2016 14_067_261

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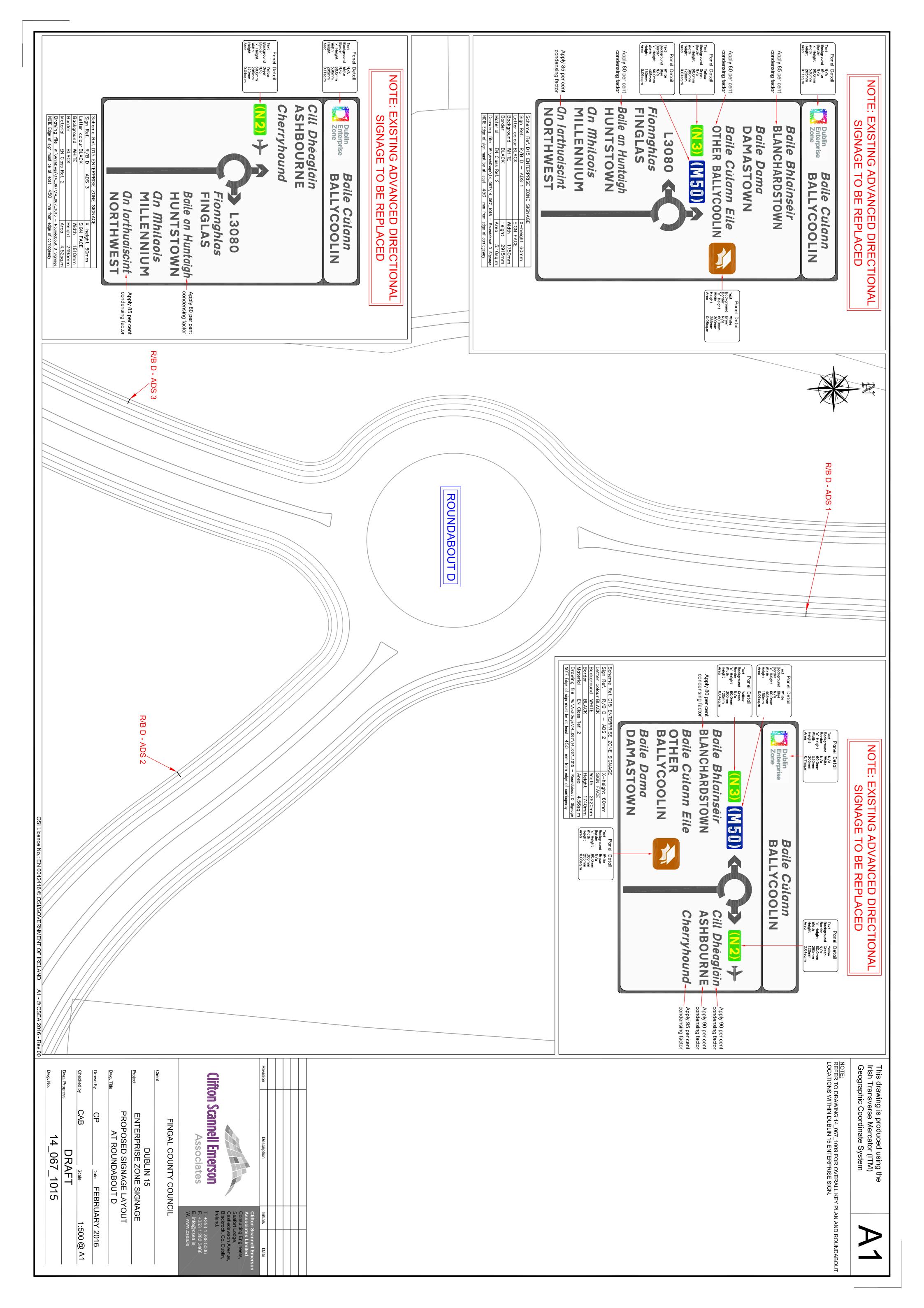
Project: Dublin Enterprise Zone Signage Strategy

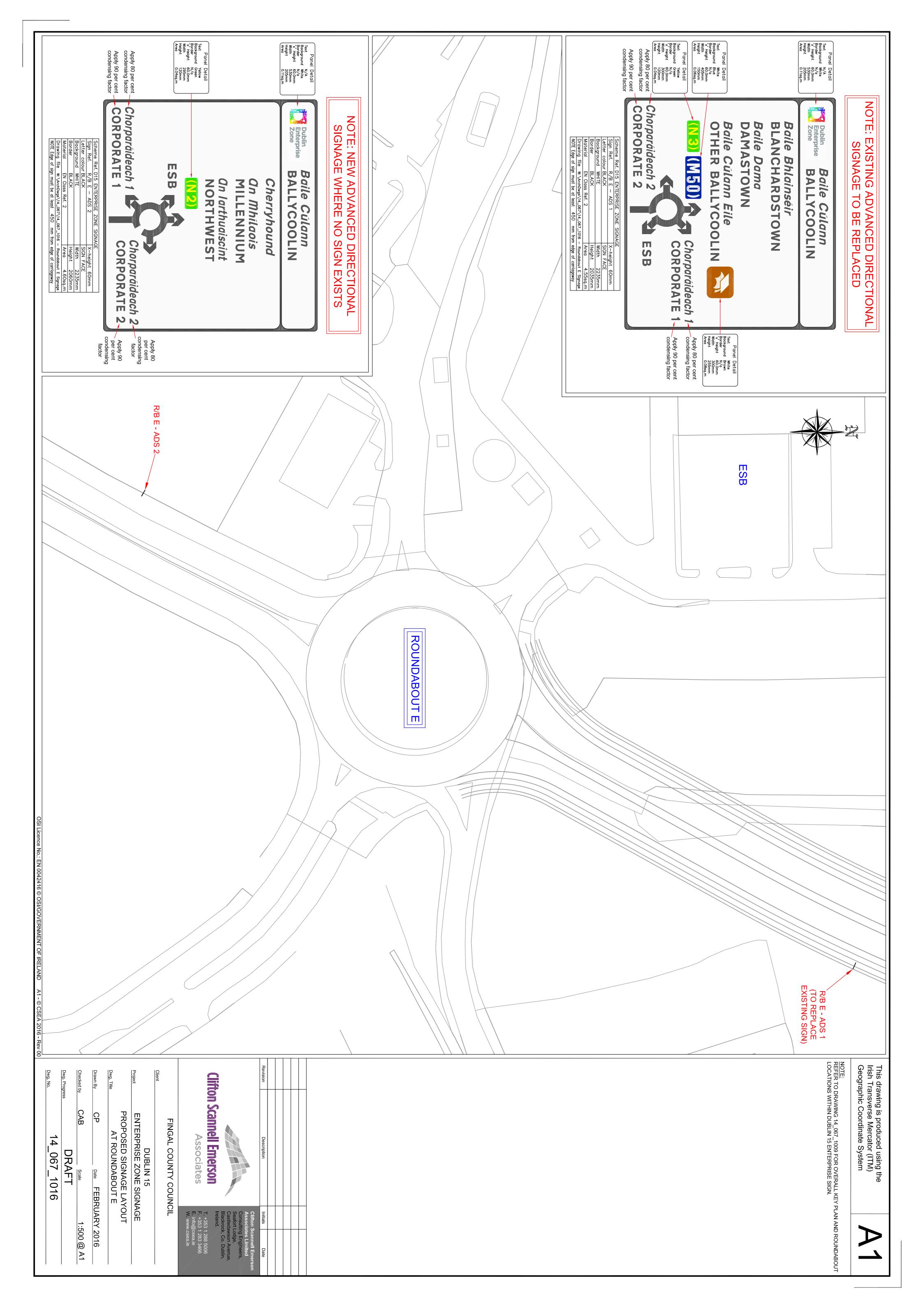
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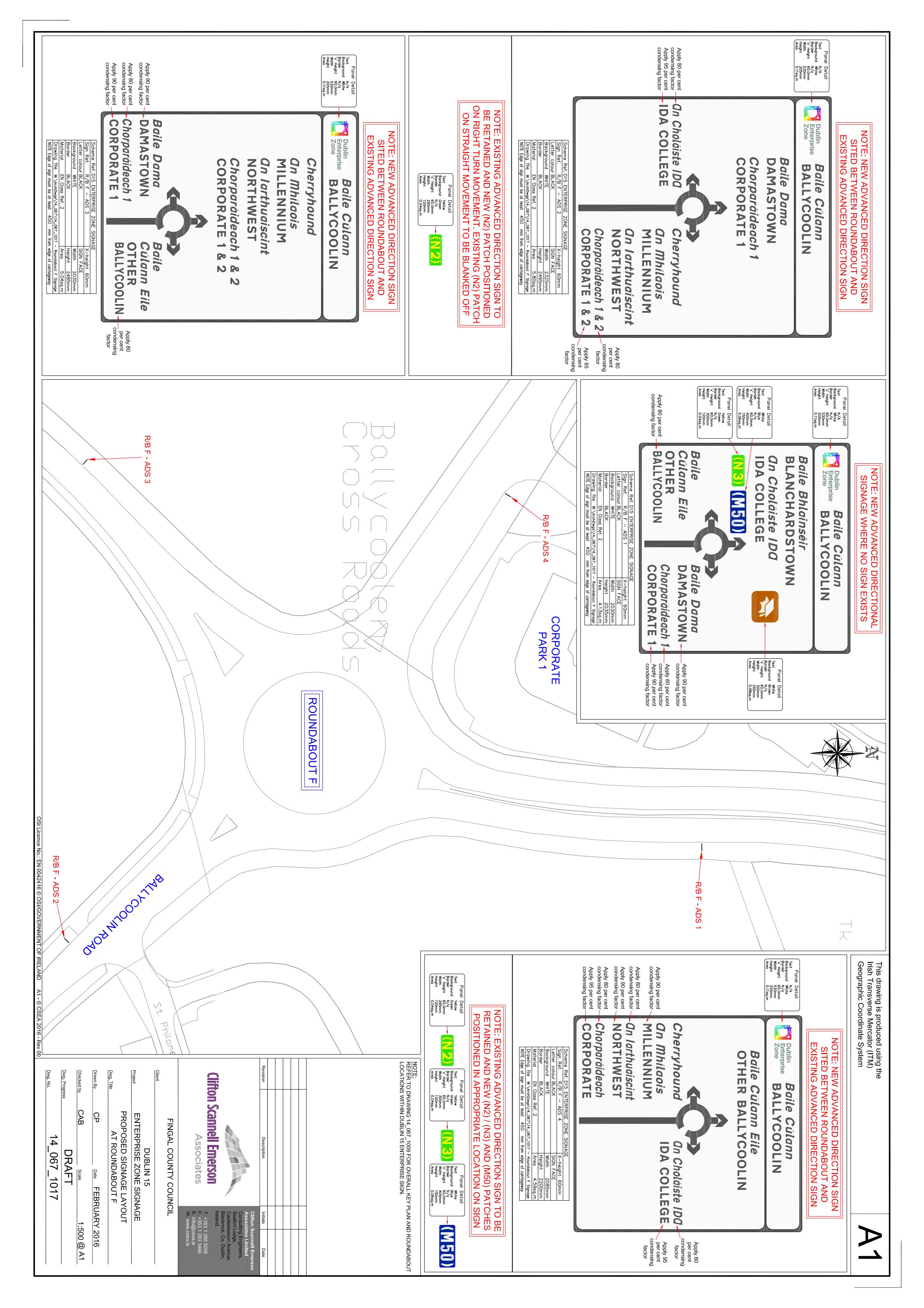


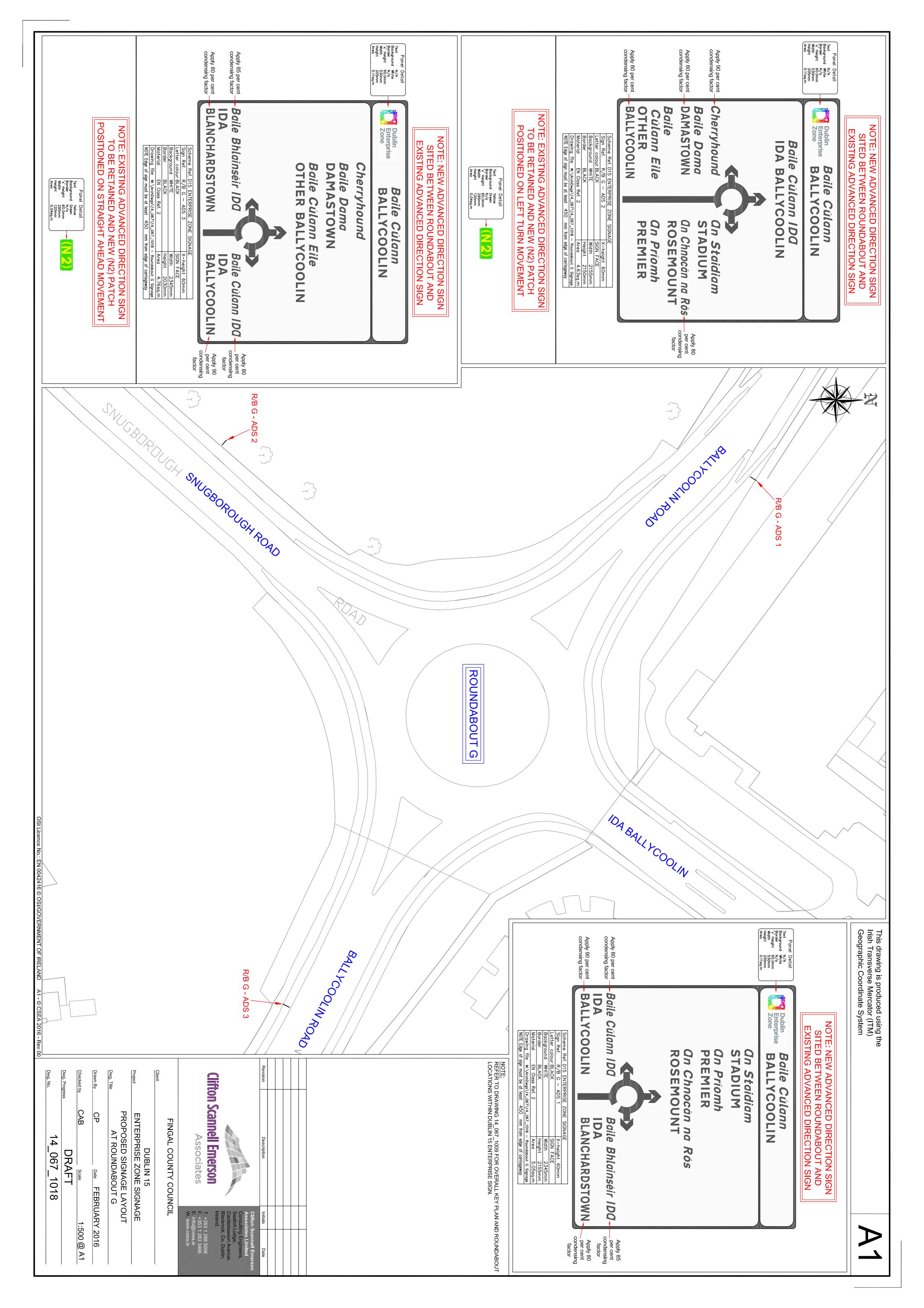
Appendix C: Drawings No. 14_067_1009, 1015-1024

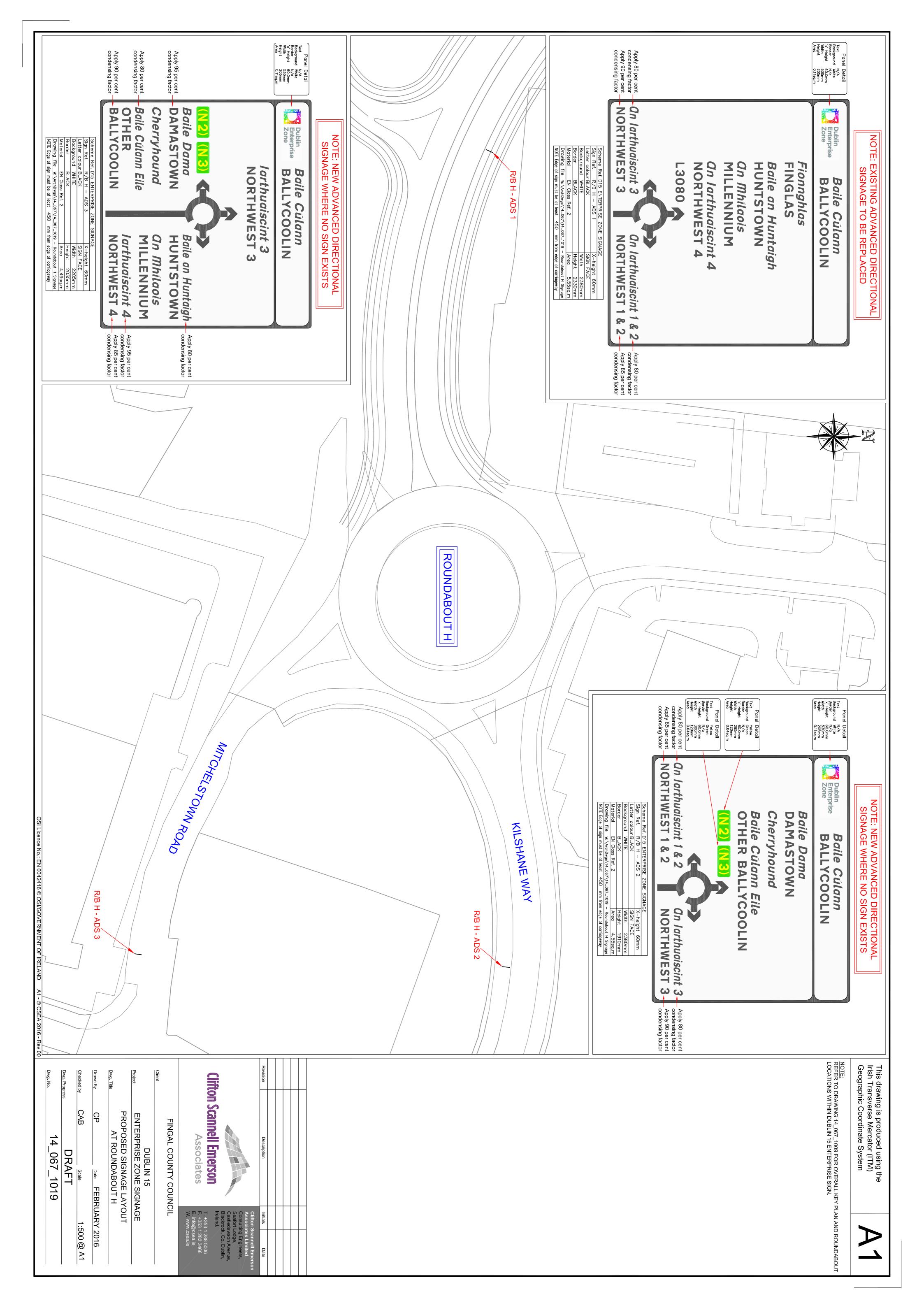
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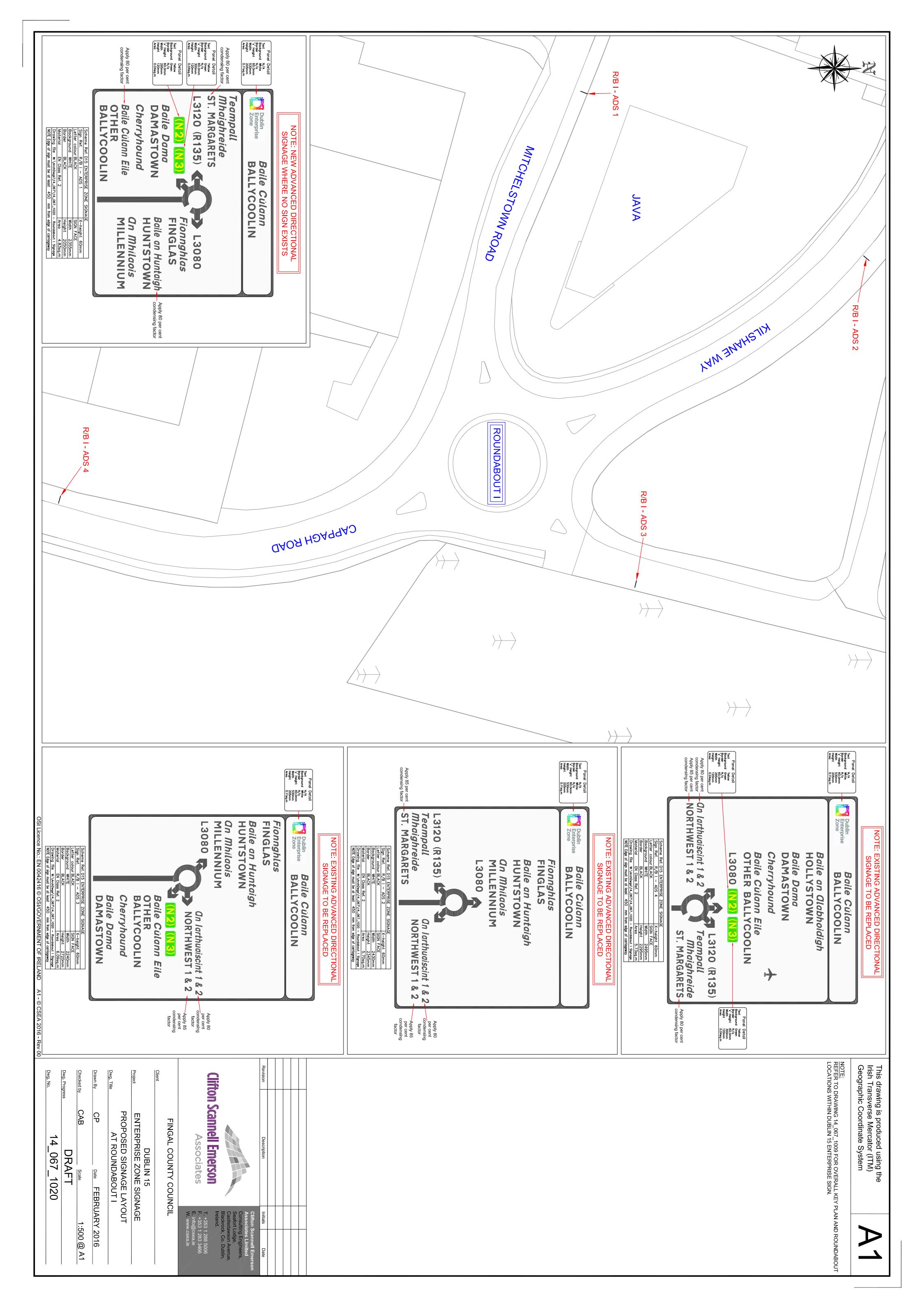


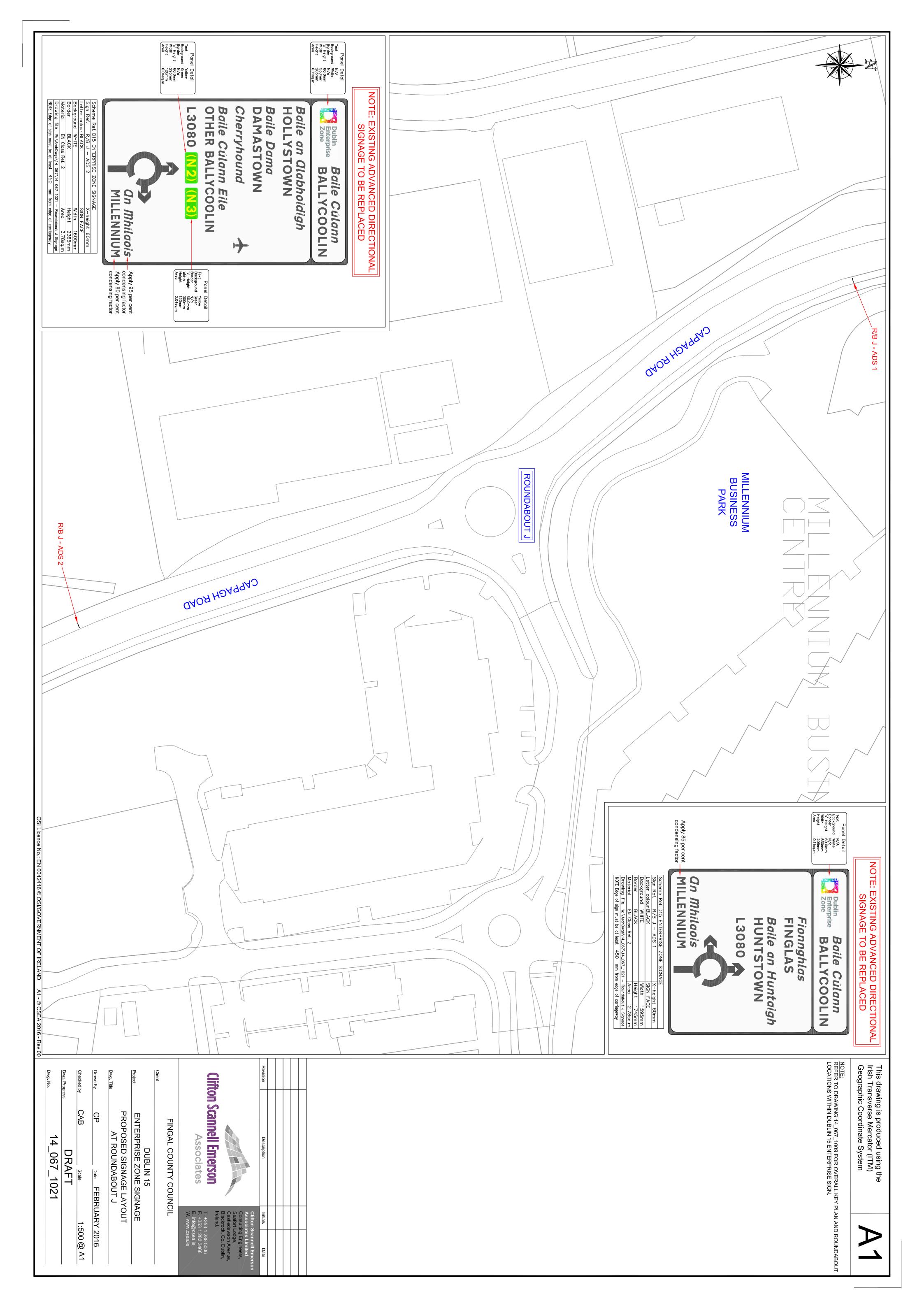


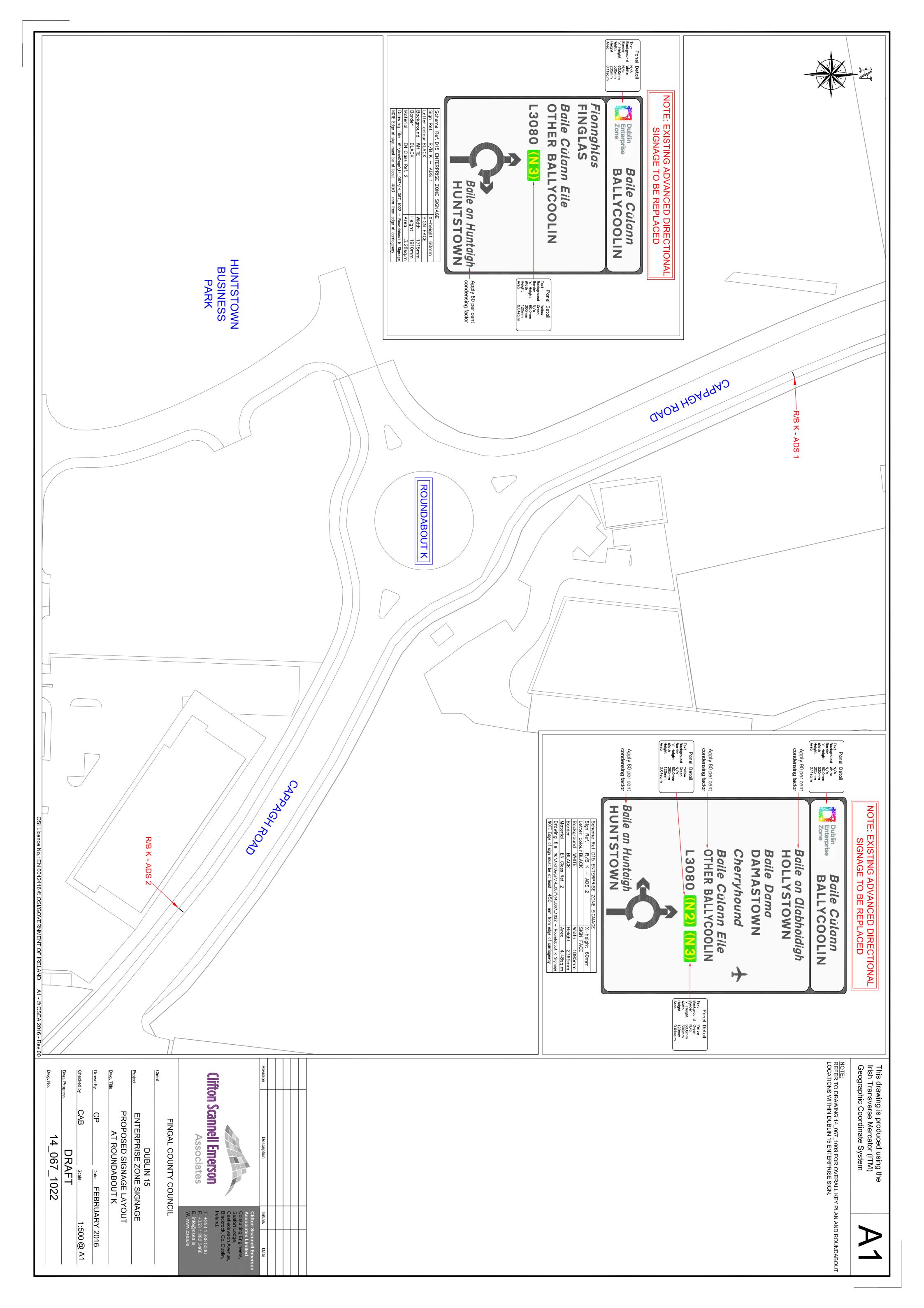


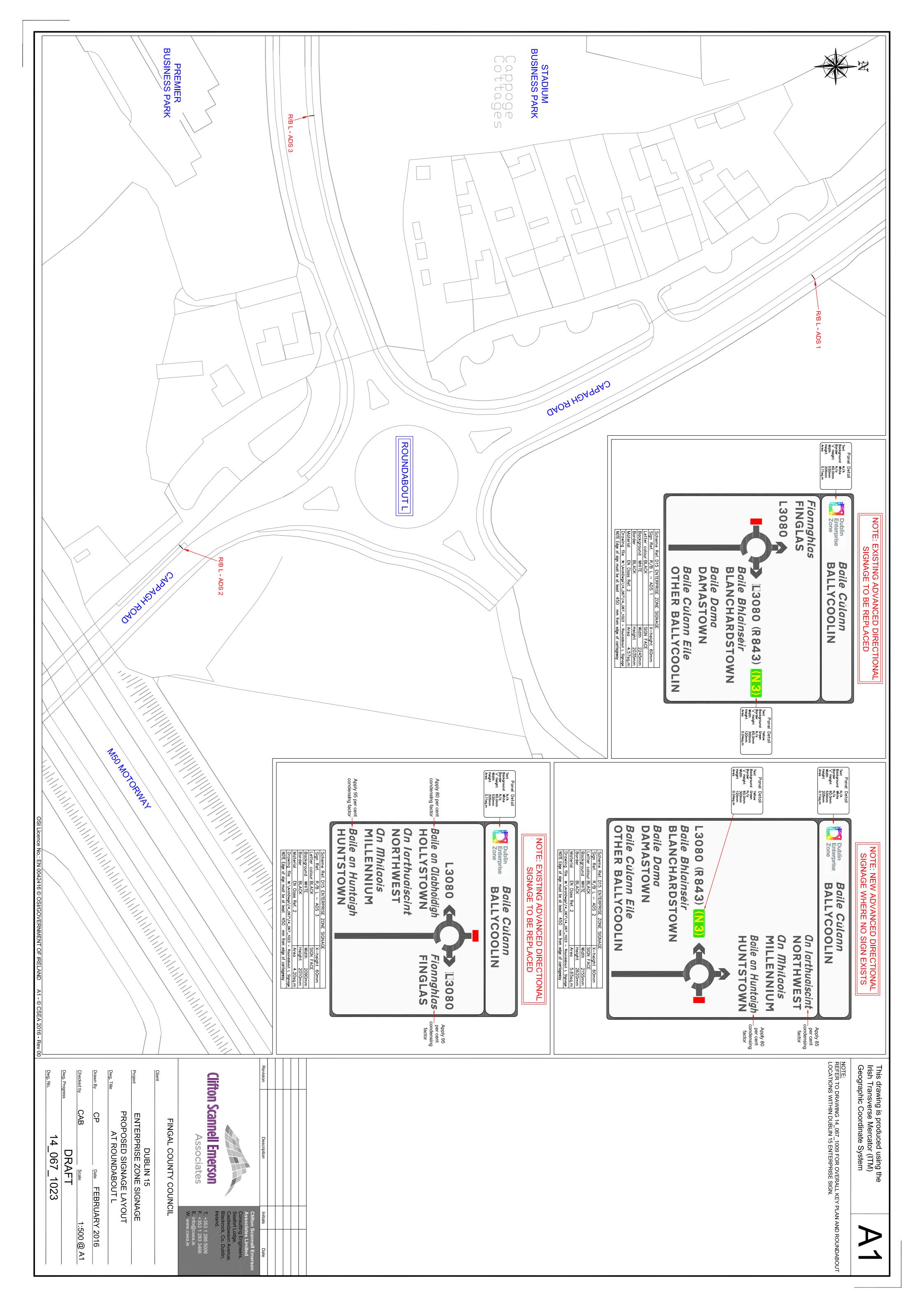


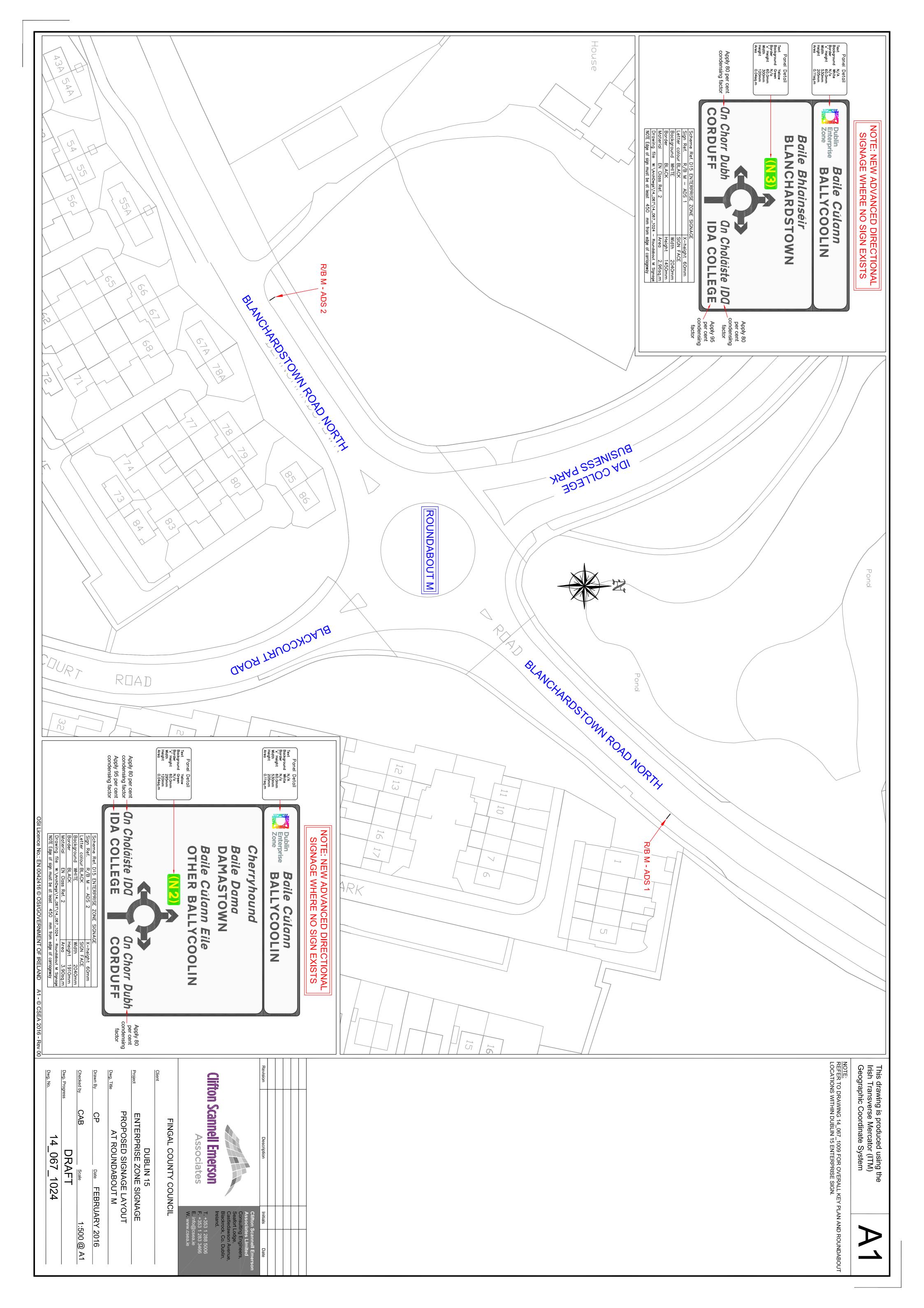












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