

Forward/Strategic Planning,  
Economic Development Directorate,  
Limerick City and County Council,  
Merchants Quay,  
Limerick

6<sup>th</sup> September 2021

Dear Sir or Madam,

**RE SUBMISSION ON THE DRAFT LIMERICK DEVELOPMENT PLAN 2022-2028**

On behalf of South West Regional Shopping Centre Promotions Association, Management Suite, Crescent Shopping Centre, Dooradoyle, Co. Limerick we welcome the publication of the Draft Development and make this submission for consideration.

The Dooradoyle District Centre performs an important retail, employment and service function at present for it's catchment. Historically there have been issues with respect to navigating to the Centre, resulting in poor legibility and trips being undertaken on lower hierarchy local roads in the vicinity.

It is respectfully requested that a specific objective is included in the Development Plan to provide for directional signage to the Crescent Shopping Centre at appropriate locations, as indicated in the attached document.

Such directional signage is common place in other such Centres (Mahon in Cork, Liffey Valley in west Dublin) in the country and would improve legibility of the area.

We respectfully request that this submission is taken into consideration in progressing the Development Plan.

Yours sincerely,



**John Spain Associates**

Managing Director: John P. Spain BBS MRUP MRICS ASCS MRTPI MIPI

Executive Directors: Paul Turley BA MRUP Dip Environmental & Planning Law MIPI Rory Kunz BA (MOD) MScERM MAT&CP Dip EIA Mgmt. MIPI  
Stephen Blair BA (Mod) MRUP MIPI MRTPI Mary Mac Mahon MSc TCP Pg Dip MSP Pg Dip Env Eng Dip Env Plg Law Dip Mgmt Dip EIA & SEA B Soc Sc MIPI  
Blaine Cregan B Eng BSc MSc

Senior Associate Directors: Luke Wymer BA MRUP Dip Plg & Env Law Dip PM Prof Cert Env Mgmt MIPI  
Meadhbh Nolan BA MRUP MRTPI Kate Kerrigan BA MSc MRTPI

John Spain Associates Ltd. trading as John Spain Associates. Directors: J. Spain, S. Spain.  
Registered in Ireland No. 396306. Registered Office: 39, Fitzwilliam Place, Dublin 2. VAT No. IE 6416306U

## Directional Signage – Crescent Shopping Centre

### Introduction

The following filenote identifies the required directional signage on the regional and local road network to address on-going wayfinding issues associated with access to the Crescent Shopping Centre. The Crescent Shopping Centre is a designated Tier 2 Retail Centre providing both local and regional retail services. The Crescent Shopping Centre complex also houses Limerick City and county Council’s Dooradoyle’s regional office.

Presently, the Crescent Shopping Centre has no directional signage on the regional and local road network and customer feedback has identified issues particularly with some customers accessing Rosbrien Road instead of the Dooradoyle Link Road at the Dooradoyle Interchange and turning left towards Mulcair Road instead of right towards the shopping centre at Dooradoyle Road. Historically, the lack of directional signage was also an issue for Limerick County Council and supplementary signage has been erected on the local and regional road network to assist direct visitors to the ‘County Hall’, see graphics below.



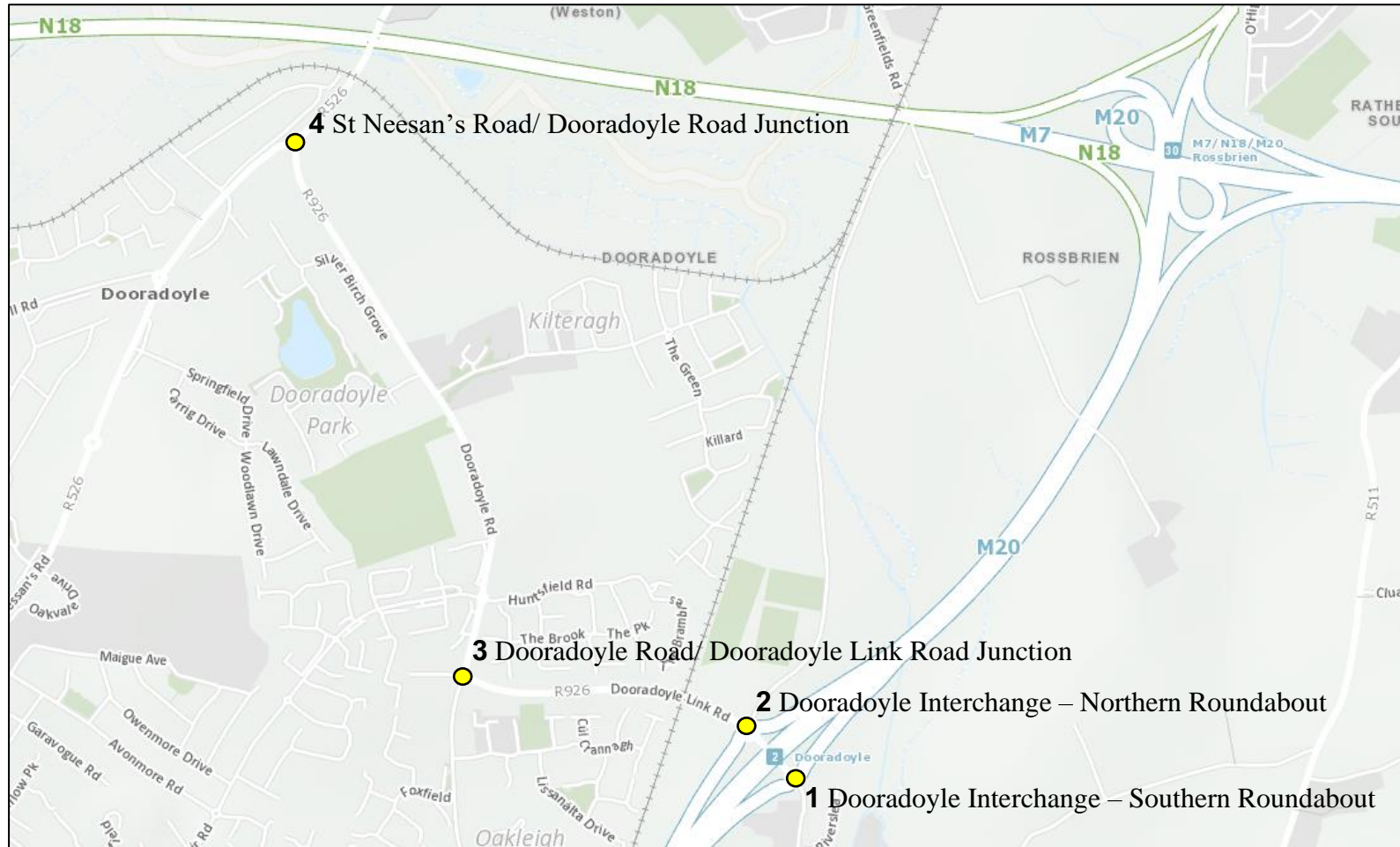
Dooradoyle Link Road



St Neesan's Road

## Signage Proposals

A review of the primary access routes to the Crescent Shopping Centre has been carried along with developing an understanding of the extent of current signage at all key decision-making locations along these routes. In total, 4 key locations have been identified which would benefit from increased directional signage, the location of these four locations are noted in the figure below:





### Location 1 – Dooradoyle Interchange – Southern Roundabout

The signage proposal for the southern roundabout at the Dooradoyle Interchange includes the provision of supplementary signage under the existing directional signs to Dooradoyle. It will be possible to add this proposed sign to the existing signage infrastructure at this location. The photograph below shows the current location of the directional signs at Location 1 and the proposed location of the new sign directing visitors to the Crescent Shopping Centre.



## Location 2 - Dooradoyle Interchange – Northern Roundabout

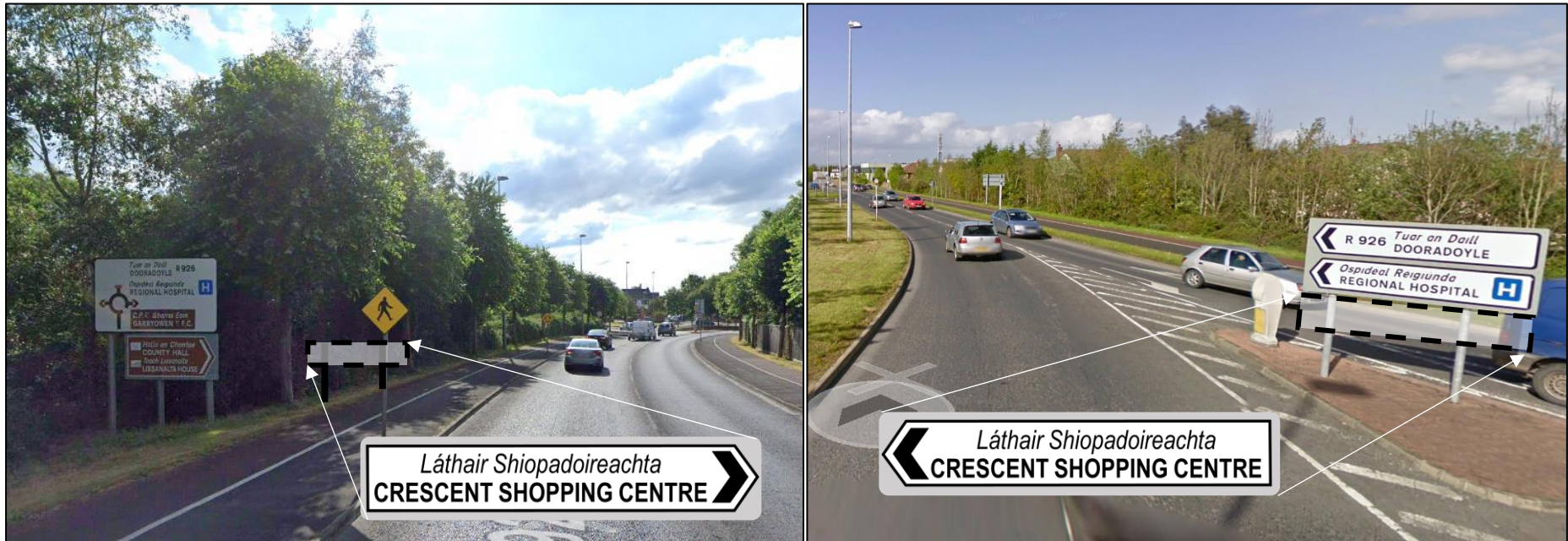
The signage proposal for the northern roundabout at the Dooradoyle Interchange includes the provision of supplementary signage under the existing directional signs to Dooradoyle. It will be possible to add this proposed sign to the existing signage infrastructure at this location. The photograph below shows the current location of the directional signs at Location 2 and the proposed location of the new sign directing visitors to the Crescent Shopping Centre.





### Location 3 – Dooradoyle Road/ Dooradoyle Link Road Junction

The signage proposal for the junction of Dooradoyle Road and the Dooradoyle Link Road includes the provision of two additional supplementary signages, the first on approach to the roundabout from the Dooradoyle Interchange and the second at the roundabout itself. For the first sign on the Dooradoyle Link Road there will be a requirement to erect a sign with new posts and foundation as noted in the graphic below. For the second location, the Dooradoyle exit from the roundabout, it will be possible to add the proposed sign to the existing signage infrastructure at this location. The photographs below show the current location of the directional signs at Location 3 and the proposed location of the new signs directing visitors to the Crescent Shopping Centre.



#### Location 4 - St Neesan's Road/ Dooradoyle Road Junction

The signage proposal for the junction of St Neesan's Road/ Dooradoyle Road junction includes the provision of new signage, similar to that directing visitors to the 'County Hall' within the splitter island on the St Neesan's approach to the roundabout. It will be possible to add this proposed sign to the existing signage infrastructure at this location. The photograph below shows the current location of the directional signs at Location 4 and the proposed location of the new sign directing visitors to the Crescent Shopping Centre.

