Penhire

What's in a name?

A guide to the naming of new developments

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What's in a name?

The naming of a new development carries with it a certain responsibility. Place names can help to maintain or enrich the identity of an area - they can have an effect on how people feel about living there, and also on how it is perceived. Because of this social impact, local authorities are increasingly eager to ensure the name of every new development fits with the heritage, culture and values of an area before it is presented to the market.

Appropriate and thoughtful naming of new developments is no longer just socially responsible but is also a planning requirement. The Planning and Development Act 2000 has given councils the authority to withhold planning permission if a development's name does not meet certain criteria. However, the criteria and the way they are applied vary from council to council.

In this booklet we offer you an overview of the national policy, followed by the specific policies of seven local authorities on the east coast: Dublin City Council, Dun Laoghaire Rathdown, Fingal, South Dublin, Meath, Kildare and Wicklow County Councils along with contact details for each.

To help you or your client formulate the right name we have provided a list of ideas to start your thinking, and outline several useful publications, websites, and institutions that can assist with research.

Please note that this booklet is not intended as a definitive guide. Any further queries should be directed towards the relevant local authority.

Kind regards,

The Penhire Team

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Disclaimer: The information in this booklet is intended as a guide only, and was to the best of our knowledge true and accurate at the time of publication. Penhire accepts no liability for any losses or damages that may arise from its use, and recommends seeking the advice of the relevant local authority on all planning matters. Copyright © Penhire 2006

The Guidelines

Under the Planning and Development Act 2000 local authorities were given the power to add conditions to planning permission relating to the naming of new developments. Before this local authorities could advise on naming but had no powers to enforce their views. The current situation allows for local authorities to withhold permission for a development if the name chosen does not live up to the conditions they have set.

When the Act was implemented in 2002, the Department of the Environment issued naming and numbering guidelines to each local authority. However the criteria and policies applied vary from one local authority to the next, as does the process by which proposed names are reviewed.

The guidelines issued by the department encouraged councils to ensure there was no duplication of existing names, and secondly, that the new names should be bilingual, i.e. have an Irish translation.

Beyond this there are a number of aspects reflected in a name that are likely to lead to its approval. Each authority differs but most agree the name should reflect historical, cultural, and natural features of the locality. Where appropriate, a single name should be selected for each street or apartment block. It is worth noting that while not all local authorities require bilingual naming, most look upon Irish names very favourably.

How to choose a name for your development:

A well chosen name will not only smooth the planning process, but can also act as an excellent marketing tool allowing potential buyers to get a feel for the heritage and values of an area.

Below is a list of features to think about when formulating a name for your site, and an example of how developers have used these as inspiration for an existing name.

HOW ABOUT…	EXAMPLE…
• Irish names	Rath Geal, Clondalkin
• Names of prominent former landowners	Ballintyre, Ballinteer
• Historical persons associated with the site	Baron's Hall, Balbriggan
• The existence of an old church or holy well	Friar's Gate, Carrick-on-Suir
• Former uses of the land	Deerpark, Tralee
• Historical events at the site	Chieftan's Way, Balbriggan
• Castles, historical buildings, or archaeological sites	Fort Hill, Douglas
• Distinctive architectural features	Tower Central, Dublin 1
• Industrial usages of the site throughout its history	The Old Chocolate Factory, Kilmainham
• The name of a historical figure or well known person associated with the area	St Catherine's Apartments, Dublin 8
• The name of a famous literary figure, musician, artist or a name relating to their work	Yeats Village, Sligo
• Aspects of the topography of an area – rivers, mountains, lakes and sea	Riverwalk, Crossmolina
• Names of trees and flowers if growing on or near the site	Lime Tree Avenue, Portlaoise
• Names of animals or birds native to the site	Heron's Wood, Carrigaline
• Existing names in the locality	Farmleigh Woods, Castleknock
• Customs or employment in the area	Smithfield Market, Smithfield
• Old townland names	

Sources for research and information:

- **Dublin City Public Libraries and Archives**

www.dublincity/living_in_the_city/libraries/

Dublin City Archive Reading and Research Room is located at 138 –144 Pearse St, Dublin 2. The library also hosts the excellent www.heritage.ie website, which provides a list of contact names for 21 **local historical societies** located around Co Dublin.

- **An Coimisium Logainmneacha - The Placenames Commission**

The Placenames Branch in the Department of Community, Rural and Gaeltacht Affairs undertakes research in order to establish the correct Irish language forms of the placenames of Ireland. The results of the research of the Branch are published and can be purchased for a small fee. Each publication usually covers just one county.
www.logainm.ie/English/branch.asp Ph: +353 (01) 647 3000

- **Foras na Gaeilge**

Foras na Gaeilge is the body responsible for the promotion of the Irish language. Its booklet “Name your Place” is an aid to the Gaelic naming of new housing estates and other developments. The booklet contains a list of user-friendly Irish place-name elements. These are complied in various categories to use in combination with other names or adjectives when creating a suitable name for your development. For a copy email eolas@forasnagaeilge.ie or Ph: +353 (01) 639 8400

- **Other websites**

www.heritageireland.ie

Contains information on the 780 national monuments, historic houses, parks and gardens in State care.

www.heritagedata.ie/en/Placenames

This Department of the Environment, Heritage and Local Government website has a list of townland names, provided from the Census of Ireland Index – 1861.

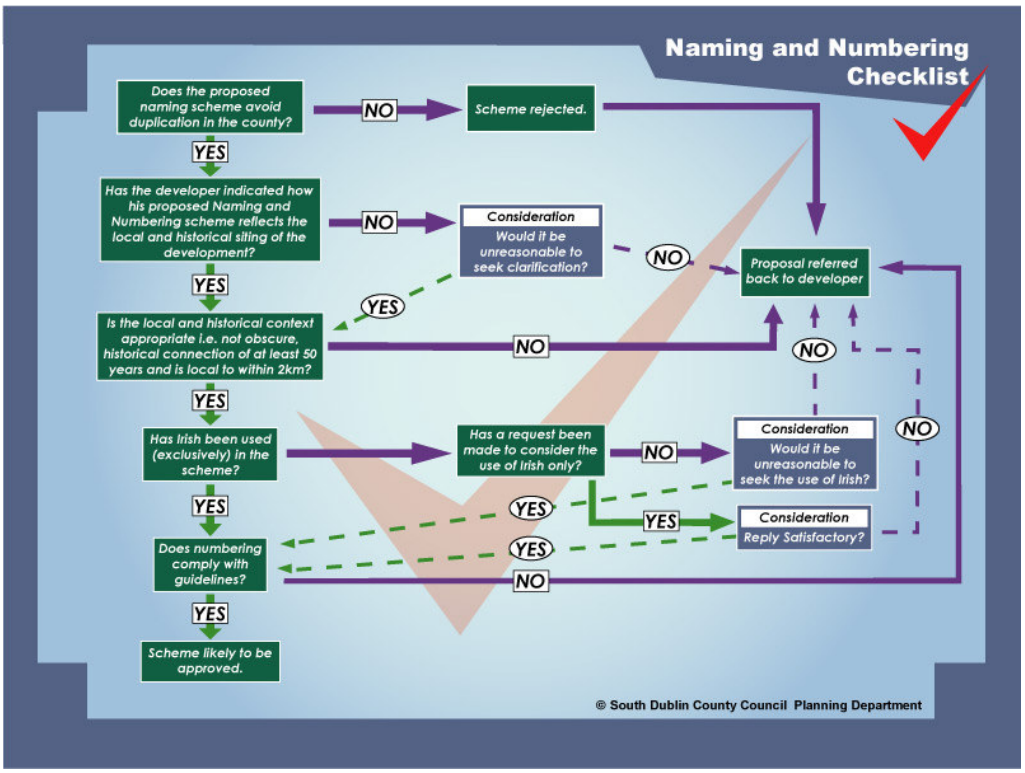
Local libraries, museums, councils, and historical societies are all great sources of information about the area surrounding your new development. In addition to the National Museum of Ireland, Co Dublin alone has around 20 museums - including The Writers Museum, The Guinness Storehouse, Kilmainham Gaol, Irish Museum of Modern Art, James Joyce Museum and many more - that can be a useful source of research. Ensure information gathered from the Internet is also checked for accuracy with your council’s heritage officer or local historical society.

Once you have created a list of possible names, apply the following checks:

- ☐ Does the name reflect historical, cultural, natural, or architectural features of the locality?
- ☐ Can you provide reasoning for the selection of your name?
- ☐ Is the name duplicated or could be easily confused with another in the county?
- ☐ Has the use of an Irish name been considered?

Below is a South Dublin County Council flowchart that demonstrates how to check your name meets requirements.

(http://www.sdublincoco.ie/index.aspx?pageid=123&deptid=11&dpageid=140)



Marketing Names - Warning

Some developers and their agents have begun using a name other than the approved one to initially present a development to the marketplace - a "marketing name". A local authority has no say regarding marketing names. However such names can attract grief from locals who may be under the impression that the marketing name will end up being the permanent name.

This may result in a barrage of phone calls to the offices of the agent, developer or even the council, possibly resulting in bad publicity. As a result, some local authorities discourage the use of unapproved names for marketing purposes.

A recent case saw a developer threatened with legal action after it continued to advertise a new estate under its "marketing name" *after* this name had been refused by the approving council.

The Approval Process

Appropriate naming of a new development is a condition of planning permission. Each local authority has a slightly different emphasis regarding the criteria they apply when reviewing names. The stages through which an application for a name passes also differ, depending on the local authority that is responsible for approving it.

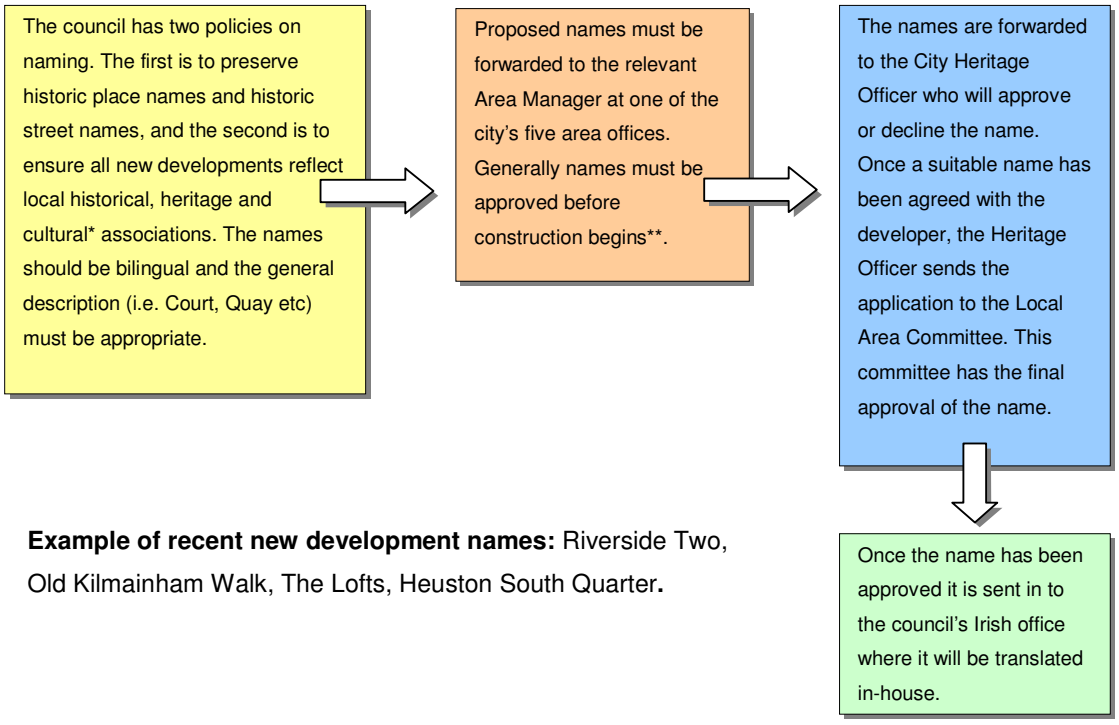
Requirements for a new name

Irish language requirements

How the process works

Who makes the final decision

Dublin City Council

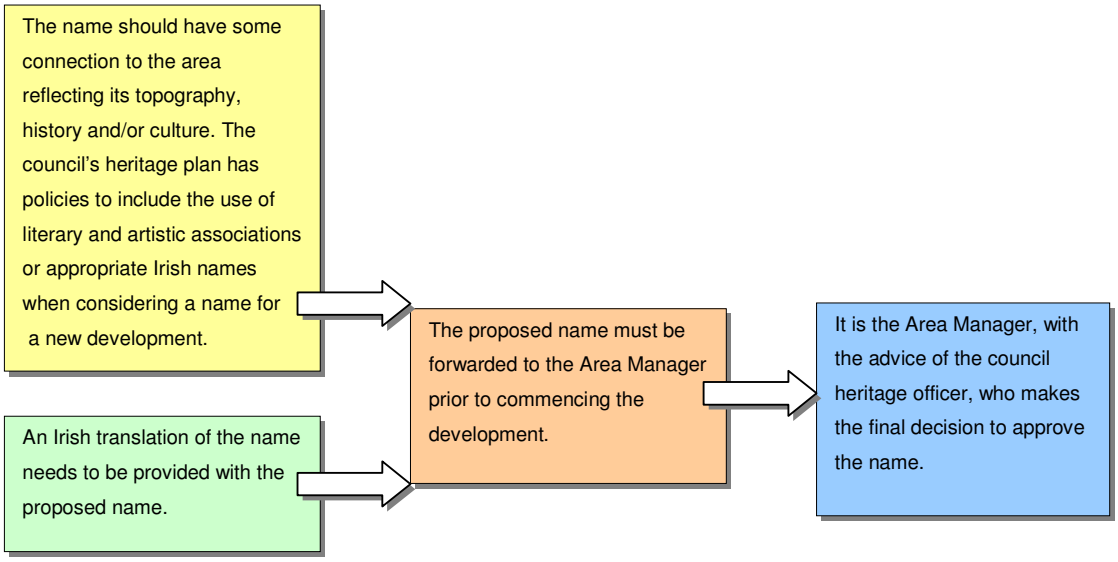


Example of recent new development names: Riverside Two, Old Kilmainham Walk, The Lofts, Heuston South Quarter**.**

* The balance between a development's potential and the historical connection of a name is taken in to account. The council acknowledges that some developments may have a new focus or theme that is more appropriate to use when creating a name.

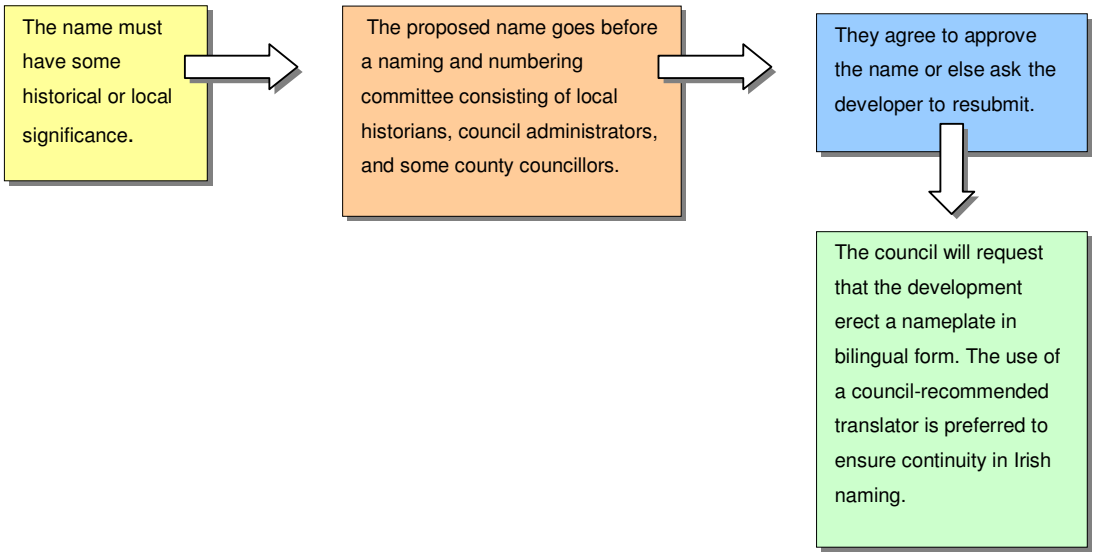
** Dublin City Council City Heritage Officer Donncha O'Dulaing has said that because names are often used very early in the development process, the council is looking to change its procedure to include naming in pre-planning discussions.

Dun Laoghaire Rathdown County Council



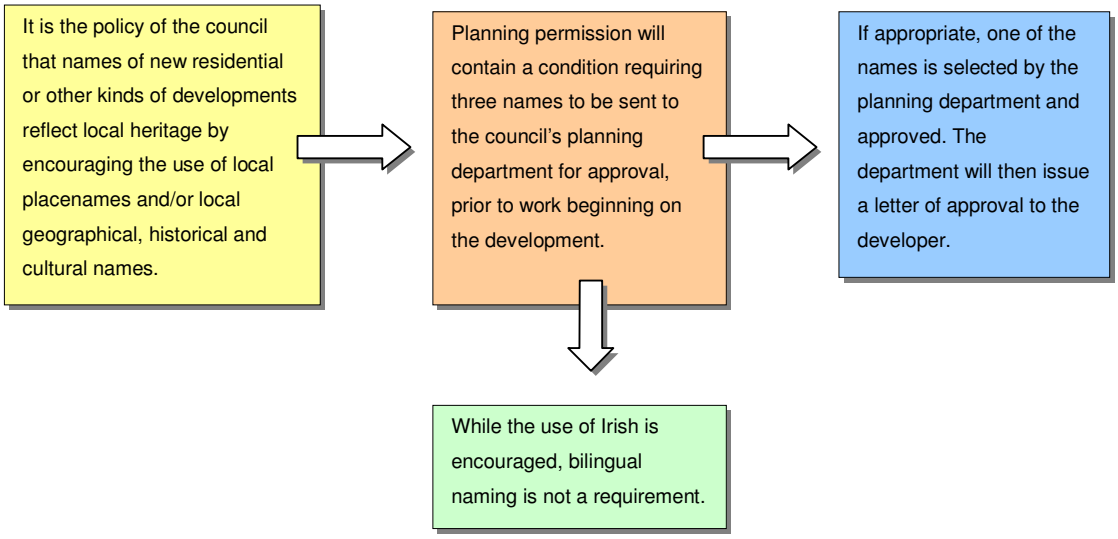
Example of recent new development names: Glebe Hall, Beacon South Quarter, The Grange, Vantage.

Fingal County Council



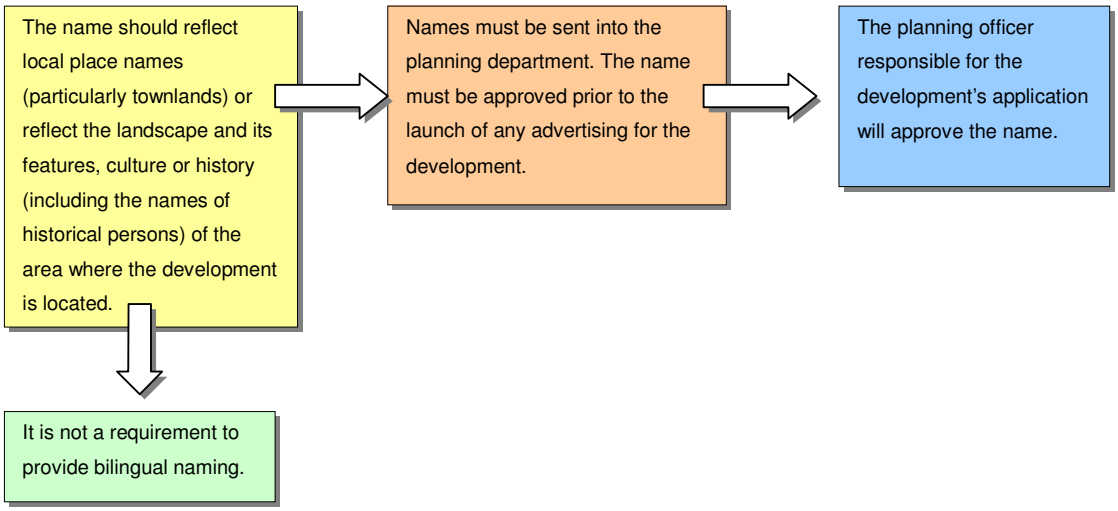
Example of recent new development names: Cityside, The Kilns, St Olaves, Chamley Park.

Kildare County Council



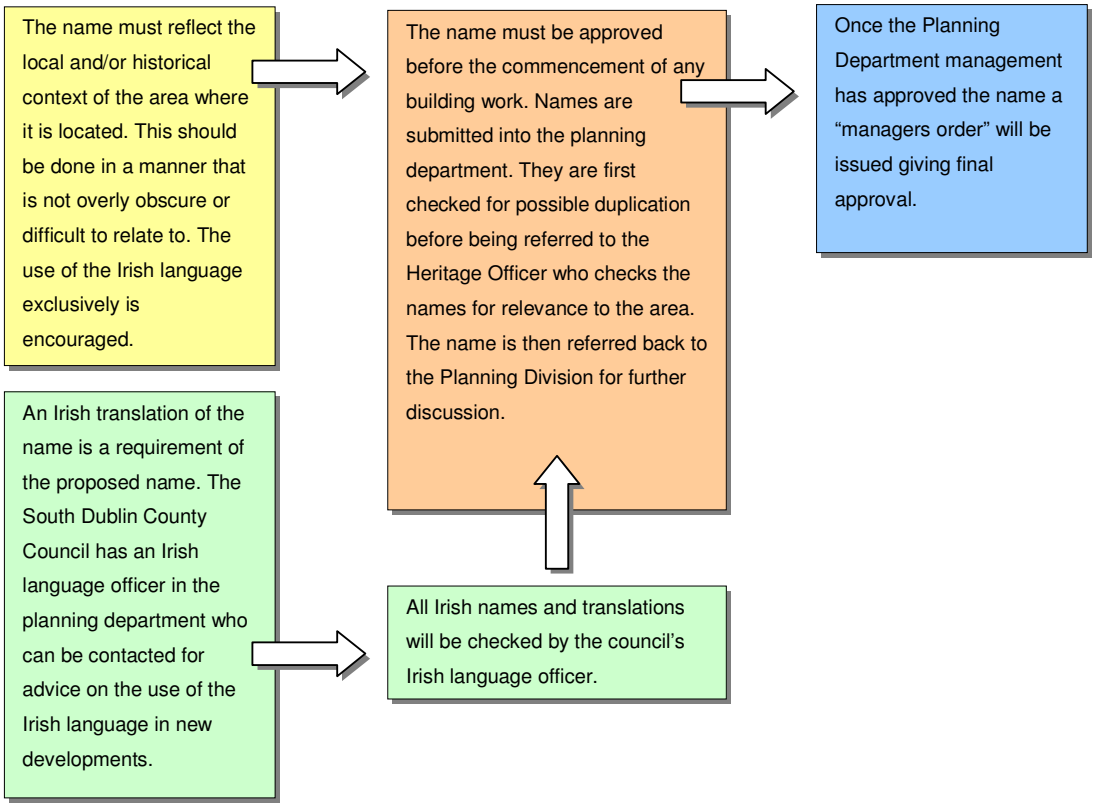
Example of recent new development names: The Ryebridge, Hazelhatch Park, Beech Park, Kilbelin Abbey

Meath County Council



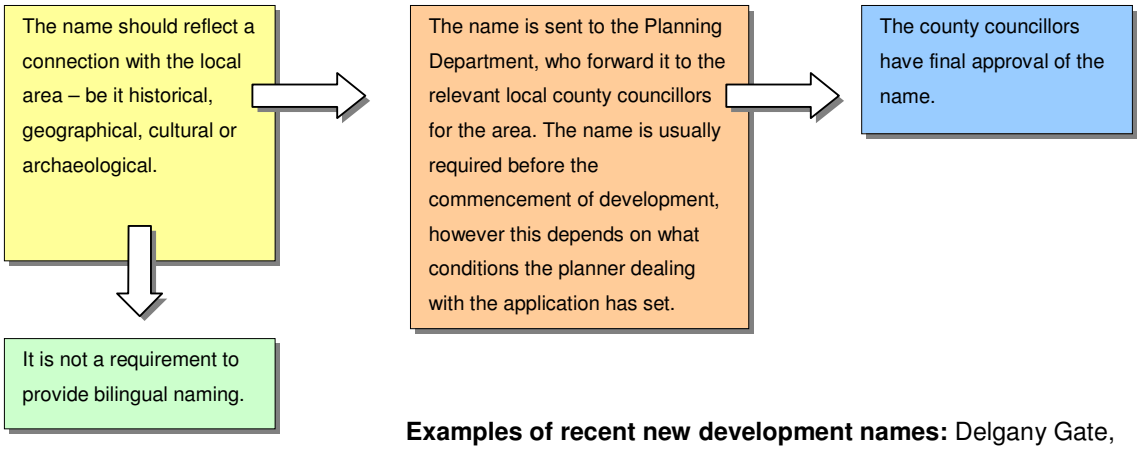
Examples of recent new development names: Dunboyne Castle, Seabury Lawns, Steeplechase Court, Bru na hAbhainn, Academy Square.

South Dublin County Council



Examples of recent new development names: Chapelgates, Belgard Square, Eaton, Millrace

Wicklow County Council



Examples of recent new development names: Delgany Gate, Shillelagh Manor, Charlesland Park, Dragoon Hill

Numbering and Signage

Naming and numbering are usually grouped under the same planning section, so below are a few general guidelines to apply. Utilities such as the ESB and Bord Gais will not recognise a development until it is named and has postal numbers. Below are general guidelines to follow:

- Streets are to be numbered so that when travelling away from a local centre or focal point the odd numbers are on the left hand side and even numbers are on the right (standard housing).

- In the case of apartment blocks, block name and numbers should be clear.

- Numbers should be clearly visible from the road/footpath.

- Nameplates should be to Council standard and visible to all road users.

- Nameplates to be bilingual if possible.

- It is a policy of the South Dublin County Council (in accordance with the provisions of the Official Languages Act) that both English and Irish names must be displayed with equal prominence on road name plates or signs (unless the approved name is in the Irish language, when only the Irish name needs to be displayed).

- **Recent development:** It was reported that new regulations are being prepared under the Official Languages Act 2003 which will require street name wall signs erected by local authorities in estates to be in Irish and English. This will not apply to private estates, however the Department of Community, Rural and Gaeltacht Affairs will be “encouraging local authorities to work with developers to ensure private estate signage is also bilingual”.
  Irish Times, 21 September 2006

Contact details for naming and numbering:

Dublin City Council Area offices:	
North Central	Tel: (01) 839 8311
North West	Tel: (01) 222 5610
Central	Tel: (01) 222 2248
South East	Tel: (01) 222 2243
South Central	Tel: (01) 222 5200
Dublin City Heritage Officer: Donncha O'Dulaing	Tel: (01) 222 3184
Dun Laoghaire Rathdown County Council Planning Department – Anne O'Connor	Tel: (01) 205 4700
Fingal County Council Planning Department – Margaret Flannery	Tel: (01) 890 5768
Kildare County Council Heritage Officer - Bridget Loughlin Planning Department - John Byrne	Tel: (045) 980 840
Meath County Council Planning Department – Jimmy Young	Tel: (046) 909 7040
South Dublin County Council Planning Department – Peter O'Brien/Edel Colgan	Tel: (01) 414 9260
Wicklow County Council Planning and Economic Development – Anne Marie Kelly	Tel: (0404) 20148

Extracts from county plans and government legislation dealing with the naming of new developments:

- **The Planning and Development Act 2000**

PART III CONTROL OF DEVELOPMENT
Section 34. Permission for development.
(1) Where —

(a) an application is made to a planning authority in accordance with permission regulations for permission for the development of land, and

(b) all requirements of the regulations are complied with, the authority may decide to grant the permission subject to or without conditions, or to refuse it.

4) Conditions under *subsection (1)* may, without prejudice to the generality of that subsection, include all or any of the following…

(*o*) Conditions in relation to appropriate naming and numbering of, and the provision of appropriate signage for, the proposed development.

- **Dublin City Council Development Plan 2005-2011**

Policy H31 It is the policy of Dublin City Council to preserve historic place names and historic street names.
Policy H32 It is the policy of Dublin City Council to ensure that all new street and development names reflect local historical, heritage and cultural associations and that the general description, (i.e. Court, Quay, Road etc) is appropriate. It is also the policy that these names should be bilingual.

- **Dun Laoghaire Rathdown Heritage Plan**

2.1.16 Ensure correct and meaningful translations of street names and place-names into Irish and appropriate naming of new developments
3.1.10 Include literary and artistic associations when considering the naming of new developments.

- **Draft County Meath Development Plan 2007 – 2013**

10.2.5 The names of residential developments and roads shall reflect local place names, particularly townlands or local names which reflect the landscape, its features, culture and/or history, within which developments are located, including names of historical persons who have some association with the area. The Planning Authority shall approve the name s chosen prior to the launching of any advertising campaign for a development.

- **South Dublin County Council Development Plan 2004 – 2010**

It is Council policy that the name chosen for a development must reflect the local and/or historical context of the area in which it is located. This should be done in a manner that is not overly obscure or difficult to relate to. The name proposed to the Naming and Numbering section of the Planning Department must also not duplicate or be easily confused with an existing name in the county. (Policy available on the council's website at www.sdublincoco.ie under Planning > Naming and Numbering of New Developments).

- **Kildare County Development Plan 2005 – 2011**

15.5 Naming of New Developments

It is the policy of the council that names for new residential developments shall reflect local heritage by encouraging the use of local place names or geographical, historical, or cultural names in the naming of new residential and other developments. The council shall approve the naming of residential developments in order to avoid any confusion in regard to similar names in other locations. No development work shall be allowed on development sites, nor advertising of housing schemes, until the name has been agreed with the council.

Fingal County Council and **Wicklow County Council** do not have written naming policies – however, provision for requiring appropriate naming falls under the conditions of planning permission, as allowed by the Planning and Development Act 2000.

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About Penhire…..

Penhire is a copywriting and general communications company with a particularly strong track record in the property market. We are the only Irish copywriting company specialising in writing new homes brochures.

We have written the brochures for some of the best-known developments in Dublin (e.g. Hanover Quay, The Grange, Tower Central), and work regularly for the likes of Hamilton Osborne King, Sherry Fitzgerald New Homes and Bohan Property Consultants as well as numerous developers directly.

Our research is thorough and accurate. Our style is factual but evocative. In accordance with the client's marketing angle, we know how to express the key aspects of new homes developments in their best light. We are also experienced in writing with a commercial focus, recently completing brochures for HSQ and One Kilmainham Square.

You'll find more on how we work, our prices, terms and services on **www.penhire.ie**. If you need any writing done, or if you simply want to meet and see samples of our work, please do not hesitate to contact us by email on **info@penhire.ie** or call **(01) 415 1229**.

To see samples of our work online please visit:

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