

The Property Pen

Marketing and Communications news for the property sector

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New guide available on naming developments

What's in a name? questioned Shakespeare in his play Romeo and Juliet. And while it is agreed a rose by any other name might smell just as sweet, it seems that the names of some new developments have caused, well, a bit of a stink.

Many new names quickly become part of the local lexicon, however some create problems amongst locals who see the names as having very little relevance to their locality. Politicians have raised concerns that Ireland's so-called "Tuscany Downs Syndrome" has some communities worried that their **town's heritage and indigenous character** is in danger of being lost amid aspirational marketing plans.

The updated Planning and Development Act 2000 encouraged more considered naming, by allowing local authorities to **withhold planning permission** for a development if its name does not meet certain criteria.

Over the last few years, many local authorities around the country have developed guidelines for appropriate naming. However, the criteria applied vary from one authority to the next, while the process by which names are reviewed also differs considerably.

To assist developers with naming, Penhire has created a booklet that **outlines the name approval process** of seven local councils, and also provides information on how to develop a suitable name.

By taking an overview of the disparate naming criteria a few general rules can be applied. Firstly there should be no duplication of an existing name in the county. Secondly, most council's require the name to have an Irish translation. Using Irish names for new homes developments has become increasingly popular; with one council planner saying an Irish name was **likely to be approved** almost immediately.



Rath Geal at Clondalkin: *The use of Irish naming is encouraged by many councils.*

A commonly sought criterion is for the name to have a **historical connection** with the place where the development is being built. It could be inspired by such things as an old townland name, a former landowner, a historical figure or the site's former use.

Cultural associations, literary or artistic connections, the **topography and natural features** of the area, or distinctive architectural features are also deemed appropriate sources for the creation of new names.

Dublin City Council's heritage officer Donncha O'Dulaing says that his council is also open to names that address a "**new theme or new focus**", as long as these are appropriate for the area.

Developers also need to be wary of using names that have not yet been approved by council. 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 council.

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Alternatively email info@penhire.ie with your address and we will post one out to you immediately.

For a fee, Penhire can help find the right name for you and present a convincing case for its acceptance. Email or call us on 01-415 1229 to discuss your needs.

Posh post codes set to survive mail shake-up

The coveted residential addresses of D4 and D6 look set to survive when the new nationwide postal codes system is introduced in January 2008.

The Sunday Times reports that an expert board advising the government on the revamp of the mailing system has recommended Dublin's existing numbered districts be kept intact.

In the 1970's D6 residents were outraged when An Post attempted to transfer part of their suburb into D12. To resolve the issue, the suburb of D6W was created as a compromise.

The Sunday Times article cites estate agents reporting sales prices of identical houses in D6W and D12 fluctuating by as much as €30,000 - depending on what side of the boundary the house is located.

The planned postal codes system has been a topic of contention; with concerns raised about the cost of implementation and that it may lead to an increased amount of junk mail.

Weird and whacky naming ...

When it comes to new development names, Ireland might be thankful for a little extra legislation. In the looser context of Beijing a rash of bizarre names has emerged - from the aspirational "Ideal Life" to the oxymoronic "Wonderful Digital Jungle". Anyone interested is testing Irish buyers' reaction to the idea of living in somewhere like "Yuppie International Garden"?

A little bit about us

Penhire is the only Irish copywriting company that specialises in writing new homes brochures. We have written the brochures for some of Dublin's best-known developments including The Grange, Tower Central, Elysium, Aitken's Village, and Bantry Square to name just a few. To find out more about our copywriting services please visit our website www.penhire.ie, email us on info@penhire.ie, or call anytime on 01- 4151229.

Brochure Bliss: The case for evocative marketing

Two years ago we were quoted by Irish Times journalist Edel Morgan in an article about new homes marketing entitled "Is brochure bliss what we want?". She had made the point in an earlier article that with so many developments entering the market, new homes marketing had become "more about flogging a lifestyle than a property - even if the sales pitch bears little or no relation to the reality".

As copywriters for many of Dublin's best-known developments, we disagreed with this, saying that providing a straight list of features of a property is not the full picture. "Flogging a lifestyle is exactly what buyers need and want," we argued.

"The benefits of those features need to be brought to life to enable the buyer to get a sense of what it would be like to actually live in these houses and in this area."

We agreed that while sometimes the idealised images used go beyond reality, like any advertising, the brochures need a certain style to help them stand out in the marketplace.

Two years on, and the new homes market is even more competitive. We still maintain that brochures need to deliver on a buyer's lifestyle aspirations - and that a degree of gloss is needed just to communicate the facts.

However, Penhire has a policy of not overdoing the sell. We stick to the facts but offer a heightened sense of the benefits of those facts. We avoid meaningless phrases like 'the perfect setting' and words like 'unique', preferring to combine a journalistic approach and evocative language to add depth and interest to brochure copy.



Penhire wrote the brochure for Glenkerrin Homes' The Grange development, winner of the New Homes category in the 2006 Irish Times Property Advertising Awards.