

**Culture, Recreation and Economic Services Department
South East Area Office**

**To the Chairperson and Members of the
South East Area Committee**

**Naming and numbering proposal for a development at Beach Road, Sandymount,
Dublin 4**

Awaiting translation to Irish by An Brainse Logainmneacha / Shore Club

A request has been received to name and number a development of apartments at Beach Road, Sandymount, Dublin 4.

The applicant proposes to name the development Shore Club, Beach Road, Sandymount, Dublin 4. Awaiting translation to Irish by An Brainse Logainmneacha. The rationale for the naming is as follows:

“Due to the previous occupation of the site by the Maxol Filling Station and a motor sales garage (Michael Grant Motors) and the fact that the area is likely to have comprised of estuarine mudflats until the 17th century, at which time reclamation commenced, there is limited physical, cultural or environmental history associated with the site. Accordingly, it is proposed to use a name that links to the proximity to the sea. With just 500 metres from the development site to Sandymount Strand, it is proposed to use a name that celebrates this location’s waterside positioning. With other addresses in the locale such as Beach Road, Beach Avenue, Beach Drive, Marine Drive and Strand Road, we would like to further add to the tradition of sea related name. The secondary word “Club” has been chosen to build the community feel for the residents who will call the Shore Club home. The importance of creating a community at this development is shown with the carefully planned and designed residents’ amenity spaces with a high proportion of communal space given from the total square footage.”

The Heritage Office considers the proposed name appropriate.

The numbering scheme proposed is as follows:

Ground Floor Apts. No. 001 – 016

1st Floor Apts. No 101 121

2nd Floor Apts. 201 – 221

3rd Floor Apts. 301 321

4th Floor Apts. 401 – 419

5th Floor Apts. 501 – 514

The Acting Manager Land Surveying and Mapping has assigned the name Shore Club and numbers as shown above. The development is shown on map SM-2022-0476-001-B.

Accordingly the naming and numbering scheme as shown above is recommended for approval.

**Karl Mitchell.
Director of Services Central and South East Areas.**