

Chapter 6

Economic Development, including Retail & Tourism

6.1 Introduction

This chapter will set out the strategy and objectives of the Council for enterprise, employment, retail and tourism that are relevant to and implemental through a land use plan.

6.2 Economic Context

6.2.1 National Context

Improving Ireland's economy is a recognised priority at National level and this has been reflected in "Building Ireland's Smart Economy: A framework for Sustainable Economic Renewal" 2008. This sets out Government policy on the restructuring of the economy with the primary objective of returning Ireland to sustainable growth in the medium-term. The framework focuses on building a smart economy with thriving enterprises, a high quality business environment, secure energy supplies, and an attractive environment.

6.2.2 Regional Context

The Greater Dublin Area is seen as the power house of the national economy accommodating over 40% of the population of Ireland. The draft Regional Planning Guidelines (RPG) for the Greater Dublin Area (GDA), (2010-2022) set out a strategy for the continuing economic development of the region. The draft RPG strategy identifies key areas of enterprise development potential in the GDA and focuses on enhancing strategically important aspects of the business environment so as to create the conditions for attracting investment by both foreign and indigenous companies, stimulating entrepreneurs and enabling companies to grow and target international markets. The RPGs state that targeted investment in physical, green and social infrastructure provides the most efficient and effective long-term use of resources.

6.2.3 Local Context

The promotion of sustainable economic development is a priority of this plan. The future economic development of Arklow is linked to that of the County and the key message is that Wicklow has to compete internationally in order to attract and retain investment and skills. There is recognition of the need to develop and attract more strategic activities in the manufacturing sectors and re-orientate the County towards high value-added traded services. At a strategic level it advocates the importance of identifying locations that have the highest potential for the attraction of high-tech, high value-added and research intensive activities and that these sites be identified specifically for those developments.

6.3 Economic Profile of Arklow

For the purposes of analysing the employment characteristics of Arklow and its environs, CSO Census data for the electoral divisions (EDs) of Arklow Urban EDs (1 and 2), Kilbride ED and Arklow Rural ED have been taken to be representative of the plan area, although the boundaries do not align completely. Particularly, the Arklow Rural ED extends considerably outside the plan area, but this is not considered to undermine the thrust of the analysis, given the lack of significant settlement or employment opportunities in this wider rural area.

The 2006 Census showed a resident labour force in these EDs of 6,834 persons out of a total population of 13,604¹³. The Census also revealed that 3,845 persons across the entire state indicated that their place of works was within these 4 EDs. Given that there is also an inflow of workers into Arklow from outside these EDs, it is clear that a large proportion of residents of the local EDs leave the area for employment, possibly up to 50% of all workers.

According to the 2006 Census the dominant categories of employment in the 4 EDs were commerce, manufacturing and education, health and social work. Of the 3,845 "jobs" in Arklow and its environs, the principle occupations were broken down as follows:

¹³ The "Labour Force" is the total amount of people who are classified as "at work", "looking for first regular job" and "unemployed".

Table 6.1 Principle industrial sectors of jobs located in Arklow EDs

Industry Category	Jobs	2006 share %
Agriculture, forestry and fishing	34	0.8%
Manufacturing industries, mining, quarrying and turf production, electricity, gas and water supply	951	25%
Construction	242	6%
Commerce	1,318	34%
Transport, storage and communications	127	3%
Public administration and defence	129	3%
Education, health and social work	613	16%
Other	419	11%
*Not stated	12	0.3%
Total	3,845	
Jobs Ratio	56%	

Source: CSO Census of Population 2006 POWCAR

The 'job's ratio' for Arklow is 56%, which is lower than the County average. The 'jobs ratio' relates the number of jobs based in the area divided by the resident workforce. It does not factor in employees commuting in or out of the town to work; however it is a measure used to assess the employment 'self sufficiency' of the local economy.

6.4 Strategy for Economic Development and Employment

In recognition of the fact that the level of enterprise and employment development has not kept pace with residential development, it is the goal of this plan to facilitate an increase in the number of jobs in Arklow and to bring jobs closer to where people live.

Strategic Objectives

- Increase the quantity and range of quality employment opportunities in Arklow;
- Reduce commuting levels;
- Increase the competitiveness of Arklow so that it is a prime attractor for indigenous and foreign employment generating investment;
- Promote the development of key economic infrastructure;
- Promote enterprise and innovation, particularly in services and the 'knowledge' and 'green' industries;
- Promote more intensive use of existing employment land;
- Promote a high quality natural and built environment;
- Ensure that strategic reserves of land are available for employment purposes.

6.5 Employment Requirements

In order to achieve a 75% 'jobs ratio' for the plan area (which is the County target for 2022), it would be necessary to have c. 8,500 jobs available in Arklow in 2022 (given the target population of 23,000 in 2022).

However, Arklow provides an employment function for the entire south Wicklow region, and therefore provision must be made for the employment needs of an area wider than the town and its immediate environs – in this regard, it is considered that provision should be made for the employment needs of up to 35,000 people by 2020, which would equate to c. 13,000 jobs.

As set out above, in 2006, there were only c. 3,845 jobs in the town. Therefore a considerable expansion of employment is required for Arklow to fulfil its role as set out in the RPGs and Wicklow County Development Plan. While the provision of new employment will be dependent on numerous factors such as the economy, changing consumer demand, funding, suitable premises etc., this plan, being a land use plan, can only influence those factors relating to the use and servicing of land.

This plan will ensure that sufficient land is zoned and suitable objectives put in place to allow for significant employment creation, in the order of 9,000 new jobs.

6.6 Factors influencing employment creation

(i) Availability of Zoned Land

One of the key enablers to attract potential investment and employment to Arklow will be the availability of appropriately zoned lands. Within the plan area there is:

- c. 110ha of developed employment land
- c. 85 ha of undeveloped zoned employment land with current permission
- c. 135 hectares of zoned employment land with no permission

(Note: This solely relates to lands zoned for employment such as industrial, warehousing and commercial and does not take into account on other lands zoned for town centre, retail or leisure and amenity uses).

Of the 110ha of currently developed employment land, there is a significant block of 44ha (the land formerly occupied by the IFI plant), which has the potential for substantial redevelopment and employment growth. Other sites, while built out, do have a number of smaller scale infill and redevelopment possibilities. It is assumed that up to 1,000 future jobs could be generated on this 110ha.

The 85ha of employment-zoned land with permission has the capacity to generate up to 8,500 jobs assuming a mix between low-density employment uses (such as warehousing) and high density uses such as offices, which are allowed by the various permissions in place (i.e. employment density of 100 employees per hectare).

Combining these zoned areas, there is potential to accommodate the required growth in employment in the plan area, over the plan period. However, in accordance best practice, it is necessary to allow 'headroom' or 'market factor' in employment zoning, to allow for lands that are not released to the market for development. It is the experience over the past two decades that lands zoned for employment are slow to be taken up, far slower than the take up for residentially zoned lands.

In this regard, three additional blocks of employment land are provided in the plan area, two at Killinskyduff and one at Tinahask. Of these three, two are significant blocks (measuring 76.11ha at Killinskyduff and 56.56 ha at Tinahask) which are identified to provide for a particular type of employment provision, that is, to provide for large, single, undivided employment development, such as microchip or similar manufacturing plants and would be likely to appeal to multinationals or significant IT (such a data centres) / green technology / pharmaceutical industries. It is considered necessary to reserve such strategic blocks of land in to ensure that Arklow can attract such employers and comply with its role as set out in the RPGs.

(ii) Infrastructure

Adequate infrastructure is vital for the facilitation of future economic development activity in the town. This includes water services, effective road and public transport networks, energy, telecommunications, waste management, education facilities etc. There is a significant deficit in relation to wastewater infrastructure in Arklow. The proposed Waste Water treatment works has received planning permission however the decision has been subject to legal proceedings for the past decade.

Arklow is served by the national electricity grid and high voltage lines cross the plan area. Energy from the off-shore wind bank is also brought ashore in Arklow. Furthermore, Arklow has potential as a location for the landing of an underwater electricity interconnector from Wales. This infrastructure is likely to be key to the future employment growth in the settlement.

(iii) Quality of Life

The importance of quality of life is a key component to facilitate future economic development. Factors that make a town attractive for both firms and their employees are the key to a successful economic development strategy. Specific actions to improve quality of life include:

- Providing high quality residential development with supporting social and community facilities;
- Ensuring a vibrant town centre with a high quality public realm;
- Creating an attractive urban environment to facilitate residency of the projected labour force;
- Ensuring the appearance of development complements existing environments and is of the highest quality;
- Increasing and improving the range of quality of recreational, amenity and cultural facilities.

6.7 Economic Development & Employment Objectives

General

- ED1** To facilitate and support the growth of Arklow as an attractive location for employment development.
- ED2** To promote employment in Arklow in order to reduce the need to travel and the dependence on private transport.
- ED3** To promote economic development at strategic locations on appropriately zoned land throughout the plan area, especially at or in close proximity to transport nodes.
- ED4** To facilitate and encourage the exploration and exploitation of minerals in the plan area in a manner, which is consistent with the principle of sustainability and protection of residential, environmental and tourism amenities.
- ED5** To promote and facilitate the development of larger scale employment generating developments to the north and south of the town and other appropriately zoned locations.
- ED6** To facilitate and support the development of knowledge-intensive and technology development and innovation facilities to support enterprise and employment.
- ED7** To support the development of a high quality built environment to attract and sustain enterprise and employment.
- ED8** To promote innovative economic sectors and encourage business clusters that take advantage of one another.
- ED9** To actively encourage the redevelopment of brownfield sites and the re-use of disused buildings for enterprise and employment creation, when such developments are in compliance with the objectives of this plan.
- ED 10** To encourage and facilitate the development of “green” industries, including those relating to renewable energy and energy-efficient technologies.

6.8 Home Based Economic Activity

Home working can make a positive contribution towards reducing car travel. While the plan strategy supports the concept of home working, it is important that it does not result in disamenity in a residential area and therefore employment use in a dwelling should be restricted to the occupier of the dwelling and such use should be subordinate to the use of the dwelling as a residence. In addition to home working, the plan supports the concept of live-work units, which can be defined as single units within a building that is both a place to live and a place of business or commerce. The development of live-work units can lead to a more sustainable land-use pattern, by providing for a mix of uses, ensuring a balance between day and night time activity and reducing commuting.

6.8.1 Home Based Economic Objectives

- HW1** To facilitate home-working and innovative forms of working which reduce the need to travel but are subordinate to the main residential use of the dwelling and do not result in a disamenity in an area.
- HW2** To encourage the provision of live-work units as part of mixed-use developments in appropriate locations.

6.9 Prevention of Major Accidents

The major Accidents Directive (Seveso II) is an EU Directive that seeks to prevent major industrial accidents involving dangerous substances and to limit the consequences of such accidents on people and the environment. The Seveso Directive applies to one site in the plan area, the Sigma Aldrige, Vale Road which has a consultation distance or radius of 1000m from its site boundaries. Advice and technical support will be sought from the Health and Safety Authority (HSA) and relevant legislation where applications are affected by the 1000m buffer.

6.9.1 Prevention of Major Accidents Objective

- MA1** To have regard to the following in assessing applications for new developments (including extensions):
- Major Accidents Directive (Seveso II-96/082/EEC;
 - The potential effects on public health and safety;
 - The need to ensure adequate distances between such developments and residential areas, areas of public use and any areas of sensitivity;
 - The advice of HSA.

6.10 Retail

6.10.1 Introduction

The Retail Planning Guidelines for Planning Authorities 2005 issued by the Department of the Environment, Heritage and Local Government, require Local Authorities to prepare retail strategies and policies to guide and manage retail development, particularly having regard to the protection of the retail function of town centres.

The Retail Strategy for the Greater Dublin area (GDA) 2008-2016 is to guide the activities and policies for retail planning across the seven local authorities in the GDA, including Wicklow. The strategy aims to set out a co-ordinated, sustainable approach to the assessment and provision of retail development within the GDA so that:

- Adequate and suitable provision is made to meet the needs of the growing and changing population, both overall and locally, and provide for healthy competition and consumer choice;
- Retail developments are provided in suitable locations, integrated within existing growth areas and public transport investment;
- There is not significant overprovision, which would place more marginal locations under severe pressure and undermine sustainability driven policies aimed at revitalising town centres.

The Greater Dublin Area strategy sets out a strategic vision and guidance for retail planning in the GDA, and sets out a series of principles and recommendations for each council to consider as part of their individual retail strategy.

6.10.2 Wicklow Retail Strategy

The purpose of the Retail Strategy for County Wicklow 2010-2016 is to:

- Confirm the retail hierarchy for the County, the role of centres and the size of the main town centres;
- Define the boundaries of the core shopping area of town centres;
- Provide a broad assessment of the requirement for additional retail floorspace;
- Provide guidance on the location and scale of retail development;
- Include policies and action initiatives to encourage the improvement of town centres;
- Set out criteria for the assessment of retail developments.

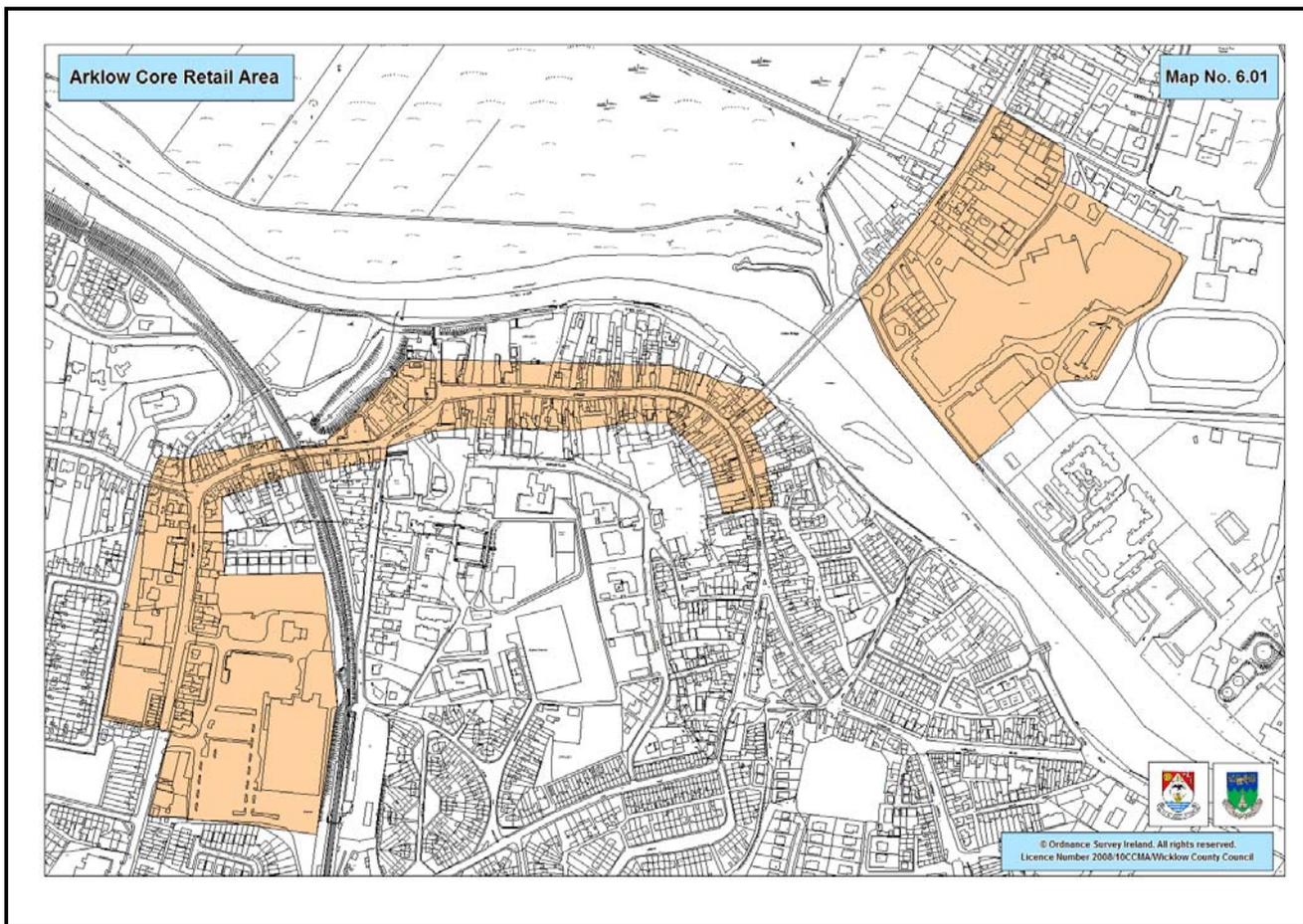
Arklow is located in Level 3 of the retail hierarchy, which is classified as “Town and/or district centres & sub county town centres”. Arklow is also identified as a ‘town serving a wide district’ and therefore is considered to be in the upper tier of Level 3.

The strategy allocates Arklow 7,000-10,000sqm growth in comparison floor space and 2,000-2,500sqm of convenience floorspace. However, this growth is based on a baseline from a survey date in 2006, and since then, approximately 16,500sqm of new retail space has been constructed or permitted (and is awaiting commencement/under construction). There is also a further application for c.8,500sqm of retail floorspace currently being considered by An Bord Pleanála.

All of the new comparison retail delivered is in the form of non-bulky goods, particularly clothing stores, and while there is some retail warehousing in the town (mostly confined to hardware and electrical outlets), this is a notable deficiency given the distance of Arklow from the Metropolitan area.

Therefore the retail strategy for Arklow is:

- To promote and encourage consolidation of and improvement to retailing and other town centre activities in the core area; however no further significant retail permission will be granted other than:
 - (i) conversion of non-retail premises in the core area to retail use;
 - (ii) renovation and expansion of existing retail premises in the core retail area;
 - (iii) redevelopment of derelict or brownfield sites in the core area and
 - (iv) replacement of existing facilities within the town.
- Expansion of the retail warehousing sector, either at existing retail warehousing or industrial estate locations.



Map 6.01: Arklow Core Retail Area

6.10.3 Retail Objectives

- RT1** Applications for new retail development shall accord with “Retail Planning Guidelines for Planning Authorities”, (DOEHLG 2005) and any subsequent Ministerial Guidelines or directives.
- RT2** Applications for new retail development shall accord with the County Retail Strategy and where appropriate shall be accompanied by a Retail Impact Assessment.
- RT3** The preferred location for new retail development where practicable and viable, is within the town centre. Where it is not possible to provide the form and scale of development that is required on a site within the town centre, then consideration can be given to a site on the edge of the town centre so as to encourage the possibility of one journey serving several purposes. An edge of centre site is taken to be one which is within an easy and convenient walking distance from the primary shopping core of a town centre. The distance considered to be convenient will vary according to local circumstances but typically is unlikely to be much more than 300-400m from the edge of the prime shopping area.
- RT4** There will be a presumption against large retail centres located adjacent, close to, or on a high speed route directly to existing, new or planned national roads/motorways. Such centres can lead to an inefficient use of costly and valuable infrastructure and may have the potential to undermine the regional/national transport role of the roads concerned.
- RT5** The ‘sequential approach’ to the location of new retail development will be applied i.e. having assessed the size, availability, accessibility, and feasibility of developing both new sites and existing premises, firstly within a town centre and secondly on the edge of a town centre, alternative out of centre sites should be considered only where it can be demonstrated that there are no town centre or edge of centre sites which are suitable, viable and available.
- RT6** Where an application for new retail development is made within the defined core retail area of Arklow town centre it will not always be necessary to demonstrate the quantitative need for retail proposals in assessing such proposed developments. In setting out the retail impact of the development the report

should focus on how the scheme will add/detract from the vitality of the town centre - both in relation to improving retail, urban design, integration with the built fabric and quality of life in the town/centre.

6.11 Tourism

6.11.1 Introduction

The tourism industry affords significant potential for economic development and employment opportunities in Arklow and in County Wicklow as a whole. Arklow was once regarded as a popular seaside resort; however, this has changed over time. With increased industrial development in the town, water pollution and due to the limited attractiveness of the seaside particularly South Beach due to the proximity of the port and the Roadstone quarry, Arklow has not capitalised enough on its location at the river or at the sea, for example, with waterfront development.

Nevertheless the town has assets and activities that can be exploited, such as:

- The festivals that take place in Arklow including the Arklow Music Festival in March, the Seabreeze Festival in July, the Maritime Festival in August and the Celtic Challenge (biannual rowing competition);
- The natural amenities of Arklow, such as the Marsh, the Beaches and Nature Reserves;
- Its service function for the numerous holiday homes / caravan parks and golf clubs in and surrounding the town;
- Numerous sporting and leisure facilities, including swimming pools, a skate park and water based activities around the marina and river;
- An active tourist office, well positioned in the town centre;
- A range of overnight accommodation types and a vibrant pub and restaurant culture.

6.11.2 Tourism Objectives

- TP1** To support opportunities to improve the tourist product in Arklow and to co-operate with the appropriate statutory agencies, private tourism sector and community groups.
- TP2** To promote and facilitate improvements to tourism and recreation infrastructure in the Arklow and environs area. Favourable consideration will be given to proposals for developments that place a particular emphasis, service-rest facilities, sign posting, car parking facilities, etc. subject to the proper planning and sustainable development of the area, and the objectives of this plan.
- TP3** To support the development of new / improved tourist facilities, including accommodation and attractions, particularly those taking advantage of the existing assets of the town, subject to such assets being protected from any adverse impacts arising from new development.
- TP4** To improve as funding allows, the principle access routes into the town centre from surrounding tourism locations, particular the Coast Road north of the town, the Clogga Road and the Vale Road.
- TP5** To facilitate the erection of standardised signage for tourism facilities and tourist attractions throughout the town.
- TP6** To encourage tourism and leisure related uses in the Waterfront Zone including hotel / accommodation facilities and leisure uses to complement the marina and associated boating uses and activities.
- TP7** To promote, in co-operation with the various relevant organisations, the more extensive use of the coastal strip for such activities as touring, sight-seeing, walking, pony trekking, etc. as a tourism and recreational resource.
- TP8** To recognise the importance of local golf courses and other sports clubs to tourism in the town.
- TP9** To support and encourage improvement to access to river banks and towpaths to facilitate walking and cycling.
- TP10** To ensure that new / improved tourist facilities are designed to the highest standard with particular emphasis on ancillary features (such as leisure facilities, bars, restaurants etc.), and to high quality external and internal finishes.

6.12 Development Management Standards

6.12.1 Business Parks, Warehousing, Retail Warehousing & Industrial Developments

All employment developments are required to be of the highest quality design and development management standards. By developing a physically attractive and harmonious business environment, the Planning Authority seeks to create a quality business environment that encourages existing businesses to expand.

Building Form & Materials

A high quality design, finish and layout is required for all developments. The following standards should be applied:

- Variation in building form is recommended to reduce the mass of building walls. Overly long rectangular buildings will not generally be acceptable – the impact of these structures will be expected to be softened by breaking up the mass into appropriately stepped sections;
- Accent entry ways are recommended to create an architecturally pleasing entrance feature;
- The sides of each building on a site, particularly buildings visible from multiple street frontages, shall be consistent in design and should be compatible with other developments in the immediate vicinity;
- All external elevations should be suitably clad or fully rendered and painted, save for where brick or other similar finished material, such as fairfaced blockwork, acceptable to the Planning Authority, is proposed;
- Architecturally enhanced metal clad buildings may be permitted, however corrugated iron buildings will generally not be permitted;
- In the case of developments of two or more industrial or warehouse buildings, a uniform design, including architectural treatment, roof profiles, boundary fences and building lines is essential.

Building Lines

Generally, development should not be carried out in front of established building lines or in a position where it would be in conflict with the building lines determined by the Council to be appropriate for that area. The Planning Authority, in determining an appropriate building line, will examine each application on its merits and will have regard to the needs of the area in terms of maintaining a good townscape, protecting from traffic and preserving the character and amenity of the area.

Building Heights

Building heights should be appropriate to the design and scale of development proposed and to that of the adjoining area. Developments that result in a significant degree of visual obtrusion or overshadowing, which is detrimental to the character of the area or to the amenity of adjoining residential properties will not be permitted. The height of buildings should be no more than is necessary for the operation of the business. Regard will be paid to the following matters in making an assessment on the suitable height of a building:

- The size and configuration of a site, and whether it is large enough to provide a visual transition from the scale of surrounding developments;
- The quality of the design;
- The requirements of the activities undertaken therein;
- Any detrimental impact to residential amenity, including overlooking or overshadowing;
- Detraction from structures or spaces of architectural or historic importance, and important landmarks.

Boundary and Landscape Treatment

In order to soften the visual appearance of buildings and to screen adjoining properties and views from roads, all new development proposals shall be accompanied by proposals for suitable boundary treatment, including walls, fencing or landscaping.

- The design, materials, finishes and colours of walls or fencing along road frontages shall be compatible with the main building and adjoining properties in the vicinity;
- Inordinately long walls or fences should be broken up by landscaping, pilasters, offsets in the alignment of the wall or fence, and/or changes in materials and colours;
- No steel security fencing with sharpened spears/pickets should be installed forward of the front building line of any industrial or warehouse facility;
- Priority should be given to the preservation of existing trees and hedgerows along site boundaries;
- Landscaped strips along public roads will normally be required;
- A minimum of 10% of the total site area shall be for soft landscaping. The landscaped areas should generally be provided along the front of the property;
- Existing trees and hedgerows should be protected, where possible;
- Landscaping proposals should provide for planting in an informal pattern with trees and shrubs of varieties suitable to the surrounding area;

- Trees should be planted within the landscaped area along public road frontages in order to provide screening.

Developments adjoining existing residential areas, or adjoining land that is planned or zoned for residential use

The following particular standards shall apply to all developments, which are visible from a public road or from a residential area:

- All exterior elevation walls and boundary walls shall have a material, finish and colour that is compatible with adjoining properties. Metal clad buildings will generally not be permitted;
- Trees shall be planted within the landscaped area along public road frontages in order to provide screening;
- Particular regard shall be paid to ensuring that the height and setback of a building is acceptable, and in accordance with the standards set out above;
- The building height proposed shall provide a suitable transition between residential and employment areas.

Extractive Industries/Quarries

The Council acknowledges the economic value of extractive industries to the local economy. However the operation of quarries can give rise to land use and environmental issues, which require to be mitigated and controlled in the planning process.

- The protection of residential and natural amenities, the prevention of pollution, noise/vibration, traffic and the safeguarding of groundwater are important concerns;
- The Council will have regard to the DoEHLG's Quarries and Ancillary Activities, Guidelines for Planning Authorities, 2004 when assessing quarry related proposals, in order to achieve more sustainable aggregates development and to avoid and minimise adverse impacts on the environment;
- Particular constraint will be exercised for sites in the vicinity of or in areas of archaeological importance, recorded monuments;
- European areas of ecological importance and other environmentally sensitive (designated) areas, unless it can clearly be demonstrated that such quarries would not have significant adverse impacts on amenities or the environment;
- All developments should have regard to and comply with the Environmental Protection Agency's (EPA) publication 'Environmental Management in the Extractive Industry (non-scheduled minerals), 2006.

Intensity of development

The Council will require all employment developments to be of an appropriate intensity, measured by plot ratio and site coverage. The following standards will normally apply, except where local conditions require otherwise:

	Site coverage		Plot ratio
	Maximum initial	Maximum Final	
Offices	60%	75%	1.5
Manufacturing	40%	60%	1
Distribution / Warehousing	30%	50%	1
Retail warehousing	30%	50%	1

The Council will not permit an employment development where it is considered that there is an unacceptable over development of the site.

Access and Roads

- Developments that result in a significant increase in traffic congestion or a hazard to road safety will not be permitted;
- Roads and facilities should be provided in accordance with the 'Traffic Management Guidelines', the 'NRA DMRB (Design Manual for Roads and Bridges) Manual' and the 'National Manual for Urban Areas: Provision of Cycle Facilities';
- Generally only one vehicular access point will be permitted to serve the development;
- Pedestrian, cyclist and public transport access should be considered in the layout of industrial areas. Where there are high volumes of HGV movements, cyclists and pedestrians should be protected from general traffic by segregated facilities;

- Adequate turning areas must be provided within the curtilage of the site unless satisfactory alternative arrangements are agreed with the planning authority. Turning space should be provided for 15 metre articulated vehicles and 9 metre fixed axle vehicles. In this regard, the Planning Authority may require the submission of an 'auto-track' analysis.

Car Parking & Loading

Functional parking provision (car parking for staff/visitors, loading/unloading area etc) shall be in accordance with the Planning Authority's vehicle parking standards as set out in Chapter 5 of the Plan.

The following minimum car parking standards shall apply:

Use	Car parking requirement
Offices	5 per 100m ² gross floor area (Offices ground floor). 4 per 100m ² gross floor area (Offices above ground floor).
Manufacturing (including science and technology based)	1 car space per 50m ² gross floor space
Distribution Warehousing	1 car space per 100m ² gross floor space
Retail warehousing	1 car space per 20m ² gross floor space

- Parking should be provided in proximity to the main access points of the building;
- Adequate soft landscaping should be provided to soften the appearance of parking areas that are in the view of the general public;
- Parking areas that are visible from public roads should be screened from view by landscaping or walls;
- It is essential that each industrial / warehousing unit be provided with adequate space for loading and unloading goods, including fuels, in an area clear of the public road and preferably behind the building line.

Cycle Facilities

An appropriate amount of cycle parking facilities should be provided. Cycle parking facilities should be covered and should be located so as to maximise convenience to main entrances, and positioned so as to ensure safety, security and supervision.

Services

- There shall be adequate availability of services to serve the development – water, sewage, surface water drainage, waste, lighting, communications etc;
- All electricity and service lines should be laid underground.

Lighting, Noise and Air emissions

- Impacts resulting from lighting and noise from sites should be minimised. A detailed study may be required prior to the commencement of development in sensitive locations (e.g. adjacent to dwelling houses, nursing homes etc) to outline probable impacts and mitigation measures;
- Noise arising from any industrial/employment development should not exceed 55dB(A) Leq (1 hour) with a maximum peak of 65 dB(A) between 0800 to 1800 hours, Monday to Saturday inclusive, but excluding public holidays, when measured along any point along the site boundary. At all other times the noise level should not exceed 45 dB(A) Leq (1 hour) when measured at the same locations. No pure tones should be audible at any time. All noise should be measured from the point of the nearest sensitive receptor;
- Regard will also be paid to the recommendations/requirements of the Environmental Protection Agency;
- The proposed development shall be capable of dealing satisfactorily with any emission or effluent.

Storage Requirements

- All external storage including bin storage, oil tanks etc. shall be visually screened from the public areas with adequate screening by fencing or walls;
- Proposals for and location of safe storage on site and disposal of waste is required. A storage area of sufficient size for all recyclable materials generated from the development to the requirements of the Waste Management (Packaging) Regulations 2003 to 2006, as amended should be provided. All overground oil chemical storage tanks should be adequately bunded to protect against spillage.

Advertising

- A co-ordinated signage system throughout business parks/enterprise sites will be required;
- Within the curtilage of industrial estates, signage should be restricted to a single sign identifying all occupiers of the site at the entrance and to fingerpost signs at junctions throughout the estate where such are considered necessary by the Council.

Use

- Details should be submitted of the nature and scale of operations, including full details of proposed use, including industrial processes involved, any toxic materials, chemicals or solvents used;
- Details should be submitted on the hours of operation, particularly where the proposed development is located in proximity to residential areas.

Mobility Management Plans

The Council shall require all planning applications for large employment based developments, where the Council considers that a significant peak and/ or off peak travel will be generated, to include a Mobility Management Plan. Developments for which mobility management could be applied include:

- People intensive employment developments, including office (including office based industrial) and high technology and services based developments;
- Retail (e.g. large one-off stores), including retail warehousing and distribution;
- Health, education and community based institutions.

A Mobility Management Plan is an integrated strategy designed with the common aim of addressing the total mobility requirements of the development in a sustainable way. Its aim is to shift the emphasis from car borne commuting to increased use of sustainable transportation modes. The Plan should include aims and specific works objectives, which minimise the impact on traffic of a development through:

- Providing appropriate parking spaces;
- Optimising links with the public transport system;
- Providing facilities for cyclists and pedestrians;
- Meeting the needs of people whose mobility is impaired;
- Respecting existing public rights of way;
- Encouraging modes of transport other than personal travel by private car.

6.12.2 Retail Development

All retail proposals shall meet the design standards set out in the County Retail Strategy, however the following standards pertain to shopfronts.

Retail and shopfront design standards

These shopfront design standards are drawn from the '*Guidelines for Shopfront Design in Bray*' (Bray Town Council / Colm O'Broin & Partners 2007), and although this document was drawn up for the Bray, for the most part its guidance is relevant to all settlements in the County and reference should be made to this document in the designing of any new shopfronts. The function of the shopfront is two-fold; to identify a retail premises within a street by way of name, signage and window display and to express the architectural character of a building at ground floor level.

Elements of shopfront design

Shopfront style

- The shopfront is part of the building and the building is part of the street. Where a shopfront is to be installed, it should normally be of materials or finishes appropriate to the age, style and character of the building and its surrounding area. While contemporary design is generally encouraged in the town core a traditional shopfront format, a traditional style shopfront may be the most appropriate solution. However, at locations where there are a range of shop front styles, and no common vernacular, a modern solution is preferred over inaccurate historical representations

Fascia

- The primary function of the fascia is to advertise the name of the shop. The fascia also gives visual support to the upper floors and helps frame the shop window. The fascia should be of an appropriate height, in scale with the overall height of the shopfront and other elements of the building. The fascia should not encroach on or above first floor level or extend uninterrupted across a number of buildings.

Signage

- Signage shall generally be limited to the fascia, but may also be considered on or behind glazing and on columns or doorways;
- Lettering is to be in proper proportion to the size of the fascia and to the scale of the building. As a general rule, the lettering should be restricted to half the fascia width, taking care to leave sufficient space at top, bottom and sides. Shop lettering should convey the essential message of the retailer. The shop name alone will generally have most effect;
- The illumination of shopfronts and signage is generally considered unnecessary. In certain circumstances, for example where the business is open in the evening, modest levels of discreet lighting (the purpose of which is to light the lettering and not bathe the whole façade and pavement in a pool of light) may be permitted.

Doors & windows

- Shop windows should be set in the same plane as the building front with any recessed areas being confined to the entrance door;
- Frosted glazing rather than solid signage should be used where the use requires a degree of privacy (e.g. non-retail services such as solicitors, surgeries etc) or where the layout of the shop requires functional elements or shelves to be located directly behind the window;
- Access should be made easy for everybody including those in wheelchairs or with other aids to mobility; the visually impaired; parents with pushchairs and young children; the elderly and those carrying heavy bags. Shopfronts should be designed with level access at pavement level. Where this is impossible, a ramp rather than steps must be provided.

Materials

- Materials used in shopfront construction should be of good quality, durable, and should respect the age and character of the building and adjoining street;
- Timber is an appropriate material for shopfront construction, it is versatile, durable, easily and cheaply maintained or altered. Modern materials such as aluminium and plastic may be considered for contemporary shopfronts. Other high quality materials such as marble, terrazzo, bronze or chrome might also be suitable for use in such locations;
- The number of different materials shall be minimised, as too wide a range can result in a confused or chaotic appearance.

Colour

- When considering the colour of new or replacement shopfronts it is important that the selected colour scheme complements the character and style of the building, rather than conflicting with it. Shopfronts are traditionally painted in strong colours, which are slow to fade. The use of rich colours, such as dark shades of green, blue, red and black is recommended;
- Corporate colours should be restricted to the main signage of the shopfront and not the entire shopfront.

Security

- Solid external shutters which completely cover the shopfront when closed have a major impact on the street scene and therefore will not be permitted;
- Where there is an obvious need for enhanced security, the use of alternative methods of protection should be considered, such as toughened / laminated glass, additional glazing bars reduce glazing size or internal open-mesh window grilles;
- Appropriate use of lighting may reduce the likelihood of a break in. The lighting should generally not be so strong as to illuminate the area outside the shop, as this might affect the character of the area;
- The use of upper floor for residential use is an effective way of improving security. Having a constant presence over the premises is one of the most efficient ways of reducing crime and vandalism and often involves little alteration which might affect the character of the building.

Vacant retail units

- Vacant properties have a very negative impact on our town centres - visitors and shoppers can be discouraged from return visits, the look and feel of the town centre is one of decline, the retail offer is weakened and investment stagnates. In this regard, it will be

condition of the grant of permission for any new or extended / refurbished units that at all times that the retail unit is not in active use, the street front display area will be required to be provided with an attractive temporary display or professionally designed artwork affixed to the glass frontage. The temporary use of the retail space during such times for creative, cultural or community purposes will be encouraged; however, such change of use may require planning permission, and advice will be provided by the Council on a case by case basis in this regard.

6.12.3 Tourist Development

General Criteria for Tourism & Recreation Developments

1. Tourism and recreation developments shall be assessed against the following criteria:
 - The nature, scale and use of a development shall be appropriate to the character of the area in which it is to be located and shall be visually sympathetic to its surroundings. This shall apply to matters such as the type of use, number of employees, hours of operation, amount of expected visitors, site area, building size, design, layout etc, as well as to the particular land use, and the economic and social requirements of the area and its surroundings;
 - The development shall not give rise to any significant adverse environmental impact, in terms of detrimental impact on the scenic value, heritage value and/ or environmental/ ecological/ conservation quality of the area. It shall not have a negative impact on the surrounding area in terms of nuisance, noise, odours or other pollutants;
 - The development shall not be detrimental to the amenity of nearby properties, and in particular, to the amenity of nearby residential properties;
 - Any proposal shall be acceptable in terms of the following traffic and parking issues:
 - Car parking is required to be in accordance with the standards of the plan. Car parking shall be provided within the boundary of the site, unless the Planning Authority agrees other suitable arrangements;
 - There shall be safe vehicular access to and from the road network;
 - The capacity of access roads shall be adequate for the likely levels of traffic generated by the proposal;
 - There is adequate provision for pedestrians and public transport providers.
 - The proposal shall be acceptable in terms of water supply, wastewater disposal and surface water drainage;
 - All developments in rural areas must be capable of being satisfactorily screened and assimilated into the landscape;
 - Developments should generate economic and social benefits for local people and enhance the well-being of host communities.
2. It is the objective of the Council to ensure that tourism and recreation related developments do not destroy the qualities, which visitors come to the plan area to enjoy.
3. All planning applications should include details of the nature and scale of the proposed operation, and include opening hours and anticipated traffic levels. A business plan should also be submitted, where appropriate.
4. Applications for tourism and recreation developments in agricultural zones within the plan area shall be accompanied by the following information, in addition to that required to be submitted under the Planning Regulations:-
 - Comprehensive justification of need for the development;
 - Overall master plan for the development;
 - Evaluation of compliance of the proposed development with the other requirements of the County Development Plan here set out;
 - Evidence that, where feasible, existing ruinous or disused buildings have been re-used to maximum potential.

Overnight accommodation

1. Applications will be considered on the basis of the particular characteristics of the proposed scheme. Proposals that have a detrimental impact on the amenity, character and environmental quality of the area will not be permitted. In this regard, the Planning Authority will have regard to the following matters in the determination of planning applications, in addition to those set out above:
 - The size, scale, design and nature of the accommodation;
 - The availability of existing accommodation facilities in the vicinity;
 - The standard of accommodation for the intended occupiers of the premises (including indoor and outdoor space and amenity requirements, noise insulation, parking provision, access, etc.)
2. The scale of overnight accommodation allowable on any site may be restricted according to the amenities proposed to be provided for guests and the impact of the facility on the amenities of the area.
3. Adequate information will be required to be submitted to satisfy the Planning Authority that the design, size and nature of a proposed facility is such that no doubt exists regarding the intended use of the facility as tourist accommodation. In particular, the Planning Authority shall be satisfied that the development is to be retained for visitor accommodation use and will not be used for long term, permanent residential use or other non-tourist use.
4. The Council will only permit the development of static caravans / mobile homes, touring caravans and camping sites in areas where the local environment can absorb such development. Sites should have significant existing natural screening. All proposals should be accompanied by comprehensive planting schemes. In particular, the Council will discourage touring caravans from locating on the actual amenity which attracted them to the area in the first instance in order to protect the interpretation and tourist value of the site in question.

Holiday Homes

Where the principle of holiday homes has been accepted at a particular location the layout and design of the development shall accord with the following standards:-

- The design of holiday homes should be of a high standard, incorporating imaginative layouts, well laid out communal open spaces, significant and appropriate landscaping, sufficient private space and parking facilities for both occupants and visitors;
- The design of units themselves should be imaginative, of a high quality and respect the character of the area in which they are located. Favourable consideration will generally not be given to detached suburban type developments - courtyard type developments will be particularly encouraged;
- Site features such as hedgerows, trees, etc. shall be maintained wherever possible;
- A management company will be required to maintain and manage the upkeep of holiday home developments in particular with respect to landscaping and the maintenance of communal buildings / services and letting / occupancy. A management company will also be required to maintain and repair any private effluent treatment plant or water supply.

Caravan & Camping Developments

Where the principle of static / touring caravans or camp sites has been accepted at a particular location, the layout and design of the development shall accord with the following standards:-

- Design and layout should be of a high standard ensuring adequate safety, separation between plots and well located communal areas such as shower blocks and common open spaces;
- A grant of permission for a caravan park will not imply, unless otherwise stated in the permission, a grant of permission for additional facilities such as a shop, café, restaurant or the building of other commercial purposes;
- Sites should normally be accessible to existing local services and public utilities, but should not adversely affect them;
- The overall level of development in any one area should not detract from the amenity currently enjoyed by local residents. No such sites should be located immediately adjacent to existing residential properties or be overlooked by same;
- High quality and extensive landscaping and tree planting will be required around all boundaries and throughout the site. Any new planting should only be necessary to reinforce existing substantial tree cover and not to compensate for a lack of existing cover. New planting should normally comprise indigenous species and a comprehensive and detailed landscaping scheme, prepared by an appropriately qualified professional, should be submitted with any application;
- Public lighting should be on low level posts and of low intensity;
- Compliance with the Regulations for Caravan and Camping Parks, (Bord Failte 2009).