



## 5.0 TOURISM, RETAIL AND EMPLOYMENT

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## 5.0 EMPLOYMENT, TOURISM AND RETAIL

### 5.1 Vision

The Regional Planning Guidelines provide a county settlement hierarchy for each county and they have designated Greystones/Delgany as a Large Growth Town II. The Guidelines envisage these centres being economically self-sustaining, with a population, (including its catchment) that is capable of supporting educational, health and retail facilities.

Greystones/Delgany boasts many locational advantages for economic development including the N11 national route and the M11 motorway which links the settlement directly to the M50 and hence all the primary routes radiating from Dublin and Dublin Airport. The settlement is serviced by the Dublin-Rosslare rail-line and is in close proximity to Dublin Port and Rosslare Europort.



Infill development in Greystones

## 5.2 EMPLOYMENT

### 5.2.1 Context

The Regional Planning Guidelines; Large Growth Town II status that has been given to Greystones/Delgany states that Greystones/Delgany should be available for “major employment generating investment if investors so request”. At a county level, the Regional Planning Guidelines indicate that only 59% of the County Wicklow workforce works in Wicklow itself (Census 2002) and it is projected that this jobs ratio should increase to 64% by 2010 and 70% for 2020. The settlement of Greystones/Delgany will have an important role in meeting such targets.

The Wicklow County Development Plan 2004-2010 encourages and facilitates the expansion of the existing employment base and the creation of new employment, in particular service based employment. The location of employment lands is essential to the County’s development, with access being identified as a key element in finding appropriate sites. The County Development Plan has identified an ‘Employment Zone’ at Drummin, Kilpedder for employment uses. This location is close to the existing settlement and can benefit the economy of Greystones/Delgany.

In the 1999 Greystones/Delgany Development Plan, considerable areas of land at Mill Road and Charlesland were zoned for employment uses. In order to achieve greater self-sufficiency for the settlement it is important that substantial portions of serviced employment zone lands are retained for employment uses.



Charlesland



Greystones

## 5.2.2 Employment Profile

According to the 2002 Census of Population, the population of Greystones participating in the labour force equates to approximately 10% of the labour force of Co. Wicklow. Labour force figures for Greystones rank higher than that of Wicklow Town, but lower than that of Bray (see Table 5.2.1a below). Greystones recorded a comparatively low level of unemployment, at 266 persons in 2002.

Table 5.2.2a Employment Statistics for State, County Wicklow and its Principal Settlements, 2002

	Labour Force	At Work	Unemployed
State	1,800,933	1,641,587	159,346
Co. Wicklow	52,016	47,790	4,226
Bray	14,345	13,281	1,064
Wicklow Town	4,158	3,816	342
Greystones	5,031	4,765	266

Source: Census of Population 2002. Central Statistics Office (CSO).

The 'participation rate' is the number of persons in the labour force expressed as a percentage of the total population aged 15 or over not in full-time education. The 2002 Census of Population indicates, that the participation rate in Greystones ED of 62.49% is higher than that of the State and county averages, with Delgany ED and Greystones Town and Environs recording a slightly lower figure of 60.16% and 60.97% respectively (see Table 5.2.1b below). The 'unemployment rate' is the number of unemployed expressed as a percentage of the total labour force and includes first time job seekers. The relatively high participation rates recorded for Greystones Town and Environs, Greystones ED, and Delgany ED, is reflected in lower unemployment rates than both the national average of 5.7% and the County average of 5.6% (see Table 5.2.2b below).

Table 5.2.2b Participation and Unemployment Rates at National, County and ED Level, 2002.

	Particip. Rate	Unemploy. Rate
State	61.3%	5.7%
Co. Wicklow	62.13%	5.63%
Greystones	60.97%	4.85%
Town & Environs		
Greystones ED	62.49%	4.82%
Delgany ED	60.16%	4.85%

Source: Census of Population 2002. Central Statistics Office (CSO).

The recorded high level of participation in the labour force for Greystones ED is not reflected in the provision of local job opportunities. This is highlighted by the fact that approximately 35% of the population of Greystones ED travel between 15-30+ miles to work, school or college, with over 36% recording an average journey time of between 45-90 minutes (Census of Population 2002, CSO). A recognised pattern of outmigration for work purposes was also articulated during the LAP Public Consultation process.

In terms of the sectoral breakdown of employment, Greystones Town and Environs, Greystones ED, and Delgany ED all record commerce/business as the primary employment sector, followed by professional services (see Table 5.2.1c below). Significantly, employment in the commerce/business sector accounts for approximately 40% of all employment recorded for the population at ED level. This is an important statistic in the context of redressing the current imbalance of outmigration for work purposes. It would suggest that in order for the Greystones/Delgany area to move towards a more sustainable form of development, the greater provision of employment opportunities in the commerce/business sector may have a significant impact in addressing the current imbalance.

Sustaining jobs and developing jobs locally is an important objective of the County Development Plan. Action 26 of the of the Wicklow County Development Board's strategy document; Outlook is to "adopt a cohesive and co-ordinated approach to the provision of incubation/start-up units throughout Co. Wicklow, as a key strategy in developing local business/employment". The Greystones/Delgany Local Area Plan will play an important role in facilitating this action.

Greystones, Delgany, Charlesland, Killincarrig and Blacklion are the five main centres in Greystones/Delgany. Greystones town centre is the most important within the settlement, supporting the broadest range of activities and services and benefiting from its placement on the rail-line and coast. The origins of Delgany Village predate Greystones, however its traditional settlement morphology and topography which restricts land availability and serviceability has limited its development and its service role is modest in comparison to Greystones. Killincarrig is an old wayside settlement and its service role is presently limited to a local shop, public house and some local businesses. Blacklion is a similarly low key centre with a church, school, local businesses, pharmacist, filling station and motor showrooms. Planning permission has recently been granted for a neighbourhood centre with a large discount food store in Blacklion. The Charlesland development to the south of the town has a new retail centre with a number of anchoring shops and smaller retail outlets.

Table 5.2.2c Distribution of Employment by Sector at National, County and ED Level, 2002

	Agriculture	Construction	Manufacturing	Commerce	Transport	Public Admin.	Prof. Services	Other
<b>State</b>	5.93%	9.09%	15.97%	26.87%	5.9%	5.77%	15.4%	15.06%
<b>Co. Wicklow</b>	5.11%	10.01%	15.09%	29.69%	4.99%	4.69%	13.99%	16.42%
<b>Greystones Town and Environs</b>	0.84%	6.4%	11.29%	39.03%	4.89%	5.41%	16.12%	16.0%
<b>Greystones ED</b>	0.69%	5.63%	11.13%	39.78%	5.02%	6.36%	16.45%	14.94%
<b>Delgany ED</b>	1.32%	7.26%	11.98%	37.0%	4.84%	3.9%	15.5%	18.2%

Source: Census of Population 2002. Central Statistics Office (CSO).

### 5.2.3 Strategy

Currently Greystones/Delgany has a weak employment base and has traditionally been viewed as a dormitory or commuter settlement. There is a need to provide for more local employment and services facilities in Greystones/Delgany to facilitate greater degree of self sufficiency. Having regard to its location, socio-economic structure and environmental character, the most appropriate employment type would be knowledge based as opposed to manufacturing or heavy industry.

Improving the diversity of the local economy will have additional benefits in reducing the pressure on commuter orientated transport infrastructure and making better use of the assets of the area.

Future development should also seek to expand the amenity and leisure potential of the settlement. Employment opportunities will be enhanced by providing and expanding retailing, tourism and other services within the settlement.

People based employment activities should be strategically located close to existing town, village and district centres, and ensure ease of accessibility to public transport, pedestrian and cyclist routes.

### 5.2.4 Employment Policies

It is Council policy to:

#### EP01

Create an environment conducive to the provision of new and enhanced employment services

#### EP02

Promote the development of incubator units and enterprise centres for small and medium enterprises within the settlement. Where possible such centres should be located within or in close proximity to town, village and district centres.

#### EP03

Permit Home based employment in residential areas, where it can be demonstrated that the employment activity will not have adverse impacts on residential amenity such as significantly increased traffic volumes, deliveries from heavy goods vehicles, noise and air emissions.

### 5.2.5 Development Control Standards and Objectives

New industrial/employment development will be required to locate on suitable zoned lands in towns and their environs where appropriate.

Satisfying requirements pertaining to high quality design standards, the following factors should be taken into account in the assessment of applications for industrial/employment development;

#### 5.2.5.1 Access

Easy access and efficient movement are key considerations when designing the layout of employment areas. Where high volumes of heavy good vehicle (HGV's) movement and general traffic occurs, segregated facilities for pedestrians and cyclists should be provided. For universal access, recommendations as set down in the Technical Guidance

Document, Part M, of the Building Regulations 1997, or as subsequently amended, must be conformed to.

### 5.2.5.2 Individual Site Layout and Plot Ratio

Adequate space should be provided for internal movements, particularly of HGV's and goods transferral, and located behind building lines.

Where two or more industrial developments are proposed, site layout details should be provided. A uniform building line should be established throughout the site and rear and side elevations must have regard to adjacent land uses. To avoid adverse effects of under or over development, site coverage standards are applied to industrial / employment areas. Initial site coverage's are applied in order to allow for the future expansion of new facilities without compromising other requirements, in relation to open space, car parking and landscaping.

Maximum permitted Site Coverage for Industrial/Employment development	60%
Maximum initial Site Coverage for Industrial /Employment development	40%

Plot ratio is the relationship between the total area of a site and the total gross floor area of a building. For development on Employment zoned lands (E1, E2) a maximum plot ratio of 1 is permitted.

### 5.2.5.3 Car Parking and Circulation

All new development must comply with the car-parking standards as set out in Section 7.2.9 of this document. For industrial/employment development areas, parking should be reserved solely for the parking of vehicles and not for the storage of materials or goods or HGV's.

### 5.2.5.4 Fencing and Landscaping

Landscape and development should go hand-in-hand. It is important, from a design point of view to treat everything as landscape; buildings define the edges of space while landscape occupies the space. All new industrial/employment development proposals should contain landscaping schemes, with details of landscaping and boundary treatment which soften the visual appearance of buildings and provide screening to adjoining properties and views from public areas. Existing trees and hedgerows along site boundaries and within site curtilage where possible should be retained. Additional policies and guidance with regard to landscape and heritage are provided in Chapter 8.0 of this document.

### 5.2.5.5 Design

Where more than two industrial/employment buildings are proposed, a uniform design scheme should be provided. The Council will seek to ensure that a very high standard of design is incorporated. Uniform architectural treatment, roof profiles, boundary fencing and building lines are essential, as are external walls which must be suitably clad or fully rendered and painted except for where other finishing materials, such as brick, are proposed. Building heights should generally not exceed 10.5 metres.

### 5.2.5.6 Use

Pertinent to industrial/employment development, full details of proposed use, including industrial processes involved, toxic materials and chemicals or solvents used should be submitted to and approved by the Planning Authority before the commencement of such use. A change of use may require planning permission of the County Council in accordance with the Local Government Planning and Development Regulations 2001, or as amended.

### 5.2.5.7 Storage Requirements

In compliance with the Packaging Waste Regulations 1998, all new or expanding industrial businesses shall provide for adequate covered storage space, which will allow the storage of recyclable goods for at least one weeks duration.

### 5.2.5.8 Services

Water supply to all proposed developments should be by means of a connection to the existing public supply, which should be metered by a meter capable of measuring low and very high flows. All valves and hydrants should be set in proper chambers and fitted with covers and frames and be no further than 50m from a fire hydrant.

For additional guidance on services in industrial/employment development, section 4.5.7 of this document should be referred to.

### 5.2.5.9 Lighting

Developments, in particular those of a large commercial nature, can have a negative impact upon the quality of rural areas at night time through excessive lighting, leading to light pollution. Impacts from the lighting of sites should be minimised. The Dark Sky Policy (Section 8.3.7 of this document) sets out detailed polices and guidance with regard to urban lighting within the settlement.

### 5.2.5.10 Noise Levels

Noise arising from any industrial / employment development should not exceed 55 dB (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.

### 5.2.5.11 Signage

The Planning Authority encourages a co-ordinated signage system throughout industrial estates/employment developments. Within the curtilage of industrial estates/employment developments, 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 site.

No advertising or signs shall be erected on any premises, or within its curtilage without specific grant of permission from the Planning Authority. All signage on the signs of the buildings should be subject to a prior grant of planning permission.

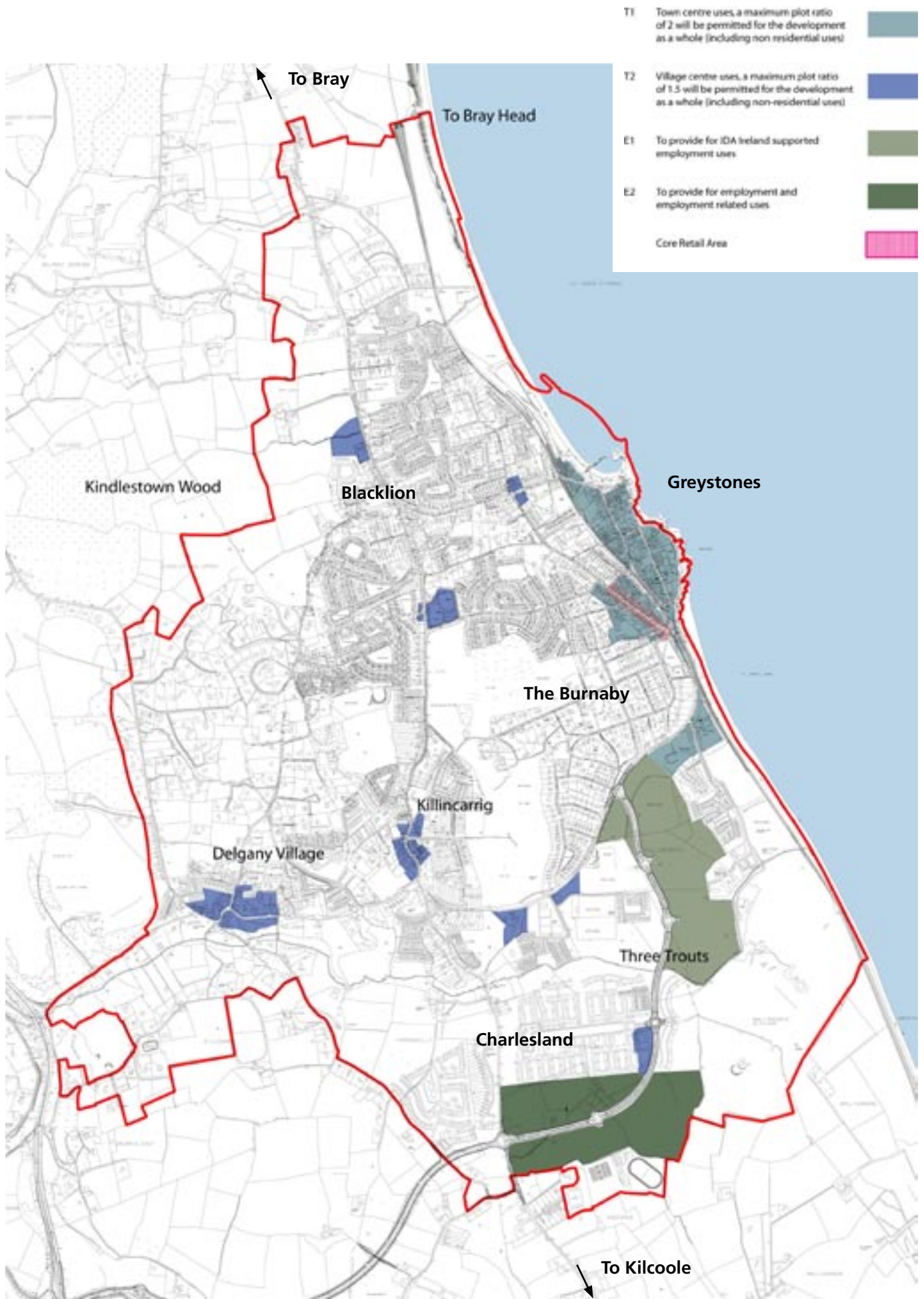


Fig. 5.0 Tourism, Enterprise, and Employment Strategy

## 5.3 TOURISM

### 5.3.1 Context

County Wicklow is characterised by exceptional natural amenities; with a mountainous core and 48km of coastline. Greystones/Delgany is strategically well positioned within easy reach of the mountainous areas and enjoys an exceptionally attractive setting on the coast, with a backdrop of hills and uplands.

The Cliff Walk from Bray to Greystones is a well known popular walk locally and within the wider hinterland and is a significant draw for day-trippers. South Beach has been awarded Blue Flag status; recognition of high water quality and environmental management.

There are two golf courses within the LAP boundary (Charlesland, Greystones) in addition Delgany Golf Club adjoins the settlement to the west and there are several other golf courses within close proximity of the settlement.

The adopted Action Plan for Greystones Harbour and North Beach can contribute much to the tourism product of the settlement. The Action Plan provides for a marina and facilities for sailing clubs, sailing schools and associated commercial and cultural uses overlooking the waterfront (see section 9.1 of the document).

Kilruddery House and Demesne landscape located to the north-west of Greystones/Delgany is a significant local heritage attraction.

### 5.3.2 Strategy

The tourism role of Greystones/Delgany can be enhanced by improving linkages with the natural and man-made assets of the county; its mountains and coast.

The protection and enhancement of the Heritage and Landscape of Greystones/Delgany is critical to sustaining the identity and attractiveness of the settlement for visitors. The tourism role of Greystones/Delgany can also be greatly enhanced by promoting awareness and access to the heritage features of the settlement; such as the Mediaeval settlement of Rathdown and Kindlestown Hill. The development of greenroutes for pedestrians and cyclists can provide a strong environmental and recreational asset for the town, linking together historical features, built heritage and areas of natural heritage interest.

The settlement of Greystones/Delgany is currently under-served with visitor accommodation. The settlement lacks any hotels, associated banquet hall and conferencing facilities and therefore the provision of such facilities in Greystones/Delgany would greatly benefit the local economy. The close proximity and public transport linkages with Dublin City Centre, suggest a strong potential for business and weekend visitor tourism.

Strengthening and enhancing the retail profile of Greystones/Delgany will have additional spin-off benefits for tourism, in particular the provision of restaurants, entertainment venues, craft shops and art galleries.

### 5.3.3 Tourism Policies

It is Council policy to:

#### ET01

Protect the tourism assets and amenities of Greystones/Delgany and promote the broadening of the tourism base of the settlement by facilitating the provision of visitor attractions, visitor services and facilities and improving the accommodation offer of the settlement.

#### ET02

Encourage the provision of tourist orientated retail developments; such as design stores, craft shops and galleries within the existing centres of Greystones, Delgany and Killincarrig.

#### ET03

Support the implementation of the County Tourism Strategy in the development of a sustainable tourism product that supports the following:

- Protection, conservation and enhancement of natural amenities, wildlife and non-renewable resources
- Access to and understanding of natural tourism products (archaeology, landscapes, seascapes, views, prospects, rights of way, geology, walkways, flora and fauna).
- Develop local tourism initiatives such as garden trail/walking trail or craft trail
- Through Wicklow Tourism Partnership the Council will promote tourist events such as the Greystones Arts Festival

## 5.4 RETAIL

### 5.4.1 Context

#### *Retail Planning Guidelines*

The Retail Planning Guidelines were issued by the Department of the Environment, Heritage and Local Government in 2000. The overarching aim of these guidelines is to;

- Facilitate a competitive and healthy environment for the retailing industry of the future.
- To ensure that retail development shall generally be located within the catchment area, be accessible by public transport and private car in locations which encourage multi-purpose shopping, business and leisure trips.
- To support the continuing role of existing town and district centres by directing new retail development into existing established centres.
- To take the sequential approach (see below) in assessing a site for retail development.

Subsequent to the Retail Planning Guidelines, additional guidelines were prepared for the Greater Dublin Area. The Retail Planning Strategy for the GDA are designed to ensure there is sufficient retail floorspace to accord with population and expenditure growth and that it is located in an efficient, equitable and sustainable manner.

During the preparation of the Retail Planning Strategy for the Greater Dublin Area (GDA) November 2001 a survey of available retail floorspace was undertaken. At the time of survey in November 2001, Greystones had 4,556 sq. m of convenience and 1,837 sq. m of comparison and no retail warehousing. The Meridien development on Church Road has been completed since this survey, releasing additional comparison retail floorspace. The GDA Retail Planning Strategy designated Greystones as a Level 3 retail centre; town centre of a sub-county town.

The broad policies and objectives of the GDA Retail Planning Strategy have been implemented at county level through the preparation of the Wicklow County Draft Retail Strategy.

### **Draft Wicklow County Retail Strategy**

The development of the retail hierarchy for the county is an important part of the County Retail Strategy; Greystones/Delgany is identified as a Town Centre within the County retail hierarchy, with the following strategic policy:

*It is the policy of the Council to facilitate and encourage the consolidation and enhancement of the retail offer of Greystones/Delgany and its role as a main centre in the County Hierarchy.*

The Retail Strategy identifies core retail areas for each of the main centres. The core retail area for Greystones is identified along Church Road, from the DART Station running northwards to La Touche Place.

The County Retail Strategy recognises that Greystones is underperforming for a town of its size and that to be a more self-sufficient town centre within the County Retail Hierarchy considerable enhancement of the size, quality and range of its retail offer is required. It is a policy of the County Retail Strategy (Policy RS3): *to facilitate and encourage the consolidation and enhancement of the retail offer of Greystones/ Delgany and its role as a main centre in the County Hierarchy.*

Objectives of the County Retail Strategy of relevance to Greystones/Delgany are;

- To address leakage of retail expenditure from the County.
- To ensure that the retail needs of the County's residents are met as fully as possible within Wicklow, taking due cognisance of the GDA Retail Planning Strategy hierarchy.

Key policies of the County Retail Strategy where relevant and necessary have been integrated as policies and objectives of the Greystones/Delgany Local Area Plan.

### **5.4.2 Retail Policies**

Retail services have a critical role in the sustainability of settlements. Access to products and services is an integral component of what is valued in quality of life. Providing access to products and services locally reduces the need to travel to other destinations and generates employment within the settlement.

#### **RP01**

It is Council policy to ensure that all retail development within Greystones/Delgany is in accordance with the Retail Planning Guidelines 2000 and the Wicklow County Draft Retail Strategy.

#### **The Sequential Approach:**

The sequential approach sets out the guiding principles for the location of new major retail schemes. The Council will utilise the sequential approach in assessing the suitability of a site for retail development.

In the first instance, the priority should be in locating new retail development within the Core Retail Area of Greystones.

If a Core Retail Area site capable of accommodating the form and scale of development required is not readily available within a reasonable and realistic development timescale, then edge of centre sites should be considered. An edge of centre site is taken as one that is within 400 metres from the edge of the Core Retail Area (see Fig. 5).

The next priority should be given to locating retail developments in identified village centres and on lands zoned for town centre uses.

Only after assessing and discounting the size, availability, accessibility and feasibility town centre, edge of centre, village centres and lands zoned for town centre uses, should out of centre locations and sites be considered.

In assessing proposals for large foodstores, superstores and hypermarkets regard will be had to the Retail Planning Guidelines for Local Authorities, December 2000.

#### **RP02**

It is the policy of the Council to seek to sustain the vitality and viability of existing retail centres.

#### **RP03**

It is the policy of the Council to encourage and facilitate innovation in the retail offer and attraction of Greystones/Delgany; to enhance the variety of products and services available locally.

#### **RP04**

It is the policy of the Council to encourage and facilitate the sustainable re-use and regeneration of derelict and brownfield land and buildings in town and village centres for retail uses.

### **5.4.3 Retail Design and Development Objectives** (see also Chapter 11)

- The Council will seek to concentrate additional retail uses within existing town, village and neighbourhood centres.
- The Council will support the development of garden centres in employment zones. Where possible garden centres should be associated with other employment



uses and be in close proximity to public transport routes.

- The Council will support the development of Motor Showrooms in employment zones. Where possible Motor Showrooms should be associated with other employment uses and be in close proximity to public transport routes.
- The Council will encourage the provision of a cinema complex within Greystones town centre.
- Adequate car parking and separate service areas should be provided in accordance with car parking standards detailed in section 7.2.9 of this document.
- Pedestrian spaces of appropriate scale, design and enclosure should be provided with tree planting and generous soft and hard landscaping.
- All outdoor storage and service areas should be screened from public areas within the scheme.
- Provisions should be made within major retail development schemes for public facilities such as toilets, crèches, advice centres.
- Complimentary uses that support evening activity such as stalls, cafes and bars shall be encouraged.

#### **5.4.4 Retail Warehousing Parks** (see also Chapter 11)

This activity is the retail sale of non food and non clothing goods, the sale of which is not normally feasible in conventional shops. This includes building materials, electrical goods, garden equipment, floor coverings, furniture, DIY products and or other heavy items usually requiring the use of a vehicle for transportation.

- A high standard of architectural design of buildings and signage will be required.
- Car-parking and forecourt areas will be finished with high quality hard and soft landscape elements, to include tree planting and lighting.
- Pedestrian zones of appropriate scale and design and good pedestrian and cycle linkages from adjoining areas are essential elements.
- Covered cycle-parking, seating, litter bins and a taxi-rank with shelter will be provided.
- The provision of retail support uses such as café, newspaper kiosk, crèche, car valet will be encouraged.
- All service and loading areas are to be set to the rear of buildings and are to be screened from public areas and adjoining lands.

Applications for retail warehousing will be considered on employment zoned lands (E2) where the development is not likely to have an adverse effect on the vitality and viability of established retail outlets, within its potential catchment area and where it would be secondary to the main use of the area for employment purposes and would not be of a scale (individually or cumulatively) to threaten the potential of the area for future employment growth. Individual smaller retail warehouses (less than 700 sq.m) may be considered within town centre locations. Larger individual retail warehouses (5000sq.m or greater) proposed as out-of-town centres will be discouraged.

#### **5.4.5 Large Food Stores**

Council will seek the location of large food stores in identified town and village centres. Planning permission will not be granted for a supermarket or extension to a supermarket where the total net retail floor space would exceed 3500sq.m.

#### **5.4.6 Discounted Food Stores**

Discounted food stores of up to 1,500 sq.m shall be considered within identified town and village centres. An assessment of potential adverse impacts of the development on the viability of smaller centres shall be required in making planning applications.

#### **5.4.7 Factory Outlet Centres**

This type of development refers to the selling of products at discounted prices usually located as part or adjacent to the production facility or the grouping of factory outlets set away from the manufacturing facility. Factory outlets centres will be considered on the following terms:

- Unless the sale of these goods can be regarded as incidental to the manufacturing process, such outlets shall be treated as any other retail development and assessed accordingly.
- Such development is not considered appropriate for greenfield out of town locations.

#### **5.4.8 Petrol Filling Stations**

A petrol station is defined here as, the buildings, structures and land used for the sale of petroleum products. It does not inherently include a service garage, motor showroom/sales outlet, motor accessories outlet.

A service workshop may be acceptable where it does not adversely affect the residential amenities, sports or recreational amenities. Convenience retail outlets for the sale of domestic household products may be permitted where it can be shown not to adversely affect residential amenities or the viability of existing town or village centres. The total floorspace of ancillary retail activity at a petrol station shall not exceed 100 sqm of gross floor area.

There will be a presumption against the granting of permission for petrol stations in town and village centres.