

CHAPTER 7

ENTERPRISE & EMPLOYMENT

7.1 Introduction

This chapter will set out the strategy and objectives of the Council for enterprise and employment that are relevant to and implementable through a land-use plan. The strategies and objectives of this plan aim to complement and enhance the strategies of the County Development Board (CDB) and County Enterprise Board, both of which have a wider remit than the County Development Plan in the area of economic development.

Strategy

To promote the successful economic development and growth in employment of the County by:

- Providing the infrastructure and zoned land necessary to attract inward investment and growth in indigenous industry;
- Supporting the development of new employment opportunities in the right locations in the County, in particular, by promoting development in the designated growth towns, where access to the market can be maximised;
- Fostering entrepreneurial activity by providing opportunities for training and education, and business start-up and incubator facilities;
- Supporting and facilitating to the highest degree possible (subject to environmental and other relevant planning considerations) all forms of employment generation.

7.2 Context

7.2.1 National & Regional Strategic Policy Objectives

A key aim of the 'National Spatial Strategy 2002-2020' (NSS) and the 'Regional Planning Guidelines for the Greater Dublin Area 2004-2016' (RPGs) is to enhance the competitiveness of the Greater Dublin Area (GDA), so that it continues to perform at the international level as a driver of national development. In order to achieve this aim, these documents include the following strategic policy objectives, which have relevance to the economic development of County Wicklow:

- A key aim of the RPGs is to promote a balance between jobs and population in settlements throughout the GDA region. County Wicklow has a strong commuting pattern (as indicated by the details set out below), which is reflective of the imbalance that exists between the location of the labour force in the Dublin region and the location of jobs. The best indicator of the imbalances that exist is the 'jobs ratio', which is a measure of the number of jobs in the county as a proportion of the number of Wicklow residents in the labour force. A key goal of the RPGs is to improve the jobs ratio in County Wicklow from 0.59 in 2002 to 0.7 by 2020;
- Support the development of key economic infrastructure, including transport, telecommunications, energy and waste management;
- Develop strategic reserves of land for enterprise development and adopt the least restrictive enterprise land use approach to the zoning of land;
- Increase land use densities in proximity to public transport;
- Improve capacity for innovation, with a focus on third level education and research facilities;
- Promote a high quality built and natural environment that is attractive to industry.

7.2.2 Local Strategies

'Outlook: Wicklow County Development Board's Ten Year Strategic Plan for County Wicklow 2002-2012' was prepared by Wicklow CDB, in consultation with key stakeholders. The strategy sets out a long-term plan for the development of the County with particular focus on economic development. Specific actions set out include:

- Encourage a broad range of enterprise development within Wicklow thereby avoiding dependence on a specific sector;
- Adopt a cohesive and co-ordinated approach to the provision of incubation/start up units throughout Wicklow;
- Identify key success traits of current development initiatives and highlight what is creating blockages to future development;
- Promote the provision of necessary infrastructure required for the development of industry e.g. broadband;
- Create linkages with third level education providers;
- Address regional disparities to ensure the benefits of growth and development are evenly distributed and dispersed throughout Wicklow;
- Promote economic growth and potential employment opportunities in the rural areas of Wicklow in order to sustain vibrant and sustainable rural communities.

7.3 Factors influencing future economic development

7.3.1 Availability of land for employment purposes

Table 7.1 below sets out a broad assessment of County Wicklow's employment requirements up to 2022. Wicklow residents are currently highly dependent on jobs located elsewhere in the region and therefore in order to make the County more self-sufficient and improve the quality of life of Wicklow residents by making their employment location closer to where they live, it will be necessary to increase the number of jobs available in the County. While the RPGs indicate that Wicklow should strive to achieve a 'jobs ratio' of 0.7 in 2020, it is the goal of this plan to achieve this 'jobs ratio' target by 2016 and 0.75 by 2022. The jobs ratio is the ratio of jobs in the County to the number of people resident in the County in the labour force. In 2006, the jobs ratio was estimated at 0.65.

While a land-use plan has no direct role in creating jobs or bringing new employers to the County, the plan can ensure that sufficient zoned land is available for employment uses and can set out objectives to facilitate this aim. Based on a future population projection of 165,299 in 2016 and 186,754 in 2022, there is a need to increase the number of jobs in the County to c. 57,200 by 2016 and 69,200 in 2022. It is estimated that there were 40,500 jobs in the County in 2006¹. Although economic conditions have altered since 2006, it is assumed that the buildings and premises that were the location of these jobs are still in existence, just not being fully utilised in the current downturn.

Therefore it will be necessary for this plan to ensure that there are sufficient sites and buildings available for employment creation to increase the number of jobs in the County by 16,700 by 2016 or 28,700 by 2022.

¹ Source: Derived from CSO POWCAR data, by the DTO (2009)

Table 7.1: Employment requirements up to 2022

County Wicklow	2006	2016	2022
Population	126,196	164,280	176,800
Total in Labour Force ²	62,369	81,150	87,340
Jobs Ratio	0.65	0.70	0.75
Number of jobs existing / required in County Wicklow	40,500	56,800 (+16,300)	65,500 (+25,000)

Assuming greenfield sites are developed at a modest plot ratio of 0.4 and all lands are developed at low-medium density type employment (40m² per employee), the provision of the required new jobs on new sites would require the zoning of 163 hectares of employment land up to 2016 or 250 hectares by 2022.

Table 7.2: Estimate of available zoned employment land in growth centres of Wicklow (as per the current Local Area Plans)

Town	Zoned land (ha)
Bray Environs	51
Wicklow Environs	93
Arklow Environs	195
Greystones	28
Newtownmountkennedy	23
Baltinglass	10
Rathdrum	21
Zoned land in settlements in Level 5	53
Total	474ha

Clearly there is currently sufficient land zoned for 'employment' in Wicklow to meet job creation needs up to 2016 and beyond. This analysis assumes that all new employment created is on greenfield sites and on 'employment' or 'industrial' zoned land. It takes no cognisance of jobs available in towns centres, in rural areas, on retail zoned land or employment that is not location fixed e.g. on building sites, landscaping contractors or mobile sales / marketing.

7.3.2 Availability of Infrastructure

Adequate infrastructure is paramount for the facilitation of future economic development activity within the County. This includes transportation infrastructure, water services, energy, telecommunications, waste management, education facilities and childcare support. As set out in Chapter 4 of this plan, there are considerable infrastructural deficits across the entire County, which currently and will continue to hinder job creation.

It will be an objective of this plan to reserve capacity in water services infrastructure for employment generating development.

7.3.3 Employment Creation Agencies / Employment Initiatives

Agencies including IDA Ireland, Enterprise Ireland, Forfas, FAS and Wicklow County Enterprise Board have an important role to play in the creation of employment and enterprise initiatives within the county. Wicklow County Development Board (CDB) acts as an agency co-ordinator in the implementation of the economic, social and cultural Strategy for the County ('Outlook 2002-2012'). Wicklow County Council, through the County Development Board, provides a co-ordinating role for all development agencies and is a facilitator for local employment initiatives.

² This is estimated for 2016 based on the same proportion evident in 2006.

7.3.4 Economic Development & Enterprise Trends

Particular regard should be paid to the fact that while foreign direct investment has been a major growth engine of the Irish economy in recent times and will continue to be an important driver in the future, there is general agreement that the indigenous enterprise sector must assume greater importance in sustaining and driving growth going forward. In this regard, it should be noted that, in general, foreign owned companies display a preference for locations in or near large urban areas that provide labour force, skills, infrastructure and business and social networks. In contrast the existing base of Irish owned firms is distributed more widely.

7.4 Strategy for enterprise & 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 the County and to bring jobs closer to where people live.

Strategic Objectives

- increase the quantity and range of quality employment opportunities in the County;
- reduce commuting levels;
- increase the competitiveness of the County 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 rural diversification;
- promote more intensive use of employment land in proximity to public transport;
- promote the development of third level education facilities within the County;
- promote greater balance of employment prospects throughout the County and to reduce the economic marginalisation of south and west of County;
- promote a high quality natural and built environment;
- ensure that strategic reserves of land are available for employment purposes.

7.4.1 Economic Development Hierarchy

The 'economic development' hierarchy corresponds to the settlement strategy set out in Chapter 4 of this plan, as the position of any settlement in the hierarchy will influence population and labour force growth in that settlement and its surrounding area, the level of services that will be available and the type of investment and economic growth that can be attracted.

Table 7.3 below sets out this hierarchy, detailing the function and type of economic activity that will be promoted and facilitated at each level.

Table 7.3: Economic Development Hierarchy for County Wicklow

Settlement Level	Settlement Type	Town	Economic Function	Investment Target
1	Metropolitan Consolidation Town	Bray	Main attractor for major investment	Foreign direct investment. 'People' intensive, knowledge based industries
2	Large Growth Town Type 1	Wicklow / Rathnew	Main attractor for major investment	Foreign and local investment. 'People' and 'product' intensive industries.
3	Large Growth Town Type 2	Arklow Greystones/ Delgany	Subsidiary attractor for inward investment	
4	Moderate Growth Town	Baltinglass Blessington Newtownmtkenedy Rathdrum	Attractor for substantial investment	
5	Small Growth Towns	Ashford Aghrim Carnew Enniskerry Kilcoole Tinahely	Attractor for investment	Local investment. 'Product intensive' industries, with some 'people' emphasis.
6	Rural Towns	Avoca Dunlavin Donard Kilmacanogue Newcastle Roundwood Shillelagh		
7 & 8	Large & Small Villages		Small rural-based enterprises	Local investment. Generally small scale non-intensive industry.
9 & 10	Rural Clusters & Rural Areas i.e. any location outside the development boundary of any settlement listed above	Objectives set out in Chapter 8: Rural Economy are applicable		

7.4.1.1 The Metropolitan Area - Bray and Greystones / Delgany

It is the objective of the Council to promote the economic development of Bray and Greystones / Delgany:

- so that the area becomes the prime attractor for high technology manufacturing and the internationally-traded services and knowledge based sector, and for other 'people intensive' industries;
- as a 'primary dynamic cluster' so that the two settlements develop in a mutually dependent way and build on their economic dynamism, so that the area continues to develop a self-sufficient critical mass of complementary towns;

- through maximising the potential and opportunities associated with its strategic location within the Dublin Metropolitan Area.

The Metropolitan Area of the GDA is identified in the RPGs as a primary growth area. These towns have witnessed a combined population growth of c. 17% over the period 1996-2006, and are targeted to grow a further 30% between 2006 and 2016. It is considered that the area has reached a 'critical mass' of population to sustain critical services, including shops, restaurants, schools, public transport etc. This is a large urban area, which can provide key attractors including good public transport links, a large pool of skilled labour, the necessary infrastructure, services, and business and social networks; which make it an ideal location for economic development centred on 'people intensive' high technology and services sector.

Particular emphasis should be placed on promoting a high density of employment uses, and on the regeneration of vacant and under-utilised brown field sites.

7.4.1.2 Hinterland Towns (Levels 2-6)

Depending on their degree of accessibility and their economic function, the hinterland towns (i.e. those outside the metropolitan area) have varying roles to play in acting as attractors for foreign and local investment. The towns of Arklow and Wicklow/Rathnew constitute higher order towns which are most likely to be successful in attracting a concentration of major employment generating investment from foreign as well as local investment. Having regard to their County level of economic importance, these towns should target a variety of investment types, ranging from 'product' to 'people' intensive industries; including foreign owned high technology manufacturing and services sector, local enterprise and general industrial processes. Blessington, Newtownmountkennedy, Rathdrum and Baltinglass constitute lower order settlements, which having regard to their strategic location on major transport infrastructure and their designation as growth centres, should also target a variety investment types.

Level 5 and 6 settlements generally perform a lesser function in terms of attracting investment than Level 2, 3 and 4 settlements, however these settlements perform an important role in attracting local investment and should aim to target investment in the form of 'product intensive' industries, particularly those linked to rural resources.

7.4.1.3 N11 and N81 Corridors

Settlements along the main transportation corridors of the N11 and N81 are strategically located so as to take advantage of their accessibility to the main transportation routes of the County and as such, settlements along these routes should be specifically targeted for growth in 'product' based intensive industries. These industries, by reason of the product based nature of the traded commodity, require ease of access to the main transportation networks, for efficient and rapid transportation of goods from the source of manufacture to markets, including the GDA, other regions of the Country, and other settlements within the County.

It is an objective of the Council to promote the economic development of settlements located along the N11 and N81 Transportation Corridors:

- so that these settlements become prime attractors for 'product' intensive industries;
- through maximising the potential and opportunities associated with their strategic location with the Dublin Wicklow economic corridor region.

Having regard to the transportation implications resulting from poor accessibility to these key transportation routes, level 2-6 settlements that are not located on the N11/N81 corridor should have a lesser role in terms of attracting 'product' intensive industries. However, with future road and rail improvements, these settlements could become more competitive as attractors for investment into the future.

7.4.1.4 Shillelagh / Tinahely / Carnew Economic Cluster

It is the objective of the Council to promote the area of Shillelagh, Tinahely and Carnew as a key economic cluster in the south of the County, through:

- promoting economic interdependency between towns and allowing for economic expansion in some areas to be scaled back in favour of growth at a more suitable location in the cluster;
- targeting local county-based investment, with a particular emphasis on promoting investment that is based on rural industries;
- improving infrastructure linkages between towns;
- enhancing accessibility to the main transportation corridors of the County, including the N11 and N81.

7.4.1.5 Blessington, Dunlavin & Baltinglass

Blessington and Baltinglass have a particularly important role to play in acting as economic centres which can revitalise and stimulate economic activity in the west of the County. The settlements of Blessington and Dunlavin should aim to foster economic links with the primary dynamic cluster of Newbridge, Naas and Kilcullen, and take advantage of their accessibility to the M9 and the South Western transport corridor. Similarly, the town of Baltinglass should aim to foster economic links with Carlow.

7.4.1.6 Level 7 & 8 Settlements

Level 7 and 8 settlements have a role to play in servicing the immediate local rural hinterland of the village. These settlements can typically accommodate small scale, non-intensive local investment. The development of enterprises that are dependent on locally sourced material, and which have a local based market should be particularly encouraged.

7.4.1.7 Fostering Local Enterprise

All settlements from Level 1 to 8, in addition to any other function set out above, perform a vitally important function in sustaining the local community and in providing enhanced opportunities for the creation of new enterprise. In order to maximise opportunities for local job creation, all settlements should ensure that sufficient land is provided which caters for the specific needs of local employers. Settlements should aim to attract investment through the reservation of lands for local indigenous industrial, business/commerce, services and other employment uses, in order to assist in generating local employment and to reduce commuter patterns to the metropolitan area.

7.4.2 Objectives for enterprise and employment development

EMP1 To require all new employment generating developments to locate on suitably zoned or identified land in settlements. Proposals in settlements with no zoning plan should be assessed on the basis of their individual merits, taking into consideration the objectives set out in this chapter of the plan and all other matters pertaining to the proper planning and sustainable development of the area, including ensuring that the proposal is appropriately sited in a location so that it enhances, complements, is ancillary to or neutral to the existing land uses in the area. All other proposals for employment generating developments outside of settlements will be assessed on the basis of the objectives set out in 'Chapter 8: The Rural Economy.

EMP2 To promote and facilitate the economic development of the County in accordance with the strategy for employment, enterprise & economic development through:

- the zoning of adequate and suitable lands in settlements for employment and economic development, and setting out of economic development objectives, through the Town Development Plan and Local Area Plan process;
- the implementation of the objectives of the County Development Plan for all other settlements and rural areas.

EMP3 To zone land in Local Area Plans and Town Development Plans for Level 1-6 settlements in accordance with the following:

- A minimum of 15% of all employment zoned land shall be reserved for smaller businesses which are involved in processes that are considered incompatible with residential areas (by reason of the potential detrimental impact on amenity by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit) or that require large site areas with no or few buildings e.g. repair garages, builders yards etc, that have experienced particular problems in recent years in sourcing suitable sites in settlements, with sites in business parks often being reserved for 'higher value' businesses. Such business often provide an important local function and local employment. Having regard to the 'product' intensive nature of processes carried out, it is particularly important that land zoned for these purposes should have good access to the transportation corridor and should not be in proximity to residential areas. It is important to ensure that the area of zoned land is large enough to accommodate these types of developments;
- In order to promote enterprise and to ensure adequate provision of incubator/ start-up units and general industrial processes, a minimum of 5% of all employment zoned land shall be for the provision of entrepreneurial incubator/ start up units and small scale light industrial and employment generating activities. No land should be zoned for this purpose that is smaller than 1 hectare in area.

EMP4 To support all forms of employment creation, especially where this can mitigate long distance commuting, subject to the proper planning and sustainable development of the area and compliance with all other objectives of this plan.

EMP5 To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.

EMP6 To only permit proposals for employment generating development where it can be demonstrated that the development complies with the relevant development standards and is not detrimental to residential amenity or to environmental quality, and is acceptable with regard to its impact on the character of the area. Particular regard will be paid to ensuring that the roads, water and sewerage infrastructure can acceptably accommodate a proposed development. Developments that result in an unacceptably high level of traffic generation, that is detrimental to residential amenity, the character of an area or the existing roads infrastructure will not be permitted.

EMP7 To promote the development of employment generating uses at locations which comply with sustainable transportation objectives, i.e.

- Promoting the development of 'product' intensive industries (typically manufacturing and logistics based uses) at locations that are accessible to strategic roads infrastructure;
- Promoting the development of 'people' intensive industries (typically office, services and start-up entrepreneur based uses) at locations that are accessible by public transport networks;
- Promoting the intensification of existing employment land uses that are in proximity to good public transport facilities;
- Where appropriate, promoting the integration of employment uses with other land uses, including residential, tourism and retail uses, in an effort to provide mixed use developments, which can reduce the need to travel.

EMP8 To encourage the redevelopment of brownfield sites for enterprise and employment creation throughout the County.

EMP9 To require the development of childcare facilities at places of employment, and in particular at 'people' intensive places of employment (see Chapter 15).

EMP10 It is the objective of the Council to develop a high quality and attractive built and social environment to attract and sustain employment creation initiatives.

EMP11 To require large sites zoned for employment to provide a mix of ancillary services such as shops, crèches and food outlets in a manner that does not impact on existing facilities, and in particular, town centre activities.

EMP12 To require employment based developments to be of the highest standard of architectural design and layout, (in accordance with the standards set out in Section 7.5 of this chapter).

EMP13 To provide for employment development at the following locations as shown on maps 7.01-7.07.

Location	Map No.	Size	Zoning
Mountkennedy Demesne, Kilpedder	7.01	34.7	To provide for a data centre facility ³ and associated related industries set in open parkland with extensive landscaping, a high architectural standard of layout and building design with low site coverage. Employment types other than those strictly related to data storage shall show a clear process related requirement to locate in proximity to a data centre.
Rath East / Knockloe, Tullow	7.02	4.4ha	To provide for a light industrial development
Kilmurray South	7.03	0.76ha	To provide for transport purposes development
Kilmurray North	7.04	0.8ha	To provide for a warehousing / storage / distribution and commercial vehicle park
Scratenagh crossroads	7.05	8.09ha	To provide for light industrial uses / business park uses with extensive landscaping and a high architectural standard of layout and building design.
Kilpedder Interchange	7.06	27.7	To provide for employment uses including industrial, transport, distribution, warehouse or retail warehouse developments of good architectural design, layout and landscaping including substantial screening from N11. The provision of transport and retail facilities will not be at the expense of facilities in existing settlements.
Rathmore, Ashford	7.07	10.53	To provide for employment uses

³ A data centre is a facility used to house computer systems and associated components, such as telecommunications and storage systems. It generally includes redundant or backup power supplies, redundant data communications connections, environmental controls (e.g., air conditioning, fire suppression) and security devices.

7.4.3 Specific Objectives for Employment Types

EMP 14 Seveso Sites

The Seveso II Directive 96/82/EC as amended by Directive 2003/105/EC is concerned with the prevention of major accidents that involve dangerous substances and the limitation of their consequences for humans and the environment. It applies to establishments where dangerous substances are produced, used, handled or stored. This EU directive seeks to ensure the safety of people and the environment in relation to major industrial accidents involving dangerous substances.

The European Communities (Control of Major Accident Hazards Involving Dangerous Substances) Regulations (S.I. No.476 of 2000) are the main regulations that give effect to this Directive in Irish law. The National Authority for Occupational Safety Health (i.e. the Health and Safety Authority – HSA) has been designated as the central competent authority for enforcement of these regulations.

There are two Seveso sites in County Wicklow (as of July 2009), located at Schering-Plough, Rathdrum and Sigma Aldrich Fine Chemicals, Arklow.

In relation to the Prevention of Major Accidents (Control of Major Accident Hazards Involving Dangerous Substances) legislation, it is the objective of the Council to:

- Comply with the Seveso II Directive in reducing the risk and limiting the potential consequences of major industrial accidents;
- Where proposals are being considered for the following: (i) new establishments at risk of causing major accidents, (ii) the expansion of existing establishments designated under the Directive, and (iii) other developments proposed near to existing establishments; the Council will require that applicants must demonstrate that the following considerations are taken into account: (i) prevention of major accidents involving dangerous substances, (ii) public health and safeguarding of public health, and (iii) protection of the environment;
- Ensure that land use objectives must take account of the need to maintain appropriate distances between future major accident hazard establishments and residential areas, areas of substantial public use and areas of particular natural sensitivity or interest;
- Have regard to the advice of the Health and Safety Authority when dealing with proposals relating to Seveso sites and land use plans in the vicinity of such sites.

EMP 15 Large-Scale Employment Generating Developments

It is the objective of the Council to promote and facilitate the development of large-scale employment generating developments, including industrial, knowledge, high-technology, office and service based developments, at appropriate locations, generally on suitably zoned land within settlements. Large-scale development should be located in appropriate settlements, having regard to the scale of the development and the settlement's place within the identified tiers of the County Settlement Hierarchy.

Planning applications for large-scale employment generating developments should be accompanied by a Mobility Management Plan. Regard should be paid to the design standards for employment generating developments set out in Section 7.5 of this chapter.

EMP 16 Industrial Developments

It is the objective of the Council to encourage and facilitate the provision of industrial developments at appropriate locations. In assessing a proposal for industrial development, particular regard will be paid to ensuring that the proposed industrial use is complementary to any other existing employment based use in the proximity of the site. The Council will not permit the development of industrial developments in locations where the development would be significantly detrimental to the quality and amenity of a successful business environment. The Council will pay particular regard to ensuring that

industrial developments that are not compatible with residential areas⁴ are located at appropriate locations.

EMP 17 Knowledge, High-Technology & Service Based Industries

It is the objective of the Council to encourage and facilitate the development of knowledge, high-technology and service⁵ based specialist industries at appropriate locations, in accordance with the relevant development and environmental standards, and to support and strengthen the capability and quality of research and development functions in the County. The Council will promote the clustering of these type industries and other inter-related industries.

EMP 18 Office Developments & Small-Scale Service Industries

It is the objective of the Council to encourage and facilitate the provision of office developments and small-scale service industries at appropriate locations. The most suitable location for local or small-scale office developments and small-scale service industries is in above ground floor commercial premises at appropriate locations in town / village centres and neighbourhood centres⁶.

The development of these types of uses in neighbourhood centres can reinforce the existing service function of these centres, as well as create new opportunities for local employment in locations that are accessible to residential areas.

The Council will permit office development in appropriate employment zoned locations that are deemed suitable with regard to sustainable traffic and land use considerations.

EMP 19 Green Industry

It is the objective of the Council to encourage and facilitate the development of 'green' industries, including industries relating to renewable energy and energy-efficient technologies, and waste recycling and conservation.

EMP 20 Small & Medium Enterprises⁷

It is the objective of the Council to encourage and facilitate the development of small to medium scale indigenous industries and services at appropriate locations within all Level 1-8 settlements. The Council will require the provision of incubator/starter units in all major planning applications on employment zoned land.

The Council acknowledges that the development of small scale projects with long term employment potential are important in sustaining both urban and rural settlements in County Wicklow and as such, the Council will adopt a proactive and flexible approach in dealing with applications on a case-by-case basis.

⁴ Reference should be made to the definition of 'light industrial building', as set out in the Planning and Development Regulations 2001, i.e. a 'light industrial building' means an industrial building in which the processes carried on or the plant or machinery installed are such as could be carried on or installed in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, smoke

⁵ Service Based Industry includes software development, data processing and electronic commerce, technical and consulting service, commercial laboratory services, administrative centres, co-ordination and headquarters services, research and development services, media, multimedia and recording services, entertainment and leisure services, training services, publishing services, international financial services, healthcare services, construction related services, environmental services, logistics management services.

⁶ This objective does not relate to the use as an office, as set out in Class 2 of 'Part 4, Exempted Development-Classes of Use' of the 2001 Planning and Development Regulations.

⁷ The term small enterprise refers to an individual business/enterprise, which employs less than 10 persons, and the term medium enterprise refers to those, which employ up to 50 persons.

EMP 21 Home Based Economic Activity

It is the objective of the Council to encourage, where appropriate, home-based economic activity⁸ including the provision of small-scale individual enterprises. Proposals which involve the change of use and/or new development for purposes of home-based employment will generally be considered favourably where it can be clearly demonstrated that:

- the nature of the proposed process or activity to be carried out shall be appropriate to and compatible with the character and amenity of the adjoining area;
- the proposed development is of an appropriate scale for its location;
- there is no adverse environmental, health and safety impacts;
- the development is not detrimental to residential amenity.

In dealing with applications for such developments, the planning authority will have regard to the following:

- the nature and extent of the work;
- the effects on the amenities of adjoining properties particularly as regards hours of operation, noise and general disturbance;
- the anticipated level of traffic generation,
- the generation, storage and collection of waste.

Permissions for change of use will be restricted to use by the applicant and shall be temporary for a period of five years, to enable the Planning Authority to monitor the impact of the development. Permission will not normally be granted for such changes of uses in apartments.

The Planning Authority will determine the appropriate number of employees that will be permitted at a development. In certain cases, it may be appropriate that a development is restricted to owner-operator use only, and no other employees will be permitted. In any case, no more than three people, including the owner-operator will be permitted to be employed at such a development.

Proposals for Home Based Economic Activity that is located within a rural area shall be assessed on the basis of objectives set out in Chapter 8, The Rural Economy.

EMP 22 Wicklow County Campus, Clermont House

It is the objective of the Council to develop Wicklow County Campus, Clermont House in conjunction with the Carlow Institute of Technology and other stakeholders as a third level education facility and as a centre of excellence for enterprise development, education, training, research and development.

EMP 23 Animal Incineration

It is the objective of the Council to give consideration to the provision of facilities for the purpose of animal incineration on suitably zoned industrial lands, subject to due planning and environmental considerations.

EMP24 Film Industry

To facilitate and support the film industry in the County, including the development of production facilities at appropriate locations and the use of the County for film locations, including the erection of temporary structures and services.

⁸ Home based economic activity is defined as small scale commercial activity carried out by residents of a house which is subordinate or ancillary to the use of the dwelling as a place of residence.

7.5 Design standards for Business Parks, Warehousing, Retail Warehousing & Industrial Developments

All employment developments are required to be of the highest quality design. 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 and that attracts new industrial development to the County. Existing businesses, which propose to develop existing facilities, will be encouraged to design their projects in accordance with the following design standards, to the greatest extent possible.

7.5.1 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.

7.5.2 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 other specified in a local plan, or 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.

7.5.3 Colours

Colour schemes that promote a sense of a unified planned business park are encouraged. Painting of buildings in repetitive bold colours, corporate liveries, or painting buildings to serve, as signs will not be permitted. All rendered buildings should be painted an appropriate colour.

7.5.4 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 (see also Section 11.7.6, Chapter 11).

7.5.5 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.

7.5.6 Boundary 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.

7.5.7 Landscaping

Landscaping proposals should accompany all applications. Landscaping plans shall be prepared by a qualified landscape architect, and shall be in accordance with the following:

- 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.

7.5.8 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.

7.5.9 Access and Roads (also see Chapter 11)

- 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.

7.5.10 Car Parking & Loading (also see Chapter 11)

Functional parking provision (car parking for staff/visitors, loading/unloading area etc) shall be in accordance with the Planning Authority's vehicle parking standards (see Table 11.2, Chapter 11).

The following minimum car parking standards shall apply:

Use	Car parking requirement
Offices	4-5 car spaces per 100m ² gross floor area
Manufacturing (including science & technology based)	3 car spaces per 100m ² gross floor area
Distribution Warehousing	1 car space per 100m ² gross floor space
Retail warehousing	2 car spaces per 100m ² gross floor area

- 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.

7.5.11 Cycle Facilities (also see Chapter 11)

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.

7.5.12 Services (also see Chapters 12 & 13)

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

7.5.13 Lighting, Noise and Air emissions (also see Chapter 13)

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

7.5.14 Storage Requirements (also see Chapter 13)

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.

7.5.15 Advertising

A co-ordinated signage system throughout industrial estates 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.

7.5.16 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.

7.5.17 Mobility Management Plans (also see Chapter 11)

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.

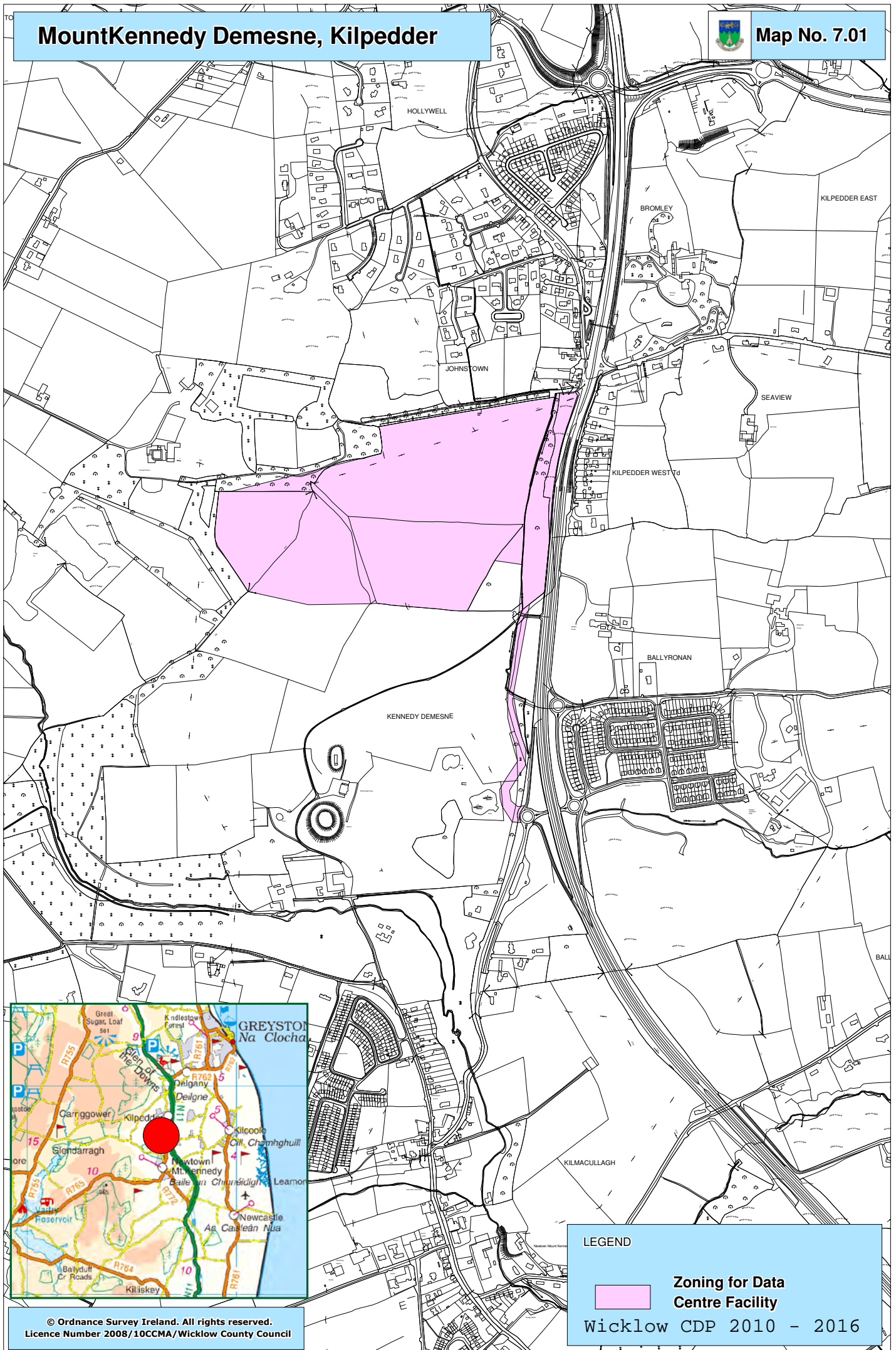
A Mobility Management Plan is an integrated strategy designed with the common aim of addressing the total mobility requirements of the development in a sustainable way. Its aim is to shift the emphasis from car borne commuting to increased use of sustainable transportation modes. The Plan should include 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.


MountKennedy Demesne, Kilpedder



Map No. 7.01

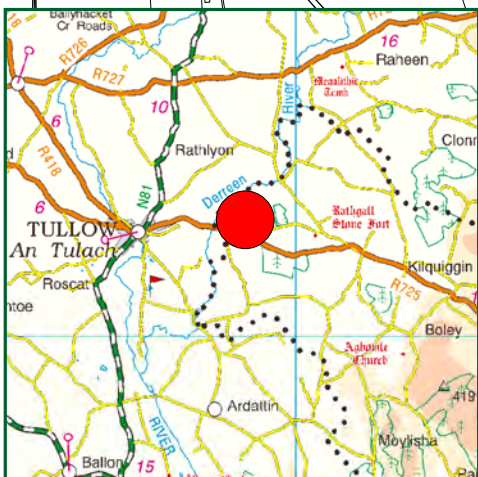
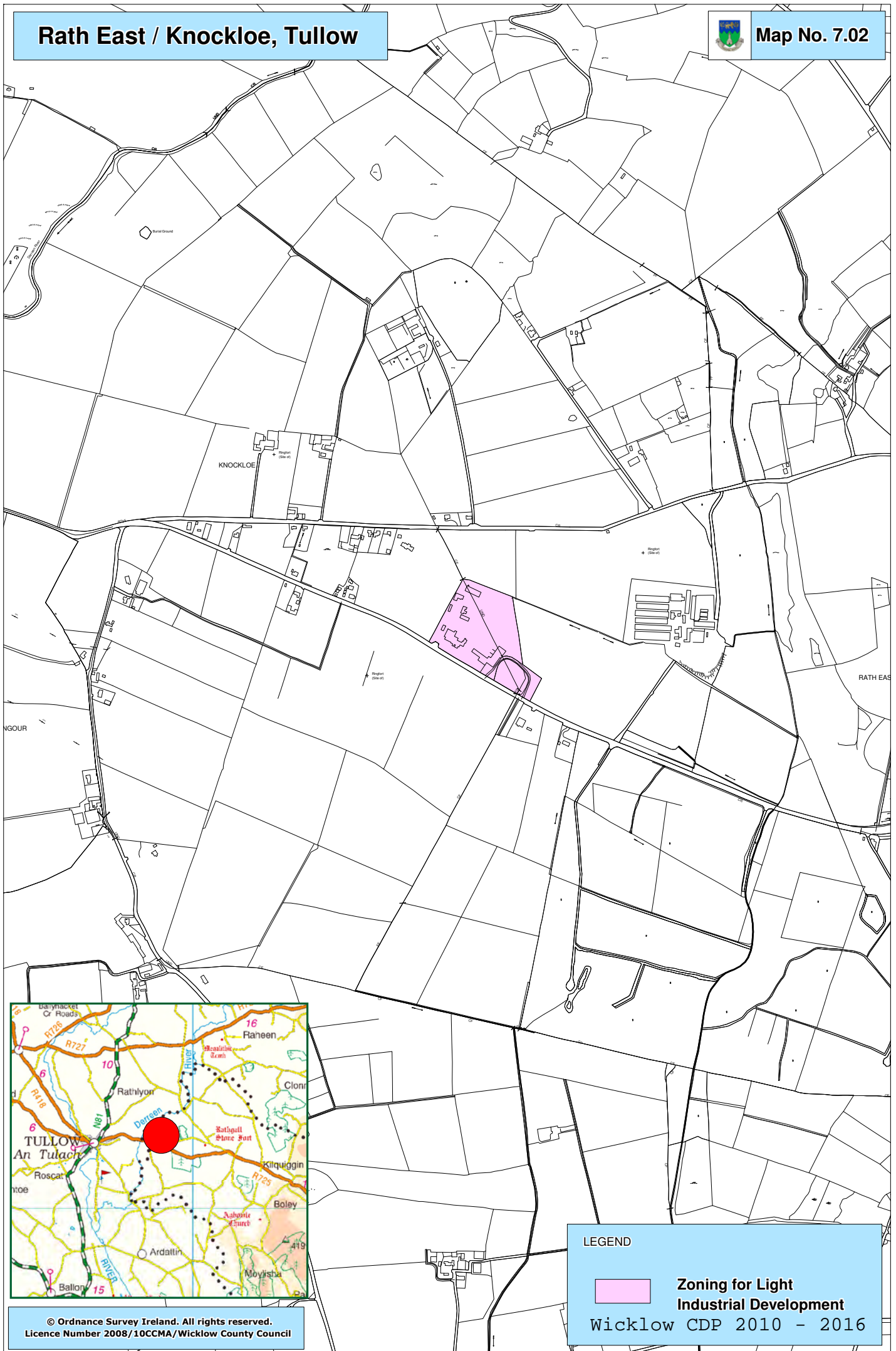


LEGEND

 **Zoning for Data Centre Facility**

Wicklow CDP 2010 - 2016

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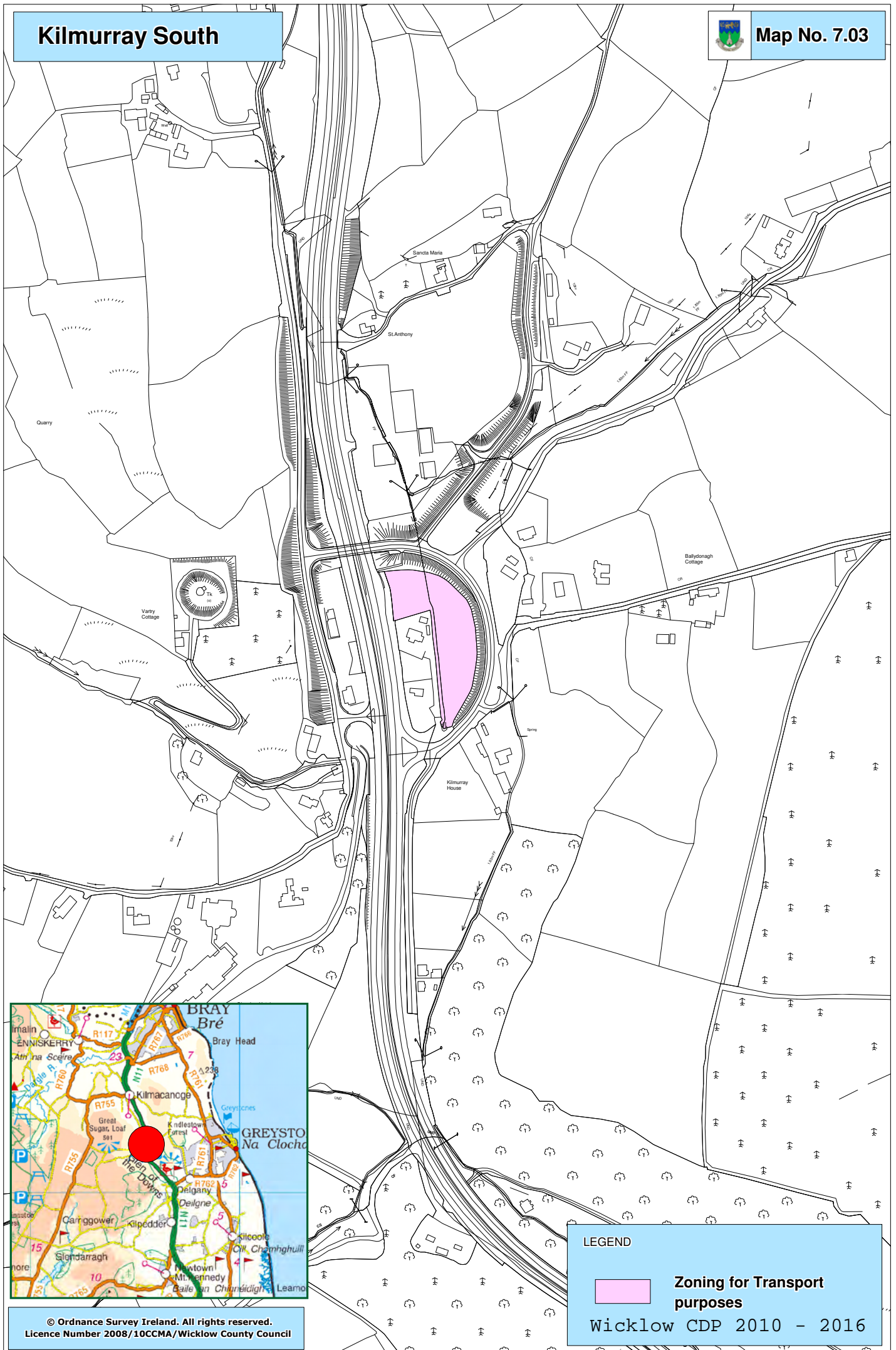
LEGEND

	Zoning for Light Industrial Development
Wicklow CDP 2010 - 2016	


Kilmurray South



Map No. 7.03



LEGEND

 **Zoning for Transport purposes**

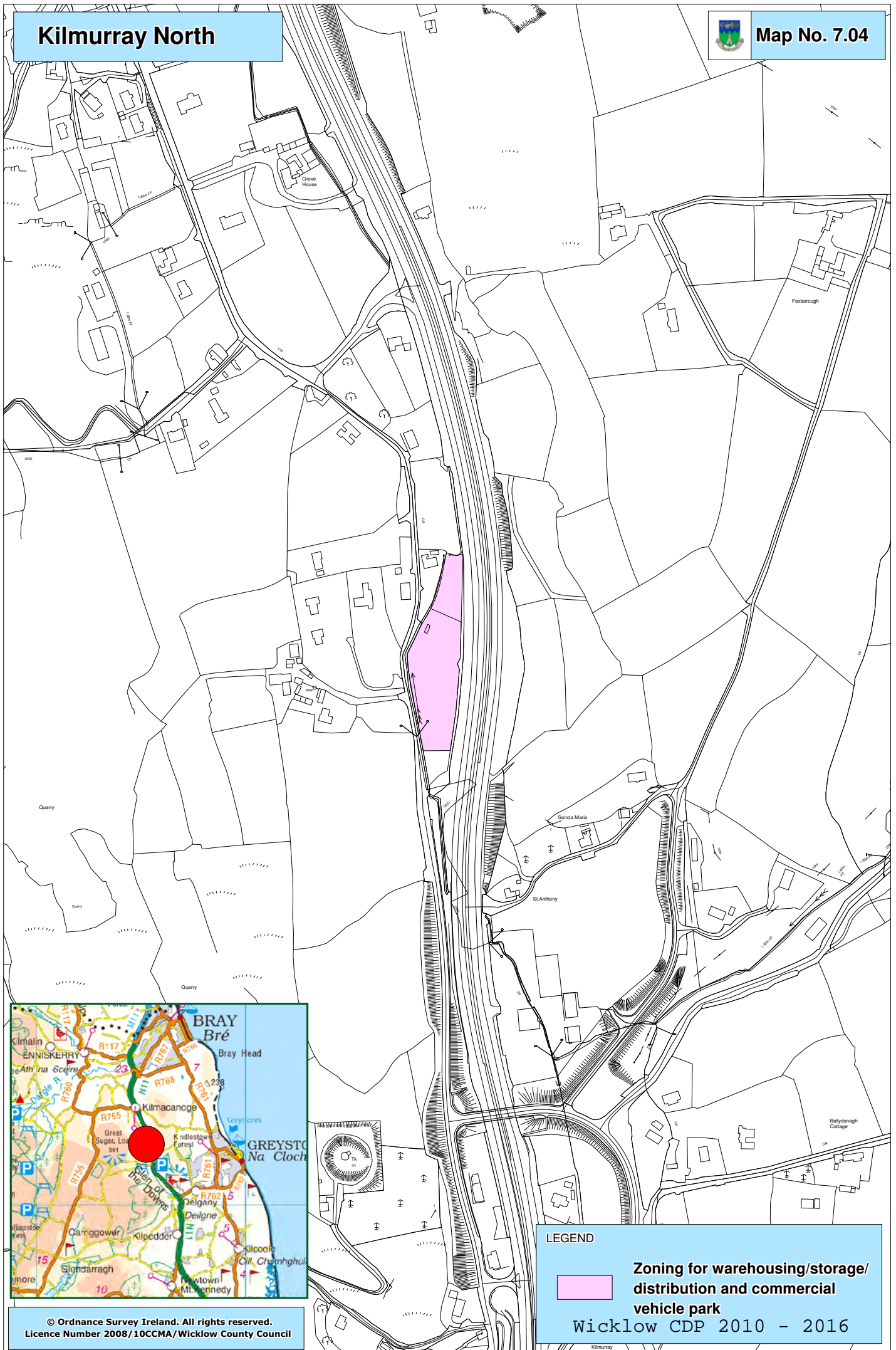
Wicklow CDP 2010 - 2016

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
Kilmurray North



Map No. 7.04



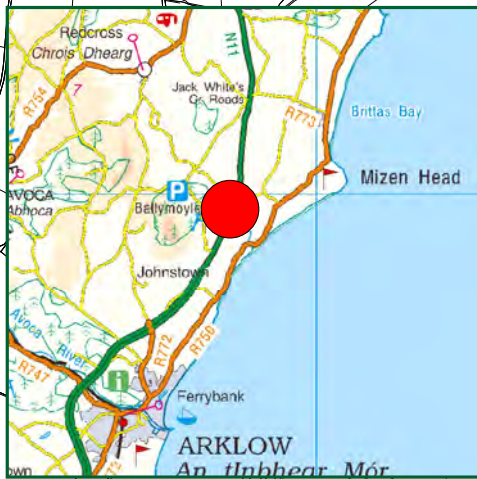
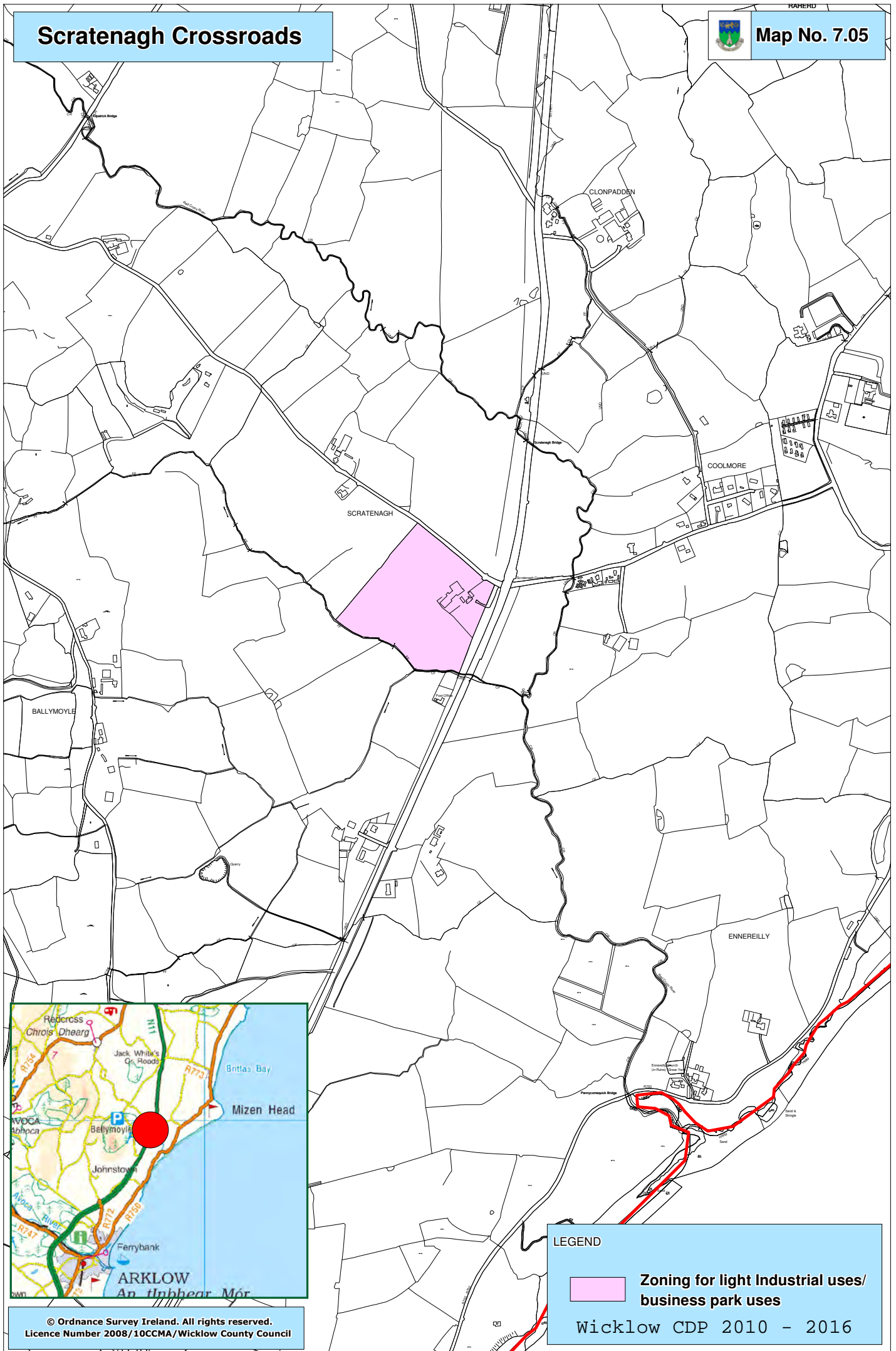
LEGEND

 Zoning for warehousing/storage/
distribution and commercial
vehicle park


Wicklow CDP 2010 - 2016

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Scratenagh Crossroads



LEGEND

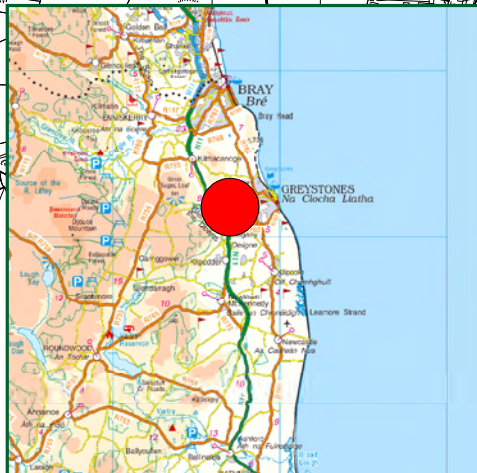
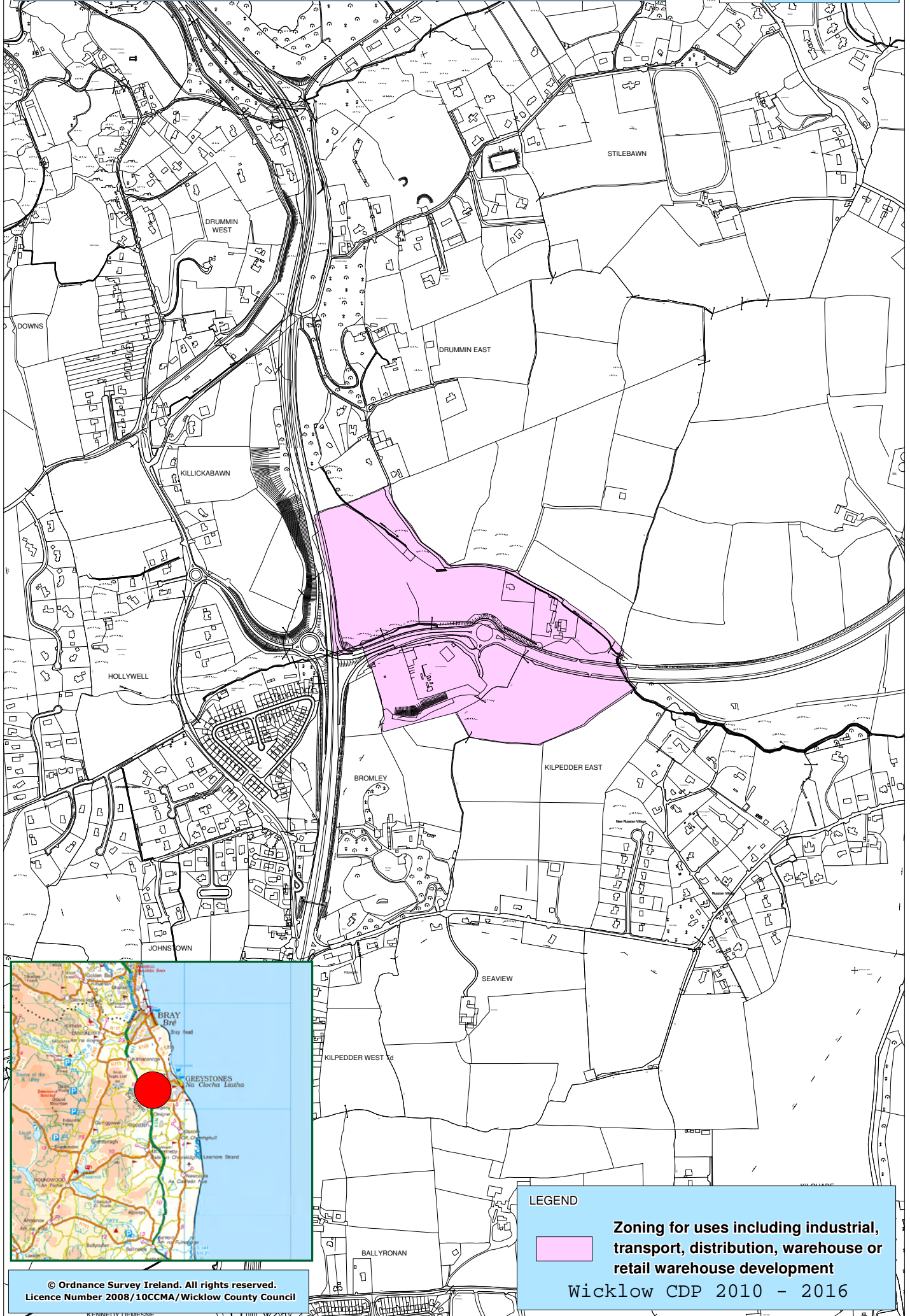
 Zoning for light Industrial uses/
business park uses

Wicklow CDP 2010 - 2016

Kilpedder Interchange (Drummin East, Kilpedder East, Bromley)



Map No. 7.06



LEGEND

 Zoning for uses including industrial, transport, distribution, warehouse or retail warehouse development

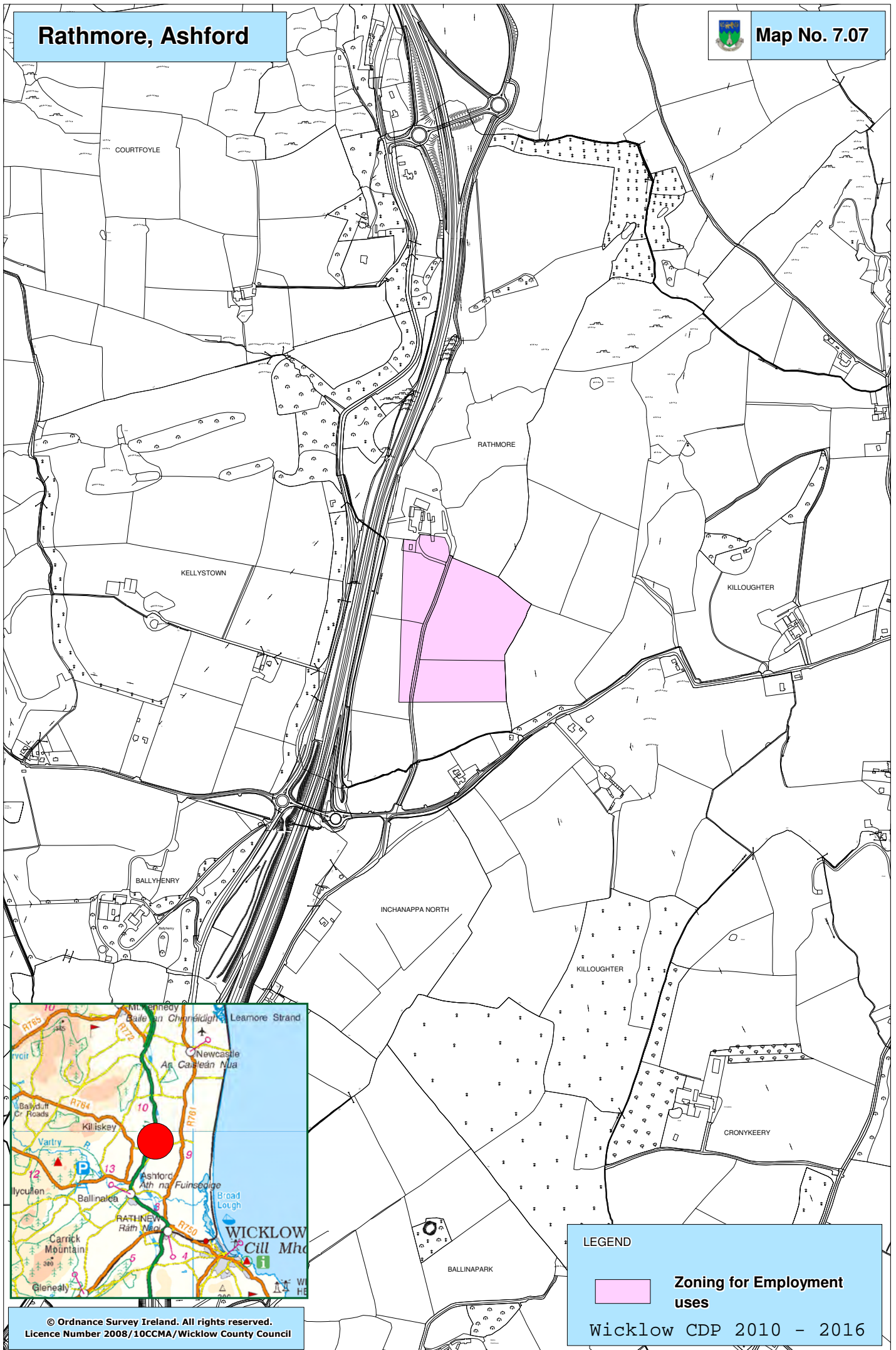
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Rathmore, Ashford



Map No. 7.07



LEGEND

 **Zoning for Employment uses**

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