



Who are you:	Agent
Name:	Profile Properties
Reference:	ARKLPF-161714
Submission Made	November 12, 2025 4:24 PM

Choose one or more categories for your submission. Please also select which settlement you wish to make a submission / observation about.

- Proposed Changes to Volume 2 of the Wicklow County Development Plan 2022-2028

Local Planning Framework PART A Strategy

- A.4 Overall Strategy

Local Planning Framework PART B Settlement Specific Objectives.

- B.4 Economic Development & Employment
- B.9 Zoning & Land Use

Maps:

- Land Use Map

Maps:

see attached submission documents (3no.)

Upload a File (optional)

25117 Ballynattin Arklow_Variation 5_Submission_12112025 copy.pdf, 0.89MB

Administrative Officer,
Planning Department,
Wicklow County Council,
County Buildings,
Station Road,
Wicklow Town,
A67 FW96

Our Ref. 25117

12 November 2025

Re: Draft Arklow Local Planning Framework
Variation No. 5 Wicklow County Development Plan 2022 - 2028
Public Consultation

Dear Sir/Madam,

We, Stephen Little & Associates, Chartered Town Planning and Development Consultants, 26/27 Upper Pembroke Street, Dublin 2, are instructed to make this formal submission on behalf of our client Profile Properties, Profile Park, Grange Castle, Clondalkin.

This submission is made in respect of proposed Variation No. 5 to the Wicklow County Development Plan 2022 – 2028 concerning the Draft Arklow Local Planning Framework 2025-2031.

This submission is being made within the public consultation period, which ends 12 November 2025.

We trust that the planning authority will have regard to the contents of this submission, set out below. We would respectfully request that all correspondence regarding same is sent to this office.

Yours faithfully,



Eleanor Mac Partlin

Associate Director

STEPHEN LITTLE & ASSOCIATES

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1 PROFILE PROPERTIES

Profile Properties have a strong reputation built up over the past 25 years for developing a number of well-established, high quality business parks and employment centres in Dublin, including at: -

- Beacon Court, Sandyford - Office/Hospital development
- Kilcarbery Business Park, Grange Castle, Clondalkin – Light Industry/Warehousing (c.600k sq ft)
- Westland Park, Nangor Road, Dublin – Office Park (c.350k sq ft)
- Profile Park, Grange Castle – Business Park (c. 90 acres)

Profile Properties are currently working on a number of proposed new Business Park projects, at

- Castlebagot Business Park, Grange Castle (c. 65 acres)
- Milltown Business Park, Grange Castle (c. 15 acres)

Profile Properties are interested in making further valuable contribution to the creation of viable employment opportunities in Arklow, through the development of their lands at Ballynattin.

These lands are currently zoned for tourism use and subject of previous planning permission for hotel and conference centre, which was not implemented but which demonstrates that the lands are capable of being appropriately serviced for commercial use.

In response to proposed Variation No.5 to the Wicklow County Development Plan 2022-2028 and Draft Arklow Local Framework Plan 2025-2031, our client is seeking a change to employment zoning at its lands at Ballynattin (c.40 acres), which will facilitate the delivery of a tangible business park proposal, subject to obtaining planning permission.

The proposed change of land use zoning to E1 Employment (c.35 acres), while also retaining some of the T-Tourism zoning (c.5 acres), at this site has a number of potential benefits for the sustainable development of the town. It will facilitate local employment creation and support population and housing growth.

These issues are described further below in this submission.

2 SUBMISSION REQUEST

In our pre-draft submission made in March 2024, we requested that the lands, zoned for “T-Tourism” development under the Arklow & Environs Local Area Plan 2018-2024, be rezoned to ‘E1-Employment’.

Our client is extremely disappointed that the Draft Arklow Local Planning Framework 2025, subject of public consultation as a proposed Variation to the Wicklow County Development Plan 2022-2028, has not seen fit to rezone the land for employment use.

This submission continues to seek the rezoning of the majority of the site from ‘T-Toursim’ to **‘E1-Employment’ (c.35 acres)** at the submission lands at Ballynattin, under the Draft Arklow Local Planning Framework 2025 development boundary.

The submission also proposes retaining some of the land for **‘T-Tourism’ (c.5 acres)**.

This is to facilitate tangible development and employment opportunities appropriate to these lands. It is critical to local job creation and support for housing development at Arklow as a self-sustaining town.

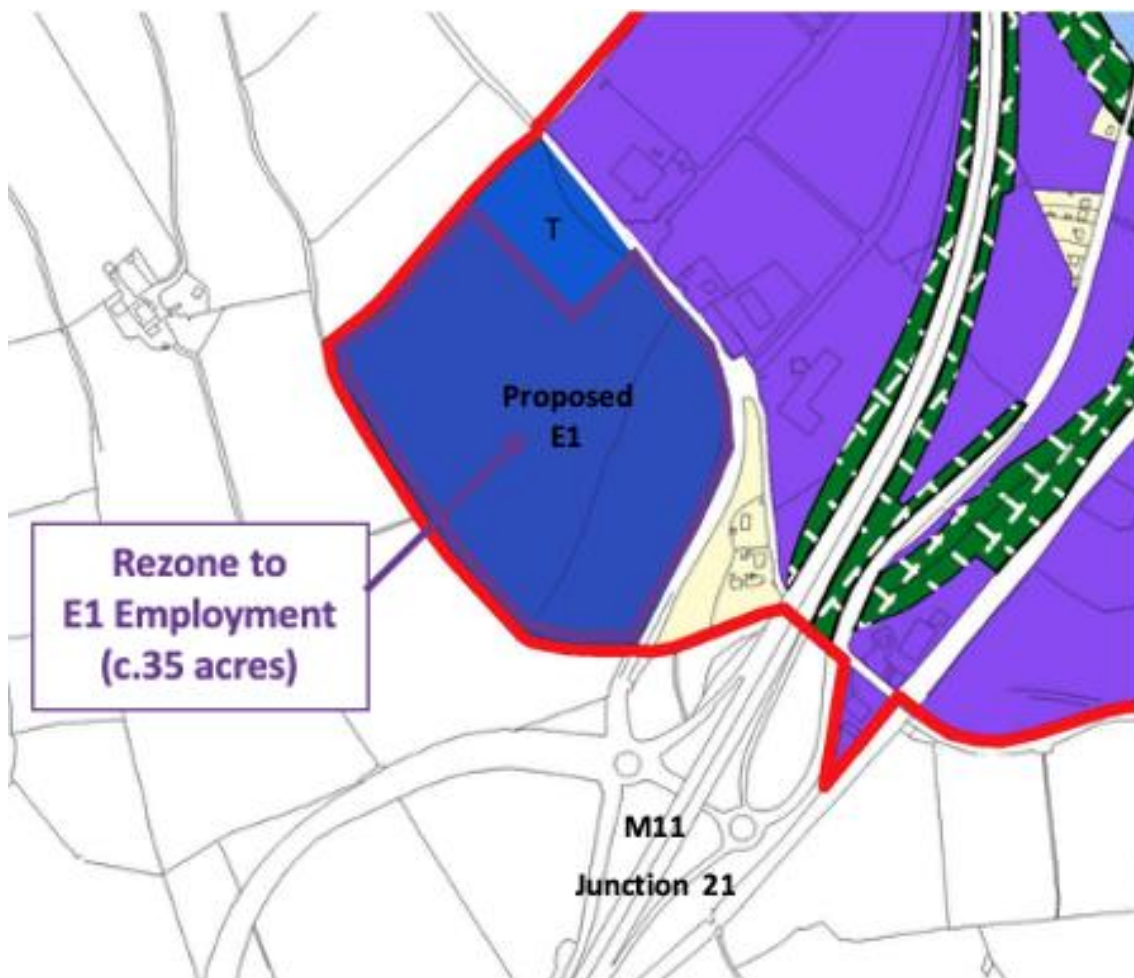


Figure 1. Submission Request to Rezone c.35 acres from T-Tourism to E1 Employment in the Draft Arklow Local Framework Plan 2025-2031

3 SUBMISSION RATIONALE

The submission lands, amounting to c.40 acres, are located at Ballynattin, within the development boundary of Arklow & Environs.

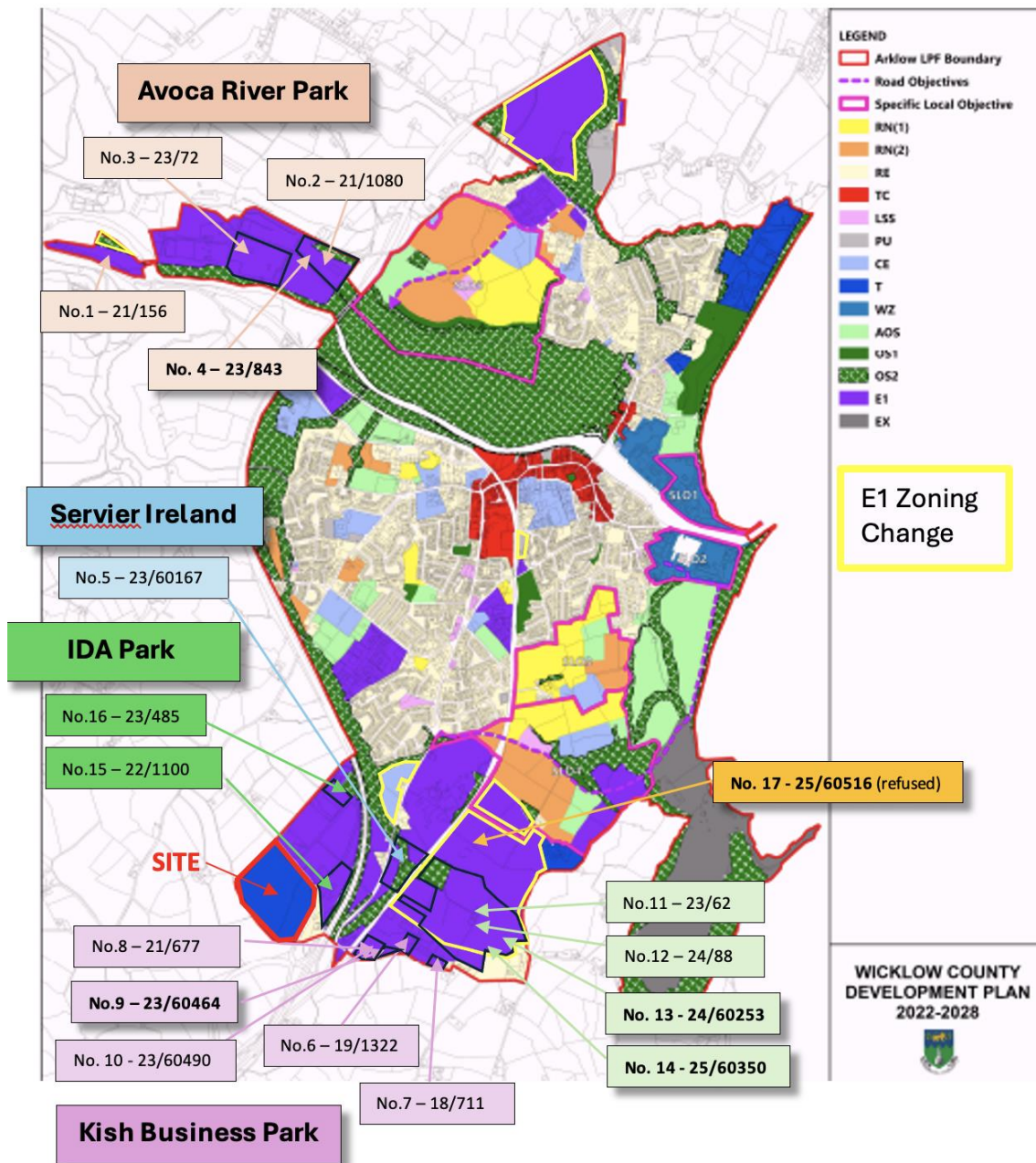


Figure 2. Submission Site in the context of the Draft Arklow Local Framework Plan 2025-2031 and recent planning references at E1 Employment Lands

The submission lands were subject to planning permission (and subsequently an extension of duration) for an integrated tourism product – hotel, conference centre and parking. While that permission was not implemented prior to its withering in 2015, it does demonstrate that the site is capable of accommodating access and environmental services to cater for development.

The submission site is well placed for employment development. It is well connected via the M11 and R772 junction (at M11 Junction 21) and is close to the commercial centre and housing south of the Avoca River. The Arklow South Cycle and Pedestrian Improvement scheme provides for 2.8km of segregated

cycle track along the R-772 Wexford Road, between the Knockmore Roundabout and the M11 Junction 21 beside the submission lands at Ballynattin. This is expected to be completed in 2025 and significantly improves the sustainable alternative transport options for workers and visitors travelling between the town centre and the submission lands.

The stability of power supply to the employment and submission lands will be enhanced with the recent grant of planning permission, for a 110 kV ESB substation connecting to existing 220 kV overhead lines, to the north of the submission site. The Arklow Wastewater Treatment Plant has been fully operational since November 2024 and was formally opened in May 2025, supporting a population equivalent of up to 36,000 and the commensurate housing and employment required for the town's growth as a 'Self Sustaining Growth Town'.

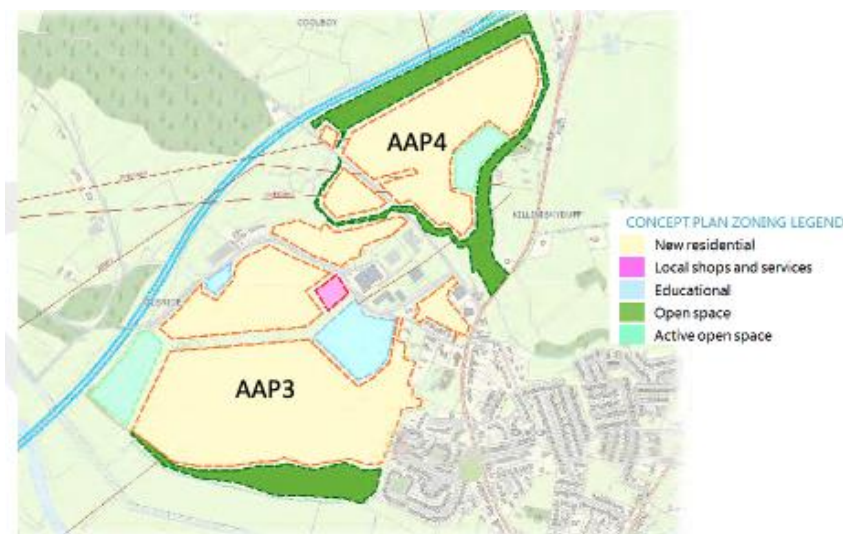
The submission lands sit within a cluster of E1-Employment lands, including the flagship IDA Park, Kish Business Park and Croghan Industrial Estate. There is a similar cluster of employment lands to the north of the Town. However, these zoned employment lands are already largely committed.

We refer to the maps and planning history summary provided in this submission, which identify the key planning permissions allocated to the existing E1 zoned lands in Arklow. This demonstrates that the vast majority of the E1 zoned land is now committed for development. Many of these permissions (e.g. at Avoca River Park, Servier Ireland and north of Kish Business Park) are for data centre and energy generation type uses, which support the significant wind turbine infrastructure in Arklow.

Looking at the existing and proposed employment land within Arklow, from north to south, we would make the following further observations in support of the rezoning the majority (35 acres) of our Client's lands to 'E1 Employment'.

The stated objective of the Arklow LAP 2018-2024 was that employment lands should be concentrated to the south of Arklow town.

It is difficult to understand the planning rationale for the proposed rezoning of mixed use lands to the north of the town at **Coolboy**. This land had not previously been proposed for employment use, but rather has potential to accommodate residential development as part of Action Area Plan 4 (AAP4), at a time of critical housing shortage and where Arklow's population growth is lagging behind other towns in the county. Despite being prioritised in the RSES and County Development Plan to accommodate a large population growth, Arklow's population grew by only 1.8% between the 2016 and 2022 Census. This is significantly less than Gorey (17.3%), Rathnew (17.8%), Greystones/Delgany (21.3%) and Newtownmountkennedy (+24.8%). The revised National Planning Framework (April 2025) now requires the Council to factor greater population and housing growth into its Development Plan Core Strategy. The rezoning of residential land in Arklow does not appear to align with this and the Government's Housing for All strategy.



Map 11.5 Concept plan of AAP3, AAP4 and the lands in between zoned for development

Figure 3. New Residential at AAP4 at Coolboy under the Arklow LAP 2018-2024

The existing E1 Employment zoning in the north west of the town, east of the M11, reflects its accommodation of **Merck Life Science**. However, Merck is relocating its production plant to Cork and will cease operations in Arklow in 2028. The site is immediately surrounded by sensitive landscape and lands zoned for open space, community/education and new residential development. It is not directly accessible via the M11, requiring access through the town. This makes it a less attractive site to attract significant new employment use.

The neighbouring **IDA Park**, north of the submission land, is limited to the accommodation of exporting companies only.

To the south of the town, **Echelon** controls approximately 65 acres in Kish townland, earmarked for data centre development. This will have significant economic benefits for employment within Arklow and the wider Irish economy once operational. However, this employment land is now committed. The lands at Ballynattin present a further opportunity to host the related indirect, spin off employment opportunities, by accommodating the off-site service providers that the Echelon Data Centre will rely on for its operation.

It is further noted that a change of zoning from 'MU-Mixed Use' and 'E-Special Employment' (AAP2) to 'E1 Employment' is proposed at lands to the **north of Kish Business Park**, at Money Big and Bogland townlands. It is likely that the proposed rezoning to E1 Employment is to facilitate a new application for the solar farm development, which was recently refused on grounds of contravention of the mixed use and special employment zoning that applied under the Arklow LAP 2018-2024. The rezoning of this land to E1 Employment will presumably facilitate the solar farm energy resource required to power the Echelon Data Centre. As such, this land is also likely to be committed.

We would further highlight that the lands at **Money Big** and **Bogland** are not currently independently accessible for intensive light industrial employment development. They require significant road works, including the development of a distributor road access through the Action Area Plan 1 (AAP1) lands at Tinahask/Abbeylands (Arklow LAP objective IT7). Alternative road access from the Knockmore roundabout to the employment lands to the south of AAP2 is via a bridge over the railway line, which is restricted to a 3 tonne weight limit. This existing link road would need to be improved and is complicated by its interaction with the Dublin-Rosslare rail line. In addition, a new distributor road and new 'port access road' are required to service the employment lands and to remove port related traffic from the main road through the town centre. By contrast, the submission lands are immediately accessible via the M11 and Junction 21.

Having regard to all of the above, it is apparent that there is very limited uncommitted or accessible employment zoned lands available for further employment development by local businesses, which would improve opportunities for local employment.

It is futile to seek to promote the rezoning of greenfield or agricultural lands for employment use, where those lands are not in the ownership of developers or employment providers who are driven to realise this. Examples of this include the undeveloped zoned industrial lands at Claremont, Rathnew and Ballinahinch, Ashford. *It is important* to facilitate the zoning of lands that are in the control of developers or end users with tangible plans to establish or expand local businesses, such as Profile Properties' lands at Ballynattin Arklow. These lands are of a suitable scale, serviceable and easily accessible from the M11 and to the Dublin-Rosslare freight. They are also accessible to local workers living in the town by a range of alternative transport options, on foot of the implementation of the Arklow South Cycle and Pedestrian Improvement scheme.

Our Client has engaged with a number of potential employers who would be interested in acquiring lands at Ballynattin. It has recently agreed terms with a local light industry operator, for the acquisition of c.34% of the submission lands (c.12 acres) that we are requesting be rezoned for E1 Employment. This end user will initially seek to construct 90,000 sq ft of light industrial development, creating immediate potential for c.100 local jobs, and with further potential to increase to c.200 jobs in the medium term. In the absence of suitable employment lands at Gorey, this operator is keen to secure a suitable expansion site at Arklow. The submission lands present a critical opportunity to capture this demand and to cushion the closure in 2028 of the Merck Life Science production plant at Arklow and associated loss of approximately 100 jobs.

It is not necessary to reserve all of our Client's lands (40acres) for tourism use, on the basis that this scale of hotel use has not materialised since these lands were first zoned for tourism. However, it is proposed to retain c.5 acres of the client's lands in T-Tourism zoning to facilitate future tourist accommodation initiatives. See Appendix D for indicative masterplan for the submission lands.

4 CONCLUSION

In summary, we would conclude that:

- The strategic growth of housing to meet population projections will also require a commensurate provision of employment uses that create opportunities for local jobs.
- The majority of the E1 employment lands to the south of the town are already committed to Data Centre and Energy uses. However, there is an opportunity to create opportunities for spin off employment development at the submission site.
- There is no remaining viable employment zoned land immediately available for additional local employment opportunities in Arklow.
- Rosslare-Dublin Port traffic has doubled, presenting opportunities for Arklow.
- The Ballynattin site is well positioned to capture these potential opportunities, being directly accessible from the M11 via Junction 21. The site can accommodate 40ft trucks.
- Our client is engaged in active negotiations with suitable light industrial operators interested in acquiring the submission lands for employment use.

For all of the reasons set out above, this submission seeks a change of commercial zoning from 'T-Toursim' to 'E1-Employment' (35 acres) at the submission lands at Ballynattin.

The balance of the lands (c.5 acres) would remain T-Tourism.

Stephen Little & Associates

12 November 2025

Appendices

5 APPENDIX A - PLANNING POLICY CONTEXT

5.1 RSES Eastern & Midlands 2019-2031

In line with the National Planning Framework (NPF), the Regional Strategic and Economic Strategy (RSES) for the Eastern and Midlands Region, projects that the region is required to accommodate approximately 320,000 additional people in employment by 2040.

The revised National Planning Framework (April 2025) now requires that the RSES and local statutory development plans should factor greater population and housing growth into its Settlement Strategy. A commensurate level of employment land to support population growth with local employment opportunities will also be required.

This would all indicate that additional zoned employment lands would be of strategic benefit the town and the surrounding area, by facilitating local employment opportunities and reducing the need to commute to other centres.

Profile Properties is seeking a change in zoning from commercial tourism to employment zoning in order to support its business plan to develop a high quality business park at the submission lands. This will support local employment opportunities to address the population and housing growth requirements for Arklow as a self supporting growth town.

5.2 Wicklow County Development Plan 2022-2028

The County Plan states that:

*The RSES recognises that the 'Core Region' contains a strong network of county and market towns that have a good level of local employment, services and amenities, which serve not just their resident populations but a wider catchment area, including towns such as Arklow. It is recognised that these towns **have capacity for continued commensurate growth to become more self-sustaining and to attract high quality knowledge based employment at strategic accessible locations**'.*

Other supporting objectives of the County Plan include:

- CPO 9.1** *'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. **Strategic employment development** will be directed into the towns of Bray, Wicklow-Rathnew, **Arklow**, Greystones and Blessington'.*
- CPO 9.2** *'To support and **encourage proposals that maximise economic opportunities and strengthen the economic structure of the south** and west of the County by facilitating economic diversification and new enterprise development including remote working opportunities'.*
- CPO 9.3** *'will normally require new employment generating developments to locate on suitably zoned or identified land in settlements'.*
- CPO 9.8** *'To **promote and facilitate the development of employment generating uses** that maximise Wicklow's locational strengths along the east coast 'strategic transport corridor' and the potential of the 'Leinster Outer Orbital Route'.*
- CPO 9.19** *'encourages **knowledge, high-tech and services-based specialist industries**, and **promote the clustering** of these types of these and related industries'.*

The proposed change of zoning from tourism to employment use has the capacity to support increased employment opportunities in Arklow as a designated Level 3 self-sustaining growth town. The previous planning permission for tourism (hotel & conference facilities) at this site was not implemented. Real opportunities for employment use should be promoted in the context of supporting self-sustaining population and housing growth in the town.

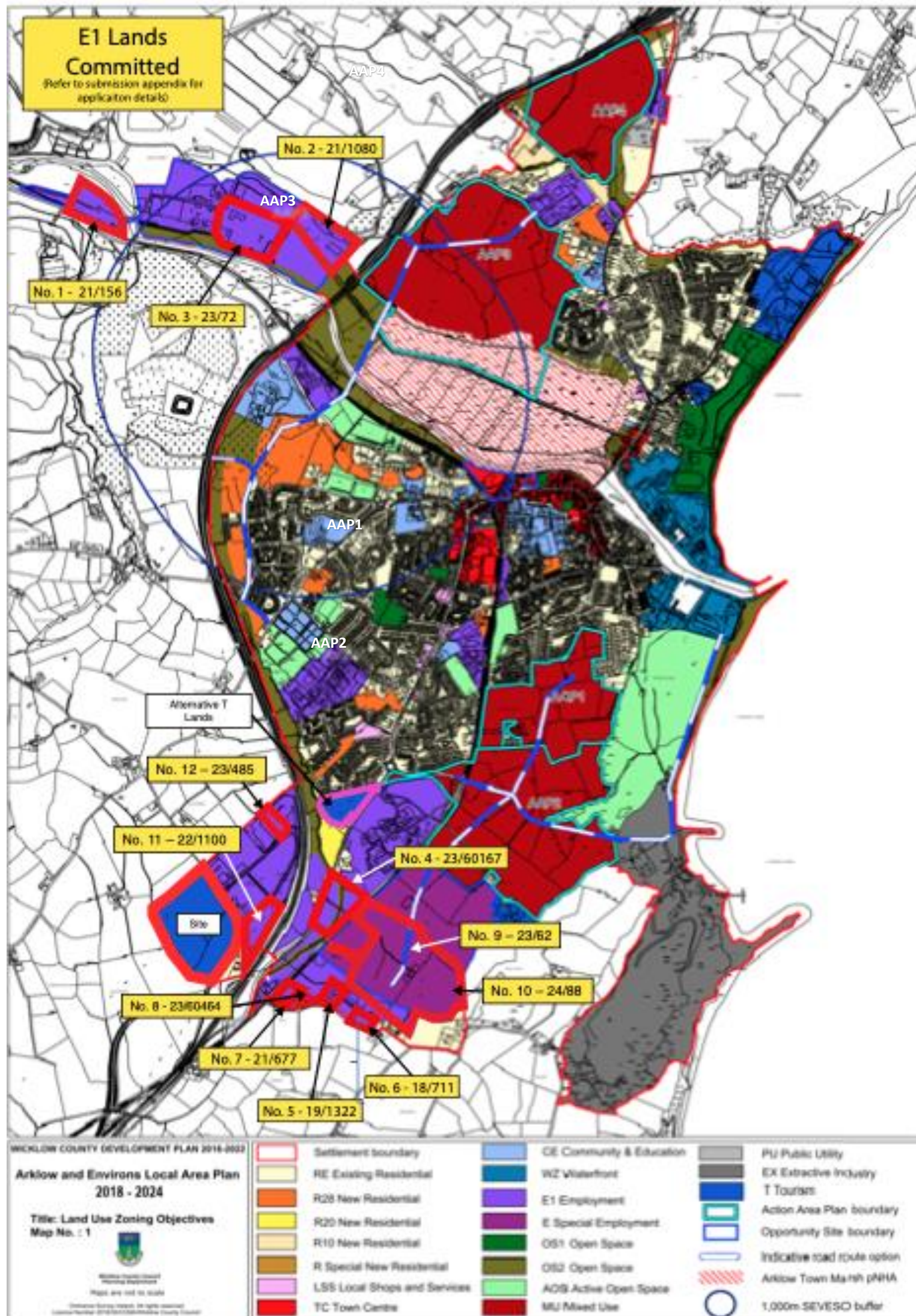
Arklow is located in south Wicklow, the proposed change to employment zoning would allow for even spread of employment opportunities through the county, with increased distance from Dublin.

Where a change to employment zoning for the submission lands at Ballynattin is realised in the impending Draft Arklow Local Planning Framework 2025, it is our Client's intention to immediately apply for planning permission for the necessary buildings and infrastructure to support employment use. Several business end users have already expressed an interest in locating at this site.

We would submit that an 80/20 use mix of E1 employment (c.35 acres) and T tourism (c.5 acres) would enable our client to respond to this demand for employment lands. It would support a range of businesses and employers of various sizes and scales, adding to the accessible cluster of employment and tourism lands south of the town, and further enhancing the variety of potential employment opportunities to stimulate economic activity and growth to support Arklow town.

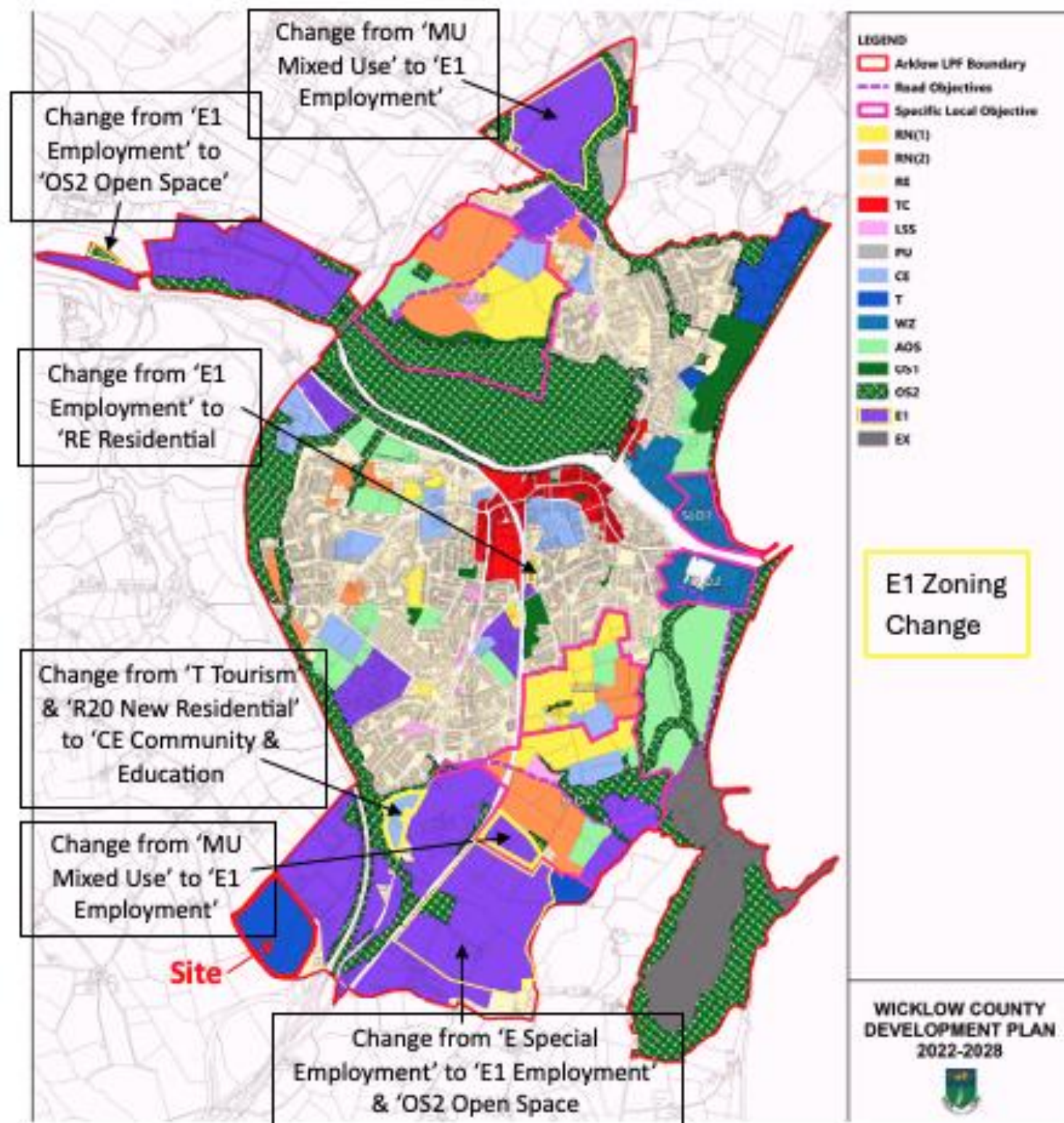
6 APPENDIX B – ARKLOW LOCAL STATUTORY PLAN

6.1 Previous Arklow & Environs LAP 2018 – 2024

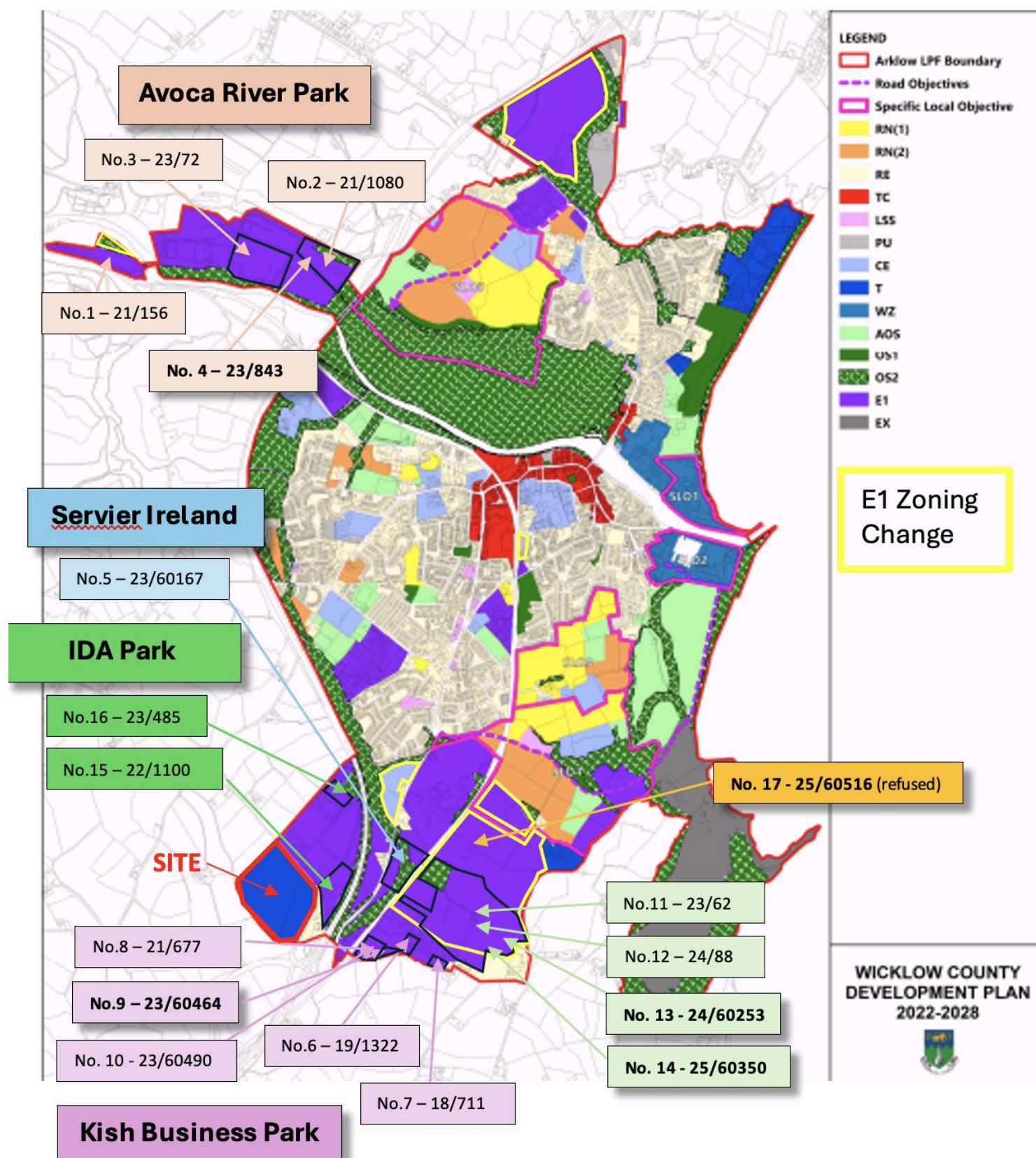


6.2 Draft Arklow Local Planning Framework 2025-2031 (as Variation No.5 to WCDP 2022-2028)

6.2.1 Rezoning affecting E1 Employment land



6.2.2 Committed E1 Employment lands subject of planning permission (November 2025)



7 APPENDIX C - PLANNING HISTORY CONTEXT

7.1 Recent Planning Permissions on E1 Zoned Lands

Referring to map at 3.2.2 above for their location, we provide an outline description of the extant planning permissions pertaining to the E1 Employment zoned lands.

It is submitted that a large proportion of these lands are thus committed and not available for new employment proposals to serve Arklow town.

This demonstrates a need for increased E1 zoned lands to help stimulate employment uses and cater to the town's economic and employment growth. As such, we continue to request that our Client's lands at Ballynattin are zoned for E1 Employment use.

7.1.1 Avoca River Park (Former IFI Plant)

No. 1: Timber Frame Factory

Ref. 21/156

Proposal: Extension to Harmony Timber

Proposer: Harmony Timber Solutions

Date of Grant: 18 May 2021

No. 2: Echelon Data Centre

Ref. 21/1080

Proposal: The proposed development consists of the Construction of 2 no. energy centre buildings (Energy Centre 1 and Energy Centre 2)

Proposer: Crag Digital Avoca Ltd

Date of Grant: 15 June 2023

No. 3: Echelon Data Centre

Ref. 23/72

Proposal: The proposed development, for which a ten-year permission is sought, consists of the following: Demolition of the existing structures on site (industrial structures and outbuildings) and site clearance works; construction of 3 no. three storey information and communication technology (ICT) facility buildings, each with a gross floor area (GFA) of c. 16,206 sq.m (c. 48,618sq.m GFA in total

Proposer: Crag Digital Avoca Ltd

Date of Grant: 25 July 2023

No. 4 : Echelon Data Centre

Ref. 23/843

Proposal: an amendment to the development permitted under Reg. Ref. 21/1080

Proposer: Crag Digital Avoca Limited

Date of Grant: 30 April 2024

7.1.2 Servier Ireland

No. 5

Ref. 23/60167

Proposal: Large scale **PV Panel Array** (3,136 panels) (14,500m²)

Proposer: Servier Ireland

Date of Grant: 29 November 2023

7.1.3 Kish Business Park

No. 6

Ref. 19/1322

Proposal: single industrial unit of 710m²

Proposer: Robert Marshall

Date of Grant: 18 March 2020

No. 7

Ref. 18/711

Proposal: 6 light industrial units of 1,513m² overall

Proposer: Kish Business Park Ltd

Date of Grant: 9 April 2019

No. 8

Ref. 21/677

Proposal: construction of Biofuel facility comprising of a part 3 storey and part single storey commercial building with a total floor area of 1771m².

Proposer: Kish Renewables Ltd

Date of Grant: 27 October 2023.

No. 9

Ref. 23/60464

Proposal: Single storey large industrial unit with ancillary office accommodation with a total floor area of 2310m².

Proposer: Emer Smith

Date of Grant: 23 April 2024

No. 10

Ref. 23/60490

Proposal: construction of internal estate road and all associated site works

Proposer: Kish Business Park Ltd

Date of Grant: 19 March 2024

7.1.4 North of Kish Business Park

No.11: Echelon Data Centre

Ref. 23/62

Proposal: Provision of a three-storey Battery Energy Storage System (BESS) building with a gross floor area (GFA) of c.13,787m² located to the southeast of the permitted ICT Building 3.

Proposer: Crag Wicklow Ltd

Date of Grant: 18 April 2023

No. 12: Echelon Data Centre

Ref. 24/88

Proposal: In summary, the development comprises the replacement of the 3 no. part one and part two storey ICT facility buildings permitted on site, with 5 no. part two and part three storey ICT facility buildings with a reduced building footprint, along with an energy centre compound. The Battery Energy Storage System permitted under Reg. Ref. 23/62 and the substation and transmission line connections permitted under ABP Ref. 315200-22 will be unaffected by the proposed alterations.

Proposer: Crag Wicklow Ltd

Date of Grant: 26 November 2024

No. 13

Ref. 24/60253

Proposal: single storey industrial unit (Gross Area 945 Sqm) and all associated site works

Proposer: Armstrong Timber Engineering Ltd

Date of Grant: 23 July 2024

No. 14

Ref. 25/60350

Proposal: Amendments to the Battery Energy Storage System (BESS) permitted on site (c.1.2 ha), under WCC Reg. Ref.: 23/62 (an amendment to 10 year WCC Reg. Ref.: 20/1088, which was subsequently further amended under WCC Reg. Ref.: 24/ 88).

Proposer: Crag Wicklow Limited

Date of Grant: 5 August 2025

7.1.5 IDA Park Arklow

No. 15

Ref. 22/1100

Proposal: Retention permission is sought for (1) an additional 275m² of floor area to the already approved 2,300m² manufacturing & engineering industrial unit now totalling 2,575m² with minor alterations and revisions to the elevations

Proposer: LHM Engineering Ltd

Date of Grant: 19 January 2023

No. 16

Ref. 23/485

Proposal: to erect a 532m² commercial building comprising a 432m² manufacturing/industrial unit with an ancillary 100m² office space

Proposer: Marine Health Foods Ltd

Date of Grant: 9 April 2024

7.1.6 Money Big / Bogland Townlands

No. 17 – Solar Farm Refused

Ref. 25/60516

Proposal: 2no. warehouse buildings (c.3,364 sq m gfa) and solar farm array (c.15.4 ha), to be integrated with and support the wider permitted ICT development (c.25.4 ha total).

Proposer: Crag Wicklow Limited

Date of Refusal: 27 August 2025

8 APPENDIX D – SUBMISSION LANDS INDICATIVE MASTERPLAN

9 APPENDIX E – ECONOMIC REPORT BY DAVID HIGGINS

Preamble & Report by economist David Higgins

David Higgins is the author of this report.

Practising as an Economist, based in Dublin, with many years experience in this field, I have been instructed by **Profile Properties, the** owner/promoter of a block of commercial lands, situate at Ballynattin, Arklow, opposite the current IDA business Park.

We have been asked to provide an Economic overview, in support of their town planners submission to demonstrate the sizeable commercial and job benefits that our clients' lands can create, if suitably zoned for Employment use, as requested by SLA, their planning advisors.

The lands comprise approx. 40 acres of land, immediately accessible from both North & South off the M11 at junction 21 and within proximity to Arklow town centre.

The lands are ideally suited to provide a high-quality business park development, which my client has a long track record of developing.

We are advised that the lands can be master planned to accommodate the following:

- **C.750,000 square feet of commercial space,**
- **That could provide more than 500 jobs.**
- **And a Motel/diner operation. (c.60/80 beds)**

Our client already has expressions of interest from several potential occupiers and an established Motel operator.

Albeit, these lands have historically benefitted from a commercial '**Tourism**' zoning and have a historic history of planning for a large scale Hotel/Equestrian development, they have failed to find a suitable end user, primarily, it is felt, because a significantly smaller site would be more suited to a Hotel /Motel type development.

Accordingly, our client's considered view is to alter the current zoning from a 100% Tourism use to a more realistic 80/20 mix of Industrial/Tourism.

The desire is to develop a high-quality business park with provision for a budget conscious, Motorway, 'Motel/Diner/Event style development, alongside a:

- **Business Park of say, (35 acres), with a much reduced:**
- **Tourism provision (5 acres, for a Motel /Diner & event space project)**

Most importantly and central to this partial change of zoning submission is the fact that our client, Profile Properties, has already, successfully negotiated a pre-sale of c.12 acres of this land (34% of the commercial space) to a long established manufacturing user, who needs to relocate, to substantially expand their current business. This proposed initial facility will comprise an 80,000 sq.ft. manufacturing plant together with c. 9,000 sq.ft. of back up office accommodation.

This agreed sale is, of course, dependant on this requested part change of zoning. This user will, initially provide c.100 jobs at this location, growing to over 200 jobs in the medium term.

It should be noted that this client has failed in their endeavours to be able to locate an alternative site close to their existing facility in an adjoining County and has also struggled to find any comparatively suitable site in Arklow. All other zoned lands of this size and nature (available for immediate occupation) in the Arklow area are now spoken for.

Those lands that are currently proposed to be rezoned for employment use are unsuitable due to access issues or are not in the hands of a proactive developer, that has the capability to bring them to a serviced, ready to build scenario within a suitable timeframe.

This report concludes that the following economic benefits are likely to arise from the development of these lands:

- Wicklow County Council should **raise c.€4.0 million in development contributions** and **c.€1.4 million in annual commercial rates**.
- The exchequer should benefit from a further **€6.0 million** in annual revenues from economic activity at the site.
- **In the order of 500 direct jobs** could be created on the site which are likely to be complimented by a **300 further indirect and induced jobs**.
- The long awaited, recent opening of the Arklow Wastewater Treatment Plant will undoubtedly unlock higher population growth in Arklow, which has unfortunately suffered from near stagnant population growth over a long number of years now, particularly when viewed alongside other smaller County towns like Greystones and Newtownmountkennedy
- **A growing population necessitates more employment opportunities.**
- **Echelon data centres**, who have made a massive investment in Arklow, in recent years are estimated, by KPMG to support c.1,800 jobs over the next number of years during construction and beyond. Our clients' lands are ideally suited to support this employment expansion, through supporting business's.
- These lands are also ideally positioned on the M11, being **equidistant between Rosslare and Dublin. As this port now handles an ever-increasing number of truck movements a day**, currently in the order of 500. These lands can be an ideal 'half-way' point, ideally suited to distribution, relieving the need for HGVs to continue the journey to the city, via the already heavily congested M11/M50.
- Low vacancy rates for commercial property in the south-east of Ireland supports the likelihood that there will be active demand for buildings in this proposed new Business park.

Background

Profile Properties

Profile Properties have a strong reputation, built up over the past 25 years having developed a number of well-established, high quality business parks and employment centres in Dublin, including at:

- **Beacon Court, Sandyford** - Office/Hospital development
- **Kilcarbery Business Park, Grange Castle, Clondalkin** – Light Industry/Warehousing (c.600k sq. ft)
- **Westland Park, Nangor Road, Dublin** – Office Park (c.350k sq. ft)
- **Profile Data Park, Grange Castle** – Business Park (c. 90 acres)

Profile Properties are now currently working on two more new Business Park projects, at

- **Castlebagot Business Park, Grange Castle** (c. 65 acres)
- **Milltown Business Park, Grange Castle** (c. 15 acres)

Profile Properties identified the obvious potential of these lands at Ballynattin, when they acquired these lands a number of years ago, seeing it as an ideal

location to provide another high-quality business park.

Submission Lands

The submission lands, amounting to c.40 acres, are located at Ballynattin, within the southwest of Arklow town.

The lands are located within the Development Boundary of Arklow and are currently zoned for development (“T-Tourism”) under the Arklow LAP 2018-2024.

Submission History

In a letter dated 27 March 2024, Profile Properties (via SLA – Stephen Little Associates) made a submission to the Planning Department at Wicklow County Council regarding the site.

This submission sought a change of commercial zoning from ‘T-Toursim’ to ‘E1-Employment’ at the submission lands at Ballynattin, within the Arklow LAP development boundary.

The Case for Arklow Business Campus

Wicklow County Council Income Sources and National Tax Revenue

There are two direct sources of income that Wicklow County Council is forgoing from the site remaining idle. These are:

- Development contributions (upfront)
- Commercial rates (annual)

This report estimates that site development should mean incomes of:

- **€4 million in development contributions**
- **€1.4 million in annual commercial rates**

We estimate a further tax contribution of **€6.0 million**, annually from the direct employment at the site.

Employment and Economic Contributions

The 500 direct jobs on the site are likely to be complimented by 200 further indirect jobs in wider supply chains, and a further 100 jobs in induced employment.

This level of growth is crucial for Arklow to meet the “jobs ratio” targets under the Draft Arklow Local Planning Framework¹ (from 70% to 105% by 2031). This would mean an increased share of employment relative to population. This target implies 3,400 additional jobs between 2022 and 2031.

We further estimate the potential economic contribution to the site as being €50 million in gross value added (in 2024 euros) and €25 million in employee compensation (mostly wages and

salaries). Indirect and induced jobs add further to these estimates.

Arklow - A Town Needing A Boost

Arklow Town’s population growth has lagged the rest of the county in recent years (just 1.0% growth between 2016 and 2022, compared to 9.4% in Wicklow overall).

Wicklow Local Electoral Areas (LEA) Population

	2016	2022	Change	% Change
Greystones	26,323	30,479	4,156	15.8%
Wicklow	28,219	32,593	4,374	15.5%
Baltinglass	26,167	28,041	1,874	7.2%
Arklow	26,185	27,866	1,681	6.4%
<i>Arklow Town</i>	<i>13,266</i>	<i>13,399</i>	<i>133</i>	<i>1.0%</i>
<i>Rest of LEA</i>	<i>12,919</i>	<i>14,467</i>	<i>1,548</i>	<i>12.0%</i>
Bray West	18,404	19,144	740	4.0%
Bray East	17,127	17,728	601	3.5%
Wicklow Total	142,425	155,851	13,426	9.4%

Source: CSO (Census 2022) / Author's Estimates

It isn’t that the wider Arklow area lacks growth. There has been population growth of 1,548 in the rest of the LEA, but there has been nominal growth of just 133 persons in Arklow Town.

Housing has been a key constraint to population growth, but this hit a key turning point in May 2025 with the opening of the Arklow Wastewater Treatment Plant. Targeted population growth to 2028 is for 2,020 additional persons which would be a major leap from the level of c. 13,000 inhabitants there since 2016. This implies the need for

¹ [Draft Arklow Local Planning Framework - Wicklow County Council](#)

employment opportunities to meet this growing population.

Additional population and employment should also help the unemployment rate (5.7%) which is higher than the national average (4.3%). This is especially relevant as job losses were recently announced at Merck which is closing its Arklow plant with the loss of 100 jobs².

The draft Arklow LPF (page 58) notes that significant numbers of residents in Arklow are commuters.

“61% of the working population in Arklow commute outside of the town for work”

The document also notes that many of these residents would prefer local work opportunities.

“This commuting population represents a resident working population that could be attracted to expanded employment opportunities within the settlement.”

Echelon Data Centres – A Partner for Indirect Employment

The story of data centres is an important backdrop for the Ballynattin site. Work began in 2025 on two large-scale data centres by Irish-owned company Echelon³.

An economic assessment by KPMG notes that during operations, every 10 direct roles could underpin 16 indirect jobs throughout the Irish economy. This implies that 715 direct jobs could support a further 1,880 jobs (1,157 from DUB20 and 723 from DUB30).

Their KPMG report also estimates economic output from both sites reaching **€7.5 billion** during the

construction phase, and **c.€800 million** annually once operational.

The Ballynattin site could play two roles in support of this process:

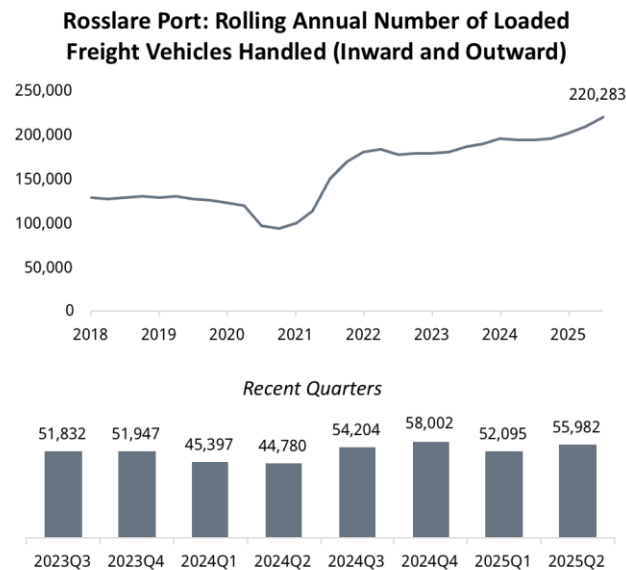
1. **Indirect employment:** Indirect jobs are those in the wider supply chain, providing equipment, maintenance, catering, security, and other services essential for data centre operations. Ballynattin could host some of these services, allowing for convenient proximity to the site.
2. **Induced employment:** Such a large employer arriving to Arklow should mean an uplift in local employment (i.e. those living in the wider Arklow area, not just those jobs that take place in the area). This uplift will mean more demand for goods and services, necessitating more retail and wholesale space. Ballynattin is ideally located to facilitate this growth.

The Ballynattin site can help support Echelon's expansive Data centre plans that are bringing many Billions in much needed investment to Arklow.

² [Merck to close Arklow plant with loss of 100 jobs - Irish Times \(October 2025\)](#)

³ [Work to begin on large-scale data centre in Arklow](#) (RTÉ, May 2025)

Rosslare Port – A Solution to Growing Traffic



Source: CSO / David W. Higgins Estimates

Rosslare is a major port, especially for the handling of roll-on / roll-off lorry traffic. There are movements of over 500 lorries a day. The most common route for these lorries is to travel up and down the M11 as a connection to the greater Dublin area. Their destination is often a distribution centre which can unload their goods (or in reverse).

The advantage of the Ballynattin site is that it is equidistant between Rosslare and Dublin, approximately 1 hour driving between each. Distribution centres at the site could unload goods

before lorries reach the major population centres of Wicklow Town, Greystones, Bray and Dublin.

Ballynattin is a unique site in being an accessible site for large scale HGV traffic. There is little zoned land north of Arklow that can accommodate this traffic. Areas with more land (e.g. Bray) are already heavily congested.

This points to the Arklow site as being in the right location for development.

There is a noticeable dearth of available Employment lands generally available throughout the County with a notable number of lands having historically been zoned, over previous development plans, but have never been made available to the market.

Summary

In short, the Ballynattin site has several advantages as a site for commercial activity. The benefits to Arklow and the wider county and region are undoubted and potentially very significant at a very important time in its history.

Wicklow County Council should support this request for an alteration to the zoning to secure the significant new jobs opportunity, that the lands can immediately accommodate as well as the significant ones it can potentially create in the medium term.

Appendix

Development Contributions and Commercial Rates

Ballynattin Site - Estimated Development Contribution (Upfront) and Commercial Rates (Ongoing)

Item	Value	Notes
Estimated Size of Site (Square Feet)		
Employment Lands	700,000	
Tourism Lands	50,000	
Total (sq. ft)	750,000	
<i>Total (sq. m)</i>	<i>70,000</i>	
Wicklow County Council Development Contribution (€/m ²)		
Industrial	58	
Commercial	59	
Estimated Development Contribution (Ballynattin Site)		
Development Contribution	€4,060,000	
o/w Employment Lands	€3,789,333	
o/w Tourism Lands	€270,667	
Commercial Rates - NAV per m ² / Coefficient		
2017 NAV	50	[1]
2023 NAV	94	[2]
Estimated Annual Commercial Rates (Ballynattin Site)		
Rateable Valuation	€6,568,893	
Coefficient (Wicklow CC)	0.217	
Annual Commercial Rates	€1,425,450	

[1] Average of nearby sites from Tailte Éireann website (as at 15/09/2017).

[2] Adjusted higher based on 89% growth in commercial property valuations. 2023 is the latest available year of data from Eurostat.

Source: Wicklow County Council / Tailte Éireann / Author's Estimates

Employment, Economic and Tax Contributions

Ballynattin Site - Estimated Economic Contribution

	Employment Measure			Notes
	Direct	Direct + Indirect	Direct + Indirect + Induced	
Employment Multiplier	1	1.40	1.67	[1]
Employment (Number)	500	700	833	[2]
Gross Value Added Multiplier	1	1.44	1.85	[2]
Gross Value Added (€)	49,668,302	71,311,643	92,059,569	
Employee Compensation (€)	24,783,464	35,583,047	45,935,836	[3]
o/w Wages / Salaries	21,176,258	30,403,974	39,249,926	
Estimated Tax Revenue (€)	6,125,539	8,573,993	10,199,561	[4]

[1] Indirect jobs are those created in the supply chains of firms on the site. Induced jobs are those in the wider economy due to the direct and indirect jobs (e.g. a restaurant in Arklow that has extra customers because of the spend by employees working at the site)

[2] From Input-Output analysis conducted by the Chief Economist Directorate of the Government of Scotland. Sectors used are wholesale /retail and transportation / storage

[3] Employee compensation includes wages / salaries but also pension contributions and other non-wage benefits.

[4] Revenue 2024 data on the tax contribution by the transportation / storage sector. This is adjusted to the Ballynattin site by employment shares. Data for the wholesale / retail sector is unreliable due to the inclusion of Apple's worldwide sales through Ireland.

Source: Author's Estimates / CSO / Revenue / Government of Scotland

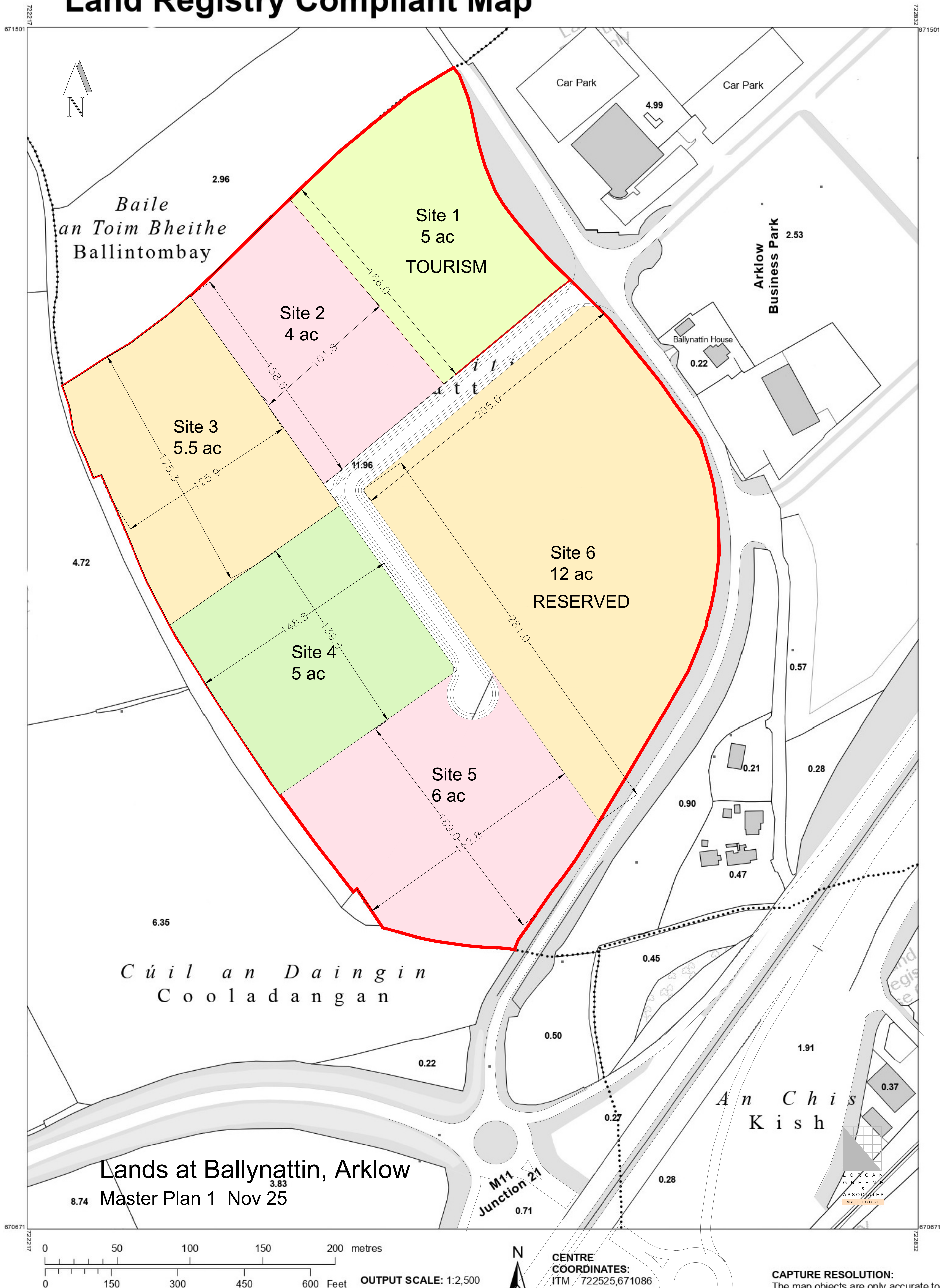
Unemployment Data

Labour Market and Unemployment

	Ireland										
		Wicklow					Wexford				Rest of Ireland
			Arklow LEA			Rest of Wicklow	Gorey LEA	Rest of Wexford			
				Arklow Town	Rest of LEA						
Total Population	5,149,139	155,851	27,866	13,399	14,467	127,985	163,919	31,140	132,779	4,829,369	
o/w Aged Over 15	4,136,852	123,597	22,180	10,632	11,548	101,417	131,437	24,424	107,013	3,881,818	
o/w Unemployed	176,276	5,328	1,122	611	511	4,206	6,439	1,201	5,238	164,509	
Unemployment Rate	4.3%	4.3%	5.1%	5.7%	4.4%	4.1%	4.9%	4.9%	4.9%	4.2%	

Source: CSO Census (2022) / Author's Estimates

Land Registry Compliant Map



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