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Vision

The vision of this Plan is to facilitate the creation of economic growth across a wide range of sectors in the County while fostering existing employment centres and realising the potential of the knowledge economy. The generation of economic growth will be required to marry with the principles of sustainable development.

Context

The framework for the delivery of the policies and objectives, listed below, is set in the context of national and regional plans, policies and strategies. At national level these include *The National Spatial Strategy 2002-2020*, *DOELG, 2002*, *Sustainable Development – A Strategy for Ireland*, *DOE, 1997* and *Ireland-National Development Plan 2000-2006*, *GOI, 1999*. The regional context is provided by the *Strategic Planning Guidelines for the Greater Dublin Area, 1999* and *Strategy 2000-2016 A Platform for Change*, *DTO, 2001*.

Strategy

This chapter sets out the policies and development control objectives relating to the fostering of existing employment and creation of economic growth across the County, for the period 2004-2010. The strategic vision of this Plan is to encourage the expansion of existing industries, to concentrate development into existing employment centres and to facilitate the growth of employment opportunities for the residents of the County, in a sustainable manner. The focus on employment creation will be based on consolidating the strong job generation capacity of high technology and knowledge based industries and the need for starter/incubator units to promote small to medium enterprise. The attraction of these industries and other employment generators to the County will be facilitated by, the provision of a transportation infrastructure which will allow the efficient movement of people and services throughout the County and which would promote modal change to public transport, cycling and walking, the provision of a communications infrastructure, including broadband facilities to support the knowledge industries, the

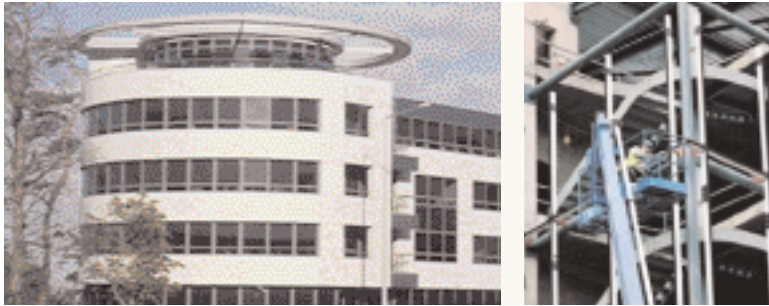
enhancement of the existing high levels of educational attainment in the County and the availability of sufficient zoned serviced lands. The need to ensure linkages between the employment centres and transportation hubs is an integral element of the plan and is one of the basic tenets of achieving the sustainable economic development of the County into the future.

A significant recent trend in employment generation has been the development of activities which cross the boundary between traditional industry and office use. The distinction between industrial/manufacturing employment and offices/services industries has become less clear. This County, in particular in Sandyford Business Estate, has seen the redevelopment of low density industrial uses to medium - high density, high technology and office based industries. This form of redevelopment and construction in the estate peaked in the late 1990's/early 2000. The number of permissions granted and consequent floor space has diminished in the intervening period. There is still residual land capacity in Sandyford Business Estate to facilitate further such development but this would appear to be dependant on the global economic climate and indigenous market conditions. There are undeveloped industrially zoned sites remaining in the County, some of which are unserviced. These lands are located in Sandyford, Carrickmines, Cherrywood and Bray Little. Both the redevelopment of the existing industrial areas and the serviced undeveloped zoned lands, are capable of providing major new sources of employment. To be responsive to future economic growth additional employment zoned lands will be provided in Cherrywood.

7.1 Policy

7.1.1 Policy E1: Growth of Employment

It is Council policy to facilitate the growth of employment in the County and to this end the Council will co-operate with other agencies to promote entrepreneurship in the County. To ensure sustainable development there needs to be linkages between land use and the provision of transport.



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The County is an important base for small and medium enterprise formation. Together with the presence of multinational corporations, small and medium enterprises constitute the main economic activity in the County. The County Development Board's *Integrated Strategy for the Social, Economic and Cultural Development 2002-2012* envisages an outcome that the County will be widely acknowledged as the premier entrepreneurial County in the State.

The strategic use of zoned lands will be dependant on their location in relation to transportation and the type of employment provision. The Council will differentiate between the types of employment i.e. manufacturing, service and knowledge/technology industries and then encourage their location in proximity to the relevant transport network, through the development control process. In this regard, manufacturing or goods based industries require good access to the national road system and should therefore be located in close proximity to this network. By their nature the new technology or people-based industries should be concentrated close to high capacity public transport networks.

The Council will encourage sustainable linkages between the major employment areas and the public transport networks by the provision of light rail and a quality bus network. This will be facilitated through the development control process whereby major employment planning applications shall be accompanied by an acceptable mobility plan incorporating proposals to reduce car borne commuting and increase the use of public transport. A clear commitment in its implementation will be required together with arrangements for monitoring progress.

7.1.2 Policy E2: Unemployment

It is Council policy to co-operate with other agencies to promote economic and social development with an emphasis on reducing unemployment and in particular to participate in programmes to alleviate long-term unemployment.

While the overall unemployment rate in the County is comparatively low, the local economy, given its exposure to global economic trends could experience periodic downturns in employment. The Council will complement the work of its partners on the County Development Board, specifically the local development companies, the Industrial Training Authority (FAS), Enterprise Ireland and the Industrial Development Authority (IDA). In particular, the Council supports initiatives to build the social economy at a local level in an effort to address long-term unemployment. An Integrated Area Plan for Dun Laoghaire was designated in 1999 and has been extended to the end of 2004. Its aims are the regeneration of the social and economic fabric of the designated areas.

7.1.3 Policy E3: Lands for Employment Provision

It is Council policy to ensure that sufficient serviced lands are available for employment generation.

The Council-owned Sandyford Business Estate has undergone a significant transformation in recent years with medium-high density high technology and office based industry buildings replacing the traditional low rise manufacturing buildings. This transformation has occurred due to the changing nature of traditional industrial estates and the movement towards the new technology industries. There is still existing residual capacity in the estate and the Council will facilitate its continuing development, in line with sustainable transport provision. This policy is strengthened by a specific local objective in Chapter 14 of the Written Statement which indicates that it is an objective of the Council to support the ongoing development of the Sandyford Business Estate, Central Park and the South County Business Park area as a major employment centre with supporting facilities such as crèches, public restaurants/cafes and amenity areas for employees and visitors.

Much of the undeveloped industrially zoned lands in the County were previously subject to development constraints such as roads, drainage and water supply deficiencies. These long-standing shortcomings have been largely



addressed in the previous 5-6 years through the implementation of major capital schemes and it is envisaged that many of these deficiencies will be overcome early in the plan period, with the intended completion of the South Eastern Motorway Scheme, the Sandyford High Level Water Scheme and the Glenamuck – Kiltiernan Sewerage Scheme. In this regard, the water and drainage objectives, which will aid the resolution of these deficiencies, are set out in Sections 12.3.1 and 12.3.2 of the Written Statement. This section also provides a time horizon for the commencement and completion of these schemes. In regard to the employment lands at Carrickmines and Cherrywood there are remaining deficiencies in terms of water supply. The removal of the water supply constraint will be dependant on the availability of appropriate approval and finance to improve/augment the Rathmichael reservoir. The Council will encourage the provision of public transportation infrastructure as an element of servicing of lands for employment.

Finally, in accordance with the County Development Board's strategic goal to promote knowledge-based economic activity and the concomitant higher skills levels amongst employees, the Council will ensure sufficient zoned lands are available to facilitate the needs of such knowledge-based enterprises and its supporting providers.

7.1.4 Policy E4: Telecommunications Infrastructure

It is Council policy to promote the development of a knowledge economy in the County through the facilitation of telecommunications infrastructure, including broadband connectivity and other technologies.

The Council will encourage the provision of the widespread availability of broadband facilities throughout the County (See Fig No. 7.1). This infrastructure is critical to the development of a knowledge economy and will help attract inward investment in hi-tech knowledge based industries. The provision of these facilities will also increase the competitiveness of existing industry and the small and medium enterprises. In addition, in order to promote differing work practices, such as teleworking, thereby

reducing travel demands, the Council will encourage the provision of broadband technologies in existing and new residential areas. The Council will promote the implementation of a communications broadband backbone in the County by some or all of the following methods:

- Public – Private partnership proposal,
- Co-funding from the Department of the Environment, Heritage and Local Government and the Local Authority,
- In conjunction with other infrastructural works being carried out by the Local Authority or other statutory service providers,
- Other proposals will be open to consideration.

7.1.5 Policy E5: Education and Skills

It is the Council policy to sustain the existing high levels of educational attainment and skilled workforce, to encourage employment generation to maintain this resource within the County and to promote the availability of education opportunities to all residents in the County.

The County presently exhibits a wealth of highly educated and skilled residents and a strong hierarchy of educational facilities, particularly third level facilities. The Council will encourage the retention and expansion of the facilities, particularly the third level colleges. The largest of these colleges is University College Dublin, with a student population of 20,000. The Council will encourage the enhancement of this facility and this is expressed as a Specific Local Objective in Chapter 14 of the Written Statement. Through the availability of serviced zoned lands and other associated policies the Council will encourage the provision of employment opportunities to retain its workforce in the County. A well-educated and skilled workforce is a valuable human resource, which will provide an attraction for inward investment and will promote the County as a leader in the knowledge economy. The Council will support the continuing development and expansion of the Irish Management Institute at Sandyford, the Smurfit College of Business at Carysfort and the Dun Laoghaire Institute of Art, Design and Technology at Kill Avenue.



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7.1.6 Policy E6: Non-conforming Uses

Where industrial or related employment uses exist as non-conforming but long established uses, it is Council policy to facilitate their continued operation provided they do not seriously detract from the zoning objective for the area and that such undertakings meet the required environmental quality standards.

The Council will use its development control powers to implement this policy. In relation to change of use, expansion or intensification, the Council will consider each case on its merits having regard to its impact on the surrounding environment.

7.1.7 Policy E7: Environmental Quality

It is Council policy to ensure that all economic activity in the County operates in accordance with current European and National environmental legislation.

The Council has a role in advising, monitoring and enforcement of environmental considerations including emissions to air and water, consumption of resources, waste management, biodiversity and noise pollution.

When considering proposals for employment provision the Council shall take into account the interaction between such development and the receiving environment. Aspects for consideration will be the effect of industrial processes on water quality, emissions to air, noise and waste generation.

7.1.8 Policy E8: Enhanced Working Environment

It is Council policy to secure a high quality working environment on lands for employment provision and to encourage the upgrading of industrial estates and business parks, where necessary.

The vision for the development of these areas will be focused on the creation of a high quality environment in terms of overall design and layout, accessibility to sustainable modes of transport, a mixture of functions, tenure types and unit

sizes and the provision of a broad range of on site facilities for existing and future employees. An element of residential use in employment zoned areas may be considered in appropriate locations where a proposed development makes a positive contribution to the area in terms of adding to the richness and diversity of uses. The appropriate location for residential use would generally be on the fringes of employment zoned areas where there are adjoining residential zoned areas, which would allow a smooth transition between the zones, and/or in close proximity to public transport nodes and adjacent to public facilities such as shops, crèches, restaurants and hotels. The Council will use its development control powers to implement these policies. Within existing estates, the Council will take action and/or assist other agencies and the private sector to carry out appropriate improvement works, where financial resources are available.

7.1.9 Policy E9: Home Based Economic Activities

It is Council policy to permit home based economic activities where, by virtue of their nature and scale, they can be accommodated without detriment to the amenities of residential areas.

Home based economic activities are small scale commercial activities carried out by residents of the dwelling, and are subordinate to the main use of the property as residential accommodation. The Council accepts the need to accommodate such uses and recognises their importance in terms of employment creation and the achievement of a crèche or crèches sustainability. Such uses would include childcare provision for local need only, such as a crèche, nursery school, playschool or craftwork etc.

Under the following circumstances, planning permission for such uses may be granted:

- Solely granted to the resident of the house.
- On a temporary basis for home based economic activity in certain circumstances in order to enable the impact of the activity on residential amenity to be assessed. Temporary permissions for childcare facilities are



generally not appropriate.

- Applications for the provision of a crèche, nursery school, playschool and other similar uses will normally be granted in residential areas where the use recognises the residential needs of the area. The proposed facility should fulfil a local need.

7.1.10 Policy E10: Childcare Facilities

It is Council policy to encourage the provision of affordable and accessible childcare facilities in association with major employment developments.

In recent years there has been an increase in the number of parents in paid employment who need childcare facilities while they are at work. This has led to a growth in demand for the provision of childcare facilities. The provision of workplace facilities as part of major planning applications for employment developments, will encourage people to gain local employment. The size of the childcare facility should be proportional to the expected employment to be generated by the proposed development.

7.1.11 Policy E11: Enterprise Centres

It is Council policy to assist in the provision of enterprise centres in association with other agencies and in the context of local need. In conjunction with this policy the Council will require the provision of incubator/starter units in all major industrial planning applications.

The provision of low-cost small-scale incubator and workshop space increases the capacity of the local economy to spur new enterprise and entrepreneurial activity. Such spaces could be situated in a single purpose building or form part of new multi-purpose commercial developments. In particular these facilities will be encouraged in Cabinteely, Cherrywood and Shankill. In addition in Chapter 14 of the Written Statement, there is a Specific Local Objective for the provision of incubator units in Kiltiernan.

The County Development Board identified in its strategy the

need to support local employment and enterprise initiatives in rural areas. The Council will promote the establishment of incubator space in appropriate rural settings in collaboration with the County Development Board, Enterprise Ireland and FAS.

The Council will liaise with the public sector employment agencies, with voluntary community development groups and with business organisations in the County to facilitate the provision of suitable premises for such enterprises. In addition major planning applications, located in employment zoned areas, may be required to provide for incubator/starter units within the development. The Council will encourage the development of linkages between enterprise centres and the third level educational institutions, to foster the transfer of knowledge and skills. The Council will encourage the relocation of the Dun Laoghaire Enterprise Centre to a more suitable location.

7.1.12 Policy E12: Tourism

It is Council policy to co-operate with the appropriate agencies in promoting sustainable tourism and securing the development of tourist orientated facilities in the County.

The Council recognises the employment potential of tourism in the local economy. Many of the policies and objectives of the Plan have as their ultimate aim the protection and enhancement of the natural and built environments, which are such an attractive feature of the County and an important element in terms of promoting sustainable tourism.

It is intended by the Council to promote the preparation, in co-operation with the appropriate agencies and Dun Laoghaire-Rathdown Tourism Company Ltd, a strategy for the further sustainable development of the tourism sector. The objective of the strategy is to encourage a continuing investment programme by both the public and private sectors in order to secure the provision of retail, accommodation, leisure and other facilities and to develop specific tourism related projects and encourage specific visitor markets. In addition, it is intended to carry out further



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environmental improvement schemes on key tourist routes within the County. Tourist facilities and specific objectives relating to tourism are detailed further in Chapter 9 of the Written Statement.

It is recognised that a modern integrated tourism and recreational complex will potentially involve development and consist of uses, some of which may not be permitted under a High Amenity Zoning. Consideration will be given to allowing such uses in order to achieve this objective.

An overall planning application will be required for the entire complex, which will include proposals, where appropriate, for

- The preservation/conservation of natural amenities on the site,
- The preservation/conservation of the heritage structures on the site,
- The retention of the open nature of the lands,
- Significant and intensive landscaping of the site,
- A phasing plan for the provision of the proposed facilities, together with any necessary guarantees in regard to the provision of such facilities.
- That any integrated tourism and recreational complex will compliment and be in keeping with its environs and surrounds.
- Suitability of the site and affect on the landscape shall be paramount.

7.1.13 Policy E13: Economic Development Co-operation

It is Council policy to co-operate with the County Development Board to maximise employment provision in the County.

The County Development Board's *Integrated Strategy for the Social, Economic and Cultural Development 2002 – 2012* provides a framework for the long-term economic development of the County. The Council acknowledges the important role of all partners on the County Development Board, not least the Council itself, to ensure that opportunities for employment creation are maximised, to remove barriers that prevent social inclusion and hinder full

participation in the local economy and to promote the increasing cultural diversity in the County.

7.1.14 Policy E14: Knowledge-Based Enterprise

It is Council policy to promote the development of knowledge-based enterprise in the County.

A significant part of knowledge-based enterprise is research, innovation and/or product development activity. Although Information Communication Technology is often associated with such enterprise, the aim is not to exclusively attract the ICT sector. It is further anticipated that a range of support services could be clustered with such enterprise.

The Council will also encourage development proposals that incorporate a range of activities such as teaching and conference centres, media production and art exhibition/performance theatres, computer and test laboratories and data centres and museums housed all under one roof. The aim will be to develop spaces conducive to high levels of learning and creativity.

7.1.15 Policy E15: Office Development

It is Council policy to facilitate office development in commercial and employment centres. The appropriate locations for office development would generally be in District Centres, Major Town Centres and Employment zoned areas (zones DC, MTC and E).

This policy will be implemented through the development control process. Office developments will generally be considered appropriate in District Centres, Major Town Centres & Employment zones. In District Centre areas, office development will be assessed in accordance with relevant development control standards and on the size of the proposal in comparison to the size of the centre, the need to ensure a variety of uses in the centre to fully serve its catchment area and the capacity of the centre to absorb any such proposal. These locations should be well served by existing and/or proposed public transport facilities in line with the principles of sustainable development. In addition,



in Dun Laoghaire, there are Specific Local Objectives relating to office development. These are expressed in detail in Chapter 14 of the Written Statement.

7.1.16 Policy E16: Office Based Industry

It is Council policy to become a centre of high technology employment. To this end it is policy to accommodate "office-based industry" in employment and commercial areas subject to acceptable mobility plans being implemented.

A significant recent trend in employment generation has been the development of activities which cross the boundary between traditional industry and office use. Such activities include data processing, software development, telemarketing, research and development, information technology etc. Significant employment opportunities exist in these sectors and demand exists for suitable sites and buildings. Such activities will be permitted in principle in Employment zoned lands (Zone E) and within Major Town and District Centre zones (Zones MTC and DC).

Applications for development of office based industry shall be accompanied by an acceptable mobility plan incorporating proposals to reduce car borne commuting and which increase the use of public transport. A clear commitment to its implementation will be required together with arrangements for monitoring progress.

7.1.17 Policy E17: Science and Technology Based Industry

It is Council policy to encourage the development of science and technology based enterprise in the County.

Science and technology based enterprise comprises knowledge based processes and industrial activities in which research, innovation and development play a significant part and which lead to and accommodate the commercial production of a high technology output. Science and technology based enterprises have formal and operational links with third level educational institutions or research centres and encourage the transfer of technology and business skills.

7.1.18 Policy E18: Service Industry

It is Council policy to locate major service sector employment in commercial and employment centres. The appropriate locations for service sector employment would generally be in District Centres, Major Town Centres and Employment zoned areas (zones DC, MTC and E).

This policy will be implemented through the development control process. Service sector developments will generally be considered appropriate in the District Centre, Major Town Centre and Employment zones. These locations should be well served by existing and/or proposed public transport facilities in line with the principles of sustainable development.

7.1.19 Policy E19: Agriculture and Horticulture

It is Council policy to facilitate the growth of the agricultural and horticultural industries in the County.

Through the zoning and development control objectives of the Plan it is the intention of the Council to protect valuable agricultural land from pressures for development not associated with these industries. The Council recognises that the future viability of agriculture depends on diversification of land use and will take cognisance of this during the development control process.

7.1.20 Policy E20: Rural Development

It is Council policy to facilitate the development of acceptable rural enterprises and to minimise pollution from agricultural and industrial sources by means of development control and water pollution legislation.

7.1.21 Policy E21: Extractive Industry

It is Council policy to facilitate the operation of extractive industry in suitable locations.

The Council recognises the importance of the extractive industry and will facilitate its operation in suitable locations.



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However such industry can have severely damaging environmental effects and permission will only be granted where the Council is satisfied that environmental quality and amenity will be fully protected. In addition, the proposal must make appropriate provision for the reinstatement of the landscape.

7.1.22 Policy E22: Forestry

It is a policy objective to recognise the importance of afforestation and to support Government policy to promote the development of a strong forestry sector, which can contribute to the local economy and also to the social well being of the rural area.

Forestry is important in its potential to contribute to the national economy, as an alternative income source to farmers and for its potential to stimulate rural development.

Well-planned forestry can enhance wild life habitats and species diversity. Poorly planned forestry can however have adverse effects including visual intrusion, contamination of water sources, loss of sites of scientific interest including bogs, loss of archaeology and impact on road networks. Forestry will not be permitted on ridgelines.

All forestry development must be compatible with the protection of the environment and all development should conform to the concept of environmental sustainability and also to the Department of Environment and Local Government, *Forestry Development, Draft Guidelines for Planning Authorities 1997*. The Council will seek to recommend a strong bias in favour of broadleaf trees in response to the Heritage Council recommendation for a 50% target for broadleaf planting.

While it is recognised that the Planning Authority has no direct role in the development of forestry, proposed afforestation schemes will be subject to a licensing process through the Department of Marine and Natural Resources and will consult with the Planning Authority. In providing guidance on schemes the Planning Authority should have regard to:





- Any Indicative Forestry Strategy prepared for the area;
- The proper planning and sustainable development of the area;
- The impact on the road network;
- The impact on water quality;
- The impact of the proposal on heritage;
- Impact on residential amenity;
- Visual impact;
- Impact on recreation facilities, including public rights of way.

7.2 Development Control Objectives

7.2.1 Office Development

When examining proposals for office development, the Council will have regard to the size and scale of the proposal, its effect on the centre in which it would be located, the availability of, and proximity to, public transport networks and the quality of design and finishes.

The appropriate location for office development is in the District Centres, Major Town Centres and Employment Zones. Applications for large-scale office development shall be accompanied by satisfactory mobility management plans which aim to shift the emphasis from car borne commuting to increased use of public transport, cycling and walking. In the District Centre areas, applications for large scale office developments will be assessed on a case by case basis. These will be dependant on the capacity of the centre to absorb any such proposal and the Council will aim to ensure that the centre will have a full range of uses to serve its catchment area. For Car Parking standards for offices see Table 11.5 in the Written Statement.

7.2.2 Industry And Warehousing Development

Industry and warehousing schemes will be required to present a good quality appearance, helped by landscaping, careful placing of advertisement structures, the screening of open storage areas and unobtrusive loading and parking space.

Each industrial or warehouse unit should be provided with adequate space for the loading and unloading of goods (including fuels) in areas clear of the public road and preferably behind the building line.

In the case of development for two or more industrial/warehouse buildings, a uniform design for boundary fences, roof profiles and building lines is essential. Areas between the buildings and the road boundary may include car parking spaces provided an acceptable landscaping scheme is incorporated. Attention is also drawn to the need to comply with the Air and Water Pollution Acts (as may be amended).

The Council will determine access details from industrial development onto existing roads.

7.2.3 Extractive Industry

In dealing with applications for new development, intensification of use or diversification of activity, the Council will have regard to the nature of the proposal, the scale of activity proposed, the impact on the adjoining road network and its effect on the environment.

Every application for development within this category will be expected to be accompanied by a detailed landscaping plan indicating proposed screening for the operational life of the site and by an appropriate programme for the reinstatement of the landscape.



LINE OF PROPOSED BROADBAND BACKBONE IN THE COUNTY

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Fig No.7.1



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