

# 5 Residential Development

## 5 Residential Development

**Vision:** To improve the residential amenity of established housing areas and to promote and facilitate the creation of new, well designed, vibrant and sustainable residential communities that deliver the optimum mix of house sizes, types and tenures to satisfy different household needs – all in the context of ready accessibility to enhanced public transport networks and close proximity to supporting community infrastructure including shops, services, employment, education and leisure activities.

### 5.1 Introduction

The objective of housing policy in Ireland is to “...enable every household to have available an affordable dwelling of good quality, suited to its needs in a good environment and, as far as possible, at the tenure of its choice”<sup>1</sup>. Despite the unprecedented changes faced by the housing sector in recent years due to demographic, economic and social change, this core objective remains valid.

Strategically, housing policy must take account of environmental, social, spatial planning and community considerations and the stability and balanced growth of the housing market generally. The matching of both supply and categories of accommodation with demand in some locations is also still a relevant consideration.

Ultimately, the creation of successful residential environments is about providing opportunities for homes which respond to people’s needs and provide a framework within which communities can be established in the first instance then subsequently developed and nurtured.

This Chapter sets out the objectives for residential development in Dún Laoghaire-Rathdown over the lifetime of this Development Plan 2010-2016. Residential development in Dún Laoghaire-Rathdown is set within the context of national, regional and local policy guidance documents

which are comprehensively listed in Appendix A. At a strategic level, the National Spatial Strategy 2002-2020 and the Regional Planning Guidelines 2004-2016 are the pivotal documents while matters of localised, detailed urban design, layout and management are heavily influenced by the series of design guidance material published by the Department of Environment, Heritage and Local Government through 2007 and 2008 – including ‘Sustainable Urban Housing: Design Standards for Apartments’ (2007), the ‘Urban Design Manual: a Best Practice Guide’ (2009) and ‘Sustainable Residential Development in Urban Areas’ (2009).

In very broad terms the growth of future households in Dún Laoghaire-Rathdown will be accommodated in two strands:

- Incremental consolidation of existing centres, ‘brownfield’ sites and established residential areas.
- The creation of new residential/mixed-use sustainable communities at already identified ‘greenfield’ growth nodes proximate to greatly enhanced or planned strategic public transport corridors.

### 5.2 Housing Strategy

The preparation of a Housing Strategy is a mandatory requirement under the Planning and Development Act 2000, as amended. Dún Laoghaire-Rathdown County Council has prepared a Housing Strategy and this is included in Appendix B accompanying the Written Statement for the period 2010-2016. The primary objectives of the Housing Strategy are (i) to enable every household to have available to it an affordable dwelling of good quality, suited to its needs, and in the context of a high quality environment, and (ii) to ensure that Dún Laoghaire-Rathdown County Council provides for the development of sufficient housing to meet its obligations as set out in the Regional Planning Guidelines for the Greater Dublin Area 2004-2016.

The Housing Strategy is a pivotal component of the Development Plan process as it must:

- Estimate housing needs, and ensure that zoned and serviced land is available.
- Provide as a general policy that a specific percentage (not exceeding 20%) of land zoned for residential use, or for a mixture of residential and other uses, be reserved for social or affordable housing.
- Ensure a mix of house types and sizes for different categories of households.
- Counteract undue segregation between different social backgrounds.

<sup>1</sup> ‘Delivering Homes: Sustaining Communities – Statement on Housing Policy’ DoEHLG (2007).

### 5.2.1 Housing – Supply and Demand

The Housing Strategy is a very numerically-based process taking into account the interrelated issues of projected household growth, housing land availability and supply, demographic profile, house prices and analysis of affordability.

The number of households in Dún Laoghaire-Rathdown in 2006 was approximately 68,500 – up 7% since 2002. The Dublin Regional Planning Authority published an update on the Regional Planning Guidelines for the Greater Dublin Area (GDA) 2004-2016 in April 2007. The Update included revised household allocations for each of the local authorities in the GDA. For Dún Laoghaire-Rathdown the revised allocations mean that the County is expected to target household growth of c.35,000 additional households during the period 2004-2016. This translates to a housing target of some 2,850 units per annum for the period of the Development Plan (2010-2016). The rate of growth proposed by the Regional Planning Guidelines is extremely ambitious not just in Dún Laoghaire-Rathdown but throughout the GDA.

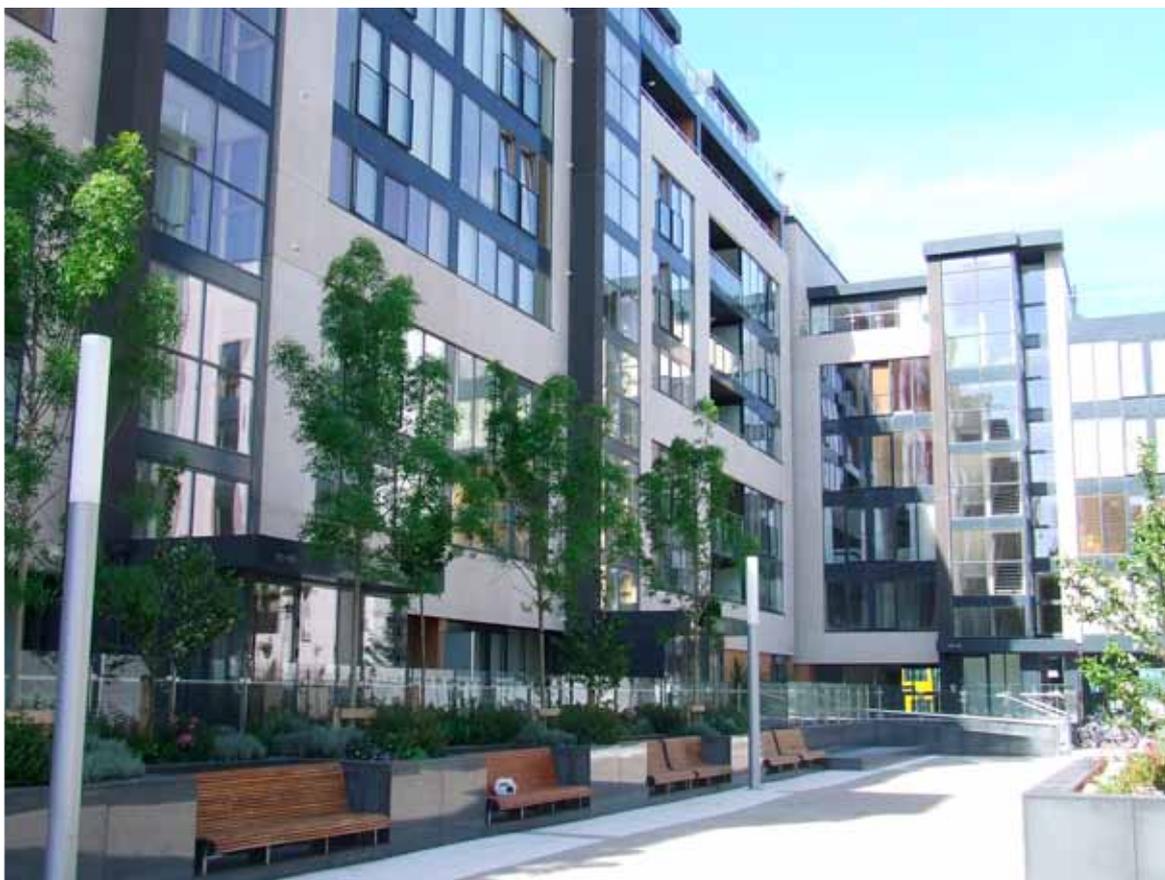
It should be noted however, that the RPG Update was based on data collated in Autumn 2006 during a time of record housing completions nationally, record levels of in-migration following EU enlargement and following a period of strong and sustained house price growth. The dramatic downward projections for all of these parameters over the last 18 months creates a huge degree of uncertainty as to the robustness of the current

Regional Planning Guidelines. While the Regional Planning Authority has recently implemented a comprehensive review of the Regional Planning Guidelines for the GDA it is clear that recent changes – particularly in relation to migration trends – make the task of population forecasting at this time very difficult.

On the supply side, the Housing Land Availability Study (HLAS) is prepared annually by the Council for submission to the DoEHLG. It provides an estimate of the quantum of zoned residential land, both serviced and unserved, and yet to be developed in the County. The HLAS has an important influence in assessing any requirement to rezone (or otherwise) additional land for residential use as part of the Development Plan process. The 2008 HLAS identified 684 hectares of undeveloped zoned land available for residential development in the County of which 427 hectares is serviced and ready for development, 28 hectares will be serviced by 2010 and the remaining 228 hectares is proposed for servicing between 2010 and 2014.

The implications for the 2010-2016 County Development Plan, based on an analysis of population projections and housing land availability – allied to the significant reversal in the fortunes of both the construction sector and the wider national economy – concludes that there are sufficient zoned residential lands to cater for any forecast need.

In relation to housing affordability, the Housing Strategy follows the model methodology set out





in the DoEHLG's 'Louth Model' to ascertain what proportion of new households formed in the County over the duration of the Plan will be unable to access housing on the open market.

The Housing Strategy analysis into the 'affordability issue' considers a number of factors including income distribution and house prices. While the analysis demonstrates the affordability index for prospective house purchasers improves over the period of the Plan, the average percentage of householders experiencing an affordability problem is 50% and never drops below 40%. Based on this analysis the Council is justified in pursuing a policy to reserve 20% of land zoned for residential use, or for a mixture of residential and other uses, for the provision of social and affordable housing, for the purposes of Section 94(4)(a) of the Acts.

The Housing Strategy concludes that the combination of the Council's own proposed construction programme and other forms of provision including the voluntary sector and the Rental Accommodation Scheme (RAS) in conjunction with Part V will only cater for a proportion of the population experiencing affordability problems in the County.

The Council must continue to utilise all policy avenues open to it to ensure the greatest delivery of residential units over the duration of the Plan from both the public and private sectors. In seeking to secure this objective the Development Plan response in relation to residential development will focus on three interrelated strands namely:

- Increase the supply of housing
- Ensure appropriate mix, type and range of housing
- Promotion and development of balanced sustainable communities

## 5.3 Increase the Supply of Housing

### 5.3.1 Policy RES1: Supply of Zoned Land

**It is Council policy to seek to ensure that sufficient zoned land is available to satisfy the housing requirements of the County over the lifetime of the Plan thereby meeting the household/population targets set by the Regional Planning Guidelines.**

New households will be catered for in a number of ways, but all encompassed under the principles of urban consolidation and sustainability as prioritised by the National Spatial Strategy 2002. These fundamentals are echoed by the Regional Planning Guidelines for the Greater Dublin Area 2004-2016 which sets out a prioritised framework for future investment in infrastructure:

- Through the provision of additional, often small-scale, accommodation in existing built-up areas through sub-division of dwellings and the densification of existing residential areas by means of new build and conversion. Intensification in this fashion should help redress population decline in some of the

- mature, long established residential areas – Mount Merrion, Glenageary, Kilmacud for example - where the long term pattern of low density and falling occupancy rates could adversely impact on the delivery of local services.
- Through the development of under utilised and underdeveloped lands within the existing built-up areas, especially where located in close proximity to established towns and villages and existing/planned quality public transport networks.
  - Through the development of new quality and sustainable communities in the major ‘greenfield’ growth nodes in the County already identified and rezoned during the 2004-2010 Development Plan process. High density, mixed use schemes for ‘Cherrywood’, Kiltiernan/ Glenamuck, Old Conna, and Woodbrook/ Shanganagh will be advanced during the Plan period when the necessary local planning frameworks have been put in place and any current infrastructure shortcomings – including high capacity public transport provision – have been addressed.
  - It is an objective to seek a high level of design, the careful locating of houses and the use of extensive landscaping and planting so as to protect the existing amenities of the area.
- Will contribute effectively and efficiently to the achievement of the objectives of the Housing Strategy.
  - Will constitute the best use of resources available to the Planning Authority to ensure an adequate supply of social/affordable housing and any financial implications of the agreement for its functions as a Housing Authority.
  - The need to counteract undue segregation in housing between persons of different social background in the area of the Authority.
  - Is in accordance with the provisions of the Development Plan.
  - The time within which housing referred to in Section 94(4) (a) is likely to be provided as a consequence of the agreement.

Consideration will also be given to housing market conditions prevailing at the time of entering into any such agreement.

Specific exemptions to Part V where a reduced social-affordable element may be acceptable are:

- Third level student accommodation of the type that has/or would have otherwise qualified for tax relief under Section 50 of the Finance Act 1999 (see Policy RES11).
- Where it is proposed that a site or a portion of a site is to be developed for elderly persons accommodation (see Policy RES9).

### 5.3.2 Policy RES2: Implementation of Part V

#### **It is Council policy to facilitate the implementation of the Housing Strategy.**

To ameliorate the imbalance between different housing outputs and varying housing demands, the following shall be required by agreement under Part V of the Planning and Development Acts 2000-2006.

A 20% social<sup>2</sup> and affordable<sup>3</sup> housing requirement will be applied in relation to all sites that are residentially zoned, or mixed-use development proposals including residential on any zoning in the County, unless it is of a type otherwise stated in this chapter to have a reduced/nullified obligation, or is otherwise exempted from the provisions of Part V in accordance with the Planning and Development Acts. The application of the 20% requirement to particular lands, will be determined by the provisions of the Acts and the requirements of the Housing Strategy.

In deciding upon the type of agreement to be entered into, the Planning Authority shall consider, in accordance with the Planning and Development Acts whether the agreement:

### 5.3.3 Policy RES3: Residential Density

**It is Council policy to generally promote higher residential densities provided that proposals ensure a balance between the reasonable protection of existing residential amenities and the established character of areas, with the need to provide for sustainable residential development. In promoting more compact, good quality higher density forms of residential development it is Council policy to have regard to the policies and objectives contained in the following guidelines:**

- **Sustainable Residential Development in Urban Areas (DoEHLG 2009)**
- **Urban Design Manual - A Best Practice Guide (DoEHLG 2009)**
- **Quality Housing for Sustainable Communities (DoEHLG 2007)**

The question of density plays an important part in ensuring that the best use is made of land intended for development. The Government originally issued guidance on density matters to Planning Authorities in 1999 in the document ‘Residential Density: Guidelines for Planning Authorities’. The Guidelines encourage increased densities for future housing development in a broad range of locations particularly in town centres and close

<sup>2</sup> Housing for persons referred to in section 9(2) of the Housing Act, 1988

<sup>3</sup> Housing or land made available in accordance with section 96(9) or (10), for eligible persons

to existing or proposed public transportation corridors. These Guidelines have been reviewed and are replaced by the new guidelines ‘Sustainable Residential Development in Urban Areas’ which are accompanied by the companion document ‘Urban Design Manual’. Due regard will be given to the various detailed standards and recommendations outlined in these documents in the determination of planning applications for residential and mixed use developments. (See also Section 16.3.2(ii)).

Where a site is located within circa 1 kilometre pedestrian catchment of a rail station and/or Luas line, and/or 500 metres of a Quality Bus Route, and/or 1 kilometre of a town or district centre, higher densities at a minimum of 50 units per hectare will be encouraged subject to residential development management standards. Proposed developments shall also be required to demonstrate that sufficient design and place-making qualities are incorporated and that the appropriate safeguards to the various standards and criteria outlined in the Development Management section (Chapter 16) are adhered to. This should be included in the form of a Design Statement which encompasses, among other information, a brief description of the existing site and its surrounding context, the broad details of the proposal e.g. street-to-block layout, frontage/block size and height, and the interrelationship between the proposal, the existing context and the Development Plan. (See also Sections 15.2.1 and 16.2.2).

As a general rule the minimum density for new residential developments (excluding lands on zoning objectives GB, G and B) shall be 35 units per hectare. This density may not be appropriate in all instances, but will serve as a general guidance rule particularly in relation to ‘greenfield’ sites or larger ‘A’ zoned areas. Too low a density proposal may, in some cases, be viewed unfavourably.

Consideration in relation to densities and layout may be given where proposals involve existing older structures that have inherent vernacular and/or streetscape value and where retention would be in the interests of visual and residential amenity and sustaining the overall character of the area. Some dispensation in relation to separation distances, open space requirements and density considerations may be appropriate. (Also see Chapter 11 Conservation and Architectural Heritage).

#### **Notable Character Area Exclusions**

There are significant parts of Dalkey and Killiney characterised by low density development. Some of these areas have been identified as areas where no increase in the number of buildings will normally be permitted (e.g. the ‘o/o’ zone). However, much of this area lies close to the DART line where higher densities would, in normal circumstances, be encouraged. Sensitive infill development will be considered in these areas on suitable sites,

where such development would not detract from the unique character of the area either visually or by generating traffic volumes causing potential congestion issues which would necessitate road widening or other significant improvements. (See also Section 16.3.4(vii)).

Higher residential density developments may be constrained in particular by ACA and cACA designations, Protected Structures and other heritage designations.

To enhance and protect ACA’s, cACA’s, Heritage Sites, Record of Monuments and Places, Protected Structures and their settings, new development should not have an adverse effect in terms of height, scale and massing, while building materials and finishes should be sympathetic to their surroundings and designation.

Aspects such as site coverage and proximity to boundaries, impacts on drainage, loss of landscaping, density and excavation impacts may also be judged.

#### **5.3.4 Policy RES4: Existing Housing Stock and Densification**

**It is Council policy to improve and conserve housing stock levels of the County, to densify existing built-up areas and to maintain and improve residential amenities in existing residential developments.**

The demands for a (generally affordable) range of new housing in Dún Laoghaire-Rathdown has consistently outstripped supply. The existing housing stock consequently provides a valuable resource that could assist through meeting the needs of a changing population and its retention is therefore very important. Retaining existing housing stock recognises that suitable green field lands are a finite resource, which must be managed carefully to protect the Council’s rural/high amenity hinterland and in the interests of sustainable development. There is the need to retain residential services and amenities in built-up areas which could be affected if the critical mass of population in these areas continues to decline. It is important therefore, to at least help supplement existing population levels by permitting additional dwelling units in these areas.

Implementation of this policy will necessarily involve the use of the Council’s powers under planning and other associated legislation to:

- Encourage densification of the existing suburbs in order to help retain population levels – for example by ‘infill’ housing. Infill housing in existing suburbs should generally respect or complement the established dwelling type in terms of the materials used, roof type, etc.
- Actively promote and facilitate:
  - Conversion of existing housing stock to accommodate a larger number of



households; principally by subdivision of larger-than-average family houses in well serviced urban areas.

- Development of mews buildings and other infill accommodation which is in harmony with existing buildings.
- Support a 'Living-over-the-shop' scheme.
  - Encourage residential use of the upper floors of existing commercial properties in retail/commercial areas ('Living over the shop') including in the districts of Dún Laoghaire, Glasthule, Dalkey, Sandycove, Blackrock and Monkstown. (See also Section 16.3.4(viii)).
- Prevent new development or changes of use which would seriously reduce the amenity of nearby dwellings.
- Prevent dereliction/decay of existing dwellings.
- Minimise changes of use of existing housing units to non-residential uses.

In terms of protecting residential amenity the zoning objectives for residential areas are framed in order to exclude non-compatible uses. In older residential suburbs, infill will be encouraged that protects an areas character. Any new communities and additional residential units to be integrated into established residential areas shall be designed to the highest standards. New infill development shall respect the height and massing of existing residential units while decisions regarding density and car parking provision shall be informed by

analysis of how the new development integrates into existing. Infill designs shall have regard to and seek to reduce any impact on boundary features including retention, or where necessary, replication of existing physical characteristics of the area – particularly features such as boundary walls, pillars, gates/gateways, trees, landscaping, and fencing or railings. This shall particularly apply to those areas that exemplify Victorian era to early-mid 20<sup>th</sup> century suburban 'Garden City' planned settings and estates that do not otherwise benefit from Conservation Area status or similar. (See also Section 11.3.14).

The Council will sometimes state a preference to retain existing houses that, while not Protected Structures, do have their own merit and/or contribute beneficially to the area in terms of visual amenity, character, or accommodation type. Demolition of an existing house in single occupancy - and replacement with multiple new build units - will not be considered simply on the grounds of replacement numbers only, but will be weighed against other factors. Better alternatives to comprehensive demolition of, for example, a distinctive detached dwelling and its landscaped gardens, may be to construct structures around the established dwelling and seek to retain characteristic site elements.

In larger proposals, for demolition of existing structures, the balance between the greater energy efficiency ratios of the new build, its size for running costs/impacts, and resources used for its construction - and those of the existing dwelling

and the 'embodied energy' lost in its demolition, will be considered.

The Council will evaluate development proposals in accordance with the criteria set out in the Development Management section (Chapter 16).

### 5.3.5 Policy RES5: Institutional Lands

**It is Council policy that where distinct parcels of land are in institutional use, such as education, health, residential or other such uses are proposed for redevelopment, the Council shall seek to retain the open character of these lands wherever possible.**

It is recognised that some of the many institutions in Dún Laoghaire-Rathdown are undergoing changes for various reasons. Allowances can be made for these changes whilst protecting and facilitating their often open and landscaped 'parkland' settings and the activities of these institutions.

Where a well established institution plans to close, rationalise or relocate, the Council will endeavour to reserve the use of the lands for other institutional uses and especially their open and landscaped settings. Where no demand for an alternative institutional use is evident or foreseen, the Council may permit alternative uses subject to the area's zoning objectives and the open character of the lands being retained.

A minimum open space provision of 25% of the total site area (or a population based provision in accordance with Policy DM2 and Policy DM3 whichever is the greater) will be required on Institutional Lands. This provision must be sufficient to maintain the open character of the site with development proposals built around existing features and layout, particularly by reference to retention of trees, boundary walls and other features as considered necessary by the Council. (See also Section 16.3.4(x)).

### 5.3.6 Policy RES6: Mews Lane Housing

**It is Council policy to facilitate measured and proportionate mews lane housing development in suitable locations.**

Policy RES6 will be strictly limited to specific locations where it can be demonstrated that proposals respect and do not injure the existing built form, scale, character, finishes and heritage of the area, subject to both the provisions of legislative heritage protection and the protection of the built and natural heritage prescribed in this Development Plan.

Many of the existing mews lanes (historic stable lanes) in Dún Laoghaire-Rathdown are capable of providing interesting and attractive residential environments. Their development could make a useful, if limited, contribution to the overall

housing stock, help prevent the emergence of obsolete backland areas, and assist densification of established areas in accordance with the principles of sustainable development. (See also Section 16.3.4(ix)).

The design and finish of mews lane developments should reflect the characteristic features of the surrounding area taking into account local materials.

The Council will evaluate development proposals in accordance with the criteria set out in the Development Management section (Chapter 16).

## 5.4 Categories of House Types, Sizes & Tenures

### 5.4.1 Policy RES7: Overall Housing Mix

**It is Council policy to encourage the establishment of sustainable residential communities by ensuring that a wide variety of housing and apartment types, sizes and tenures is provided within the County in accordance with the provisions of the Housing Strategy.**

The Planning and Development Act 2000, as amended, requires Development Plans to take into account the need to ensure that a mixture of house types, sizes and tenures is developed to reasonably match the requirements of different categories of households.

The provision of a range of housing types and sizes in the County will increase in importance as trends show a decline in family housing and an increase in elderly and single person households. Many of the new households that will form in the County during the period of this Development Plan will be below the current average size and will often consist of only two persons. The overall aim is to have a balance of housing types and tenure in the County that reflects this changing household composition and is responsive to the local context. It is an objective of Dún Laoghaire-Rathdown that all housing developments, including apartment developments, contain an acceptable proportion of larger flexible units to ensure that such developments are sustainable and provide suitable and viable long term options for families. Providing a good mix of housing and implementing measures to mitigate against undue segregation of tenure types is also important. This is also a priority if the population decline in certain areas of the County is to be reversed and social inclusion is to be promoted. (See also Section 14.2.2).

Providing a good mix of house types can create neighbourhoods for people of different ages and lifestyles. Encouraging good housing mix also allows people the choice and potential opportunity to remain in a given area while availing of accommodation that caters to their changing

needs at a particular stage of their life. This concept is explained as the 'Lifecycle Approach' and is a core objective underpinning the guidelines 'Delivering Homes, Sustaining Communities' (DoEHLG, 2007). This approach can help to foster a greater sense of community and allow for increased social inclusion.

The 'Development Management' section (Chapter 16) contains further details regarding the Council's requirements in relation to mix of house types and sizes to address specific sets of circumstances.

#### 5.4.2 Policy RES8: Provision of Social Housing

**It is the policy of Council to promote the provision of social housing in accordance with the projects outlined in the Council's Housing Strategy and in-line with its broad based multi-annual Building Programme for social and affordable housing subject to the availability of appropriate approval and finance.**

Government policy seeks to ensure that each household has accommodation appropriate to its needs at a price or rent it can afford, and to provide for persons who are unable to provide accommodation from their own resources. Part V of the Planning and Development Act 2000, as amended, is only one such means through which the Local Authority can seek to address demand for social housing in the County. In addition, and in furtherance of Policy RES8, the Council will inter alia:

- > Acquire land or buildings for future housing and community facilities where services exist/ or are planned.
- > Make sites available in serviced areas for housing development by persons in need of housing.
- > Rehabilitate its housing stock where necessary, and encourage same in private housing.
- > Ensure provision of a range of house types/ sizes to cater for different needs, including sheltered and special needs housing.

Table 36 - contained in the Housing Strategy (Appendix B) details the projected total social housing supply in the County over the period to 2016 excluding Part V. The Council's own social housing construction programme projects the completion of some 1,200 new build units over the same period on a variety of sites distributed throughout the County.

Existing sites for local authority housing have been identified on the Development Plan maps and are depicted by an 'H' symbol. However, the maps do not depict all the sites which may be acquired over the lifetime of the plan 2010 – 2016. The Council will seek to acquire additional sites to meet the social housing programme outlined in the Housing Strategy as opportunities arise and resources permit.



**Table No. 5.1 Currently Proposed Social and Affordable Housing Sites**

Map No.	Site
5	Blackglen Road
5	Lambs Cross
5, 6	Enniskerry Road
9	Kiltiernan (Cromlech)
9	Ballyogan Grove
9	Ballyogan Court
10	Loughlinstown Drive
10	Lehaunstown
10	Rathmichael
14	Ballyman
5	Broadford Rise
3	Fitzgerald Park
7	Rochestown House
14	Shanganagh Castle (lands only)
2	Mount Anville Road
3	Eden Road Lower
3	St. Michael's Terrace
14	Old Connaught Avenue
1	Rosemount

#### 5.4.3 Policy RESg: Housing for the Elderly

**It is Council policy to support the concept of independent living for older people, to provide specific purpose-built accommodation and to promote the opportunity for elderly householders to avail of the option of 'downsizing'.**

The changing demographics and the ageing of the County's population profile pose challenges for the development of responsive health and social policies. As a key social policy area, housing is a function that needs to adapt in order to meet these changing needs.

The Housing Strategy (Appendix B) indicates that there are 566 dwellings in the Council's Housing stock which are designated for senior citizens accommodation. The Council's current proposed Construction Programme includes 21 senior citizen units at Broadford Rise, Ballinteer and an additional 33 units at Rochestown House, Sallynoggin.

It is Council policy that proposals for accommodation for the elderly should be located in existing residential areas well served by infrastructure and amenities such as footpath networks, local shops and public transport in order not to isolate residents and allow for better care in the community, independence and access. This preference, and presumption towards convenient

locations apply to any scheme whether provided by communal set-ups or similar, facilities providing higher levels of care, self-contained units or a mix of these.

In instances where it is proposed that the site or a portion of a site be developed for elderly persons sheltered accommodation, the portion of the site to be used for elderly accommodation shall be required to provide a reduced percentage of social or affordable housing. This is to encourage the development of these types of residential units. It may result in 'empty nesters' having the choice that will enable them to vacate larger units for units more appropriate in size to accommodate their current needs. To accord with the objective of promoting mobility and creating social mix within areas, the maximum site size relating solely to proposed elderly persons accommodation will be limited to one hectare.

#### 5.4.4 Policy RES10: Traveller Accommodation

**It is the policy of the Council to implement the Traveller Accommodation Programme 2009-2013 (and subsequent updates). In accordance with the Programme, halting sites including temporary emergency halting sites and Traveller specific group housing schemes will be provided for the accommodation of Travellers who normally reside in the County and who are included in the most recent Assessment of Need for Traveller specific accommodation, in addition to providing standard social housing to meet their needs.**

In furtherance of Policy RES10 the Council will, as necessary, continue to update its accommodation programme for the Travelling community as set out in the Council's Traveller Accommodation Programme 2009-2013.

Sites for Traveller accommodation have been identified on the Development Plan maps and are depicted by the 'TA' symbol. In addition to the sites identified by the 'TA' symbol and in accordance with the Traveller Accommodation Programme 2009-2013 the Council will continue, where possible, to provide temporary/emergency halting site accommodation for Travellers who are in need of accommodation and who are permanently resident in the County and also participated in the assessment carried out in this Council in October 2008. Basic facilities will be provided in these sites and they will continue in operation until the families are allocated permanent accommodation.

#### 5.4.5 Policy RES11: Provision of Student Accommodation

**It is Council policy to facilitate student accommodation on student campuses or in locations which have convenient access to third level colleges (particularly by foot, bicycle and high quality and convenient public transport) in a**

**manner compatible with surrounding residential amenities. In considering planning applications for student accommodation the Council will have regard to the 'Guidelines on Residential Developments for Third Level Students' and its July 2005 Review (particularly in relation to location and design).**

The largest third level institution in the Country – University College Dublin – is located within Dún Laoghaire-Rathdown. It has a full-time equivalent population of almost 25,000. Combined with the student populations for IADT and the various VECs and privately run colleges – these figures mean that demand for student accommodation is significant and has to be addressed.

The general perception of student accommodation is of a shared kitchen/living space provided for a number of small study bedrooms in a communal layout (e.g. on a corridor in purpose-built accommodation) – and not self-contained units.

The Council will support the provision of on-campus accommodation and may also permit student accommodation off-campus where the proposed development:

- Has regard to its surroundings.
- Is located within one pedestrian kilometre from a third level institution and/or of a quality public transport route.
- Provides adequate car parking.
- Complies with the Department of Education and Science Guidelines on Residential Development for Third Level Students, 1999 -

and the subsequent supplementary document of July, 2005 - dealing with matters arising from the Guidelines and providing clarity in relation to definitions of 'students' and 'educational institutions' - recommendations in relation to minimum bed-space and other similar requirements.

In determining planning applications for student accommodation the Planning Authority will also have regard to the following:

- That student type accommodation may not be compatible with the amenity of existing residential areas and full cognisance will be taken of the need to protect existing residential amenities in applications for larger scale student accommodation, and such accommodation will not be permitted where it would have a detrimental effect.
- The standard of the accommodation.
- The number of existing similar facilities in the area.

No social/affordable housing will be required in instances where it is proposed that student accommodation is to be provided on the campus of a recognised third level institution. (See also Section 16.3.4(xi)).

## 5.5 Planning for Sustainable Communities

Sustainable communities have been defined as '... areas when an efficient use of land, high quality





urban design and effective integration in the provision of physical and social infrastructure such as public transport, schools, amenities and other facilities combine to create places where people want to live<sup>4</sup>. The 'Sustainable Residential Development in Urban Areas' Guidelines document and its accompanying 'Urban Design Manual – A Best Practice Guide' synthesise and detail a number of relevant national policy positions into a series of high level aims and recommendations for local application towards the promotion of developing sustainable residential communities. Common features of exemplar sustainable communities include:

- Prioritising cycling, walking and public transport and minimise the need to use cars.
- Delivering a quality of life in terms of amenity, safety and convenience.
- Providing a good range of community and support facilities when and where they are needed.
- Presenting an attractive, well-maintained appearance with a distinct sense of place and a quality public realm.
- Promoting the efficient use of land and of energy and minimising greenhouse gas emissions.
- Providing a mix of land uses to minimise transport demand.

- Promoting social integration with a diverse range of accommodation for different household types and age groups.
- Enhancing and protecting the built and natural heritage.

The policy document "Architecture 2009-2015: Towards a Sustainable Future: Delivering Quality Within the Built Environment" is also of some guidance. At the neighbourhood scale, the 'Sustainable Residential Development in Urban Areas' document provides detailed guidance – both qualitative and quantitative – in relation to the delivery of what is considered to be the four key strands that combine to promote sustainable communities namely: provision of community facilities, efficient use of resources, amenity/'quality of life' issues and conservation of the natural and built environment.

#### 5.5.1 Policy RES12: Planning for Communities

**It is Council policy to plan for communities in accordance with the aims, objectives and principles of the 'Sustainable Residential Development in Urban Areas' and the accompanying 'Urban Design Manual – A Best Practice Guide'. In all new development growth areas, and in existing residential communities as appropriate, it is policy to make proportionate provision for community and other support facilities and to seek delivery of this provision concurrent with development.**

<sup>4</sup> 'Delivering Homes: Sustaining Communities – Statement on Housing Policy' DoEHLG (2007).

All new residential development, either existing, ready formed or planned, shall be properly integrated as part of sustainable communities.

The National Spatial Strategy sets out an evaluation framework for identifying the most appropriate and sustainable locations for new housing development. In acknowledging that urban land is a scarce resource and should be utilised as efficiently as possible, all proposals for residential development will be assessed against the housing location Evaluation Framework set out in the NSS.

### 5.5.2 Policy RES13: Urban Villages

**In new development growth nodes and in major areas in need of renewal/regeneration it is Council policy to implement a strategy for residential development based on a concept of sustainable urban villages.**

The sustainable urban village concept is based on the idea that people should be able to obtain most of their daily living requirements within easy reach, preferably within walking distance of their homes. This concept, which focuses on reducing the need to travel by private car, is central to the principles of sustainable development. It involves the commensurate and concurrent provision of primary schooling, childcare, local shopping, and small commercial/community/recreational facilities in conjunction with housing. Where existing village centres are located within new growth areas these should be respected and their character protected or enhanced by any new development. The implementation of this policy will require the careful phasing of larger developments to ensure that services become available as residential areas are constructed.

In accordance with the provisions of the 'Sustainable Residential Development in Urban Areas Guidelines' a variety of dwellings by type and size to accommodate households with different needs will be a cornerstone of the urban village concept. Developments will include a mixture of apartment blocks, terraced houses and other house types. The requirement for residential variety complements the necessity to design and allow for variety in layout by way of different lengths and types of residential roads, mixes of 'cul-de-sacs', loop roads, set-back road sections, loose grid layouts and similar. (See also Chapters 15 and 16).

Further variety is sought by variation in building lines and the inter-relationship of dwellings, roads, pedestrian ways, neighbourhood centre facilities and local parks and green areas. The 'Urban Design Manual – Best Practice Guidelines' provides comprehensive guidance on these matters for developers and architects, planners and transport engineers. A recent government announcement that a 'Manual for Streets' document is currently under preparation – the primary objective of which

will be to reprioritise the function of the street in favour of the pedestrian and the cyclist rather than the motor car – will complement other recently published material.

The detailed planning, development and phasing of the new sustainable urban villages will be promoted through the mechanism of Local Area Plans – both adopted and in preparation – for the new growth areas of Woodbrook/Shanganagh, Old Connaught, Kiltiernan/Glenamuck and Rathmichael/Ferndale Road. The comprehensive phasing and planning of the largest development node in the County – Cherrywood – will be advanced through a proposed Strategic Development Zone Planning Scheme.

### 5.5.3 Policy RES14: High Quality Design

**It is Council policy to promote high quality design and layout in new residential development.**

A core aim of land-use planning is to ensure that new residential developments offer a high quality living environment for residents, both in terms of the standard of individual dwelling units and in terms of the overall layout and appearance of schemes.

The Government guidelines for 'Sustainable Residential Development in Urban Areas' - its companion document 'Urban Design Manual', and the 'Sustainable Urban Housing (Design Standards for Apartments)' will help inform the Council in evaluating proposals for new residential developments in the County - along with the related criteria set out in the Development Management Objectives (Chapter 16), and the 'Green City Guidelines' recently published by UCD in conjunction with Dún Laoghaire-Rathdown and Fingal County Councils.

### 5.5.4 Policy RES15: Community Support Facilities

**It is Council policy to ensure that proper community and neighbourhood facilities are provided in conjunction with, and as an integral component of, major new residential developments in accordance with the concept of sustainable urban villages outlined above (Policy RES13) or where there is an identified deficiency in the provision of existing services where the development is sited within a proposed renewal/redevelopment area.**

It is considered reasonable that the developers or promoters of major residential or mixed-use schemes will be required to make provision for new sports, recreational, community and other support infrastructure commensurate with the needs of the new community including active recreational space for children commensurate with the needs of the new community as an integral part of their proposal. Control will be exercised over phasing and the rate of primary development through Development Management practices to ensure

that delivery of residential development and the provision of commensurate services are implemented in tandem. (See also Sections 8.3.1 and 16.5.5).

## 5.6 Rural Housing

### 5.6.1 Policy RES16: Management of One-off Housing

**It is Council policy to restrict the spread of one-off housing into the rural countryside and to accommodate local growth into identified small villages subject to the availability of necessary services. It is recognised that much of the demand for one-off housing is urban generated and this can result in an unsustainable pattern of development, placing excessive strain on the environment, services and infrastructure.**

**However, it is recognised that one-off housing may be acceptable where it is clearly shown that it is not urban generated, will not place excessive strain on services and infrastructure, or have a serious negative impact on the landscape, and where demand arises from locationally specific employment or local social needs. It is also Council policy to accommodate local growth by facilitating cluster and village development in the rural areas subject to the availability of necessary services.**

Consideration for Planning Permission will be given where there are applicants with strong links to the area through existing close family ties seeking to develop their first home on existing family farm holdings.

The policies of the 'Sustainable Rural Housing Guidelines, Guidelines for Planning Authorities, 2005' are fully recognised and embodied within the Council's own policies and approach to one-off houses in its rural areas. (Also see Chapter 16).

In addition to specific requirements in response to the varying degrees of protection afforded to the different rural zonings the Planning Authority will be obliged, under the provisions of Circular SP5/08, to subject appropriate applications – involving employment or the operation of a business – to the following considerations:

- That applicants will be required to satisfy the Planning Authority of their commitment to operate a full-time business from their proposed home in a rural area as part of their planning application (to discourage commuting to towns and cities).
- That applicants will be required to outline how their proposed business will contribute to and enhance the rural community.
- That applicants will be required to satisfy the Planning Authority that the nature of their

employment or business is compatible with those specified in the local needs criteria for rural areas (in order to discourage applicants whose business is not location dependant e.g. telesales or telemarketing).

In applications for replacement dwelling; the primary considerations will be potential negative visual impacts on the surrounding properties or landscape and for other negative impacts on the rural amenity - which could result from the design, location, layout and size of the proposed dwelling. Other considerations would be the appropriateness of demolition of the existing structure having regard to its existing setting, age, design and overall contribution to the area. Structures do not necessarily have to be designated a Protected Structure to be considered to warrant retention and due regard will be given to an area's vernacular in terms of both existing and proposed structures.

In currently or recently occupied dwellings proposed for demolition the applicants will be expected to be the owner and occupier to make such an application, provide a statement of some details of their occupancy noting that future applications by the applicant/family may have regard to same. Where permission is granted a Section 47 condition for occupancy will not normally be applied.

In order to protect the rural character of the countryside and foster sustainable development it is necessary to restrict the growth of what is generally described as urban generated one-off housing. Development proposals will be evaluated in accordance with the following criteria:

#### High Amenity Zoning 'G':

Within areas designated with zoning Objective 'G' ("to protect and improve high amenity areas") dwellings will only be permitted on suitable sites where the applicant can demonstrate to the satisfaction of the Planning Authority that:

- There is genuine requirement for housing in the area because their principal employment is in agriculture, hill farming or a local enterprise directly related to the area's amenity potential.
- The proposed development will have no potential negative impacts for the area in such terms as visual prominence or impacts on views and prospects, or the natural or built heritage.

#### Rural Amenity Zoning 'B':

Within areas designated with zoning Objective 'B' ("to protect and improve rural amenity") dwellings will only be permitted on suitable sites where:



- > applicants can establish to the satisfaction of the Planning Authority a genuine need to reside in proximity to their employment (such employment being related to the rural community),
- > or applicants who are natives of the area and have close family ties with the rural community.

**Occupancy**

Where permission is granted for dwellings in rural areas it will be normal practice for the Planning Authority to stipulate by condition that the applicant enter into an agreement under S.47 of the Planning and Development Act 2000, as amended, restricting occupation of the dwelling for a period of 7 years to the applicant, or to other such persons as agreed by the Planning Authority.

**Glencullen Local Area Plan**

Glencullen Village and its environs are covered by a Local Area Plan (LAP) adopted in 2007. The Plan sets out the criteria and framework for the future development of this very sensitive landscape and it includes policies in relation to local housing need, the village core and rural clusters and site suitability. Other issues incorporated in the Plan include:

- > Physical and social infrastructure
- > Design principles (Glencullen Design Guide)
- > The Glencullen River Corridor (and its tributaries)

- > Protection of water sources and well fields
- > Settlement pattern
- > Future economic trends
- > Occupancy agreements

It is considered the broad policies and objectives – including the Glencullen Design Guide – potentially have a wider application beyond the confines of the Glencullen LAP area. In evaluating development applications in other rural parts of the County regard will be had to the guiding principles set out in the Glencullen Design Guide.

**Green Belt Areas**

The use of lands in green belt areas for outdoor recreational purposes is permitted in principle. However, where complementary development is allowed, stringent conditions governing the height, scale and density of development will be imposed to protect the open nature of the lands.

Concerning residential development, only individual dwellings on lands comprising at least 4 hectares per dwelling will be considered. Applications for other uses will be considered subject in all cases to the overall objective of maintaining the open character of these lands. ‘Green Belt’ open lands also serve an important function in providing an easily identifiable buffer between expanding, built-up areas - in particular between Shankill and Bray. (See also Section 9.3.10).



## 6 Enterprise and Employment



IDA SOUTH COUNTY  
IRELAND BUSINESS PARK

The image shows a stone wall with a large sign for IDA South County Ireland Business Park. The sign features the IDA logo (three interlocking circles) and the text 'IDA SOUTH COUNTY IRELAND BUSINESS PARK'. Above the main sign is a smaller plaque with the IDA logo and some text. The wall is made of rough-hewn stones and is set against a background of greenery and a modern building with large windows.

## 6 Enterprise and Employment

**Vision:** The vision of this Plan is to support and facilitate the economic development of Dún Laoghaire-Rathdown across a range of sectors while acknowledging in particular the growing importance of the economy to the County. The strategy of the Plan is to strengthen existing employment centres and provide for a wide range of employment needs so that people with a diverse range of skill levels can create and find employment in the County. The principles of sustainable development will underpin the generation of economic growth.

### 6.1 Trends in Enterprise and Employment

#### 6.1.1 Introduction

This section sets out some of the recent trends in enterprise and employment in the County and provides a general socio-economic profile of the County.

The strong national trend in economic growth in the last decade has been reflected in a significant increase in employment and commercial development activity in the County. Since the adoption of the last Development Plan in 2004 there has been a 7% increase in the numbers at work in Dún Laoghaire-Rathdown – although the recent economic downturn has seen a significant rise in unemployment for the first time in many years. In the near future, Ireland faces negative to low positive economic growth rates and relatively high levels of unemployment compared with the levels recorded over the last 10 years. When, and to what extent, Ireland's economy will return to a more favourable growth path in the future cannot be predicted with any reasonable degree of certainty, particularly while the global economy remains unstable.

The socio-economic profile of the County, as evidenced in Census 2006, is broadly positive. The County had the lowest unemployment rate of any County, the highest level of educational attainment with a significantly higher proportion of third-level educated residents, and the highest proportion of managers/professionals among its labour force.

Analysis of the 2006 Census indicates that almost 40% of Dún Laoghaire-Rathdown residents are employed in knowledge-intensive industries – as defined by the OECD<sup>1</sup>. Dún Laoghaire-Rathdown is therefore, well positioned to capitalise on future growth in the 'knowledge economy' and the Plan strategy must look to focus on this growing sector. (See also Section 16.4).

#### 6.1.2 Sectoral Trends in Recent Years

Trends in employment and enterprise/economic development which have been observed over the last number of years and which, subject to the current economic situation, are likely to continue for the duration of the Development Plan include the following:

- The majority of new jobs continued to be created in services rather than manufacturing. The gradual relocation of light industrial uses from the Sandyford area has been a noticeable trend. The growth of this sector in Wicklow suggests a deflection from the Dublin area to outlying Counties.
- Local services, health care, leisure, tourism and retail sectors will become even more significant to the economy as the population ages and disposable incomes rise.
- Key growth sectors in the economy of the Dublin Region over the medium term are predicted to be as follows:
  - Retail/leisure
  - Financial services
  - Culture/tourism
  - Education/Research and Development
  - Health
  - Software/ICT

#### 6.1.3 Employment Trends

In the 2006 Census there were c.69,000 persons employed in Dún Laoghaire-Rathdown<sup>2</sup>. The County is home to 13% of all jobs in the GDA. The main concentrations of employment follow the key employment zones in Sandyford, Belfield, Cherrywood, Dundrum, Carrickmines, Dún Laoghaire and Blackrock. The Sandyford Commercial Axis zone employed circa 15,000 in

<sup>1</sup> Organisation for Economic Co-Operation and Development  
<sup>2</sup> Source: Census 2006 POWCAR Dataset.



2006. The rest of the employment was distributed widely throughout the County, with small levels of employment in the mainly residential parts of the County.

The 'jobs ratio' is the total number of jobs in a County divided by the labour force living in that County. The jobs ratio has often been used to measure the sustainability of settlements, and it has been posited that, on sustainability grounds, the ratio should not fall below 0.7. The most recent figures indicate Dún Laoghaire-Rathdown has a jobs ratio of 0.8. This is considered to be a positive finding.

#### 6.1.4 Commercial Development and Land Use Trends

A key objective in the Plan is to ensure the provision of a sufficient quantity of appropriately located zoned and serviced land for employment generation.

To put this objective in context, at present there is a total of 320ha of employment zoned lands in the County. The Sandyford Commercial Axis comprises almost half of this total (c.150ha), with the Cherrywood Science and Technology Park extending over approximately 25ha. Commercial development is also permitted in principle on lands zoned 'Major Town Centre' or 'District Centre'.

There are also smaller employment cores sprinkled across the County such as Churchtown Business Park, Shankill Centre and UCD Innovation Centre. Clusters of manufacturing employers reside in the

southeast and in areas around Dundrum (Balally, Meadowmount, Nutgrove and Farranboley) and Dún Laoghaire (Sallynoggin, Pottery Road, Granitefield, Kilbogget).

There remains a substantial quantum of undeveloped 'Objective E' zoned lands – circa 80ha. While much of this undeveloped land remains currently unserved, infrastructural programmes have commenced which will unlock the development potential of these lands. The main areas of presently undeveloped employment zoned lands (zoned objective 'E') are in:

- > Cherrywood (40ha),
- > Kiltiernan/Glenamuck (21ha)
- > Carrickmines (adjacent to 'The Park')(20ha)
- > Old Conna (some potential employment zoned lands)

The Sandyford/Central Park area has been the primary commercial growth area in the County in recent years. A total of 400,000sqm. of commercial floorspace has been granted permission in the last 7-8 years, 200,000sqm. of which has been completed and occupied. To put this figure in context, it has been estimated that, on average, over the last 30 years the annual completion rate for office space in the whole of Dublin has been c.80,000sqm. per annum.

A clear trend which has emerged in recent developments on 'Economic Development & Employment' zoned lands, and one which is generally supported by Council policy, has been

an increasingly diverse mix of uses (for example the Beacon Court & Beacon South Quarter which includes hotel, offices, hospital, apartments, shops, culture, retail warehouses, car showrooms, bars, cafes, community uses, crèches, leisure use/gym/pool and live-work units). The traditional 'separation of uses' that characterised planning for industry/employment has, over time, given way to a sustainability agenda which seeks to plan facilities that people need at convenient locations close to where they live, work, study and recreate in order to reduce the need to travel particularly by private car.

## 6.2 Strategy, Policies and Objectives

### 6.2.1 Strategy

The strategic vision of this Plan is to support and facilitate the economic development of the County across a range of sectors, while acknowledging in particular the growing importance of the knowledge economy. The vision also seeks to strengthen existing employment centres while the principles of sustainable development underpin the generation of economic growth. 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. It is an objective to provide for a wide range of employment needs to ensure that people with a diverse range of skill levels can find employment in the County.

To generate sustainable economic growth, cities need to be attractive places to live and work. This provides a broad agenda including everything from public transport, general affordability, cultural and recreational facilities, and the general quality of the environment. Office space needs to continue to be reconfigurable and flexible to facilitate growth. There is a need to develop premium office accommodation suited to top end, high value business activities. These are the activities most likely to be located in Ireland as low cost transactional activities move to lower cost locations.

A shift from 'high-volume jobs' to 'high-value jobs' is likely within the County as companies seek to move up the value chain and undertake higher value-added activities in Ireland. To support this, there is a need for the development of more specialised skills and expertise with a particular focus on the development of competences in innovation, product development and R&D.

The Council will seek to work in conjunction with other government and state agencies, to support and facilitate job creation programmes and socially useful and sustainable local industry.

A manifestation of this collective approach to the securing and strengthening of economic growth both in Dún Laoghaire-Rathdown and the wider Greater Dublin Area is the recent (July 2009) publication of the "Economic Action Plan for the Dublin City Region". This Action Plan, which was the result of a collaborative approach between the Dublin Local Authorities under the aegis of the Dublin Regional Authority, seeks to embed core economic principles into the planning and development system in a more explicit fashion than heretofore. The Development Plan is the central planning tool in the articulation of any County's economic and enterprise policy. It has subsequently been agreed that all of the Dublin Local Authorities would adopt a consistent policy position in relation to economic development and the planning system in their respective Development Plans. The key objectives of the Action Plan are represented in the box opposite.

### 6.2.2 Policy E1: Lands for Employment Use

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

There remains a substantial quantum of undeveloped 'Objective E' zoned lands – circa 80ha, located in Cherrywood, Kiltiernan/Glenamuck and Carrickmines. While some of the undeveloped lands remain currently unserviced, infrastructural programmes have commenced/or are at an advanced design stage, which will unlock the development potential of these lands. In this regard it is considered that sufficient quantum of 'Enterprise and Employment' zoned lands are available to facilitate continued economic development and employment growth in the County.

The Council will support the continued redevelopment and densification of Sandyford Business Estate to provide for high quality office accommodation, along with supporting facilities such as crèches, public restaurants/cafes and amenity areas for employees and visitors.

### 6.2.3 Policy E2: Knowledge Economy

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

The Council will liaise with Enterprise Ireland, the IDA, Forfás, the County's third level institutions and other relevant organisations to identify opportunities in Dún Laoghaire-Rathdown for the promotion of research and development/innovation and in particular to promote the location of new industry in the County that is generated from innovation processes.

It is Council policy to promote the rollout of high speed broadband, in particular next generation networks, to support knowledge-based enterprises, in accordance with Policy EI23 of this Plan.

**EMBED ECONOMIC OBJECTIVES IN PLANNING AND DEVELOPMENT.**

*The role of cities and planning and development policies are increasingly critical factors in economic development, employment growth and prosperity. Sustainable development has economic, environmental and social aspects; there is a need for planning to be responsive to changing economic circumstances and to balance complex sets of economic, environmental or social goals. The Development Plan and management system are crucial in promoting public and private investment, economic development and employment growth. Planning mediates all investment and can either amplify or restrict the flow of public benefits. The Planning Authorities will take a positive, pro-active, high quality approach when considering economic aspects of major planning applications. Central to this will be the articulation of economic and enterprise policies in the County Development Plan. It will embed core economic principles in the planning and development system, while ensuring appropriate location and development quality, which are vital to both quality of life and sustainable development. The following criteria will be an integral tool to aid assessments of strategic planning and development opportunities:*

1. *Do the density, scale and quality of the development optimise the consolidation of the City Region?*
2. *Is there significant regeneration benefit within the area, and/or the potential for follow-on future development?*
3. *Does the development maximise the economic return on public investment in infrastructure?*
4. *Will the development support an existing or create a new tourist attraction within the City Region?*
5. *Does the development support the development of agglomeration economies and clustering?*
6. *Does the development contribute to the achievement of other strategic objectives for the City Region such as enterprise and employment creation?*
7. *Does it contribute to an enhancement of quality of life?*
8. *Does it lead to increased market competition in the area?*
9. *Does it contribute to or increase the competitiveness of the City Region?*

**6.2.4 Policy E3: Creative County – Culture and Creative Industries**

**It is Council policy to promote the development of creative enterprises in the County.**

Cultural and creative industries, as a subset of the knowledge economy, are an increasingly important area of economic growth and employment creation. They have been defined as industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property - including areas such as advertising, software, publishing, architecture, music and the visual and performing arts, film, video and photography. This has led to the emergence of the concept of “creative cities”. There is a growing movement internationally by cities to become recognised and organised as creative cities.

**6.2.5 Policy E4: Third and Fourth Level Institutions**

**It is Council policy to work in conjunction with third and fourth level institutions in the creation and fostering of enterprise through research, innovation and development activities and the commercialisation of such activities.**

Strong evidence exists internationally to suggest that successful cities are those that achieve strong linkages and synergies between their universities and businesses (Stanford – Silicon Valley, being the obvious example). The Council has been closely involved in UCD’s ongoing plans to develop the campus – including significant additional incubator/office space to commercialise hi-tech research projects – ‘Belfield Innovation Park’ and the ‘Gateway’ project, which will introduce a greater mix of uses on the campus – including commercial offices/hotel/cinema/ leisure/retail - to ‘open up’ the campus to the wider community. The Council will support the efforts of UCD to continue to develop as a world-class university and will support the IADT in its mission to become the leading Irish educator for the knowledge, media and entertainment sectors.

It is Council policy to encourage the development of science and technology based enterprise in Dún Laoghaire-Rathdown. 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. The Council will encourage the establishment of fourth level institutions where appropriate to build on and



expand research, innovation and development activity in the County.

It is proposed to introduce a 'Third Level Institution' zoning objective. The purpose of this zoning objective is to recognise and facilitate the increasingly diverse array of uses on third level campuses. (See also Table No.18.13).

#### 6.2.6 Policy E5: Education and Skills

**It is 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 Dún Laoghaire-Rathdown.**

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. With most city regions now becoming more knowledge intensive, the challenge for Dún Laoghaire-Rathdown is to ensure that the County is at the forefront of this transition to a competitive knowledge based economy. The presence of excellent third and fourth level education and research and development nodes will be critical to ensuring success.

#### 6.2.7 Policy E6: Light Industrial and Related Uses

**It is Council policy, when determining planning applications on industrial sites, to consider the**

**employment generating value of light industry areas in the County and the value of maintaining an adequate supply of light industrial space and employment in order to help ensure a diverse range of employment opportunities in the County.**

There continues to be a need for a diverse range of employment opportunities in Dún Laoghaire-Rathdown despite the increasing move towards 'knowledge based' activities particularly in the context of high levels of employment in particular areas. Manufacturing industry employs in the region of 6,500 people in the County and while it is acknowledged that there will be ongoing decline of traditional manufacturing sectors it is considered, nevertheless, that there should continue to be adequate provision for light industrial activities.

#### 6.2.8 Policy E7: Residential Use in Employment Zoned Land

**It is Council policy to achieve a satisfactory balance with regard to the residential component of development on lands zoned Objective 'E' to ensure that such lands remain available to facilitate their primary objective for the lands which is the encouragement of enterprise and the creation of employment. Generally, any residential development proposals on 'E' zoned lands should ensure that the employment element on site in terms of floor space should be no less than that on site prior to redevelopment and must ensure that the employment element on site in terms of overall floor space remains the primary land use.**

The Plan has a central tenet of ‘planning for the knowledge economy’ – that is, the importance of planning ‘people places’ rather than environments solely to attract business. The land-use zoning objective for employment lands must be flexible enough to reflect this new mixed-use context, whilst reinforcing the primacy of the employment use.

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 in close proximity to public transport nodes and adjacent to facilities such as shops, crèches, restaurants and hotels and other community infrastructure.

### 6.2.9 Policy E8: Sandyford Commercial Axis

**It is Council policy to prepare an Urban Framework Plan for Sandyford.**

The “Sandyford Commercial Axis” refers to the combined Sandyford Business Estate, Central Park and the South County Business Park area. Since 2000, the area has experienced significant high density development, in particular residential development as part of mixed use schemes that also include comparison and convenience retail uses and other retail services such as banks, hair and beauty salons, bookmakers and off licences. In response to the changing nature of Sandyford and the fact that there already exists 3,500 permitted residential units, it is considered appropriate to allow for continued development of residential uses and the associated uses required to serve this population in order to create a coherent urban form. However, it is also considered that Sandyford Commercial Axis should remain the primary employment centre in Dún Laoghaire-Rathdown. Due consideration will be had to policies and objectives for the future development of Sandyford to allow for a mix of uses whilst promoting the area as a major employment node. The Sandyford Urban Framework Plan will address these issues and detail the quantum of future development and the urban form which this should take.

### 6.2.10 Policy E9: Enterprise Incubator Units

**It is Council policy to assist in the provision of enterprise centres in association with other agencies and in the context of local need.**

The availability of adequate incubator space for enterprises in the early stages of development should be part of the enterprise infrastructure in Dún Laoghaire-Rathdown.

The Council will liaise with the public sector enterprise support agencies, with voluntary community development groups and with business

organisations in Dún Laoghaire-Rathdown 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. (See Chapter 16, Development Management).

It is a specific objective of the Council to cooperate with other agencies with a view of establishing enterprise, research and development centre in the Ballybrack/Loughlinstown/Cherrywood area and other areas as appropriate.

### 6.2.11 Policy E10: Office Development

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

Office developments will generally be considered appropriate in Major Town Centres, District Centres and 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.

The Council will encourage the conversion of existing office stock, where appropriate, to be more receptive to the changing needs of employers and employees. In this regard, the establishment of high specification ‘fourth generation’ office accommodation will be especially encouraged.

### 6.2.12 Policy E11: Home Working/E-Working

**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 and to promote and encourage the development of ‘Live-work’ units capable of accommodating home-based economic activities in areas of high density development at sustainable development locations in the County.**

The Council acknowledges the growing trend in ‘e-working’ or home-working, which can contribute to a decrease in the demand for commuting-related travel. Proposals for use of the home as a workplace will be controlled through the development management system in order to ensure the development can be integrated without detriment to the amenities of residential areas.

### 6.2.13 Policy E12: Helipads

**It is Council policy to facilitate the provision of a helipad facility at the major employment cores in the County. The preferred option is for a collective facility to serve multiple users in order to avoid the proliferation of such facilities.**

The Council recognises the role that helipad facilities can play in adding to the attractiveness of employment areas for large companies. There can be detrimental impacts from helipad facilities on adjacent residential areas in terms of noise nuisance and any such proposals would have to be carefully assessed in this regard. Any such facility would also have to adhere to best practice in safety regulation as laid down by the Irish Aviation Authority (IAA).

### 6.2.14 Policy E13: Tourism and Recreation

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

The Council recognises the employment potential of tourism and recreation in the local economy. The Council will co-operate with the appropriate agencies in promoting sustainable tourism and securing the development of tourist and recreation orientated facilities in the County.

### 6.2.15 Policy E14: 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.

### 6.2.16 Policy E15: Commercial Leisure

**It is Council policy to ensure that all major commercial leisure developments are located in accordance with a sequential test approach. The priority will be Major Town Centre locations, then District Centres and Neighbourhood Centres. The availability of a choice of sustainable transport modes will be essential.**

Commercial leisure facilities are those run on a profit basis and include cinemas, family entertainment centres such as bowling, indoor children's play centres, fitness centres, gyms, swimming pools etc. Commercial leisure facilities generate a high level of movement and are best located in places that offer the highest levels of accessibility to a range of transport modes, in particular public transport.

### 6.2.17 E16: Equine Industry

**It is Council policy to support the government commitment to the horse industry in Ireland and to promote and support and facilitate the development of the equine industry in Dún Laoghaire-Rathdown County in particular and to promote Dún Laoghaire-Rathdown as a centre of excellence for the bloodstock industry. The Council recognises the increasing importance of the equine industry in Dún Laoghaire-Rathdown County, particularly the positive contribution that the industry makes towards agricultural diversification and rural employment in the county. In this context special consideration will be given to facilitate provision of residential accommodation on site in association with the development of horse breeding or equine facilities.**