

6

Enterprise and Employment



Sandyford Business District (Credit: Henry J Lyons Architects and Green Property REIT PLC.)

6.1 Introduction

The creation of a County which delivers sustainable employment and economic growth and achieves higher standards of living for all, is one of the key strategic outcomes which underpins the overall Development Plan Vision. The Enterprise and Employment Chapter sets out a framework for

enterprise, employment and tourism development to support economic activity and growth across a range of sectors, and is prepared in accordance with recently established national, regional and local level economic development policies.

6.2 National and Regional Planning Context

The strong national focus on economic recovery in recent years has filtered through to local government generally and the land-use planning process specifically. Under the Local Government Reform Act, 2014, a number of changes were made to the regional structures in Ireland including the replacement of the Regional Planning Guidelines with the Regional Spatial and Economic Strategy (RSES), which broadened the scope of the regional level plan to include an economic as well as a planning remit. The RSES now provides the regional level economic policy to support the implementation of the [National Planning Framework](#), which itself is aligned with the Government's national enterprise policy document 'Enterprise 2025 - Renewed' (2018). The [RSES for the Eastern and Midlands Region](#) is underpinned by the principle of 'economic opportunity' which aims to create the right conditions and opportunities for the Region to realise sustained employment and economic growth. The RSES aligns regional strategic outcomes to the overarching principle of economic opportunity to provide a framework for City and County Development Plans in the Region. These strategic outcomes include:

- A strong economy supported by enterprise and innovation - Build a resilient economic base and promote innovation and entrepreneurship eco-systems that support smart specialisation, cluster development and sustained economic growth.
- Improve education skills and social inclusion - Improve education and develop the right skills to attract employers and retain talent and promote social inclusion to ensure opportunities for quality jobs across the Region.
- Global City Region - Promote Dublin as a global City Region and protect and enhance international connectivity, including ports and airports and promote the Region as a gateway to Ireland.
- Enhanced strategic activity - Protect and enhance international connectivity and regional accessibility to support economic development, build economic resilience and support strengthened rural communities and economies including the blue-green economy and tourism.

The RSES sets out guiding principles to identify suitable locations for strategic employment development and recommends that these principles are applied by Local Authorities in the preparation of Development Plans. The Dublin MASP supports a sequential approach to employment lands with a focus on the intensification of existing lands within the M50 and also at strategic development areas in tandem with the provision of high quality public transport. Cherrywood, Ballyogan (Carrickmines) and Sandyford are all identified in the Dublin MASP as strategic employment locations.

In line with the RSES guiding principles, the spatial strategy for employment in DLR aims to provide for the expansion of employment through the designation of a range of sustainable employment locations. The DLR strategy applies the principles of the circular economy to land-use management through the proposed intensification and redevelopment of existing strategic employment areas within the M50 ring and the activation of key strategic sites such as Cherrywood and Carrickmines which are accessible to public transport. The strategy seeks to align strategic employment locations with existing and identified residential growth areas through high frequency transport, thereby minimising the divergence between the places people live and work, increasing the efficiency of land-use, reducing sprawl and minimising carbon footprint. The DLR employment strategy is supported by the policies set out within this Chapter, and elsewhere in the Plan, and aims to create the conditions to attract internationally mobile investment and provide opportunities for indigenous enterprise growth.

The Local Government Reform Act, 2014, introduced the requirement for each Local Authority to develop a Local Economic and Community Plan (LECP) to identify and implement actions to strengthen and develop the economic and community dimensions of the Local Authority area over a six-year period. LECPs represent a bottom up approach to support the implementation of national policy, by setting out objectives and actions needed to promote and support economic development at the local level. As set out under section 66B(2), the promotion of economic development in the LECP

includes creating and sustaining jobs and promoting the interests of the community.

The LECP must also support the enhancement of local innovation capacity, including investment in research and development capacity, technology transfer, up-skilling and re-skilling, and identify economic potential and the requirements to realise this potential. The implementation of the LECP is, in part, supported by the work of the DLR Local Enterprise Office which operates as a first stop shop for the micro-enterprise and small business sector, delivering direct enterprise support and co-ordinating access to services for business.

The DLR LECP 2016-2021 is structured around a series of high level goals, thematic objectives and individual actions to underpin economic growth and community improvements. The economic element of the LECP aims to support and guide the development of the local economy, through the expansion of employment and economic activity, development of the green economy, and the promotion of DLR as a vibrant and attractive place

to do business, as well as a hub for enterprise and innovation. Section 44 of the Local Government Reform Act, 2014, requires the LECP to be consistent with the RSES, and in this regard, it is noted that the current DLR LECP 2016-2021 was prepared prior to the adoption of the EMRA RSES 2019-2031. As such, the Council will support the preparation of a new LECP for DLR to ensure consistency with the RSES and the Core Strategy and policy objectives of the new County Development Plan, and to ensure the requisite framework is in place to support a bottom-up approach to economic growth and community improvements in the County at the local level.

Policy Objective E1 – Local Economic Community Plan

It is a Policy Objective to support the review and preparation of a new Local Economic Community Plan for Dún Laoghaire-Rathdown to ensure the local level framework is in place to support economic growth and community improvements. (Refer also to Section 4.2.2.1, Policy Objective PHP12)



County Hall, Dún Laoghaire

6.3 Enterprise and Employment Trends

The Dublin Metropolitan Area is the State's economic engine and its success plays a significant role in delivering national economic growth. The economic performance of the Dublin Metropolitan Area must be supported, protected and enhanced. In economic terms, the Dublin and Mid East Region constitutes 42% of the State population but contributes over 50%¹ of national GVA (gross value added). DLR comprises an integral part of the Dublin Metropolitan Area and it is important therefore, that the enterprise and employment policies of the DLR County Development Plan maintain a strong focus on enhancing the County's attractiveness as a location in which to live, work and do business, in addition to providing the flexibility and adaptability to support the role of enterprise, and its evolving requirements, in ever-changing economic circumstances.

6.3.1 DLR Employment Profile

This Section provides a general employment and socio-economic profile of the County. The key indicators of Census 2016 suggested a strongly performing and growing local economy. The Census

shows there were approximately 95,925 people resident in DLR who were at work, an increase of 9.6% from 87,490 in 2011. The Census also records how many jobs are located within the County and in 2016 this figure was 92,909².

In tandem with these strong employment growth figures was a consistent decline in the number of person's unemployed in the County. DLR has now recorded the lowest unemployment rate in the State for the two most recent Census – 11.2% for Census 2011 and 7.4% for Census 2016. While in 2016 there were pockets of comparatively higher unemployment located throughout the County, there were no CSO defined unemployment blackspots³. Up until the impact of Covid-19, the overall trend of unemployment in the County was one of continual decline, from a peak in 2010 associated with the financial and property crash, to near full employment by year end 2019. Figure 6.1 illustrates this declining trend over the last decade, as evidenced in the Live Register figures for the two Social Welfare Offices located in the County at Dún Laoghaire and Nutgrove.

**Persons on Live Register (Number) by Social Welfare Office and Month
Both sexes, all ages (number)**

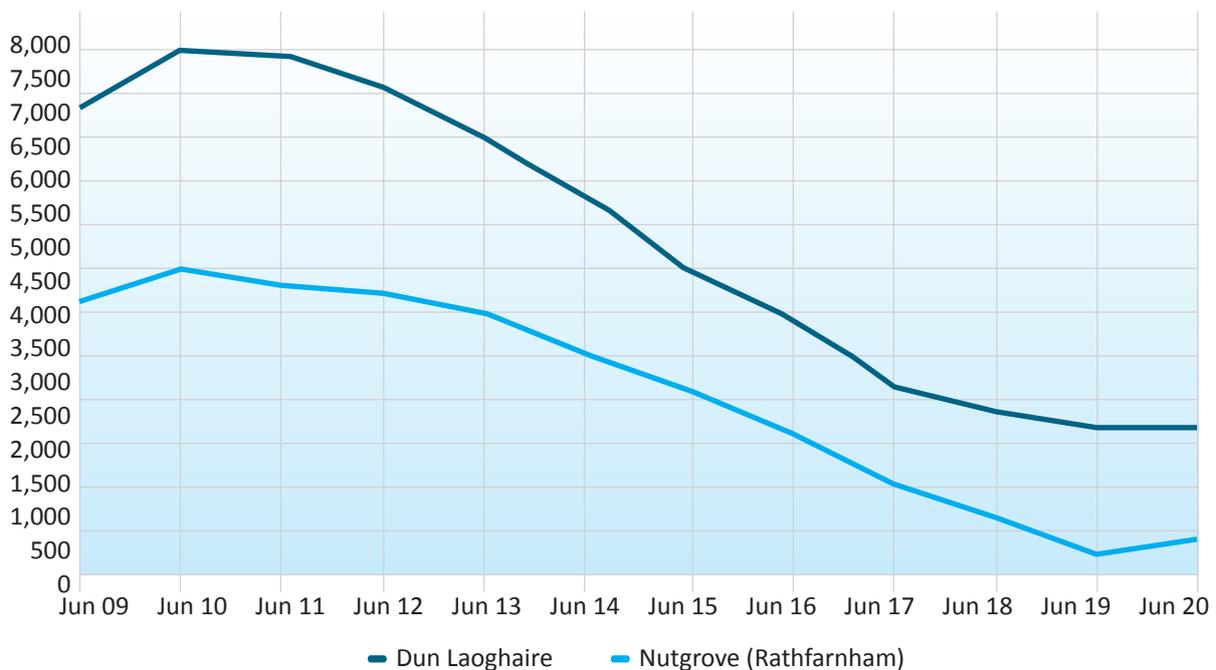


Figure 6.1: Persons on the Live Register (Source: CSO)

¹ 51.4% GVA at Basic Prices, 2018 (Source: CSO)

² This figure includes 13,450 DLR residents at work, where their place of work was blank or uncodeable in the Census returns, or where the person indicated they had no fixed place of work.

³ For Census 2016, the CSO defined an unemployment blackspot as an ED whose labour force exceeded 200 persons and where the unemployment rate (on a Principal Economic Status basis) exceeded 27 per cent.

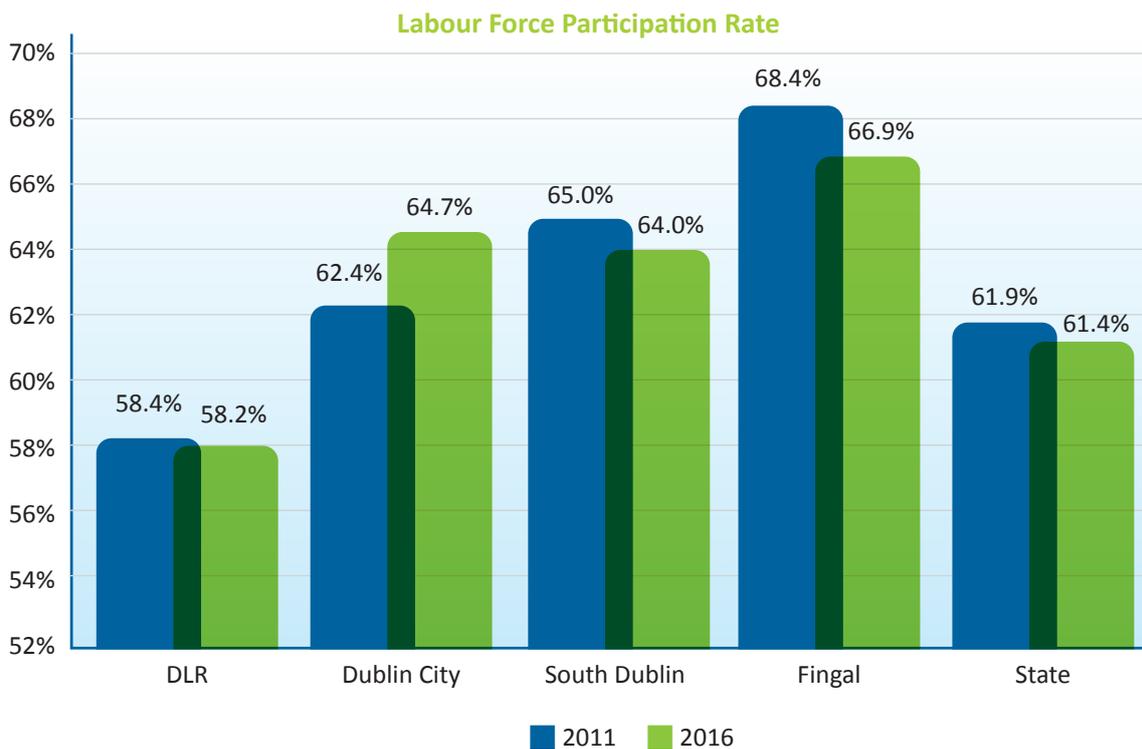


Figure 6.2: Labour Force Participation (Source: CSO Census)

When assessing the characteristics of the labour force in DLR, two factors stand out: the relatively low labour force participation rate and the relatively positive 'Jobs Ratio'. The labour force in DLR is comprised of all persons who are at work, looking for their first job or unemployed; while students, homemakers, retired persons and those unable to work are categorised as not being in the labour force. The results of Census 2016 indicate that the total number in the labour force in DLR stood at 103,641, an increase of 5,080, or 5.2% from 2011. The County's labour force participation rate was 58.2%, remaining broadly unchanged from a rate of 58.4% in 2011. As shown in Figure 6.2, the labour force participation rate for DLR remains the lowest of all four Dublin Authorities. This relatively low participation rate is primarily due to (i) the high numbers of DLR residents in the retired age cohorts, and (ii) the relatively large proportion of third level students in the County.

At an inter-regional level, a good indicator of the imbalances that exist between the location of the labour force and the location of jobs is the 'Jobs Ratio'. The 'Jobs Ratio' is the total number of jobs located within a County divided by its labour force. The 'Jobs Ratio' is used as an indicator to measure the sustainability of settlements and it has been suggested that on sustainability grounds, the ratio should not fall below 0.7. Based on 2016 Census data there were 92,909 jobs in DLR and a labour force of 103,641 people. This provides a comparatively positive and sustainable 'Jobs Ratio'

for DLR of 0.9. Of the 92,909 jobs in the County, DLR residents occupied approx. 53% or 48,963 of these jobs, while there were significant inflows of workers into the County from Dublin City (14,237), South Dublin (9,827), Wicklow (8,346) and Fingal (3,768). In terms of employment outflows, the single largest employment destination outside of the County was Dublin City where a total of 34,291 DLR residents travelled to work. This outflow is considered relatively sustainable in the context of the primacy of Dublin City as an employment location and the proximity and availability of sustainable modes of transport connecting DLR with the City Centre.

The socio-economic and employment profile of the County reflects both a well-educated and highly skilled resident workforce. Over 47% of DLR residents aged 15 years and over, that have ceased education, have completed an Ordinary Bachelor's Degree or Higher and this is significantly higher than the comparable rates for Dublin City (32.7%), South Dublin (25.3%), Fingal (30.7%) and the State (26.5%). Both UCD and IADT are recognised as significant contributors to DLR's highly educated workforce. UCD is Ireland's largest University with c. 30,000 students and is ranked within the top 1% of higher education institutions world-wide while IADT is Ireland's only institute of art, design and technology and comprises c. 2,500 students.

Census 2016 confirmed the continuing trend in the County towards a high proportion of residents employed as managers/professionals. The County had the highest proportion (26%) of

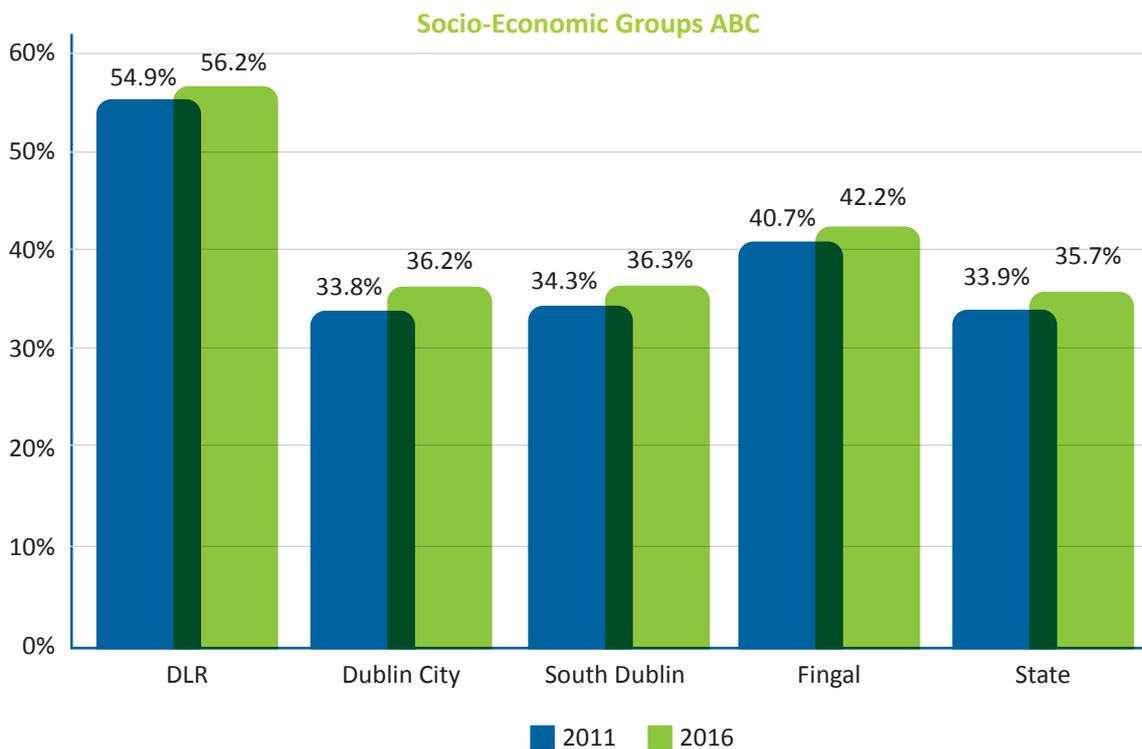


Figure 6.3: Socio-Economic Groups ABC (Source: CSO Census)

persons classified as Employers and Managers (Socio-Economic Group A) in the State. When combined with those employed as higher and lower professionals (Socio-Economic Groups B and C) this cohort increased to 56% of all residents. As shown in Figure 6.3, the number of DLR residents in the ABC cohorts is significantly higher than the other Dublin Local Authorities and the State. In 2016, households in DLR also had the highest median income in Ireland at €66,203, which comprised 46% more than the state average and 18% more than the Dublin average.

The occupational composition of the County is characterised by a significant number of residents employed in the knowledge economy and high-value growth sectors. In 2016, there was 11,232 DLR residents employed in Professional, Scientific and Technical Activities followed by 10,934 DLR residents employed in Financial and Insurance Activities. The largest growth sectors between 2011 and 2016 were the Information and Communication sector which saw an additional 2,108 DLR residents working in this profession, followed by Professional, Scientific and Technical Activities which saw an increase of 1,785 workers.

Figure 6.4 illustrates the location and density of jobs across the County based on the CSO's Workplace Zone data. Significant employment concentrations are evident at Sandyford Business District, UCD, Dún Laoghaire, Dundrum and Blackrock, and in a number of less prominent clusters throughout the County such as Deansgrange, Nutgrove, Carrickmines and the emerging employment hub at Cherrywood.

6.3.2 Sectoral and Land Use Trends

The focus of job creation in recent years has been in the high-value services sector with a particular focus on the Information and Communication sector and the Professional, Scientific and Technical Activities sector. It is anticipated that these sectors will continue to perform strongly over the Plan period. Central to the growth of the national economy has been Ireland's success in attracting multi-nationals and foreign direct investment, and DLR is recognised as an important contributor in this regard with its skilled and highly educated resident workforce, established business ecosystems, modern infrastructure and high quality of life offer. As of August 2020, there were 63 IDA client companies located in the County, primarily operating in the financial services, software, ICT and medical devices sectors. The single largest location for foreign direct investment in the County is at the Sandyford Business District (27 IDA client companies), while there are other significant clusters at the Clonskeagh Office Parks (7), Dún Laoghaire (6), Blackrock (5), Cherrywood (4) and Deansgrange (3). It is now recognised that placemaking and the development of attractive places to live and work are important factors when it comes to attracting and retaining the skills and talent on which foreign direct investment, and indeed domestic business, are reliant. The benefits of place-making and quality of life offer are recognised as important tenets of this Plan from an economic perspective and it is important that DLR maintains and enhances its competitive advantage in this regard.

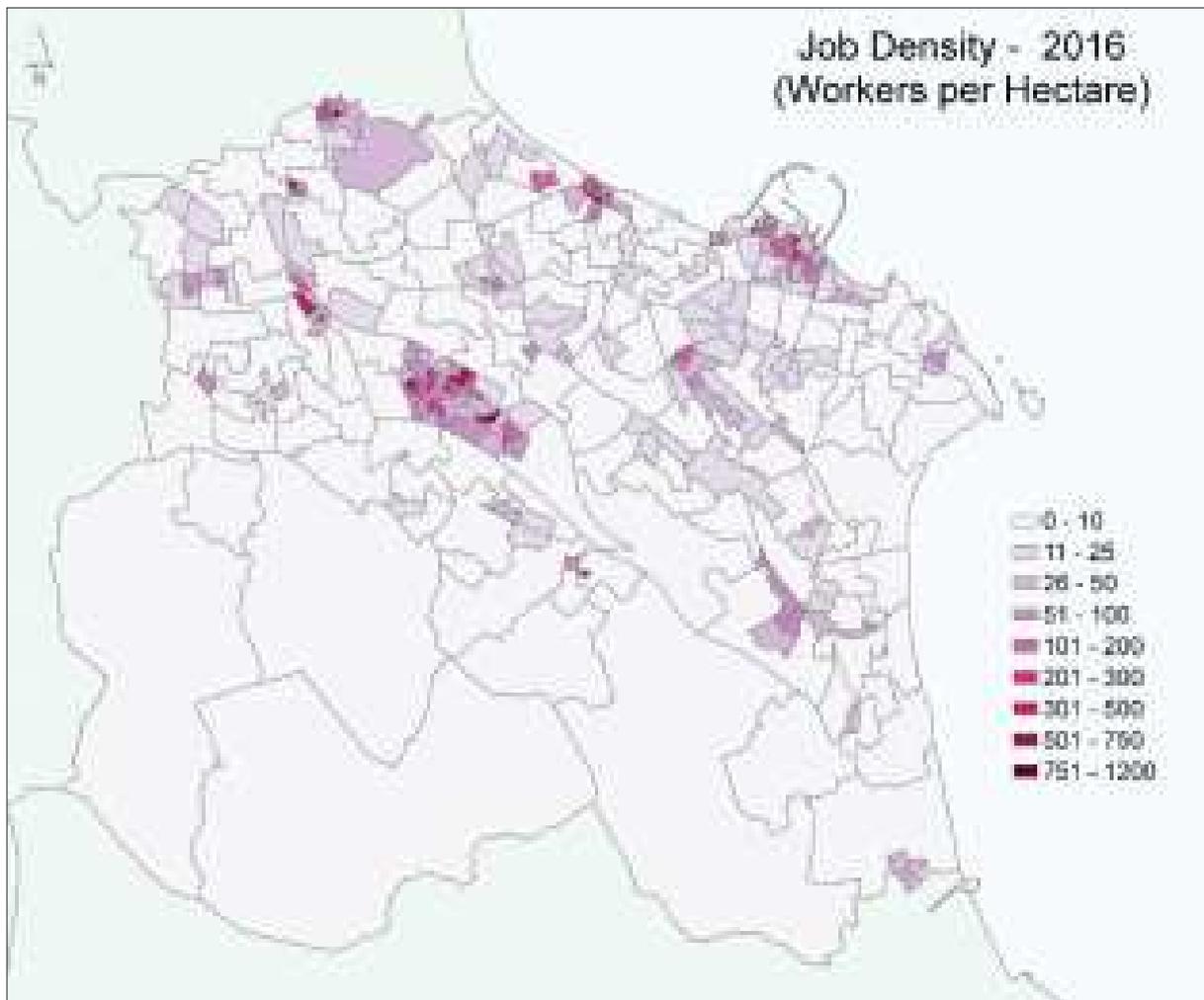


Figure 6.4: Job Density (Workers per Hectare), 2016 (Source: CSO Workplace Zone Census Data)

In land-use terms, office development in recent years has generally comprised the consolidation and intensification of existing employment lands to provide higher density and people intensive uses as well as the construction of significant client-specific Grade A office accommodation at well located sites served by high frequency public transport. Strategically located suburban sites in DLR are now recognised as offering a viable alternative to the premium rental rates in Dublin's Central Business District. Furthermore, the County is considered an excellent option for large companies applying a 'hub and spoke' model where companies occupy a mixture of central and suburban locations with staff varying where they work depending on operational requirements. The gradual relocation of light industrial uses from the County, and in particular the Sandyford Business District, has been a noticeable trend, and corresponds with a decreasing number of DLR residents working in the manufacturing sector. This trend is consistent with an overarching shift towards intensification of strategic employment areas for people-intensive

employment, and the relocation of space-extensive and less people intensive enterprises which may be better suited to alternative locations.

Construction and planning activity in recent years has been primarily focused at a number of strategic locations in the County; namely Sandyford Business District, Dundrum, Blackrock, Cherrywood and Carrickmines. The Sandyford Business District continues to evolve and expand with significant recent occupancies including Microsoft's new European Headquarter building and Mastercard's European Technology Hub, both located at South County Business Park. The role of Cherrywood as a significant employment destination in the County continues to grow with c. 47,000 sqm of High Intensity Employment granted since the adoption of the SDZ Scheme and c. 21,500 sqm of this quantum currently under construction and nearing completion⁴. Knowledge intensive and high-tech start-ups and companies are an increasing presence in the County as evidenced by the significant demand and continued growth of NovaUCD.

⁴ Accurate as of August 2020.

It is anticipated that the prevailing trend and shift from 'high-volume jobs' to 'high-value jobs' is likely to continue over the Plan period. Significant benefits are accrued by the knowledge economy in terms of innovation in an office environment and the Plan will support continued development in this regard. Furthermore, as the future role and function of office space and workplace practices evolve, it is acknowledged that office space will need to be adaptable and flexible to support continued economic growth.

Having regard to the County's demographic profile and the high numbers of DLR residents in the retired age cohorts, in addition to the high median income of the County, it is likely that local services, health care, leisure, tourism and retail sectors will continue to be significant components of the local economy going forward.

6.3.3 Demand for Employment Zoned Lands

A key objective of the Plan is to ensure that sufficient serviced lands are available for employment generation and the plan-making process must include an assessment of the adequacy of the existing employment zoned lands and consider whether additional lands may be required to meet employment needs over the Plan period. The main areas of presently undeveloped employment zoned lands in the County are located

at Carrickmines and Cherrywood, as well as a smaller parcel of land to the north of Bray Town. The Sandyford Business District is recognised as a strategic employment location for the Dublin Metropolitan Area and has significant potential for increased land efficiency and densification through intensification of existing brownfield sites for additional High Intensity Employment. There is also potential for the development of key strategic urban regeneration sites for employee-intensive development at the Major Town Centres in the County. The Plan recognises the importance of employment within the County's Major Town Centres as a key element that contributes to the vibrancy and vitality at these highly accessible multi-functional locations.

The Core Strategy of this Plan has concluded that there are sufficient employment zoned lands to meet estimated demand over the lifetime of the Plan. It is noted, however, that the extent of the employment landbank in DLR is quite low in comparison to adjoining Counties in the MASP area, and in this regard, there is an enhanced need to retain and protect these strategically located employment lands for employment purposes in line with their RSES designation which extends beyond the lifetime of the Plan. Policy Objective CS6 of Chapter 2 'Core Strategy' provides that it is a policy to ensure that sufficient serviced lands continue to be available for employment generation.



The Hampstead Building at The Park, Carrickmines (Credit: Donál Murphy)

6.4 Enterprise and Employment - Strategy and Policies Objectives

6.4.1 Strategy

The success of enterprise and employment in the County is intertwined with maintaining and enhancing the attractiveness of the County as a high quality place to live, work and visit. It is this wider package, which includes everything from high quality public transport and active travel, supporting physical infrastructure, availability of housing, education infrastructure, quality place-making and heritage, culture, recreational and community facilities, which will ultimately attract business and ensure the County works better for all. In spatial terms, the DLR employment strategy aims to provide for the expansion of employment through the designation of a range of highly accessible employment locations. The Employment Strategy of this Plan seeks to align strategic employment locations with existing and identified residential growth areas through existing high frequency public transport corridors and active travel thereby minimising the divergence between the places people live and work, increasing the efficiency of land-use, reducing sprawl and minimising carbon footprint. The strategy supports the expansion of key strategic employment locations at Sandyford, Cherrywood, Carrickmines and seeks to retain and enhance the important role of employment in the County's Major Town Centres.

In recognition of the evolving nature of office space and workplace practices, the Plan acknowledges the requirement for office space to be flexible and adaptable in order to facilitate economic growth. The Plan recognises the contribution of small, medium and large enterprises through supporting the broad range of office types from co-work office space, enterprise incubator units and start-up hubs, through to strategic High Intensity Employment locations suitable for companies of national and international scale.

From a sectoral perspective the Plan aims to support and facilitate the economic development of the County across a broad range of sectors, while acknowledging in particular the importance of the knowledge economy. The focus on employment creation is based on consolidating the strong job generation capacity of technology and knowledge based industries. In addition, the Plan provides for a wide range of employment needs to ensure that people with a diverse range of skill levels can both find and help grow employment opportunities in the County. Furthermore, the Council will seek to work in conjunction with state agencies and the government to support and facilitate education, up-skilling and job creation programmes.



RSA House, Dundrum

6.4.2 Policy Objectives

6.4.2.1 Policy Objective E2: Knowledge Economy

It is a Policy Objective to promote the development of knowledge-based enterprise in the County.

The Council will liaise with Enterprise Ireland, the IDA, the County's Third Level Institutions and other relevant organisations to identify opportunities in DLR for the promotion of research and development/innovation and, in particular, to promote the County as a location for new industry that is generated from innovation processes.

6.4.2.2 Policy Objective E3: Cultural and Creative Industries

It is a Policy Objective to promote the development of cultural and creative enterprises in the County.

Cultural and creative industries, as a subset of the knowledge economy, are an increasingly important area of economic growth, employment creation and social cohesion. They have been defined as activities and 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. There is a growing movement internationally by cities to become recognised and organised as 'creative cities' and in this respect, the location of Ireland's only institute of art, design and technology - IADT - in the County is a significant asset. IADT's strategic vision is to be a leader in higher education with a specialist focus on the development of future makers and shapers, technologists, thinkers, storytellers and creators who lead and innovate in a changing digital world.

6.4.2.3 Policy Objective E4: Further and Higher Education Institutions

It is a Policy Objective to work in conjunction with Further and Higher Education Institutions in the creation and fostering of enterprise through research, innovation and development activities and the commercialisation of such activities. The Council will support the development of sites where high-tech and high potential start-ups can thrive, in conjunction with Institutes of Technology and Universities, to create collaborative and innovative growth.

Strong evidence exists internationally to suggest that successful cities are those that achieve strong linkages and synergies between their universities and businesses. The RSES identifies institutes of technology and universities as key strategic sites for high-potential growth of economic activity. The concept envisages a role for Institutes of Technology as a driver of start-ups and scale-up of enterprises through inter-institutional connections and impactful collaboration.

NovaUCD is the hub of innovation related activities at University College Dublin and supports collaboration between industry and UCD's research expertise as well as supporting commercialisation opportunities for UCD's research community. NovaUCD also offers purpose-built, state-of-the-art incubation facilities for knowledge-intensive companies and currently facilitates over 55 companies ranging from early stage high-tech start-ups to established innovation-led companies, covering an array of sectors including ICT, biotech, medical devices, wireless and renewable energy. At NexusUCD, the Industry Partnership Centre offers high-quality modern office space to established innovation-led companies who are collaborating, or wish to collaborate, with UCD's world-class research base. The Council has been closely involved in UCD's ongoing plans to develop its campus, including the recent expansion of NovaUCD, and will continue to support the efforts of UCD in this regard. The IADT Media Cube is an on-campus incubation centre supporting high potential start-up companies which actively encourages cross-collaboration between the client ventures and the staff and students on the IADT campus. The Council will support the Institute's role in creating collaborative and innovative growth.

It is Council policy to encourage the development of science and technology-based enterprise in DLR. 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 Further and Higher Education Institutes where appropriate to build on and expand research, innovation and development activity in the County.

The Council acknowledges the importance of Colleges of Further Education in the County. These Colleges provide important training and skills for students of all ages and are often a stepping stone to Third Level education. They are one of the few

places where adults can return to college to attain an education from almost all of the disciplines. In addition, the Colleges are also of direct importance as significant employment generators in their own right.

The Council will work with all educational institutions to ensure their full development, to encourage the establishment of any new colleges and allow for the development of student accommodation in accordance with Policy Objective PHP29 'Provision of Student Accommodation'.

6.4.2.4 Policy Objective E5: Education and Skills

It is a Policy Objective 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.

The development of human capital is central to the County's economic and social development. 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 DLR is to ensure that the County

maintains its position as a front-runner location in the competitive knowledge-based economy. The continuing presence and growth of excellent Further and Higher Education Institutes, and research and development nodes in the County, will be critical to ensuring success.

6.4.2.5 Policy Objective E6: Tackling Unemployment

The Council acknowledges the importance of technical education and skilled trades in the County. It is a Policy Objective to support the work undertaken by the Education and Training Boards in relation to courses provided under SOLAS and the establishment of Community Training Centres, Local Training Initiatives and Specialist Training Provision in the County.

The Council recognises that areas of higher unemployment, specifically among the younger population, do not always benefit from a focus on Further and Higher Education, jobs in the IT sector or enterprise, and would benefit more by the provision of the above types of training and skill development as well as traditional forms of employment via the public sector. The Council will support and facilitate a policy which will seek to employ skilled trades people to facilitate the employment of apprentices.



6.4.2.6 Policy Objective E7: Social Enterprise

It is a Policy Objective to promote the development of social enterprise in the County.

A social enterprise⁵ is an enterprise whose main objective is to achieve a social impact. Social enterprises operate in what is known as the Third Sector or the social economy and seek to assist with addressing social, economic and environmental challenges which the private sector may not see a viable or profitable opportunity, and in which the public sector may struggle to provide effective service delivery. Social enterprises can have a positive social impact on the people working and living in their communities through fostering inclusive growth, shared prosperity, social inclusion, training and job creation. Refill Ireland Project Ltd. is one such DLR based social enterprise which comprises a voluntary environmental project aiming to reduce the amount of plastic bottle waste through the establishment of a free-to-use network of water refill locations.

6.4.2.7 Policy Objective E8: Sandyford Business District

It is a Policy Objective to implement the Sandyford Urban Framework Plan.

The RSES identifies Sandyford as a strategic employment location in the Dublin Metropolitan Area while the Dublin MASP supports the continued development of Sandyford as a high-density business district. In line with these regional classifications the Employment Strategy of the County Development Plan identifies the Sandyford Business District as a strategic employment location with significant potential for increased land efficiency and densification through intensification of existing brownfield sites for additional High Intensity Employment. The Sandyford Business District remains the primary employment centre in DLR and the Council will support the continued redevelopment and densification of Sandyford Business District to provide for high quality office accommodation along with supporting facilities. The provision of additional uses in the Sandyford Business District will be strictly in accordance with the provisions of the Sandyford Urban Framework Plan.

6.4.2.8 Policy Objective E9: Smart Dublin

It is a Policy Objective to support the Smart Dublin Initiative which will allow greater flexibility for the County to work with Universities, citizens, entrepreneurs and companies, to co-innovate, test and deploy new urban solutions.

Smart Dublin is an initiative of the four Dublin Local Authorities to engage with technology providers, researchers and citizens, to transform public services and enhance quality of life. Smart Dublin is delivering a programme that encourages the creation of solutions to address urban needs with an emphasis on using the opportunities offered by emerging technology and public data. The key objectives of Smart Dublin include: the provision of better public services; the promotion of innovative solutions to existing challenges; supporting economic activity through the creation of an ecosystem that attracts and provides opportunities for business; and increasing collaboration and engagement. Smart Dublin has identified mobility, environment, energy, waste and emergency management as priority challenges to be addressed.

Under the initiative, Smart Districts are strategically selected at locations across Dublin where specific innovation projects are identified and fast-tracked. Within DLR, Smart Sandyford is a partnership between DLR County Council, Science Foundation Ireland's Enable Research Programme and the Sandyford Business Improvement District. The Smart Sandyford goal is to use technology to overcome some of the challenges facing the local community including: improving the flow of people, bicycles and vehicles into and around the District; building a sense of community and local identity; and, strengthening Sandyford's competitiveness and attractiveness as a place to do business. The Council recognises the potential societal benefits that can be attained through technological advancements and will continue to support the Smart Dublin initiative.

Smart Tourism is an important component of the Smart City concept and refers to the use of information and communication technology to develop innovative tools and approaches to improve tourism.

⁵ A social enterprise is defined as an enterprise that trades for a social/societal purpose, where at least part of its income is earned from its trading activity, is separate from government, and where the surplus is primarily reinvested in the social objective. (Forfás, 2013.)

6.4.2.9 Policy Objective E10: Office Development

It is a Policy Objective to facilitate significant additional office development in employment and commercial centres. The appropriate locations for office development would generally be in employment zoned areas, Major Town Centres and District Centres.

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

The extent of the employment landbank in DLR is quite low in comparison to adjoining Counties in the Dublin MASP area and there is an enhanced need to retain and protect these lands for employment purposes. The Dublin MASP identifies Sandyford, Cherrywood and Carrickmines as strategic employment locations in the Dublin Metropolitan Area. In line with this designation the Council considers these areas to be priority locations for the delivery of office development of scale. Proposals for office development at Sandyford and Cherrywood will be assessed in accordance with the Sandyford Urban Framework Plan and the Cherrywood SDZ Planning Scheme as appropriate. The Council will support the continued development of office accommodation at Carrickmines to retain and enhance its role as a highly accessible and strategic employment location.

The Employment Strategy of this Plan identifies the two Major Town Centres of Dún Laoghaire and Dundrum as strategic employment locations. The Plan recognises the importance of retaining and facilitating additional office accommodation in Major Town Centres as a key land use that contributes to the vibrancy and vitality of these highly accessible multi-functional centres. The Council will support the development of office accommodation at each of the Major Town Centre's subject to maintaining a balanced mix of uses across the wider Major Town Centre lands in line with their multi-functional role.

In District Centre areas, office development will be assessed in accordance with relevant development management 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. Furthermore, in recognition of changing workplace practices the Council will support proposals for co-working office accommodation in accordance with the standards set out above.

6.4.2.10 Policy Objective E11: Remote Working

It is a Policy Objective to implement the National Remote Working Strategy and promote and assist in the provision of remote working infrastructure in appropriate locations and in particular, where these uses contribute to town centre regeneration, facilitate the reuse of existing and historic buildings, and bring added activity and vibrancy to the area.

One way to facilitate a reduction in commuting distances and times, while still allowing workers to gain access to office space outside of the home, is the development of remote working hub infrastructure in our centres and employment areas to facilitate 'hubwork'. Hubwork is defined in the National Remote Working Strategy as 'an arrangement where an employee works from a hub close to or within their local community, either exclusively or some of the time'. These facilities can offer people the potential to gain access to quality office facilities and technology, meeting spaces, and social interaction and collaboration without requiring a person to commute the full distance to their workplace. These spaces also offer the potential for increased activity and a broader employment base within our major town, district and neighbourhood centres, where vacant commercial space may be an increasing issue going forward, particularly given changes in the retail sector and a move toward online shopping. The reuse of existing buildings for these purposes can also aid in the regeneration of historic buildings, potentially offering a viable option for reuse. The provision of these spaces ties in with the 5 Strategic County Outcomes in the Plan and the concept of the ten minute neighbourhood. For clarity proposals shall be assessed under office use class.

In neighbourhood centres such proposals will be assessed having regard to ensuring an appropriate mix of uses in the wider area and in accordance with the land use zoning objectives set out in Chapter 13.

6.4.2.11 Policy Objective E12: Enterprise Incubator Units

It is a Policy Objective to promote and 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 DLR. The Council, through the Local Enterprise Office, will liaise with the public sector enterprise support agencies, with voluntary community development groups and with business organisations in DLR to facilitate the provision of suitable premises for such enterprises. In addition, major commercial planning applications located in employment zoned areas, may be required to provide for incubator/starter units within the development.

6.4.2.12 Policy Objective E13: Light Industrial and Related Uses

It is a Policy Objective, 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 DLR despite the increasing move towards 'knowledge based' activities - particularly in the context of high levels of employment at specific locations/nodes. The manufacturing industry employs in the region of c. 5,000⁶ DLR residents and while it is acknowledged that trends over time suggest 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. The Stillorgan Industrial Estate is one such light industrial area in the County that performs an important function in this regard.

6.4.2.13 Policy Objective E14: Commercial Leisure

It is a Policy Objective 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. Commercial leisure uses may also be considered in Sustainable Neighbourhood Infrastructure and employment zones subject to compliance with the overall policy objectives for that zone. 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.

6.4.2.14 Policy Objective E15: Securing Employment Growth

It is a Policy Objective to ensure that employment zoned land facilitates its primary objective which is to provide for economic development and employment. The Council will apply a restrictive approach to residential development on employment zoned lands.

The Core Strategy of this Plan concludes that there is a sufficient supply of zoned land for primarily residential purposes to meet allocated future population growth and to provide for the projected demand for housing over the Plan period. The



Cherrywood Science and Technology Park

Employment Strategy concludes there is a sufficient quantum of employment zoned lands available to facilitate continued economic development and employment growth in the County over the Plan period, however, it is highlighted that the extent of the employment landbank in DLR is quite low in comparison to adjoining Counties in the Dublin MASP area and it is therefore necessary to protect such lands for employment uses.

The Dublin MASP identifies Sandyford, Cherrywood and Carrickmines as strategic employment locations in the Dublin Metropolitan Area. These locations are similarly identified as strategic employment locations in the Employment Strategy of this Plan which seeks to align strategic employment locations with existing and identified residential growth areas through high frequency transport, minimising the divergence between the places people live and work, increasing the efficiency of land-use, reducing sprawl and minimising carbon footprint. The Council considers these areas to be priority locations to provide for economic development and employment. There is an enhanced need to retain and protect these lands for employment purposes and in this regard the Council will apply a restrictive approach to residential development at each of these strategic employment locations.

Proposals for residential development at Sandyford and Cherrywood will be assessed in accordance with the respective plans that relate to these areas, the Sandyford Urban Framework Plan and the Cherrywood SDZ Planning Scheme. In order to protect and enhance the role of Carrickmines as a highly accessible and strategic employment location, proposals for development will be managed with the aim of delivering High Intensity Employment uses and a cautionary approach will be taken towards any supplementary uses.

At employment zoned lands elsewhere in the County, a minor element of residential use 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 and/or significantly contributes to the public realm. 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 and recreation infrastructure. Generally, any residential development proposals on such 'E' zoned lands must ensure that the employment element on site in terms of floor space is 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 and doesn't undermine the use of adjoining lands for employment use.

6.4.2.15 Policy Objective E16: Home Working / E-Working

It is a Policy Objective 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.

The Council acknowledges the increasing role and importance of home-working / 'e-working' in our economy and its associated benefits including reduced demand for commuting-related travel and associated carbon emissions, increased work flexibility and improvements in work-life balance. Proposals for use of the home, be it own door units or apartment schemes, as a workplace will be controlled through the development management system in order to ensure that development can be integrated without detriment to the amenities of residential areas.

6.4.2.16 Policy Objective E17: Tourism and Recreation

It is a Policy Objective to co-operate with the appropriate agencies in promoting sustainable tourism and securing the development of tourist and recreation orientated facilities in the County. Furthermore, the Council will promote the implementation of the Dún Laoghaire-Rathdown Tourism Strategy & Marketing Plan 2017–2022 and any subsequent update thereof.

Tourism is one of the most important indigenous economic sectors in the County, the Region and the State. The Council recognises the direct employment potential of tourism and recreation to the local economy, in addition to the significant secondary benefits for many other sectors such as food and beverage, accommodation providers, transport and retail. 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.

Furthermore, the Council will support the development of accessible and inclusive tourism. Some key objectives and actions for achieving this are set out in the Council's 'Tourism Strategy & Marketing Plan, 2017-2022'.

The 'Dún Laoghaire-Rathdown Tourism Strategy & Marketing Plan 2017–2022' is the Council's detailed strategy for the development of the County's tourism product, setting out a clear vision and key objectives to drive tourism development. The vision for tourism in DLR is to be, "A highly attractive and accessible tourism destination, steeped in culture and maritime heritage, combining a breath-taking



Tourism and the Maritime Economy - Kayaking at Dalkey

coast, inviting villages and towns, and Dublin Mountains adventures, delivering memorable and distinct experiences for visitors.” The Strategy is underpinned by 5 strategic objectives as follows:

- Objective 1 - Enhance journey, sense of arrival and information at key arrival points to raise awareness of what is on offer to encourage visitors to stay, explore and return.
- Objective 2 - Connect and raise awareness of the network of key visitor experiences from the coast, the mountains, the towns and villages and connect the network of visitor destinations where possible.
- Objective 3 - Develop a suite of signature experiences – activities, products and programmes – to showcase the unique characteristics of the destination, meet the needs of its target markets and substantiate the overall brand proposition.
- Objective 4 - Collaborate with key stakeholders to develop an integrated tourism offer and effectively address key challenges to support the on-going growth and development of the tourism industry.
- Objective 5 - Implement a new Marketing Strategy for the DLR proposition, leveraging the Destination Dublin brand to enhance awareness of the visitor experiences and attract more tourists to the County.

These outcomes are supported in the Strategy by a wide range of projects and supporting actions. The Council recognises that the promotion of sustainable tourism in the County is an ongoing objective and, in this regard, will continue to support the implementation of the DLR Tourism Strategy & Marketing Plan 2017–2022 and any subsequent update thereof.

The Council acknowledges Fáilte Ireland intentions to activate a Destination and Experience Development Plan (DEDP) for the Coast and develop one for the Mountains of Dublin, both of which are key tourism and recreational assets for DLR. The DEDPs will identify the key assets of each area and provide a framework to present the experiences and stories of that area in a way that tourists can readily and easily understand. They will identify tangible actions and a process for businesses to shape their respective tourism experience in line with the overall brand proposition and the key motivating themes for their area. The Council will support Fáilte Ireland in their preparation of the DEDPs.

6.4.2.17 Policy Objective E18: Maritime Economy

It is a Policy Objective to support the sustainable development of the maritime economy.

DLR’s economy, culture and society are inextricably linked to the sea. The County’s marine environment is an asset that yields both commercial and non-commercial benefits in terms of seafood, tourism, recreation, cultural heritage, and biodiversity. While the extent of the maritime spatial area does not directly apply to those areas currently covered under the provisions of the Planning and Development Acts, there are many shared aims and overlapping areas of co-ordination and activity. The marine economy is now recognised as one of the most important sectors of the national economy with significant scope for additional growth in a range of sub-sectors including, amongst others, shipping, maritime transport, sea fisheries, aquaculture, tourism and energy. One of the key challenges relating to the growth of the

maritime economy will be to align growth with the conservation of biodiversity and ecosystem health, and in this context, the Council will support the sustainable development of DLR's maritime economy.

6.4.2.18 Policy Objective E19: Rural Development

It is a Policy Objective to facilitate the development of acceptable rural enterprises and to minimise pollution from agricultural and industrial sources by means of development management and water pollution legislation.

Development Management policy focussed on the rural areas of the County provides for the development of rural enterprise, related to the area's amenity potential and many enterprise/employment uses are either 'Open for Consideration' or 'Permitted in Principle' in the rural areas of the County. The Planning Authority must balance the requirement to protect the sensitive nature of the rural area with the requirement to ensure enterprise development.

6.4.2.19 Policy Objective E20: Low Carbon Economy

It is a Policy Objective to support the transition to a low carbon economy.

Economic growth traditionally co-exists with a reciprocal environmental cost; primarily through increased resource consumption, energy demand and associated increases in greenhouse gas emissions. It is now acknowledged that steps must be taken to break this correlation and build the foundations for a sustainable, competitive low carbon economy. The necessary transition to a low carbon economy presents opportunities for enterprise to explore sectoral opportunities in green technology and innovation. The Council will support the development of industries that create and employ green technologies which advance the transition towards a low carbon society.

6.4.2.20 Policy Objective E21: Equine Industry

It is a Policy Objective 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 importance of the equine industry in DLR and the positive contribution that the industry makes towards agricultural diversification and rural employment. In this context special consideration will be given to facilitate provision of on-site residential accommodation in association with the development of horse breeding or equine facilities.

6.4.2.21 Policy Objective E22: Helipads

It is a Policy Objective 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).

6.4.2.22 Policy Objective E23 - Night-Time Economy

It is a Policy Objective to support the achievement of a sustainable night-time economy based upon key principles including inclusivity, diversity, vibrancy and which is underpinned by a consideration of the balancing of needs and co-existence between potentially conflicting uses.

Proposals relating to the night-time economy will be assessed in accordance with the development management standards set out in Chapter 12 and the land use zoning objectives set out in Chapter 13.