

BALLYBUNION LOCAL AREA PLAN

1.0 Preamble

This Plan is prepared in accordance with Section 20 of the Planning & Development Act 2000 as amended and is consistent with the policies, provisions and objectives of the Kerry County Development Plan, National Guidelines, Regional Planning Guidelines and the Kerry County Development Board Strategy. In conjunction with the Kerry County Development Plan, it will provide the framework for future development decisions and will remain in effect for a period not exceeding 6 years from the date of adoption.

Development within the boundaries of this Local Area Plan shall be carried out and in compliance with the objectives of the Kerry County Development Plan as well as any specific objectives contained within the plan. While the objectives of the Local Area Plan must be consistent with the objectives of the County Development Plan, in any instance where ambiguity may arise, the provisions, policies and objectives of the County Development Plan shall have precedence.

2.0 Town Profile

2.1 Location

Ballybunion is situated on the north western coast of Kerry, south of the Shannon estuary and north of the Cashen (or Feale) River estuary. It is situated approx. 16 kms north-west of Listowel and 28 kms north of Tralee (see map 1). Tarbert and the Killimer Ferry, Foynes Port and Limerick City are all within easy commuting distance.

2.2 Function

The town is defined as a District Centre in the county settlement hierarchy as set out in the Kerry County Development Plan 2003-2009. Such centres have important service and employment functions within their catchment areas.

While the town fulfils an important role as a service centre for its rural hinterland, it is better known as a tourist resort and golfing destination. Local employment opportunities arise primarily from these sectors.

The town itself is rich in history, and its role as a tourist destination, with the exception of Killarney, preceded the development of tourism elsewhere through in the county.

2.3 Population

The Central Statistics Office recorded the population of Killeheny Electoral District (of which the town of Ballybunion forms a part) as

falling from 1,863 persons in 1996 to 1,759 persons in 2002, an aggregate of – 5.6% for the 6 years combined.

The preliminary report for the Census 2006 indicates that this trend in population loss has been halted, with a recorded intercensal increase of 35 persons representing growth of 2% to 1,794 persons.



3.0 Overall Assessment

The town of Ballybunion has largely developed in a linear fashion along the three main approach roads, Ahafona Road, Doon Road and Sandhills Road. This linear development pattern is partly due to its location adjacent to the sea and the resulting physical restrictions. The linear development pattern is clearly evident when one considers the distance from Ahafona cross to the top of Doon Road, versus the actual population of the town.

The location of the town is such that it does not generate significant business from through traffic and is largely reliant on the seasonal tourism trade and visitors to the town to compliment its service role. Considering the recent economic buoyancy the minor level of population growth between 2002 -2006 is indicative of the problem experienced by the town in attracting permanent residents.

In recent years the decline in the number of people employed in agriculture in the catchment area of the town has been an on-going trend, leading to less demand for traditional services from this sector. As a result the role of the town as a service centre for its rural hinterland has declined. This is further compounded by changes in shopping patterns and the proximity of the town to Listowel, with its range of comparison stores and larger supermarkets. This loss in agricultural jobs has been offset in recent years by the buoyancy of the tourism and construction sectors. It is unlikely, however, that such levels of construction demand can be maintained in the long-term and it is important that the development strategy for the town reflects this.

There has been an increase in recent years in the number of holiday homes within the town, in addition there are a large number of mobile home and caravan parks. The presence of these parks on the approach roads defines the tourist image of the area, which differs significantly from the more attractive image portrayed elsewhere throughout the county.

Due to the seasonal nature of the demand for services in the area, many of the businesses in the town are closed throughout the winter period. This factor has a significant negative impact on the image of the town, in particular when assessing the viability of the town centre.

The town experiences some traffic congestion in peak summer months, particularly in fine weather at weekends. This factor, in conjunction with the lack of car parking spaces in proximity to town centre and beaches, is a constraint which needs to be addressed.

Ballybunion has a number of major assets. These include the beautiful blue flag beaches in proximity to, and overlooked from, the town, as well as it's internationally renowned championship golf course, it's quality reflected by being the venue for the Irish open in 2000. These innate qualities distinguish Ballybunion from other locations. These attributes will play a significant role in the future development strategy of the town.

The Ballybunion Wastewater Treatment Plant has significant capacity with an existing capacity of 8,180 p.e. Spare capacity exists for an additional population of 1,526 persons or 484 dwellings. While the plant has adequate treatment capacity at present, provision needs to be made for its future expansion by the zoning of adjoining land for this purpose. The construction of this plant in the early 1990's has ensured the quality of the maritime environment is maintained.

The Ballybunion Water Supply Scheme has been upgraded to a design capacity of 2,500 persons. Peak months are August and September when maximum total water demand would typically be 1800 m3 per day. While the plant has adequate treatment capacity at present, provision needs to be made for its future expansion.

Ballybunion benefits from a 110/220 Kv high voltage power supply and as such is able to support substantial industrial, commercial and residential expansion. Broadband communication is not yet widely available in Ballybunion.

Ballybunion does lack an industrial base, this may be due to over reliance on the tourism sector over the years and also its proximity to Listowel the main urban centre in the region.

The town has two primary schools one catering for boys one for girls and a secondary school with a current enrolment of almost 170 pupils.

4.0 Development Strategy

The development strategy for the town is to provide an improved quality of life for its residents and maximise growth in population and services to a level which will maintain a vibrant town throughout the year, while maintaining and enhancing its physical assets, unique character and natural attributes.

Achieving a vibrant town as well as population growth and increased services are largely interdependent. Without population to support the level of services required they will not be provided. Similarly without the level of services expected in a district town, it is difficult to maintain and attract the critical mass of population necessary to sustain them. Ballybunion however, does have a major asset in its tourist attractions, which can break this cycle and provide the catalyst for growth.

This strategy envisages that growth in population will occur through employment, by regeneration of the tourism product, and by providing an attractive town which will attract permanent occupants, thereby leading to the demand for increased services.

Development should be of a high visual and architectural standard so as to enhance the attractiveness of the town to both residents and tourists alike.

Objective No.	Overall Objectives
	It is an Objective of the Council to:
OO-1	Promote the development of infrastructure and services within the town, improve the quality of life of its residents and make the town a more efficient and attractive location in which to live.
OO-2	Ensure that all new development shall comply with the design objectives of this plan, with the development control standards laid out in Chapter 12 of the Kerry Co. Development Plan, and any design guidelines issued by Kerry County Council during the lifetime of this plan.
OO-3	Promote the development of a high quality, easily accessible beachfront.
OO-4	Improve the urban definition at the town boundaries and seek the provision and maintenance of attractive approaches to the town.
OO-5	Promote the development of an attractive vibrant urban centre and improve the quality of the public domain throughout the town.

Achieving these goals cannot be achieved through land-use planning alone. Neither can they be achieved in the short-term, over the period of this plan. They require the long-term coordinated commitment of all sectors in the community involving social, economic and cultural participation. It is the intention of Kerry County Council, however, that this Local Area Plan will put in place the long-term land-use framework to facilitate achieving these objectives.

In order to achieve this, the following issues need to be addressed.



4.1 Growth

Despite the modest growth in population, in the period January 2002 to December 2005, 336 dwelling units were permitted within the Plan area. Assuming an estimated household size of 2.94 persons, total population growth resulting from the implementation of existing planning permissions would result in an additional 988 persons. If residential growth continues at this rate, a further 504 dwelling units would be constructed within the Plan area by the end of the plan period.

Future growth needs to reinforce the role and function of the town as a District Centre by building a critical mass of population that will enable it to maintain a high level of self-sufficiency to provide for the needs of its extensive and isolated catchment.

4.2 Housing

It is important in the provision of housing that adequate choice should be provided for all sectors of the housing market. Recent years have seen the development of medium density developments with semi-detached and terraced housing dominating. This sector of the market while undoubtedly necessary does not satisfy the demand for larger detached residences, with a consequent demand for urban generated

one-off rural housing. This loss of population from the town can lead to a lack of diversity in housing type and demographic distribution, a loss of community activity and a reduction in the vitality and vibrancy of the town. It is important that these trends should be reversed. It is, therefore, an objective of this plan to facilitate the provision of a range of housing options, including the provision of low density detached dwellings, throughout the town.

The affordability of dwellings is an important factor to be considered. In so far as it contributes to housing prices, the lack of zoned land for housing should not be a contributory factor. It is an objective of this plan to zone sufficient land for housing to satisfy the supply side of the market and contribute to improved affordability.

Ballybunion has experienced significant demand for holiday home developments within the town and environs in recent years. As previously mentioned, despite the modest growth in population, 336 dwelling units were permitted within the Plan area in the period January 2002 to December 2005. Notwithstanding decreasing household occupancy figures, this level of development should have resulted in a greater increase in population. The obvious conclusion is that much of this development has been for holiday home uses. While it is accepted that these developments, both during construction and occupation, contribute to the economy of the town, caution must be expressed. Firstly, the demand for holiday homes can lead to increased land prices, thereby forcing existing town dwellers out of the town into rural areas. Secondly, the proper location of holiday home developments is critical for the future wellbeing of the town's community spirit, social fabric and vitality.

While the provision of holiday homes can have a positive impact on the local economy during the construction phase, the long term impact on the settlement must also be considered. There is no doubt that visitors to the town contribute significantly to the local economy and holiday homes are needed to attract and provide accommodation for this sector. It is not the intention of this plan to limit the development of holiday homes and provision has been made within the plan to allow for holiday home developments.

While the proportion of holiday home dwellings in relation to permanent dwellings is an important issue, the location of the holiday homes is equally as important, if not more so. Permanent dwellings should be located on the available lands closest to the town centre, with holiday home developments being located on the periphery of town, where they will not impact on vitality of the town centre when vacant.

Developments consisting of a mixture of holiday homes and permanent residences, where a large proportion of the residences are for holiday home use, are not desirable as it leads to a lack of community, with vacant dwellings in a development during winter months and short stay residents during summer months. For these

reasons it is an objective of the Planning Authority to zone lands in suitable locations adjacent to the town centre and close to existing services for permanent dwellings.

The location of holiday homes however, needs to be given serious consideration. Living in a development with dwellings which are vacant for most of the year is not conducive to forming a sense of community or neighbourhood identity and will not help to attract permanent residents. It is proposed, therefore, in order to provide a degree of certainty to purchasers in this sector of the market, to identify lands for permanent residential development. These estates will need to be designed and constructed to the highest standards if they are to compete with alternative locations in attracting residents to Ballybunion.

In accordance with National Policy to promote social integration and the objectives of the County Development Plan 2003-2009, 20% of the land zoned for housing or a mix of housing and other developments shall be reserved for social and affordable housing.

Objective No.	Housing Overall Objectives
	It is an Objective of the Council to
OH-1	Promote the development of high quality, attractive residential developments.
OH-2	Provide potential homebuyers with a good range of housing options with regard to location, size and design.
OH-3	Reserve 20% of the land zoned in this plan for residential development, or for a mix of residential and other uses, for the provision of social and affordable housing.
OH-4	Zone sufficient residential land to maintain affordability of development sites and to cater for future population growth.
OH-5	Facilitate infill development to reinforce the fabric of the town.
OH-6	Promote the development of residential estates for permanent residents which will promote a sense of identity and community for their residents.

OH-7	Impose an occupancy clause on all dwelling units allocated for permanent residential use.
OH-8	Identify appropriate areas throughout the town for the development of holiday accommodation.

4.3 Tourism

Ballybunion is Kerry's best known seaside resort and tourism therefore, is Ballybunion's prime economic activity. It is a traditional family resort, boasting beaches with blue flag status. In the short to medium-term, tourism represents the area of greatest growth potential for Ballybunion. In recent years, increased disposable income, cheaper flights abroad, a large increase in high-quality accommodation and a more demanding public has meant that the quality of the tourist product has had to constantly improve in order to maintain market share.



Many visitors using the amenities in Ballybunion do not stay in the town and, for example, come to use the golf course and return to their accommodation at another location. It is obvious therefore that the range and quality of tourism product on offer in Ballybunion is not competing with alternative locations throughout the county despite its marvellous natural amenities. The future development of Ballybunion as a tourism and amenity location will need to capitalise on the existing assets of the town such as the scenery, the beaches and the golf courses. This strategy aims to provide for increased added value to the local economy from the existing amenity provision by positioning Ballybunion as the primary holiday destination rather than a visiting location from other bases. While this plan cannot provide the facilities, it will make provision for the development of high

quality hotel, restaurant and leisure accommodation which will attract visitors to use the town as a base and remain in the town. It is envisaged that such facilities will provide all-year local employment and provide significant spin-off opportunities in the retail and hospitality sectors.

Objective No.	Tourism Overall Objectives
	It is an Objective of the Council to:
OT-1	Facilitate quality development that would promote the tourism potential of the town.
OT-2	Promote Ballybunion as a destination for outdoor pursuits and as a service centre for visitors and tourists to the North Kerry area.
OT-3	Facilitate the development of high quality accommodation and hotel developments within the town in appropriate locations.
OT-4	Facilitate the provision of indoor leisure activities to ensure that year round facilities are available

4.4 Town Centre Development

It is important also, in order to maintain current levels of service provision within the town, that the number of permanent all-year occupants is maintained and increased. In order to achieve this there are a number of factors which need to be considered. Firstly, many of the services provided within the town are seasonal and close for the winter months. This phenomenon does not contribute to the vision of vibrancy and vitality for the town centre which is a vital aspect of attracting new permanent residents to an area. In order to improve this situation it is an element of this strategy that new businesses should be located within the town centre. The location of gaming arcades and businesses which do not contribute to normal daily commerce and the needs of the public is incompatible with building a vibrant high quality town centre and future developments of this nature will not be permitted.

Objective No.	Town Centre Development Overall Objectives
	It is an Objective of the Council to:
OTC-1	Promote a vibrant high quality town centre.
OTC-2	Prohibit development which is not compatible with the creation of an attractive vibrant town centre and which would detract from the quality of the urban environment.
OTC-3	Promote development which will provide an all-year service to the public within the town centre.

4.5 Urban Form, Public Realm and Urban Design

In order to attract permanent residents, as well as maintaining the tourism attraction in the town, it is important that the attractiveness of the urban environment within the town is improved. This will be done through strict development management policies regarding shop front design and the scale and proportion of developments. In addition the application of sound urban design principles to new development and the development of the public realm will contribute to providing an attractive urban environment which forms a crucial element of this strategy.

The existing settlement pattern of the town exhibits ribbon development on the approaches. This ribbon development, resulting in the linear pattern of the town, leads to a lack of urban definition and a reduced sense of identity, place and 'having arrived'. The linear form is less efficient in terms of servicing, access to facilities and community development. A less linear urban form will promote accessibility to employment and to commercial, educational, social and other services, will reduce journey numbers, create an improved sense of community, will improve traffic safety and will promote greater efficiency in the provision of, and accessibility to amenities. It is an aim of this plan to improve the urban definition of the boundaries of the settlement and to promote the development of attractive approaches into the town.

The town centre has many attractive physical characteristics on which to build a high-quality shopping environment. Main Street, which forms the urban core and runs west to east from the Castle Green area, effectively bisects the town and also provides the main access to the beach front area. Main Street contains a number of Protected Structures, which add to the attractiveness of the street, but there are also a number of buildings which, because of their design and the use of inappropriate materials, create architectural disharmony and detract from the overall attractiveness of the street.

Apart from the relatively compact urban area formed by the triangle of Main Street, Cliff Road and Church Road the remainder of the settlement is essentially comprised of ribbon type development along the Sandhill Road, Doon Road and the Listowel Road. There are a number of lanes and alleyways off Main Street which act primarily as service roads to the rear of premises, some however, also provide pedestrian access to adjoining areas and some have residential frontage. Notwithstanding the need to maintain the security of premises in the area it is considered that these access routes should be attractive and pedestrian friendly.

Sandhill Road runs essentially north-south with development mainly on the eastern side of the road similarly development along Cliff Road is confined to the east (landward) side of the road. The opening of Kit Ahern Road has created a new urban dynamic and has opened up a considerable amount of land to the south of Main St.

Objective No.	Urban Form, Urban Design Overall Objectives
	It is an Objective of the Council
OUD-1	Promote a high standard of architectural design to enhance the existing streetscape and contribute to the development of an attractive urban environment.
OUD-2	Protect the design elements of buildings and public spaces which contribute to the character and architectural continuity of streetscapes, from development which would significantly alter their character.
OUD-3	Use the statutory provisions of the Derelict Sites Act 1990, where appropriate, to eliminate dereliction.
OUD-4	Encourage the development of streetscapes in new residential developments particularly on frontages adjoining public roads.
OUD-5	Ensure that a high quality urban environment is provided throughout the Town.

4.6 Employment and Industry

As previously mentioned it is envisaged that the greatest potential for employment growth is in the tourism services sector. Provision will therefore be made in this plan for the development of high-quality hotel and leisure accommodation and associated services.

Due to its location and the lack of a large readily available workforce this strategy does not envisage the establishment of a major manufacturing industry in the near future. District towns such as Ballybunion can also be attractive locations for high-tech technology enterprises. In recent years companies such as Fexco in Killorglin and Stockbyte in Tralee have demonstrated how the use of higher order communications infrastructure can reduce the effects of peripherality. Such high-tech companies do not need to locate in traditional employment centres and often choose instead to locate in areas that offer an attractive environment and quality of life. As such District towns such as Ballybunion can be attractive locations for small-scale technology enterprises. It is proposed through the promotion of a high quality environment and the provision of suitable land with broadband access, to provide for the development of the office and technology sectors.

Small craft based industries will continue to be encouraged within the town centre where they are not injurious to residential or general amenities and can contribute to the retail provision and vitality of the town.

While it is considered that a lot of the demand for office and commercial uses can be catered for within the land zoned for mixed-use throughout the town it has been deemed appropriate in view of the current economic growth to allocate additional land for a Business Park.

Objective No.	Employment and Economic Activity Overall Objectives
	It is an Objective of the Council to:
OE-1	Reserve lands as shown on Map 2 for the development of a Business Park.
OE-2	Facilitate the development of tourist related activities and attractions throughout the town.
OE-3	Encourage the development of small scale light industries on land zoned for light industrial development.
OE-4	Promote Ballybunion as an area for the location of office/business enterprise units.

4.7 Amenities

Ballybunion's very location on the western seaboard with the Shannon Estuary to the north and the Cashen River to the south make it an ideal location and base for leisure activities and informal recreation. It will be the policy of the Council to protect the natural and recreational

amenities of the town for both residents and visitors while facilitating the sustainable development of Ballybunion as a major tourist destination.

Objective No.	Amenity Overall Objectives
	It is an Objective of the Council to:
OA-1	That the pitch as indicated on the Zoning Map AO – 1 be provided as part of any application for the development of these lands.
OA-2	Preserve and improve where possible the pedestrian routes along the seafront.
OA-3	Promote the development of high quality recreational amenities throughout the town.

4.8 Retail

Ballybunion is designated as one of seven “District Centres” in the Retail Development Strategy of the Co. Kerry Development Plan 2003 – 2009. Each district centre serves its own catchment area and is self-sufficient in terms of food and convenience shopping, but provides only a limited range of comparison goods. Demand for comparison shopping is met largely in the regional towns of Tralee and Listowel.

The extent and population of the catchment area is insufficient to support the development of the town as higher order retail and service centre. There is however, the potential to consolidate and further develop its district functions to allow for a much greater degree of self-sufficiency in goods and services. This will require the development of a more attractive town centre environment, centrally located parking and the provision of suitable land for the expansion of retail, retail warehousing and service activities. Retail growth will be dependent upon a significant growth in population.

To facilitate the development of retail uses, it is necessary to provide land within the town core to accommodate new retail units of various sizes. A number of mixed use sites have been identified where new retail outlets can be accommodated.

Objective No.	Retail Overall Objectives
	It is an Objective of the Council to:
OR-1	Maintain the vitality and viability of the town as a shopping location for its catchment area
OR-2	Improve the range, scale and accessibility of retail outlets within the town.
OR-3	Maintain a high quality of amenity and environmental standards throughout the retail core.
OR-4	Reserve land as indicated on Map 2 for the development of a retail warehouse Park.

4.9 Built Heritage

The architectural and archaeological heritage of a town gives expression to its social, economic and cultural heritage. It is also a marketable commodity attracting tourists and local visitors to use services and facilities. Therefore, for historical, social, and economic reasons, it is the aim of the Planning Authority to protect the town’s architectural and archaeological heritage.

To avoid dereliction and maximise appropriate use of resources the Planning Authority is committed to the development of historic buildings and streetscapes which allows them to be adapted to meet modern requirements. The Planning Authority will facilitate the development of protected structures and streetscapes in ways that optimise their use while conserving their innate architectural and historic value.

Objective No.	Built Heritage Overall Objectives
	It is an objective of the Council to:
OBH-1	To protect the architectural and archaeological heritage of the town.
OBH-2	In the exercise of its functions to take a balanced approach to the maintenance and development of architectural heritage. It will have regard to both the qualities of the given architectural context and the safety, comfort and usage requirements of modern living.

OBH-3	That new development within the town centre reinforces the town’s local and regional identity by incorporating the vernacular architectural elements of the towns building traditions. This will include pavement building lines, rectangular sash windows, plain plaster renders and decorative plasterwork where appropriate.
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4.10 Natural environment and amenity

Its distinctive setting amidst dramatic sea cliff and unpolluted sandy beaches is Ballybunion’s prime natural asset. Land directly to the south of the town has been designated as both a National Heritage Area and a Special Area of Conservation. In addition, lands to the west have been designated Prime Special Amenity and to the south Secondary Special Amenity (Map 4).

Objective No.	Natural Environment Overall Objectives
	It is an Objective of the Council to:
OEnv-1	Prohibit development which would have a detrimental effect on the natural environment in general: on the natural heritage values of lands designated as Natural Heritage Areas, candidate Special Areas of Conservation; and on land zoned as Prime and Secondary Amenity Areas in the Kerry County Development Plan 2003- 2009.

4.11 Development Boundary:

The town boundary for Ballybunion has been determined by the need to provide for the development of a compact and accessible town in accordance with the principles of sustainable development and the protection of its scenic setting within the surrounding landscape.

5.0 Specific Objectives

5.1 Housing

Residential densities shall be determined with reference to the capacity of proposed designs and layouts to provide a quality living environment including the availability of appropriate open space. Proposals will be considered with a view to maximising the use, and therefore, the value, obtained from public and private services. The Planning Authority will have regard to the Department of the Environment, Heritage and Local Government publication “Residential Density – Guidelines for Planning Authorities” December 2000 when considering proposals. Higher densities are appropriate closer to the town centre, with densities decreasing further out towards the town boundaries. Housing densities should be

appropriate to the location and take account of adjoining developments.

It is a general housing objective of this plan to cater for a diversity of housing types including low density detached houses. Demand for this type of housing is not currently being met within towns and villages and it is a specific objective of this plan to facilitate the development of larger detached residences to meet growing demand.

A Design Statement is required for proposals for any development consisting of between two to four dwellings, and for larger developments an Urban Design Statement is required. See Section 5.6 for details and objectives relating to Urban Design Statements. Proposals shall provide for an attractive environment with a sense of place and *individual* identity and will be required to provide pedestrian routes between the development and key service areas. Open spaces must be overlooked to provide passive policing of such areas, and any interfaces with the public road shall contribute to the development of attractive streetscapes.

Good Education, Health and Community Facilities are a strong attraction for any settlement, contribute to the amenity of an area and are a necessity for a vibrant community to develop and function effectively. New development provided in the absence of such facilities can lead to social problems and a degradation of the quality of life and sporting facilities within the town to meet the needs of residents. It is necessary, therefore, for the provision of social infrastructure to keep pace with residential development.

The provision of open space is an important part of any new residential development. Two types of open space are required, the first is communal or neighborhood open space, which provides for local use opportunities. Formal open space comprises larger areas for the development of sports fields and parks. In considering proposals for sports and recreation facilities developers should bear in mind that such facilities should be located in strategic locations, close to housing and safely accessible by foot, where they are easily accessible to everybody and form an integral part of the urban structure.

The open space requirements for new residential development are as follows:

- 64m² of communal open space for each additional household
- And
- 25m² of formal open space including sports fields per additional household.

Objective No	Residential Specific Objectives
	It is an objective of the Council:
H-1	That those lands indicated “ <i>permanent residential</i> ” on Map 2 are reserved for permanent residential development to serve existing and projected demand.
H-2	That those lands as indicated “ <i>residential holiday/permanent</i> ” on map 2 are reserved for holiday home and/or permanent residential development to serve existing and projected demand
H-3	To require a Design Statement for large scale developments and developments in excess of 2 dwellings, which comply with the policies and objectives of this plan, and good urban design practice.
H-4	That significant applications for residential development shall include an analysis of educational facilities to cater for the increased demand arising from such development.
H-5	To seek the provision of recreational social and cultural facilities required to meet the needs of a growing population resulting from an increase in housing provision.
H-6	To promote the development of suitable derelict and backland sites for infill housing schemes.

5.2 Employment and Economic Activity

The objectives of this plan for the economic development of Ballybunion include capitalising on its tourist potential, and through its zoning provisions, to facilitate the development of tourism, business/ hi tech uses and light industry.

Objective No	Industry/ Employment Specific Objectives
	It is an objective of the Council to:
	To facilitate the development of employment generating proposals where they comply with the provisions of this plan, the development control standards set out in the Kerry County Development Plan 2003-2009, and which will not cause nuisance to existing uses.

5.3 Business Park

Ballybunion has not as yet attracted any high tech office employers, such as tele-sales, IT companies, financial services, company and public sector headquarters, etc.. The range of uses in this category are characterised by being clean non-polluting activities, which produce a product but do not serve the public directly. Such firms do not need to locate close to markets and transport infrastructure and could locate successfully in Ballybunion.

As the locational decisions of firms in this sector are influenced by environmental quality, the layout and architectural quality of development will be required to be of a high standard. Development must comply with the urban design and architectural standards detailed in this plan. The success of this park will be dependent t a degree on the achieving the objectives in this plan for improving the social and environmental fabric of the town.

Objective No.	Business Park Specific Objectives
	It is an Objective of the Council to:
BK-1	Require developers to submit a Design Statement for proposals for the development of the business park which meet the requirements of the urban design polices of this plan and the development control standards of the Kerry County Development Plan.

5.4 Transport and Infrastructure

Transport and infrastructure are important quality of life factors. Good transport links, free flowing traffic and adequate parking are important determinants in achieving growth in population, employment and tourism as well as developing an attractive town. Ballybunion however, is subject to considerable congestion during

the tourist season, while safe pedestrian movement through the town is restricted. In addition, it is necessary to provide access roads to service new development areas. There are a number of issues which need to be addressed in order to remedy this situation.

The lack of pavements along many roads including the Sandhill and Cliff Roads limit safe pedestrian movements. Pavements on roads leading to the beach and to key social and services uses are essential. This plan identifies the location of necessary pavement improvements along these routes. The plan also makes provision for additional pedestrian access from the proposed car park to ladies beach and through the retail core areas.

Car Parking

There is a need, if Ballybunion is to continue to grow and to operate efficiently as an attractive tourism destination to increase the level of parking provision within the town. Provision needs to be made for both car and coach parking. It is important that car parks are provided adjacent to functionally important areas such as the town centre, social infrastructure and tourist related uses. In recognition of this two car parks with coach parking are proposed in the vicinity of the entrance to ladies beach and mens beach, and increased parking is proposed as part of future town centre development. It is also proposed to extend the existing library car park. New tourist related developments such as the theatre and the new spa and leisure complex provide adequate on site parking and it is also proposed to extend the existing library car park. Existing and proposed car parks are shown on Map 3.

Internal Distributor Roads and Access to Backland Areas

Indicative access routes are identified to provide access to new areas of development, back-land areas and to facilitate in-depth development and a more compact urban form.

Objective No.	Transport and Infrastructure Specific Objectives
	It is an objective of the Council
T-1	Provide for the development of car parks as indicated on Map 3 with the capacity to accommodate dedicated tour bus parking.
T-2	Indicative routes for new roads have been identified as indicated on Map 3 to provide access to new development areas
T-3	Upgrade/realign the Ahafona Y-junction to facilitate environmental improvements at this important entrance to the town.

T-4	Upgrade/realign the junction at Sandhills Road and Kitt Aherne Road to improve car and pedestrian safety.
T-5	To facilitate the development of the pedestrian routes identified on Map 3.
T-6	To upgrade the pedestrian routes as identified on Map 3.
T-7	Facilitate the widening of, and the provision of footpaths as indicated on Map 3.
T-8	Preserve the natural heritage walk along the waterfront and sea cliffs as indicated on Map 3.
T-9	Reserve new access points to facilitate orderly in-depth development.

Traffic management and transport infrastructure have been identified as major constraints to the development potential of Ballybunion. Provision of car parking, access roads and provision of pedestrian routes are identified as critical infrastructure requirements in this Local Area Plan. The development of much of the lands zoned is contingent on the provision of adequate infrastructure.

5.5 Retailing

Ballybunion's town centre as shown on Map 2 is the town's main shopping area. This function will be retained and reinforced by ensuring retail developments are located where possible within the retail core. In order to achieve this, the Council shall apply a sequential approach to the location of new retail development. This approach requires that town centre sites be developed before out of town sites are considered. This will ensure the vitality and viability of the existing town centre is protected from the impact of out of town shopping developments. Applications for retail development must comply with the policies contained in the Retail Planning Guidelines for Planning Authorities issued by the Department of Environment Heritage and Local Government 2000.

Retail Warehousing is an increasingly important sector of the retail industry, and as such, necessary to the development of Ballybunion as a higher order district retail centre. Retail warehousing units are generally large scale, single retail stores catering for the car-borne customer and specialising in non-food products such as furniture,

carpets, tiles, DIY, electrical goods etc. Ballybunion's town centre is unable to cater for these types of development in terms of size, servicing requirements, accessibility and car parking. The central road network is congested and increased vehicle movements could not be accommodated without undermining other retailing uses. Land is zoned therefore, for the development of a retail warehousing adjacent to the Listowel road

Objective No.	Retail Specific Objectives
	It is an objective of the Council to:
R-1	Ensure that new retail development other than small scale convenience shopping and retailing warehousing is located in the town centre, and where this is not viable on edge of centre sites.
R-2	To reserve lands as shown on Map 2 for the development of a 'retail warehouse' park.

5.6 Urban Design

Good urban design contributes to an improvement in factors affecting quality of life and can create the physical conditions for economic regeneration. All new development should contribute to the visual, social, functional and environmental context of the site and the overall town. Design should reinforce the characteristics that give an area its local identity. In areas of poor architectural quality, proposals should contribute to the upgrading of the character of the streetscape.

It is the intention of the planning authority in promoting good design to rely less on prescriptive standards and to assess development proposals on their individual design merits. In order to promote this aim it is the intention of the planning authority that applications for development within the settlements will be accompanied by a Design Statement. Every development either detracts from or contributes to the Urban Environment and while the detail of Urban Statements will vary according to the size of the proposed developments, each application should be accompanied by a Design Statement including a site analysis and design assessment.

Objective No.	Urban Form, Urban Design Specific Objectives
	It is an Objective of the Council to:
UD-1	To require Design Statements to be submitted for developments within the plan area prior to an application for planning permission.

Urban Design Statements should address the following issues:

- **Site Context / Site Analysis**

- Context relative to existing urban area
- Mapping
- Topography
- Vegetation
- Services
- Site Features
- Orientation
- Adjacent developments
- Zoning provisions

- **Overall Design Vision**

- What is the main objective of the development?
- How will it relate to the town?
- How will it contribute to the town?
- Will it incorporate Environmental Sustainability?
- What are its civic aims?
- Will it meet the needs of the residents?
- Will it have distinctive character and a sense of place?

- **Design Objectives**

- Appropriate location and density
- Distance from town centre
- Integration
- Sense of Place
- Community/ neighbourhood

- **Architectural Objectives**

- Respect existing scale and character
- Integration
- Proportion
- Active street frontages
- Detailing and Finishes
- Sustainability

- **Sustainable Design**

- Provision for urban transport
- Maximise sunlight
- Heating
- Design
- Energy efficiency

- **Landscape Objectives**

- Overall landscaping vision
- Hard landscaping
- Materials / furniture
- Permeability and accessibility
- Character
- Safety
- Public Realm / Private divide

- **Public realm**

- Design of the open space
- Permeability
 - Pedestrian, bicycle and vehicular access
- Uses
 - Meeting/ circulation area
 - Passive recreational area
 - Active sport area
 - Combination
 - Suitability for all year use
- Safety
- Ownership
- Clear public/ private divide

Applications should show how the proposed development fulfils the design objectives of the Urban Design Statement.

Incorporating lands to the south and east of the town centre will allow planned development which will contribute to the prevention of further linear development while re-orientating the town around its core.

It is important that development in the Ballyeigh area to the south of the town centre, which is currently subject to rural settlement policies, sporadic development pressures and holiday and tourism related development pressures is controlled in order to avoid developments which might prejudice future orderly and sustainable urban development of the area.

5.7 Opportunity Sites

Opportunity Sites are defined here as sites which are visually or functionally important, and where the application of good urban design would have the maximum impact on the social and economic growth of the town. Five sites have been identified as follows:

Site 1 - Sandhill Road Site

This site is prominently located on the seafront. The site presents an ideal opportunity for a holiday/leisure type development. Any development on this site should take account of the visual impact any such development will have at this landmark location. Any proposal should be accompanied by a comprehensive Urban Design Statement which complies with the requirements of this plan.

Site 2 - Town Centre Site

This is a large undeveloped town centre site with access from Main Street, Church road and a large frontage onto Spraymount Road. The site lends itself to a mix of town centre uses and is reserved for town centre development as specified in section 6.4. Good pedestrian access and integration with adjacent retail development linking with adjoining development will be a requirement. Any proposal should be accompanied by a comprehensive Urban Design Statement which complies with the requirements of this plan.

Sites 3, 4, 5

Prior to any development taking place on these sites the applicant will be required to submit a masterplan for the entire opportunity site indicating compliance with the provisions of Section 12.13 of the Kerry County Development Plan 2003 – 2009 for the new extension and compliance to the greatest degree possible for the existing facility; with as a minimum, compliance with the setback from the public road and a minimum distance between units for fire safety reasons.

5.8 Recorded Monuments

There are 12 monuments within the plan area included in the Record of Monuments and these are listed in Appendix B and indicated on Map 4.

Objectives No	Recorded Monuments Specific Objectives
	It is an objective of the Council to:
RM-1	Ensure the preservation of all archaeological monuments included in the Record of Monuments and Places as listed in Appendix B.
RM-2	Have regard to the recommendations of The Heritage Service, the National Museum of Ireland and other statutory agencies in the carrying out of its development control functions.
RM-3	Have regard to the advice and recommendations of the County Archaeologist in respect of monuments and features not currently listed in the Record of Monuments and Places.

5.9 Protected Structures

The Record of Protected Structures affords special protection to structures which are of special interest from an architectural, historical, archaeological, artistic, cultural, scientific, social or

technical point of view. Within the plan area there are currently 23 structures included in the Record of Protected Structures. These structures are listed in Appendix A and are indicated on Map 3.

Objectives No	Protected Structures Specific Objectives
	It is an Objective of the Council to:
PS-2	<p>Protect and enhance structures included in the Record of protected structures or proposed for inclusion by requiring that:</p> <ul style="list-style-type: none"> No such building is demolished The maintenance, alteration, extension, replacement or insertion of any significant feature(s) or part(s) to a protected structure shall not be detrimental to the character of the structure. Development shall be carried out and designed sympathetically having regard to the architectural character of the structure and the setting. The erection of any structure within the cartilage, adjacent to, or within the vicinity of the structure shall not be detrimental to the character of the structure and the setting, and shall be sited and designed sympathetically with the character of the structure and the setting. The Planning Authority shall secure retention and preservation of particular features of special interest. The Planning Authority shall use its statutory powers to ensure protected structures are maintained in good order.

6.0 ZONING

6.1 Introduction

Land has been zoned to facilitate development over the 6-year plan period only. Assessments of land requirements over the plan period have been based on an analysis of the functions of the town and the plan's strategy to develop the town as a high-level district centre. The zoning provisions are designed to achieve a sustainable compact form and optimal use of social and physical infrastructure.

6.2 Residential

It is the objective of this plan that these areas remain primarily residential in character and only development that is consistent with preserving and improving residential amenity shall be permitted. Land zoned for residential development exceeds that required to meet forecasted demand in order to cater for a number of additional factors. Firstly, to make provision for the non-release of zoned lands for development by some landowners. Secondly, to cater for planned population growth stemming from the implementation of this plan and the Kerry County Development Plan Settlement Strategy. Finally, given the popularity of the area as a holiday location, restrictions on holiday homes in rural areas, and increasing disposable income there is likely to be an increasing demand for holiday homes within the town.

There are two zoning types specified within the plan, one for full time residential development only, and the second, for the development of holiday and/or permanent homes. This latter designation shall apply to areas zoned as existing residential. The range of additional uses open to consideration within the residential zoning include community, social and medical facilities as well as neighborhood shops, restaurants and public houses where it can be demonstrated that there is a need for such facilities and that it will not affect the predominantly residential nature of the area.

6.3 Business Parks

Business / Office uses comprise a range of activities from tele-sales and computer programming companies to company headquarters etc. They are characterised by being clean non-polluting activities, which produce a product but do not serve the public directly. They are often offices, knowledge based or communications companies. Developments not directly related to business / enterprise uses, such as industrial, retail or residential will not be permitted.

6.4 Town Centre

Town centres have a wide variety of benefits including the viability of existing commercial centres, a reduction in the need to travel, providing new uses for redundant buildings, creating a vibrant mix between the working and living environment and improving the quality of residential neighborhoods by introducing a local focus for activity.

Within the town centre a range of retail, office, recreational and housing uses will be permitted in order to allow an increase in provision of retailing and services. Individual applications will be assessed on the basis of the proposed development as well as existing uses, and other proposals in the vicinity. Proposals for retailing developments will normally be permitted, subject to development control criteria, as such developments will serve to upgrade the town's retail range.

6.5 Mixed Use

Where land is indicated as "Mixed Use Urban Streetscape" a range of town centre uses will be considered. New development must incorporate the traditional architectural values of the existing town centre in the conception of proposed massing, scale, form, and street frontage. Local architectural elements shall be incorporated in the design of structures where appropriate. Proposed development shall incorporate pavement building lines and rear parking in its design and layout where site characteristics allow.

It is recognised that the current demand for retail and commercial uses may be limited. To accommodate future growth, the emphasis must be on adaptability and the potential for the future organic growth of the commercial and retail sectors as demand arises. In considering mixed use urban streetscape, designers should consider plot width, floor to ceiling heights etc. and the capacity of the structure to be converted to different uses in the future.

As well as normal design criteria, in these areas emphasis must be placed on diversity and adaptability. Diversity should be considered on a horizontal as well as vertical scale. Longer single use developments provide less character and less opportunity for diversity and mixed uses which contribute to the vibrancy of a street. Vertical diversity incorporating a mix of retail, residential and commercial uses also increases the mixed use potential and the extent to which the area is used by different sectors.

6.6 Commercial

Commercial uses comprise hotel, leisure, and tourist related uses to provide for the development of Ballybunion as tourist location. Ancillary retail and service uses will only be considered where they do not undermine objective R- 1 to ensure that retailing other than small scale convenience shopping is located in the town centre.

Adequate land has been zoned in appropriate locations for the residential development to meet the need for holiday and permanent dwellings over the plan period. Residential uses on commercial sites therefore, will only be considered where they form a minimal element of any development proposal.

6.7 Institutional and Community Facilities

Community facilities including schools, churches and hospitals with their associated lands will normally be permitted. Limited residential or business uses are open for consideration, where they can be accommodated in the same zone without undermining the essential community use and potential of the zone and are related to the primary use. Business uses will only be permitted where they are functionally related and ancillary to community facilities. It is the objective of this zone to protect community facilities and amenities and to allow for their expansion. Nursing homes and medical facilities will generally be permitted.

6.8 Natural Amenity Areas

Natural Amenity Areas are any areas which form part of a Natural Heritage Area, candidate Special Area of Conservation, Special Protection Areas and landscape protection designations. Development proposals which will have an adverse effect on the natural amenity values of such areas will not be permitted.

6.9 Recreational Open Space

This zoning is intended solely for the provision of recreational uses, both passive and active. Active uses include the provision of playing pitches, tennis courts children's playgrounds etc. Unrelated uses, such as shops and houses, will not be permitted. The development of recreational buildings and car parks necessary for the use of the amenity will be considered. These uses, however, shall not detract from the primary use as amenity.

6.10 Passive Open Space

Passive open spaces include areas such town parks, picnic areas village greens and any greened areas open to the public. Unrelated uses, such as shops and houses, will not be permitted. The development of recreational buildings and car parks necessary for the use of the amenity will be considered. These uses, however, shall not detract from the primary use as amenity.

Residential open space is also included in this category and makes an important contribution to the quality of life in residential areas. Such spaces are provided solely for the use of residents. Open space in existing residential areas will be protected. Open space in new residential development must be provided as an integrated, usable and accessible element of development, and form a considered element of any design brief. Standards for the provision of open space in new residential developments are contained in section 5.1.

6.11 Streetscape Improvement areas

Environmental improvements designed to up-grade the streetscape and add continuity to an otherwise disjointed streetscape will be encouraged. Large and small scale development proposals shall be designed to secure this objective. Hard and soft coordinated landscaping such as formal tree planting and pavement materials shall be used throughout the area.

Appendix A – Protected Structures

1. Council Ref. 21300404 Detached Cottage, (off) Cliff Road, Doon West
2. Council Ref. 21400101 Detached House, Main Street
3. Council Ref. 21400104 Dettori's, terraced house, Main Street
4. Council Ref. 21400105 Feale Bar, terraced house, Main Street, Ballybunnion
5. Council Ref. 21400106 Terraced School House, Main Street
6. Council Ref. 21400107 Ballybunion Post Office, terraced house, Main Street
7. Council Ref. 21400108 Terraced House, 2 Ozone Street
8. Council Ref. 21400109 Terraced House, 3 Ozone Street
9. Council Ref. 21400110 Kwik Bite, terraced house, Main Street
10. Council Ref. 21400111 The West End, terraced house, Main Street
11. Council Ref. 21400112 Shortis Bar / Bunker Lounge, terraced house, Main Street
12. Council Ref. 21400114 Video Shack, terraced house, Main Street
13. Council Ref. 21400115 Harty – Costello Bar, terraced house, Main Street
14. Council Ref. 21400116 St. John's Catholic Church, Ballybunnion
15. Council Ref. 21400118 Ballybunnion Library, Ballybunnion
16. Council Ref. RPS 004-001 J. Lynch, terraced house, Main Street
17. Council Ref. RPS 004 – 002 Fitzgerald / Hillview, Main Street.
18. Council Ref. RPS-004 – 003 Railway Bar, terraced house, Main Street
19. Council Ref. RPS 004-004 Former Coach House, Sandhill Road
20. Council Ref. RPS 004-005 Colin's Hot Seaweed Bath, Cliff Road
21. Council Ref. RPS 004-006 Wall Mounted Plaque O'Scannlain Memorial, Main Street
22. Council Ref. RPS 004-007 Wall Mounted Plaque Shortis Memorial
23. Council Ref. 21400117 Detached house, Dromin

APPENDIX B List of Monuments in Ballybunnion included in the Record of Monuments and Places

Reference No.	Description	Location
KE004-037	Rath	Killehenry
KE004-014	Rath	Doon West
KE004-013	Rath	Doon East Doon West
KE004-01901	Promontory Fort	Doon West
KE004-01902	Castle	Doon West
KE004-020	Rath Site	Doon West
KE004-021	Holy Well Site	Doon West
KE004-022	Rath	Ballybunnion
KE004-03101	Promontory Fort	Ballybunnion
KE004-03102	Castle	Ballybunnion
KE004-032	Rath	Ballybunnion
KE004-033	Rath Site	Ballybunnion