



THE KERRY HUB

A Development Strategy and Land Use Plan for the Environs of Tralee and Killarney

TRALEE & KILLARNEY ENVIRONS
LOCAL AREA PLANS
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A Development Strategy for the Tralee and Killarney Linked Hub

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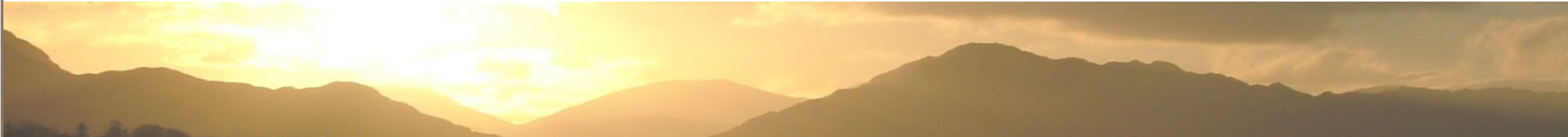


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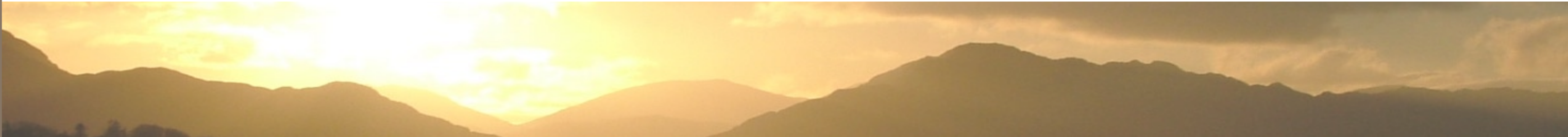


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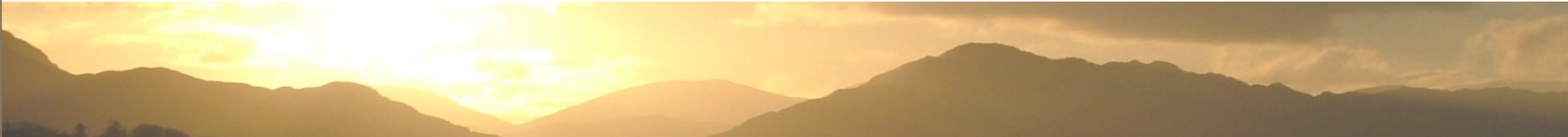
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Introduction and Context

1.1 OVERVIEW

1.1.1 Introduction

The purpose of this Local Area Plan is three-fold –

- To develop the Linked Hub Strategy for the towns of Tralee and Killarney.
- To plan for and address the development pressure that exists in the environs of both Tralee and Killarney,
- Address the demand for one-off housing in the area of urban influence.

The concept of the linked-hub emerged from the Government's National Spatial Strategy (NSS) for Ireland 2002-2020 and was carried forward into the Regional Planning Guidelines (RPGs) for the Southwest Region (May 2004). For ease of reference, the Tralee-Killarney Hub will be referred to as the Kerry Hub.

The principal objective of the 'Kerry Hub' plan is to provide a coordinated framework for the future development of the Tralee-Killarney Linked Hub area. Following the preparation of this Draft Plan, which makes specific land use and development recommendations (through a Land Use Zoning and Development Objectives Map), and public consultation, it is the intention of the Council to prepare detailed Action Area Plans for key areas identified for zoning.

The Kerry Hub is the strongest of all the designated Hub towns and offers the greatest potential. In terms of scale and economic diversity, the strength of Tralee and Killarney could be considered as strong as some of the designated gateway towns, such as Sligo, Letterkenny (linked with Derry), Tullamore and Mullingar (both linked with Athlone).

1.1.2 Timeframe of Local Local Area Plan

The plan will be in effect for a six year period following its adoption, however the implementation of the plan is likely to be carried out over a much longer timeframe. Therefore, the Planning Authority may at any time amend or revoke this Local Area Plan.

1.1.3 Document Structure

The plan is laid out in seven principal sections as follows:

Section 1 The development of the Linked Hub Strategy

This section –

- reviews the national and regional spatial policy context;
- briefly sets the shared vision for the Linked Hub, and
- reviews the current role of the two hub towns, provides a SWOT analysis¹ and outlines the findings from an urban audit, which examines the composition of various land uses in both Tralee and Killarney.

Section 2 Developing the Vision for the Kerry Hub

This section develops the concept of an Urban Network. Having looked at other European examples, a number of key elements are highlighted which provide guidance and direction in developing the Kerry Hub as an Urban Network.

This section develops the key themes of the shared vision, focusing on co-operative networks, transport and movement, economic generation, tourism development, cultural value, lifestyle choice and quality of life issues.

Section 3 Tralee Environs Local Area Plan – Development Strategy and Objectives

This outlines the development strategy, identifies land use requirements and key development objectives in the environs so as to fulfil the town's role within the Vision of the Kerry Hub.

Section 4 Killarney Environs Local Area Plan – Development Strategy and Objectives

Following the format of the Tralee Environs LAP, this section outlines the development strategy for Killarney's environs, identifies land use requirements and key development objectives in the environs so as to fulfil the town's role within the Vision of the Kerry Hub.

Section 5 Urban Design

This section emphasises the importance of providing high quality environments to make

the two hub towns attractive places to live, work, shop, visit and recreate in. High quality environments are important in order to attract inward investment and so as to retain businesses too.

As part of the urban design strategy, parts of the towns' environs have been classified into separate character areas – each with a unique environmental context and landscape setting and each to be designed to be distinctive and attractive. General guidance is provided on the design of these separate character areas.

Section 6 Population Distribution in the Kerry Hub

The Hub's Rural Area of Urban Influence is determined, having regard to statistics on population and planning applications in the Electoral Areas in the Tralee-Killarney hinterland. This provides a useful context in which to manage and direct growth so as to build critical mass in the Kerry Hub.

Section 7 Rural Housing

This section identifies a number of policies in relation to rural housing in the rural area of urban influence associated with the Kerry Hub.

Section 8 Implementation Strategy – Key Elements.

This provides a number of mechanisms and strategies that will be explored so as to achieve the shared vision of the linked hub strategy.

1.1.4 Key Challenges

The key challenge of the Linked Hub Strategy is –

- To attract high growth, high value business and employment
- To attract high value tourism
- To create a vibrant, attractive and exciting place to live, work and play
- To create a positive identity for the Linked Hub.
- To develop synergy and cooperation networks between the two towns.

1.1.5 The Vision

The vision for the Kerry Hub is for a well-connected urban network that is a source of creativity, economic generation, community involvement and cultural value, and is distinctive for its tourism attractions, lifestyle choice and unique quality of life offer.

There are a number of key themes expressed in the vision. These include –

- The concept of an Urban Network.
- Creativity and Economic Generation
- Community Involvement
- Culture
- Tourism Attractions
- Lifestyle Choice and Unique Quality of Life.

These key themes are focused on Quality of Life, Creativity and Culture. Each one of the themes is developed in Section 2 and are briefly outlined below.

The concept of an Urban Network - This refers to co-operation networks between Tralee and Killarney which would realise a level of facilities and infrastructure, education, health care, industry, culture and sports, far exceeding the possibilities of either town on their own. The towns of Tralee and Killarney need to re-invent themselves with a shared vision and strategy, working together towards a future of mutual benefit. This will require confidence - with a commitment to work together rather than competing for 'their share'. The urban network would be supported by strong road and rail transport links between the two hub towns (Refer to Section 2.2 and Section 2.4).

Community involvement – participation in community development and tapping into community resources. This will be achieved by engaging with the public; providing venues and civic spaces where people can participate and exchange ideas, encouraging organisational networks between businesses and community groups. This is explored further in Section 2.3.

Creativity and Employment – to be based on the development of the creative arts, creative industries and innovative knowledge based economies. The Institute of Technology Tralee and Kerry Technology Park are two important ingredients in the

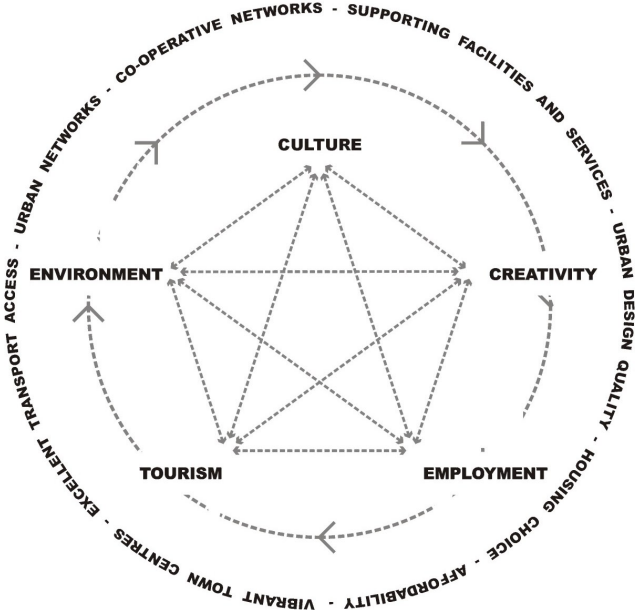
development and growth of technology and knowledge-intensive enterprise and employment in the Hub. The creative economy relates to those activities, which are dependant on creativity and talent (i.e., visual, audio and performing arts, for example multi-media productions) and is described and explored in Section 2.5. Indigenous industries, including local manufacturing and light manufacturing will also be catered for through land use zoning provisions.

Tourism Attractions – the landscape is a key tourism attraction and the towns continue to build on their strong accommodation base, indoor/all weather attractions and specialist niche activities. Tralee is the gateway to the Dingle Peninsula, while Killarney can be considered the gateway to the Ring of Kerry and the Iveragh Peninsula (Section 2.6)

Cultural Value – realising that culture is an economic resource for the Kerry Hub – this refers to the richness of history, heritage, traditions, language, festivals and the arts and is referred to in Section 2.7.

Lifestyle Choice and Unique Quality of Life Offer – the Kerry Hub offers a distinctive 'edge' on other towns and cities in the country with an unequalled landscape setting and a broad choice of activities and amenities within close proximity to the Hub towns. When considered in the context of 'time,' specifically the time it takes to travel to these amenities and activities, it is also unrivalled, with a national park, mountains, beaches, sailing, surfing, world class golfing and much more all within a twenty minute drive from the Hub towns (Section 2.8).

Diagram 1: Key elements that contribute to the Council's strategy to implement the Linked Hub Strategy and promote it's distinctive lifestyle offer.



Views from the edge - Tralee (left) and Killarney (right)



¹ A SWOT Analysis is an examination of the Strengths, Weaknesses, Opportunities and Threats.

Introduction and Context

1.2 SPATIAL POLICY CONTEXT

1.2.1 National Spatial Context

The National Spatial Strategy (NSS) is a twenty-year planning framework designed to achieve balanced regional development in terms of social, economic, physical development and population growth. A key concept of the NSS is the designation of Gateways and Hubs, whose role is to counteract the regional disparities emerging from the south and east (in particular the Greater Dublin Region) and the rest of the country, particularly the west of Ireland.

1.2.2 Gateways have a strategic location nationally and relate to the principal cities in the country (existing or emerging). Their location and scale support the achievement of the type of critical mass necessary to drive growth in their respective regions and provide national scale, social and economic infrastructure and support services. The nearest designated gateways to the Kerry Hub are Cork and Limerick, both approximately 95 kilometres.

1.2.3 Hubs are medium-sized towns, which support the national and international role of the gateways and in turn energise smaller towns and rural areas within their sphere of influence. Hubs tend to be well positioned to act as strong market and service centres for an extensive rural hinterland.

The NSS does not ignore the role of other towns or villages and rural areas. It acknowledges the fact that urban and rural areas are intrinsically interdependent and seeks to develop rural potential and strengthen the rural economy by capitalising on local economic strengths in these areas.

The NSS indicates that the Tralee-Killarney linked hub ‘will capitalise on the combined capacities of both towns, such as those in third-level education, developing links between industry and centres of learning, surface and air transport links and key natural resources such as scenic landscape.’

The Strategy also states that, ‘for the linked-hubs to function effectively, improved local linkages will be required through the road network and bus-based public transport options, improved energy and telecommunications and all co-ordinated through the integrated planning frameworks...’

The NSS envisages that the hubs will need to grow substantially to 2020 and beyond.

1.2.4 Key concepts from the NSS:

- that each area should develop to its full potential through the use of its various natural, economic and social resources;
- that critical mass plays a key role in economic and social development. In effect, that size and density of population enable a location to enhance its services, economic activity and consequently, quality of life;
- and, those linkages supported by highly efficient public transport and modern Information and Communications Technologies (ICTs) are critical to enable areas of the Region to develop to their full potential.

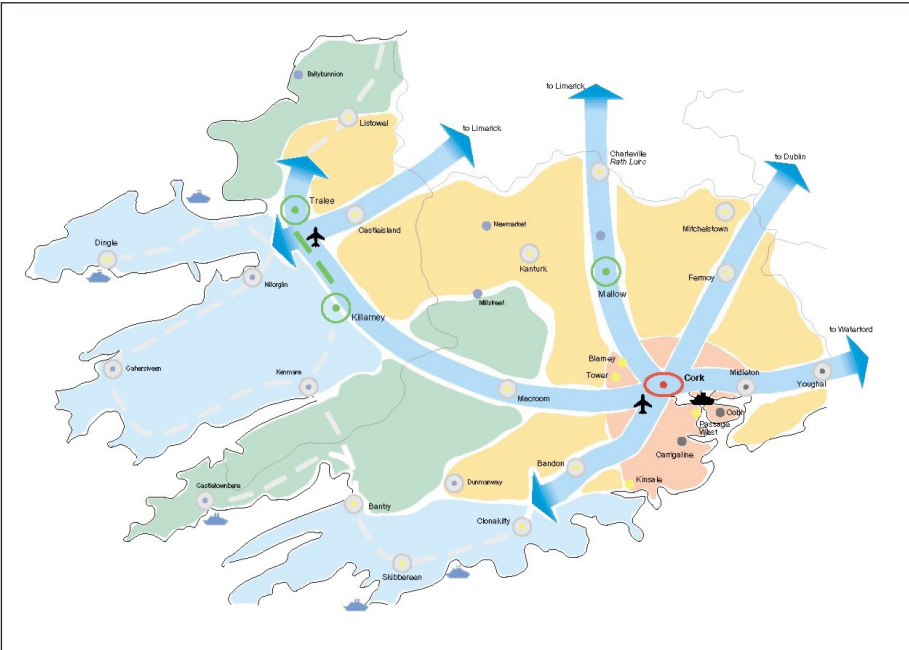
1.2.5 Regional Planning Guidelines

Under the Planning and Development Act, 2000, each Regional Authority is required to prepare and adopt Regional Planning Guidelines (RPGs), which are set in the context of the NSS. They provide more detailed strategies at regional level, responding to the objectives and targets established in the NSS. In short, the RPGs are seen as a bridge between national policies and local plans. Map 2 – Regional Strategy – indicates the spatial interdependency and relationship between the Hubs and Gateways in the region.

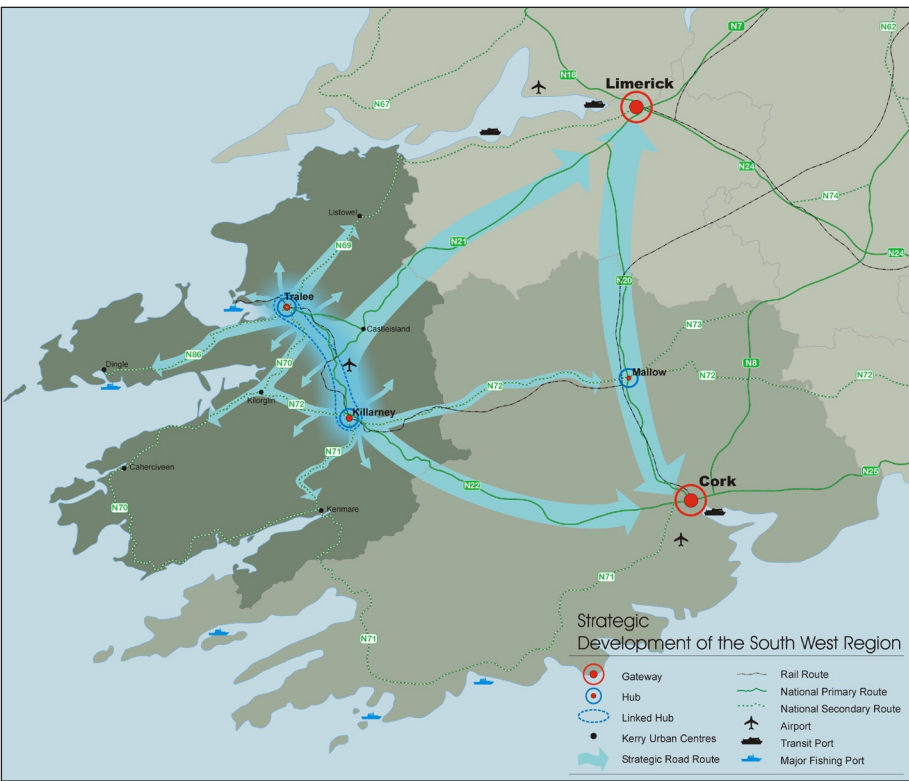
The RPGs include the following goals for the Region, including:

- To promote the sustainable development of Mallow and Tralee/Killarney as vibrant hub towns – creating a critical mass in terms of population, employment and services, which will enable them to attract investment and people – thereby supporting the role of the Gateway (Cork City) and delivering balanced regional development within the South West, through energising smaller towns and villages within their sphere of influence.
- To secure the development of other towns and rural areas to their maximum potential, to support the Gateway and Hubs, and to ensure a sustainable future for the rural areas of the Region.
- To establish an upgraded quality transport system, linking the Gateway and Hubs, to facilitate their growth and sustainable development.
- To develop educational, health, recreational and cultural facilities that will facilitate the development of the Region, in accordance with the goals above.
- To integrate land-use and infrastructure provision, so as to ensure an efficient and effective development process, which assists community and economic development in a sustainable manner.
- To further sustainably develop the tourism industry in the South West Region, building on its existing success in this sector.
- To progress the economic, social and cultural growth of the Region, within a framework of protecting both the natural and built environment and the cultural heritage of the South West.

Map 1: National Spatial Strategy Proposals for South West Region



Map 2: Kerry Linked Hub - Context Relative to Regional Gateways



Introduction and Context

1.3 CURRENT CONTEXT & SWOT ANALYSIS

1.3.1 Context

Tralee is the administrative centre of Kerry and 'regional capital' in terms of employment, education, health care, retailing, social services, transport, recreation and other functions. It is also a centre of industry in the County, with two industrial parks at Clash and Monavalley, while the Kerry Technology Park focuses on IT and knowledge-based enterprise and has established strong links with the Institute of Technology Tralee. A number of world market leaders in industry and enterprise have their headquarters in Tralee.

The town is also the county/regional headquarters for An Post, Eircom, the Revenue Commissioners, Department of Social Community and Family Affairs, the County Council, Teagasc and ESB. The town, for its size, has developed a range of quality all weather visitor attractions unmatched anywhere in the country, including the Kerry County Museum, the Aquadome, the Tralee-Blennerville Steam Train, Blennerville Windmill, the Kingdom Greyhound Stadium and Siamse Tire - The National Folk Theatre of Ireland (and Arts Centre). A multiplex cinema will also be soon developed.

Killarney is the premier tourist destination town in the Country – on the doorstep of Killarney National Park and with unrivalled views of the McGillicuddy Reeks and the Lakes of Killarney.

Killarney is second only to Dublin in terms of bedspaces available². The town also provides a very strong service role for a wide rural hinterland. A national conference centre adds a further dimension to the service role of the town. The town has one IDA industrial park. It also is home for the Liebherr crane manufacturer – one of the largest employers in County Kerry with 410 employees.

At the centre of both towns, approximately 10-12 miles from each, lies the village of Farranfore and Kerry Airport. Farranfore is unique, in that it is the only village in the country to be served by an international airport, national primary routes and a national railway line. It is thus of strategic importance to the development of the Hub (Refer to Section 2.4.3).

The two Hub towns have a very significant influence on the development pattern in the county, generating a significant sphere of urban influence (refer to Section 6.1.2) (see Maps 3 and 4, Existing Landuses), (see Concept Maps 5 & 6)

1.3.2 Urban Audit - Comparison

An urban audit is a classification of the percentage of urban development in different land use classes that, at the time of survey, existed within a specified area. The Urban audit study is based on a Land Use survey undertaken by the National Building Agency, Ltd in October 2005 and focuses on the contiguous built environment of both towns. (see Maps 3, 4, 5 and 6)

This study compares the urban structure of both Hub towns and comparisons were made to other towns of similar size (i.e., Athlone and Sligo) where previous urban audits had been undertaken.

The figures (refer to Table 1) indicate that the proportion of the urban area in residential use in Killarney is a bit weak relative to other towns. This would suggest that a significant proportion of its residential catchment is dispersed in the surrounding countryside, probably in the form of one-off housing or possibly absorbed into surrounding rural villages. It also may reflect the very high price of residential property in Killarney due to its appeal as a holiday & tourism destination. By contrast, Tralee has approximately 7% more of its land area in residential development. This is a strong representation and may reflect the historically high provision of social housing in the town.

The proportion of land in use for B&B and holiday homes in Killarney is extremely high, 5.68% in Killarney by comparison to just 0.95% in Tralee.

Similarly, the proportion of land in Killarney in commercial (non-retail) use is also very high at 7.27%, by comparison to just 2.12% in Tralee, reflecting the very high concentration of hotels particularly in Killarney.

Despite perceptions of Tralee's strong retail role, it is interesting to note that there is no significant difference in percentage terms between the two towns (at 2.18% in Killarney by comparison to 2.45% in Tralee for retail use; and 0.62% for Retail Warehousing in Killarney by comparison to 0.60% in Tralee). However, in absolute terms the amount of hectares given over to this use in Tralee is 26.52Ha by comparison to just 14.67Ha in Killarney, reflecting in part Tralee's larger size. These figures are however merely suggestive, and a more comprehensive analysis would require more detailed surveys in both towns. Furthermore, the figures don't necessarily reflect the retail catchments of the towns and for example the "draw factor" that may occur from the presence of 'big brand names' (National & International multiples/chain stores) or the actual quality of the shopping experience (public realm improvements, atmosphere, etc.).

The amount of land that was in office/professional use was significantly greater in Tralee than Killarney (7.11 hectares versus 1.71), reflecting no doubt its important role as a centre for administration (i.e., County Buildings) health (i.e., the Regional Hospital) and Education (i.e., the Institute of Technology Tralee).

The percentage of greenfield sites was significantly higher in Killarney than in Tralee (6.02% vs. 1.12% or 31.49Ha vs. 9.71Ha). This is significant and reflects a certain market inertia that may need to be addressed.

The percentage of land in open space was very high nearly 18% in Killarney and nearly 17% in Tralee. These rates compared very favourably when compared to other towns, which tend to have significantly less amenity land. This is a significant selling point for both towns.

Both towns had approximately 4% of their respective land areas under construction at the time of survey.

1.3.2.1 Key Conclusions from the Urban Audit

As the percentage of land that is used for residential use in Killarney is significantly less than that of Tralee, one might assume that there was a shortage of land zoned for this purpose. However this is not the case and in fact, there percentage of greenfield sites within the town was significantly higher than in Tralee. This is an indication of inertia. Landowners and developers may be holding onto land banks in the expectation of higher land prices or perhaps simply have little interest in developing. Stakeholder consultations have indicated that there is a shortage of starter homes in Killarney and that many homes are being bought as second homes and holiday homes. The Environs plan for Killarney will address this issue by proposing areas for permanent residential development.

The Urban Audit reveals that the land in office/professional use is quite low and there is a significant imbalance when compared to Tralee. There is justification in addressing this through the provision of areas suitable for office development in the environs of the Killarney Town.

The Urban Audit findings of the individual hub tows were compared to Sligo, which is similar in size to Tralee, but had been designated a 'Gateway' in the National Spatial Strategy given its position in the urban hierarchy of the Northwest (specifically the significant distance it is from other towns of comparable or greater size, i.e., Derry and Galway).

The land use composition, as a percentage, in Sligo was generally similar and favourable with that of Tralee, with a few exceptions³. Lands in public/institutional use (i.e., religious, education and health) were significantly higher as a percentage in Sligo (at 19%) that in Tralee (12%) or Killarney (8%). Retail warehousing was more significant as a percentage of overall land uses in Sligo (at 1.09%) than in either of the two hub towns (approximately 0.60% each). The recent grant of planning permission and construction of retail warehouse units at Manor West in Tralee and at Park in Killarney is likely to address any possible shortfall. In reviewing and comparing figures between Sligo and the Kerry Hub, it should be borne in mind that when the land area of Tralee and Killarney is combined,

it is evident that the Hub has a more significant presence and critical mass than the Sligo 'Gateway', which incidentally is the smallest such gateway designated. So while the percentage of land in retail warehousing in each of Tralee and Killarney is less than Sligo, when combined the amount of hectares in this use is much greater (8.46 hectares in the Hub towns versus 5.45 Hectares in Sligo).

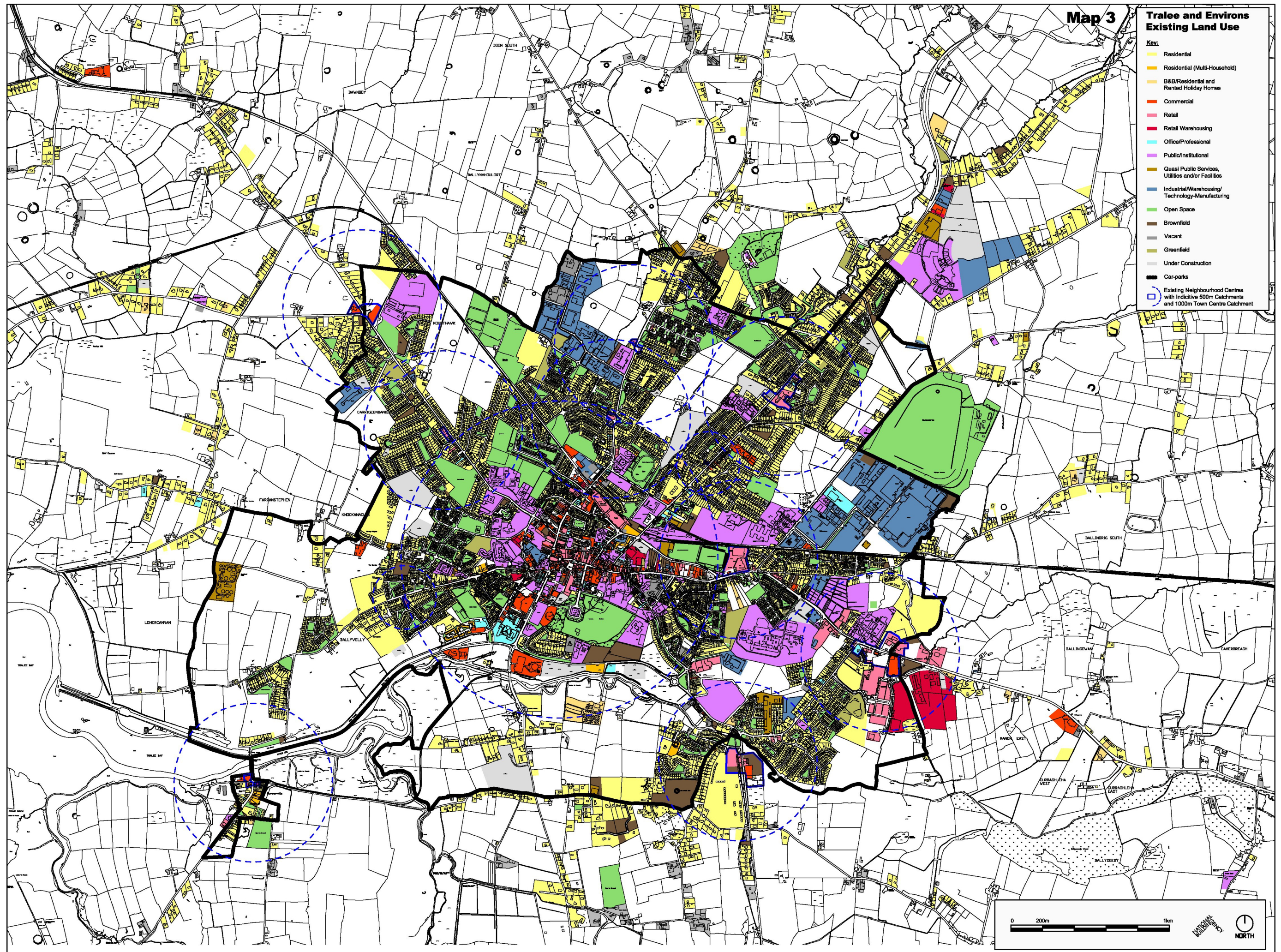
Furthermore, it is worth noting that the urban footprint of Tralee alone is significantly greater than that of Sligo.

Table 1: Urban Audit	Killarney		Tralee		Sligo	
Land Use Characteristics	Ha.	%	Ha	%	Ha.	%
Total Area within the Town Boundary		N/A		N/A		N/A
Urban Footprint (Total Urban Area Developed)	523.17	100%	870.09	100%	498.36	100%
Proportion of urban area in residential use	203.85	38.96	400.52	46.03	213.84	42.91
Proportion of urban area in multi-residential use	1.69	0.32	3.23	0.37	1.75	0.35
Proportion of urban area in B&B and rented holiday homes use	29.71	5.68	8.28	0.95	n/a	n/a
Proportion of urban area in commercial use	38.03	7.27	18.44	2.12	20.51	4.12
Proportion of urban area in retail use	11.42	2.18	21.31	2.45		
Proportion of urban area in retail warehousing use	3.25	0.62	5.21	0.60	5.45	1.09
Proportion of urban area in office/professional use	1.71	0.33	7.11	0.82	3.77	0.76
Proportion of urban area in public/institutional use	46.01	8.79	104.83	12.05	96.5	19.36
Proportion of urban area in quasi public service use	2.11	0.40	6.08	0.70	3.22	0.65
Proportion of urban area in open space use	93.96	17.96	147.33	16.93	70.77	14.2
Proportion of urban area in industrial/warehousing use	20.19	3.86	65.73	7.55	41.55	8.33
Proportion of urban area in vacant use and categorised as brownfield	19.18	3.67	37.17	4.27	41.00	8.22
Proportion of urban area categorised as greenfield sites	31.49	6.02	9.71	1.12	n/a	n/a
Proportion of urban area categorised as under construction sites	20.57	3.93	35.14	4.04	n/a	n/a

Source: NBA survey and analysis, 2006

² Figures based on date from 1999. Actual figures for Killarney in 2006 are unavailable from Bord Failte, however Kerry County Council as a whole has 27,990 bedspaces, a very significant proportion of which occur in the Linked-Hub Towns.

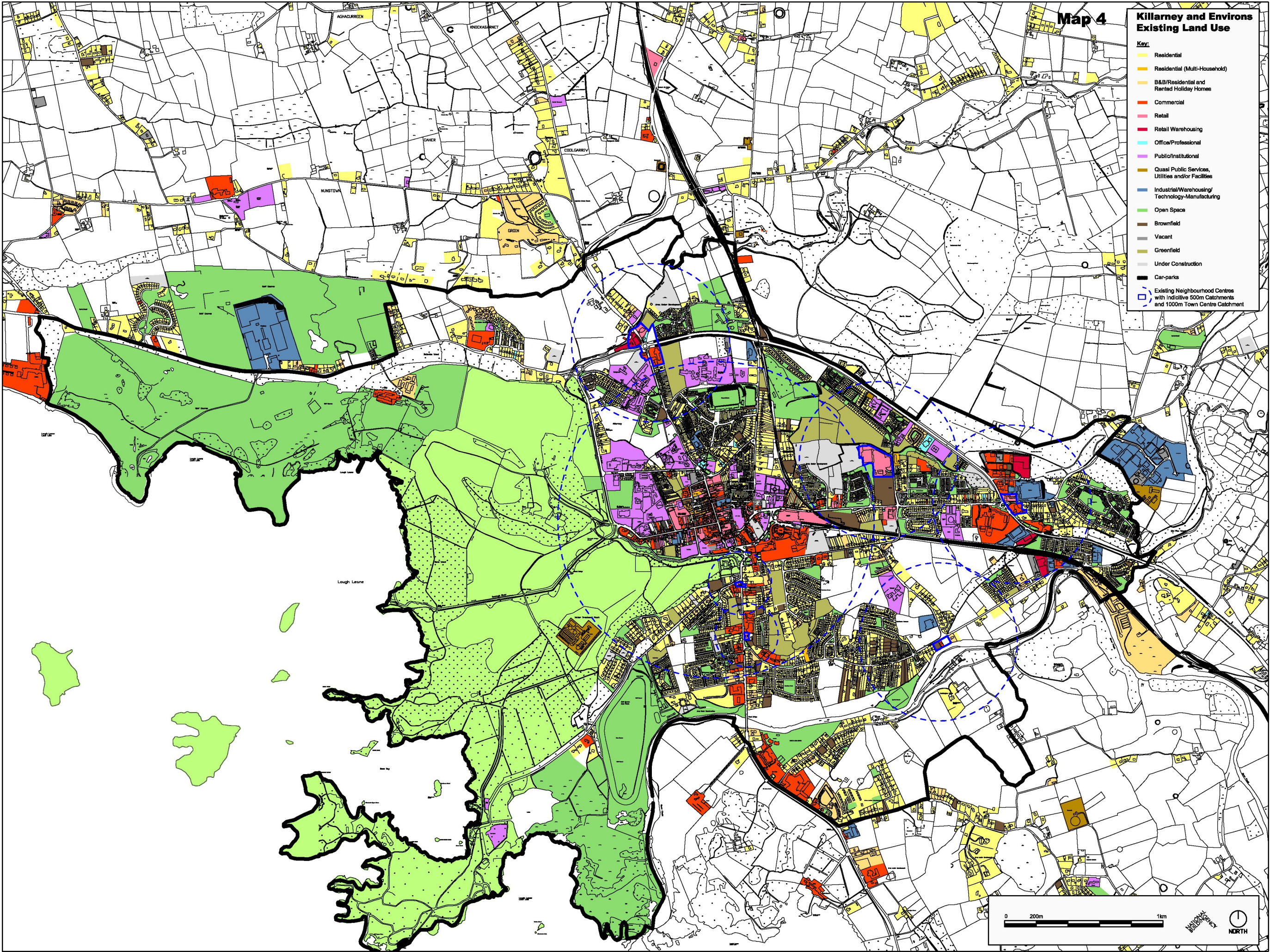
³ Figures are based on surveys carried out by the National Building Agency Ltd., in Tralee and Killarney in 2005 and in Sligo, 2002.



Map 4

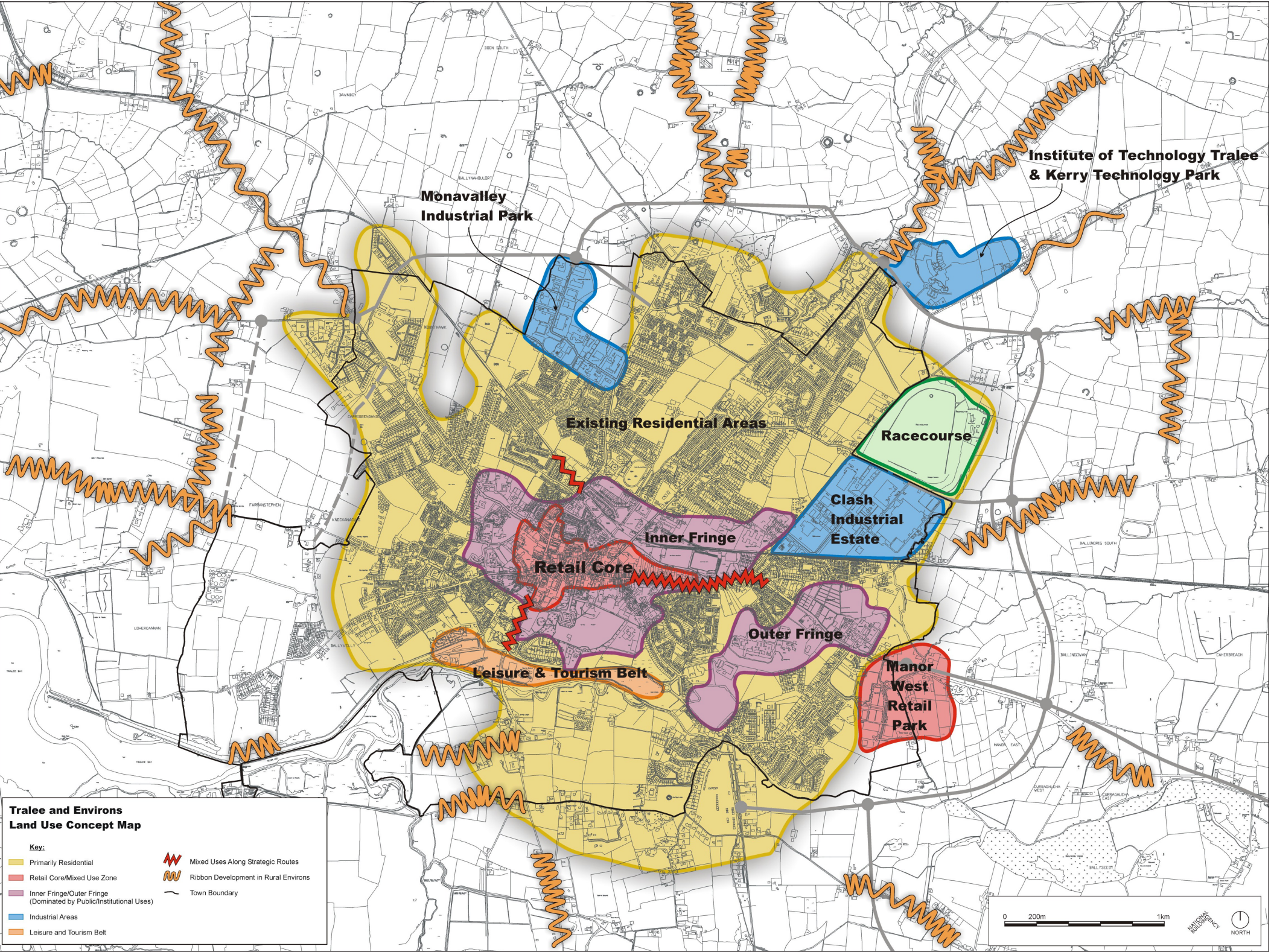
Killarney and Environs
Existing Land Use

- Key:
- Residential
 - Residential (Multi-Household)
 - B&B/Residential and Rented Holiday Homes
 - Commercial
 - Retail
 - Retail Warehousing
 - Office/Professional
 - Public/Institutional
 - Quasi Public Services, Utilities and/or Facilities
 - Industrial/Warehousing/Technology-Manufacturing
 - Open Space
 - Brownfield
 - Vacant
 - Greenfield
 - Under Construction
 - Car-parks
 - Existing Neighbourhood Centres with indicative 500m Catchments and 1000m Town Centre Catchment



Introduction and Context

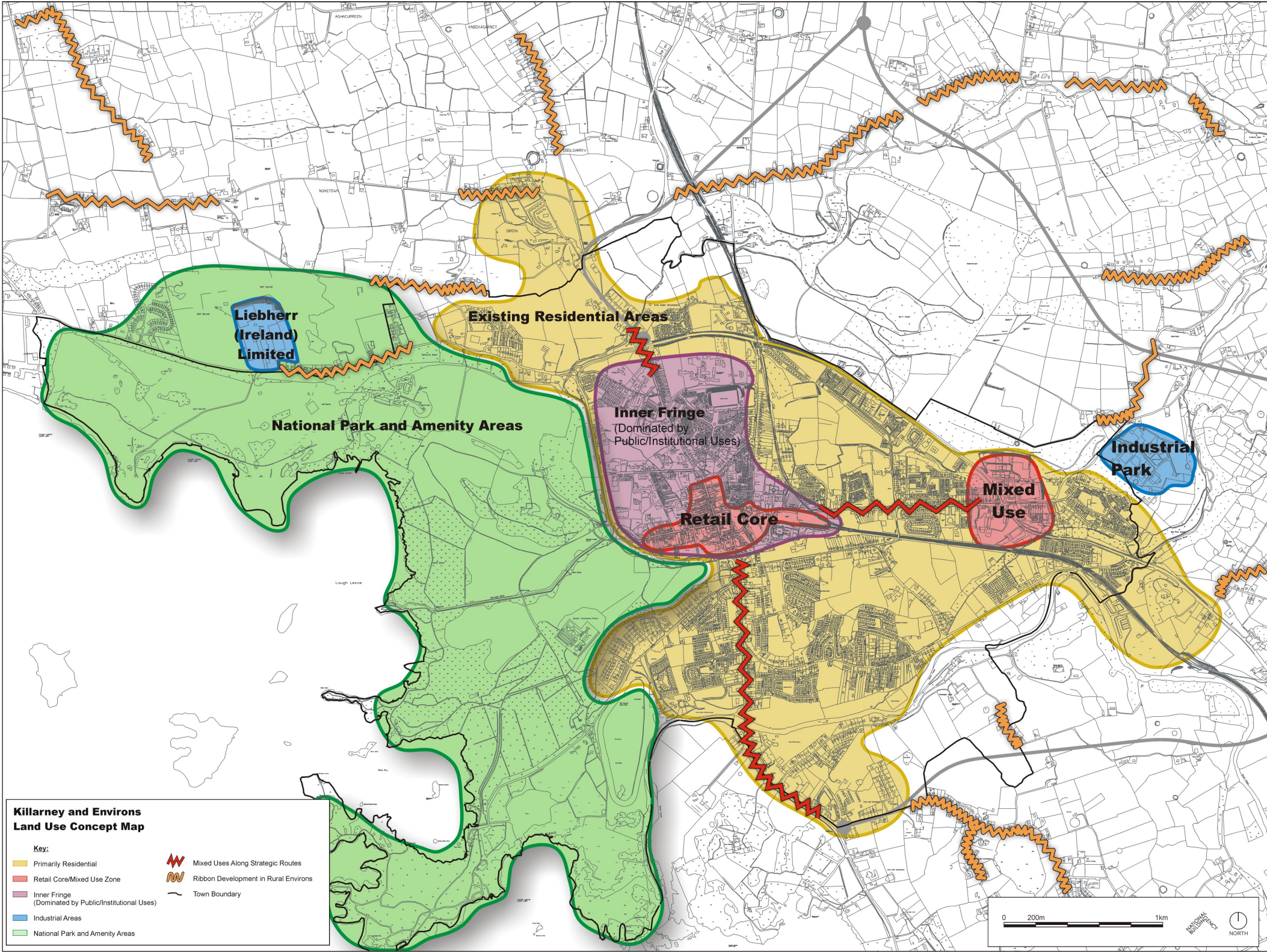
Map 5: Tralee & Environs Existing Land Use Concept Map



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Introduction and Context

Map 6: Killarney & Environs Existing Land Use Concept Map



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Introduction and Context

1.3.3 SWOT Analysis
Prior to developing the strategy for the Linked-Hub, it is important to identify the Strengths, Weaknesses, Opportunities and Threats of both Tralee and Killarney.

1.3.3.1 Strengths

Tralee & Killarney - Combined Strengths	Tralee - Individual Strengths	Killarney - Individual Strengths
Tourism accommodation base.	Good Indoor tourism facilities – Blennerville Windmill; Steam Train; Aquadome; County Museum; Tralee Sports & Leisure Complex, etc.	Highest concentration of hotel bedspaces outside of Dublin.
Airport	Excellent road link to Farranfore	Airport equidistant to both Hub Towns
Developing road infrastructure	Strong links to Limerick Gateway	Strong links to Cork Gateway
The Kerry Brand	Rose of Tralee Festival (Brand Value),	Good Business Co-operation
Adequate infrastructural services to meet growth	The focus of many administrative structures, including health, education and local government. Good Industrial base such as Kerry Technology Park and strong retail base. ITT – Third Level Educational Institute	Perceived Compactness of town core.
Proximity to high quality landscapes – Coastal Inlet, Mudflats, Rich Birdlife, Wildlife Sanctuary, Woodlands, Lakes and Mountains, etc.	High % of Open Space	High quality natural environment – National Park, Lakes, Woodland, Wetland areas, Scenic views.
Rail Connection	Gateway to Dingle Peninsula	Gateway to the Ring of Kerry
Large Hinterland and lack of competing centres.	Brandon Conference Centre	National Conference Centre
World famous golf courses within reasonable distance	Tralee Golf Course, Greyhound Track	Killarney Racecourse
High Active Amenity - Beaches, Golf, Surfing, Hiking, Sailing & Swimming	Siamsa Tire – Ireland's National Folk Theatre	Muckross House & Gardens, High Quality Restaurants
Fenit Harbour		

1.3.3.2 Weaknesses

Tralee & Killarney - Combined	Tralee - Individual	Killarney - Individual
Peripherality*	Perceived not to be as attractive as Killarney	Lack of diverse economy
Weak road links – especially from Farranfore to Killarney.	Congested urban network dominated by radial routes to town centre and lack of routes transversing the radial ones.	Weak retail core
Exclusion from the 'Atlantic Gateway' linking Waterford, Cork, Limerick, Galway and Sligo.*	Rising property values	Market inertia
The need for public/ administrative bodies to work together.	High proportion of social housing	High land / property costs
Linkages to Limerick and Cork	Under-performing racecourse	Locals being out-priced of housing market
Distance between the two towns		Over-reliance on the tourism economy, with lack of a diverse tourism product.

*See Opportunities

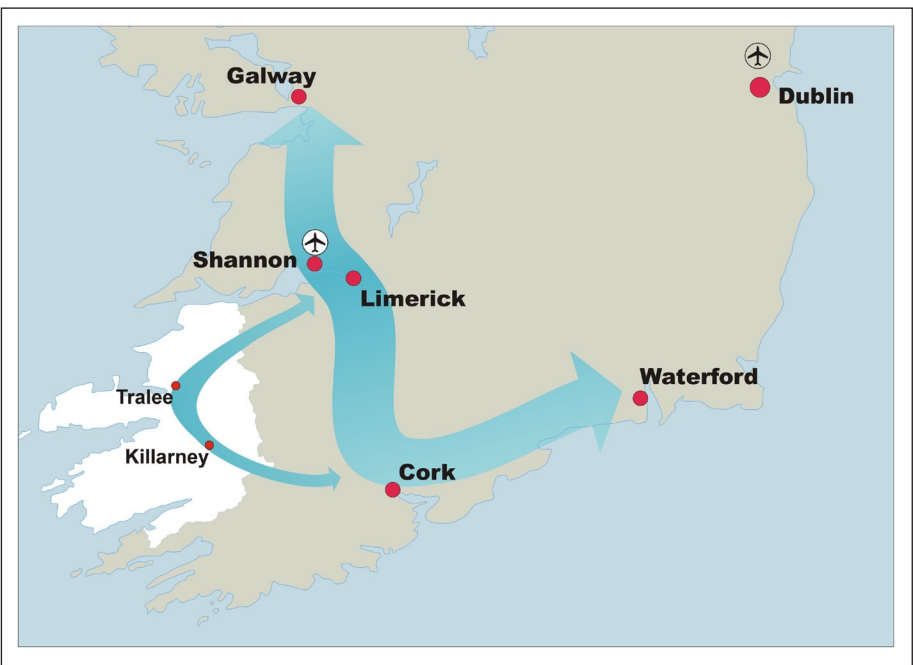
1.3.3.4 Opportunities

- ? Population migration into the Kerry hub
- ? Quality of Life – Lifestyle Choice
- ? Expand airport services and facilities at the heart of the hub, with good rail and road connections
- ? Road improvements from Farnanfore to Killarney, including Killarney By-pass
- ? Extended rail service between Killarney and Tralee
- ? Developing and enhancing tourism product range
- ? Developing and supporting complementary roles
- ? Developing synergy and co-operation in Business, Consultancy and Public Administration
- ? Joint branding and marketing
- ? Because of its distance from other large settlements, i.e., Cork and Limerick, it has competitive advantage, in terms of attracting retail and other developments, due to its large hinterland and the absence of a competing centre. Their perceived peripherality can be one of their strengths. It is also worthy to note that Tralee is closer to Limerick than Cork is and Killarney is closer to Cork than Limerick is therefore with good infrastructural links this should not exclude the Kerry Hub from the benefits of the 'Atlantic Gateway'.

1.3.3.5 Threats

- ? Weak Urban Structure caused by one-off housing and urban sprawl
- ? Erosion of high quality environment
- ? Congestion resulting from a lack of investment in infrastructure
- ? Decline in tourism
- ? Decline in IDA supported jobs
- ? Population migrating away from the area
- ? Demographic imbalance (aging population)
- ? Brain drain (younger educated population migrating to Greater Dublin Region for greater job market choice). (Of every graduate that leaves college there is only 0.1% working in Kerry).

Map 7 : Atlantic Gateway Corridor with Access from the Kerry Hub



The Lakes of Killarney - Unequalled environmental setting and landscape quality - a contributing factor to the Hub's quality of life offer.

Developing the Vision for The Kerry Hub

2.1 THE SHARED VISION

The vision for the Kerry Hub is for a well-connected urban network that is a source of creativity, economic generation, community involvement and cultural value, and is distinctive for its tourism attractions, lifestyle choice and unique quality of life offer.

The Vision for the Kerry Hub expresses a number of key themes, which are each, interrelated and explained and developed below.

2.2 THE CONCEPT of an ‘URBAN NETWORK’

People’s spatial mobility patterns are on an ever-increasing geographical scale. Where once people moved at the level of a town or city and its immediate environs, now they move between cities and towns, creating ‘urban networks’. For living, working, shopping, and availing of community facilities and services, people travel to nearby towns and cities. In this manner, our towns and cities can no longer be considered as individual entities. Tralee and Killarney and indeed many other towns and villages within their hinterland can be viewed in this manner.

Urban networks typically consist of a number of larger and smaller towns and cities that have good links with each other and are separated by non-urbanised or rural areas.

The development of economic activity and competitiveness favours urban areas as locations for enterprise, employment and increasingly residential activity. The larger urban centres tend to offer a greater range and variety of services, thus extending their pull factor and extending their sphere of influence. Urban networks – co-operation networks – can create benefits of synergy. Being mutually supportive, they strengthen each other’s usefulness. They enable the residents of a city or town, to reap the greatest benefit from the amenities of another nearby town.

2.2.1 Examples of Urban Networks

In formulating the strategy for the Kerry Hub a number of examples of urban networks have been examined. These include:

- The Oresund Region – Copenhagen and Southern Sweden (including Medicon Valley – similar to the Silicon Valley).
- ELAT Joint Innovation Strategy between Eindhoven, Leuven and Aachen (Netherlands).
- Brabant Stad – a joint venture between the 5 largest cities in the province of Brabant (Eindhoven, Breda, Helmond and Tilburg) and the provincial government of North Brabant (southern Netherlands).
- The Triangle: Nijmegen-Enschede-Wageningen.
- Jyvaskyla Region (Finland).
- Helsinki-Hameenlinna-Tampere (Finnish City Zone)

In addition to these, ‘Eurocities’ is an association of large European cities with a population greater than 250,000. It currently has 107 members. By comparison to these urban networks the Kerry Hub is small, though there are other examples of cooperative networks being developed between towns closer to the scale of the Kerry Hub – an example being the cross border network between Newry and Dundalk. Despite its smaller population base, the Kerry Hub can learn from the experience of these networks and will seek to emulate the synergy experienced by them.

2.2.2 Lessons from the experience of other urban networks:

- The urban network enables the realisation of a level of facilities in infrastructure, education, housing, health care, culture and sports far exceeding the possibilities of each individual town or city.
- The urban network requires fast and efficient transport networks.
- The urban network should seek to create centres/systems of excellence - the region/urban network needs to be an outstanding performer internationally in some field or area.
- Cooperation is required to gain critical mass (e.g., in R&D and innovation; in marketing and branding; etc.).
- A larger urban scale creates larger urban diversity.
- Cooperation between companies and institutes needs to be intensified (based

- on complementarities, mutual reinforcement instead of competition).
- Urban networks can create sustainable competitiveness.
- Administration must not be an obstacle.
- Quality of life issues need to be promoted.

The lessons learned from the experience of the other urban networks will be applied to the Kerry Hub and will be explored below and in the Vision for the Kerry Hub.

Map 8: County Kerry in Context



Developing the Vision for The Kerry Hub

2.2.3 The Kerry Hub as an Urban Network

The Kerry Hub – as an urban network between Tralee and Killarney in particular – enables the development of a higher level of facilities and services – particularly higher order services such as third level education, advanced health care facilities, industrial sites and employment centres, cultural centres of excellence, sport venues, etc., far exceeding the possibilities of either town on their own.

At the local level, each town will need to provide for the demand generated from the population base within their respective towns, however, at the broader sub-regional and county level, there will be services and facilities that will demand a higher population base than either town can provide on its own. Each town does not need to create those amenities and facilities itself and can realise additional new amenities that would otherwise not be feasible. The two towns must work together in a larger context when planning, realising and utilising their resources and amenities. The proper and full realisation of the urban network concept requires both physical and non-physical connections. To achieve the physical connections, however, requires fast and efficient traffic and transport links. The non-physical connections and networks relate to administrative cooperation and it requires the cooperation, promotion and networking of various groups and business interests in each of the towns (i.e., cultural networks, educational networks, business networks, organisational networks, etc.).

Typically, in an urban network, the individual towns may need to both specialise and complement one another in the range of specific services in an attempt to join forces – mutual reinforcement instead of competition. To some extent, this is already evident in the towns, with developments such as the Institute of Technology Tralee, the Kerry Technology Park, the Manor West Retail Park, being developed in Tralee, while Killarney displays a higher concentration of hotels and accommodation bedspaces, a national conference centre and specialist niche retailing.

As a successful urban network the Kerry Hub will also need to establish strong linkages to other towns in the county, particularly Kenmare, Castleisland, Killorglin and Listowel. Villages within the area of urban influence of the Kerry Hub will also play an important role in supporting the catchment population and offering choice to the housing market (see Kerry County Development Plan 2003 – 2009). Strong village structures are the aim, offering a range of community facilities and support services.

- The Kerry Hub will seek to function as a centre of excellence in a number of critical areas – specifically in relation to –
- developing the creative economy,
 - continuing the synergy between the Institute of Technology Tralee and the Kerry Technology Park, and
 - Developing cultural and tourism attractions and promoting niche activities for the tourism market.
 - These functions are developed further in the following sections, with key policy actions.

2.3 CO-OPERATIVE NETWORKS – COMMUNITY INVOLVEMENT

One of the key challenges for any urban network is for the inhabitants to adopt a united and shared vision. Urban networks won't work unless there is administrative and community networks of cooperation developed. The local community is important – communication and public participation and feedback is important in developing and implementing the vision. The awareness and motivation of the communities, the various actors and stakeholders - local businesses and enterprises, educational and research institutions, community and voluntary organisations, and public bodies - should be focused more in the creation of urban networks. For this to succeed there needs to be an awareness of the objectives and strategies of various organisations and a focus on a shared vision for the Hub.

Community involvement will also be required on a continuous and on-going basis. The structure is not there at present but this will be developed by the County Council following the adoption of this plan. This will be achieved by engaging with the public – through the media and various community groups. Civic engagement and civic pride will be encouraged through the provision of venues and civic spaces where people can participate and exchange ideas (Refer to Diagram 2, page 13). For example, the recent redevelopment of the Tralee Civic Square provides a forum for both the serious musician and the busker, it also provides a forum for artists and craftsmen to showcase their work, for entertainers, and for a variety of fairs and markets (i.e., a Christmas Market, a Halloween Fair, etc.). It therefore provides scope for both informal and formal or regular events. It also allows events to build off each other and for synergy and cooperation across disciplines.

The Councils will also encourage organisational networks between businesses and community groups.

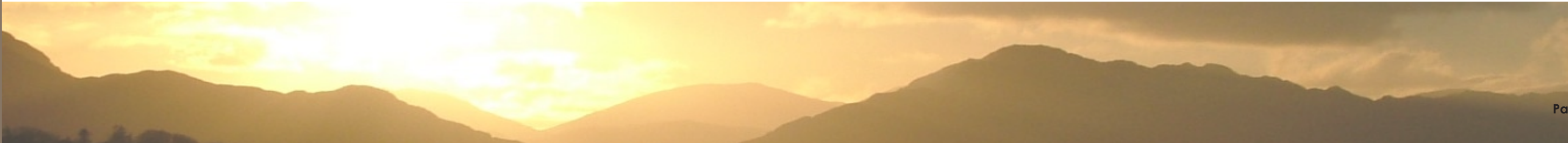
The implementation strategy (Section 7) provides more insights on the how to develop the shared vision through branding and marketing.

Action

- The County Council shall
- o Promote community involvement and participation in the delivery of the Kerry Hub Vision through a range of community initiatives, including civic engagement and through the provision of venues and civic space
 - o Encourage organisational and cooperative networks between business and community groups.



People make places - public participation and feedback are important in developing and implementing the vision.



Developing the Vision for The Kerry Hub

2.4 URBAN NETWORKS Depend on TRANSPORT, MOVEMENT and ACCESSIBILITY

The development of the Kerry Hub will depend on the creation of fast and efficient transport networks between Tralee and Killarney, the towns and villages within their hinterland, the County generally, and the network between the Gateway Cities. Inter-urban accessibility is critically important, especially –

- the ease of access between Tralee and Killarney;
- linkages to other Hubs and Gateways in the region, notably Cork, Limerick and Mallow;
- good transport connections from the towns to Kerry Airport and Fenit Port.

At present Tralee has strong links with the Limerick Gateway, while the Tralee-Killarney-Cork economic corridor (N22) is of significant regional importance.

2.4.1 Road Access between Tralee and Killarney

In relation to the improved access between Tralee and Killarney, the following observations can be made:

- o The N21 from Ballymacthomas into Tralee Town has recently been realigned and upgraded (the route is also upgraded to Castleisland).
- o The N22 from Tralee to Farranfore has been considerably improved and realigned along its route.
- o The N22 from Farranfore to Killarney will have to be completely realigned along much of its route due to problems that have arisen from a multiplicity of entrances to one-off housing, reducing traffic speeds and causing traffic hazard. The new route should be kept free of development, not just residential developments but also pressure from commercial enterprises seeking rural, cheaper sites on this strategic route.

The carrying capacity of the road between Tralee and Killarney is critical; no new access points will be permitted along the National Primary Route.

2.4.2 Linkages to other Hubs and Gateways in the region, notably Cork, Limerick and Mallow

Each of the following routes will need to be upgraded:

- o The N21 from Limerick to Farranfore and Tralee (the Castleisland by-pass has been approved for construction).
- o The N22 from Killarney to Cork.
- o The N72 from Killarney to Mallow.
- o Other National routes within the County that will need to be upgraded include the N71 to Kenmare; the N70 to Waterville and the N86 to Dingle, thus ensuring ease of access from other important towns in the County.

Note: Most of the routes within Kerry County Council are approved for upgrading within the County boundary.

2.4.3 Regional, National and European Connections – The Role of Kerry County International Airport

Kerry Airport situated at Farranfore provides both a strategic and pivotal role in the efficient operation and functioning of the hub – situated, as it is mid-way between the two hub towns – with improving rail and road access to Tralee and Killarney. The airport is an important infrastructural element in the Hub, particularly in an age of increased mobility, when air travel continues to grow at unprecedented rates. In promoting the area for both tourists and business executives, it is a vital ingredient. The airport offers daily scheduled flights to Dublin, London and Liverpool with onward connections to all major European destinations. There are also a number of direct flights to Frankfurt (Hahn)(Germany) providing a greater range of potential international connections. A summer season air service was also provided to Lorient, France in 2006 and is likely to be continued in subsequent summer seasons.

With new flight destinations being developed on a continuous basis, passenger numbers are increasing by approximately 50% per annum and it is projected that passenger growth will expand from circa 400,000 in 2006 to 1,000,000 by 2010, requiring the redevelopment of the existing terminal buildings, with additional passenger, freight and handling facilities. Work has recently taken place in relation to expanded car parking; provision of taxi ranks and bus bays for passenger set-down.

The development of airport related uses, including a centre of logistics and warehousing and light industry would also enable Farranfore to provide both a specialist role that compliments the two hub towns.

With an increased range of destinations to fly to, there is a great need to plan for an efficient public transport connection that would link Farranfore with Tralee and Killarney.

Bus Eireann operate a service to the airport on the Killarney to Limerick Route. During 2006, there will be diversions on the Tralee to Cork route stopping at the airport. The feasibility of providing a shuttle service for every flight should be explored, so as to provide a more seamless and integrated service, overcoming the distance of Farranfore to the two towns. Unfortunately the distance of the airport from the railway station means that rail offers limited scope at the present time. This could be overcome by one of the following means –

- A shuttle bus service from the airport to the railway station to be linked to train times. This however does not appear to be viable at the current time due to variable flight and train times.
- The provision of a mini-tram service connecting the airport to the railway station (this is a long term strategic option dependant on significant airport expansion and a significant growth in passenger numbers and is unlikely to take place).
- The relocation of the railway platform and associated car parking to a location closer to the airport (within a more reasonable walking distance). This would result in the new location being further from the village centre and Iarnrod Eireann are opposed to the idea.
- The most viable option is a frequent bus shuttle with multiple stops in Tralee and Killarney.

It is important to safeguard the airports operation and expansion, and therefore development should be restricted between Currow and the Airport and between the Airport and the N22. The following matters need to be considered in relation to proposed developments around the airport:

- Developments may be proposed in noise sensitive areas and should be vetted accordingly;
- Residential development should be restricted in these areas so as to safeguard inhabitants and safeguard the airport's future expansion;
- Height restrictions should be considered along approaches to runways;
- Activities or land uses that may generate aviation hazards (i.e., telecommunications masts; forestry plantations attracting birds in the vicinity; etc.) should be avoided.

2.4.4 Rail Connections

The Kerry Hub is fortunate to have a rail connection and service between Tralee and Killarney. Eight daily trains from Dublin serve the Hub (changing at Mallow). Farranfore railway station, approximately one kilometre from the airport, offers seven daily services to Tralee and six daily services to Killarney.

There is also a disused railway line connecting Tralee to Fenit. Looking towards the future, there are increasing global concerns about energy supply (oil dependence, supply shortage and rising costs), emissions and the link to global warming (including international agreements to combat carbon dioxide release) and sustainability principles in general. The development of the Kerry Hub needs to consider the potential impact of these criteria on the local economy and people's mobility patterns and plan accordingly. The disused rail line could become an important public transport corridor in the future – either for a bus-only route or for a light rail system. No short term planning solutions or development proposals should hinder such an option in the future and therefore, this plan identifies a number of potential sites adjoining the railway line where a transit stop could be considered, and land reservations should be imposed.

In order to ensure an efficient and reliable service in the future, the proposed land use structure and residential density on both sides of the rail line will be required to increase so as to support a service along its route. Immediately east of Tralee in the environs at Rathass and Ballinorig South/Ballingowan, the rail line could also prove useful in meeting

the town's mobility requirements in the future and here increased densities will be encouraged as part of a vibrant mixed use zone, which will also include some significant employment generators. In general, transit stop reservations are proposed every 600-800 metres.

A high speed rail or metro connection between Tralee and Killarney may ultimately be viable with transit stops along its route serving higher than average residential densities at specific locations – particularly in the town's immediate environs and perhaps ultimately at villages such as Farranfore. The disused line serving Fenit could also prove important along a portion or all of its length in the long term.

2.4.5 Improving links to Fenit Port

The R558 to Fenit is an important route accessing this deep-water port, which can cater for vessels up to 5,000 dwt., within 8 miles of Tralee. Although it was traditionally a fishing port, and is used by a number of exporting firms such as Liebherr (Ireland) Ltd., it is now a centre of maritime activity serving the hub with the marina contributing most of the ports income. With the rise in recreational sailing and cruising, the marina has demand and opportunity for expansion. The road to Fenit is in need of upgrading to support the transport of long vehicles carrying large machinery and infrastructural components, including Liebherr cranes and also wind turbine parts.

Action:

- The County Council shall:
- Pursue the upgrading and/or re-alignment of –*
- o The N21 from Limerick to Castleisland and Tralee
 - o The N22 from Killarney to Cork
 - o The N22 from Farranfore to Killarney
 - o The N72 from Killarney to Mallow
 - o The R558 from Fenit to Tralee.
 - o Facilitate Airport expansion and development and strictly control activities and/or developments that might generate aviation hazard or be incompatible with the operation of the airport for reason of noise sensitivity, excessive height, etc.
 - o Promote fast and convenient public transport connections between Tralee and Killarney and between Farranfore and the two hub towns.
 - o Reserve lands along all rail corridors for a potential second rail line and reserve lands in the vicinity for higher residential densities (Long term Objective).
 - o Support the extension of the marina at Fenit so as to facilitate the tourism and recreational sector of the Hub.

Right: N22 approach into Tralee - A strategic route corridor.

Below: Looking to the future - with rising fuel costs and energy demands the Council needs to keep an open mind about future transport modes and building critical mass along rail corridors - as with this example of a European light rail system.



Developing the Vision for The Kerry Hub

2.5 ECONOMIC GENERATION – Focusing on the Role of TECHNOLOGY, EDUCATION, and CREATIVITY

In order for the Kerry Hub to fulfil its population growth target of 11,000 persons between 2000 and 2020 (refer to Section 6.2), as indicated in the Regional Planning Guidelines, the towns will need to generate approximately 289 jobs per year⁴, or over 1734 over the course of the Local Area Plan (6 years). Therefore, a key element of the vision for the hub is economic and employment generation – to be specifically focused on the development of the creative economy and innovative knowledge based economies, while continuing with the development of a high quality tourism product. The context for this is outlined and developed hereunder.

2.5.1 Economic Context

Ireland is now the only nation in Europe that is not physically connected to the rest of the continent (following construction of the Oresund bridge linking Denmark to Sweden and the Channel Tunnel connecting England and France). Despite its peripherality, Ireland's economy has been very successful. Kerry's location in Ireland is also peripheral, on the southwestern seaboard. It is somewhat remote from large population catchments and the European market and this is a constraint to investment in the manufacturing and production of goods – though Liebherr Ltd and others have shown success in this area. Despite its peripherality, the Kerry Group plc, the world's largest supplier of food ingredients (employing 13,500 employees worldwide) operates its global business from its headquarters in Princess Street, Tralee. Looking to the future, it is likely, that for the economy of the Kerry Hub to develop, it will need to focus on –

- computer technology and services;
- knowledge based industries/research and development;
- creative industries (focusing on the arts, graphics, multi-media, etc.);
- developing the existing strong tourism base;
- facilitating local indigenous industries.

In order to develop a strong base for these activities the Kerry Hub will need to increase its outward orientated vision – creating networks among SMEs, larger firms and universities, training institutes and state/semi-state organisations.

2.5.2 Computer Technology and Services

The world has become a global village linked by a continuous flow of ideas through the best communications system the earth has ever had – computer technology and telecommunications is at the heart of the global economic system. The Kerry Hub will need a developed and evolving telecommunications system if it is successfully compete internationally (Refer to Section 3.7.3 & 4.7.3 on Telecommunications and Access Technologies).

2.5.3 Research and Development – Linking the Institute of Technology Tralee with the Kerry Technology Park

The Kerry Technology Park, based in Tralee is a combined technology campus (with ITT) and has a site area of 113 acres, with modern technologically advanced incubation facilities; on-site management and an established cluster of software/IT companies. It is an important knowledge based enterprise, which is distinctive for the following reasons:

- Excellent physical location, on the east side of Tralee town, on a planned strategic route, providing ease of access to Kerry County International Airport.
- It's location on the campus of the Institute of Technology Tralee provides opportunities for Research and Development.
- The college provides an availability of highly qualified and experienced graduates.
- It provides state of the art infrastructure and telecommunication facilities.
- Strict business eligibility criteria and design guidelines for the Park to ensure a high quality physical environment for technology and knowledge-intensive enterprises.
- InnovationWorks is a technologically advanced incubation facility for new enterprises set up to specifically support start-ups.
- Proximity to a landscape and amenities of unrivalled quality.

The Technology Park is now home to 17 companies employing 220 persons, primarily in the software and communications sectors. There is a need to continually reinforce the link between the Institute of Technology Tralee and Kerry Technology Park. Interaction between the two sectors is important, and can be achieved through inter-institution collaboration in research (joint research groups), the setting up of conferences, workshops and other projects to create a dynamic research environment (advanced research).

2.5.4 The role of the Institute of Technology Tralee in supporting innovative knowledge based enterprises

ITT is a university level college that offers a comprehensive range of courses and training programmes from undergraduate to postgraduate Masters and Doctorate degrees (Ph.D). It seeks to produce high calibre graduates that meet the requirements of a rapidly changing technological workforce. The ITT works in close partnership with numerous firms in Kerry on the development of products and services. The Research and Development facilities and staff at the Institute are available to, and used by, firms seeking innovation in their sector. The Development Office is responsible for services to industry and links with regional, national and international agencies. Consultancy, research and development and continuing professional and personal development are the main services offered to the wider community.

The Tom Crean Business School (at ITT) supports the incubation and development of new enterprises, as well as providing support for the commercialisation of research for Small and Medium-sized Enterprises. It focuses on business opportunities emerging in all technology-based sectors, including information, telecommunications and bio-sciences.

The College is a recognised 'Centre of Excellence' in a range of disciplines, including:

- Information Technology and Software Development
- Multi-Media
- Natural Resources
- Manufacturing Technology
- Product and Process Development in Chemicals and Pharmaceuticals
- Product and Process Development in Food, Microbiology and Health.

Microsoft Corporation has accredited the Institute as a Microsoft Authorised Academy Training Partner.

As the Institute is one of a network of twelve Institutes of Technology in Ireland, it has direct links and student exchange programmes with colleges in EU Countries and has research and enterprise development links with 34 centres – mostly in Europe. It also has links with colleges in the US and Canada. The physical proximity of the ITT with the Kerry Technology Park (KTP) ensures close networking of the academic and enterprise community and is seen as a vital ingredient in the future economic development of the Hub. Access for enterprises at KTP can be arranged through a range of college facilities and services, including for example –

- State of the art computer technology facilities
- State of the art multi-media centre
- Software expertise
- Language laboratories
- Customised in-company or on-campus training
- Participation in joint-research programmes
- Cooperation among the institutes of technology and the universities, throughout the west and southwest region, could open up all courses, libraries, laboratories and other facilities for all students and researchers in the region, with benefits accruing to the Kerry Hub in addition to the Regional Gateways.⁵

The Kerry Plan will rely on computer technology, which is at the heart of the global economic system.



The Institute of Technology, Tralee - a key element in leveraging talent and technology in the Hub.



The Hub will promote high quality business environments.



⁴ This figure was derived from a comparison between national figures of population and employment. At present, those in employment is estimated at approximately 45% of the total population.

⁵ Such cooperation efforts between universities in a region are seen as instrumental in the development of the Oresund Region, an economic partnership that straddles Copenhagen and Southern Sweden.

Developing the Vision for The Kerry Hub

2.5.5 The Creative Industry

The Kerry Hub should seek to position itself as a centre for creativity, with a particular focus on creative industries. Creative industries have been defined as *'those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property'*.⁶

Creative industries include design companies, art houses, graphic design, multi-audio and visual media content developers, art creation and production, crafts, antiques and designer furniture, fashion, film production, live and recorded music, performing arts and entertainment, and writing and publishing. Value is not generally associated with a physical object, but with the style, design, content, meaning, or representation. The creative economy is one of the fastest growth sectors in the world, frequently powered by information based digital technology and communications.

Stockbyte, the Tralee based company recently sold to Getty Images, is a good example of a creative industry which gained international recognition, and specialised in the distribution of digital stock photography in themed collections through its technologically advanced e-commerce website. It grew to become the largest global creator of premium royalty free images in the world, and last year was announced the winner of the Ernst & Young Entrepreneur of the Year Award in the Emerging Entrepreneur Category.

The Hub will seek to build on this success by attracting other complimentary industries to the area. Creative clusters can develop when technical innovation, artistic creativity and business entrepreneurship are deployed to create a new product. The aim will be to attract creative talent to the Hub so that it may emerge as a 'creative cluster' with the potential for shared resources, networks and/or partnerships emerging. Such uses would – depending on the exact nature of the business – be facilitated within the Kerry Technology Park and will be encouraged within a proposed mixed use zone near Rathass/Manor East.

There are a number of bodies that offer education and training in the area of multi-media and graphic design in Tralee, and in so doing support the creative industry. These include the Tralee Community College, the Institute of Technology Tralee and FAS – the national training body. These courses address digital video and movie production, animation, graphic design and radio production. The ITT hosts a state of the art digital media centre which includes a digital production and post-production facility consisting of a TV studio and radio studio with full recording and multi-media editing suite. The support structures in terms of training courses, facilities and infrastructure are there to develop the digital creative sector further.

Traditional art skills are an important part of the equation. The County's spectacular landscape provides a quality environment conducive to creativeness and artistry. While some larger urban centres can provide limitless possibilities and opportunity for artists, frequently it is the smaller places that allow others to develop – as they can be less expensive for artists to live and find spaces to work and easier for ideas to take influence and to be acknowledged. The development of workspaces for artists – visiting and established – in the Hub might provide a platform for artists. The development of the arts would also compliment the existing tourism and cultural role of the Hub.

As part of its creative endeavours, The Kerry Hub, should seek to emulate the success of Dingle and build on its entrepreneurial spirit – as it now has the highest percentage of self-employed persons per capita in the country – much of it capitalising on the creativity of those who have chosen to live and work in this picturesque town. Dingle should serve as a model for the Hub, or the Hub should at least seek to provide a 'showcase' for the artistic energy and creativity of the region. This in itself would support the specialist niche retail offer provided by Killarney.

Killarney is ideally positioned to cater for this aspect of the creative sector - including for example, pottery, ceramics, woodwork and furniture design, glasswork, metalwork, silverware and jewellery. In addition to galleries and exhibition space, it shall encourage the private sector in the development of similar enterprises to the Blarney Woollen Mills and Kilkenny Design.

Opportunities should be explored that would enable a synergy to develop between the Kerry Hub and places like nearby Gateway Cities of Cork and Limerick, each of which have established schools of art. This synergy could focus on setting up projects and workspaces in association with Cork's Blackwater Studios, Art Trail, Cork Artists Collective, Cork Printmakers, the Art Box and the National Sculpture Factory, thus providing a mutually supportive relationship between the Hub and the Gateway.

Actions

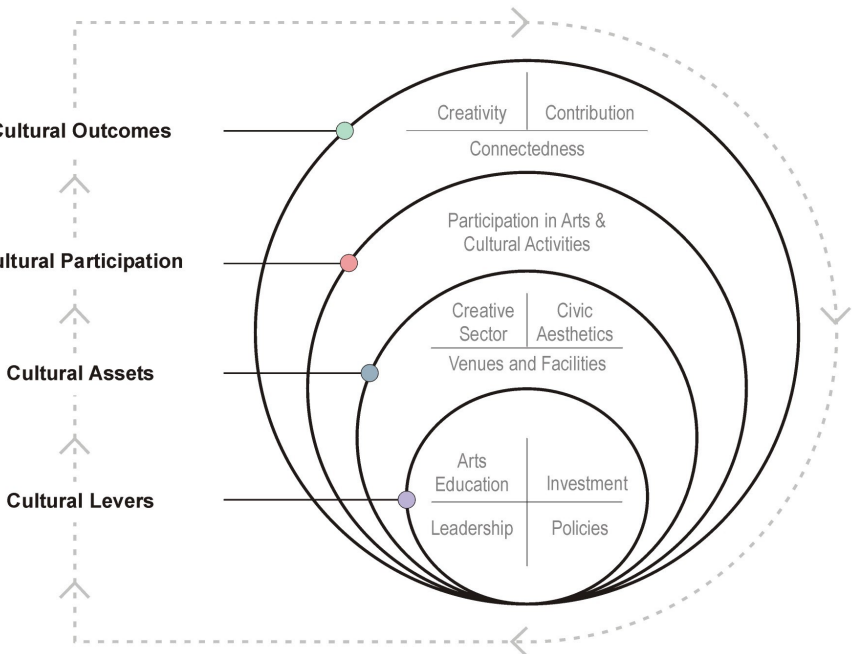
The County Council shall –

- o Encourage cooperative networks of Research and Development between the educational institutes in the region and with private enterprise in the Hub.
- o Engage with the education and training bodies in the area, including Enterprise Ireland and others so as to see how the Council might assist in the creation of 'Creative Clusters' in the hub towns.
- o Engage with Tralee Town Council to explore the potential development of an Arts Quarter or Cultural Quarter to the south side of the Town Centre in the vicinity of Siamse Tire (National Folk Centre/Arts Centre) and the Kerry County Museum.

The land use zoning plans for the environs of the Hub towns will make adequate provision for all industrial types, including the creative sector, through the following provisions –

- The provision and/or extension of existing industrial zoned lands to accommodate manufacturing, light industry and local indigenous enterprise that require such sites for their operation and/or services;
- A long term reservation of land to enable the extension of the Kerry Technology Park, which will continue to facilitate high technological and knowledge based industries;
- The provision of a new mixed land use zone in Tralee (at Rathass-Manor East) that would enable multi-storey operations to take place, such as office blocks, medical centres, live-work units and/or hotels with conference facilities. This area would be subject to a detailed masterplan so as to ensure high design and landscape quality.
- Logistics, warehousing and light industry would be facilitated at Farranfore.
- Government decentralisation will be facilitated at Killarney.
- Facilitate and promote the creative sector in Killarney, including workshops, galleries, enterprises and retail outlets used for the showcasing this sector. Such uses will be encouraged in Killarney Town Centre near the Cathedral (on Church Lands) and in the Environs through the provision of a mixed use zone.

Diagram 2: Indicating how 'cultural levers' such as policies and investment can generate activity and participation in creative and cultural endeavours, which in turn can build momentum in a community. Tapping into people's talents can be just as important as technology in generating economic growth.



Source: 'Creative Community Index' by Cultural Initiatives Silicon Valley

Samhlaíocht - Runs a broad range of activities relating to the arts, including arts festivals, and exhibitions - and provides an important platform for artists in the region.



⁶ Defined by the UK's Department of Culture, Media and Sport.

Developing the Vision for The Kerry Hub

2.6 ECONOMIC GENERATION – Continuing to develop a ROUBUST TOURISM BASE
The local economy is dependant on the tourism sector and this is an area that can also be expected to grow and develop further. Results from the Central Statistics Office, 2002 reveal that one out of every five workers in Killarney was employed in the hotel industry in 2002 – the highest percentage in the country. In order to ensure that such numbers can be sustained into the future, it is important that the Hub develops a robust tourism strategy and ensures that it develops as **a centre of excellence in tourism**.

The tourism sector has developed on the basis of the region's high quality landscape - Tralee being the gateway to the Dingle Peninsula, while Killarney, situated on the doorstep of Killarney National Park can be considered the gateway to the Ring of Kerry and the Iveragh Peninsula. The appeal and enjoyment of the high quality landscape setting is largely dependant on fine weather. More non-weather dependant activities need to be developed (in addition to those of Tralee, such as the Aquadome, the County Museum, the Steam train, etc.). Specifically, the tourism base will need to diversify as a means of lengthening the average tourist stay and expanding the tourism season. There are good opportunities for increased levels of business in the holiday activity sector, with year round, niche markets with a high yield. This can be achieved by –

- promoting the region around the hub as **'the playground of Ireland'** focusing on a range of adventure activities that would particularly appeal to the younger, mobile population such as backpackers and youth groups. The aim for Killarney would be to try to emulate some of the success experienced in Queenstown, New Zealand which has pitched itself as 'the adventure capital of the world' - a full range of activities are on offer, with kiosks and offices in the town making enquiries and bookings simple and easy; patrons are collected from their place of accommodation and brought to and from the activity destination, with lunch, etc. included. The hub's hinterland needs to focus on the creation of new **niche activities** and specifically the **activity holiday sector** - specialist holiday experiences based on hillwalking, cycling, diving, watersports, surfing, painting, cooking, crafts, heritage/archaeology, mountaineering; birdwatching; eco-tours; etc.
- **Multi-activity holiday packages**, such as trips that include a combination of activities over a period typically ranging from 3 days to a week and might include, for example, hillwalking, cycling and canoeing;
- the development of a number of **attractions in the area of arts and/culture** (refer to previous Section 2.5.5 and the need to develop Killarney as a platform for the arts and a centre to showcase the creativity of the region);
- the development of **children's attractions** with all weather facilities (such as a children's museum, puzzleworld, fun park or amusement/theme park)⁷– a strategy which is also likely to draw Irish families to the region for short stay breaks;
- festivals, such as the **Rose of Tralee**, add significantly to the image of Kerry, providing a significant draw for visitors and tourist (circa 200,000, with 920,000 viewers). Ireland's first **World Fleadh**, at Ballybunnion in August 2006 and is set to be the country's largest ever Celtic music event, with some 50,000 people expected. Such events, whether in the hub or within its catchment area are likely to draw visitors into the towns and promote the area generally, with numerous benefits. The **Samhlaiocht Easter Arts and Bumble Bee Festival** runs a broad range of activities and showcases artists of all sorts, types and forms. A comedy, music, dance or visual arts festival, to occur in the autumn/winter months would assist in extending the season with significant spin-offs and further develop the Hub's cultural reputation.

2.7 ECONOMIC GENERATION and CULTURAL VALUE
Culture is an economic resource for the Kerry Hub. Cultural value is expressed in the area's richness of history, landscape, heritage, traditions, language, music, festivals and the arts. The cultural resources of the County are very much intertwined with the potential for –

- Enhancing the attractiveness of the region (for visitors and future inhabitants);
- The future growth of the creative economy; and
- Protecting, promoting and developing the tourism sector, through specialist niche activities. There is a need to add cultural value to the tourism product offer.

The region would benefit, as would the Hub's cultural presence, from the development of centres of **excellence for sports, leisure** and the **performing arts** in the Hub towns. Such facilities play a key role in the promotion of tourism, maintaining local economic activity and in helping to sustain peripheral areas (including their artists, writers, etc.).

In order to promote the Kerry Hub, it needs to be attractive to inward investment and to a young, mobile and highly professional workforce. Today's demanding company executives, entrepreneurs and employees desire a high level of **social and cultural entertainment** which should be on offer. The role of the hub in promoting cultural activities, local interest and **artistic involvements** should be expanded allowing for further exhibition spaces and promoting further events – such as modern music festivals and indigenous Kerry crafts.

There is potential to encourage or focus such activities into a specific area of the town, so as to develop a cultural quarter. Opportunities also exist to develop a **vibrant evening economy**, with a good choice of restaurants, café-bars, in addition to continued promotion of comedy, dance, music, theatre and other artistic and creative endeavours.

In support of the County's rich cultural heritage, the Council will seek to –

- Protect key landscapes and the environmental quality of the rural areas under urban influence (Refer to Section 6.1.3, Building Critical Mass & Managing growth in the Sub-Region);
- Protect key heritage features and promote access to and the understanding of national monuments and archaeological sites of particular interest;
- Promote an interest in the local traditions and heritage of the hub region, in addition to new diverse cultural experiences, through festivals and the promotion of the arts.

Action
The County Council shall:

- *Work with Bord Failte, the County Enterprise Board, and Cork-Kerry Tourism and private enterprises to examine mechanisms for developing and promoting the tourism product on offer in the Hub towns, particularly having regard to the development of specialist and niche activity holidays and indoor/all weather centres of activity.*
- *Engage with Siamse Tíre (the National Folk Theatre of Ireland), the Arts Centre, the Kerry Arts Office, Kerry County Library and various local community groups and individuals involved in the Arts so as to promote festivals, performances, events, workshops, exhibitions, etc. which would showcase the arts and enhance the hub's image and attractiveness.*

Festivals and other cultural activities are important generators of economic activity and help to enhance the image of an area.



Tralee has a number of indoor tourist attractions such as the County Museum located in the Ashe Memorial Hall.



Horse with Jaunting Cart in Killarney.



Right: The Rose of Tralee International Festival.

Below left: Siamse Tíre Theatre.

Below middle: Steam train to Blennerville - another tourist attraction.

Below right: Tralee Garden Festival (Féile na mBláth) - A celebration of nature, folklore, featuring children's work shops, seminars, guided tours and sculpture inspired by Irish Mythology.



⁷ World-class examples of such facilities include Puzzleworld (Wanaka, New Zealand); The Boston Children's Museum; and The Exploratorium – The Museum of Science, Art and Human Perception (San Francisco). Amusement/theme parks in Europe have attracted between 400,000 to 3,500,000 people per annum (at Land van Ooit and Efteling, respectively), though the population base in Ireland is likely to be significantly less, the potential to generate tourism related income is likely to be significant.

Developing the Vision for The Kerry Hub

2.8 LIFESTYLE CHOICE and QUALITY of LIFE – Second to None.
The Kerry Hub offers a distinctive ‘edge’ on other towns and cities in the country with an unequalled landscape setting and a broad **choice** of activities and amenities within close proximity to the Hub towns. Quality of life will be a unique selling point for the Hub.

TIME is a critical factor. This is a unique selling point of the Kerry Hub – specifically the time that it takes to access the natural amenities and activities that are on offer within a reasonable time and distance from the Kerry Hub, say twenty minutes or so. The natural amenities include Killarney National Park, lakes of Killarney; mountains, extensive coastline with beaches, etc. while the activities on offer are nearly limitless and include hill walking, rock climbing, sailing, surfing, water skiing, wind surfing, horse riding, canoeing, golfing, sea and river angling, bird watching, horse racing, greyhound racing, a marina and adventure centres (Refer to Map 9).

When considered in the context of ‘time,’ specifically the time it takes to travel to these amenities and activities, the Hub is unrivalled.

In addition to its proximity to amenities (and the time element), quality of life on offer in the Hub towns depends on a number of other variables which are offered in Tralee and Killarney, including:

- **Environmental Quality and Protection** – Providing for contact with nature and respecting landscape context, air quality, water quality, etc.
- Promoting the regions’ **natural amenities** – mountains, lakes, rivers, beaches and coastal areas, etc.
- Providing for the necessary **infrastructure, supporting facilities and services** – provided through a comprehensive network of neighbourhood centres and adequate provision of open space.
- **Urban design quality** – improving the image of the towns through architectural and design standards for developments; and providing attractive civic places for people to meet in the open.
- Promoting **active and vibrant town centres** that provide a pleasant shopping experience and that will also appeal to the ‘browser’ and long distance ‘event’ shopper.
- **Developing the evening economy**, with quality entertainment attractions, restaurants and café-bars.
- Providing **housing choice and at levels affordable** to the local community, (including low residential densities which adopt sustainable energy approaches)
- **Protecting heritage** – natural and man-made (architecture and archaeology) – thus promoting cultural continuity.
- Promoting **transport infrastructure** conducive to various forms of mobility, including an efficient public transport system.
- Providing **strong linkages and connections to other major urban centres**.
- Providing for **employment** opportunities across a range of sectors.
- Providing for **personal and professional development** through the Institute of Technology Tralee
- Promoting **a creative environment** and ongoing development and promotion of **cultural activities**.

These key variables will need to be safeguarded, promoted and/or developed further as appropriate.

In order to attain a significant critical mass of population (refer to Section 6.1.3), the Kerry Hub will need to retain and attract talented people to the towns of Tralee and Killarney. These persons have many career options, and seek progressive environments, with upscale shops, cafes, leisure, sporting and recreation facilities, including outdoor amenities, museums, art galleries and other cultural activities. They demand high quality environments with high quality schools and services. They also require access to venture capital, top management and marketing employees, fast and cheap internet connections, and a good labour pool of highly skilled professionals⁸. In essence, the provision of these facilities and services depends on ‘lifestyle planning’. In this regard, the County Council will work with the two Town Councils, and other bodies, to ensure the provision of such quality amenities, facilities and services. It will also build on its physical

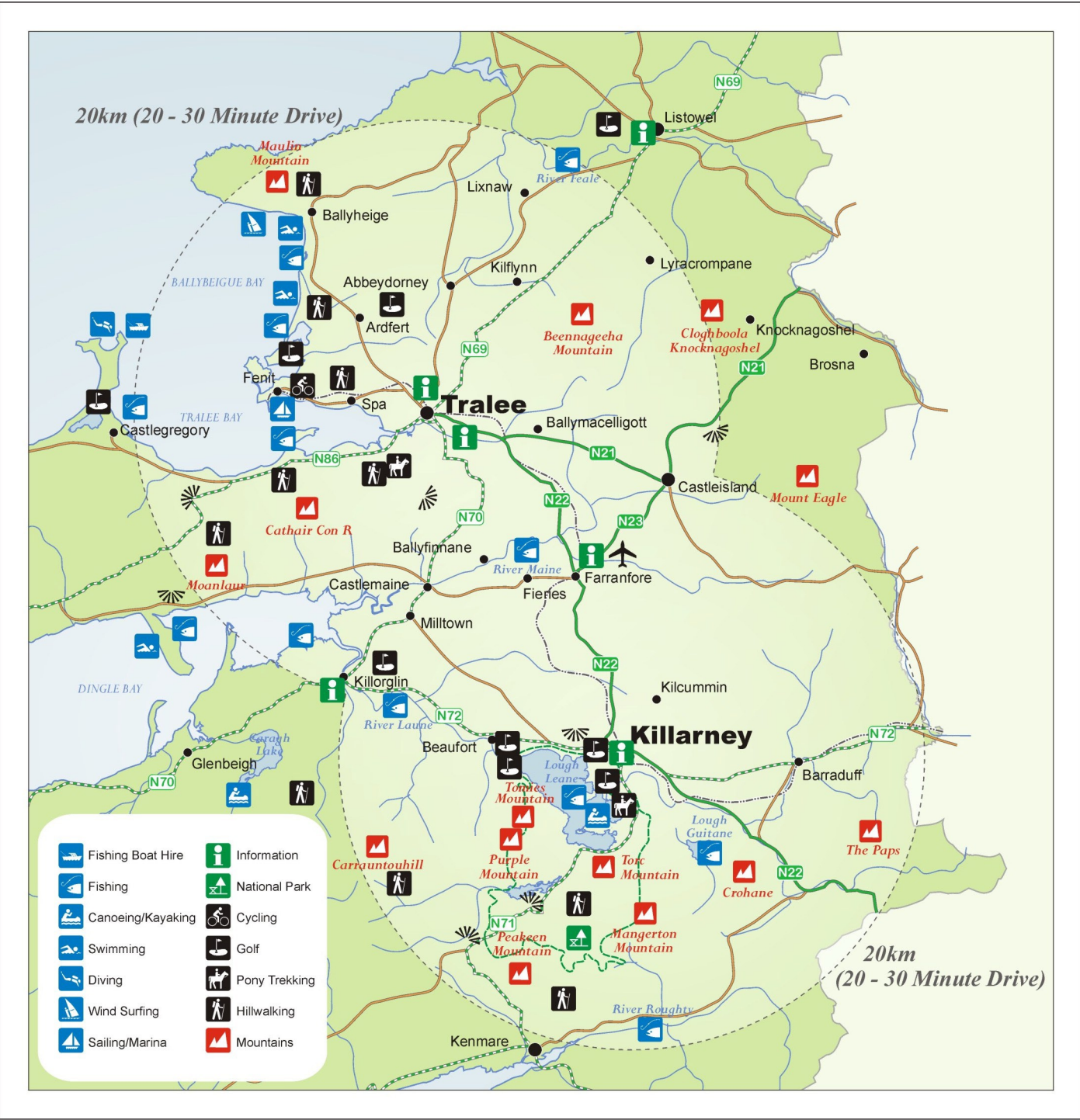


Activities on offer within a short proximity of the Kerry Hub.

and cooperative networks to the Regional Gateways of Cork and Limerick to access a larger professional labour pool.

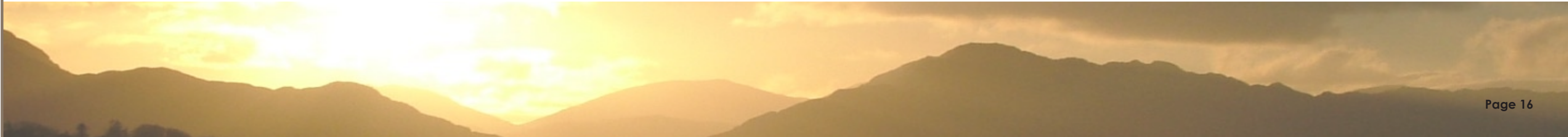
The Tralee and Killarney Environs Plans (Sections 3 and 4) will draw on these core elements in formulating a zoning strategy with key development objectives for the respective towns.

Map 9: Recreational Amenities within Approximately 30 Minutes Drive of the Kerry Hub



⁸ Florida, Richard, 'The role of the University: Leveraging Talent, Not Technology', Issues in Science and Technology, Volume XV, Number 4, University of Texas, Dallas, 1999.

TRALEE ENVIRONS LOCAL AREA PLAN



Tralee Environs Local Area Plan - Development Strategy and Objectives

3.0 INTRODUCTION

Section 2 outlined the key principles in the shared vision for the Kerry Hub – a well connected urban network that is a source of creativity, economic generation, community involvement and cultural value, and is distinctive for its tourism attractions, lifestyle choice and quality of life offer.

The specific manner in which Tralee can respond to this vision is now outlined having regard to its ability to capitalise on its existing assets and its complementary roles. This should be read in conjunction with the Tralee Environs Draft Zoning and Objectives Map. (Map 20)

3.0.1 Tralee

Tralee will continue to be the administrative centre and **regional capital in terms of administration, health care, social services and retailing.**

Currently there is adequate capacity for expansion on existing land banks in the key sectors of administration, health care and higher order social services.

Some of the key provisions of the Tralee Environs LAP include -

- Protecting key landscape and amenity features as part of the Quality of Life offer;
- Providing for new economic activity in a new mixed use zone/business park at Rathass;
- Facilitate future industrial expansion at Monavalley Industrial Park;
- Protect the future expansion of the Kerry Technology Park;
- Provide for housing choice in new low residential density zones;
- Providing for ease of access around the town through new road proposals and transport options (cycle and public transport).

In order to secure its position as the premier retail destination in the County and Region, the plan provides for an extension **to the existing retail park at Manor West.** Here the sale of goods should be restricted to retailers whose principal sales related to large-scale bulky goods. Convenience stores should be prohibited so as to safeguard Tralee Town Centre. The sequential test should be applied to the identification of suitable sites for retail development, with a focus on town centre sites first, then failing this, edge-of-centre sites, followed by greenfield sites at the edge of the town.

Retail warehousing will also be provided at Rathass and Manor East. Certain restrictions will apply to the provision of retail warehousing at Rathass designated on the zoning and objectives map as Urban Design Objective UD7, and Manor East designated on the zoning and objectives map as Urban Design Objective UD8.

Tralee will continue to **act as the economic engine** for the county with employment and economic activity across a range of sectors. Specifically, however, the role of the **Institute of Technology Tralee**, in partnership with the **Kerry Technology Park**, will drive forward economic development in existing and developing sectors such as computer technology, software development, knowledge intensive enterprises, in addition to new or emerging sectors such as creative industries (i.e., multi-media, etc.). In recognition of the valuable contribution of the Institute of Technology Tralee and the Kerry Technology Park, it is proposed to identify a long-term reservation of the Business Technology Park's future expansion, should this prove necessary.

Industrial expansion is provided for in the environs at Monavalley, thereby catering for further industrial development to the northwest of the town. This should meet the requirements of both indigenous and non-indigenous industrial and manufacturing uses.

Strategic Industrial Site - Kerry County Council acknowledges that some very large employment generating companies, can from time to time, seek very large sites for their operation – with enough space for an extensive building or range of buildings. Such uses might include light industry, manufacturing, medical/pharmaceutical use, laboratory, IT and/or knowledge based activities. The Hub may need to provide such a standalone site with the necessary infrastructure available or capable of being delivered at short notice, if it is to compete with other towns vying for the same clientele. Such as site would be best located to the east or south east of the town, where good transport

infrastructure is provided or planned and where there is ease of access to Kerry Airport. Where Kerry County Council is confident in the capabilities of a company in delivering a significant number of jobs on such a site, it will work with them to ensure that the necessary supporting infrastructure is in place.

Standard and smaller scale industrial operators will be directed to existing and/or expanding industrial sites Monavalley and Clash, while **warehousing and logistic** related uses will be directed to Farranfore as these latter uses tend to be low employment generators.

New Mixed Use Zone at Rathass: A key provision of the plan is the provision of a new vibrant mixed-use zone (a new urban quarter) between Rathass and Ballingowan and at Manor East in Tralee. It is the intention of these zones to provide a high quality business environment that will be attractive to professionals and executives. Business and office developments that do not require a 'campus' layout associated with traditional industrial and/or business parks would be compatible with the zoning objective for this area.

The new mixed-use zone is intended to present a new 'face' or image on entering Tralee from the east, with high quality urban design 'gateway' buildings (landmark buildings). This new urban quarter will facilitate a mix of uses including commercial, office, hotels, medical centres, bars, restaurants, leisure and recreational uses, subject to high standards of design and layout (see section 3.1.4). Areas identified for this zone are strategic in nature – situated along the most significant entrance route to the town and at a location that presents ease of access to the Kerry County Airport (thus avoiding traffic and congestion). The vision for this zone is to create a vibrant mix of uses over time. Within this new mixed use zone large-scale retail developments will be discouraged from the zone. Small-scale retail developments will be permitted where it can be demonstrated that they are likely to serve a more local need as generated within the zone or immediate vicinity (typically 100-200 square metres). In general, retail and commercial developments that offer over the counter services, will be encouraged at ground floor levels, with office uses provided overhead in development of typically 3-6 storeys high (refer to Section 6 – Urban Design Strategy for further details).

Tralee will be expected to promote the development of **the creative economy** and it can be facilitated in the new mixed-use zone, among other locations (Refer also to Sections 2.5.5 and 3.3.1).

Residential Development: The plan recognises the need for housing choice and identifies a number of different residential zones at various locations around the town, so as to ensure a balanced provision and availability of such sites, specifically low density not catered for in the urban area. Areas have been identified having regard to the need to consolidate existing areas of ribbon development. Sites are also chosen contiguous to existing developed areas and/or the town boundary (including zoned lands).

Neighbourhood Centres: A comprehensive network of neighbourhood centres is proposed around the Tralee. These are typically located on through routes and at strategic junctions and will typically serve 500 metre catchments. Further details are provided in Section 3.5 & 4.5.

Social Infrastructure, in the form of crèche, childcare, schools, community halls, etc. should ideally be situated at or close to neighbourhood centres. One site has been identified for a school in the western environs of Tralee at Knockanacuig. A second may be required in the southeast environs at Cahwersheeven, within reasonable distance from the proposed neighbourhood centre.

The natural landscape in the environs of Tralee is of special quality and should not be underestimated. The plan seeks to safeguard key landscape elements, notably all river and stream corridors, notable areas of woodlands (i.e., Ballyseedy Wood), estuarine lands and associated wetlands (i.e., at Lohercanannan). It is the intention that the river corridors will be protected as ecological/wildlife corridors within an expanding urban environment. These corridors should be developed as linear parks with public access provided.

Other Elements

Kerry County Council will continue to support Tralee Town Council in a number of critical develops that will support the development of the Kerry Hub, including –

- Town centre regeneration projects that will develop and ensure the continued vitality and vibrancy of the centre.
- Promoting and encouraging the development of the evening economy in the town centre, through extended shopping hours, restaurants, cafes, leisure, recreation and cultural activities.
- Environmental improvements and urban design enhancements, such as the new civic square in the centre of Tralee Town.
- The development of a tourism and cultural quarter along the River Lee Corridor.

Objective UD7

Development of these lands shall be contingent on the provision of an improved access to the satisfaction of the Planning Authority. The development of these lands shall be contingent on the provision of an overall masterplan to be agreed with the Local Authority and in compliance with the zoning matrix. The masterplan shall make provision for significant green areas incorporating amenity facilities, a high standard of design in the public domain and a high quality of facades and finishes throughout. Prior to the occupation of any retail units on the Mixed Use 2/Institutional and Community Facilities zone, work shall have commenced and be substantially complete on the construction of two office blocks in the Mixed Use zone.

Objective UD8

Development of these lands shall be contingent on (a) the construction of the Southern Relief Road and (b) access shall be provided from the Southern Relief Road, and (c) the preparation of an overall masterplan for these lands and the surrounding lands.

The Manor West Retail Park has proved to be a popular retail destination in the county.



The proposed new mixed use zone at Rathass seeks to provide a different work environment with office blocks integrated with other uses in response to different and emerging requirements associated with the services sector and a younger, dynamic and professional workforce where lifestyle needs and work environments can be met.





Tralee Environs Local Area Plan - Development Strategy and Objectives

3.1 HOUSING CHOICE

3.1.1 Introduction

It is the aim of the County Council, that Kerry Hub and its network of surrounding villages will offer considerable choice in the housing market, whether it is a mountain view, a seaside village, a traditional streetscape, or a leafy suburb. In addition to the network of new neighbourhood centres, modern mixed-use developments in new urban quarters are being accommodated in the environs of both Hub towns.

There is tremendous scope to develop a new mixed-use waterfront development along the north side of the Ship Canal, which in time could provide an extension to the town centre, with commercial, retail, office, leisure and residential uses being developed.

It is anticipated that the additional zoned lands will provide greater market choice, which will have an effect on land prices and in turn assist in the provision of affordable homes. Affordable housing will also be delivered through development of residentially zoned lands.

3.1.2 Social and Affordable Housing

It is an objective of the Council that 20% of land zoned in the Environs plans for residential use or a mix of residential and other uses, shall be made available for the provision of social and affordable housing. This figure may be modified in line with any revision to the Housing Strategy carried out during the period of this plan.

3.1.3 Quality of Life – Housing Choice and the Provision of Low Density Areas

Having regard to the pressure of one-off housing in the rural area of urban influence (see Section 6.1.3 and 6.2.1), it is proposed to identify a number of low-density residential zones that could cater for some of the demand for low-density housing and provide greater housing choice. Areas for low-density housing have been identified in various locations throughout the environs of Tralee and Killarney, rather than focusing exclusively in one or two specific areas, thus ensuring socio-economic balance.

In our modern Irish society, with increased prosperity and a tendency towards individualisation, private citizens are demanding more spacious housing. This spatial quality can be at odds with some of the principles of sustainability, particularly the concept of compact neighbourhoods, where densities are sufficient to sustain public transport and many facilities and services are provided in a network of neighbourhood centres, all within walking distances of the residences they serve. Therefore, in planning for new low residential areas, there is a proviso that –

Within the environs area, one-off housing shall not occur in areas outside the low residential density zones unless it is part of a genuine rural and local need;

Furthermore, in order to ensure a more sustainable approach to the development of the low residential density areas in the environs of Tralee and Killarney, it is proposed that the Council adopt a range of sustainable building requirements. The aim is to ensure that the Kerry Hub is at the leading edge of Energy Efficiency. To ensure energy efficient, healthy and low environmental impact buildings will be required for all low residential density zones and for a percentage of houses in all other zones. The requirement for energy efficiency will pre-empt the pending implementation of the EU Energy Performance of Building Directive (EPBD), which will also require a certificate of energy efficiency/rating prior to the sale of all houses in the future (Refer to Section 3.7.5 & 4.7.5).

In selecting sites for new low residential zones, the Council has had regard to factors such as –

- the potential development of a sustainable network of neighbourhood centres in the future (higher densities would generally be more appropriate immediately adjoining a proposed neighbourhood centre – in order to ensure the proper planning and development of the environs, these neighbourhood centres have been identified so as to safeguard their provision in the future)

- accessibility (roads/routes with less developed access may be more appropriate for lower densities)
- environmental quality (more sensitive landscapes may be more appropriate for lower densities)
- potential future public transport network (lands adjoining such routes would be less appropriate for lower residential densities).
- Proximity to town centre (low density zones would generally be more appropriate further from the town centre).

3.1.4 Density

Two principal density provisions are provided and relate to location. In this regard, increased densities are intended to maximise on infrastructure, support neighbourhood centres, facilitate the development of public transport and ensure that residents are located close to community facilities. Lower densities are proposed in areas that are further from the proposed neighbourhood centres, where access may be restricted or the carrying capacity of the road network is less than optimum and/or close to more environmentally sensitive areas.

The proposed densities are as follows:

- R1: Low Density: 2.5 to 5 units per acre.
R2: Medium Density: 5 to 15 units per acre.

Higher densities will be considered in the vicinity of all proposed neighbourhood centres (i.e. 50 metres), at transport nodes and along strategic transport corridors, subject to the advice and approval of the Planning Authority.

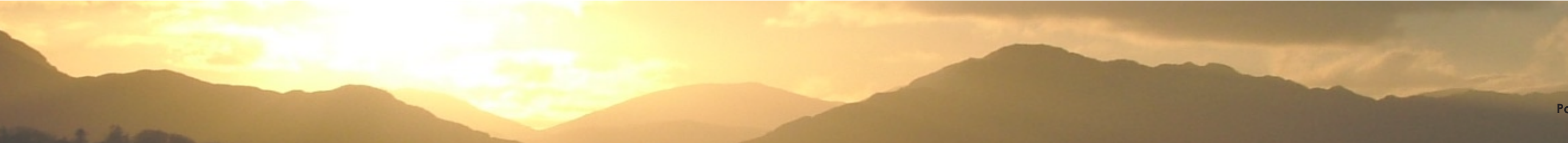
The capacity of the proposed zoned land in the Environs of Tralee is as follows:

Table 2: Density and Capacity of Tralee Environs

Zone	Density per Acre	Acres	Housing Capacity (Number of Units) Min. - Max.	Population Capacity
R1: Low	2.5 - 5	591	1,477 - 2955	3,544 - 7,092
R2: Medium	5 - 15	220	1,100 - 3,300	2,640 - 7,920
Total	-	811	2,577 - 6,255	6,144 - 15,012

Note: Average European Household Size was used to calculate population capacity at 2.4 persons per household

The Plan seeks to provide for low density development in appropriate locations to counteract the pressure for one-off housing in rural areas.



Tralee Environs Local Area Plan - Development Strategy and Objectives

3.2 TRANSPORT AND MOVEMENT

3.2.1 Intra-Urban Routes and Movement around the towns

3.2.1.1 The need for Route Balance

There are three Councils involved in the road plans within the Tralee/Killarney area - Kerry County Council, Tralee Town Council and Killarney Town Council. In planning for the future road infrastructure, we need to ensure there is adequate permeability at a broad level, e.g., that there is adequate east – west connections and adequate north-south connections within the towns of Tralee and Killarney. There needs to be a balance between the provisions of such routes. The reason for this is three-fold –

- 1. First, to disperse traffic more evenly to its desired location (thus reducing the incidences of bottle-necks and traffic hot-spots);
- 2. Secondly, because it enables greater flexibility in the provision of future public transport (bus) routes (e.g., loop and circuit routes as opposed to point to point);
- 3. Thirdly, it enables pedestrians and cyclists, a more direct line of access to their desired destination and therefore can assist in a modal shift (from car to non-motorised forms) – by avoiding longer routes that might otherwise encourage car use.

Considering that in a new dynamic fast growth town, significant and sometimes dramatic increases in population can be experienced increasing the population base by 50% over the next 30 years or so, then what will the nature of that road be? We therefore need to plan for high quality routes, with room for bus lanes and/or dual carriages, but in a manner that sees them as attractive parts of the urban infrastructure, i.e., tree lined boulevards, with active frontages, independent vehicular access points or integrated with the surrounding street network (existing and proposed).

3.2.1.2 Cycling – ‘One Less Car’

Kerry County Council will promote cycling in the Hub towns, as a cost-effective, non-polluting and highly flexible transportation mode that reduces congestion, fosters improved health and is accessible to young people. Where linear parks are proposed, pedestrian paths and cycleways should be provided – providing direct access to locations free of any traffic conflicts. Buildings in the vicinity of these linear parks will be required to face towards the parks so as to ensure passive surveillance and overlooking, thus providing for security.

All new roads and streets identified will be designed with consideration for the needs of cyclist, particularly at junctions. On busy roads and streets consideration will be given to the provision of cycle lanes alongside the road (not segregated from road users unless designed to a very high standard and free of hazard and inconvenience caused by individual entrances to properties; varying surface levels; inappropriately located street furniture/signage; etc.).

Within quieter residential streets there is no need for cycle lanes, though developers will be encouraged to adopt principles from the ‘home zone concept’⁹.

New developments and employers in particular, can encourage cycling through the provision of shower facilities and sheltered bike racks.

3.2.1.3 Pedestrian Movement

Most trips, even by car, have a walking component. The enhancement of the pedestrian environment improves the enjoyment of the town and its environs for residents and visitors alike. It is also critical to a successful and vibrant town centre, therefore initiatives to pedestrianise areas in the town centres will generally be supported by Kerry County Council, as a means of enhancing the experience of the Hub Towns.

The recent redevelopment and pedestrianisation of The Square in Tralee, is an excellent example of the sort of interventions that are required. As a national award-winning

scheme, it is a good example of how local investment can raise the profile of the Hub towns.

New developments – particularly in the environs of Tralee and Killarney – should be developed with pedestrians in mind and not assume that everyone will arrive by car. The location of entrances is critical, particularly in large buildings and sites. The provision of footpaths on access roads in the vicinity will also be required. In new residential areas, the street should not be regarded solely as a means of access – it is also a place where neighbours and children meet and interact.

3.2.2 Road and Street Planning in Tralee

Tralee town structure is dominated by a number of significant radial routes leading from its hinterland into the town centre. All routes converge near the centre, channelling traffic to this area, with little relief in the form of cross-town linkages connecting the radials and avoiding the centre. There are plans however to address this issue through the construction of an outer relief road that will connect the N21 (Castleisland Road) to the N69 (Listowel Road), and from the N96 to the R556 (Abbeydorney Road). Recently, the town saw the completion of a connecting route from the R556 to the R551 (Ardfert Road) near Mounthawk. There are also plans to develop a western route that would connect the R558 south to Blennerville. The implementation of each of these routes will be critical, reducing congestion in the town centre by removing traffic that has no requirement to use the centre.

The Electoral Area of Tralee LUTS proposed a Southern Ring Road that would consist of the upgrading of the existing road from Blennerville and Caherweesheen, and a new link between the N70 and the southern spur of the Tralee Eastern Ring Road. This route however, will still have to meander its way through existing residential areas of low-density development from Caherweesheen, Cloghers and Ballyard. If however, the environs of Tralee continues to grow south of this area, then there needs to be consideration for linking the various north-south routes in the area with an additional and supporting road network that will connect them east and west. This route is also likely to provide a more direct link from the approaches from Killarney and Limerick to the Dingle Peninsula (a very significant tourist destination), reducing traffic volumes on the Ballymullen Road/Dan Spring Road/N86 (traffic volumes can be significant on this route, particularly during the summer season; it also serves as an alternative access route to the town centre from the east).

Many of the current road proposals for Tralee circuit the town. This facilitates planning and development, however, consideration should be given to the design and character of these roads in the future. When constructed, they are likely to go around places, whereas in the future they are likely to go through places. Roads, including by-passes, are rarely good edges to urban areas as they tend to lead to as much development pressure on their opposite sites – if not planned properly they can act as barriers to neighbourhoods and result in poor urban design quality.

3.2.3 Development Objectives for the Environs of Tralee

It is the objective of the Council to:

- T1 Reserve lands adjoining all existing railway lines for the possible provision of a second rail track in the future, should a local rail or commuter service prove desirable and feasible.
- T2 Examine, where appropriate, the provision of at-grade cycle lanes along new roads and/or streets.
- T3 Ensure that new developments – particularly employment centres, public institutions, sports and recreation centres and apartment complexes, provide adequate cycle facilities, in the form of bike shelters/racks, lockers and/or shower facilities.
- T4 Consider the needs and requirements of the pedestrian in all suburban developments, especially at retail and industrial parks, by providing direct and convenient access from entrances to public roads and streets and ensuring adequate provision of footpaths are incorporated into designs and layouts.
- T5 Investigate and consider the provision of a cycling/walking lane along the course of the old railway line from Tralee to Fenit.

- T6 Reserve lands for the long term provision of transit stops at intervals along the existing rail lines in the environs of Tralee and require increased residential densities in the vicinity of the line (This is a long term objective - **see Zoning and Objective Map 20**)
- T7 In Tralee, reserve strategic road corridors for the development of the following routes:
 - T7.1 An outer relief route to the east of the town that will connect the N21 (Castleisland Road) to the N69 (Listowel Road).
 - T7.2 A northern relief route that will connect the N69 (Listowel Road) to the R556 (Abbeydorney Road).
 - T7.3 A northern relief route that will connect the R556 (Abbeydorney Road) into the recently completed link road from the R556 to the R551 (at Mounthawk) – this will connect immediately north of the Monavalley Industrial Park.
 - T7.4 A western relief route that will connect the R558 (Fenit Road) southwards through the townlands of Farranstephen and the Kerries, crossing the River Lee and by-passing Blennerville to the west of the village, and connecting with the N86 south of the village. The final route selection has to be determined and the objective of crossing the River Lee/Tralee Bay is seen as a long term objective – interim measures are likely to integrate the route into the existing road network, north of Blennerville Bridge.
 - T7.5 A new street network at Carrigeendale, Farranstephen and Knockanacuig, which will facilitate new development in the area – indicative desirable connections area shown on the Proposed Zoning and Objectives Map and final route is subject to an Action Area Plan/ Local Area Plan for the area.
 - T7.6 A southern relief route that will connect the N21 (Castleisland Road) with the N86 (Dingle Road), south of Blennerville (no map reference).

Note all routes may be subject to detailed route selection study and may alter in alignment from that shown on the Map 20: Tralee and Environs Draft Zoning and Objectives Map.

The town needs to build its critical mass to support viable public transport alternatives in the future with supporting densities along strategic corridors.



Future roads around the town should consider the future character of the area and plan for the integration of public transport seervices as in this example - an attractive boulevard, dual carriageway plus bus lane and generous pedestrian areas on either side.



⁹ The Home Zone Concept, called ‘Woonerf’ in the Netherlands where it was pioneered in the 1970’s has become increasingly common in Europe. Ideally, the whole street surface is level and usually paved in setts or blocks rather than tarmac, to help distinguish it from a normal road. Carraigeways may be reduced in width with echelon parking, chicanes and other treatments. To keep speeds low, drivers have to negotiate their way carefully around strategically located parking bays, street trees, street furniture, etc.

Tralee Environs Local Area Plan - Development Strategy and Objectives

3.3 INDUSTRY AND EMPLOYMENT

Section 2.5 examined the role of economic and employment regeneration as part of the vision of the Kerry Hub. Section 3.1 referred to the land use requirements relating to each of the town's economic needs. This section outlines additional elements of the economic and employment strategy, including specific development objectives.

3.3.1 New Mixed Use Zone at Rathass

The key elements of this new proposed mixed use zone is outlined in Section 3.0.1. At Least 50% of the ground floor area of all buildings within this zone shall be required to accomodate business, office and/or enterprise units.

3.3.2 Research and Development – Kerry Technology Park

Sections 2.5.3 outlined the important role of the Institute of Technology Tralee and the Kerry Technology Park in development of the Kerry Hub's economic strategy. Lands adjoining the Kerry Technology Park have been identified to accommodate future expansion.

3.3.3 Land Extensive Uses

There are some landuses that are land extensive (i.e., they require larger parcels of land to conduct business on) but are less intensive in the numbers of people attracted to them (either customers or employees). These are sometimes referred to as 'big box' uses. In essence, land extensive uses with low employee numbers (like warehousing and freight handling) should be situated at Farranfore, which is situated at a pivotal and strategic location, midway between Tralee and Killarney, with access to the N21, N22 and N23.

The provision of such uses in Farranfore will ensure that it does not develop unsustainable commuting patterns generated from the larger settlements of Tralee and Killarney.

There is another land extensive use, which can draw significant employee numbers. Examples of such activities include, Intel in Leixlip, Co. Kildare (150 Hectares and 5,000 employees), or the Department of Agricultural and Food Research Laboratory in Backweston, Co. Dublin (over 36 hectares and 300 staff). Typically, these sort of activities can provide significant employment to a town, county and indeed sub-region, requiring a broad skills base. Furthermore, they require a very significant land bank, capable of being serviced. Typically a land holding of between 20-60 hectares would be more than adequate for a town of Tralee's size.

Large companies such as these will need access to a range of other support facilities and services and therefore these uses should be situated close to a larger urban centre. In light of the landscape structure and population base, it is proposed that a larger land bank should be reserved on the outskirts of Tralee for this purpose. In order to provide ease of access to the airport and in light of the local topography and the natural amenity of the town, it is considered that the best location for such a facility would be to the east of the town, in the vicinity of the proposed eastern by-pass or western approach roads. No specific site is identified at this time.

3.3.4 Other Industrial Facilities

In Tralee there is some capacity for further industrial use in Monavalley Industrial Park and at Clash Industrial Park. In order to ensure to avoid market monopoly and so as to provide greater choice on the market additional lands are proposed to be zoned to the west of the town next to the Monavalley Industrial Park.

3.3.5 Objectives for the Environs of Tralee

It is an objective of Kerry County Council to:

- E1 Encourage new office developments close to strategic transport corridors, at the mixed-use zone and facilitate smaller office developments at proposed neighbourhood centres.
- E2 Facilitate the development of telecommunications and broadband infrastructure.
- E3 Apply a flexible approach to entrepreneurial start up businesses and small-scale industrial activities, where it can be demonstrated that the proposed use would have minimal adverse impacts on the adjoining uses and properties or environmental setting.

- E4 Support and encourage the development of creative industries and artistic initiatives in the Hub.
- E5 Direct land extensive uses that generate low employment numbers to Farranfore and promote the development of a warehousing and logistics centre there.
- E6 Promote the development of additional tourism attractions in the Hub, specifically high quality indoor/all weather attractions, specialist/niche activities, children/family attractions and cultural activities relating to the arts.
- E7 Promote the creativity and artistic energy of the region and develop the Hub as a centre of artistic activity.
- E8 Continue its support for development of the Kerry Technology Park, and in doing so, reserve lands for the possible future expansion of the park. (see Zoning & Objectives Map 20)
- E9 Promote the continued development of the Institute of Technology Tralee and promote synergy between the business/technology community and third level institutions, through conferences, workshops and other projects to create a dynamic research environment (advanced research).



Large land extensive uses - Example of Department of Agriculture and Food Research Laboratory in Backweston, Co. Dublin.



The town centre will continue to provide an important economic focus for the Hub.



Tralee Environs Local Area Plan - Development Strategy and Objectives

3.4 ENVIRONMENT, HERITAGE and NATURAL AMENITIES

3.4.1 Introduction

At first glance, Tralee’s environmental attributes may not appear to be as great or as significant than those of Killarney, however, it’s environmental qualities are complimentary to Killarney in that they are different and indeed unique. Notable in this regard is the town’s proximity to the sea immediately east of the town. Immediately south of the town, runs the River Lee, which leads through a network of varied habitats and environmental features that are both rich and varied and include woodlands (at Ballyseedy Wood), the river corridor, farmland, wetlands, canal, estuary, mud-flats and callows. The wetlands, estuary, mudflats and callows provide a haven for birdwatchers and shouldn’t be underestimated in terms of its potential for tourism promotion.

The entire River Lee Corridor, running from Ballyseedy Wood to the coast past Blennerville, should provide a strong amenity corridor, providing an inter-connecting linear park system with walkways and trails, habitat protection, and more planned and formal areas of adjoining open space, such as playing fields developed on less sensitive adjoining lands. Development adjoining the River Lee Corridor should at all times reserve adequate space for the protection and development of these features, in addition to providing or facilitating storm water attenuation ponds, where appropriate (ponds in a park concept) and providing for natural flood events. Development should also ensure that it is orientated towards this future park and generally should not be permitted to back onto the river corridor.

In many respects, Tralee is situated in a landscape that can be described as a natural saucer, there being more elevated areas situated to the south at Ballyard, west at Knocknacui, to the north at Garrano, and to the east at Ballinorig. The town itself is situated midway between the foothills of the Stack Mountains to the north and the Slieve Mish Mountains to the south. The ridgeline of the Slieve Mish Mountains is just 5-6 kilometres south of the town offering good hill walking. Indeed, the Dingle Way, long distance walking route, starts in Tralee Town Centre, passes through the village of Blennerville and continues along the foothills of this mountain range.

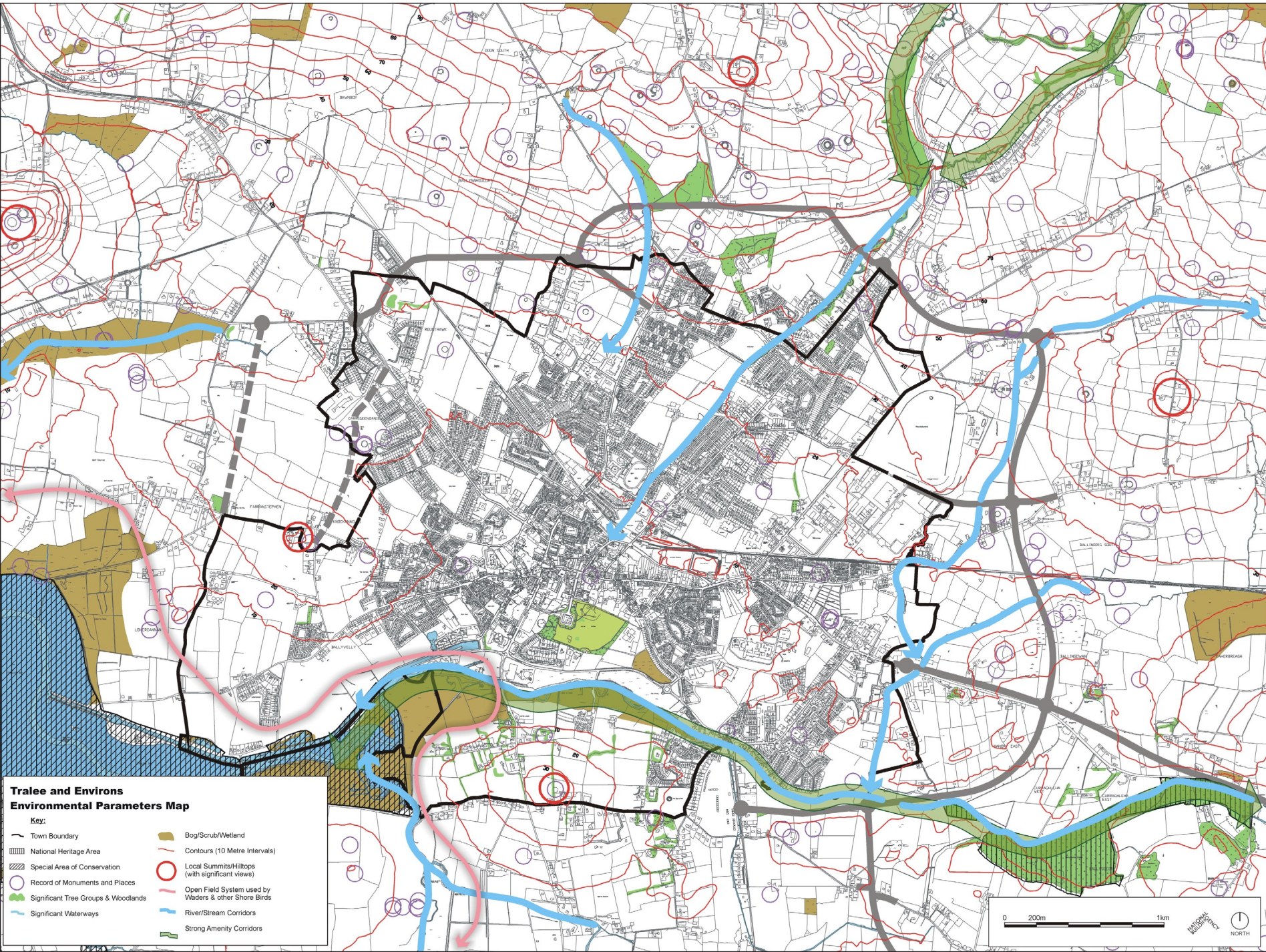
Within the environs of Tralee there are also a number of other attributes that are worthy of protection. These include:

- The Big River Corridor and its tributary, which comes from the northeast environs and runs to the town centre. There is a strong tree group associated with this corridor near Laharan Bridge.
- The canal that runs from the town centre to Blennerville.
- A woodland area near Bullock Hill (between Lisloose and Kileen)
- The southern environs – near Ballyard and Cloghers - are noted for the significant mature tree stands and groups.
- There are also a number of smaller tributaries of the River Lee, which flow north and south and should be protected (such as the Ballinorig River; these are shown on Map 10).

Another important amenity for the town of Tralee is its proximity to the coast, particularly places such as Fenit Harbour, Carrahane Strand, Banna Strand and Derrymore Strand. (see Maps 10 and 11).

The environs of Tralee are a rich source of archaeological heritage. The Record of Monuments and Places is under review and it is anticipated that approximately seventy additional sites will be added to the Tralee Environs. A number may be of regional importance and are listed in objective A3 below. The Planning Authority shall have regard to the advice and recommendations of the County Archaeologist for sites which have been identified but not yet added to the Record of Monuments and Places. The Department of Environment, Heritage and Local Government should be consulted where archaeological material has been previously excavated or artefacts recovered. The Planning Authority shall have regard to the comments and advice of the Department of Environment, Heritage and Local Government, the National Museum of Ireland, and other statutory agencies and the County Archaeologist in respect of the identification and protection of previously unknown monuments, features or artefacts.

Map 10: Environmental Parameters for Tralee and Environs



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Tralee Environs Local Area Plan - Development Strategy and Objectives

3.4.2 Objectives for the Environs of Tralee

It is an objective of Kerry County Council to:

- A1 Consider tree preservation orders, subject to detailed site survey for the trees/ tree groups identified on the Environmental Parameters Map.
- A2 Restrict development on all designated or proposed National Heritage Areas (NHAs), Special Protection Areas (SPAs) and Special Areas of Conservation (SACs), either adopted or proposed (including candidate sites). Development infringements of these areas will only be considered where there is overriding public interest in doing so, where development would not detract from the main attributes of the site and where adequate mitigation measures are put in place (no map reference).
- A3 Ensure that all archaeological and historical remains are protected as required under the National Monuments Act 1930-2004 and consult with the Department of Environment, Heritage and Local Government regarding any development that might impact or infringe on a Recorded Monument or Site including the following monuments:
 - The hillfort at Knocknacuig (RMP Ke029 112).
 - Hilltop enclosure, Ballingowan (RMP Ke029 158).
 - Barrow Balydunlea (RMP Ke038 012).
- A4 Protect the integrity of known archaeological sites, by requiring, where appropriate, their integration into open space layouts within developments. In doing so, there is an opportunity to improve access to and the understanding of the local heritage.
- A5 Reserve lands and/or provide for a network of linear parks with pedestrian amenity paths at the following locations:
 - From Ballyseedy Wood along the course of the River Lee, westwards through the town to Blennerville.
 - From the canal basin from Canal View Road to Fels Point.
 - Along all stream courses in the environs, including the Big River and the Ballinorig River.

(see Zoning and Objectives Map 20)

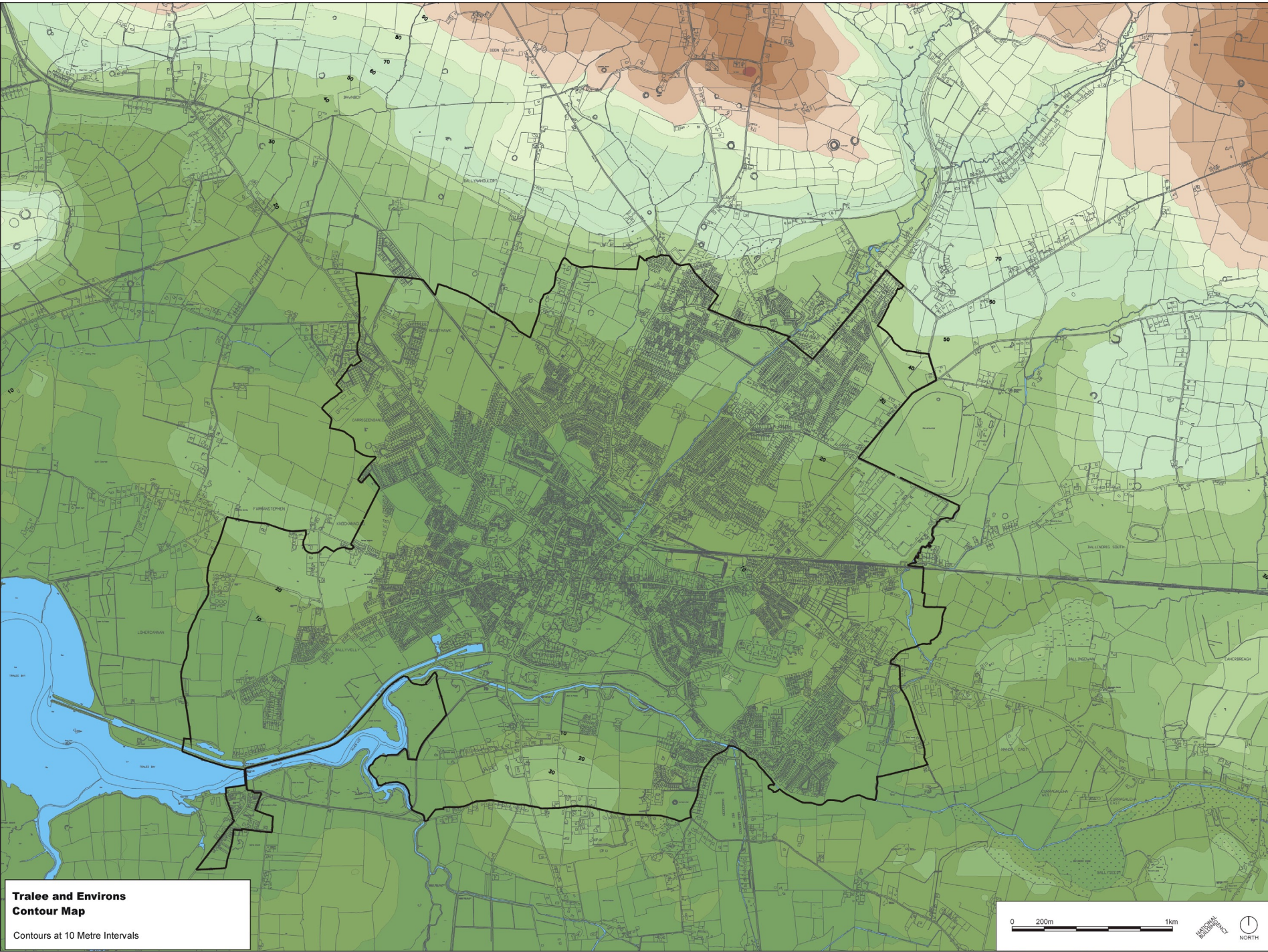
The Lee river basin and lands close to Tralee Bay display a rich variety of wildlife habitat, including wetlands, mudflats, farmland, etc.

Top left: Lapwings; Top right: Coastal walks; Bottom right: Reedbeds; Bottom right: Curlew.



Map 11: Tralee and Environs Contour Map

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Tralee Environs Local Area Plan - Development Strategy and Objectives

3.5 NEIGHBOURHOOD CENTRES – A Focus of All New Residential Areas

3.5.1 Introduction

The linked-hub strategy seeks to promote a comprehensive neighbourhood structure in each of Tralee and Killarney. At the present time, there are indications, particularly in Tralee, that there is not an adequate provision of neighbourhood facilities, particularly in some of the outer residential areas – this places a greater reliance on the town centre for some simple every day needs (such as lower order goods - milk, bread, newspaper, etc.). With a dominant radial structure to the road infrastructure, this is likely to draw unnecessary road traffic into the town centre.

The Neighbourhood Strategy will seek to ensure that every zoned residential area will have ease of access to a range of local facilities and services that are provided at a neighbourhood centre. Typically, neighbourhood centres should serve a catchment area of between 400-500 metres (a comfortable walking distance), however in lower density areas these catchment areas could increase to 800+ metres, though more car-dependant communities are then being created.

In reality, it is seldom that any one neighbourhood centre will be able to provide a fully comprehensive centre with all the services that may be required by the households in the area. Instead the catchment areas will tend to overlap, with residents choosing particular services in one neighbourhood centre (such as a post office) and other services from another centre (such as a pharmacy).

The broad range of facilities and services that typically are found in neighbourhood centres include:

- Convenience Store/Foodstore (in some centres a discount food store may be permissible)
- Fruit and Vegetable Shop
- Newsagents
- Butchers
- Pharmacy
- Post Office
- Off-License
- Take Away
- Dry Cleaners
- Hair/Beauty Salons and Barbers
- Video/DVD Rental
- Banking facilities and Credit Unions
- Small-scale medical centres – doctors, dentists, chiropractors, etc.

Social infrastructure, such as Places of Worship, crèches, childcare facilities, schools, community halls, etc. are generally appropriate at neighbourhood centres too.

Some small-scale commercial uses such as electrical repairs, bike repair shops, lawnmower service centres, etc. can also be considered. Over the past decade or so, there has been a trend where by the local service station has expanded to provide convenience stores – the service role of the station has diminished, while the retail role has expanded.

The urban design quality of the neighbourhood centre is important. The neighbourhood centre should be one of the focuses of the community and should be designed accordingly – building heights should be permitted to step up higher than surrounding areas so as to emphasise it's nodal and civic importance.

Many of the above uses, which provide over the counter services, should be facilitated at ground floor level, while the upper levels can accommodate office/professional uses such as solicitors, accountants, etc. and/or residential use, such as apartments or duplexes.

There are a number of locations where there is currently a nucleus of social, commercial and/or retail facilities. These are indicated on Map 3 and 4. It may be appropriate to permit adjoining uses to convert to neighbourhood centre uses.

A number of additional, new neighbourhood centres are proposed. For such centres to be successful, they should be situated along strategic road corridors, i.e., radial routes leading into the town centre or significant road junctions (where they can avail of passing trade and are thus more likely to be economically viable). Locations on through routes are desirable, whereas locations on cul-de-sac or within large housing estates that are poorly connected to surrounding residential catchment areas, should generally be avoided - though local corner shops may be appropriate in such areas. These new proposed locations for neighbourhood centres are shown on Maps 20 and 21.

In order to ensure that the role of the neighbourhood centre is focused on primarily serving its adjoining residential areas and does not provide a threat to the vitality of the town centre, a retail floor space cap is proposed. The retail floorspace of individual units should generally be not more than 300 square metres and the total retail floorspace cap on the entire neighbourhood centre should generally be of the order of 1,500 square metres – above this limit the store is unlikely to serve a purely local need and should follow the sequential approach, ideally locating in or close to the town centre, or failing this on the edge of centre.

3.5.2 Development Objectives for Tralee Environs

It is an objective of Kerry County Council to:

NC Require the provision of neighbourhood facilities at the following locations as shown on the proposed Zoning Map 20:

- At Mounthawk,
- Blennerville,
- Ballyard,
- Caherweesheen,
- Clash (near racecourse),
- Ballybeggan (close to ITT)

These sites are specifically delineated or shown indicatively with a circle. The provision of neighbourhood facilities will be required where specifically delineated but where shown indicatively, there will be an option to provide such facilities on any lands covered, so long as the overall objective is met. Higher densities will be considered in the vicinity of all proposed neighbourhood centres (i.e. 50 metres), at transport nodes and along strategic transport corridors, subject to the advice and approval of the Planning Authority.

(see Zoning and Objectives Map 20)

Neighbourhood centres can take various forms. However, in general each will be encouraged to provide a uniform design approach and an increase in scale with either residential or office accommodation being provided over ground floor commercial units.



Right: Views of the Mounthawk Neighbourhood Centre in Tralee Environs. The scheme has successfully addressed the corner site at an important junction while overspill car parking and servicing is provided to the rear of units (bottom right).



Tralee Environs Local Area Plan - Development Strategy and Objectives

3.6 COMMUNITY DEVELOPMENT

3.6.1 Introduction

There is a need within the Kerry Hub to demonstrate a common commitment to social welfare, health care and education. In this way the Hub should be recognised for its high return on investment in people.

The Kerry Hub provides the basis for a number of specific community services, which serve the towns themselves and the wider district area. In order for the hub to grow successfully, appropriate and adequate public facilities and services have to be provided in proportion to population growth and the status of the towns.

Achieving a good mix of community facilities is crucial to the public recognising the significance of achieving the objective of the Kerry Hub. Within people's mindsets, at present, Killarney and Tralee are seen as two very separate entities. The towns are rivals in many aspects not least in sports. This has ingrained psychological barriers between the areas. These barriers need to be dissipated to some extent in order for the linked hub strategy to work effectively in its role within the region and country. The provision of certain community facilities can bring people together to interact with one another, for example, at swimming pools, music venues, family events, such as ice skating, exhibitions etc.

However, other facilities need to be provided within both towns for ease of access, sustainability and social inclusion purposes; such as hospitals and ambulance services, primary and secondary level schools, childcare and library facilities.

It is very important that the Kerry hub has a strong community services core, as the peripherality of the region makes it especially significant in terms of the quality of life.

There are a number of educational facilities, primary, secondary and adult education within both towns of Tralee and Killarney. From a sample survey of schools carried out on the 22nd March 2006 it was possible to deduce that the majority of schools (75%) in Tralee and Killarney are full to capacity and do not have enough land available to them if expansion of facilities was necessary. Therefore further areas have been identified as suitable locations for schools, in each of the hub towns, in order to accommodate future population growth with the required social infrastructure.

3.6.2 Social and Community Facilities

In terms of libraries, swimming pools, cinemas and recreational areas, Tralee as the County town, tends to attract the larger facilities, such as the Tralee Aquadome.

A new multiplex cinema is planned, as part of a town centre renewal site in Tralee and this will replace the current cinema.

The library headquarters is in Tralee with 9,680 registered readers in 1998.

There are reports that Kerry County GAA is considering to relocate their sports club and stadium to a greenfield site in the environs of Tralee. This would provide the town centre (edge of centre) with a prime site for a new mixed use commercial development. The new proposed facility would incorporate a 15,000-seater capacity stadium, with the possibility of incorporating a greyhound track.

3.6.3 Health Facilities

The General County Hospital is based at Tralee where it provides care by the way of general medicine, general surgery and psychiatry. The hospital has approximately 800 employees and has 377 beds (50 of which are paediatric and 46 long stay beds). There are additional services in mental health at Rathass in Tralee. The county's ambulance service headquarters is based at Tralee General and they also have a heliport for helicopter use.

The capacity in Tralee General is sufficient for the moment, but more facilities will be needed in the future, for example, maternity ward, new laboratory, new medical apartments and general accommodation for staff. There is enough space for future

expansion at the current site and the Hospital has its own development plan for expansion.

The Bon Secour Private Hospital, Strand Street, Tralee, which employs 400 persons at present, has recently announced a €30 million expansion, which will result in the increase of beds, additional in-patient facilities, additional treatment facilities and extension of specialist consultant services. Development is to be carried out on a phased basis, expected to commence in 2007.

3.6.4 Culture – Centres of Excellence

The Kerry Hub has a number of strengths and resources in the area of living contemporary art. Tralee is the headquarters of **Siamsa Tire (Ireland's National Folk Theatre)**, which continues to attract worldwide critical acclaim for its adaptations of Irish folklore, music and dance. It provides nightly performances during the summer months as well as being a facility for local and touring professional theatres, drama groups, music companies and other acts. Siamse Tire also provides exhibition space for artists, as does the relatively recent addition of Samhlaiocht Chiarrai where exhibitions are shown throughout the year.

KISS - The Kerry International Summer School, a forum of writing and poetry is hosted annually in the town

Tralee is home to the internationally renowned **Rose of Tralee Festival**, which is held in the town each August. This attracts large numbers of visitors from home and abroad and the selection of the Rose of Tralee, which is televised live from the town, consistently attracts the largest viewing audience of the year. The festival is followed by a six-day race meeting at the Ballybeggan course adjacent to the town. A two-day meeting is also held in June each year.

3.6.5 Development Objectives for the Environs of Tralee

It is an objective of Kerry County Council to:

- C1 Reserve sites for the provision of local community facilities at all neighbourhood centres.
- C2 Facilitate and assist, where possible, social and community development in the Kerry Hub.
- C3 Encourage the provision of indoor sporting/community facilities in cooperation with local community groups.
- C4 Consider childcare needs in future residential planning applications and in future plans for the proposed neighbourhood centres.
- C5 Ensure that there are adequate school facilities in place to serve new residential areas prior to the granting of residential planning applications. The reservation of sites for such facilities may be required as part of any planning permission and the unavailability of school places in conveniently accessible locations may be sufficient to determine an application premature.
- C6 Reserve sites for schools and educational use at Knockancuig (Tralee), and possibly at Caherweesheen (Tralee) to accommodate the towns' future growth and development. (see Zoning and Objectives Map 20)
- C7 Reserve sites for the provision of active open space at Knockancuig (Tralee), at Caherweesheen (Tralee), and at other locations as may be required following an assessment of development proposals (singularly or cumulatively).
- C8 Liase with Tralee Town Council to explore the potential development of an Arts Quarter or Cultural Quarter to the south side of the town centre in the vicinity of Siamse Tire and the County Museum.

Excellent facilities and services are at the heart of the Hub Strategy, such as the Aquadome, Tralee.



The Square, Tralee provides an excellent meeting place in the heart of the community of Tralee. The County Council supports the development of similar quality regeneration projects.



Providing meaningful and quality open spaces in an objective of the Plan.



Tralee Environs Local Area Plan - Development Strategy and Objectives

3.7 ENERGY, INFRASTRUCTURE AND UTILITIES

3.7.1 Water Supply and Quality

Water is supplied to consumers in the hub region by four different methods:

- Public Schemes owned and maintained by Kerry County Council,
- Privately owned and operated Group Schemes, with the water provided by Kerry County Council.
- Privately owned and operated Group Schemes, utilising their own private sources.
- Private individual wells.

The principal water supply for the hub region is provided through the Central Regional Scheme with Lough Guitane as its source, serving approximately 50,000 residents, as well as a large tourist population. The reservoir at Farmer's bridge feeds Tralee and its hinterland.

There is a capacity issue in relation to the publicly owned schemes and further storage capacity would be beneficial. Adequate water storage is very important as a lack of storage reduces the supply and water pressure can also be negatively affected. Water pressure can suffer within the environs due to the distance from the source therefore certain water supplies can be dependent on pumps. There has not been a strategic study of the towns and their environs carried out since the 1980's on the water needs of the area. There is a need for this study to be updated as a good water supply system is very important to realising the goals of the hub strategy, thereby allowing for an increase in population and further employment and industry opportunities.

In 2004, Kerry County Council monitored a number of their regional and group water schemes, the results of which were provided to the Environmental Protection Agency (EPA) for analysis. The overall rate of compliance in Kerry County Council, 93.4%, was below the national average during 2004. The EPA report states that 'because of the widespread incidence of coliforms, the Kerry public supplies can only be described as being of moderately good quality overall, although the major regional schemes (e.g., the Central Regional Scheme, which supplies most of the hub region) is among the more satisfactory'.

One of the main issues in relation to drinking water is the lack of adequate monitoring. Increased monitoring of all water supplies is needed throughout the hub area.

3.7.1.1 Rural Water Supplies

Within the rural areas it is important that groundwater sources are protected and that individual wells are regularly monitored, as many rural dwellings within the hub region do not have the benefit of a mains water supply system. Groundwater quality and quantity must be protected in its own right under the requirements of the Water Framework Directive (2000/60/EEC). As well as providing potable water supplies, groundwater is an important source of water for food processing industries, creameries, meat factories, farms, golf courses and bottled waters.

3.7.1.2 Water Conservation

The Water Service Investment Programme was established in 2001 and promotes the need for water conservation measures. It recognised the need to identify Unaccounted For Water (UFW) levels and the need to put mechanisms in place to harness this loss. Projects are currently underway to implement this programme.

3.7.1.3 Sewerage Infrastructure

Most of Tralee is served through a combined drainage system with some recent developments constructed as separate systems but then feeding into a combined system. The current drainage systems of both towns have the capacity to allow for future expansion and population growth.

Tralee has a maximum wastewater PE of 42,000 with the current loading at 30,000 PE therefore this allows for a possible increase in population and growth within the industry and employment sector. A new wastewater treatment plant was constructed recently in 1998.

The connection of all dwellings within the hub towns and immediate environs to mains water and sewerage is to be advocated.

In rural areas, it is important that standards are met in relation to soil conditions suitable for effluent disposal such as septic tank use and proprietary effluent treatment systems. Where rural one-off is permitted the effluent disposal systems are to be properly installed, and regularly monitored and maintained.

3.7.1.4 Surface Water Drainage

Currently within the hub towns there are difficulties in terms of pumping and treating the volume of stormwater and surface run-off. Future developments should be constructed as separate drainage systems as this would allow for future stormwater to be drained directly to natural water sources (interceptors may be situated in locations where run-off can be contaminated with pollutants, e.g., metals, oils and petrol, silt and dust, pesticides and detergents). This system eliminates the water treatment process and can lead to an increase in capacity of the existing treatment works.

New developments within the towns and environs should have regard to the use and function of sustainable urban drainage systems, i.e., through the introduction of stormwater attenuation on site and/or integrated into proposed linear parks along river and stream corridors (creating a system of 'ponds in a park').

The current water supply and wastewater treatment capacities of Tralee would generally appear to be sufficient at the current time but this will be reviewed following the preparation and adoption of the Linked Hub Strategy.

3.7.1.5 Water and Wastewater Objectives for the Environs of Tralee

It is the objective of the Council to:

- SW1** Carry out a strategic, comprehensive Water and Wastewater Drainage Study of Tralee and its environs.
 - SW2** Increase the capacity of the existing water supply feeding Tralee.
 - SW3** Identify all public water supplies and group water schemes and establish individual monitoring programmes for each supply.
 - SW4** Facilitate, where appropriate, the connection of all dwellings within Tralee and environs to the mains water and sewerage supply system.
 - SW5** Require the incorporation of sustainable urban drainage systems into the construction of new developments.
 - SW6** Ensure that all new housing on zoned lands will be required to connect to the public sewer system.
 - SW7** Incorporate stormwater attenuation facilities, including possible reconstructed wetlands and ponds, in the following designated areas of open space:
 - The proposed linear parks along the River Lee; on the north side of the Ship Canal; along the Big River; along the Ballinorig Stream; Rathass Stream and Balloonagh River.
 - SW8** Encourage the reuse of grey water (stormwater run-off) for use on site (i.e. garden, toilet flushing, etc.).
 - SW9** Require the preparation of a specialist hydrological report on the impact of the development of lands at Caherweesheen/Skahanagh so as to ensure that all matters of flooding and surface water run-off can be adequately addressed and so as to ensure that there will be no adverse impacts arising from the potential development of these lands on adjoining landowners or others. Development of these lands will be contingent on a satisfactory hydrological study with proper provision for stormwater attenuation and management.
- (see Zoning and Objectives Map 20)

3.7.2 Waste Management

As part of the overall aim for a cleaner environment and enhanced image, the Hub towns will seek the successful implementation of the Council's Waste Management Strategy.

County Kerry is serviced by one large engineered landfill site at Munignaminane outside Tralee. The landfill is licensed by the EPA to deal with 75,000 tonnes of municipal waste per year. A composting facility for limited quantities of waste is also provided.

The 'Green Housekeeping Initiative' has been implemented by Kerry County Council to implement the Waste Management Strategy and educate the council staff on waste minimisation and conservation.

The Hub Strategy is to incorporate the hierarchy outlined by the EPA and endorsed by the Council as follows - Prevention, Minimisation, Re-use; Recycling; Recovery (including energy recovery); and lastly, Disposal (including landfill).

A good location for future Bring-banks are at identified neighbourhood centres within the towns and environs. New developments within the environs are to be facilitated by the Council's waste collection system and home composting will be encouraged. All commercial companies have to adhere to the 2003 Waste Management (Packaging) Regulations.

Litter has a negative effect on the environment; with implications for tourism and investment therefore to counteract any litter pollution, it is the policy of Kerry County Council to implement the Litter Management Plan 2003 –2006.

3.7.2.1 Waste Management Objectives for the Environs of Tralee

It is the objective of the Council to:

- WM1** Implement throughout the Hub area the various programmes and initiatives, such as the 'Green Housekeeping Initiative', the ANSWER project, and composting facilities.
- WM2** Require the provision of Bring-bank centres at all proposed neighbourhood centres.
- WM3** Require all new developments to provide waste management facilities, with waste collection points, ensuring adequate access for waste disposal trucks etc
- WM4** Ensure that all new residential developments adequately screen areas, for communal waste disposal, and individual bin collection points.

3.7.3 Telecommunications and Access Technologies

Telecommunications provides a key opportunity to address the Hub's peripherality by intensifying the speed and transmission information.

The widespread availability of high-speed, affordable, flat-rate, always-on internet access, referred to as 'broadband', is central to the development of the Kerry Hub as a knowledge and information base. The availability of Broadband services will enable individuals, communities and employers to take advantage of the internet leading to improved employment opportunities, enhance the sustainability of those communities and create a more positive environment for investment.

At present, broadband services are being rolled out in Ireland by private broadband internet service providers such as telecom companies, cable TV companies, wireless and satellite operators and internet service providers (ISPs).

Under the National Development Plan, Chorus received funding for the development of the Kerry Broadband Communications Corridor to upgrade the microwave backbone between Limerick and Cork and to provide broadband services in the area. Broadband is now available in Tralee in a number of formats including:

- Wireless: Broadband services can be delivered by radiowave to a receiver inside or outside the customer's home or premises.
- Satellite: Broadband services are delivered via an orbiting satellite to a customer's satellite dish.
- DSL: DSL, or digital subscriber line, allows broadband access across the ordinary telephone line.
- Fibre Optic: A very high-speed broadband service is delivered along a fibre-optic line to a customer's home or premises.

Kerry Technology Park offers a two-megabyte broadband service. There is a need for competitive broadband infrastructure and services being implemented throughout the Hub Region offering high-speed connections to information technology industries.

Tralee Environs Local Area Plan - Development Strategy and Objectives

A number of information access technologies involve the siting of telecommunications infrastructure therefore good siting and design should not only be respected in environmentally sensitive areas but also be applied to all telecommunications development. In all circumstances, the sensitivity to context of the proposed development should be considered. Site conditions, technical constraints, landscape features and capacity requirements will affect the options for the design used by an operator. The main options would include:

- Mast and/or site sharing,
- Installation on existing buildings and structures,
- Camouflaging or disguising equipment – reducing visible impact by using innovative design such as trees,
- Using small-scale equipment,
- Erecting new ground based masts.

3.7.3.1 Telecommunications and Access Objectives for the Environs of Tralee

It is the objective of the Council to:

- AT1** Encourage the provision of high-speed broadband infrastructure within the Kerry Hub.
- AT2** Encourage mast sharing by various operators, where possible.
- AT3** Encourage, where practical, the siting of masts away from schools, hospitals and densely populated areas.

3.7.4 Energy

3.7.4.1 Electricity

There is a relatively poor network of power lines throughout the county as 110KV power lines service all the main urban areas. Most modern large-scale industries require a 220KV line as a minimum requirement for site selection and this may present some difficulties for Tralee in attracting the larger industries with high-energy requirements. It is imperative for the council to facilitate the provision of new high-voltage electricity infrastructure in the Hub region.

3.7.4.2 Gas

Kerry is not served by gas infrastructure at present. Shannon Development has announced plans for a €400m liquefied natural gas (LNG) terminal on land between Tarbert and Ballylongford, Co. Kerry. The project could make a real difference to long-term energy costs and deliver significant environmental and employment benefits to the Hub. An extension of the gas network to the Kerry Hub would provide an alternative energy supply and act as a stimulus to economic development, and the Council supports its extension.

3.7.4.3 Renewable energy

Renewable energy, which can be supplied to the grid can come from natural, inexhaustible sources such as the sun (solar), wind, falling water (hydro), oceans, plants (biomass and biofuels), and the earth (geothermal heat pumps). Renewable energy can also be derived from a range of waste products (sewage, municipal and agricultural waste). Recent studies by recognised institutes, e.g., the Ludwig-Bolkow Institute, have shown that serious shortages of oil are to be expected in the next decade and that as a society we need to start planning for the transition to other energy forms now. Ireland has a considerable renewable energy resource, and much of it is currently available to be developed at a competitive cost.

Kerry County Council opened a hydroelectric station in early 2001 at Lough Guitane. There is a second privately owned hydroelectric station at Glencar. Given the potential for both these types of clean electricity generation it is likely that a number of other similar schemes will occur. This is due to the Governments commitment to achieve EU targets for pollution emissions and greenhouse gases and to reduce dependence on imported fuel sources.

3.7.4.4 Energy Objectives for the Tralee Environs

It is an objective of the Council to:

- E1** Facilitate the provision of new high-voltage electricity infrastructure in the Hub region.
- E2** Support the extension of the Gas network into the Kerry Hub.

- E3** Provide positively for the development of appropriate renewable energy sources.
- E4** Support community initiatives for home energy efficiency.
- E5** Promote the undergrounding of lines, wherever possible, in the development of new areas.

3.7.5 Energy Efficiency in Buildings - Sustainable Building Design

It is the aim of the Kerry Hub to be a leading example of energy efficiency in the country. An example of a local successful energy efficient development is situated in a housing scheme in Rathass (Tralee), where the Town Council constructed 64 residential units that incorporated in whole or in part, gas condensing boilers (LPG), ground source pumps, solar panels, heat exchange units and draft lobbies (front and back). This scheme should serve as a model for other developments in the Kerry Hub.

In order to ensure a more sustainable approach to the development of low residential density areas in the environs of Tralee and Killarney, it is proposed that the Council adopt a range of sustainable building requirements so as to ensure energy efficiency, healthy and low environmental impact buildings for all low residential density zones (R1 Zone). In all other zones low energy sustainable buildings will be encouraged.

It is proposed that all dwellings in the low residential density zone will be required to conform to the European A-type standard rating in accordance with the forthcoming Energy Performance of Building Directive (EPBD Directive 2002/91/EC). In essence, this requirement will ensure that the annual space and water heating energy requirements for all buildings must now not exceed 90 kWh/m2.

Each building's energy performance calculation must be demonstrated on the basis of an approved method (e.g. EN 832) carried out by a qualified or accredited expert. Appendix C provides further details on how these energy requirements can be met.

In addition to these requirements, it is expected that some of the following principles will be considered:

- That the buildings will be designed to ensure passive solar gain or adopt the principles of the passive house;
- High insulation standards and draft proofing;
- That consideration be given to the use of natural and recycled materials;
- That the houses collect their own water or adopt water conservation measures (grey water systems used for toilets – rainwater harnessed and directed into toilets for flushing);
- Solar water heating;
- That consideration is given to the electricity generation from photovoltaics (which uses a semiconductor in order to convert sunlight to electricity) and/or ground source heating pumps to provide some of the water heating requirements;
- Harnessing the use of biogas, which are wood pellets used in a burning process;
- Where appropriate, developments should provide storm water attenuation;
- Ecological principles are adopted for the site design and landscaping (eco-landscaping; permeable paving, etc.).

For most or all of these principles to be successfully applied – particularly for the more advanced ecological design principles (i.e., earth sheltered buildings), reasonably sized plots and space for sunlight are appropriate and a gentle southward-facing slope is ideal.

3.7.5.1 Energy Efficiency Objectives for Tralee Environs

It is the objective of the Council to:

- SB1** Ensure that the annual space and water heating energy requirements for all buildings constructed in the low residential density zone shall not exceed 90 kWh/m2. (At least 50% of all buildings constructed in other residential areas shall meet these standards).
- SB2** Encourage the incorporation of sustainable design principles and energy efficiency into the building process.

Waste management and increased recycling initiatives will continue to be important issues for The Hub.



Energy fuels the economy - the South West presents optimum condition for further development of wind energy to provide a cleaner renewable resource.

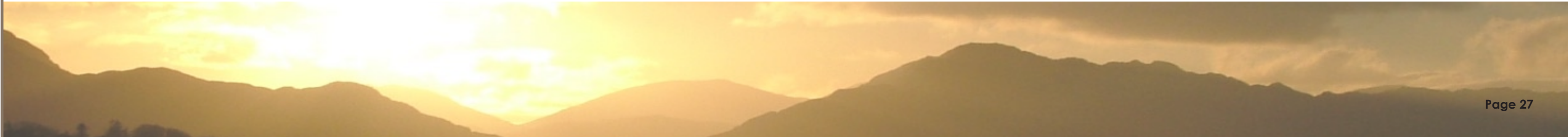


Energy efficiency in buildings is promoted in the Plan using a variety of methods as outlined in Section 4.7.5.





KILLARNEY ENVIRONS LOCAL AREA PLAN



Killarney Environs Local Area Plan - Development Strategy and Objectives

4.0 INTRODUCTION
Section 2 outlined the key principles in the shared vision for the Kerry Hub – a well connected urban network that is a source of creativity, economic generation, community involvement and cultural value, and is distinctive for its tourism attractions, lifestyle choice and quality of life offer.

The specific manner in which Killarney can respond to this vision is now outlined having regard to its ability to capitalise on its existing assets and its complementary roles.

4.0.1 Killarney
Killarney with its strong landscape context will continue to be the **premier tourism destination** in the southwest (and indeed nationally, outside of Dublin). It shall continue to capitalise on this, while continuing to develop its recreation, leisure and amenity role – particularly in the development and promotion of specialist **niche tourism activities and experiences** (i.e., painting, farm experiences, archaeology/heritage, cooking, pottery, etc.), and **adventure holidays** (i.e., hillwalking, mountaineering, watersports & surfing, etc.) . Its aim will be to ensure that it is a **centre of excellence in the world of tourism**. While Killarney will take the lead in this sector, both towns (Tralee and Killarney) can continue to play a mutually reinforcing role in relation to the tourism sector, with the development of a number of attractions in relation to arts and culture, all weather/indoor facilities, children's attractions and festivals. The wider hinterland or sub-region (including the rural areas of urban influence) will also play an important role in the development of the multi-activity holiday sector.

Killarney will continue to be dependant on the tourism and holiday sector for employment and while this sector develops a higher quality product and diversifies, it will also need to make provisions for **the creative sector** as outlined in Section 2.5.5. Specifically, Killarney will aim to be **a showcase for the creativity and artistic energy of the region, promoting the artistry, workmanship and craftsmanship of painters, writers, metalworkers, potters, glassmakers, woodwork, furniture, fashion, etc.** The County Council will work with the Town Council to promote **the development of an Arts Quarter** close to the Cathedral. The development of commercial enterprises along the lines of the Blarney Woollen Mills, Kilkenny Design and Avoca Handweavers would also benefit the town with its own brand name. Other commercial enterprises relating to the arts - particularly of a non-retail nature - will be facilitated in the proposed **Mixed Use Zone** in the Environs.

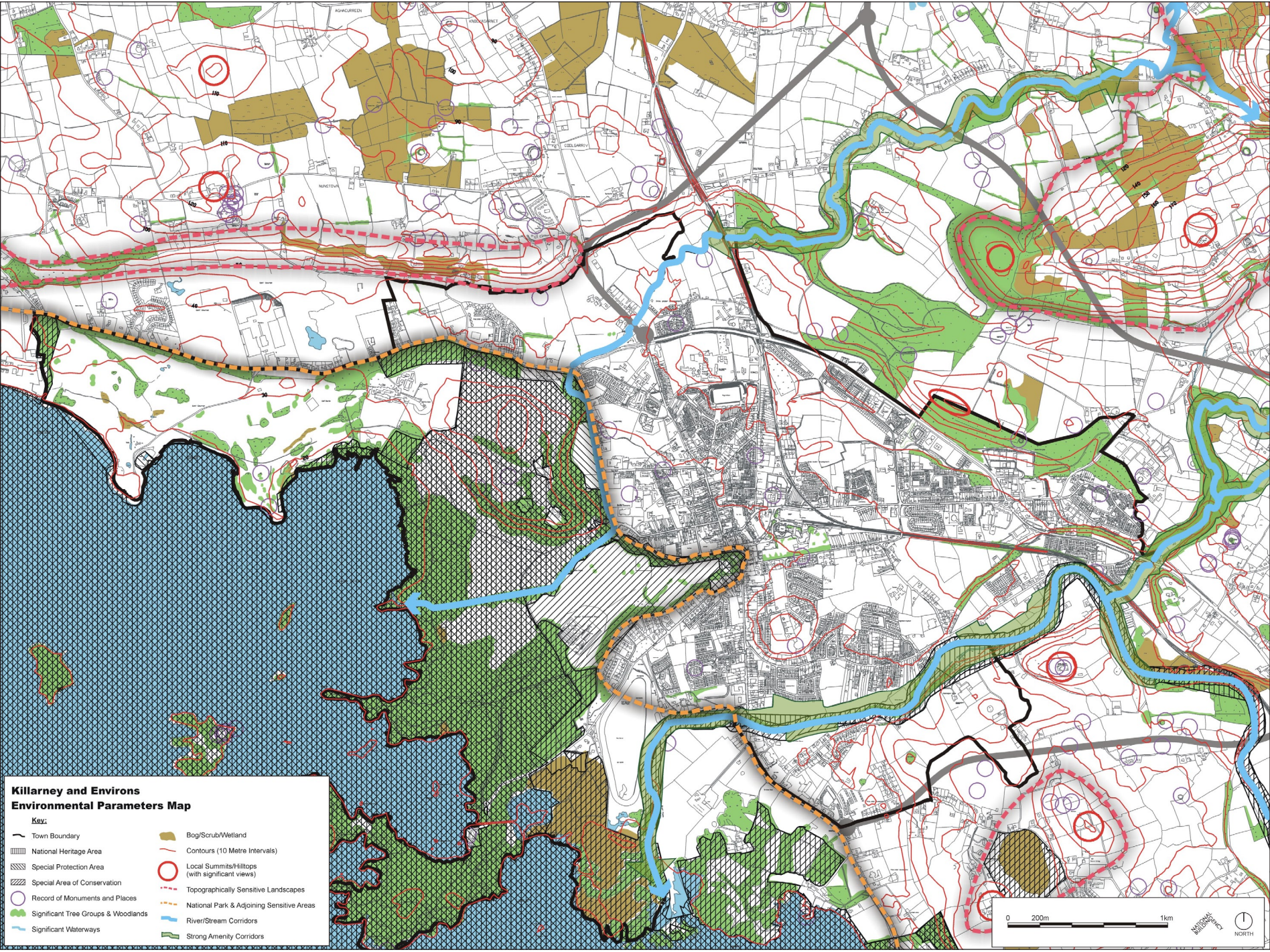
Within the Mixed Use Zone, it is intended to facilitate the development of a **high spec business park of out-standing architectural quality** on an attractive elevated site of great landscape character, with views overlooking Killarney Town, the lakes of Killarney and the McGillycuddy Reeks. While almost every town in Ireland seeks to develop a business park, none will match the views and prospects planned for Killarney. It is hoped that this outstanding location will be attractive to inward investment.

Other sources of economic development will be promoted specifically through the availability of suitable sites and buildings for smaller scale **office and professional uses** – an area identified in the urban audit as being particularly weak. Such uses will be accommodated within the town boundary in areas covered by the urban framework plans identified in the Killarney Masterplan (in new 'urban villages' and commercial zones. In the environs, such uses will be accommodated in proposed neighbourhood centres and in the proposed Mixed Use Zone.

The strategy for the Kerry Hub, acknowledges the importance of catering for **local and indigenous industries** and in this regard notes the recent development of a significant industrial park outside of Killarney at Coolcasclagh. The town also has an Industrial Development Authority site east of the town at Ballyspillane. Additional provision for industrial activity will be provided at Coolgariv/Coolcorcoran, however due to current restrictions on development accessing onto national primary roads, its development will be subject to agreement with the National Roads Authority.

Killarney will need to continue to develop its **commercial retail and services** role to support its growing permanent resident and visiting population. In order to ensure that there is adequate housing choice available to local people from the area and so as to curtail the proliferation of the holiday home and second home phenomena in Killarney (with its resultant social consequences), the plan identifies a specific area for **'residential development for permanent residents'** to the south-southeast and northwest of the town. **Social infrastructural requirements** – such as crèche, childcare, schools and community halls - required to serve this new residential zone will be addressed in the preparation of a detailed action plan and urban design framework plan for the area. However, a network of proposed neighbourhood centres, which will facilitate the provision of local community facilities and services, would support new and existing residential areas.

Map 12: Environmental Parameters for Killarney and Environs



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Killarney Environs Local Area Plan - Development Strategy and Objectives

4.1 ENVIRONMENT, HERITAGE and NATURAL AMENITIES

4.1.1 Introduction

Killarney National Park is linked right into the town centre and offers a pristine natural environment, at its doorsteps. The Lakes of Killarney, with its mountainous backdrop, its open parklands, and dense woodlands, its rivers and streams all are of exceptional quality. Even outside the National Park, the environs of Killarney Town are typified by a rolling and undulating landscape, with significant woodland belts, streams and rivers (such as the Woodford River, the Flesk River, Dark Wood, Mangan's Wood, Deenagh River and Upper Park Wood). There are elevated areas too, that provide great and spectacular views of the National Park and the surrounding landscape, such as at Aghadoe (northwest environs), Tullig (north east environs) and Shaheree (south environs) - Refer to red symbols on Map 13.

- Looking to the future, Killarney will -
- Seek to protect these more elevated areas from potential adverse effects of development.
 - Seek to integrate the strongest environmental attributes into an open space framework (i.e., the provision of linear parks along riparian corridors), and,
 - Utilise the landscape features to create development cells, which are bound by the stronger landscape features such as hills, woodlands and river corridors.

Having regard to 'quality of life', Killarney presents a distinguished, high amenity area in which to live. The **protection of key landscape elements** within the environs, such as rivers, streams and notable area of woodlands are proposed (i.e., Mangan's Wood, Dark Wood, Cronin's Wood and Old Pike Wood). It is the intention that the river corridors will be protected as ecological/wildlife corridors within an expanding urban environment. In time these corridors should be developed as linear parks with public access provided and will provide an integrated open space framework that will connect areas of the town and environs with Killarney National Park.

The undulating landscape context of Killarney is such that, with careful strategic decision making, the town could grow and evolve in harmony with its key landscape and environmental features. Enclaves of development or development cells could be planned which are bound by river corridors, higher ridges and woodland belts, particularly to the north and north east of the town. The result would be future development areas, which are in harmony with their unique environmental setting and offer an attractive environment second to none. Some of the key landscape and environmental features are highlighted in Maps 12 and 13.

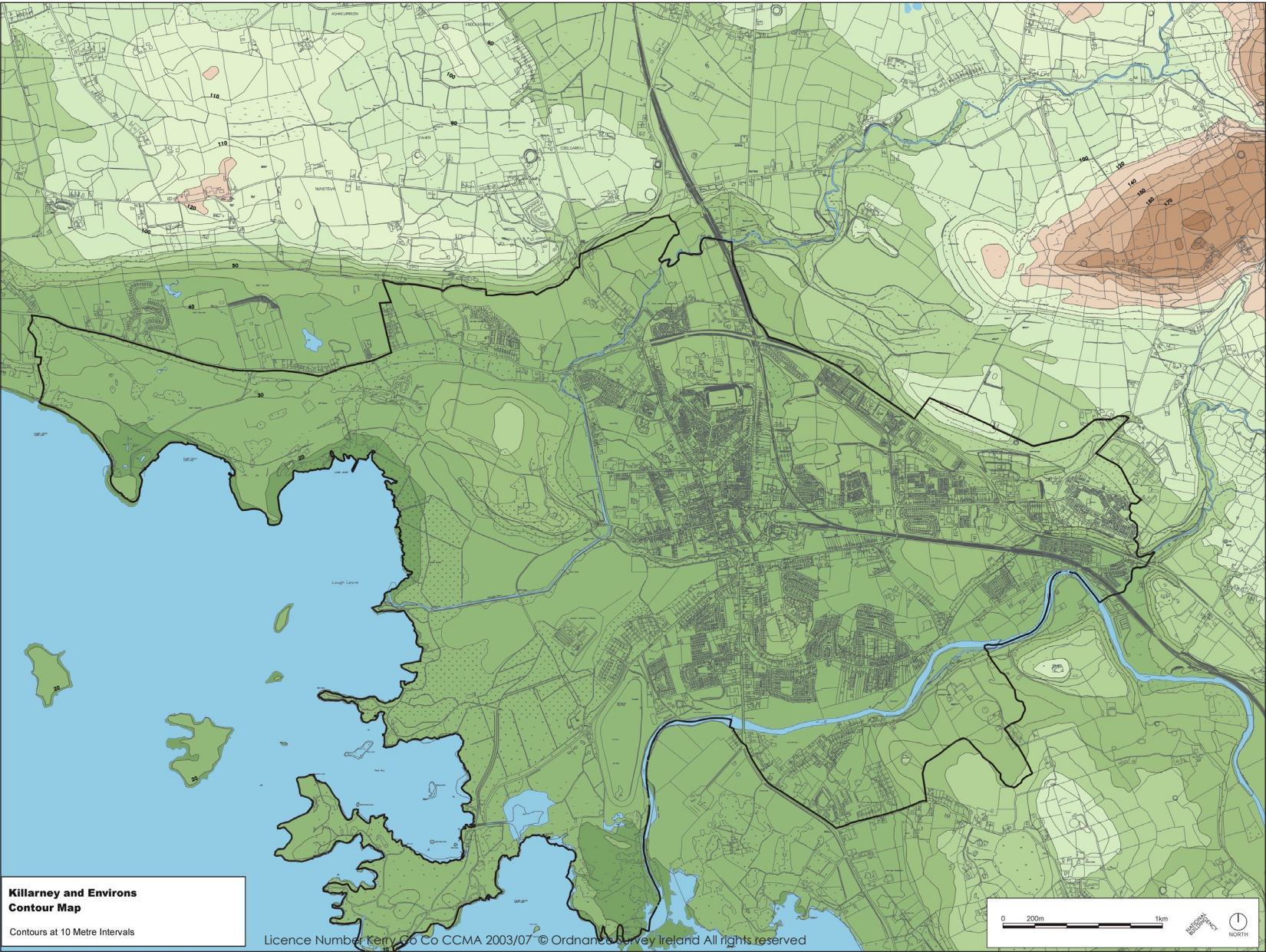
The environs of Killarney are a rich source of archaeological heritage. It is likely that there are many additional sites and monuments not included in the Record of Monuments and Places (RMP). The Planning Authority shall have regard to the advice and recommendations of the County Archaeologist for sites which have been identified but not yet added to the Record of Monuments and Places. The Department of Environment, Heritage and Local Government should be consulted where archaeological material has been previously excavated or artefacts recovered. The Planning Authority shall have regard to the comments and advice of the Department of Environment, Heritage and Local Government, the National Museum of Ireland, and other statutory agencies and the County Archaeologist in respect of the identification and protection of previously unknown monuments, features or artefacts.

4.1.2 Objectives for the Environs of Killarney

It is an objective of Kerry County Council to:

- A1** Consider tree preservation orders, subject to detailed site survey for the trees/tree groups identified on the Environmental Parameters Map.
 - A2** Restrict development on all designated or proposed National Heritage Areas (NHAs), Special Protection Areas (SPAs) and Special Areas of Conservation (SACs), either adopted or proposed (including candidate sites). Development infringements of these areas will only be considered where there is overriding public interest in doing so, where development would not detract from the main attributes of the site and where adequate mitigation measures are put in place.
 - A3** Ensure that all archaeological and historical remains are protected as required under the National Monuments Act 1930-2004 and consult with the Department of Environment, Heritage and Local Government regarding any development that might impact or infringe on a Recorded Monument or Site (RMS).
 - A4** Protect the integrity of known archaeological sites, by requiring, where appropriate, their integration into open space layouts within developments. In doing so, there is an opportunity to improve access to and the understanding of the local heritage.
 - A5** Reserve lands and/or provide for a network of linear parks with pedestrian amenity paths along all stream courses in the environs, including the River Ball.
 - A6** Ensure the provision of an area of Active Open Space for sports/playing fields at Sheheree, as part of the development of lands in this area.
- (See Zoning and Objective Map 21)

Map 13: Killarney and Environs Contour Map



Some of Killarney's greatest amenities are right on its doorstep - The Lakes of Killarney (left) and the Flesk river (right).



The snowcapped McGillycuddy's Reeks provide a backdrop to the town (right).



Killarney Environs Local Area Plan - Development Strategy and Objectives

4.2 HOUSING CHOICE

4.2.1 Introduction

It is the aim of the County Council, that Kerry Hub and its network of surrounding villages will offer considerable choice in the housing market, whether it is a mountain view, a seaside village, a traditional streetscape, or a leafy suburb. The Killarney Town Development Plan and the Killarney Masterplan make adequate provision for the medium to higher residential density provision. Within the Environs, the principal need is for low density housing to counteract the pressure for one off housing in the surrounding hinterland. In the expanding town, there is a need for network of new neighbourhood centres, and some consideration will be given to increased densities closer to these areas. The overall aim is to provide a good variety of house types for Killarney.

The Killarney Masterplan also proposes some commercial mixed-use zones at the Northern Gateway (Ballydowney and Derreen) in the vicinity of the N72/N22, where residential development will be provided.

It is anticipated that the additional zoned lands will provide greater market choice, which will have an effect on land prices and in turn assist in the provision of affordable homes. Affordable housing will also be delivered through development of residentially zoned lands.

4.2.2 Social and Affordable Housing

It is an objective of the Council that 20% of land zoned in the Environs plans for residential use or a mix of residential and other uses, shall be made available for the provision of social and affordable housing. This figure may be modified in line with any revision to the Housing Strategy carried out during the period of this plan.

In light of the pressing need for social and affordable housing, and to ensure the economical use of land for that purpose, the reserved 20% of land that can be required under Part V of the Planning and Development Act, may be developed at an alternative or higher density than the zone normally permits (Refer to Table 3).

4.2.3 Quality of Life – Affordable Housing and the Provision of Low Density Areas

Affordability is a critical issue in Killarney. Having regard to the high land prices in Killarney, the fact that local people are being priced out of the market and the pressure of one-off housing in the rural area of urban influence (see Section 6.1.2 and 6.2.1), it is proposed to identify a number of low-density residential zones that could cater for some of the demand for permanent residents and low-density housing. Areas for low-density housing have been identified in various locations throughout the environs of Tralee and Killarney, rather than focusing exclusively in one or two specific areas, thus ensuring socio-economic balance.

In our modern Irish society, with increased prosperity and a tendency towards individualisation, private citizens are demanding more spacious housing. This spatial quality can be at odds with some of the principles of sustainability, particularly the concept of compact neighbourhoods, where densities are sufficient to sustain public transport and many facilities and services are provided in a network of neighbourhood centres, all within walking distances of the residences they serve. Therefore, in planning for new low residential areas, there is a proviso that –

Within the environs area, one-off housing shall not occur in areas outside the low residential density zones unless it is part of a genuine rural and local need;

Furthermore, in order to ensure a more sustainable approach to the development of the low residential density areas in the environs of Tralee and Killarney, it is proposed that the Council adopt a range of sustainable building requirements. To ensure energy efficient, healthy and low environmental impact buildings for all low residential density zones and for a percentage of houses in all other zones. The requirement for energy efficiency will pre-empt the pending implementation of the EU Energy Performance of Building Directive (EPBD), which will also require a certificate of energy efficiency/rating prior to the sale of all houses in the future (Refer to Section 4.7.5).

In selecting sites for new low residential zones, the Council has had regard to factors such as –

- the potential development of a sustainable network of neighbourhood centres in the future (higher densities would generally be more appropriate immediately adjoining a proposed neighbourhood centre – in order to ensure the proper planning and development of the environs, these neighbourhood centres have been identified so as to safeguard their provision in the future).
- accessibility (roads/routes with less developed access may be more appropriate for lower densities)
- environmental quality (more sensitive landscapes may be more appropriate for lower densities)
- potential future public transport network (lands adjoining such routes would be less appropriate for lower residential densities).
- Proximity to town centre (low density zones would generally be more appropriate further from the town centre).

4.2.4 Density

The Killarney Masterplan has made sufficient provision for higher densities with the Town Council boundary. Two principal density provisions are provided in the environs and relate to location (refer to Table 3 below). Lower densities are proposed in areas that are further from the proposed neighbourhood centres (or town centre), where access may be restricted or the carrying capacity of the road network is less than optimum and/or close to more environmentally sensitive areas.

The proposed densities are as follows:
R2PR: Low Density Permanent Residential 2.5 to 5 units per acre.

Higher densities will be considered in the vicinity of all proposed neighbourhood centres (i.e. 50 metres), at transport nodes and along strategic transport corridors, subject to the advice and approval of the Planning Authority.

The capacity of the proposed zoned land in the Environs of Killarney is as follows:

Table 3: Density and Capacity Killarney Environs

Zone	Density per Acre	Acres	Housing Capacity (Number of Units)	Population Capacity
			Min.-Max.	
R2PR: Low	2.5 - 5	411	1,027 - 2,055	2,464 - 4,932

Note: Average European Household Size was used to calculate population capacity at 2.4 persons per household

4.3.5 Catering for Permanent Residents

The Zoning Category RPR2 is specifically designated for permanent residents only. This is to avoid a proliferation of holiday home/second home developments, which it is believed is already well catered for in the town, and to counter-act the process whereby local people are priced out of the local housing market. This measure is also expected to reduce the pressure for one-off housing in the rural hinterland (the rural area under urban influence - Refer to Section 6).

A permanent resident will be classed as a person who has been resident in the County for at least one year and/or currently in full time employment in County Kerry.

Clustering of low density housing is promoted.



There is a demand for low density high quality sites in Killarney.



Pressure for one-off housing is addressed through new low density zones.



Bottom Right: Killarney presents a landscape unequalled in Ireland.



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4.3 TRANSPORT AND MOVEMENT

4.3.1 Intra-Urban Routes and Movement around the towns

4.3.1.1 The need for Route Balance

There are three Councils involved in the road plans within the Tralee/Killarney area - Kerry County Council, Tralee Town Council and Killarney Town Council. In planning for the future road infrastructure, we need to ensure there is adequate permeability at a broad level, e.g., that there is adequate east – west connections and adequate north-south connections within the towns of Tralee and Killarney. There needs to be a balance between the provisions of such routes. The reason for this is three-fold –

- 1. First, to disperse traffic more evenly to its desired location (thus reducing the incidences of bottle-necks and traffic hot-spots);
- 2. Secondly, because it enables greater flexibility in the provision of future public transport (bus) routes (e.g., loop and circuit routes as opposed to point to point);
- 3. Thirdly, it enables pedestrians and cyclists, a more direct line of access to their desired destination and therefore can assist in a modal shift (from car to non-motorised forms) – by avoiding longer routes that might otherwise encourage car use.

Considering that in a new dynamic fast growth town, significant and sometimes dramatic increases in population can be experienced increasing the population base by 50% over the next 30 years or so, then what will the nature of that road be? We therefore need to plan for high quality routes, with room for bus lanes and/or dual carriages, but in a manner that sees them as attractive parts of the urban infrastructure, i.e., tree lined boulevards, with active frontages, independent vehicular access points or integrated with the surrounding street network (existing and proposed).

4.3.1.2 Cycling – ‘One Less Car’

Kerry County Council will promote cycling in the Hub towns, as a cost-effective, non-polluting and highly flexible transportation mode that reduces congestion, fosters improved health and is accessible to young people. Where linear parks are proposed, pedestrian paths and cycleways should be provided – providing direct access to locations free of any traffic conflicts. Buildings in the vicinity of these linear parks will be required to face towards the parks so as to ensure passive surveillance and overlooking, thus providing for security.

All new roads and streets identified will be designed with consideration for the needs of cyclist, particularly at junctions. On busy roads and streets consideration will be given to the provision of cycle lanes alongside the road (not segregated from road users unless designed to a very high standard and free of hazard and inconvenience caused by individual entrances to properties; varying surface levels; inappropriately located street furniture/signage; etc.).

Within quieter residential streets there is no need for cycle lanes, though developers will be encouraged to adopt principles from the 'home zone concept'.

New developments and employers in particular, can encourage cycling through the provision of shower facilities and sheltered bike racks.

4.3.1.3 Pedestrian Movement

Most trips, even by car, have a walking component. The enhancement of the pedestrian environment improves the enjoyment of the town and its environs for residents and visitors alike. It is also critical to a successful and vibrant town centre, therefore initiatives to pedestrianise areas in the town centres will generally be supported by Kerry County Council, as a means of enhancing the experience of the Hub Towns.

The recent redevelopment and pedestrianisation of The Square in Tralee, is an excellent example of the sort of interventions that are required. As a national award-winning scheme, it is a good example of how local investment can raise the profile of the Hub towns.

New developments – particularly in the environs of Tralee and Killarney – should be developed with pedestrians in mind and not assume that everyone will arrive by car. The location of entrances is critical, particularly in large buildings and sites. The provision of footpaths on access roads in the vicinity will also be required. In new residential areas, the street should not be regarded solely as a means of access – it is also a place where neighbours and children meet and interact.

4.3.2 Road and Street Planning in Killarney

Killarney’s road structure achieves a reasonable balance between a variety of north-south routes and east-west routes. The fact that the town abuts Killarney National Park, has limited the town’s expansion (and trip generation) from the west, creating fairly free-flowing radials. To the northeast the town is bound by the Killarney By-Pass and relatively little development has taken place beyond this and there is restrictive access points onto this route, which results in free-flowing vehicular traffic. The requirement to upgrade and realign the N22 from Farranfore to Killarney will result in a new road having to be constructed that is likely to head towards Kilcummin and eventually by-pass the town – connecting with the N22 south of the town at Lisivigeen. A connector route from the north will be provided linking into the existing N22 near Three Arch Bridge north of the Town in the townland of Coolcorcoran. The entire route from Farranfore will be dependant on state funding and prioritisation and is therefore likely to be some years from development.

4.3.3 Development Objectives for the Environs of Killarney

It is the objective of the Council to:

- T1 Reserve lands adjoining all existing railway lines for the possible provision of a second rail track in the future, should a local rail or commuter service prove desirable and feasible.
- T2 Examine, where appropriate, the provision of at-grade cycle lanes along new roads and/or streets.
- T3 Ensure that new developments – particularly employment centres, public institutions, sports and recreation centres and apartment complexes, provide adequate cycle facilities, in the form of bike shelters/racks, lockers and/or shower facilities.
- T4 Consider the needs and requirements of the pedestrian in all suburban developments, especially at retail and industrial parks, by providing direct and convenient access from entrances to public roads and streets and ensuring adequate provision of footpaths are incorporated into designs and layouts.
- T5 In Killarney, reserve strategic road corridors for the development of the following routes:
 - T5.1 An eastern road corridor as part of the N22 realignment from Farranfore to Clash, that will run through the townlands of Inchyullane, Tullig, Teernaboul and Lissyviggeen in the eastern environs of Killarney.
 - T5.2 The Killarney link road - A northern link route that will connect from the proposed N22 at Inchycullane (objective T5.1) to Kilcummin junction.
 - T5.3 The N71/N22 Link Road - A southern relief road commencing at the junction of the N71 and Loretto Road heading eastwards through the townlands of Ballydrisheen, Sheheree and Faghbane, crossing the River Flesk and railway line to link onto the existing N22 in the townland of Clash.

Note all routes may be subject to detailed route selection study and may alter in alignment from alignments shown on the Map 21: Killarney Proposed Zoning and Objectives Map.

- T6 Ensure junction improvements at the following locations:
 - T6.1 N22 and Kilcummin Road
 - T6.2 At the proposed neighbourhood centre situated at Park north of the IDA Industrial Park.
- T7 Require, as part of the developemnt of lands at Cahernane, the provision of a track along the Flesk riverside and a bridge to accomodate jaunting carts in the area.

Future roads around the town should consider the future character of the area and plan for the integration of public transport seervices as in this example - an attractive boulevard, dual carriageway plus bus lane and generous pedestrian areas on either side.



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4.4 INDUSTRY AND EMPLOYMENT

Section 2.5 examined the role of economic and employment regeneration as part of the vision of the Kerry Hub. Section 4.01 referred to the land use requirements relating to Killarney's economic needs. This section outlines additional elements of the economic and employment strategy, including specific development objectives.

4.4.1 High Spec Business Park in High Quality Landscape Setting

A high tech business park is proposed within the proposed Mixed Use Zone. The exact location and layout will be provided in the form of an action area plan to be prepared for the area. It is intended to facilitate the development of a **high spec business park of out-standing architectural quality** on an attractive elevated site with fine views over the surrounding landscape. The location will be second to none.

4.4.1 Decentralisation

Under the Government's Decentralisation Programme, the headquarters for the Department of Arts, Sports and Tourism is to move to Killarney. This department has been targeted as one of the 'early movers'. A site has been secured for the development of their offices on New Road. Construction is expected to start during the first quarter of 2006 and their offices are expected to be completed by the second quarter of 2007. A total of 141 positions are anticipated to be moved to Killarney under the programme. Unlike some of the decentralised locations, there has been very significant interest by applicants to the relocation to Killarney.

4.4.2 Killarney and the Need to Diversify the Local Economy

Killarney displays a very strong tourism role. Unofficial estimates of the total number of tourism bedspaces available in the town during the summer months is between 12,000-15,000, over double the town's normal population. Its high amenity and picturesque setting has made it an attractive place to retire or purchase a second home. Overall the high amenity and attractive location has driven land prices upwards, while local people and businesses cannot afford the high prices. For businesses seeking to set up or expand, they have been pushed out of the local area and a number have been forced to relocate to Tralee, Cork or elsewhere.

In order to counteract this trend, there is a need to identify an industrial or enterprise zone – one that might specifically cater for the local indigenous industry or commercial enterprise, which is not typically catered for by the Industrial Development Authority, which has a site near Ballyspillan. Such a site has recently been developed at Coolcaslagh.

Many local industries, such as commercial laundries, metal fabrication and welding, commercial bakers, vehicle repair shops, etc, which have not been adequately catered for in the past can now take place at Coolcaslagh.

4.4.4 Objectives for the Environs of Killarney

It is an objective of Kerry County Council to:

- E1 Encourage new office developments close to strategic transport corridors, at the mixed-use zone and facilitate smaller office developments at proposed neighbourhood centres.
- E2 Facilitate the development of telecommunications and broadband infrastructure.
- E3 Apply a flexible approach to entrepreneurial start up businesses and small-scale industrial activities, where it can be demonstrated that the proposed use would have minimal adverse impacts on the adjoining uses and properties or environmental setting.
- E4 Support and encourage the development of creative industries and artistic initiatives in the Hub.
- E5 Direct land extensive uses that generate low employment numbers to Farranfore and promote the development of a warehousing and logistics centre there.
- E6 Promote the development of additional tourism attractions in the Hub, specifically high quality indoor/all weather attractions, specialist/niche activities, children/family attractions and cultural activities relating to the arts.
- E7 Promote the creativity and artistic energy of the region and develop the Hub as a centre of artistic activity.

4.5 NEIGHBOURHOOD CENTRES – A Focus of All New Residential Areas

4.5.1 Introduction

The linked-hub strategy seeks to promote a comprehensive neighbourhood structure in each of Tralee and Killarney. At the present time, there are indications, particularly in Tralee, that there is not an adequate provision of neighbourhood facilities, particularly in some of the outer residential areas – this places a greater reliance on the town centre for some simple every day needs (such as lower order goods - milk, bread, newspaper, etc.). With a dominant radial structure to the road infrastructure, this is likely to draw unnecessary road traffic into the town centre.

The Neighbourhood Strategy will seek to ensure that every zoned residential area will have ease of access to a range of local facilities and services that are provided at a neighbourhood centre. Typically, neighbourhood centres should serve a catchment area of between 400-500 metres (a comfortable walking distance), however in lower density areas these catchment areas could increase to 800+ metres, though more car-dependant communities are then being created.

In reality, it is seldom that any one neighbourhood centre will be able to provide a fully comprehensive centre with all the services that may be required by the households in the area. Instead the catchment areas will tend to overlap, with residents choosing particular services in one neighbourhood centre (such as a post office) and other services from another centre (such as a pharmacy).

The broad range of facilities and services that typically are found in neighbourhood centres include:

- Convenience Store/Foodstore (in some centres a discount food store may be permissible)
- Fruit and Vegetable Shop
- Newsagents
- Butchers
- Pharmacy
- Post Office
- Off-License
- Take Away
- Dry Cleaners
- Hair/Beauty Salons and Barbers
- Video/DVD Rental
- Banking facilities and Credit Unions
- Small-scale medical centres – doctors, dentists, chiropractors, etc.

Social infrastructure, such as Places of Worship, crèches, childcare facilities, schools, community halls, etc. are generally appropriate at neighbourhood centres too.

Some small-scale commercial uses such as electrical repairs, bike repair shops, lawnmower service centres, etc. can also be considered. Over the past decade or so, there has been a trend where by the local service station has expanded to provide convenience stores – the service role of the station has diminished, while the retail role has expanded.

The urban design quality of the neighbourhood centre is important. The neighbourhood centre should be one of the focuses of the community and should be designed accordingly – building heights should be permitted to step up higher than surrounding areas so as to emphasise it's nodal and civic importance.

Many of the above uses, which provide over the counter services, should be facilitated at ground floor level, while the upper levels can accommodate office/professional uses such as solicitors, accountants, etc. and/or residential use, such as apartments or duplexes.

There are a number of locations where there is currently a nucleus of social, commercial and/or retail facilities. These are indicated on Map 3 and 4. It may be appropriate to permit adjoining uses to convert to neighbourhood centre uses.

A number of additional, new neighbourhood centres are proposed. For such centres to

be successful, they should be situated along strategic road corridors, i.e., radial routes leading into the town centre or significant road junctions (where they can avail of passing trade and are thus more likely to be economically viable). Locations on through routes are desirable, whereas locations on cul-de-sac or within large housing estates that are poorly connected to surrounding residential catchment areas, should generally be avoided - though local corner shops may be appropriate in such areas. These new proposed locations for neighbourhood centres are shown on Map 3 and 4.

In order to ensure that the role of the neighbourhood centre is focused on primarily serving its adjoining residential areas and does not provide a threat to the vitality of the town centre, a retail floor space cap is proposed. The retail floorspace of individual units should generally be not more than 300 square metres and the total retail floorspace cap on the entire neighbourhood centre should generally be of the order of 1,500 square metres – above this limit the store is unlikely to serve a purely local need and should follow the sequential approach, ideally locating in or close to the town centre, or failing this on the edge of centre.

4.5.2 Development Objectives for Killarney Environs

It is an objective of Kerry County Council to:

- NC Require the provision of neighbourhood facilities at the following locations as shown on the proposed Zoning Map 21:
 - At Larry's Cross Road,
 - In the vicinity of the proposed Southern Relief Road at Coolclogher,
 - At Park, north of the IDA site at Ballyspillan.

These sites are specifically delineated or shown indicatively with a circle. The provision of neighbourhood facilities will be required where specifically delineated but where shown indicatively, the there will be an option to provide such facilities on any lands covered, so long as the overall objective is met. Higher densities will be considered in the vicinity of all proposed neighbourhood centres (i.e. 50 metres), at transport nodes and along strategic transport corridors, subject to the advice and approval of the Planning Authority. (see Zoning and Objectives Map 21)

Neighbourhood centres can take various forms. However, in general each will be encouraged to provide a uniform design approach and an increase in scale with either residential or office accomodation being provided over ground floor commercial units.



Below: Views of the Mounthawk Neighbourhood Centre in Tralee Environs. The scheme has sucessfully addressed the corner site at an important junction while overspill car parking and servicing is provided to the rear of units (right).



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4.6 COMMUNITY DEVELOPMENT

4.6.1 Introduction

There is a need within the Kerry Hub to demonstrate a common commitment to social welfare, health care and education. In this way the Hub should be recognised for its high return on investment in people.

The Kerry Hub provides the basis for a number of specific community services, which serve the towns themselves and the wider district area. In order for the hub to grow successfully, appropriate and adequate public facilities and services have to be provided in proportion to population growth and the status of the towns.

Achieving a good mix of community facilities is crucial to the public recognising the significance of achieving the objective of the Kerry Hub. Within people's mindsets, at present, Killarney and Tralee are seen as two very separate entities. The towns are rivals in many aspects not least in sports. This has ingrained psychological barriers between the areas. These barriers need to be dissipated to some extent in order for the linked hub strategy to work effectively in its role within the region and country. The provision of certain community facilities can bring people together to interact with one another, for example, at swimming pools, music venues, family events, such as ice skating, exhibitions etc.

However, other facilities need to be provided within both towns for ease of access, sustainability and social inclusion purposes; such as hospitals and ambulance services, primary and secondary level schools, childcare and library facilities.

It is very important that the Kerry hub has a strong community services core, as the peripherality of the region makes it especially significant in terms of the quality of life.

There are a number of educational facilities, primary, secondary and adult education within both towns of Tralee and Killarney. From a sample survey of schools carried out on the 22nd March 2006 it was possible to deduce that the majority of schools (75%) in Tralee and Killarney are full to capacity and do not have enough land available to them if expansion of facilities was necessary. Therefore further areas have been identified as suitable locations for schools, in each of the hub towns, in order to accommodate future population growth with the required social infrastructure.

4.6.2 Social and Community Facilities

Killarney is reliant on swimming pools within hotels. However, work has commenced to provide Killarney with a public swimming pool as part of the new Killarney Sports and Leisure Centre. The project will include a 25-metre swimming pool, a learner's pool, multi-purpose sports hall, gymnasium, health suite and crèche facility. The development is expected to be completed by the end of 2007.

Killarney also has a library and there are plans to provide a satellite branch on the outskirts of the town as outlined in the Library Development plan 2002 – 2006.

A bowling alley and snooker rooms were recently approved for planning in Killarney as part of a mixed-use development, thus diversifying the range of facilities on offer in the town.

4.6.3 Health Facilities

A District Community Hospital is based in Killarney (39 beds), which supports Tralee General Hospital. There are additional services in mental health in Killarney. Killarney also provides disability services. Ambulance services are based around the county including Killarney.

There is no land for expansion at Killarney District Hospital's current site therefore it may be necessary to allow development of medical and health facilities to take place within the proposed environs area. The zoning matrix for the Mixed Use Zones in each of the Hub towns reflects this option and also facilitates the establishment of a private medical centre.

4.6.4 Development Objectives for the Environs of Killarney

It is an objective of Kerry County Council to:

- C1 Reserve sites for the provision of local community facilities at all neighbourhood centres.
- C2 Facilitate and assist, where possible, social and community development in the Kerry Hub.
- C3 Encourage the provision of indoor sporting/community facilities in cooperation with local community groups.
- C4 Consider childcare needs in future residential planning applications and in future plans for the proposed neighbourhood centres.
- C5 Ensure that there are adequate school facilities in place to serve new residential areas prior to the granting of residential planning applications. The reservation of sites for such facilities may be required as part of any planning permission and the unavailability of school places in conveniently accessible locations may be sufficient to determine an application premature.
- C6 Identify sites for the provision of active open space at locations as may be required following an assessment of development proposals (singularly or cumulatively).

Excellent facilities and services are at the heart of the Hub Strategy, such as the Aquadome, Tralee. Killarney's swimming pool and leisure centre will provide additional quality facilities in the Hub.



Providing meaningful and quality open spaces is an objective of the Plan. The Killarney Environs Plan makes provision for an integrated network of open spaces.



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4.7 ENERGY, INFRASTRUCTURE AND UTILITIES

4.7.1 Water Supply and Quality

Water is supplied to consumers in the hub region by four different methods:

- Public Schemes owned and maintained by Kerry County Council,
- Privately owned and operated Group Schemes, with the water provided by Kerry County Council.
- Privately owned and operated Group Schemes, utilising their own private sources.
- Private individual wells.

The principal water supply for the hub region is provided through the Central Regional Scheme with Lough Guitane as its source, serving approximately 50,000 residents, as well as a large tourist population. The reservoir at Sheherree/Madam's Height serves Killarney Town, and currently operates at approximately 96% of capacity in summer months - the high tourist season.

There is a capacity issue in relation to the publicly owned schemes and further storage capacity would be beneficial, particularly at Sheherree where there is only 12 hour storage capacity (and there should be at least 24 hours storage). Adequate water storage is very important as a lack of storage reduces the supply and water pressure can also be negatively affected. Water pressure can suffer within the environs due to the distance from the source therefore certain water supplies can be dependent on pumps. There has not been a strategic study of the towns and their environs carried out since the 1980's on the water needs of the area. There is a need for this study to be updated as a good water supply system is very important to realising the goals of the hub strategy, thereby allowing for an increase in population and further employment and industry opportunities.

In 2004, Kerry County Council monitored a number of their regional and group water schemes, the results of which were provided to the Environmental Protection Agency (EPA) for analysis. The overall rate of compliance in Kerry County Council, 93.4%, was below the national average during 2004. The EPA report states that 'because of the widespread incidence of coliforms, the Kerry public supplies can only be described as being of moderately good quality overall, although the major regional schemes (e.g., the Central Regional Scheme, which supplies most of the hub region) is among the more satisfactory'.

One of the main issues in relation to drinking water is the lack of adequate monitoring. Increased monitoring of all water supplies is needed throughout the hub area.

In Killarney, there may be limitations as regards the availability of water pressure in certain parts of the town. It may be necessary to develop a small reservoir to the north of the town, which would then gravity feed, to serve future development in this area.

4.7.1.1 Rural Water Supplies

Within the rural areas it is important that groundwater sources are protected and that individual wells are regularly monitored, as many rural dwellings within the hub region do not have the benefit of a mains water supply system. Groundwater quality and quantity must be protected in its own right under the requirements of the Water Framework Directive (2000/60/EEC). As well as providing potable water supplies, groundwater is an important source of water for food processing industries, creameries, meat factories, farms, golf courses and bottled waters.

4.7.1.2 Water Conservation

The Water Service Investment Programme was established in 2001 and promotes the need for water conservation measures. It recognised the need to identify Unaccounted For Water (UFW) levels and the need to put mechanisms in place to harness this loss. Projects are currently underway to implement this programme.

4.7.1.3 Sewerage Infrastructure

Most of Killarney is served through a combined drainage system with some recent developments constructed as separate systems but then feeding into a combined system. The current drainage systems of both towns have the capacity to allow for future expansion and population growth.

Killarney has a maximum wastewater Population Equivalent (PE) of 52,000. The current maximum PE served in high season (August 2005) was 33,000 and throughout the rest of the year is normally between 20,000–25,000 PE. The services within Killarney are currently in good condition as all the piping within the town was replaced in recent times (circa 10 years ago).

The connection of all dwellings within the hub towns and immediate environs to mains water and sewerage is to be advocated.

In rural areas, it is important that standards are met in relation to soil conditions suitable for effluent disposal such as septic tank use and proprietary effluent treatment systems. Where rural one-off is permitted the effluent disposal systems are to be properly installed, and regularly monitored and maintained.

4.7.1.4 Surface Water Drainage

Currently within the hub towns there are difficulties in terms of pumping and treating the volume of stormwater and surface run-off. Future developments should be constructed as separate drainage systems as this would allow for future stormwater to be drained directly to natural water sources (interceptors may be situated in locations where run-off can be contaminated with pollutants, e.g., metals, oils and petrol, silt and dust, pesticides and detergents). This system eliminates the water treatment process and can lead to an increase in capacity of the existing treatment works.

New developments within the towns and environs should have regard to the use and function of sustainable urban drainage systems, i.e., through the introduction of stormwater attenuation on site and/or integrated into proposed linear parks along river and stream corridors (creating a system of 'ponds in a park').

The current water supply and wastewater treatment capacities of Killarney would generally appear to be sufficient at the current time but this will be reviewed following the preparation and adoption of the Linked Hub Strategy.

4.7.1.5 Water and Wastewater Objectives for the Environs of Killarney

It is the objective of the Council to:

- SW1** Carry out a strategic, comprehensive Water and Wastewater Drainage Study of Killarney and its environs.
- SW2** Increase the capacity of the existing water supply feeding Killarney.
- SW3** Identify all public water supplies and group water schemes and establish individual monitoring programmes for each supply.
- SW4** Facilitate, where appropriate, the connection of all dwellings within the Killarney and environs to the mains water and sewerage supply system.
- SW5** Require the incorporation of sustainable urban drainage systems into the construction of new developments.
- SW6** Ensure that all new housing on zoned lands will be required to connect to the public sewer system.
- SW7** Incorporate stormwater attenuation facilities, including possible reconstructed wetlands and ponds, in the following designated areas of open space:
 - Along the proposed linear parks along the Flesk River and the Deenagh River.
- SW8** Encourage the reuse of grey water (stormwater run-off) for use on site (i.e. garden, toilet flushing, etc.).

(see Zoning and Objectives Map 21)

4.7.2 Waste Management

As part of the overall aim for a cleaner environment and enhanced image, the Hub towns will seek the successful implementation of the Council's Waste Management Strategy.

County Kerry is serviced by one large engineered landfill site at Munignaminane outside Tralee. The landfill is licensed by the EPA to deal with 75,000 tonnes of municipal waste per year. A composting facility for limited quantities of waste is also provided.

The 'Green Housekeeping Initiative' has been implemented by Kerry County Council to implement the Waste Management Strategy and educate the council staff on waste minimisation and conservation. The ANSWER project (A New Solid Waste Environmental Response) is being implemented in South Kerry and covers Killarney town and environs.

The aim of which is to reduce the amount of waste being produced by 25%, divert 60% of remaining waste from landfill and assess employment potential of local waste recovery/ treatment facilities.

A number of hotels in Killarney participate in a composting scheme run by the Council, where by, the hotels organic waste is separated out where it is then taken to a recycling area and converted into compost and given back to the hotel as a soil enrichment.

The Hub Strategy is to incorporate the hierarchy outlined by the EPA and endorsed by the Council as follows - Prevention, Minimisation, Re-use; Recycling; Recovery (including energy recovery); and lastly, Disposal (including landfill).

A good location for future Bring-banks are at identified neighbourhood centres within the towns and environs. New developments within the environs are to be facilitated by the Council's waste collection system and home composting will be encouraged. All commercial companies have to adhere to the 2003 Waste Management (Packaging) Regulations.

Litter has a negative effect on the environment; with implications for tourism and investment therefore to counteract any litter pollution, it is the policy of Kerry County Council to implement the Litter Management Plan 2003 –2006.

4.7.2.1 Waste Management Objectives for the Environs of Killarney

It is the objective of the Council to:

- WM1** Implement throughout the Hub area the various programmes and initiatives, such as the 'Green Housekeeping Initiative', the ANSWER project, and composting facilities.
- WM2** Require the provision of Bring-bank centres at all proposed neighbourhood centres.
- WM3** Require all new developments to provide waste management facilities, with waste collection points, ensuring adequate access for waste disposal trucks etc
- WM4** Ensure that all new residential developments adequately screen areas, for communal waste disposal, and individual bin collection points.

4.7.3 Telecommunications and Access Technologies

Telecommunications provides a key opportunity to address the Hub's peripherality by intensifying the speed and transmission information.

The widespread availability of high-speed, affordable, flat-rate, always-on internet access, referred to as 'broadband', is central to the development of the Kerry Hub as a knowledge and information base. The availability of Broadband services will enable individuals, communities and employers to take advantage of the internet leading to improved employment opportunities, enhance the sustainability of those communities and create a more positive environment for investment.

At present, broadband services are being rolled out in Ireland by private broadband internet service providers such as telecom companies, cable TV companies, wireless and satellite operators and internet service providers (ISPs).

Under the National Development Plan, Chorus received funding for the development of the Kerry Broadband Communications Corridor to upgrade the microwave backbone between Limerick and Cork and to provide broadband services in the area. Broadband is now available in Killarney in a number of formats including:

- Wireless: Broadband services can be delivered by radiowave to a receiver inside or outside the customer's home or premises.
- Satellite: Broadband services are delivered via an orbiting satellite to a customer's satellite dish.
- DSL: DSL, or digital subscriber line, allows broadband access across the ordinary telephone line.
- Fibre Optic: A very high-speed broadband service is delivered along a fibre-optic line to a customer's home or premises.

A number of information access technologies involve the siting of telecommunications

Killarney Environs Local Area Plan - Development Strategy and Objectives

infrastructure therefore good siting and design should not only be respected in environmentally sensitive areas but also be applied to all telecommunications development. In all circumstances, the sensitivity to context of the proposed development should be considered. Site conditions, technical constraints, landscape features and capacity requirements will affect the options for the design used by an operator. The main options would include:

- Mast and/or site sharing,
- Installation on existing buildings and structures,
- Camouflaging or disguising equipment – reducing visible impact by using innovative design such as trees,
- Using small-scale equipment,
- Erecting new ground based masts.

4.7.3.1 Telecommunications and Access Objectives for the Environs of Killarney

It is the objective of the Council to:

- AT1 Encourage the provision of high-speed broadband infrastructure within the Kerry Hub.
- AT2 Encourage mast sharing by various operators, where possible.
- AT3 Encourage, where practical, the siting of masts away from schools, hospitals and densely populated areas.

4.7.4 Energy

4.7.4.1 Electricity

There is a relatively poor network of power lines throughout the county as 110KV power lines service all the main urban areas. Most modern large-scale industries require a 220KV line as a minimum requirement for site selection and this may present some difficulties for Killarney in attracting the larger industries with high-energy requirements. It is imperative for the council to facilitate the provision of new high-voltage electricity infrastructure in the Hub region.

4.7.4.2 Gas

Kerry is not served by gas infrastructure at present. Shannon Development has announced plans for a €400m liquefied natural gas (LNG) terminal on land between Tarbert and Ballylongford, Co. Kerry. The project could make a real difference to long-term energy costs and deliver significant environmental and employment benefits to the hub. An extension of the gas network to the Kerry Hub would provide an alternative energy supply and act as a stimulus to economic development, and the Council supports its extension.

4.7.4.3 Renewable energy

Renewable energy, which can be supplied to the grid can come from natural, inexhaustible sources such as the sun (solar), wind, falling water (hydro), oceans, plants (biomass and biofuels), and the earth (geothermal heat pumps). Renewable energy can also be derived from a range of waste products (sewage, municipal and agricultural waste). Recent studies by recognised institutes, e.g., the Ludwig-Bolkow Institute, have shown that serious shortages of oil are to be expected in the next decade and that as a society we need to start planning for the transition to other energy forms now. Ireland has a considerable renewable energy resource, and much of it is currently available to be developed at a competitive cost.

Kerry County Council opened a hydroelectric station in early 2001 at Lough Guitane. There is a second privately owned hydroelectric station at Glencar. Given the potential for both these types of clean electricity generation it is likely that a number of other similar schemes will occur. This is due to the Governments commitment to achieve EU targets for pollution emissions and greenhouse gases and to reduce dependence on imported fuel sources.

4.7.4.4 Energy Objectives for the Killarney Environs

It is an objective of the Council to:

- E1 Facilitate the provision of new high-voltage electricity infrastructure in the Hub region.
- E2 Support the extension of the Gas network into the Kerry Hub.
- E3 Provide positively for the development of appropriate renewable energy sources.

- E4 Support community initiatives for home energy efficiency.
- E5 Promote the undergrounding of lines, wherever possible, in the development of new areas.

4.7.5 Energy Efficiency in Buildings - Sustainable Building Design

It is the aim of the Kerry Hub to be a leading example of energy efficiency in the country. An example of a local successful energy efficient development is situated in a housing scheme in Rathass (Tralee), where the Town Council constructed 64 residential units that incorporated in whole or in part, gas condensing boilers (LPG), ground source pumps, solar panels, heat exchange units and draft lobbies (front and back). This scheme should serve as a model for other developments in the Kerry Hub.

In order to ensure a more sustainable approach to the development of low residential density areas in the environs of Tralee and Killarney, it is proposed that the Council adopt a range of sustainable building requirements so as to ensure energy efficiency, healthy and low environmental impact buildings for all low residential density zones (R1 Zone). In all other zones low energy sustainable buildings will be encouraged.

It is proposed that all dwellings in the low residential density zone will be required to conform to the European A-type standard rating in accordance with the forthcoming Energy Performance of Building Directive (EPBD Directive 2002/91/EC). In essence, this requirement will ensure that the annual space and water heating energy requirements for all buildings must now not exceed 90 kWh/m2.

Each building's energy performance calculation must be demonstrated on the basis of an approved method (e.g. EN 832) carried out by a qualified or accredited expert. Appendix C provides further details on how these energy requirements can be met.

In addition to these requirements, it is expected that some of the following principles will be considered:

- That the buildings will be designed to ensure passive solar gain or adopt the principles of the passive house;
- High insulation standards and draft proofing;
- That consideration be given to the use of natural and recycled materials;
- That the houses collect their own water or adopt water conservation measures (grey water systems used for toilets – rainwater harnessed and directed into toilets for flushing);
- Solar water heating;
- That consideration is given to the electricity generation from photovoltaics (which uses a semiconductor in order to convert sunlight to electricity) and/or ground source heating pumps to provide some of the water heating requirements;
- Harnessing the use of biogas, which are wood pellets used in a burning process;
- Where appropriate, developments should provide storm water attenuation;
- Ecological principles are adopted for the site design and landscaping (eco-landscaping; permeable paving, etc.).

For most or all of these principles to be successfully applied – particularly for the more advanced ecological design principles (i.e., earth sheltered buildings), reasonably sized plots and space for sunlight are appropriate and a gentle southward-facing slope is ideal.

4.7.5.1 Energy Efficiency Objectives for Killarney Environs

It is the objective of the Council to:

- SB1 Ensure that the annual space and water heating energy requirements for all buildings constructed in the low residential density zone shall not exceed 90 kWh/m2.
- SB2 Encourage the incorporation of sustainable design principles and energy efficiency into the building process.

Waste management and increased recycling initiatives will continue to be important issues for The Hub.



Energy fuels the economy - the South West presents optimum conditions for further development of wind energy to provide a cleaner renewable resource.



Right & below: Energy efficiency in buildings is promoted in the Plan using a variety of methods as outlined in Section 4.7.5.



Urban Design and Architecture

5.1 Introduction

Urban Design essentially refers to the design quality of the built environment. It is about the art of making places – places which people find attractive, comfortable and safe and thus they are places where people would want to live, work, visit and spend their leisure time. The principal focus of urban design is on inter-relationship between buildings and spaces. It is not concerned with the detailed design of individual buildings but is more concerned with the character of places, the ensemble of buildings together on a street, the public spaces in between and the treatment of these spaces.

Past studies have shown that urban design improvements are both important in attracting businesses and also in retaining businesses.

The challenge for the future is to ensure that all newly constructed neighbourhoods, streets, residential areas, business parks and mixed use zones are designed to the highest quality. This quality will be an important factor in differentiating the Kerry Hub from other towns which are vying for the same businesses, tourists and the mobile population base necessary to drive growth in the region. Kerry County Council are committed to good quality urban design and are undertaking a number of initiatives to enhance design quality, including recent staff training and a seminar for practitioners.

In order to improve the urban design quality of the environs of Tralee and Killarney, it is the intention of Kerry County Council to prepare a number of detailed Action Area Plans for zoned areas which will outline specific design standards and/or guidance on the location of public spaces, community centres, neighbourhood centres, building setbacks on streets and road design (including alignments, cross-sections indicating road widths, landscape verges, landscaping or tree planning standards, footpaths and/or cycle lanes).

One of the big criticisms of recent planning and development in Ireland over the past twenty or thirty years is the that many suburban areas have been developed in very similar fashions creating environments that are repetitive. Sameness, repetition, standardization and monotony have largely dominated over design innovation, design quality and trying to make different parts of our towns distinctive and different from other parts or even from other towns. In order to address this issue, it is important that in planning for the future of environs of Tralee and Killarney, that there is an emphasis on creating different areas that have a distinctive and different character from other areas, while ensuring design quality at the same time. The Environs Plans therefore propose different 'Character Areas'.

5.2 Tralee

The following character areas are proposed in Tralee:

Character Area 1 – Rathass and Manor East Mixed Use Zone

In recent years a pattern of urban development has taken place in some towns and cities, and specifically in their suburbs along strategic transport routes which facilitates higher density commercial developments and businesses. This largely reflects the significant shift in our economy towards the services sector – no longer do some businesses require the space provided in traditional campus styled business parks in which to operate and possibly expand. The aim of the mixed use zone is to allow a higher density of business park to develop, but which also caters for a range of other uses and supporting activities that might be required of the new young executive and professional worker – namely choice of restaurants, cafes, health, fitness and leisure centres; hotels and even local shopping. As building standards increase (having regard to noise, insulation, fire safety, emissions, etc.) the traditionally planning need to segregate uses is not required and many uses can sit comfortably and compatibly together. This is the aim of the new proposed mixed use zone in Rathass/Manor East.

The vision for the area is to create a strong 'urban entrance' into Tralee from the principal approach road from the east. This strong urban form will be provided through higher buildings in the range of typically 5-6 storeys high, though higher buildings will be permitted subject to good quality architectural design. Key landmark buildings will be encouraged along the main approach road. A strong urban block structure will be encouraged – namely, perimeter buildings creating a strong edge to the new street

network. This should allow for pedestrian plazas in the interior of some of the business blocks, in addition to some car parking. Ideally, some car parking would be provided underground or in multi-storey car parks though this may be hard to justify economically at the present time (this should be considered in terms of the location and potential future development of multi-storey car parks on interim surface car parks over time).

The mix of uses will be closely monitored to ensure that there is no displacement of activity from the town centre to the area or that the area does not exert a negative impact of the town centres vitality and continued regeneration. Retail uses in the area would be limited to a scale and intensity that would support the local business and residential community in the area – and will not be open to retail warehousing, or large scale supermarkets. In general, retail units of circa 100-150 square metres would be the norm.

Character Area 2 – Cahwersheeven – Low Density with tree-lined boulevards along an orthogonal grid layout.

The character of the area at present is typically level and flat. This lends itself for high quality generous boulevard type developments laid out in accordance with the orthogonal grid – except where this pattern may meet with existing development patterns and would require to be amended.

Character Area 3 – Ballyard/Cloghers – Leafy Suburbs

This area is situated within and adjacent to the southern environs of Tralee, an area which is typified by a significant number of old tree stands. Existing housing densities are low, frequently with well landscaped and mature gardens. The larger tree groups, specifically to the west of the area, present a very leafy and attractive setting that should be emulated throughout the rest of this area. Consistent building lines will not be expected but should be off-set or staggered to allow for the growth, in time, of large native deciduous trees, along roadfronts and within front gardens. Individually styled houses will be encouraged, though consistency and unity in the 'neighbourhood' will be provided through the common design approach to front boundaries – such as the consistent use of stone walls made of common rock material. Alternative boundary treatments may be permitted on different streets, so long as they are consistent with the properties on those streets. This will be determined through the preparation of an Action Area Plan for the area, or at planning application stage by the Planning Authority. New roads in the area providing access to the new plots, will be encouraged to meander in this area. Exceptions to these standards may be permitted in the immediate vicinity of the proposed neighbourhood centre.

Individual applicants should demonstrate through their designs, proposed development layouts and by design statements, how they propose to integrate into existing and future residential areas. Shared access roads or linkages into existing and/or adjoining proposed streets/roads will be expected. Several landowners/developers may be required to jointly prepare masterplans or action area plans demonstrating these elements.

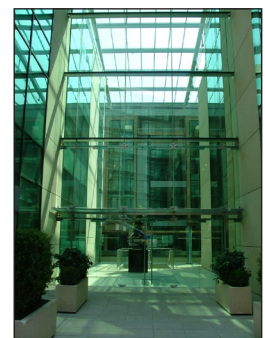
Character Area 4 – Blennerville – An Urban Village

The principal objective for Blennerville is for it to retain its distinctive village character, both in terms of its separateness from the rest of the environs of Tralee (which will be achieved from the provision of a greenbelt) and in terms of existing and traditional streetscape character, namely, building heights, plot widths, fenestration pattern, street widths, etc. The aim should be to re-create the typical form of development in the area, but not to slavishly follow the exact style of buildings (as in some form of 'pastiche'). Buildings on the edge of the zoned areas will be expected to be orientated towards the greenbelt, which implies a road or street onto which buildings will front, providing a strong and positive urban design edge to the new built area and avoiding backland areas on view from the approach roads into the village. Given the fact that much of the area is fairly level and flat, a grid type development pattern of straight streets terminating at right angles is proposed. These short and straight streets will be effective in naturally traffic calming the area. The provision of some on-street car parking and a reduced front garden size would enable the provision of a more urban form that one might expect from within the traditional Irish village. A new village green should be provided to act as a focal point within the expanded area.

TRALEE MIXED USE ZONE
- similar examples from elsewhere of the sort of building type espoused.



The new proposed mixed use zone promotes the concept of a high quality business environment set within a mixed use zone, that could include office blocks, hotels, medical centres, leisure and recreational uses and other commercial uses. The scale of these buildings will provide a strong edge to the N21 as shown in these examples. The mix of uses generates activity day and evening. Pedestrian plazas and communal areas can be provided by the provision of internal courtyards, plazas and amenity areas.



Urban Design and Architecture

Character Area 5 – Western Environs – Suburban Streets

The aim is to link into the existing street network, through principal roads in the vicinity to allow for overall permeability and then to allow a system of cul-de-sacs within, typified by standard semi-detached housing.

Character Area 6 – Kerry Technology Park – Landscaped Campus

Here the image for the area is for a campus style development, with access being provided by a curving and serpentine road network that meanders through a well landscaped environment, within which there are freestanding buildings, individually designed to meet the specific needs and requirements of the end user. Consistency of design and layout is provided by road standards, with landscaped verge and a common landscaping approach around each individual building.

Character Area 7 – Manor West Retail Park

An extension to existing retail park at Manor West is proposed. The original retail park was laid out as one integrated retail park, however, recent extensions and some of the earlier developments along the former approach road into the town tend to represent a somewhat discordant pattern – lacking a unified design approach, such as a common building line, shared car parking, landscaping standards, etc.

For the future, the building typology will continue to be the standard 'big-box' development patterns, however, entrances should be clearly marked, perhaps accentuated through architectural or design features (i.e., projections, recesses or a stepping up in height). Signage and nameplates should not be over dominant. In light of the large expanse of car parking typically required to serve such developments, there will be a requirement for adequate landscaping and tree planting both within car parks and along the interface with roads. Footpaths will be required along these roads, as a proportion of the population may still depend on public transport access or can walk from one retail outlet to the other for specific goods. The stream courses in the area should be protected as part of an open drainage system, with consideration for storm water attenuation ponds in accordance with Sustainable Drainage Systems. A buffer should be provided alongside the streams to protect the riparian corridor and provide some wildlife benefit. Any future planting and landscaping in this corridor should avoid non-native plant species in favour of native ones provide greater wildlife benefit.

5.3 Killarney

Most of the areas proposed for residential development in Killarney's environs are similar in that they are bound by extensive areas of woodland which the plan seeks to protect for amenity purposes. In many cases these woodland areas bound the 'development cells' or development areas on two or more sides. Where practical new developments should front onto these areas with an intermediate area of open space in between so as to provide amenity walkways along the woodland edges and provide natural surveillance and overlooking from the future proposed dwellings.

In light of the strong environmental context most streets in these proposed areas for development should follow meandering access routes, the layout of which will be partly dependant on the landscape elements as outlined in the preceding paragraph. It will be the intention to provide Action Area Plans detailing the layout and design requirements through the provision of site specific guidelines. The overall aim will be to generally provide areas of relatively low density housing with high quality landscaping, and as in Tralee, it is the aim of such areas to counteract the pressure for one-off housing in rural areas.

5.4 Architectural Heritage

The protection of the architectural heritage of the environs enhances the character of the environs of both Tralee and Killarney and adds to their local distinctiveness. The policies and objectives of the Kerry County Development Plan 2003-2009 will apply to those areas within the environs of both towns (refer to Section 9.2 Architectural Heritage, pages 110-111).

The following policies will also apply:

- Generally encourage the reuse of older buildings through renovation and rehabilitation in preference to demolition and new build.
- Secure the protection of those buildings and structures within the environs, which have been identified in 'Appendix 2 - Record of Protected Structures' in the Kerry County Development Plan 2003-2009.
- Seek to maintain, conserve and enhance the historic settlement pattern of Blennerville, including the spatial characteristics of streets, public spaces and laneways and the unique characteristics of the buildings themselves (i.e. original shopfronts, windows and doors, and other architectural details).

Objectives

It is an objective of Kerry County Council, to:

- UD1 Where it is deemed necessary and on the request of the Planning Authority, applications shall be accompanied by a 'Design Statement' setting out the design principles of the proposed scheme. This is intended to provide a better understanding of the design approach and to provide evidence of the level of design appreciation behind the planning application. Such statements will be required on all major developments, sensitive sites and for key landmark buildings, or where otherwise requested by the Planning Authority.
- UD2 Continue to support architectural quality and high standards of urban design through a number of initiatives, including design guidelines, action area plans (framework plans) for key areas, site development briefs and/or the establishment of a design review panel.
- UD3 Strictly control the proliferation of commercial signage, billboards and hoardings that may lead to visual clutter in the environs (exceptions may be provided for hoardings which promote key developments that support the Kerry Hub, as part of a coordinated marketing and promotion drive guided by the County Council)
- UD4 Ensure high quality design and architectural treatments of key sites on the approaches to the Hub town, and specifically at locations identified for 'Urban Design Gateways' (UDGs) on the Zoning and Objectives Maps 20 and 21.
- UD5 Prepare Action Area Plans that will set out a future development framework for the future development of those areas identified on the Zoning and Objectives Maps 20 and 21.
- UD6 On the portion of land, comprising of two acres adjacent to the road, as indicated on Map 21, restrict house designs to single storey forms with interesting and varied roof profiles.
- UD7 Development of these lands shall be contingent on the provision of an improved access to the satisfaction of the Planning Authority. The development of these lands shall be contingent on the provision of an overall masterplan to be agreed with the Local Authority and in compliance with the zoning matrix. The masterplan shall make provision for significant green areas incorporating amenity facilities, a high standard of design in the public domain and a high quality of facades and finishes throughout. Prior to the occupation of any retail units on the Mixed Use 2/Institutional and Community Facilities zone, work shall have commenced and be substantially complete on the construction of two office blocks in the Mixed Use zone.
- UD8 Development of these lands shall be contingent on (a) the construction of the Southern Relief Road and (b) access shall be provided from the Southern Relief Road, and (c) the preparation of an overall masterplan for these lands and the surrounding lands.

Proliferation of commercial signage needs to be controlled in the environs of both towns - example from N21, Tralee.



Urban design interventions are highly successful for providing a focus for the community, raising the profile and image of an area and in both attracting inward investment and retaining existing businesses.



Population Distribution in The Kerry Hub

6.1 The Kerry Hub – Current Population
The Kerry Hub – as an urban network – had in 2002 a combined population of 35,124, with 21,987 persons on Tralee and 13,137 persons in Killarney (CSO 2002 Census). The share of population between the two hub towns was 63% in Tralee and 37% in Killarney.

Table 4: Population Change in Various Towns and Villages ('96-'02)				
Town	1996 Population	2002 Population	Actual Change	% Change
Tralee Town	19,056	20,375	1,319	7
Tralee Environs	894	1,612	718	80
Tralee Town & Env.	19,950	21,987	2,037	10
Killarney Town	8,809	12,087	3,278	37
Killarney Environs	3,202	1,050	-2,152	-67*
Killarney Town and Env.	12,011	13,137	1,126	9
Listowel Town	3,393	3,589	196	6
Listowel Environs	263	410	147	56
Listowel Town & Env.	3,656	3,999	343	9
Castleisland	2,233	2,162	-71	-3
Dingle	1,536	1,828	292	19
Killorglin	1,278	1,359	81	6
Cahirsiveen	1,250	1,272	22	2
Sneem	296	285	-11	-14
Glenbeigh	251	330	79	32
Castlegregory	163	186	23	14

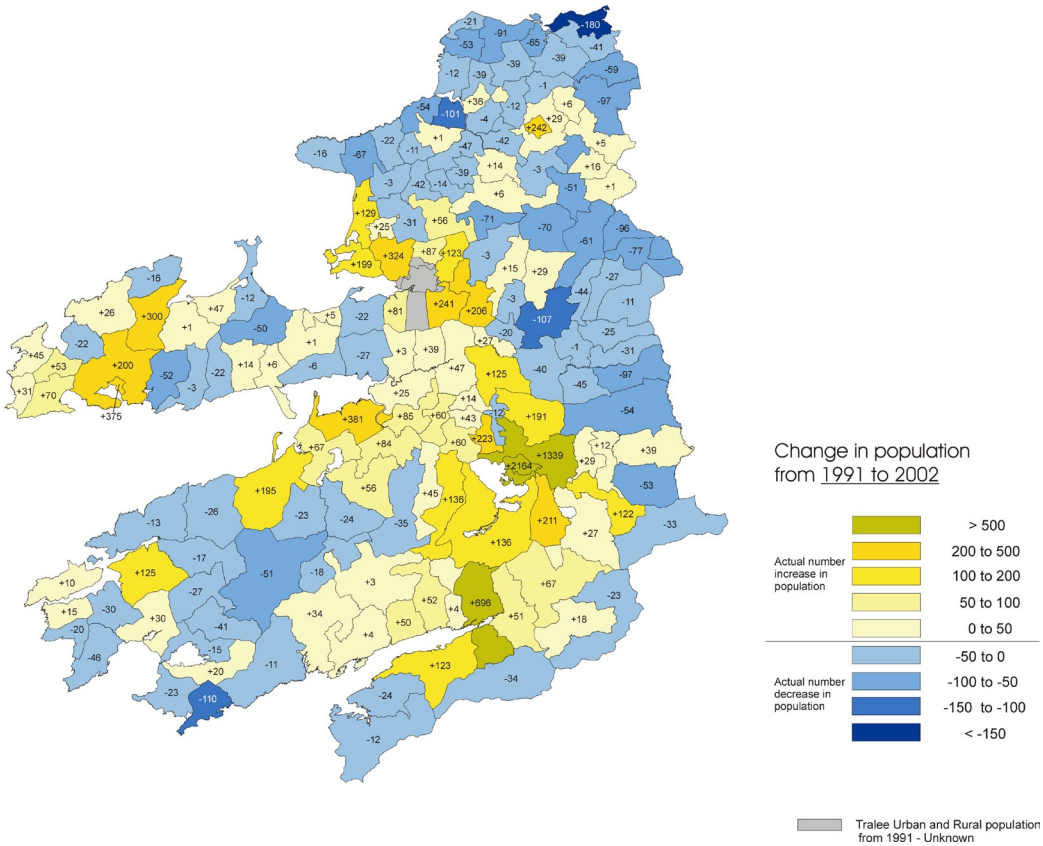
** The dramatic increase in the town and the massive decrease in population in the environs can be accounted for by the extension to the Administrative boundary of Killarney during the period.*

Source: CSO and NBA analysis

Table 5: Growth/Decline in Population in Kerry's Towns & Villages ('96-'02).	
Population Change	Names of Towns & Villages
Population Decline	Castleisland
Growth of an additional 500 persons	Kenmare, Listowel, Killorglin, Cahersiveen, Dingle, Glenbeigh & Castlegregory.
Additional Growth: 501-1000 persons	n/a
Additional Growth: 1001-1500 persons	Killarney
Additional Growth: 1501-2000 persons	n/a
Additional Growth: 2001-2500 persons	Tralee

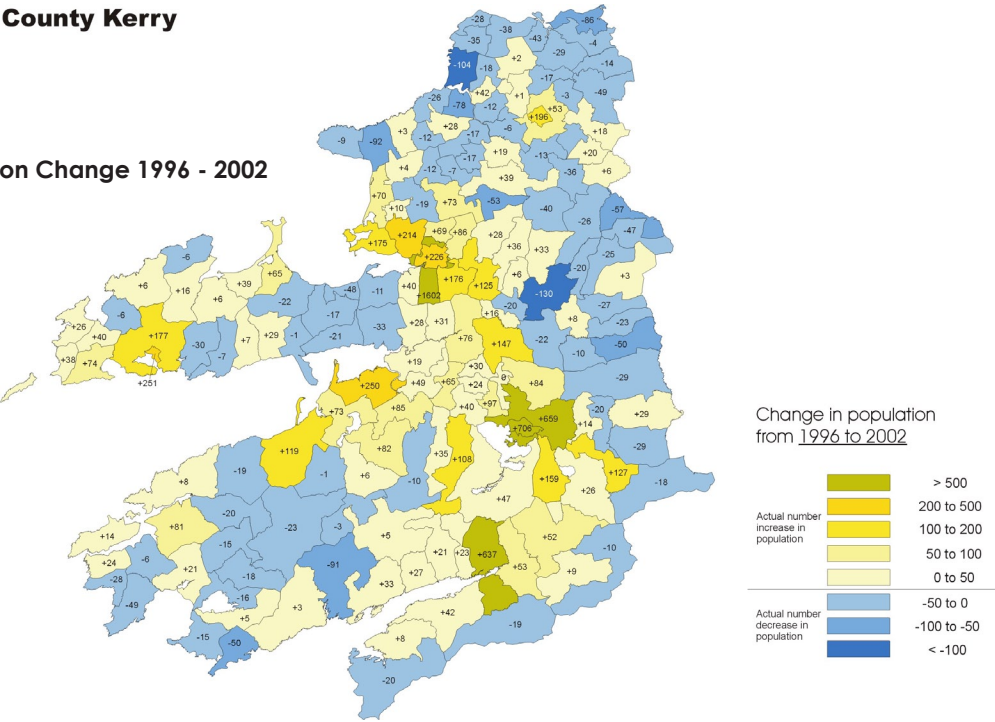
Source: CSO and NBA analysis

Map 14A: Population Change 1991 - 2002



The towns and their environs continue to grow at a significant pace.

County Kerry
Map 14B: Population Change 1996 - 2002



Population Distribution in The Kerry Hub

6.1.1 Extensive Hinterland – A Regional Catchment

The closest larger urban centres to the Kerry Hub are Limerick, some 105km (65 miles) to the northeast and Cork, some 85km (53 miles) to the east. The Hub therefore has a potential sphere of influence that extends significantly in each direction towards each of these Gateway Cities. This is a significant hinterland from which to draw resources and to build economic strength.

The Kerry Hub's mobile workforce – extending towards the gateways of Cork and Limerick – is as great as some of the designated gateways. Access to this larger trained labour market could be greatly facilitated through the provision of high quality transport corridors to Cork, Limerick and Mallow.

6.1.2 Rural Area of Urban Influence

Through analysis of commuting distances (refer to Map 8), population analysis (refer to Maps 14 & 15), and a review of planning applications in rural areas (refer to Maps 16 & 17), it was possible to identify the areas under urban influence in the Hub region. Taking into account the natural environment, topography, road network and village network, the area of urban influence was refined and determined to extend to Abbeydorney in the north; Glenbeigh to the west; Barraduff to the east and Moll's Gap to the south. Examining the Electoral Areas in this district, the prime area of urban influence, indicates a total population of circa 70,000 – twice that of the population of the two urban centres. This equates to just over half the County's total population (52%). In 2002, the population of the hub towns was 26% of the County's total population.

As can be seen from Map 18, there are various levels of intensity experienced throughout the area of urban influence, with the greatest intensity being experienced close to the towns of Tralee and Killarney. A number of villages in the area have seen very significant development pressure over recent years, particularly Milltown, Fries and Killcummin.

Analysis has determined that:

- 34% of all housing development in the rural area of urban influence takes place in the Hub towns;
- 26% of all housing development in the area of urban influence takes place in other rural towns and villages; and
- 40% of all housing developments in the area of urban influence take place in the countryside.

Current planning policy did not envisage the very high rates of planning applications to build in the countryside. The current rates of development do not represent sustainable patterns of development. This threatens the unique character of the Kerry landscape as a local, regional and national asset and the quality of the environment on which the County depends (particularly for tourism). (see Appendix A)

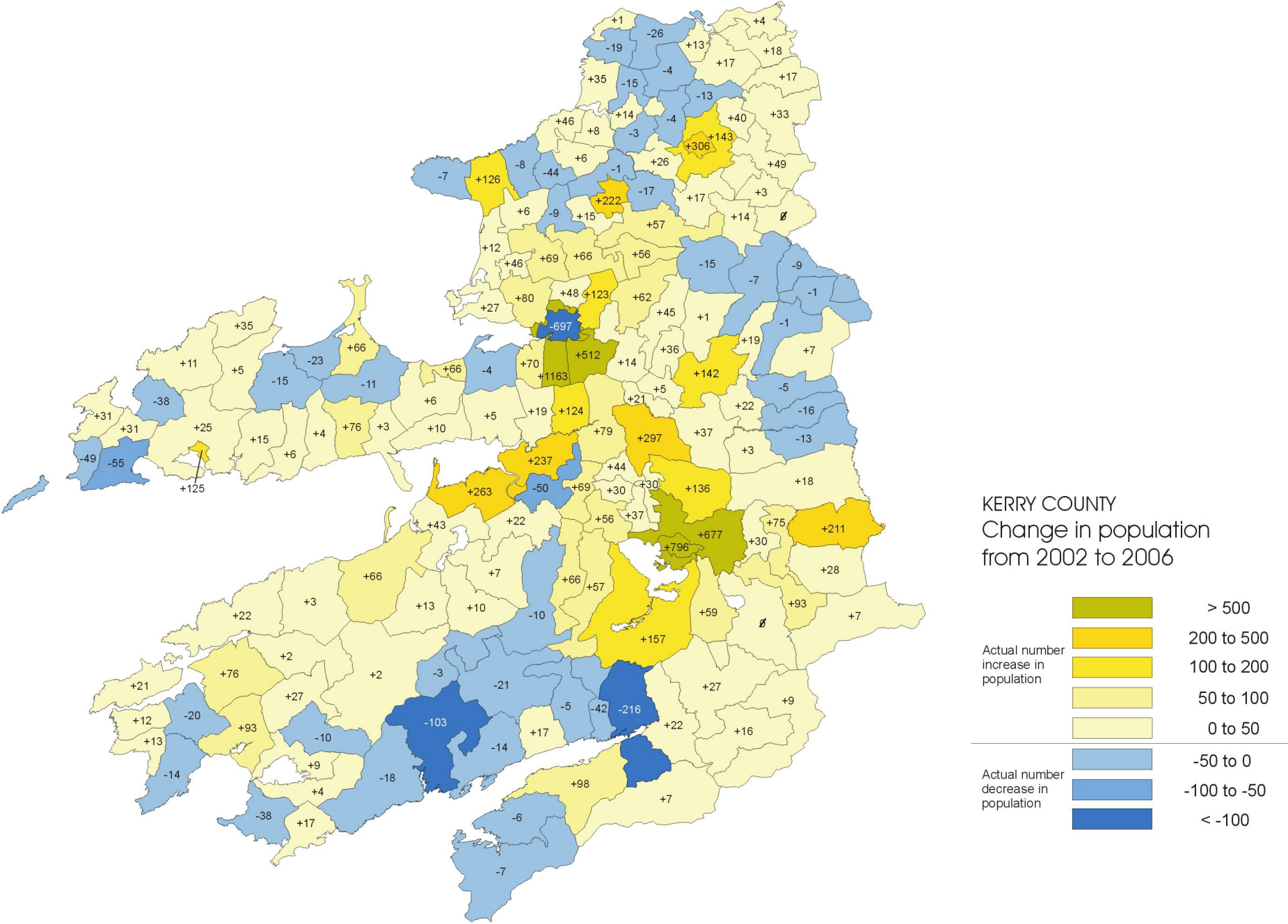
6.1.3 Building Critical Mass and Managing Growth in the Sub-Region

In line with the NSS policy, the majority of the population growth is set to take place in the Hub towns, and then, in descending order, large towns, key service towns and other towns/villages and rural areas. The growth of the Hub must be prioritised and a greater proportion of rural and one-off housing should be directed into the two urban centres so as to build on **critical mass** that will be vital for those towns to provide a sufficient range of facilities and services expected of a modern European city or town, (i.e. a strong enough population base from which to be able to guarantee a certain level of service that is required to attract new investment and maintain social, recreational and employment services, for example, the provision of an efficient public transport requires a minimum population - or 'critical mass' of 25,000 in order to function effectively).

This will be important if the Kerry Hub is going to successfully compete for inward investment and make the towns attractive to young professionals and entrepreneurs, and an increasingly diverse and mobile workforce.

Moving forward, the following housing share in the area of urban influence is proposed:
The Kerry Hub: **60%** In order to ensure the necessary critical mass of population that will enable the hub towns to successfully compete with other Irish and European

Map 15: Population Change 2002 - 2006



Population Distribution in The Kerry Hub

		urban centres with an expanding range of facilities and services expected of a modern European City.
Rural Towns and Villages:	20%	Ensuring sustainable development of existing towns and villages within the area of urban influence.
Countryside:	20%	In order to accommodate the indigenous rural population and genuine rural local need.

In essence a reduction of housing in the countryside is proposed from 40% to 20% - a reduction of half within the countryside (20% of total area) - with the difference being specifically directed into low density zoned areas in the environs of both Tralee and Killarney. This percentage reduction can be justified from survey work, further detailed in Appendix A, which indicates that just over half of all granted planning applications had a genuine local need.

The total number of rural houses for the four years 2002-5 was 2,626, or approximately 656 units per year. 20% of these units should be directed into zoned areas in the environs of the Hub towns, i.e., 332 units per year. Assuming a 65:35 split in the population share between Tralee and Killarney (see section 6.2 below), we can conclude that Tralee may need to accommodate 216 units per year to meet this demand alone, while Killarney may need to accommodate 116 units per year to meet the demand (see Appendix A).

6.2 POPULATION PROJECTIONS and POPULATION SHARE

The 2002 combined population of Tralee and Killarney was approximately 35,000 and this is expected to increase to circa 44,000-46,000 by 2020 (Regional Planning Guidelines). This represents a growth of circa 11,000 within the towns in total. The RPGs suggest that the growth of 11,000 additional persons will lead to an additional housing demand of 4,700 dwellings (assumes 2.3 persons per household).

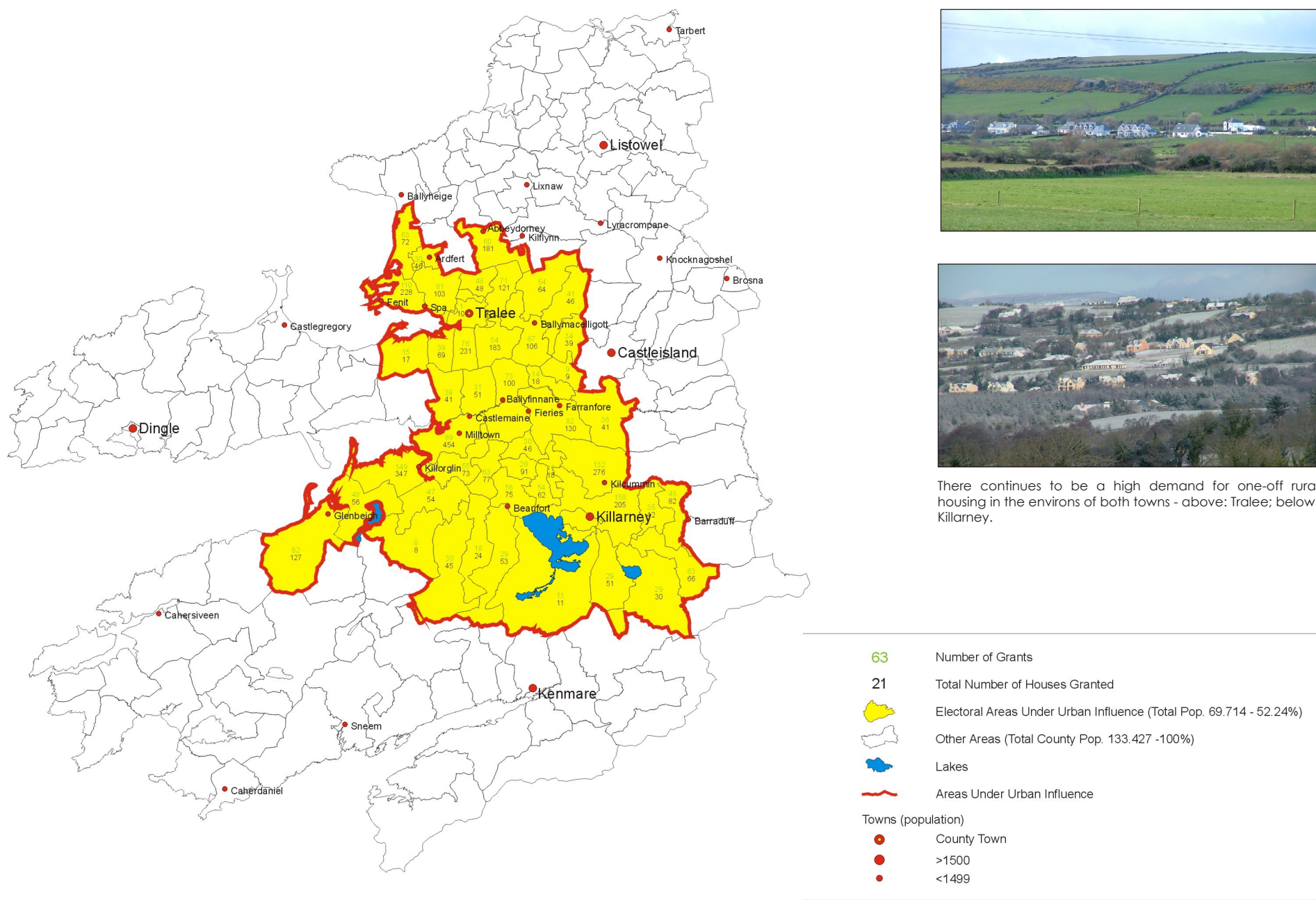
The RPGs also indicate that County Kerry had a population of 132,424 persons in 2002 and its population is expected to grow to between 149,000 – 160,000 by 2020, reflecting a potential population increase of 12.5% to 20.8%. At the upper limit, this could result in an additional population of 27,500 persons in the County.

The differences in population between Tralee and Killarney, was reflected in 2002 in a 63% and 37% share respectively of the total combined population of 35,000. The continued high property prices in Killarney could push some of its potential population base into outlying towns and villages and could further increase pressure on Tralee in the future. Future population figures therefore could be skewed in favour Tralee, potentially giving a future population share of 65% in Tralee and 35% in Killarney, though the difference could be greater than this.

Of the future 11,000 additional inhabitants living in the area in 2020, we could therefore expect a split of 7,150 (65%) in Tralee and 3,850 (35%) in Killarney.

Tralee grew by 339 persons per year over the period 1996-2002, while under this new scenario it would have to grow by 510 persons per year up to 2020. Similarly, Killarney grew by 187 persons per year for the period 1996-2002, whereas under this scenario it would have to grow by 275 persons per year. The growth in population experienced during 1996-2002 was during a period of unprecedented growth, so these projections to 2020 indicate an assumption that future growth patterns will exceed those of the last five to six years. The projections are therefore optimistic and will depend on strong economic growth reflecting a fast growth urban network. It is also likely to depend on continued job creation, diversification and significant in-migration to the Hub. In order to gain the desired level of critical mass there will also need to be a commitment to 'growth management' planning policy (i.e., a redirection of growth in the form of one-off rural housing into the towns and their immediate environs).

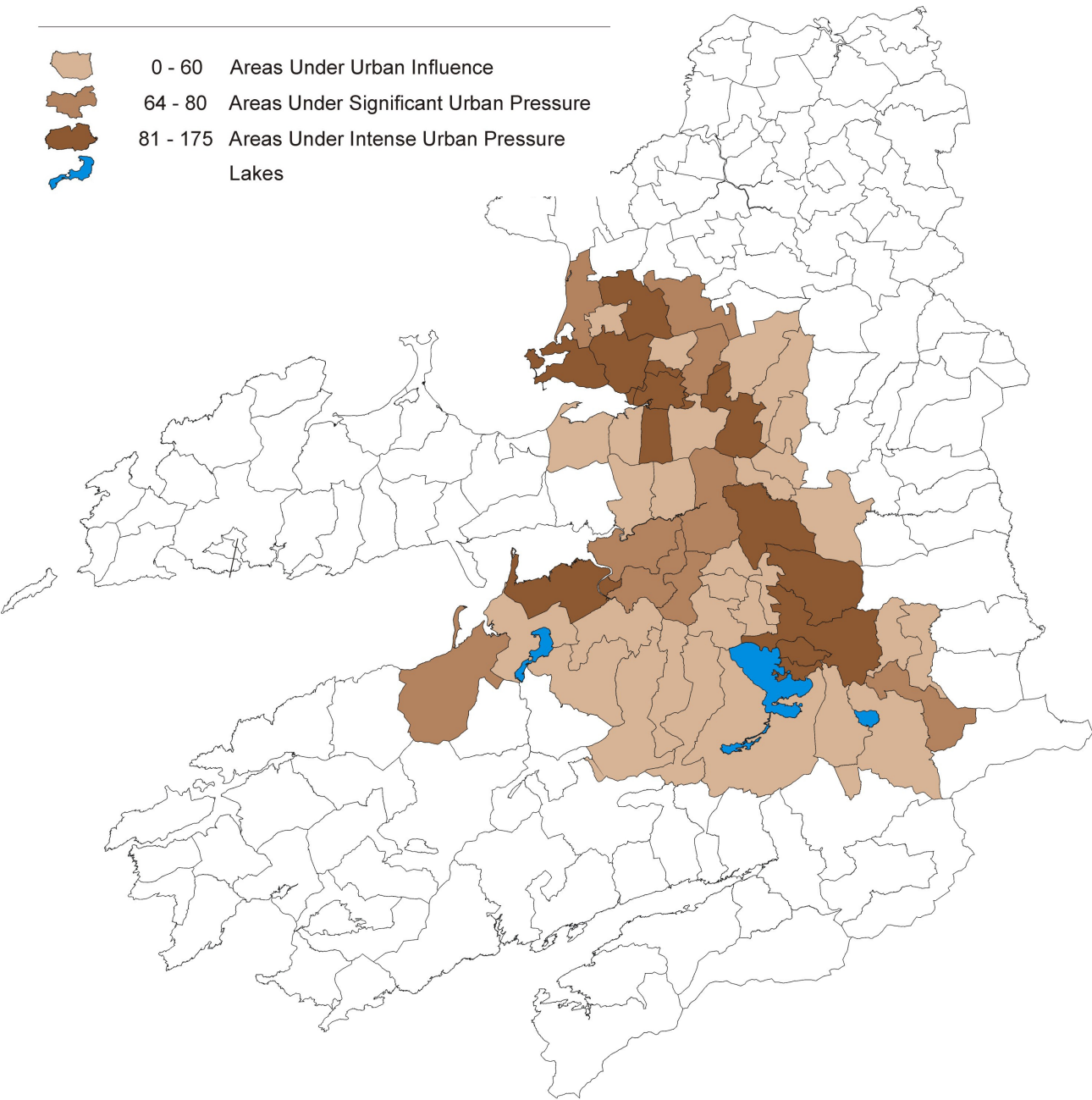
Map 16: Review of Planning Applications



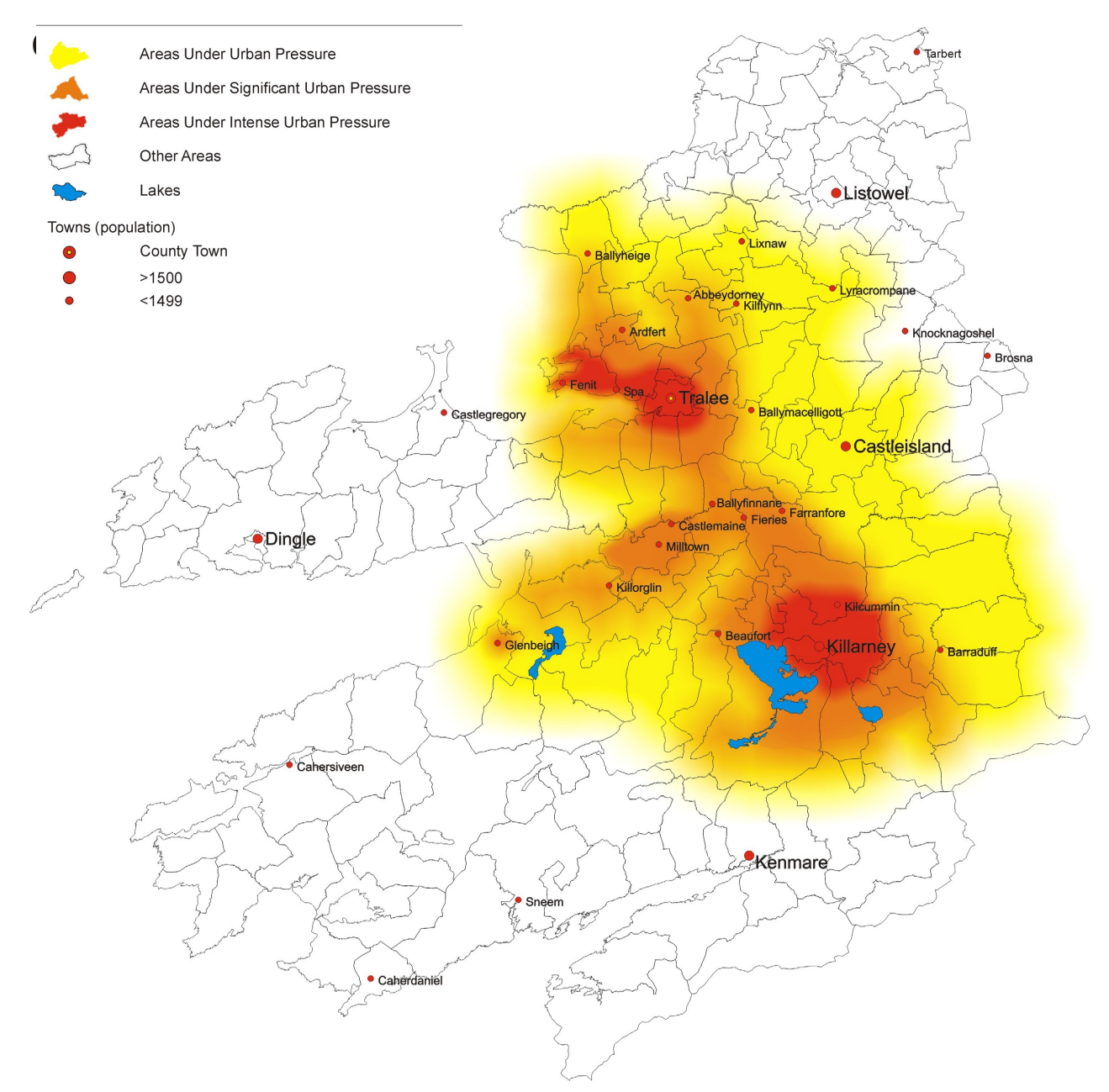
There continues to be a high demand for one-off rural housing in the environs of both towns - above: Tralee; below: Killarney.

Population Distribution in The Kerry Hub

Map 17: Ranking of Rural Planning Applications



Map 18: Areas under Urban Influence



Rural Housing

7.1. Introduction

Section 6.1.2 highlighted the fact that approximately half of the population within the Urban Area of Influence of the Kerry Hub lived in rural areas. Most planning applications in the rural area of urban influence were for one-off houses in the countryside (60%), with the remainder occurring in the rural towns and villages (40%).

There are four principle reasons for this demand:

- **Affordability** – due to house price inflation, many younger people are forced to look at alternatives including the development of a site in a rural area (this has been tackled, in part at least, by ensuring that there is sufficient land zoned in the hub towns and villages).
- **Lifestyle Choice** – perceptions regarding quality of life; more space requirements to pursue specific interests and hobbies (gardening, etc.); contact with nature; specialist interests relating to countryside pursuits.
- **Genuine Local Need** – accommodating persons whose livelihood may depend on the rural area; those engaged in agriculture, forestry, horticulture, apiculture, eco-tourism/eco-farming; fishing; aquaculture; mariculture; etc.; the tradition of dispersed settlement pattern is strong in Kerry and many persons may have strong social and familial ties to an area.
- **Holiday and Second Home Development** – with greater personal wealth and disposable income, people have higher lifestyle choice and expectation, frequently resulting in the purchase or development of a second/holiday home.

A decline in farm incomes, with a resultant increase in the supply of available sites is also a factor.

7.2 Rural Housing and the Need to Protect a National Asset – The Kerry Landscape

Kerry has one of the most outstanding landscapes in the Country and is renowned by many internationally. The economy of the Kerry Hub is very reliant on tourism generated economic revenue. Tourism in Kerry is dependant on the high quality of its landscape and environmental quality. It is therefore imperative that the character of the landscape is protected from the adverse visual impacts of a proliferation of one-off houses and the suburbanisation of the countryside. The cumulative impact of development in the Kerry countryside has the potential to reduce its value as a regional asset by damaging the landscape, biodiversity and natural habitats and to create additional and unnecessary problems for the supply of infrastructure and services.

7.3 Rural Areas of Urban Influence

The Rural Area of Urban Influence has been identified on Map 18. It includes the following District Electoral Areas: Abbeydorney, Aghadoe, Aglish, Arabela, Ardfert, Ballincloher, Ballyegan, Ballyhar, Ballyheige, Ballynahaglish, Ballynorig, Ballyseedy, Banna, Blennerville, Boolteens, Brewsterfield, Caragh, Carker, Castleisland, Churchtown, Clogherbrien, Coolies, Coom, Crinny, Currans, Doocarrig, Doon, Dromin, Dunloe, Headfort, Kilbonane, Kilcummin, Kilfeighny, Kilfelim, Kilflyn, Kilgobnet, Killarney Rural, Killarney Urban, Killeentierna, Killorglin, Kilnanare, Kiltallagh, Knocknahoe, Lahard, Lixnaw, Milltown, Molahiffe, Muckross, Nohaval, O'Brennan, Ratass, Rathmore, Rockfield, Scartaglin, Tralee Rural, Tralee Urban, Tubrid.

7.4 Issues Arising from the Current Pattern and Level of Rural Housing

In addition to this critical factor, the current pattern of development in the rural area of urban influence is unsustainable for the following reasons -

- Where rural households depend on towns for most services and facilities, including employment, schools, shopping, socialising, recreation and leisure activities, unsustainable travel patterns emerge, leading to problems associated with higher energy consumption and carbon dioxide emissions.
- Creates demands and higher costs for the subsequent provision of infrastructure and services (road widening and maintenance; school bus service; telecommunications; postal services; ambulance services; etc.)
- Impact on water quality caused by the increased use of septic tanks.
- Rising land values inflate prices for those with a genuine local need.
- Loss of investment in rural towns and villages, leading to dereliction and vacancy.
- Undermines the viability of public transport due to low densities.
- Obstructs alignments for the future provision of key infrastructure such as national roads, rail and electricity lines.

- Leads to habitat loss and the fragmentation of agricultural land, including loss of habitats (hedgerows, significant tree groups, drainage ditches, etc.)

Stricter management is needed over new housing development in the countryside, while accommodating those with a genuine local need.

7.5 Accommodating Future Need – How and Where?

Kerry County Council, through the County Development Plan 2003-2009, acknowledge that there is a need to maintain and strengthen rural communities throughout the county and to provide for the needs of local people to live in their own community and, where possible, on their own lands and also to provide for the needs of people wishing to live permanently in rural areas (Section 1.5.3).

The Council also acknowledge that it is through strengthening towns and villages, improving the services provided within them and making them more attractive places to live, that people will be attracted to an area (Section 3.1.8, Kerry County Development Plan, 2003-2009).

Others will still need to be accommodated in rural areas and therefore a distinction is made between housing, which is 'urban-generated', and housing, which is 'rural-generated'.

7.6 Rural-Generated Housing:

Rural-generated housing is defined as housing relating to:

- Persons employed in rural areas, including the Area of Urban Influence, with a need to live in the locality, for example, those working in agriculture, forestry, rural tourism/eco-tourism or rural-based activities;
- Persons who can demonstrate the need to live in a rural location because of other employment or social reasons, or whose employment would provide a service to the local community;
- Persons who are not employed in the rural area, but have a vital link to the area in question via immediate family ties (e.g., son and/or daughter and/or next of kin). Consideration will only be given to traditional landholdings, which have been in the family's ownership for a period of ten years or more.

The Council will endeavour to accommodate genuine rural-generated housing in the area it arises. In these cases, the onus will be on the applicant to satisfy the Planning Authority, with supporting documentation in relation to the length of tenure, nature of employment activity, social reason, sufficient reason to support their application.

7.7 Urban Generated Housing:

Urban-generated housing is defined as housing sought by those living and working in urban areas, with no close ties or connections to the rural area. It includes second and holiday homes.

The Council will endeavour to accommodate urban-generated housing within the development limits of all towns and villages and on zoned land in the environs. In order to address part of the issue relating to housing choice and affordability, the development strategy for the Hub towns has made a specific provision for low-density residential housing in the immediate environs of the Tralee and Killarney.

Part of the attraction of the Hub should be housing choice. Therefore the plan makes a number of recommendations relating to variety in the provision of sites, densities and locations in the environs of the Hub towns.

By consolidating the hub area it will be important to maintain the distinction between town and country, preventing coalescence between the adjacent built-up areas and providing a rural setting around the settlements. The principle of drawing a settlement limit is partly to promote and partly to contain new development within that limit and so maintain a clear distinction between the built-up area and surrounding countryside. With reference to Map 18 (Section 6), the dark red areas correspond to areas under intense urban pressure. In these areas, urban generated housing will generally be prohibited, while rural generated housing, accommodating local rural needs, will generally be accommodated.

Clustering of low density housing is promoted.



Pressure for one-off housing is addressed through new low density zones.





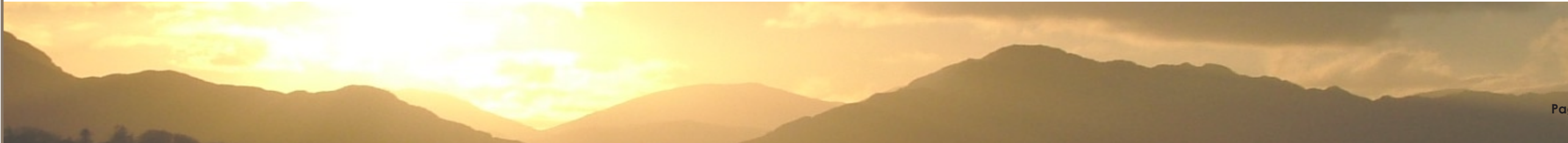
Rural Housing

- 7.8 Objectives for Housing in Rural Areas**
- For all rural housing outside the boundaries of villages and towns in the Rural Area of Urban Influence, the following principles shall apply:
- A. Restrict development along National Primary Routes for traffic safety reasons, and so as to maintain the carrying capacity of these routes, which are of strategic importance to the economic development of the county.
 - B. Generally restrict ribbon development, especially along the approach roads to towns and villages or where it adds to the proliferation of ribbon development. Backland sites and traditional sites among older farmyards down country lanes should be considered as alternatives. New buildings should respect the traditional settlement pattern by having regard to the spacing of the traditional buildings found in the locality and/or integrating sensitively alongside an existing group of buildings.
 - C. Encourage the renovation and reuse of existing rural properties so long as the building is structurally sound and capable of renovation without significantly altering the character of the building and/or site.
 - D. Consider proposals for replacement buildings on their merits.
 - E. Promote the highest standards in the design (including choice of materials), siting and layout of new housing in rural areas – visual integration in the countryside is important. The following site conditions will be unacceptable:
 - a. visually prominent sites in the landscape which rely on the use of new landscaping for integration;
 - b. steeply sloping sites that require significant cut and fill and which are exposed;
 - c. wetlands and poorly drained lands that require land filling;
 - d. sites in floodplains or site that might restrict established public access to amenities such as rivers or coastlines;
 - F. Promote the use of professional design advice and supervision in rural housing development.
 - G. Facilitate the conservation and reuse of buildings on the Record of Protected Structures for residential purposes.
 - H. Ensure that the site is capable of suitable sewage disposal and drainage in a manner which is not prejudicial to public health or likely to give rise to a deterioration of surface waters and ground waters.
 - I. Protection of designated heritage sites, such as proposed or adopted National Heritage Areas (NHAs), Special Areas of Conservation (SACs) and Special Protection Areas (SPAs). Rural housing will generally be restricted in such areas.
 - J. Protection of key natural assets, such as surface and ground water and aggregate/ mineral reserves.
 - K. Consider the incorporation of existing natural and heritage features into the development/site layout, e.g., old stone walls, hedgerows, wetlands, streams and archaeological features.
 - L. Ensure that where a dwelling is proposed to front onto a road or country lane, that it has regard for the character of the landscape and in this regard suburban style treatments, such as concrete balustrades, brickwork, leylandii hedging, etc. should be avoided in preference to traditional features such as the hedgerow, stone walls and/or native hedging species (i.e., beech, hazel, holly, hawthorn, etc.).
 - M. Require screening and landscaping proposals to accompany all planning applications for rural housing.
 - N. Encourage innovative design, so long as it does not dominate its setting or alter the character of the landscape.
 - O. Promote passive solar gain, wind shelter, energy efficiency and other eco-design principles.
 - P. Have regard to the carrying capacity of rural roads and laneways and ensure that the road network is adequate to cater for the proposed dwelling. The potential cumulative impact of the one-off housing will have to be considered. Safe vehicular access will be required.
 - Q. Where the Planning Authority approves a rural house, it will be subject to an occupancy clause for a period of two years.

In granting planning permission for one-off housing, the Council will not provide public services, such as footpaths, public lighting, water or sewerage connections where they do not already exist.

Applicants for rural housing in the Rural Area of Urban Influence are also advised to have regard to the provisions of *Section 12.18 of the Kerry County Development Plan, 2003-2009 – ‘Building in Rural Areas – Design Guidelines’*.
(see Zoning and Objectives Maps 20 and 21)

- 7.9 Holiday Homes and Second Homes**
- Holiday and Second Home will be treated as urban generated housing will be considered in accordance with *Section 3.4 of the Kerry County Development Plan, 2003-2009* shall also apply.



Implementation

8.1 IMPLEMENTATION STRATEGY – Key Elements

8.1.1 Introduction

Much of the impetus for delivering on the linked hub strategy will rest with the private sector and cooperation will be required from other state and semi-state bodies, in addition to private companies and various community groups. In the absence of a shared vision and coordinating framework, it is possible that there could be different spatial impacts arising from the sectoral policies and programmes of other organisations, which may or may not coincide with those expected from the linked hub strategy. Therefore the vision and plans of the hub need to be conveyed to the public, state and semi-state organisations operating in the Hub catchment, in addition to the public and private sector companies with an interest in the Hub. A broad coalition should be forged between the business community, social organisations and public administration bodies (refer below to Branding and Marketing).

The Linked-Hub Strategy is a starting point – a point of reference from which to move forward. It provides a long-term vision that is not expected to be achieved immediately or over the short term. One potential obstacle to achieving the strategy is the long term commitment and dedication that will be required to see through its implementation.

The Planning Authority will require developers to incorporate the objectives of this plan into any future development proposals for the environs of the Hub towns. Other objectives, particularly key infrastructural elements will require government funding and support. Where appropriate and feasible, the local authority will seek financing from specified sources and programmes, including EU programmes and grants. Additionally, the local authority will exercise all legal powers to ensure that objectives are implemented.

8.1.2 Branding and Marketing

All towns face increasing competition for inward investment, both private and public – *'House buyers, businesses, tourists, residents and visitors all have a choice on where to go and how to spend their money. People are looking for places that offer something different, something rewarding – usually a mix of tangible attributes (such as location, environment, architecture and people) and intangible, emotional attributes (culture, diversity, reputation and heritage). Every place has its own mix – it's the role of the brand to define its individuality.'*
- Uffindellwest

One critical element to achieving the linked hub strategy is to promote the Kerry Hub through branding and marketing. A spatial strategy is presented here in this document. The development strategy for the Kerry Hub should be seen as part of a vision from which an integrated branding and marketing campaign emerges. It needs to be supported by a branding exercise – which reflects the real changes and challenges in the area, and be aligned with the long-term strategy and objectives.

One of the key challenges for both Tralee and Killarney is for the inhabitants to adopt a united or shared vision for the Hub. The local community is therefore a very important audience. Any branding exercise will need to engage with the public and perhaps change local people's perceptions. The traditionally local rivalry and competition needs to be replaced with a sense of unity and commitment to a shared future of mutual benefit. This needs to be felt locally, if it is to be sold at national and international level. Communication and public consultation will be important throughout the process. Ultimately, stakeholders and the local communities should be proud of the brand and take ownership of it.

Administration must not be an obstacle. Local government cooperation between the towns of Tralee and Killarney, and between Kerry County Council will be vital to the successful implementation of the Kerry Hub. Working together they will be capable of achieving their common needs, purpose and vision.

Joint branding and marketing will be critical. It needs to focus people's attention on differentiation – by focusing on the things that make the Kerry Hub different. It also needs to focus on integrity and authenticity – successful branding is based on a genuine sense of place and the reality of the area. It also has to be deliverable. The name, logo and

communication should play on heritage, topography and/or traditions of the area.

To be successful the branding exercise should not be treated as a 'quick fix' solution. It is more than just a logo, a catch phrase and some adverts. It is a process through which the Council can engage with the community, foster a shared vision and bring about shared benefits.

The brand should be built with the long-term future in mind, with flexibility and adaptability built in. It should have several objectives:

- To support the vision and purpose of the place, and define it
- To connect with local people, and empower them to build a community
- To challenge old perceptions with a new image of the future
- To create a common symbol as a catalyst for change
- To help create a sense of place by showing what is possible.

The County Council should engage professional expertise in the area of marketing and branding the city. It should also develop a number of marketing partners in the process of marketing and branding. These partners might include key stakeholders who are likely to share in the benefit, for example, representatives from the local Chamber of Commerce, local business representatives, Institute of Technology Tralee, Kerry Technology Park, Shannon Development, IDA, Bord Failte, local business and community representatives (particularly local 'movers and shakers', and also the culture and leisure community), hoteliers, etc. There is likely to be a better return on investment by using local business expertise in marketing. Key players or decision makers with expertise from within these organisations should be involved. When the brand is finally developed, each of the partners would be encouraged to use the brand and logo on their own stationary, at their offices, and through joint advertising, etc., when doing business that relates to the Hub. This is a cost-effective means of delivering the message to a wider audience.

Key steps that will be required, in the process of developing and delivering a brand, include:

- Consultation (engage)
- Public Relations (mobilise)
- Regional and National Advertising (get noticed)
- PR and precision marketing (influence)
- Sustained activity (continued delivery)

The marketing concept will need to focus on the following elements:

The product: The Linked Hub – promoting growth, development and synergy between the two towns; promoting the Kerry Hub as a vibrant and exciting place to live, work and play.

The customer: The inhabitants of both towns; businesses for inward investment; the younger mobile population within Ireland and Europe; international tourists.

How is the product going to Appeal to the Customer? Quality of life issues; technologically advanced and skilled; outstanding scenic landscapes; amenities at its doorstep; strong sense of history and identity; culturally distinctive and creative.

How is the marketing campaign going to be delivered? Regional, National and International Advertising; through partners; billboards and hoardings on key development sites around the towns and at Kerry Airport; etc.

How is the product going to be delivered? Through key investments in infrastructure (EU, state and local funding; through inward investment; developed high quality tourism products; high value business and employment; public realm improvements; developed amenities; etc.

8.1.3 Phasing

Phasing of development in the environs is dependant on the delivery of key infrastructural works, specifically water and waste water services. In some areas, there may be scope for the wastewater drainage scheme to be developer-led or lands may be capable of servicing under the Serviced Land Initiative and therefore could come on stream at an earlier time. For some key sites and strategic land banks, phasing will also be dependant on detailed Action Area Plans. The County Council reserves the right to refuse development on the grounds on incomplete infrastructure or where an Action Area Plan is under preparation.

Looking to the future, the towns will build on the strengths of the past and the quality environment it has inherited.



Implementation

8.1.4 Development Contribution Scheme
Under the Development Contribution Scheme, specific objectives will be implemented where appropriate, via conditions and appropriate levies placed on development proposals. The commitment of development levies can apply to the provision of public infrastructure and facilities benefiting development in the area of the Planning Authority, which may be provided, or are intended to be provided, by or on behalf of a local authority (Part 3, Section 48 of the Planning and Development Act, 2000).

8.1.5 Bonds
To ensure development that is undertaken by private developers is satisfactorily completed the Planning Authority will impose, as a condition of the planning permission, that a security bond or other acceptable security be lodged with them. This bond is to ensure that all roads, footpaths, open spaces, lighting, and other services within a development be completed to an acceptable standard. The amount of the security bond will be based upon the estimated cost of the development works and this bond shall remain in place until all prescribed works are satisfactorily completed or until the development is taken in charge of the local authority.

8.1.6 Partnerships and Public Private Partnerships (PPP)
A PPP involves a partnership agreement between the public and private sector for the delivery of specific projects relating to public services and infrastructure, such as education, health, housing, public transport, roads, waste treatment, water/wastewater and other services. It is usually reserved for large-scale project that require quite significant investment. The approach can ensure a commitment to funding due to interlinked public and private assistance and aims at ensuring the most economically efficient delivery of development. Kerry County Council will consider options for PPPs as a means of implementing key elements of the plan.

Other partnership approaches may be pursued with other state and public organisations, such as the Irish Sports Council (under an initiate to create a new national network of sports partnerships to meet the needs of sport at local level), Bord Failte and the Arts Council.

8.1.6 Additional Funding Sources
Ireland's current National Development Plan, 2000-2006 is up for review with a new NDP due in 2007. The Operational Programme for the Southwest in the current NDP included a number of measures designed to assist in infrastructural development. Kerry County Council should make bid to Government to ensure that the Linked-Hub is in a position to benefit from future sub-measures in the next NDP.

As for all of the Operational Programmes, funding is generally open to both private and public sector projects and an independent consultancy company carries out evaluations. It is hoped that the completion and adoption of the Kerry Hub Strategy should strengthen any bid for funding under the forthcoming programme.

Additional national and EU funding programmes include the NeighbourWood Scheme, National Lottery Facility Funding, Community Support Framework, etc., as well as funding from various government departments subject to varying criteria. These will be reviewed for opportunities.



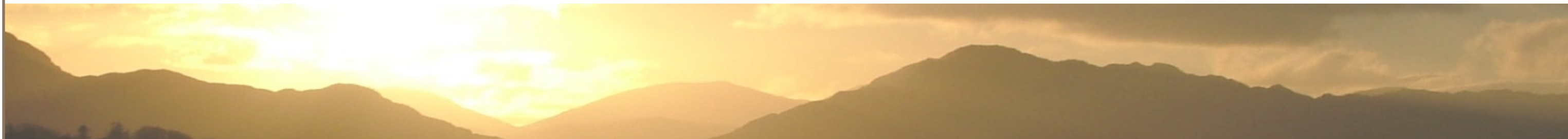
A future marketing strategy should promote the distinctive qualities of the Hub, above, view over the Lakes of Killarney.



Tralee Square at night.



Tralee from the air.



Appendix A

This appendix is to be read in conjunction with Section 6

Areas under urban influence – Rural Housing

A review of planning applications in the area of urban influence indicates that there was a total of 4,386 new build houses granted planning permission from 2002-2005 – some of these units are one-offs, others are part of small rural clusters, and others situated as developments in rural towns and villages including the environs of Tralee and Killarney. The total number equates to an average of 1,100 houses per year compared to just over 200 units in Killarney and 360 in Tralee.

The total number of one-off house (2,129) for the last four years was calculated from the granted planning applications. It has been assumed that housing applications of less than four units are rural clusters and are therefore treated as rural developments in the countryside. This adds a further 497 bringing the total to 2,626. Four or more units granted planning permission are assumed to represent development within rural towns and villages and the environs of Tralee and Killarney. On this basis, it is assumed that 40% of all planning units granted were as rural housing in the countryside, with the remainder 60% granted in rural towns and village and the urban area and environs of Tralee and Killarney. Note: the rural one-off and rural cluster housing are not connected to main line sewerage. (see Table 4, Review of planning applications)

Table 4: Review of Planning Applications

Year	No. of Grants P.A	No. of Refusals P.A	No. of One-Off Units	Rural Clusters 2, 3 units	No. of Cluster Housing 4+ units	No. of Cluster App's P.A	Total No. of Houses Units
2002	545	190	485	93	401	62	890
2003	752	225	655	134	611	96	1325
2004	702	288	588	189	765	114	1353
2005	457	159	401	81	420	61	818
Totals	2456	862	2129	497	2197	333	4386

Source: NBA Planning Application Survey

4,386 = total number of units granted planning permission from 2002 – 2005 (4 years) (excluding the urban area of Tralee and Killarney)
Divided / 4 years = 1096.5 (rounded up to 1100)

Of these 1,100 units per year granted; it is estimated from the granted planning application information that:
656 = rural one-off's = 59.6%
444 = urban in or adjoining villages and towns = 40.36%

It is estimated that 560 units per year are granted planning permission within the urban Hub towns of Tralee and Killarney. Of these 560 units it is estimated from the planning application information that:
360 = Tralee
200 = Killarney

This gives a total of 1,660 units per year granted planning permission within the area of urban influence.
Therefore:
560 units = the Hub towns of Tralee and Killarney (urban area),
444 units = rural towns and villages within the area of urban influence and the environs of Tralee and Killarney,
656 units = rural housing in the countryside within the area of urban influence

Therefore within the last four years the locational division of granted residential planning applications has been:
34% - Hub towns of Tralee and Killarney,
26% - rural towns and villages within the area of urban influence and the environs of Tralee and Killarney,
40% - rural housing in the countryside within the area of urban influence.

The current rates of development do not represent sustainable patterns of development. One of the aims of the Hub Strategy and Environs Plans is to readdress this population and development imbalance by creating a more sustainable development pattern, protecting the surrounding rural landscape and managing potential residential overspill into the rural environs.

In terms of encouraging a more sustainable form of development this ratio is to be redirected with:
60% The Kerry Hub
20% Rural Towns and Villages
20% Countryside

In order to promote diversity and choice it is important to recognise the necessity to allow for genuine local rural need. A sample survey of Local Need was carried out on the 1st March 2006¹. This highlighted that of the current 70% granted rural planning applications (including rural towns and villages and countryside) just over half had a genuine local need, i.e. 39%.

Of the additional 26% to be directed into the hub towns:
6% of 444 = 27 units
27 @ 65% Tralee/35% Killarney share²
Tralee: 18 units - to be accommodated within the higher and medium densities
Killarney: 9 units - to be accommodated within the higher and medium densities

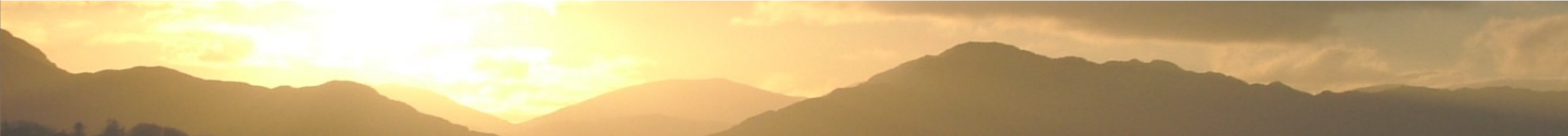
20% of 660 = 132 units
132 @ 65% Tralee/35% Killarney share³
Tralee: 86 units – to be accommodated within the low/low densities
Killarney: 46 units – to be accommodated within the low/low densities

Therefore in:
Tralee: the 360 units are to be accommodated within the higher and medium densities

Killarney: the 200 units are to be accommodated within the higher and medium densities

The amount of potential land needed to accommodate the additional 20% in low/low density (i.e. 2.5 units per acre) is:
Tralee: 86*6(yrs, Environs Plan period) = 516 units
516 @ 2.5 units per acre = 516/2.5 = 206 acres (83 hectares)

Killarney: 46*6(yrs, Environs Plan period) = 276 units
276 @ 2.5 units per acre = 276/2.5 = 110 acres (44 hectares)
Note: The above figures are based on the high growth rate of recent years. The growth rate may slow down over the next 6 years and therefore the above figures may be based on high estimates.



Appendix B

Current Capacity of Zoned Land in the Tralee and Killarney Town Development Plans.

A Capacity Study was carried out to examine the capacity of the land zoned in the respective town development plans of both Tralee and Killarney (Refer to tables below and maps on the following pages). This revealed that Killarney can cater for between 3,659 and 5,058 housing units, up to 2012, while Tralee can cater for 4,399 additional housing units on its zoned land, up to 2012 (up to the end of the Environs Plan period).

'Headway' is a term used to refer to the additional provision of zoned land above anticipated requirements. To zone land in this manner is important as it takes into consideration factors such as market inertia, choice of house and location, while it is also likely to limit house price growth and it takes into account other possible reasons why land is not released for development (i.e., proper phasing, possible delays in the provision of infrastructure, etc.), while ensuring that there is enough land to meet the actual needs of

a growing area.

Having regard to the population projections and population share as outlined in Section 6.2. The current Tralee Town Development Plan provides a total of 176 hectares of undeveloped zoned land for residential development (excluding granted planning applications). This gives a headway of 41%, over 40% the amount of land zoned for the current requirement to 2020, or 1.4 times its projected land requirement. There is a headway of 402% to the end of the proposed Environs Plan period (2012), i.e., just over 4 times the expected required amount of zoned land.

In the current Killarney Town Development Plan, there is a headway of 219% (minimum) to 302% (maximum, as densities are provided as a range) up to 2020, with a total of 136

Hectares zoned for residential development (excluding granted planning applications). The headway to 2012 is even more pronounced at 622% - 860%, i.e., over 6 - 8 times the expected amount of land required.

On this basis, there would be little justification of zoning of additional lands for residential development unless it was to accommodate a specific niche market, which is not already being catered for. One specific area of demand that has been identified is for low-density housing. Having regard to the Rural Planning Guidelines, which seek to protect rural areas from the pressures of urban generated one-off housing, the Councils acknowledge the need to make provisions for lower density housing in the environs of both Tralee and Killarney as a means of counteracting inappropriate rural housing in the Area of Urban Influence.

Development Capacity of Zoned Lands in Killarney Town Development Plan, 2003-2009: Killarney Maximum Densities (Areas of Granted Plg. App. are excluded).

Zonings	Minimun No. of units per Hectare	Total Area in hectares	Min. No. of Housing Units	Pop. Equivalent*
Residential (General)	30	93.06	2,792	6,895
Residential A	6	0.45	3	7
Residential B	0	0	0	0
Town Centre	30	0.45	13.5	33.345
Masterplan Low Density	15	20.16	302.4	746.928
Masterplan Medium Density	25	21.92	548	1,345
Total		136.0353	3,659	9,028

Development Capacity of Zoned Lands in Killarney Town Development Plan, 2003-2009: Killarney Minimum Densities (Areas of Granted Plg. App. are excluded).

Zonings	Maximun No. of units per Hectare	Total Area in hectares	Min. No. of Housing Units	Pop. Equivalent*
Residential (General)	40	93.06	3,722	9,194
Residential A	6	0.45	3	7
Residential B	0	0	0	0
Town centre (50%)	40	0.45	18	44
Masterplan Low Density	25	20.16	504	1,245
Masterplan Medium Density	37	21.92	811	2,003
Total		136.0353	5,058	12,493

Development Capacity of Zoned Lands in Tralee Town Development Plan, 2003-2009: Tralee Densities (Areas of Granted Plg. App. are excluded)

Zonings	Number of units per Hectare	Total Area in hectares	Number of Housing Units	Pop. Equivalent*
Housing Medium	30	86.41	2,592	6,584
Housing Low	20	73.63	1,473	3,740
Residential (General)	20	15.55	311	790
Town centre (50%)	32	0.71	23	58
Total		176.3	4,399	11,172

Killarney Densities:

Res (general) = to provide and improve residential amenities @ 30 - 40 per ha (12 - 16 /ac)

Res A = provide & improve residential amenities in this sensitive and scenic area (assumed low density @ 6/ha, 2.5/ac)

Res B = encourage and promote the development of low density housing, on sensitive sites - not to exceed 2.5 per acre / 6 per hectare

Town Centre = provide for and improve the development of the Town Centre, permitted use: residential - (assumed - 50% of land area for res density)

Masterplan Northern Gateway AAP- low density = 15 - 25 per ha (6 - 10/ac)

Masterplan Northern Gateway AAP - medium density = 25 - 37 per ha (10 - 15/ac)

Killarney Granted Planning Applications but as of yet have not been built (Min Den)

Zonings	Minimun No. of units per Hectare	Total Area in hectares	Min. No. of Housing Units	Pop. Equivalent*
Residential (General)	30	5.72	172	424
Residential A	0	0	0	0
Residential B	3	2.52	7.56	19
Town Centre	30	0.27	8.10	20
Masterplan Low Density	15	1.52	22.80	56
Masterplan Medium Density	0	0	0	0
Total		10.03	210	519

Killarney Granted Planning Applications but as of yet have not been built (Max Den)

Zonings	Maximun No. of units per Hectare	Total Area in hectares	Min. No. of Housing Units	Pop. Equivalent*
Residential (General)	40	5.72	229	566
Residential A	0	0	0	0
Residential B	6	2.52	15	37
Town centre (50%)	40	0.27	11	27
Masterplan Low Density	25	1.52	38	94
Masterplan Medium Density	0	0	0	0
Total		10.03	293	723

Tralee Granted Planning Applications but as of yet have not been built

Zonings	Number of units per Hectare	Total Area in hectares	Number of Housing Units	Pop. Equivalent*
Housing Medium	30	20.56	617	1,567
Housing Low	0	0	0	0
Residential (General)	0	0	0	0
Town centre (50%)	0	0	0	0
Total		20.56	617	1,567

Tralee Densities:

Housing Medium (HM) = 30 per ha / 12 per ac

Housing Low (HL) = 20 per ha / 8 per ac

Res (General) = 20 per ha / 8 per ac (have assumed)

Town Centre (TC) - higher density = 32+ per ha / 13+ per ac

*In 2001, the average number of persons per household in Europe was 2.4. According to the 2002 Census Kerry had a slightly lower than average household size than the state, consisting of 2.87 persons. For the intercensal period 1996 – 2002, linear interpolation of average household size values for County Kerry indicates a yearly fall of circa 0.036 persons. It is reasonable to assume that the average household size has decreased by the same rate over the last number of years. However, each town will be estimated seperately, as the average persons per household in Killarney in 2002 was 2.62 and in Tralee the figure was 2.69. Therefore, for the purpose of this study, the figure used for the average number of persons per household is estimated for each town to the year 2006. 2.47 is used for Killarney and 2.54 is used for Tralee.

Appendix B

Headroom of residentially Zoned land within Tralee

11,000 new inhabitants, 4,700 new dwellings up to 2020
Tralee current capacity = 4,399
Split of 65%/35% – Tralee/ Killarney
7,150 population in Tralee equates to 3,108 units @ 2.3 persons/household

3,108 units required up to 2020 = 100%
4,399 current residential land capacity = 141%

Over 40% the amount of land zoned for the current requirement to 2020, or 1.4 times its projected land requirement.

RPG projections from 2004 – 2020 = 17 years
11,000/17 = 647 yearly population increase for both towns.
Split of 65%/35% – Tralee/ Killarney
420 persons per year in Tralee equates to 182 units per year @ 2.3 persons/household

Six years to end of Environs Plan period
182 * 6 = 1092

1,092 units required to 2012 = 100%
4,399 current residential land capacity = 402%

Just over 4 times the required amount of land zoned to the end of the proposed Environs Plan period.

Headroom of residentially Zoned land within Killarney

11,000 new inhabitants, 4,700 new dwellings up to 2020
Killarney current capacity = 3,659 minimum – 5,058 maximum
Split of 65%/35% – Tralee/ Killarney
3,850 population in Tralee equates to 1,673 units @ 2.3 persons/household

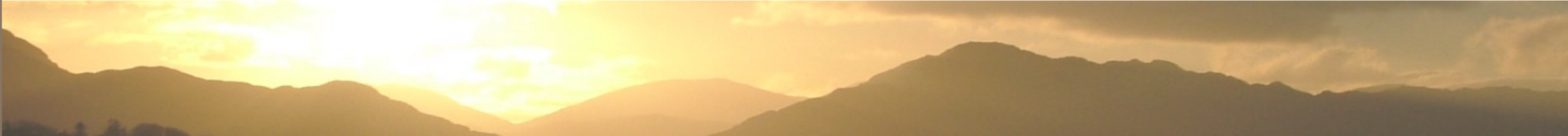
1,673 units required up to 2020 = 100%
Min. 3,659 current residential land capacity = 219%
Max. 5,058 current residential land capacity = 302%

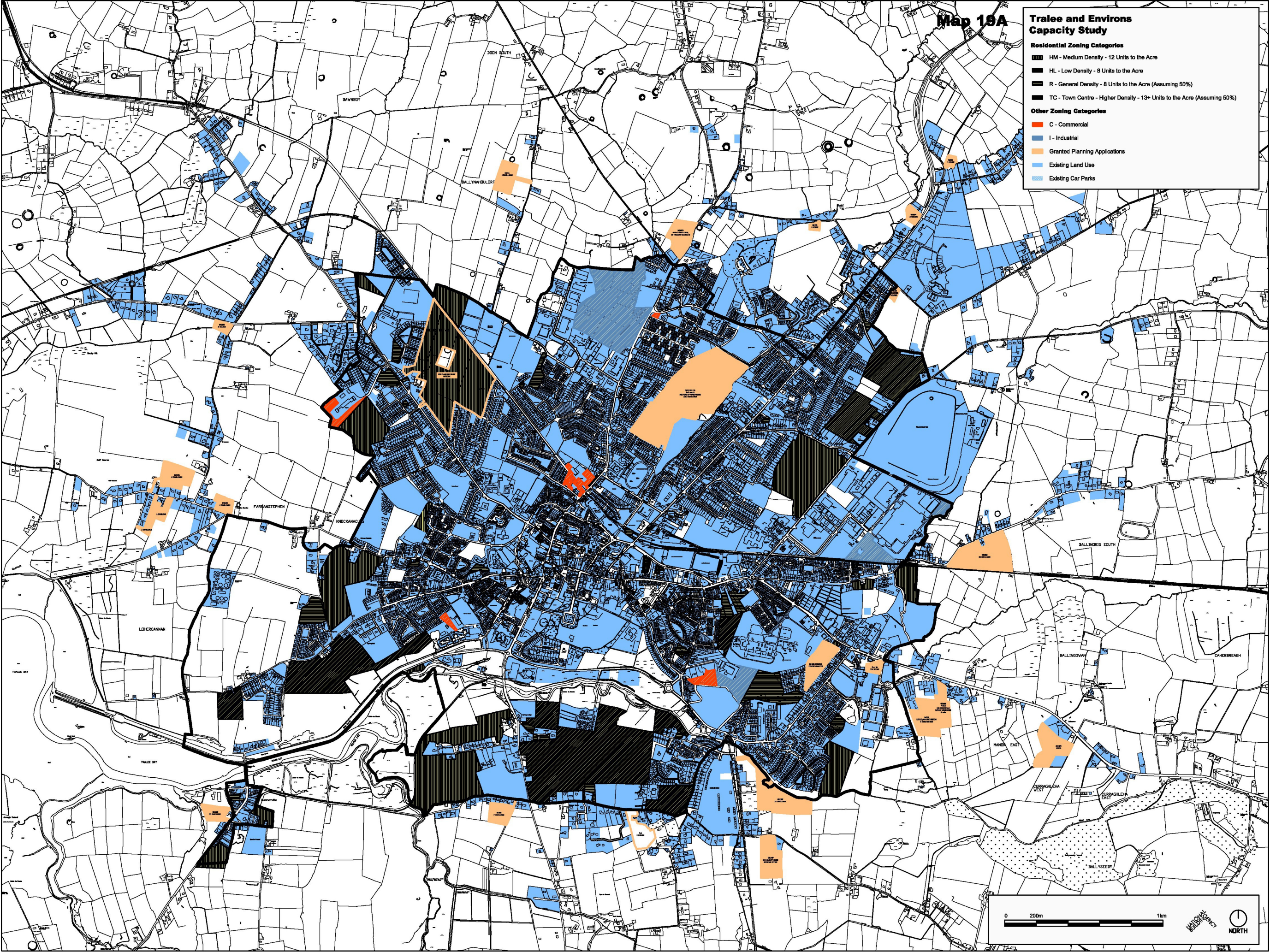
Over 2 –3 times the amount of land zoned for the current requirement to 2020.

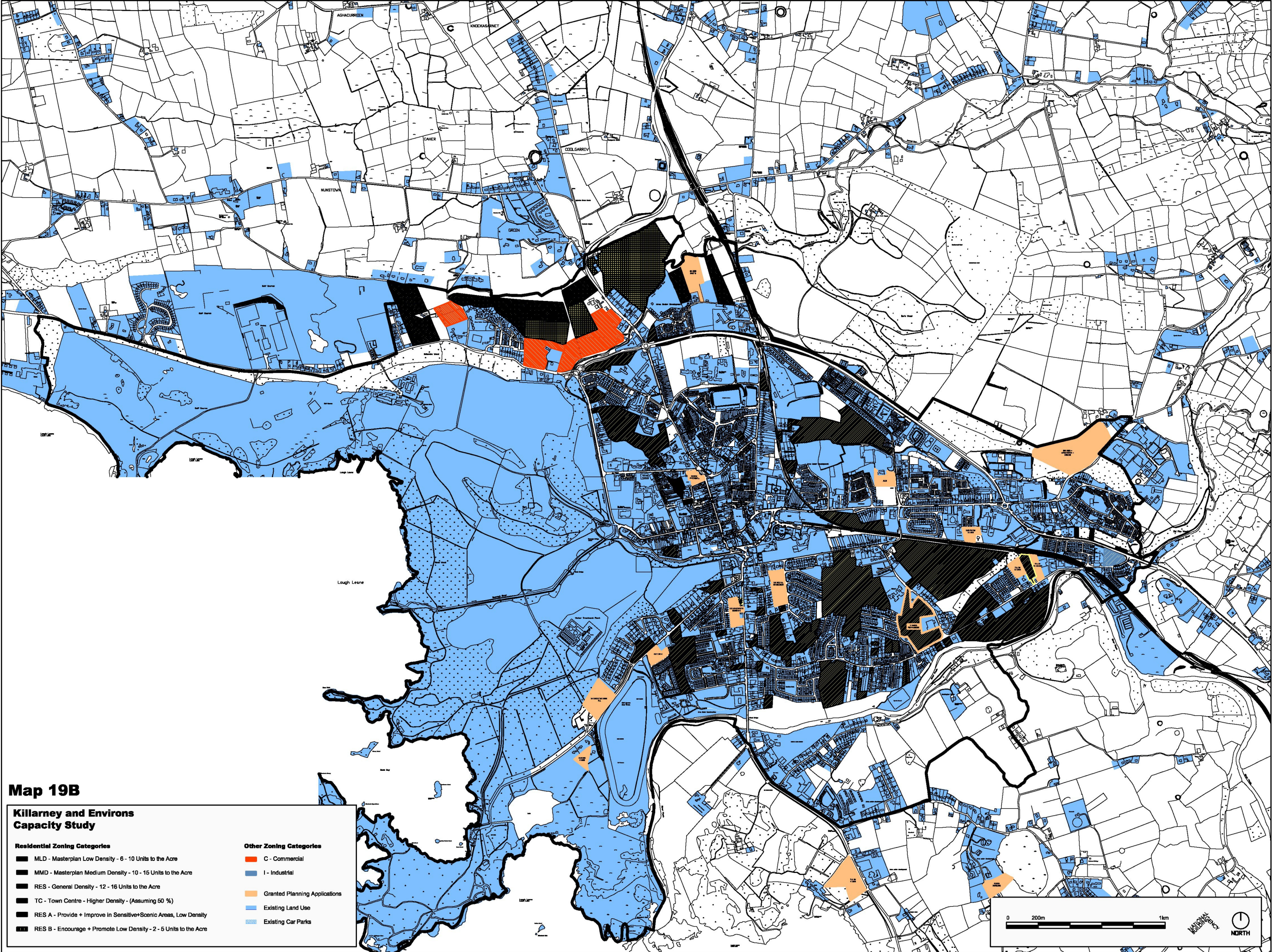
RPG from 2004 – 2020 = 17 years
11,000/17 = 647 yearly population increase for both towns.
Split of 65%/35% – Tralee/ Killarney
226 persons per year in Killarney equates to 98 units per year @ 2.3 persons/household

Six years to end of Environs Plan period
98 * 6 = 588

588 units required to 2012 = 100%
Min. 3,659 current residential land capacity = 622%
Max. 5,058 current residential land capacity = 860%
Over 6 to 8 times the required amount of land zoned to the end of the proposed Environs Plan period.







Appendix C

- Energy Efficiency Standards**
- With the pending implementation of the Energy Performance of Building Directive (EPBD/ EU Directive 2002/91/EC) in the near future, the following points should be incorporated into making the transition to "greener" domestic building design.
- The building regulations revised part L comes into effect in July 2006. The following are some points that will affect building of housing in the future.
 - The building elements makeup and insulation levels should be observed to the current U-values as detailed in the building regulations.
 - Any house over 100m² should have two independent heating zones. The zones can be (a) the living area and (b) the dwelling area. This will reduce heating the whole house while only a section is populated during certain times during the day.
 - Hot water storage should be fitted with thermostatic controls that shut off the supply of heat when the desired storage temperature is reached.
 - Separate and independent time control for space heating and for heating of stored water should be provided.
 - All hot water storage vessels, pipes and ducts should be insulated to prevent heat loss. It is preferable if the hot water storage vessel is the pre-insulated type.
 - External floor, window and rooflight openings should not exceed 25% of the floor area. Particular attention should be given to the orientation and type of the glazing as this affects solar overheating.
 - Energy efficient light bulbs should be use in all fittings including fluorescent tube lighting in the kitchen.
 - To avoid heat loss and local condensation problems, limit local thermal bridging. Details of how to limit this are described in the draft building regulations.
 - The selection of heating source should be given proper attention, as Tralee and Killarney are not connected to the natural gas network. Sources such as wood pellet boilers and heat pumps appear to be most appropriate sustainable heat sources in contrast to electric heating, oil and LPG fired boilers.
 - Houses with central heating should avoid the placing of open fireplaces in individual rooms to prevent heat loss and inefficient heat sources. 80% of the heat produced by a fire goes straight up the chimney.
 - Six litre flush toilets should be specified.
 - A one-off site can have shelter provided by trees to reduce heat loss from prevailing winds
 - The building orientation should be south facing. This will increase daylight, passive solar heating and natural ventilation. Bay and dormer windows should be kept to a minimum as they increase surface to volume ration of the building, which in turn increases the heat loss from the building.
 - Cooker hood and extract fan should be used in both kitchens and bathroom to reduce the amount of moisture in a dwelling; this prevents the air being drawn into living and bedrooms.
 - Domestic solar water heating systems can contribute to the water heating system.



Appendix D

Land Use Zoning Matrix

The land use zoning matrix is intended to provide guidance to potential developers. It is not intended to supplant the normal planning process. An indication that a proposal would be ‘permitted in principle’ from the matrix should in no way be taken to imply a granting of permission, or indeed that a planning application will necessarily be successful. Individual applications are a matter for the local authority to decide and the final decision rests with them, taking into consideration the merits of individual cases and circumstances that may be relevant at a specific time or at a specific location.

Key for Matrix: Zones

- R1

R2

R2PR

NC

MIX1

MIX2/CF

RP

PIE

EE

I

LI

POS

AOS

RC

LC

MRF
- Residential Low Density

Residential Low - Medium Density

Residential Low Density - providing for the needs of permanent residents only

Neighbourhood Centre/Urban Village

Mixed Use Zone1

Mixed Use Zone2/Institutional and Community Facilities

Retail Warehouse Park

Public/Institutional/Education

Education and Enterprise

Industry

Light Industry

Passive Open Space

Active Open Space

Race Course Amenity with option for Tourism, Recreational and Leisure Uses

Protect and Maintain Sensitive Landscape Character

Medical Related Facility

P Permitted in Principle

A use which is Permitted in Principle is one which the local authority accepts in theory in the relevant zone, however, it is still subject to the normal planning process including policies and objectives outlined in the Plan.

O Open for Consideration

An Open for Consideration use is one which the local authority may permit where it is satisfied that the suggested form of development will be compatible with the policies and objectives for the zone, will not conflict with the permitted uses and conforms with the proper planning and sustainable development of the area.

N Not Normally Permitted

Development which is classified as Not Normally Permitted in a particular zone is one which will not be entertained by the local authority, except in exceptional circumstances. This may be due to its perceived effect on existing and permitted uses, its incompatibility with the policies and objectives contained in this Plan or the fact that it may be inconsistent with the proper planning and sustainable development of the area.

Use	R1	R2	R2PR	NC	MIX1	MIX2/CF	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF
Abattoir	N	N	N	N	N	N	N	N	N	O	N	N	N	N	N	N
Advertisement Boards	O	O	O	N	O	O	O	N	O	O	N	N	N	O	N	N
Agricultural Building	N	N	N	N	N	N	N	N	N	N	N	O	N	P	P	N
Airfield	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Amusement	N	N	N	O	O	O	N	N	N	N	N	N	N	N	N	N
ATM	N	N	N	P	P	P	P	N	O	O	N	N	P	N	N	O
Bank	N	N	N	O	P	P	N	N	N	O	N	N	N	N	N	N
Bed and Breakfast	P	P	P	O	O	O	N	O	N	N	N	N	N	N	N	N
Betting office	N	N	N	P	O	O	N	N	N	N	N	N	N	N	N	N
Boarding kennel	N	N	N	N	N	N	N	N	N	N	N	N	N	N	O	N
Building Society	N	N	N	P	P	P	N	O	O	O	N	N	N	N	N	N
Café	O	P	O	P	P	P	P	O	O	O	N	O	N	O	N	N
Car park ¹	N	N	N	P	P	P	P	O	O	O	N	O	O	O	N	N
Car park multi-storey	N	N	N	O	P	P	P	N	N	O	N	N	N	O	N	N
Caravan park/camping site	N	N	N	N	N	N	N	N	N	N	N	O	N	O	O	N
Cash and carry	N	N	N	N	N	N	O	N	N	P	O	N	N	N	N	N
Casual trading	N	N	N	O	O	O	N	N	N	N	N	N	N	N	N	N
Cemetery	N	N	N	N	N	N	N	P	N	N	N	N	N	N	O	N
Childcare facilities (crèche/nursery)	P	P	P	P	P	P	O	P	O	O	N	N	N	O	N	N
Club house and associated facilities	P	P	P	P	O	O	N	P	O	O	N	N	P	P	O	N
Community Hall/facility	O	O	O	P	P	P	O	P	O	O	N	N	O	P	O	N
Conference centre	N	N	N	O	P	P	N	O	O	O	N	N	N	N	N	N
Cultural/recreational building	O	O	O	P	P	P	P	P	O	N	N	N	N	P	N	N
Dancehall ²	N	N	N	O	P	P	N	O	N	N	N	N	N	P	N	N
Data-centre/Web-hosting centres ³	N	N	N	O	P	P	N	O	P	O	N	N	N	N	N	N
Dentist	O	P	O	P	O	O	O	P	N	N	N	N	N	N	N	N
Drive-through restaurant	N	N	N	N	N	N	O	N	N	N	N	N	N	N	N	N
Education (day and/or night)	O	O	O	P	P	P	N	P	P	N	N	N	N	N	N	N
Enterprise Centre/campus industry	N	N	N	O	P	P	N	N	P	O	N	N	N	N	N	N
Enterprise unit	N	N	N	O	P	P	N	N	P	O	O	N	N	N	N	N
Extractive Industry	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Funeral home	N	N	N	P	P	P	N	O	N	N	N	N	N	N	N	N
Use	R1	R2	R2PR	NC	MIX1	MIX2/CF	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF

Appendix D

Use	R1	R2	R2PR	NC	MIX1	MIX2/CF	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF
Garden centre	N	N	N	O	N	N	O	N	N	N	N	N	N	O	N	N
Golf course	N	N	N	N	N	N	N	N	N	N	N	N	P	O	O	N
G.P's	O	P	O	P	P	P	O	P	N	N	N	N	N	N	N	O ⁶
Guesthouse	P	P	P	N	O	O	N	N	N	N	N	N	N	O	N	N
Hair dressing salon	N	O	N	P	P	P	O	O	N	N	N	N	N	O	N	N
Halting site	O	O	O	N	N	N	N	O	N	N	N	N	N	N	N	N
Home-based economic activity	O	O	O	O	N	N	N	O	N	N	N	N	N	O	N	N
Hospital / Health Centre / Health Unit	O	O	O	O	O	O	N	P	N	N	N	N	N	N	N	P
Hostel	O	O	O	O	N	N	N	O	N	N	N	N	N	O	N	N
Hotel	N	O	N	O	P	P	N	O	N	N	N	N	N	P	O	N
Household fuel depot	N	N	N	O	N	N	N	N	N	O	O	N	N	N	N	N
Industry - General industrial use ⁴	N	N	N	N	N	N	N	N	N	P	N	N	N	N	N	N
Industry - Light	N	N	N	N	N	N	N	N	O	P	P	N	N	N	N	N
Industry with workshop / showroom ⁵	N	N	N	N	N	N	O	N	N	O	O	N	N	N	N	N
Internet café	N	O	N	P	P	P	N	O	O	N	N	N	N	O	N	N
Leisure	N	O	N	P	P	P	P	O	N	N	N	N	N	P	O	N
Library	N	O	N	P	P	P	N	P	O	N	N	N	N	N	N	N
Live and work units	O	O	O	O	O	O	N	O	O	N	N	N	N	O	N	N
Media recording and general media associated uses	O	O	O	O	P	P	N	O	O	N	N	N	N	O	N	N
Motor sales showroom	N	N	N	O	O	O	O	N	N	N	O	N	N	N	N	N
Movie Rental	N	N	N	P	O	O	O	O	N	N	N	N	N	N	N	N
Night-club	N	N	N	O	O	O	N	N	N	N	N	N	N	O	N	N
Office	N	N	N	P	P	P	N	O	P	O	N	N	N	O	N	N
Open space	P	P	P	P	P	P	P	P	P	P	N	P	P	P	P	O
Place of public worship	O	O	O	P	P	P	N	P	N	N	N	N	N	N	N	N
Pharmacy - Retail	O	O	O	O	N	N	N	N	N	N	N	N	N	N	N	N
Public house	N	N	N	P	P	P	N	O	O	N	N	N	N	P	N	N
Public service installation	O	O	O	O	O	O	O	O	O	O	O	O	N	P	N	O
Residential - apartments	O	P	O	P	N	N	N	O	N	N	N	N	N	N	N	N
Residential - houses	P	P	P	O	N	N	N	O	N	N	N	N	N	N	N	N
Restaurant	O	O	O	P	P	P	N	O	O	O	N	N	N	O	N	N
Retirement home	P	P	P	N	O	O	N	P	N	N	N	N	N	N	N	N
Science and technology based industry/ enterprise	N	N	N	O	P	P	N	N	P	O	O	N	N	N	N	N
Use	R1	R2	R2PR	NC	MIX1	MIX2/CF	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF

¹ Excluding car-parking ancillary to other uses, for example employees' car parking at office.

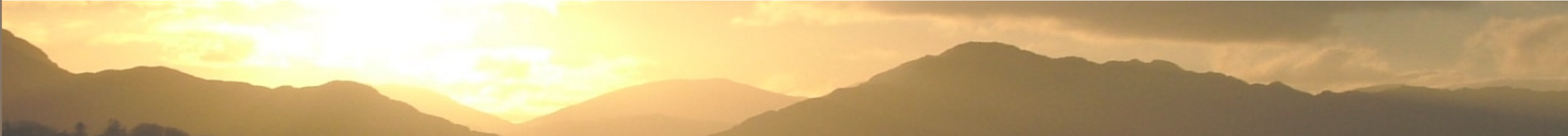
² Dancehall relates to activities such as Irish dancing, ballet, ballroom dancing, salsa, etc. especially where lessons are given or where such facilities are used for evening time recreational purposes. It does not include night-club, music clubs or disco activity which has been treated as a separate use in the matrix.

³ Data Centre may be defined as a facility, which has information technology equipment installed and operated, as well as storing and distributing electronic data.

⁴ General Industrial Uses include all industrial manufacturing, processing and storage outside the definition of light industry.

⁵ Net retail selling space to be a maximum of 100sq.m and restricted to the sale of bulky goods.

⁶ Where associated with the proposed medical facility.



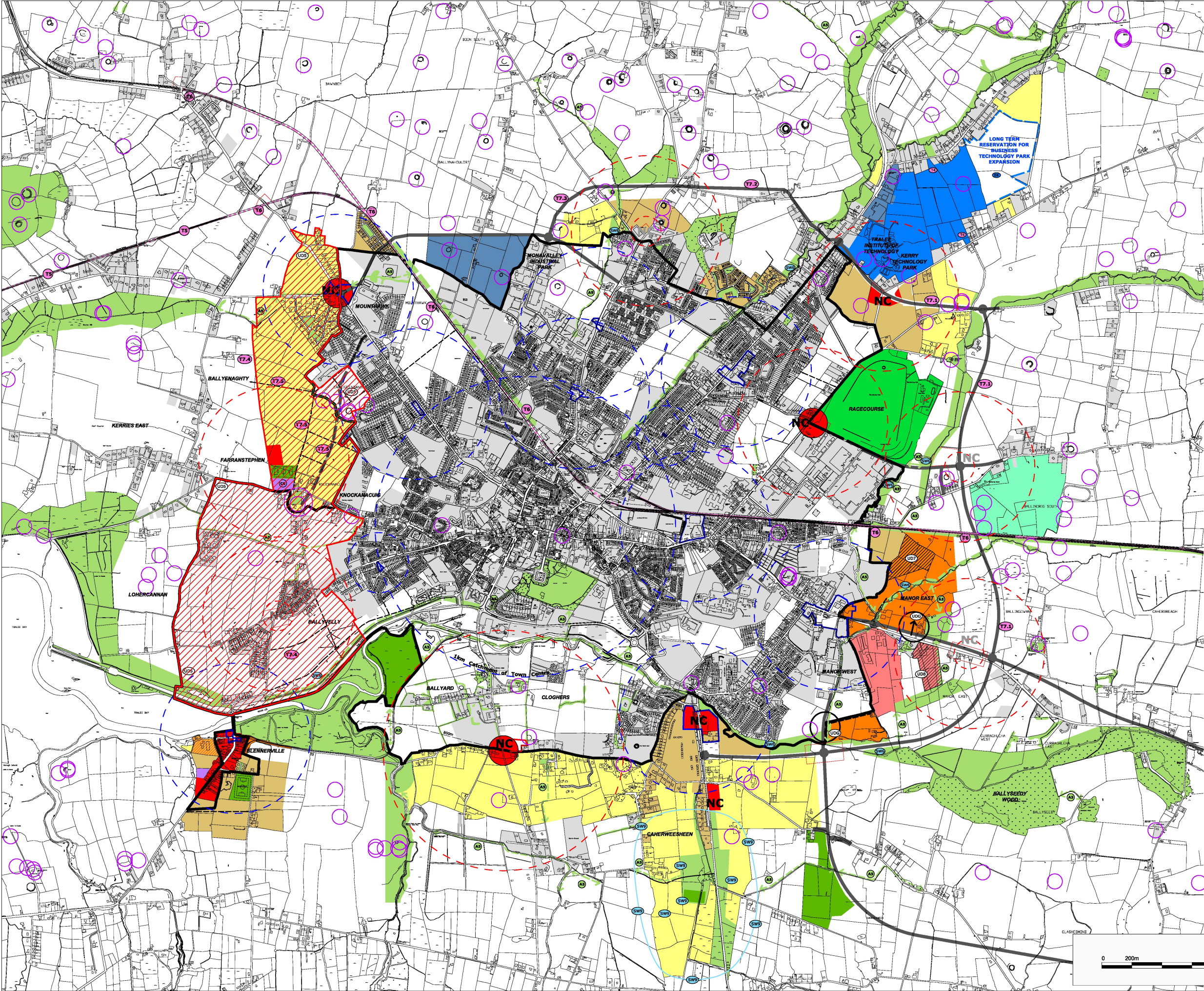
Appendix D

Use	R1	R2	R2PR	NC	MIX1	MIX2/CF	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF
Scrapyard	N	N	N	N	N	N	N	N	N	O	N	N	N	N	N	N
Service Station / garage	N	N	N	P	N	N	O	N	O	O	N	N	N	N	N	N
Shop (comparison) ⁷	N	N	N	P	O	O	O	O	N	N	N	N	N	N	N	N
Shop (convenience) ⁸	O	O	O	P	O	O	N	O	N	N	N	N	N	P	N	N
Shopping Centre	N	N	N	O	N	N	O	N	N	N	N	N	N	N	N	N
Small scale manufacturing	N	N	N	O	N	N	O	N	O	P	O	N	N	N	N	N
Storage depot	N	N	N	N	N	N	O	N	N	P	O	N	N	N	N	N
Storage Units	N	N	N	N	N	N	N	N	N	N	O	N	N	N	N	N
Take-away	N	N	N	P	O	O	N	N	N	N	N	N	N	O	N	N
Third level institution	N	N	N	O	P	P	N	P	P	N	N	N	N	N	N	N
Training centre	N	N	N	O	P	P	N	P	P	N	N	N	N	N	N	N
Transport depot	N	N	N	N	O	O	N	N	P	P	O	N	N	N	N	N
Veterinary surgery	O	O	O	P	O	O	N	O	N	N	N	N	N	O	N	N
Warehousing - Retail/non-food, max. 4,000sq. metres	N	N	N	N	N	P	P	N	N	O	N	N	N	N	N	N
Warehousing – Wholesale/Repository	N	N	N	N	N	N	N	N	N	P	N	N	N	N	N	N
Waste/Recycling Facilities	N	N	N	O	N	N	O	N	O	P	N	N	N	N	N	N
Water based recreational activities	O	O	O	O	N	N	O	O	O	N	N	P	P	O	N	N
Use	R1	R2	R2PR	NC	MIX1	MIX2	RP	PIE	EE	I	LI	POS	AOS	RC	LC	MRF

⁷ Comparison Goods - educational and recreational equipment and accessories, books, newspapers and magazines, goods for personal care and goods not elsewhere classified.

⁸ Convenience Goods - food, alcoholic and non-alcoholic beverages, tobacco, non-durable household goods.





**Map 20:
Tralee and Environs
Zoning & Objectives**

Zoning:

- R1 - Residential Low Density
- R2 - Residential Medium Density
- NC - Neighbourhood Centre/Urban Village
- MX1 - Mixed Use Zone (Phase 1)
- MX2/CF - Mixed Use Zone 2 / Institutional and Community Facilities
- MXR - Mixed Use Including Residential
- RP - Retail Warehouse Park
- RP - Retail Warehouse Park (Phase 2) (UD8)
- PIE - Public/Institutional/Education
- MRF - Medical Related Facility excluding doctor's surgeries and retail pharmacies not associated with the proposed medical facility
- EE - Education and Enterprise
- I - Industry
- POS - Passive Open Space
- AOS - Active Open Space
- RC - Race Course Amenity with Option for Tourism, Recreational and Leisure Uses

Objectives:

- A1 - Tree Preservation Orders
- AS - To Provide Linear Parks and/or Pedestrian Amenity Links
- Strategic Open Space Links
- TA - Pedestrian Access
- TS - Provision of Cycling/Walking Lane
- TE - Reservation of Public Transport Stops (BUS/Rail)
- TZ - New Road Proposals
- Current Rail Corridors With Scope For Public Transport (BUS/Rail)
- Former Rail Corridors With Scope For Public Transport (BUS/Rail)
- New Street Network For Town's Greenfield Sites
- Reserve for Future Access
- Existing Neighbourhood Centres with Indicative 500m Catchments and Local Shops with 200m Catchments
- Neighbourhood Centre Objective with Indicative 500m Catchments
- Potentially Suitable Sites for a Neighbourhood Centre in the Future
- Reservation of School Sites
- Urban Design Gateways
- Prepare Action Area Plan (UD5)
- UD7 - Development of these lands shall be contingent on the provision of an improved access. Retail Pharmacies shall be excluded from mixed use zones and retail warehousing. The zoning for mixed use 2/Institutional and Community Facilities is included in the zoning map and matrix. This zoning includes all the existing mixed uses in the zoning matrix and also includes the provision of retail warehousing.
- The development of these lands shall be contingent on the provision of an overall masterplan to be agreed with the Local Authority and in compliance with the zoning matrix. The masterplan shall make provision for significant green areas incorporating amenity facilities, a high standard of design in the public domain and a high quality of facades and finishes throughout.
- Prior to the occupation of any retail units on the mixed use 2/Institutional and Community Facilities, work shall have commenced and be substantially complete on the construction of 2 office blocks in the mixed use zone.
- UD8 - The development of these lands is subject to (A) The construction of the Southern Relief Road (B) Access only off the Southern Relief Road and (C) The development of an overall masterplan for these lands and the surrounding lands
- SWP - Stormwater Attenuation Ponds
- SWR - Preparation of a specialist hydrological report required
- Record of Monuments and Places
- Tralee Town Boundary

