

Kells Development Plan 2013 – 2019 Draft Variation No. 1



comhairle chontae na mí
meath county council

1.0 INTRODUCTION

- 1.1 The Kells Development Plan 2013-2019 was adopted on the 7th October 2013.
- 1.2 Kells is a 'Moderate Sustainable Growth Town' in the settlement hierarchy of the Regional Planning Guidelines 2010-2022 and within the hinterland area of the Greater Dublin Area (GDA). Such towns are generally 10km from a Large Town located on a public transport corridor and serve a wider rural hinterland as a market town. Kells is identified as a 'Secondary Economic Growth Town' within the Navan Core Economic Area having a supporting and complimentary role to Navan which is on the same multi-modal growth corridor. Kells is also listed as a Level 3 Sub County Town in the Retail Hierarchy of the Greater Dublin Area. Potential exists to develop Kells as part of a tourism cluster and as a support to the service and manufacturing role of the Navan and the northwest of the county.
- 1.3 The Core Strategy outlined in the County Development Plan 2013-2019 reiterates the identification of Kells as a Moderate Sustainable Growth Town in line with its current RPG status, in addition to it being a Secondary Economic Growth Town in the county linked to Navan in a complementary and supportive role. Moderate Sustainable Growth Towns should develop in a self sufficient manner and levels of growth should be balanced to ensure that any increase in population will be in tandem with employment opportunities, capacity in physical and social infrastructure and will not be based on long distance commuting. Economic development and service provision will be an important factor in determining the appropriateness of new housing. These towns will need to provide a full range of services adequate to meet local needs, both within the town and in the surrounding rural catchment area, but not generate long distance travel patterns.

Tourism is also a major asset for development in Trim and Kells with the centres to act as a tourism cluster with improvement in the connectivity between both centres identified for investment. Each town is to develop a strategy for niche tourism as an integral part of their overall development strategy.
- 1.4 Variation No. 3 of the Meath County Development Plan 2013-2019 was the first in a suite of variations (including that of the Kells Development Plan) which was adopted on the 23rd May 2016 to align the County Development Plan with the key tenets of the Economic Strategy as they relate to statutory land use planning.

2.0 PURPOSE OF PROPOSED VARIATION NO. 1 OF THE KELLS DEVELOPMENT PLAN

2.1 The key purpose of Variation No 1 of the Kells Development Plan is to align the Plan with the key tenets of the Economic Development Strategy for County Meath 2014 – 2022 as they relate to statutory land use planning. The Variation also seeks to align the Kells Development Plan with the provisions of the County Development Plan (as varied) and update the written text and maps accordingly.

2.2 The various components of the proposed Variation are set out separately below

2.3 The Economic Development Strategy sets out the medium- term strategy for economic development within County Meath until 2022 and has been prepared in light of the recommendations set out within the “Putting People First” (2012) and the Local Government Reform Act of 2014. The economic development strategy is also mindful of the wider regional context of economic and employment development in Meath and neighbouring local authority areas.

2.4 The Government’s Action Programme for Effective Local Government, “Putting People First”, was published in October 2012 and sets out the following objective for local government reform:

“Local government will be the main vehicle of governance and public service at local level - leading economic, social and community development, delivering efficient and good value services, and representing citizens and local communities effectively and accountably”.

2.5 In considering the role and function of Local Authorities the Action Plan outlines the following:

“Local authorities should play as wide a role as possible in public service and administration, not only in the specific service areas that have traditionally been their main business focus, but also in contributing to national recovery and economic growth”.

2.6 In particular the document identifies that that there will be a stronger role for local government in promoting economic development, thereby sustaining and creating jobs by building on the local initiatives already in train.

2.7 The 2014-2022 Meath County Economic Development Strategy has also been prepared in light of the policies and objectives of the Action Plan for Effective Local Government and Objective CS OBJ 10 of the County Development Plan which sets out the following;

“To provide and promote a strategic economic development strategy that identifies a hierarchy of employment centres related to the overall development strategy of the

County which will encourage a more balanced and sustainable pattern of employment across the county'

- 2.8 Prior to the preparation of the Meath Economic Development Strategy 2014-2022, Meath County Council commissioned an Economic Baseline Study which was completed by Maynooth University in June 2013. This exercise was predicated on the premise that the Council's strategies and actions are focused on delivering on the No. 1 Corporate Objective contained in the Meath County Council Corporate Plan which is *'To drive the economic and social development of County Meath'* and also being a proactive response to the government policy document *'Putting People First – A New Role for Local Government'* published by the Department of Environment, Community and Local Government (DoECLG, 2012).
- 2.9 In January 2014 Meath County Council engaged a multidisciplinary consultancy team comprising of PMCA Economic Consulting, FTI Consulting and John Spain & Associates to prepare comprehensive evidence based Economic Development Strategy for County Meath to cover the period 2014 – 2022. The major report by the consultants builds upon the baseline work completed earlier by researchers at Maynooth University and undertook additional empirical analysis to assess the structure and performance of the local economy of Meath, including employment creation, extent of outbound commuting and enterprise development, among both indigenous enterprises and foreign direct investment (FDI) enterprises.
- 2.10 The Economic Development Strategy for County Meath 2014-2022 identifies that existing trends within the County which impact on the economic performance of the County include:
- Narrow base of economic activities in largely traditional areas;
 - FDI deficit;
 - Low penetration of knowledge orientated activities;
 - Substantial skills leakage due to commuting trends from the County.
- 2.11 The Strategy sets evidence based measures aimed at accelerating the economic transformation, revitalisation and sustainable development of County Meath from 2014-2022.
- 2.12 A key challenge will be to ensure more jobs are made available within Meath for its residents and that the County is seen as a place to invest in as well as live and visit. The Economic Strategy examines investment factors and decisions aimed at transforming the employment base to a more sustainable growth path up to 2022 as well as highlighting measures and practices required to sustain success. The Economic Strategy, and the central tenets of the Economic Vision (formulated by the consultancy team), incorporates a substantial amount of research in the form of relevant economic data analysis, spatial assessment and consideration of the importance of promoting County Meath to help ensure it fulfils its economic potential in the coming years.

2.13 Key elements of the Economic Strategy include:

- Projections of the level of employment in County Meath to 2022 (going into the Economic Vision for Meath), using the 2011 situation as the benchmark, and carrying out sectoral projections of what can be achieved based on the inherent strengths of the local economy and specific sectoral opportunities (2011 is the latest available year for which full factual; information is available on employment within and outside of County Meath);
- Assessment of spatial planning opportunities in the form of identified sites around the County and the fit of these locations in the context of the current Meath CDP 2013-2019 (as varied);
- The Strategy identified 5 key strategic sites for economic development at the higher levels of the settlement hierarchy in Co. Meath. Kells hosts one of these sites i.e. the Kells Business Park at Lloyd;
- Marketing plan for Meath, which integrates the economic and spatial plans;
- Overall set of strategic recommendations for implementing the Economic Development Strategy and monitoring progress during 2014-2022

2.14 The Strategy contains 8 no. key actions/recommendations designed to achieve the projected level of employment growth in Meath by 2022 of an additional 7,500 jobs in order to broaden Meath's economic base by growing the share of employment taken up by knowledge-orientated activities and thus growing both indigenous and (FDI) enterprises in the County.

2.15 The measures recommended within the Economic Development Strategy seek to promote County Meath to fulfil its economic potential and to prosper as a successful, diverse and vibrant social, civic, commercial, and residential centre that will be recognised locally, nationally and internationally as a highly attractive and distinctive location in which to conduct business.

2.16 Variation No. 3 of the Meath County Development Plan incorporated the recommendations and specific actions of the Meath Economic Development Strategy 2014-2022 within the settlements identified in Volume 5 of the current Meath County Development Plan 2013-2019 and this draft variation is prepared in that context and to align the Kells Development Plan with the varied County Development Plan and the Economic Development Strategy. The implementation of the 8 no. specific actions contained in the Economic Development Strategy for County Meath 2014-2022 will be the primary response of the Local Authority to seek to improve the number of local employment opportunities available to the resident population.

2.17 In particular Action 3 of the Economic Development Strategy identifies a number of revisions required to positively provide the framework for investment and employment creation while at the same time removing non-essential potential

barriers to employment generating development. Therefore a review of the Kells Development Plan was undertaken to align the plan with the key tenets of the economic strategy as they relate to statutory land use planning. This assessment included the following:

- A review of the existing Kells Development Plan and associated policies and objectives to incorporate the actions and recommendations of the Meath Economic Development Strategy 2014-2022.
- Update the policies and objectives of the Kells Development Plan to include reference to the Meath Economic Development Strategy.
- A review of the employment zoning objectives as set out within Chapter 2 of the Kells Development Plan.
- Consideration of potential requirements to zone additional lands for employment purposes within the town at appropriate locations in order facilitate a choice of employment zoned lands for the promotion of employment.
- To review the quantum and location of employment zoned land in Kells. Where there is an evidence based need to identify further employment lands at key locations in the town that correlates with the Economic Development Strategy for County Meath outcomes, this will be addressed.
- To rectify an anomaly within the existing Kells Development Plan whereby an existing site within the ownership of Meath County Council adjacent to the existing Headford Park/Grove residential development which has the benefit of an extant planning permission be zoned A2 (residential and that the existing F1 (open space) land use zoning objective be removed from the said lands.
- To extend the residential zoning on lands along the Athboy Road south of the existing Maple Drive residential development where there is an extant planning permission for the development of 40 residential units. These lands will provide for high quality residential accommodation at an appropriate density for employees and employers within Kells who are presently experiencing a shortage of Executive style housing. Greater choice will therefore be provided for consumers within the local housing market. The allocation of residential units to these lands will remain within the Core Strategy parameters. Masterplan No 7 refers to the said lands.

2.18 Following on from this review it is proposed that a number of amendments will be made to the Kells Development Plan as detailed below:

- To amend the text of the Kells Development Plan narrative, policies and objectives to bring these into line with the Economic Development Strategy.
- To review the appropriateness of the Masterplan/Framework plan Objectives in the town as it pertains to their compatibility with employment generation.
- To review the requirements surrounding the preparation of Master Plans on employment zonings.

- The introduction of additional employment generating lands to provide for a high end technology and major campus style office based employment as well as to facilitate logistics, warehousing, distribution and supply chain management to the south-east of Kells, the introduction of which will stimulate growth at this key location in the town. The provision of additional employment lands is consistent with Action 4 of the Economic Development Strategy for County Meath to promote the hierarchy of economic centres with the objective of facilitating significant new enterprise and employment in Meath.
- Introduce a 'spot objective' for the development of employment zoned lands (E1 and E3 land use zoning objectives) to the south-east of Kells, on the Navan Road. These lands will provide for a high end technology and major campus style office employment as well as to facilitate logistics, warehousing, distribution and supply chain management and shall be subject to the preparation of a Master Plan for the written agreement the Executive of the Planning Authority.
- The introduction of additional lands for the provision of retail warehouse facilities which previously had the benefit of a retail warehouse zoning to the rear of the existing Aldi retail store in order to provide for the comprehensive development of these lands to the north of Kells. The development of retail warehouse parks shall be subject to the provision of necessary physical infrastructure, and in accordance with a Masterplan agreed in writing by the Planning Authority.
- Amendments to the employment zoning objectives set in order to provide more flexibility in the provision of employment generating uses. This will ensure consistency with the County Development Plan zoning objectives.
- Amendments to take account of flood risk mapping published since adoption of the Kells Development Plan (undertaken in October 2013)

3.0 CONTENT OF VARIATION NO. 1 OF THE KELLS DEVELOPMENT PLAN

- 3.1 A number of amendments to the Kells Development Plan are proposed in order to incorporate the recommendations of the Meath Economic Development Strategy and to align the Kells Development Plan with the County Development Plan as varied. These are addressed as follows:

Policy wording changes to include reference to the Economic Development Strategy

- 3.2 A detailed review of the Economic Strategy contained in Chapter 3 of the existing Kells Development Plan was undertaken as part of this variation. The policies and objectives as they relate to economic development are proposed to be updated to include specific reference to the findings and recommendations set out within the Meath Economic Development Strategy 2014-2022.

Zoning of additional lands for Employment Generating Uses

- 3.3 As part of the preparation of the proposed Variation of the Kells Development Plan a review was undertaken of the quantum of employment zoned lands within the Kells Development Plan. On the basis of this review, it is proposed to provide for additional employment zoned lands at the following location:

Navan Road:

Kells is identified in the Regional Planning Guidelines (RPG's) for the Greater Dublin Area 2010-2022 as falling within the Navan Core Economic Area and it also benefits from being located on a multi-modal growth corridor, with particular benefit from the proximity of the M3 Motorway. The RPG's envisage that Kells will play "*a supporting and complementary role to Navan. Potential exists to develop Kells as part of a tourism cluster and supporting the service and manufacturing role of the County Town and northwest region of the county*". The recommended rezoning of employment and enterprise lands will assist in delivering on the overarching economic development strategy for Kells, within the context of its location within the Navan Core economic Area".

As part of the preparation of the Variation consideration was given to identifying an appropriate location in Kells for high end technology and major campus style office based employment as well as to facilitate logistics, warehousing, distribution and supply chain management. Development to the south of the town will provide a balance of employment land use zoning within the settlement and optimise the advantage of this strategic location.

The additional E1/E3 employment generating lands will ensure that a significant land bank is reserved for the promotion of high end business and/or Corporate Headquarters enterprises. Development of these lands will be subject to the preparation of a Master Plan which will require the written agreement of the Executive of the Planning Authority.

Cavan Road (off the R147 behind the existing Aldi foodstore)

These lands are being promoted for economic purposes due to their strategic location of these lands which are located to the rear of the existing Aldi foodstore and to the rear of existing B2 (retail warehouse) zoned lands and which were previously zoned for retail warehousing purposes. The additional B2 lands will ensure that a significant land bank is reserved for the promotion of retail warehouse enterprises. Development of these lands is subject to the preparation of a Master Plan which will require the written agreement of the Executive of the Planning Authority.

Review of the Zoning Objectives set out within the Kells Development Plan

- 3.4 A review of the zoning objectives set out within the Meath County Development Plan 2013-2019 was undertaken as part of Variation Number 3 in order to provide more flexibility for employment generating at appropriate locations within the

County. This proposed variation undertakes a similar review to ensure consistency between the County Development Plan 2013 and the Kells Development Plan.

3.5 Three employment based land use categories are identified within the Draft Variation of the Kells Development Plan. These categories are as follows:

- E1-Strategic Employment Zones (High Technology Uses): To facilitate opportunities for high-end technology/manufacturing and major campus style office based employment within high quality and accessible locations.
- E2 General Enterprise & Employment: To provide for the creation of enterprise and facilitate opportunities for employment through industrial, manufacturing, distribution, warehousing and other general employment.
- E3 Warehousing & Distribution: To facilitate logistics, warehousing, distribution and supply chain management inclusive of related industry facilities which require good access to the major road network.

Review of Development Management Objectives

3.6 Section 2.4.3 of the Kells Development Plan 2013-2019 relates to Chapter 11 of the Meath County Development Plan 2013-2019 in the context of development management requirements. Updates of the development management standards contained in Variation no 3 of the Meath County Development Plan 2013-2019 therefore apply to Kells.

Extension of residential zoning on the Athboy Road

3.7 It is proposed to extend the A2 residential zoning over an area of approximately an additional 1.3 hectares to accommodate in the order of 40 residential units permitted on the adjoining 1.52 hectares to the to the north adjoining the existing Maple Drive residential development. These lands will provide for high quality residential accommodation at an appropriate density for employees and employers within Kells who are presently experiencing a shortage of Executive style housing. Greater choice will therefore be provided for consumers within the local housing market. The allocation of residential units to these lands will remain within the Core Strategy parameters. Masterplan No 7 refers to the said lands

Removal of phasing on employment lands and increase in quantum of Employment Land in Kells Business Park

3.8 Variation No 3 of the Meath County Development Plan 2013-2019 removes the phasing from the employment lands within Kells Business Park. Approximately 22 hectares were identified as phase 2 employment lands (lands to be developed post 2019), within the Kells Development Plan 2013-2019. However with the Regional

Economic Development Zone (REDZ) designation and the EU Regional Aid status applying to Kells. There has been a resultant increase in the number of enterprises choosing to locate within the Kells Business Park. Therefore, it was considered appropriate to remove the phasing requirement in order to provide greater flexibility and choice to potential employers who may wish to develop/grow an enterprise within the Business Park and increase the zoned area largely in line with the Kells Development Plan 2007.

Alteration of land use zoning objective

- 3.9 Lands within the Headford Park/Grove residential development presently have the benefit of an extant planning permission (under Part V111 of the Planning & Development Acts 2000 as amended) for the development of a residential scheme. These lands currently have the benefit of an F1 (open space) land use zoning objective will be altered to an A2 (residential) land use zoning objective to correct the mapping error within the current Kells Development Plan and accurately reflect the current planning status of the site.

4.0 STRATEGIC ENVIRONMENTAL ASSESSMENT

- 4.1 Strategic Environmental Assessment (SEA) is the formal, systematic evaluation of the likely significant environmental effects of implementing a plan or programme before the decision is made to adopt the plan or programme. The purpose is to “provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation of plans and programmes with a view to promoting sustainable development.”(European Directive 2001/42/EC) The Planning Authority has continued to use the Strategic Environmental Objectives from the County Development Plan SEA to assess this variation and this is considered both practical and pragmatic.
- 4.2 The Planning Authority determined, using the screening criteria set out in Schedule 2A Planning & Development Regulations 2001 – 2004, the DoEHLG SEA Guidelines and Annex 2 of Directive 2001/42/EC, that a Strategic Environmental Assessment was required for the proposed Draft Variation No. 1 to the Kells Development Plan (KDP). An SEA scoping report has shown that there are potential environmental issues affecting the implementation of Draft Variation No. 1 for the KDP. All these issues will be thoroughly assessed and evaluated throughout the SEA process. Thus the Strategic Environmental Assessment process will seek to assess the impact of the Draft Variation, its policies and objectives on all aspects of the environment, either directly and indirectly, whether positive or negative. Where necessary or required, mitigation measures will be proposed in order to alleviate any potential negative impact. Ultimately, the process will facilitate the broad aim of achieving a sustainable economic strategy within Kells over the lifetime of the Kells Development Plan.

APPROPRIATE ASSESSMENT SCREENING

- 4.3 Article 6(3) of European Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora (the Habitats Directive) requires competent authorities, in this case Meath County Council, to undertake an Appropriate Assessment (AA) of any plan or project not directly connected with or necessary to the management of a Natura 2000 site but likely to have a significant effect thereon, either individually or in combination with other plans or projects. The assessment examines the implications of proceeding with the plan or project in view of the site's conservation objectives.
- 4.4 An Appropriate Assessment Screening was undertaken of the proposed Draft Variation No. 1 to the Kells Development Plan 2013 – 2019, in accordance with the requirements of Article 6(3) of the EU Habitats Directive (92/43/EEC). It was determined that a Stage II Appropriate Assessment was required.

5.0 FLOOD RISK ASSESSMENT

A Strategic Flood Risk Assessment (SFRA) was carried out to inform the preparation of the Variation. This SFRA builds on the existing assessment which was carried out during the preparation of Variation No's 2 and 3 of the County Development Plan 2013-2019. Other existing approved FRAM studies, including the CFRAMS and OPW flood mapping has also informed this process. The SFRA utilises the most up to date flooding data for the County available at the time of preparing the Variation.

6.0 HOW TO READ THE PROPOSED AMENDMENTS TO THE KELLS DEVELOPMENT PLAN

This variation document includes only the relevant sections of the Kells Development Plan 2003-2019 which it is proposed to vary, not the entire plan. Therefore, **it is advisable that this variation be read in conjunction with the current Kells Development Plan.**

- 6.1 The existing text of the Kells Development Plan 2013 – 2019 is shown in normal font and is included to provide context to the content of each section not being altered as part of this variation process. **Please note that the Draft Variation document should not be interpreted as the complete text of the Kells Development Plan 2013 -2019 but rather highlights selected parts of the Kells Development Plan which are proposed to be varied as part of Variation No. 1.** On completion of this variation process, a consolidated version of the Kells Development Plan Written Statement as altered by Variation 1 will be made available for ease of reference and to avoid any potential confusion.
- 6.2 Proposed Amendments / Additions are shown as red text. Deletions are indicated with strikethrough as illustrated in the example below.

~~The Kells Development Plan 2013-2019 sets out the intention of the Planning Authority-Meath County Council, as to the future growth and sustainable development of Kells and its immediate environs. The principal aim of the Planning Authority is to ensure that future development in Kells takes place in a planned, co-ordinated and sustainable manner over the coming years. The land use zoning objective applicable to Kells Business Park from the County Development Plan is E2 General Enterprise & Employment (Category 1). The development of E2 lands seek to provide for the creation and production of enterprise and facilitate opportunities for industrial, manufacturing, distribution, warehousing and other general employment / enterprise uses in a good quality physical environment.~~

- 6.3 Where deletions or additions are proposed to the policies and objectives of the Development Plan follow on changes may be required to the overall numbering system of such policies or objectives list in relevant chapters. It is the Planning Authority's intention to carry out a renumbering process of such policies and objectives. A consolidated version of the development plan as varied will be published following completion of this variation process

7.0 MAKING A SUBMISSION

- 7.1 A copy of the draft Variation (No. 1) of the Kells Development Plan 2013- 2019, together with the Strategic Environmental Assessment Report, Appropriate Assessment Report and Strategic Flood Risk Assessment and Management Plan pursuant to Article 6 of the Habitats Directive 92/43/EEC **will be available for inspection from the 15th March 2017** at Meath County Council Planning Department, Buvinda House, Dublin Road, Navan, County Meath, C15 Y 291, at the Kells Municipal District Offices, Headford Place Kells A82 W2R3 and Kells Library, Maudlin Street, Kells during normal office hours. The proposed draft Variation (No. 1) of the Kells Development Plan 2013-2019 is also available for inspection on Meath County Council's website at www.meath.ie/planning
- 7.2 Copies of the proposed draft Variation of the Kells Development Plan 2013- 2019 are available from the Planning Department, Buvinda House, Dublin Road, Navan, County Meath, C15 Y 291 or please Tel: 046-9097500/7518 or email: variationkdp@meathcoco.ie.
- 7.3 Written submissions or observations should be addressed and marked "Draft Variation to KDP 2013-2019" and submitted to the Planning Department, Meath County Council, Planning Department, Buvinda House, Dublin Road, Navan, County Meath C15 Y 291 before **4pm Wednesday 12th April 2017.**
- 7.4 Written submissions or observations may also be made via email to **variationkdp@meathcoco.ie**. Submissions made via email **must** include the full

name and address of the person making the submission and where relevant, the body or organisation represented.

- 7.5 Written submissions or observations with respect to the draft Variation of the Kells Development Plan 2013-2019 made to the Planning Department within the above said period will be taken into consideration before the making of a decision on the draft Variation.
- 7.6 **Please make your submission by ONE format only i.e hard copy by post or email to variationkdp@meathcoco.ie**
- 7.7 For further information contact the Forward Planning Team at Tel: 046 – 9097500/9097518.

**AMENDMENTS
TO
KELLS DEVELOPMENT PLAN
WRITTEN STATEMENT**

Table of Contents

To be amended accordingly when the variation process is complete.

CHAPTER 1: INTRODUCTION TO THE KELLS DEVELOPMENT PLAN

All references to “Kells Town Council” will be removed from within the text as part of this variation process.

All references to “Planning Authorities” will be replaced by “Planning Authority”.

Similarly all references to “Planning and Development Acts” should read as “2000-2016” rather than “2000-2013”.

NOTE: Sections, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.11.1, 1.11.2 -remain unchanged

1.1 Introduction

~~This chapter sets out the statutory context for the preparation of the new Kells Development Plan 2013 – 2019, which, once adopted, will replace the preceding Kells Development Plan adopted by both Kells Town Council & Meath County Council in 2007. Having regard to the development envelop of Kells Town & Environs comprising of the administrative boundaries of both Kells Town Council and Meath County Council, the new plan has been prepared as a joint statutory planning document for both Local Authorities.~~

1.1 Introduction:

~~The Meath County Development Plan 2013-2019 was adopted on the 17th December 2012 and came into effect on the 22nd January 2013. Since the adoption of the Meath County Development Plan ,3 no. Variations have been adopted. The most recent Variation no 3 was required to align the County Development Plan with the key tenets of the Meath Economic Strategy for County Meath 2014-2022. Variation no 1 to the Kells Development Pan 2013-2019 aligns the Kells Plan with the key tenets of the Meath Economic Strategy for County Meath 2014-2022~~

1.4.1 Meath County Council Corporate Plan

~~The Meath County Council Corporate Plan 2015-2019 contains the following vision “Meath County Council will lead economic, social and community development, deliver efficient and good value services, and represents the people and communities of County Meath, as effectively and accountably as possible”.~~

~~The Corporate Plans sets out six organisation wide objectives to guide and shape the direction of the functions of Meath County Council. These objectives are summarised below:~~

1. Deliver excellent services
2. Lead economic development
3. Build strong influential partnerships
4. Engage the larger community
5. Nurture a staff excellence culture
6. Develop system and process capability

These objectives and those of the Meath County Development Board Strategy have contributed to generating the vision and strategic direction of the Kells Development Plan set out in Chapter 2, Strategic Context and Core Strategy

The significant changes heralded by “Putting People First” (2012) and the Local Government Reform Act 2014 represent some of the most far-reaching reforms in the Local Government sector for many years. Local Authorities are now required to play a much more proactive role in economic development. Economically, effective Local Authority planning means maximising positive externalities, which broadly equates to facilitating the environment in which enterprises can create and grow employment. Local Authorities are now expected to be more sensitive to the economic consequences of their day-to-day actions and to have a greater understanding of the wider regional context of their operations. Local Authority planning is inevitably shifting towards realising the potential of the “functional region”, from which constituent Local authorities can benefit.

On foot of the guidance set out within these documents, an Economic Development Strategy has been prepared for County Meath for the period 2014-2022.

In December 2015 the Department of the Environment, Community and Local Government published a roadmap for the delivery of the National Planning Framework (NPF). The NPF will succeed the National Spatial Strategy (2002) NSS and will provide a long term, 20 year development strategy setting out the place Ireland will become in terms of economic activity, social progress and environmental quality, through co-ordinated policy, investment and action at national regional and local levels. The NPF is intended to be the spatial expression of the Government’s wider economic and reform agenda as it applies to the key geographical areas of economic activity and their urban and rural components that drive the economic and social progress of our Country. The roadmap acknowledges the importance of a research based approach to economic development and acknowledges that estimations of long term economic development, analysis of demographic and economic trends will be key inputs into the NPF.

Since the “Action Plan for Jobs” process commenced in 2012 a number of regional reports have been published. The Government has published the “Action Plan for Jobs: Mid-East Region”. This plan will cover Counties Kildare, Meath and Wicklow. The plan identifies that the region has significant existing enterprise strengths and assets. It notes that increased collaboration can be facilitated by building on the recent reforms such as:

- The growing impact of Local Enterprise Office (LEO);
- The new mandate of Education and Training Boards;
- The strengthening of Regional Offices of the IDA and Enterprise Ireland;
- The reform of Local Government with emphasis on their economic development role;
- The blueprint of a stronger policy framework to underpin sectoral opportunities;

CHAPTER 2: Strategic Context & Core Strategy

All references to “Kells Town Council” will be removed from within the text as part of this variation process.

All references to “Planning Authorities” will be replaced by “Planning Authority”.

Similarly all references to “Planning and Development Acts” should read as “2000-2016” rather than “2000-2013”.

Note: Sections 2.1, 2.2, 2.2.1, 2.2.2, 2.2.3, 2.2.4, 2.2.5, 2.2.6, 2.2.7, 2.2.8, 2.2.9, 2.3.1 (i), (ii), (iii), 2.3.2, 2.3.3, 2.3.4, 2.3.5, 2.3.6, 2.3.7, 2.4, 2.4.1, 2.4.2, 2.4.3, 2.4.4, 2.4.5 remain unaltered.

2.2.4 The aim of the County Development Plan 2013-2019 is to drive the present day evolution of the county and to establish a framework for the coordinated and sustainable economic, social, cultural and environmental development of County Meath.

The Core Strategy outlined in the County Development Plan reiterates the identification of Kells as a Moderate Sustainable Growth Town in line with its current RPG status, in addition to it being a Secondary Economic Growth Town in the county linked to Navan in a complementary & supportive role. Moderate Sustainable Growth Towns should develop in a self sufficient manner and levels of growth should be balanced to ensure that any increase in population will be in tandem with employment opportunities, capacity in physical and social infrastructure and will not be based on long distance commuting. Economic development and service provision will be an important factor in determining the appropriateness of new housing. These towns will need to provide a full range of services adequate to meet local needs, both within the town and in the surrounding rural catchment area, but not generate long distance travel patterns.

Tourism is also a major force for development in Trim and Kells with the centres to act as a tourism cluster with improvement in the connectivity between both centres identified for investment. Each town is to develop a strategy for niche tourism as an integral part of their overall development strategy.

Economic Development Strategy

The Economic Development strategy for County Meath 2014-2022 sets out clear, concise, innovative and evidence based measures aimed at accelerating the economic transformation, revitalisation and sustainable development of County Meath from 2014-2022. The Economic Development Strategy contains 8 no. key actions/recommendations designed to achieve the projected level of employment growth in Meath by 2022 of an additional 7,500 jobs in order to broaden Meath’s economic base by growing the share of employment taken up by knowledge orientated activities and thus growing both indigenous and Foreign Direct Investment (FDI) enterprises in County Meath.

The measures recommended within the Economic Development strategy seek to promote County Meath to fulfil its economic potential and to prosper as a successful, diverse and vibrant social, civic, commercial, and residential centre that will be recognised locally, nationally and internationally as a highly attractive and distinctive location in which to conduct business.

The Core Strategy outlined in the County Development Plan reiterates the identification of Kells as a Moderate Sustainable Growth Town in line with its current RPG status, in addition to it being a Secondary Economic Growth Town in the county linked to Navan in a complementary & supportive role. Moderate Sustainable Growth Towns should develop in a self sufficient manner and levels of growth should be balanced to ensure that any increase in population will be in tandem with employment opportunities, capacity in physical and social infrastructure and will not be based on long distance commuting. Economic development and service provision will be an important factor in determining the appropriateness of new housing. These towns will need to provide a full range of services adequate to meet local needs, both within the town and in the surrounding rural catchment area, but not generate long distance travel patterns.

2.2.10

Action Plan for Jobs- Mid East Region

This Action Plan for Jobs for the Mid East region covers the counties of Kildare, Meath and Wicklow. The primary objective of the Plan is to have a further 10-15% employment in the region by 2020 and to ensure the unemployment rate is within 1% of the State average. The Mid East region has significant existing enterprise strengths and assets, and the capability to surpass these objectives. However a new level of collaboration between key players in the region is needed to ensure these common objectives are achieved. This increased collaboration will be facilitated through a number of policy reforms that have been put in place by the Government, including:

- the growing impact of the Local Enterprise Office (LEO) network developed through the close cooperation between Enterprise Ireland and the Local Authorities;
- the fresh mandate of the new Education and Training Boards, who like the Higher Education Institutes are now focused on developing stronger links with their local enterprise base;
- the strengthening of the Regional Offices of IDA Ireland and Enterprise Ireland with a new focus in their respective national strategies on regional job growth;
- the reform of Local Government, with a greater emphasis on the economic development role of the local authorities; and
- the emergence of stronger policy framework to underpin sectoral opportunities with a strong profile at regional level.

The Mid East has key areas of strength and areas of strong potential that offer opportunity for strategic development:

- Well-established and growing clusters of multinational and indigenous companies in sectors such as Internationally Traded Services and High-Tech Manufacturing
- Competitive advantage in its excellent connectivity and access, an asset for enterprise development as well as facilitating tourism and infrastructure-dependent sectors such as distribution and logistics
- A strong and diverse agri-food sector encompassing microenterprises, companies of significant scale, in addition to food technology and innovation facilities
- Proximity to many of the State's major Universities and Institutes of Technology, which have a strong track record in facilitating and prioritising research commercialisation
- Strong assets to support tourism, leisure and recreation, including some of the country's most significant heritage assets and an internationally-renowned horse sport tradition
- A reputation as a hub for the film industry; the region has excellent capacity for large-scale film production, hosting two state-of-the-art film studios facilitating both indigenous and international productions

Section 2.3.1 (iv) Development of Employment and Enterprise Areas

¹The Development Plan provides ~~three~~ four main employment zones within Kells whilst seeking to ensure that employment uses at Clumber Hall are retained and protected.

The existing town centre and town centre expansion area are identified for higher density uses to accommodate predominantly retail, commercial and office use. These uses are located adjacent to public transportation linkages reflecting the principles established by the Local Transport Plan. The development and phasing of these lands will be in accordance with the Framework Plan for the Backlands (Appendix E) which has incorporated many of the recommendations of the former Backlands Local Area Plan as still being practicable.

The lands adjoining Aldi on the Cavan Road are identified for retail warehousing and can also accommodate light warehousing / industrial use in keeping with the original intentions of the agreed Framework Plan. A specific qualification on the land use zoning objective appropriate to a town of the scale and population as relevant to of Kells shall be included.

The employment zone at Kells Business Park is identified primarily for lower density employment uses such as industry, warehousing, logistics and distribution. The further expansion of the Kells Business Park has been identified adjacent to the high capacity vehicular transportation links of the M3 and N52. Further office use at this location will only be considered in close proximity to the public transport corridor to reduce dependence on the private car.

This park is well positioned in terms of access to the ~~N3~~ M3 and N52 bypasses of Kells although at a remove from the residential areas of the town and the town centre. Nonetheless, it has a significant critical mass and has the advantage of its own independent wastewater treatment plant. An overall development strategy for this area has been prepared and is incorporated into this development plan with a strong emphasis on quality of urban design and landscaping.

The final employment zone is on the southern side of the R147 (Navan Road) where lands with an E1/E3 land use zoning objective are being identified. These lands will provide for high end technology/manufacturing and major campus style office based employment as well as providing for potential logistics, warehousing, distribution and supply chain management uses.

-Rebuilding Ireland: Action Plan for Housing and Homelessness- 2016

This Government Strategy states: “Since 2009, persistent under-supply, means that the housing supply deficit is likely to currently exceed 50,000 homes, suggesting that to address both accumulated under-supply and meet future needs, the objective may well need to be to reach supply levels in excess of 25,000 units per annum. The first step, however, is to move from current levels (12,666 in 2015) towards 25,000 per annum as quickly as possible – and it is this transition, coupled with a significant increase and acceleration in social housing delivery, that is the primary focus of the Plan”.

The document outlines actions based on 5 pillars (referenced below).

The detailed strategy and actions of the Plan are based around 5 pillars:

1. Address homelessness
2. Accelerate social housing
3. Build more homes
4. Improve the rental sector
5. Utilise existing housing

The Plan outlines that boosting supply is fundamentally linked to all housing sector stakeholders re-shaping the entire delivery process, from land to infrastructure provision and through to construction methods, to match market affordability trends. In addition, the State sector must support an inherently affordable supply of housing through the measures under its control.

Core Strategy Objective

Core Strategy OBJ 1

The development of new residential properties at Rabbit Hill Wood along the Headfort Road shall be linked to the opening of a publicly accessible river walk. ~~This proposal shall be subject to a Framework Plan being agreed in writing with Meath County Council. The Framework Plan shall provide inter alia the following; Development shall be in accordance with a Master Plan which shall be agreed in writing with the Executive of the Planning Authority. The Master Plan shall accompany any planning application for planning permission on these lands~~

The Master Plan shall address the following:

- The development of additional residential properties shall be subject to the opening of recreational trails / lands identified as H1 “High Amenity” land use zoning objective to the general public from the Headfort Road to the Mausoleum. The development of recreational trails shall seek to only use the existing available trails within the sensitive Natura 2000 site. No additional residential development shall be constructed prior to the entering into of a legal agreement between the landowner and the Local Authority satisfying this aspect of the overall development.
- The scale and number of additional residential dwellings which shall be considered within the area of the ~~Framework~~ Master Plan identified as A1 “Existing Residential” shall seek to minimise the loss of any existing mature specimen trees and seek to

assimilative new development into its sensitive woodland setting. A consistent design theme shall be provided for all development. The location of new development shall primarily be located within the cleared area to the north of the site identified as A1 "Existing Residential" land use zoning objective to ensure that dwellings maximise available sunlight / passive solar gain.

- The permissible density shall be a maximum of 5 units per hectare and shall be on the basis of a qualitative assessment which demonstrates compliance with the remainder of this objective but also the setting of the site within the Headfort Demesne Architectural Conservation Area (please refer to Meath County Development Plan 2013 – 2019).
- Any development within the subject lands shall be subject to the carrying out of an Appropriate Assessment pursuant to the Habitats Directive ensuring that the proposed development will not adversely impact upon the qualifying interests of the Natura 2000 sites.

~~No application for development within the subject lands will be considered in the absence of the required Framework Plan having first being agreed in writing with Meath County Council. When prepared, all subsequent applications for development The Master Plan shall be accompanied with by a design statement ~~demonstrating compliance with the Framework Plan.~~~~

However, should a single application be lodged at any time over the life of the Development Plan seeking the replacement of the existing Rabbit Hill Lodge, it shall be assessed against the remaining policies in the Development Plan and shall not be subject to the requirements of the ~~Framework~~ Master Plan.

Core Strategy OBJ 2

~~The development of new high quality Executive Style residential properties south of the existing Maple Drive residential development along the Athboy Road. Development shall be in accordance with a Master Plan which shall be agreed in writing with the Executive of the Planning Authority. The Master Plan shall accompany any planning application for planning permission on these lands~~

The Master Plan shall address the following:

- Provision of high quality residential accommodation at an appropriate density
- A consistent design theme of high architectural merit shall be provided for the development;
- A high standard of design, finish and layout;
- A comprehensive landscaping plan;
- ~~—~~ Infrastructural requirements including access for vehicles, pedestrians and cyclists. The allocation of residential units to these lands shall remain within the Core Strategy parameters.

The Master Plan shall be accompanied by a design statement.

2.4.6 Land Use Zoning Objectives

B1 Commercial / Town Centre Objective To protect provide for and / or improve town centre facilities and uses.

Guidance

It is intended to accommodate the majority of new commercial and retail uses within lands identified for B1 land use zoning objective. This section of the Development Plan establishes the general principle of use within a given land use zoning objective. Nothing in this section shall confer an expectation that a particular scale of retail outlet is permissible as other considerations as outlined in the Meath County Retail Strategy (included as part of the Meath County Development Plan 2013-2019) and chapter 4 will be taken into account by Meath County Council in the assessment of retail development proposals. There shall be no restriction to the definition of office in B1 land use zones. Office shall include Class 2 and Class 3 as referred to in Part 4 Exempted Development – Classes of Uses contained in the Second Schedule of the Planning and Development Regulations 2001, as amended.

Permitted Uses

B & B / Guest House, Bank/Financial Institution, Betting Office, Bring Banks, Cinema, Community Facility / Centre, Conference/Event Centre, Convenience Outlet, Childcare Facility, Children Play/Adventure Centre, Cultural Facility, Dance Hall / Night Club, Education (Primary or Second Level), Education (Third Level), Funeral Home, Health Centre, Healthcare Practitioner, Home Based Economic Activities, Hotel/Motel/Hostel, Leisure/Recreation/ Sports Facilities, Research & Development, Major Comparison, Offices 1,000sq. m., Place of Public Worship, Public House, Residential/Sheltered Housing, Restaurant /Café, Supermarket/Superstore, Shop, Take-Away/Fast Food Outlet, Telecommunication Structures, Veterinary Surgery, Water Services / Public Services.

Open for Consideration Uses

Agri – Business, Amusement Arcade, Car Park (incl. Park and Ride), Drive Through Restaurant, Enterprise Centre, Garden Centre, Hospital, Motor Sales / Repair, Petrol Station, Plant & Tool Hire, Retail Warehouse, Retirement Home / Residential Institution / Retirement Village, Science & Technology Based Enterprise.

B2 Retail Warehouse Park Objective To provide for the development of a retail warehouse park.

Guidance The objective of B2 zones is to provide for the development of retail warehouse parks. These zones will also allow the displacement of motor car sales outlets from non compatible town centre and edge of town centre locations, subject to their suitable integration within an overall development proposal. The development of retail warehouse

parks shall be subject to the provision of necessary physical infrastructure, and, where deemed appropriate by Meath County Council at pre planning stage, in accordance with an approved Masterplan.

Permitted Uses

Cinema, Factory Outlet Stores, Leisure / Recreation / Sports Facilities, Retail Warehouse, Telecommunication Structures, Water Services / Public Services.

Open for Consideration Uses

Bring Banks, Childcare Facility, Children Play / Adventure Centre, Drive Through Restaurant, **Enterprise Centre**, Garden Centre, **Research and Development**, **Light Industrial / Warehouse**, Motor Sales / Repair, **Office use where the services are not principally for visiting members of the public**, Petrol Station, Restaurant / Café, Take-Away / Fast Food Outlet, **Science and Technology Based Enterprise**, Wholesale Warehousing / Cash and Carry.

C1-Mixed Use

Objective-To provide for and facilitate mixed residential and business uses.

Open for Consideration Uses:

Agri-Business, Amusement Arcade, Betting Office, Car Park (incl Park and Ride), Cinema, conference/Event Centre, dance Hall/Night Club, Drive Through restaurant, Funeral Home, Garden centre, Hospital, Industry-Light, Leisure/Recreation/Sports Facilities, Motor sales/Repair, Offices>1,000 sq m, Plant & Tool Hire, **Research & Development**, Retirement home/Residential Institution/Retirement village, Science & Technology Based Enterprise, Shop, Supermarket/**SupertoreSuperstore**, Take-Away/Fast Food Outlet, Telecommunication structure, Veterinary Surgery, Whole warehousing/Cash and Carry.

D1-Tourism

Objective-To provide for appropriate and sustainable visitor and tourist facilities and associated uses

Guidance:

D1 zones have been identified to provide for tourism type uses such as accommodation and entertainment.

Permitted Uses

B & B, Guest House, Caravan Park, Children Play/Adventure Centre, Community Facility/Centre, Conference/Event Centre, **Medical and related uses**, Craft Centre/Craft Shop, Cultural Facility, Hotel/Motel/Hostel, Leisure/Recreation/Sports Facilities, **Restaurant/Cafe**, Water Services/Public Services.

Open for Consideration Uses:

Amusement Arcade, Cinema, Convenience Outlet, Childcare Facility, Cultural Facility, Dance Hall/Night Club, Offices<100 sq m, Public House, Shop, **niche type commercial supports**, telecommunications structure

E1-Strategic Employment Zones (High Technology Uses)

Objective-To facilitate opportunities for high end technology/manufacturing and major campus style office based employment within high quality and accessible locations.

Guidance:

E1 zones facilitate opportunities for high end, high value added businesses and corporate headquarters. This adheres to the concept of 4th generation Science & Technology Parks. It is envisaged that such locations are suitable for high density employment generating activity with associated commercial development located adjacent to or in close proximity to high frequency public transport corridors.

Permitted Uses

Bio-Technology Manufacturing, Call Centres, Childcare Facility, Convenience Outlet, Green/Clean Light Industries, Education (third level), High Technology Manufacturing, Information Communication Technologies, International and National Traded Services, Knowledge Based Economic Development, Offices 100 to 1,000 sq m, Offices >1,000 sq m, Research & Development, Science and Technology Based Enterprise, Telecommunication Structures, water services/Public Services.

Open for Consideration Uses: Advertisement and Advertising Structures, Conference/Event Centre, Education, Enterprise/Training Centre, Leisure facilities, Hotel/Apart hotel, Industry-light, Restaurant/Cafe, Petrol Station, Transport Depot/Logistics, Warehousing

Uses not listed under the “permissible” or “open for consideration” categories will be assessed on their own merits ,however any such uses shall not conflict with the primary land-use objective to provide for the creation and production of enterprise and employment.

E2-General Enterprise and Employment

Objective-To provide for the creation of enterprise and facilitate opportunities for employment through industrial, manufacturing, distribution, warehousing and other general employment /enterprise uses in a good quality physical environment.

Guidance (General):

E2 lands constitute an important land bank for employment use which must be protected. The development of E2 lands seek to provide for the creation and production of enterprise and facilitate opportunities for industrial, manufacturing, distribution, warehousing and other general employment/enterprise uses in a good quality physical environment.

It shall be the policy of Meath County Council to apply a more flexible approach to large scale office type development in excess of 200 sq m of gross floor area in significant areas (i.e. in excess of 3hectares of land that is currently undeveloped) of E2 land use zoning objective under the following conditions:

- The preparation of a non statutory Master Plan to ensure the provision of the necessary physical infrastructure, the appropriate density and design of layout and

the interface between proposed uses and existing development. This document should be submitted in conjunction with any planning applications arising;

- That all processes being operated in the vicinity of the site, similarly zoned E2, are classified as light industrial in nature, as defined in the Planning & Development Regulations 2001-2013;
- That the site is located adjacent to a public transport corridor and is served by an adequate road network, and;
- That the application is accompanied by a viable Mobility Management Plan which is to the satisfaction of Meath County Council and provides for the achievement of acceptable modal shares for both public and private transport within an appropriate timeframe.

Existing employment generating uses together with their expansion to an appropriate scale and size, consistent with the Regional Planning Guidelines for the Greater Dublin Area and the National transport Authority Transport Strategy for the Greater Dublin Area, shall be facilitated notwithstanding the category of settlement specified.

The majority of the E2 zoned lands in Kells are located in the Kells Business Park off the Cavan Road. ~~A new framework Master plan to guide future development in the undeveloped areas of the park is~~ of the undeveloped areas of the Business Park contained in Appendix G of this Plan. ~~shall be prepared by the land owner(s) which shall have the written approval of the Executive of the Planning Authority. The Master Plan shall provide for all of the aspects outlined within specific objective ED OBJ 5 outlined within Chapter 3- Economy and Employment.~~

~~No office type use shall be permitted on E2 zoned lands where the primary use of the office (or service) are provided principally to visiting members of the public e.g. solicitors, accountants, etc.~~

~~Kells is included in Category 1 – Primary and Secondary Economic Centres as identified in the Meath County Development Plan 2013-2019.~~

E2 zones provides for industrial and related uses subject to the provision of necessary physical infrastructure. They allow the full range of industrial processes to take place within a well designed and attractive setting that provide employment opportunities. In established industrial areas, ~~Kells Town Council /~~ Meath County Council will seek to ensure that non industrial uses are limited to prevent potential land use conflicts developing.

~~Category 1 Primary & Secondary Economic Centres as provided for in Core Strategy of the Meath County Development Plan 2013-2019~~

Guidance

~~Within Category 1 centres, E2 zones provide for industrial and related uses subject to the provision of necessary physical infrastructure. They allow the full range of industrial processes to take place within a well designed and attractive setting that provides~~

~~employment opportunities. In established industrial areas, Meath County Council will seek to ensure that non industrial uses are limited to prevent potential land use conflicts developing.~~

Permitted Uses

Agri – Business, Bring Banks, Builder’s Providers, Car Park (incl. Park and Ride), CHP / Waste to Energy Facilities, Domestic Fuel Depot, Energy Installation, Enterprise & Business Start Ups, Enterprise / Training Centre, Factory Shop, Furniture Showroom (only where product displayed is manufactured on site), Go Kart Track, Industry – General, Industry – Light, Heavy Vehicle Park, Logistics, Mart / Co-op, Motor Repair / Servicing, Plant & Tool Hire, Recycling Facility (Civic & Amenity), Science & Technology Based Enterprise, Telecommunication Structures, Transport Depot, Warehousing, Water Services / Public Services.

Open for Consideration Uses

Abattoir, Car Dismantler / Scrap Yard, Childcare Facility, Construction & Demolition Waste Recycling Facility, Garden Centre, **Leisure Facilities**, Motor Sales, Offices 100 – 1,000 sq. m., Petrol Station, Restaurant / Café, Veterinary Surgery, Waste Recycling / Transfer / Sorting Centre, Wholesale Warehousing / Cash and Carry.

Uses not listed under the permissible or ‘open for consideration’ categories will be assessed on their own merits, however any such uses shall not conflict with the primary land-use objective to provide for the creation and production of enterprise and employment.

E3-Warehousing & Distribution

Objective; To facilitate logistics, warehousing, distribution and supply chain management inclusive of related industry facilities which require good access to the major road network.

Permitted Uses:

Bring Banks, car ~~park~~ (incl. Of park and Ride), CHP/~~Waste~~ to Energy Facilities, Distribution and Supply Chain management, Domestic Fuel Depot, Energy Installation, Fuel Depot, Heavy Vehicle Park, Logistics, Plant Storage, Recycling Facility (Civic & Amenity), Telecommunication storage depot, Transport Depot, Warehousing, Water Services / Public Services, Wholesale Warehousing / Cash and Carry

Open for Consideration Uses

Agri-Business, Childcare facility, Enterprise & Business Start Ups, Enterprise/Training Centre, Garden Centre, Industry-Light, Petrol Station, Restaurant / Cafe, Waste Recycling /Transfer / Sorting Centre.

Uses not listed under the permissible or ‘open for consideration’ categories will be assessed on their own merits, however any such uses shall not conflict with the primary land-use objective to facilitate logistics, warehousing and distribution type facilities.

WL White Lands Objective To protect strategic lands from inappropriate forms of development which would impede the orderly expansion of a strategic urban centre.

These are strategic lands and their designation is to allow for a long term integrated approach to be taken to the expansion of an urban area. It is not generally envisaged that development proposals will be brought forward during the life of this Development Plan for such lands. No indication is therefore generally offered regarding the suitability or otherwise of individual uses on said lands within this Development Plan. The acceptability of specific proposals for development on the lands prior to that time (other than housing will be considered on their merits. It is vital that such lands are protected against developments which would impede the orderly expansion of an urban area. **Should the Planning Authority be satisfied that a project proposed for lands with a white land designation would assist with the implementation of the Economic Strategy; these lands can be released for development during the plan period.**

NOTE: Primary Land Use objectives remain unchanged for A1, A2, , B1, F1, G1, R1 and H1

2.4.8 Framework Plans

~~There are 5 Framework Plan objectives included as part of the Kells Development Plan. 3 of these Framework Plans were prepared as part of the previous 2007 – 2013 Kells Development Plan and have been revised as part of preparing the new Kells Development Plan 2013 – 2019. These are included in Volume III (Appendices) and relate to the Backlands (Appendix E), Cavan Road Framework Plan (Appendix F) and Kells Business Park (Appendix G). There are specific objectives in the plan which relate to these 3 Framework Plans.~~

~~In addition, TOWN CENTRE POL 5 requires the preparation of a new Framework Plan for the development of lands to the west of Bective Street / Bective Square / Suffolk Street whilst Core Strategy OBJ 1 requires the preparation of a Framework Plan for the development of residential lands and publicly accessible walkways to the River Blackwater and mausoleum at Rabbit Hill Woods, Headfort Road.~~

~~The preparation of Framework Plans will assist in achieving quality developments in terms of, inter alia, urban design, structure, delivery of community/amenity facilities and permeability. Kells Town Council / Meath County Council consider Framework Plans to be an effective means of guiding new development and providing essential social infrastructure in a phased and sustainable manner.~~

~~Each Framework Plan shall consist of a written statement and a plan or series of plans indicating the objectives in such detail, as may determined by Kells Town Council / Meath County Council for the proper planning and sustainable development of the area to which it applies to include inter alia, the following details:~~

- ~~• Proposals in relation to the overall design of the proposed development including maximum heights, external finishes of structures and the general appearance and design, including that of the public realm;~~
- ~~• The types and extent of any proposed development indicating how these uses integrate with surrounding development and land uses;~~

- ~~Proposals in relation to transportation including public transportation and non motorised modes, vehicular roads layout and access arrangements, loading/unloading provision, the provision of parking spaces and traffic management;~~
- ~~Proposals in relation to the provision of services in the area including the provision of waste and sewerage facilities and water, electricity and telecommunications services, oil and gas pipelines, including storage facilities for oil and gas;~~
- ~~The element of residential development shall include proposals relating to the provision of amenities, facilities and services for the community including crèches and other childcare services, community and resource centres, and;~~
- The facilitation of public access to the proposed amenity areas located within the Plan boundaries and beyond.

~~The above list is non exhaustive and the requirements for each Framework Plan shall be determined on a case by case basis by Kells Town Council / Meath County Council.~~

2.4.9 Master Plans

A Master Plan shall be agreed in writing with the Executive of the Planning Authority and shall be submitted with any planning application in respect of the lands identified on the land use zoning and objectives map as requiring the preparation of a Master Plan. The Master Plan should illustrate the overall block layout and roads layout for the lands in their entirety and the phasing of development proposed, shall be consistent, where relevant, with the Order of Priority set out in the Core Strategy to this Development Plan. Development located in lands governed by a Masterplan will be subject to an Appropriate Assessment, in accordance with Article 6(3) of the E.C. Habitats Directive, and any other ecological assessments deemed necessary by the Council.

There were previously 5 Framework Plan objectives as part of the existing Kells Development Plan. 3 of these Framework Plans were prepared as part of the previous Kells Development Plan 2007-2013 and are included within Volume 111 (Appendices) and relate to the “Backlands”, to be re-named as Master Plan 1, a second plot of land on the Cavan Road, lands adjacent to the existing Aldi foodstore, to be re-named as Master Plan 2 and a third plot of land within the Kells Business Park, to be re-named as Master Plan 3.

Given that the Framework Plans for the Cavan Road lands adjacent to Aldi and for the Kells Business Park were prepared a significant time ago and in the interests of simplicity it is not intended to require new development to be in accordance with these outdated plans. Rather any planning applications on the undeveloped sections within these two land banks must be accompanied by a new master plan for ‘the lands. Pre planning consultations would be advisable in this regard.

Master Plan 2-relates to undeveloped lands adjacent to the Aldi foodstore on the Cavan Road north of Kells town centre. Development of these lands shall be subject to the preparation of a Master Plan for the written agreement of the Executive of the Planning Authority. The Master Plan shall provide for all of the aspects outlined with specific objective ED OBJ 5 outlined within Chapter 3- Economy and Employment.

Master Plan 3-relates to undeveloped lands within the Kells Business Park on the eastern side of the R147 (formerly the N3) to facilitate the provision of industrial, manufacturing, distribution, warehousing and other general employment /enterprise uses in a good quality physical environment. Development of these lands shall be subject to the preparation of a Master Plan for the written agreement of the Executive of the Planning Authority. The Master Plan shall provide for all of the aspects outlined with specific objective ED OBJ 4 outlined within Chapter 3- Economy and Employment.

A Master Plan is required to be prepared for the development of the “Front lands” located to the west of Bective Street/Bective Square/Suffolk Street, now to be known as Master Plan 4.

Master Plan 5 will refer to the development of residential lands and publicly accessible walkways to the River Blackwater and Mausoleum at Rabbit Hill Woods, Headfort Road. Refer to Core Strategy OBJ 1 in Chapter 2 for details of the Master Plan.

Master Plan 6-relates to lands on the southern side of the Navan Road and is to facilitate the provision of high end technology/ manufacturing and major campus style office based employment and/or to facilitate logistics, warehousing, distribution and supply chain management. Development of these lands shall be subject to the preparation of a Master Plan for the written agreement of the Executive of the Planning Authority The Master Plan shall provide for all of the aspects outlined with specific objective ED OBJ 3 outlined within Chapter 3- Economy and Employment.

Master Plan 7 will refer to the development of high quality Executive Style residential units south of the existing Maple Drive residential development and to be accessed off the Athboy Road. Refer to Core Strategy OBJ 2 in Chapter 2 for details of the Master Plan.

NOTE: Primary Land Use objectives remain unchanged for A1, A2, F1, G1, R1 and H1 zoned lands.

Chapter 3-Economy & Employment

All references to “Kells Town Council” will be removed from within the text as part of this variation process.

All references to “Planning Authorities” will be replaced by “Planning Authority”.

Similarly all references to “Planning and Development Acts” should read as “2000-2016” rather than “2000-2013”.

NOTE: Sections 3.4, 3.5, 3.6, 3.6.1, 3.7, 3.8, 3.8.1, 3.8.2, 3.8.3, 3.8.4, 3.8.5, 3.8.6, 3.8.7, 3.8.8, 3.8.9, 3.8.10, 3.8.11, 3.9, 3.10, 3.11 and 3.12 remain unchanged

3.1.1 Kells in context

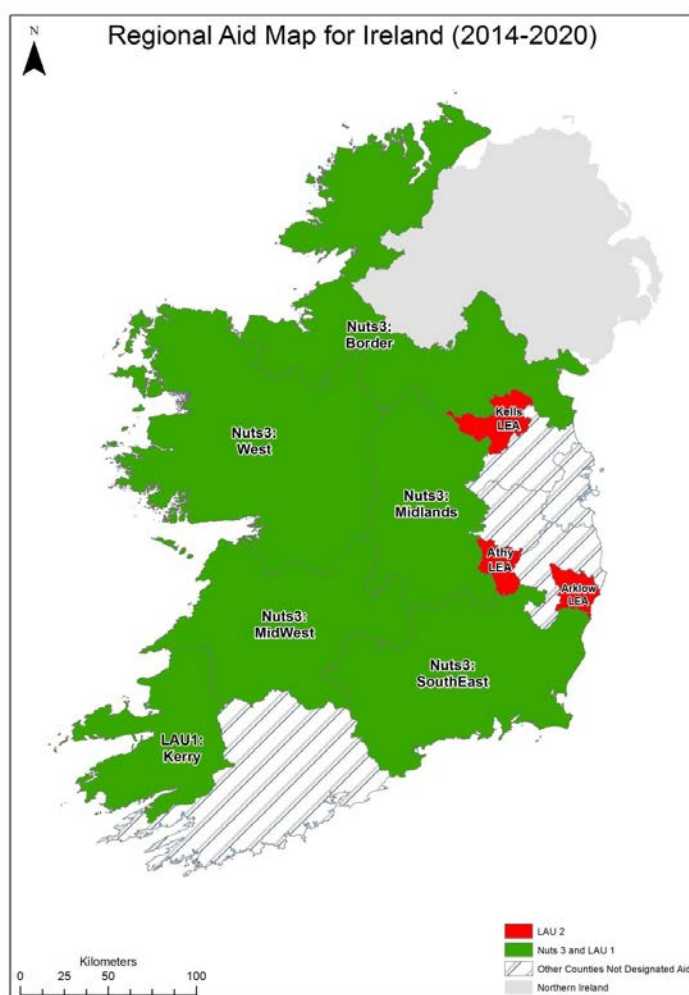
The Kells Development Plan sits within a systematic hierarchy of land use and spatial plans which includes the National Spatial Strategy and Regional Planning Guidelines for the Greater Dublin Area. The County Development Plan is the primary statutory land use planning framework for Co. Meath which utilizes national and regional frameworks to inform and structure land use policies at a county level. The Kells Development Plan sits at the lower end of this hierarchy with increased emphasis on detailed issues rather than focusing on strategic issues. In essence, the strategic positioning of Kells with regard to population growth, economic development, retail development and major infrastructural investment is established by other plans higher up in the spatial hierarchy. The role of the Kells Development Plan is to provide detailed guidance for developers, the public and those involved in or responsible for making planning decisions within Kells Town Council / Meath County Council. The primary role of the Development Plan from an economic and employment perspective is to ensure that sufficient and suitable land is zoned for sustainable large scale and general industry, commercial and retail use.

EU Regional Aid Map 2014-2020

One of the most significant new funding opportunities for Meath is the EU Regional Aid Map for Ireland, which now includes Kells and other parts of North Meath in an area corresponding to the former Kells Electoral Area. This presents an opportunity to promote both indigenous and FDI employment in that part of the county.

The new map means that the Irish Government will be able to provide enhanced financial assistance to the eligible areas identified in the designated regional aid area. The aid will include Enterprise Ireland and IDA Ireland grants to Irish and foreign firms. The aid will also include tourism grants, urban and rural renewal incentives. The new source of aid will be subject to limits and the aid intensity rates (capital and employment grants) are 30% for small firms, 20% for medium firms and 10% for large firms. While the design of the aid is directed towards micro, small and medium firms, larger firms are also eligible, where the rules specify that large firm aid should be directed at new activities, diversification of existing firms into new products or process innovation.

This regional aid designation has greatly assisted in the success experienced particularly within the Kells Business Park since 2014 when the aid became available. It is anticipated that future employment growth will be experienced in Kells and therefore in order to future proof the employment potential of the town an additional area of lands to the south-east of the Town on the Navan Road with the benefit of an E1/E3 land use zoning objective have been identified. It is envisaged that these lands will provide for manufacturing and major campus style office based employment and/or to facilitate logistics, warehousing, distribution and supply chain management subject to the preparation of a Master Plan which shall have the written agreement of the Executive of the Planning Authority



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REDZ Initiative

"The REDZ (Rural Economic Development Zone) initiative is classified within the CEDRA (Commission for Economic Development in Rural Areas). REDZ are defined as functional rather than geographic areas that reflect the spatial patterns of local activities and

development processes. The CEDRA report recommended the implementation of a pilot initiative that supports the formulation of a localised strategic approach to the development of REDZ. The recommendation envisages full participation by communities at a local level in order to foster a sense of ownership of the REDZ development process.

The criteria for the scheme will require projects to outline how they propose to access matched funding in order to implement the pilot in specific REDZ areas. This will not only foster a sense of ownership of the project but also ensure that Local Authorities and other interested stakeholders work together to develop and implement their project proposals.

REDZ local strategic economic development plans should identify and specify the needs and opportunities within a REDZ, identify those supports that both enterprise and labour require, and provide evidence to support their plan. Each proposal should also outline the proposed additional funding to be allocated to the project from other public and/or private sources. Proposals should also outline processes in place to ensure participation at a local level.

The scheme is a leverage scheme with up to 75% of the funding required being available through the pilot initiative and the balance being made up by cash and in-kind contributions from other sources e.g. Local Authority, Chamber of Commerce, local business, fund raising etc. There is a minimum cash requirement of 15% In-kind contributions can include the donation of premises, machinery, sites, skilled and unskilled labour etc. that can be quantified in terms of monetary value”.

It is anticipated that the REDZ initiative will provide further incentive for small, medium and large indigenous enterprises to develop/expand within the Kells district and build on the success that has been experienced in this district over the last number of years. The inclusion of additional E1/E3 employment lands in Kells will assist in attracting high end employers which in turn could create opportunities for small scale enterprises which would act as a support to the high end enterprises.

Section 3.1.1.1 Meath County Development Plan Variation No 3

Since the publication of “Putting People First” Meath County Council has taken a very proactive approach to leading economic development in the County with the establishment of the Meath economic Forum in 2013 and the subsequent publication of the Economic Development Strategy for Meath 2014-2022. The Strategy sets evidence based measures aimed at accelerating economic transformation, revitalisation and sustainable development of County Meath.

The spatial dimension to the Economic Development Strategy for County Meath supports the growth of the National gateway and Primary economic Growth Towns in the hinterland linked by multi-modal corridors. The Economic Strategy also identifies 5 no. key strategic employment sites in the County to target employment generation over the coming years. These sites which include the lands within the Kells Business Park are illustrated within Map

4.2 Strategic Employment Sites contained in Variation no 3 of the Meath County Development Plan 2013-2019 as varied:

- Navan (IDA Business & Technology Park)
- South Drogheda (IDA Business & Technology Park and lands in private ownership)
- Dunboyne North (Lands adjacent to the M3 Parkway Rail Head)
- Ashbourne (Lands north of the Rath Roundabout)
- Kells Business Park.

3.1.2 Employment

Over the past decade, job creation in Kells has focused on the service industry, administration and the Kells Business Park at Lloyd. ~~The 2006 Census indicated that there 2,435 people living within Kells and environs who were 'at work' with a further 254 people looking for their first regular job or unemployed (2,689 people in total). The POWCAR² data indicated that there were 2,024 jobs within the defined town and environs. The 2011 Census is not yet available to the same level of detail although the Small Area Population Statistics (SAPS) indicate that the number of people living within Kells and environs who were 'at work' had fallen to 2,122 with 722 people looking for their first regular job or unemployed (2,844 people in total). The Census data confirms that there are insufficient numbers of employment opportunities locally to satisfy the needs of the resident population with many people having to commute outside of the town and environs for work. It must also be borne in mind that people from outside of the town and environs also work in Kells.~~ The way forward is to establish Kells as a self sustaining town with a mix of employment and business opportunities, reducing commuting numbers and encouraging further retail and tourism development in the town.

Kells Business Park is a first class business location for ~~multi-national~~ multinational and national companies. A variety of industrial, warehousing, wholesale, distribution and service companies are located on the fully serviced ~~80-acre~~ 66 hectare site overlooking the River Blackwater and accessed off the R147 (former N3) with unrivalled access to the ~~N3~~ M3 and N52 bypass.

Following on from the success of the Kells Regional Aid and REDZ designations outlined above Kells has experienced success in the last number of years in attracting a number of new enterprises to the Kells Business Park. In the light of this success it is prudent to remove the phase 2 element of the employment and enterprise lands within the Business Park so that the expansion of business enterprises can continue into the future as envisaged within the Economic Strategy for County Meath where Kells is identified as being one of the 5 Strategic Centres identified for economic expansion up to the year 2022.

² Place of Work – Census of Anonymised Records. As part of the Census 2006 processing programme the place of work details of all employed persons who undertook a journey to work were geo-coded. A detailed file containing the demographic and socio-economic characteristics of these workers along with information on the origin and destination of their journeys to work has been made available for analysis.

In order to provide optimal flexibility and choice to potential entrepreneurs a tract of strategic enterprise and employment land is being identified on the southern side of the Navan road, the R147 (formerly the N3). The lands are to be zoned E1/E3 to facilitate the provision of high end technology/ manufacturing and major campus style office based employment and/or to facilitate logistics, warehousing, distribution and supply chain management subject to the preparation of a Master Plan by the land owner (s) which shall have the written approval of the Executive of the Planning Authority.

Occupiers within the Kells Business Park include:

~~An Post Collection Service & Depot~~

- ~~• Arc Royal manufacturer and distributor of single use medical products and custom procedure trays~~
- ~~• Bective Precision Precision sheet metal fabrication~~
- ~~• Best O Matz Childrens play and party centre~~
- ~~• HDS Energy designer and manufacturer of industrial boiler plant and ancillary equipment and customisation and engineering of turnkey energy projects~~
- ~~• Health Service Executive North East administration centre~~
- ~~• Irish Cooling Towers cooling tower supply, sterilisation service and maintenance contractor~~
- ~~• Kells Glass toughened glass, laminated glass, fire resistant glass, glass processing and mirrors specialists.~~
- ~~• Kells Enterprise Centre office/call centre space~~
- ~~• Larsen Water Management water leak detection and conservation surveys~~
- ~~• Lynn Group Publishing~~
- ~~• Masita manufacture of sportswear~~
- ~~• MDI Medical supply, installation, and service of medical devices and systems~~
- ~~• Meath partnership Community organisation responsible for the design and implementation of local, rural and community development programmes in Meath~~
- ~~• Midland Engineering and Construction construction specialising in commercial construction sector~~
- ~~• National car test Centre~~
- ~~• Smurfit and News International Contract newspaper print works~~
- ~~• Stainless Pipeline Supplies supply of stainless valves, pipe fittings and pipelines~~
- ~~• Young's of Kells bakers and confectioners~~

3.1.3 Employment Land

~~It is clear that the extent of lands currently zoned in Kells Business Park (10.5 hectares in the original Park and a further 40 hectares for which the Framework Plan has been prepared) are significantly in excess of that required to accommodate the projected workforce of the town and environs over the life of the next Development Plan and beyond. There is no justification for any other lands to be identified for general enterprise and employment in the Kells Development Plan. It is proposed to alter the land use zoning objective of the lands previously zoned for E2 land use on the Navan Road to F1 active amenity use. This is discussed at a later stage in the Development Plan.~~

~~Having reviewed the lands which were zoned in the previous Kells Development Plan between the N52 bypass and the existing Business Park, it is considered that the topography of the lands adjacent to the bypass do not readily lend themselves for development. The area adjoining the R147 / N52 roundabout is quite elevated noting that the bypass is in significant cut at this location. Similarly, the lands adjoining the Moynalty Road fall significantly towards the Blackwater River. It is considered preferable to remove the land use zoning objective from these lands in the interest of visual amenity and to protect the qualifying interests of the Natura 2000 sites. It is proposed to reduce the quantum of land which was previously identified (40 hectares extension) to 25 hectares. It is also proposed to phase the remaining available lands at Lloyd as identified in the land use zoning objective map. It is considered that 12 – 14 hectares would be more than sufficient to accommodate the enterprise and employment needs of Kells over the life of this development plan. Future planning applications on the subject lands will be subject to a Traffic & Transport Assessment (TTA), where appropriate, in relation to the likely impact on any specific development on the national road network in the area. Meath County Council has prepared a revised Framework Plan for the expansion of the employment lands at Lloyd as part of this Development Plan (Appendix G Kells Business Park Framework Plan).~~

~~The land use zoning objective applicable to Kells Business Park from the County Development Plan is E2 General Enterprise & Employment (Category 1). The development of E2 lands seek to provide for the creation and production of enterprise and facilitate opportunities for industrial, manufacturing, distribution, warehousing and other general employment / enterprise uses in a good quality physical environment.~~

In order to promote the overall sustainable development of Kells and retain local employment opportunities, it is considered important to retain a range of commercial / business activities within the core area of the town and provide a convenient central location for such uses where they are accessible to those doing business / shopping in the town centre.

Opportunities for new employment uses, including office uses, are available within infill / backland sites in the town centre as well as the significant number of ~~under~~ utilized/underutilized / vacant properties. It is contended that sustainable transport options can be provided to such central sites in preference to locating people intensive uses in Lloyd. A good example of the potential for reusing redundant buildings for office use is the proposed move of the HSE NE offices from Lloyd to the former McKeon car showroom at Bective Street.

ED POL 1

To implement the policies, actions and recommendations of the Economic Development strategy for County Meath

ED POL 2

To encourage and facilitate the successful development of Kells Business Park identified as a strategic employment site in the Economic Development Strategy for County Meath 2014-2022.

EC POL 1

ED POL 3

To promote and provide for employment and enterprise creation opportunities and initiatives, in line with the designation of Kells as a Secondary Economic Growth Town within the Navan Core Economic Area and as per the policies and recommendations of the Economic Development Strategy for County Meath.

EC POL 2

ED POL 4

To protect and enhance the special character of Kells town centre and to provide for and improve retailing, residential, commercial, office, cultural, tourism and other appropriate uses in the town centre.

EC POL 3

ED POL 5

To promote and facilitate synergy between heritage, retail and tourism developments that enhances the economic profile of Kells town.

EC POL 4

~~To continue to consolidate the centre of Kells as the focal point of the town for cultural, social, retail and commercial facilities.~~

EC POL 5

ED POL 6

To continue to support and promote existing industries and enterprises in Kells and build upon the status of Kells as part of an EU designated Regional Aid area and to explore funding streams such as the REDZ initiative to support enterprise within Meath.

EC POL 6

ED POL 7

To provide for the location of high-density employment uses, such as offices in locations within or close to the town centre and within 500m of the metres of the 109 / 109A bus service thereby minimizing the demand for private car based travel.

~~EC POL 7~~

~~To provide for and facilitate the orderly phased development of enterprise and employment uses at Kells Business Park generally in accordance with the Kells Business Park Framework Plan 2013 (Appendix G). Further development can only be facilitated subject to the availability of adequate piped water services. Meath County Council shall seek to achieve a high standard of layout, landscaping and design of the overall site, buildings and groups of buildings. In addition, future development proposals will be subject to a Traffic & Transport Assessment (TTA), where appropriate, in relation to the potential impact on any specific development on the national road network in the area.~~

~~EC POL 8~~

ED POL 8

To encourage predominantly lower density employment uses (industrial, warehousing, distribution, logistics and associated uses) on lands zoned for E2 “General Enterprise & Employment” land use zoning objective at Kells Business ~~Business~~ Park.

~~EC POL 9~~

ED POL 9

To facilitate the sustainable development of commercial, office, incubator units, light industrial and warehousing development on appropriately zoned and serviced lands in co-operation with the IDA, Enterprise Ireland and the ~~County Enterprise Board~~. Local Enterprise Office (LEO)

~~EC POL 10~~

~~To encourage the provision of a number of incubator units for enterprises, as part of larger light industrial or office developments.~~

~~EC POL 11~~

ED POL 10

To apply a flexible approach to the assessment of entrepreneurial start up business and small scale industrial and employment generating activities, where it can be demonstrated that the proposed use would have minimal impact on adjoining uses, primarily residential property.

~~EC POL 12~~

~~Any land development proposed as a result of Economic and Employment policies and objectives will be screened for the need to undertake Appropriate Assessment.~~

Economy & Employment Objectives

~~ECON-OBJ-1~~

ED OBJ 1

To carry out further environmental improvements, public realm enhancements and traffic management in the town centre area which will assist in generating a positive ambience in the town thus creating a positive impact on potential employers/employees locating in, and for shoppers/ tourists visiting the town.

~~EMP-OBJ-2~~

~~To provide landmark commercial buildings of significant architectural merit and within a landscaped setting on lands identified on the Navan Road opposite the entrance to Headfort Golf Club.~~

~~EMP-OBJ-3~~

ED OBJ 2

To monitor the release of land zoned for employment generating uses and the progress made in providing the necessary piped water services capacity to service such lands. ~~Further development can only be facilitated subject to the availability of adequate piped water services. Kells Town Council/~~ Meath County Council will seek to ensure that sufficient land is available to cater for the development of retail, commercial, industrial and enterprise uses to match the needs of the town's growing population.

~~EMP-OBJ-4~~

~~To prepare a commercial profile for Kells as a significant element of the promotion and marketing of the town by the Economic Development & Innovation Unit of Meath County Council for employment and enterprise development targeting tourism, high value added manufacturing, retail (convenience & lower order comparison) and administration.~~

ED OBJ 3 Master Plan 6

To provide for strategic employment uses predominantly lead by a Science Park for Innovation and Research or similar high-end-Business and/or Corporate Headquarters at Navan Road, Kells. Development shall be on a phased basis and in accordance with a

Master Plan which shall be agreed in writing with the Executive of the Planning Authority. The Master Plan shall accompany any planning application for planning permission on these lands

The Master Plan shall address the following:

-A design concept for the lands;

-Guidance for high quality design throughout the development;

-Building heights and densities;

-A landscape plan for the development and landscape management plan (post-completion of the development);

-the provision of a substantial landscape buffer to the southern and eastern site boundaries to address the openness of the site;

-Flood Risk Assessment which takes account of the most up to date available CFRAMS data;

-A Transport Assessment which addresses the following issues:

1) Access arrangements to the development sites;

2) Provision of safe cycleways and pedestrian routes throughout the development site;

3) Provision and access for Service Vehicles to the site.

- All future development within the MP6 lands will have to take full account of the sensitivities of the receiving environment. Proposals for development which would be likely to have a significant effect on European sites will only be approved if it can be ascertained, by means of an Appropriate Assessment (in accordance with Article 6(3) of the E.C. Habitats Directive), that the integrity of these sites will not be adversely affected.

ED OBJ 4

To provide for employment uses predominantly lead by industrial, manufacturing, distribution, warehousing and other general employment/enterprise uses within the Kells Business Park. Development shall be on a phased basis and shall be in accordance with a Master Plan which shall be agreed in writing with the Executive of the Planning Authority. The Master Plan shall accompany any planning application for planning permission on the undeveloped lands.

The Master Plan shall address the following:

-A design concept for the lands;

-Guidance for high quality design throughout the development;

-Building heights and densities;

-A landscape plan for the development and landscape management plan (post-completion of the development);

-Flood Risk Assessment which takes account of the most up to date available CFRAMS data;

-A Transport Assessment which addresses the following issues:

1) Access arrangements to the development sites;

2) Provision of safe cycleways and pedestrian routes throughout the development site;

3) Provision and access for Service Vehicles to the site;

ED OBJ 5 Master Plan 2

To provide for the development of retail warehouse uses on lands adjacent to the existing Aldi foodstore on the Cavan Road in a good quality physical environment. Development shall be on a phased basis and shall be in accordance with a Master Plan which shall be agreed in writing with the Executive of the Planning Authority. The Master Plan shall accompany any planning application for these lands.

The Master Plan shall address the following:

-A design concept for the lands;

-Guidance for high quality design throughout the development;

-Building heights and densities;

-A landscape plan for the development and landscape management plan (post-completion of the development);

-Flood Risk Assessment which takes account of the most up to date available CFRAMS data;

-A Transport Assessment which addresses the following issues:

1) Access arrangements to the development sites;

2) Provision of safe cycleways and pedestrian routes throughout the development site;

3) Provision and access for Service Vehicles to the site.

- Future development within the MP2 lands will have to take full account of the sensitivities of the receiving environment. Proposals for development which would be likely to have a significant effect on European sites will only be approved if it can be ascertained, by means of an Appropriate Assessment (in accordance with Article 6(3) of the E.C. Habitats Directive), that the integrity of these sites will not be adversely affected.

3.2 Tourism

3.2.2 National Tourism Development Strategy 2010-2012

The Tourism Ireland and Fáilte Ireland marketing strategies for international and national markets seek to develop, promote and market the key destinations within the country as the main attractors to entice visitors. Fáilte Ireland, through the Discover Ireland marketing campaign, is implementing a strategy to develop up to 10 world class tourism destinations in Ireland. The Boyne Valley has been identified as one of these 10 destinations with Kells and Drogheda identified as orientation towns within the region. This places Co. Meath and Kells in particular, in an advantageous position to attract significant visitor numbers.

3.2.2-Boyne Valley Tourism Strategy 2016-2020.

This Strategy has been developed in a collaborative manner between Fáilte Ireland, Meath and Louth County Council's. The "goal for the destination is to create and sustain direct and indirect employment generated through increased tourism activity". The broad range of experiences available in the region is to the fore in this Strategy and the many attributes of the region that make it attractive as a tourist destination are set out and are targeted at "increasing dwell time in the area" rather than as short stay destination Kells is specifically referenced as a 'Destination Town' within the Strategy. A key aspect of the Strategy is the marketing actions and brand development which includes the Irelands 'ancient east' branding and logo's which have been introduced at the focal entry points to the town.

3.2.3 Louth and Meath – Tourism Development Study 2010

Fáilte Ireland commissioned the 'Louth and Meath – Tourism Development Study' (2010) which examined the performance of tourism in each county, the strength and depth of its tourism products and infrastructure, and highlighted the potential for further tourism development. The Study provides a series of recommendations for the future development of the tourism product, marketing and investment to maximise the economic returns from tourism. The Boyne Valley is identified as the project with the greatest opportunity and potential to drive significant new tourism business to the counties of Meath and Louth. The continued collaboration between both counties will ensure a strategic and targeted approach towards the creation of a world class tourism destination.

Figures collated by Fáilte Ireland outline that in 2010, 135,000 overseas visitors came to Meath with more than half from Britain and approximately a quarter from mainland Europe and from North America respectively. The overseas revenue was estimated at €54 million. It is estimated that an additional 126,000 domestic visitors also visited the county. The absence of an individual orientation point or destination makes the collation of accurate annual tourist figures for Kells difficult.

3.2.4 Past Now Future – Meath Tourism Strategic Review 2005 – 2010 and Strategic Plan 2011-2013

The Strategic Plan recommends that Meath Tourism channels its focus of activity into two main areas to make a national and international impact:

~~Heritage and Culture Tourism as Ireland's Heritage Capital — regard to the Boyne Valley Development Plan & the Louth and Meath Tourism Development Strategy.~~

~~1.—~~

~~Business Tourism — using the 'Meet in Meath' brand as a communication vehicle which ties into 'Meet in Ireland' business proposition. 'Meet in Meath' is acknowledged as the 'business tourism' arm of Meath Tourism.~~

~~2.—~~

~~All promotional activities should fall under these two main headings to ensure Meath achieves greater penetration in the heritage and culture arena and the concenitive (conference and incentive) market, Ireland's two most lucrative visitor areas.~~

~~The Strategy advocates the retention of the single brand proposition namely 'Meath, Ireland's Heritage Capital'. However, it is timely to review and strengthen the county's heritage proposition and also to build and showcase the culture proposition, thus increasing the value of the overall experience. It is considered that Meath's cultural offering is as strong as its heritage, which it should be packaging to showcase its strengths.~~

~~3.2.5 Audit of Current Cultural Tourism Product in Meath~~

~~This audit was commissioned to support and to raise the profile of County Meath's position as Ireland's Heritage Capital. The publication of the audit gives Meath Local Authorities and Meath Tourism an opportunity to highlight the vast cultural offering that we currently hold, to package it in a more attractive way for the holiday maker and to identify new opportunities to enhance this offering.~~

~~Cultural tourism embraces the full range of experiences visitors can undertake to learn what makes a destination distinctive — its lifestyle, its heritage, its arts, its people — and the business of providing and interpreting that culture to visitors.~~

~~The findings for Kells were as follows~~

~~1. Lifestyle — Residential~~

~~Perception — Not happening —~~

~~Gaps — Employment and Disused Buildings~~

~~Opportunities — Showcase for Monastic Ireland~~

~~2. Heritage — High crosses and association with Book of Kells~~

~~Perception — Very strong heritage legacy but unused opportunities.~~

~~Gaps — Showcase of Monastic settlement to include town tour, with actors and trained guides.~~

~~Opportunities — Remould the town around the monastic settlement and showcase this similar to Bunratty but with greater authenticity.~~

~~3. Arts Exist on an amateur level – no professional showcase for artists in Kells~~

~~Perception – Not visible –~~

~~Gaps – Link the arts with the inspiration for the Book of Kells – its reputation and name is a sufficient link.~~

~~Opportunities – Employ actors to support town Monastic theme park – to be applied for via Boyne Valley funding as “interpreting tourism” and “marketing funds”.~~

~~4. Interpretation of culture to visitors – Well signed and multi lingual interpretation offered~~ ~~5. –~~

~~Perception – Wall plaques and self guided leaflets exist but are not actively promoted.~~

~~Gaps – The information within the guides needs to be brought to life by trained actors and monks who walk among the people of Kells.~~

~~Opportunities – Bring the history of Kells to life via daily street theatre.~~

~~It is further noted that the audit states that the exploration of vacant buildings should be investigated in relation to community short term leases, which would allow them to be used by approved arts / music / craft groups. This would also have the added benefit of keeping historic buildings used and active as well as supporting a new lease of life for Kells in the current challenging economic conditions which prevail.~~

~~FEACH – Furthering Enterprise, Arts, Culture & Heritage is a Meath County Council initiative intended to assist artists and those involved in the creative industries enhance their professional skills and ability to deliver in today’s highly competitive marketplace. It is also intended to highlight the importance of the creative industries in terms of economic development and employment opportunities across a wide range of sectors. The creative industries encompasses a very wide range of activities and disciplines including the fine arts, craft, the audio visual sector (film and broadcasting) as well as computer gaming and the recording industries.~~

~~It is considered that arising from the findings of the audit, that the area closest to the Monastic Settlement could be developed as a cultural quarter – a cluster of creative and cultural industries. This would achieve other urban regeneration objectives close to the main visitor attraction of the town and also in tandem with the development of other initiatives such as the “Town of Books” and the “Artisan Food Centre”.~~

~~3.2.6 Infrastructural Audit~~

~~Brady Shipman Martin was appointed by Fáilte Ireland to undertake an assessment of the standard of infrastructural facilities available at selected destination sites on the Boyne Valley Drive. Kells (Monastic Site) was classed as a Category 3² site. These were classed as~~

² A category 1 site provides a full range of activities to a high standard and have the capacity to cope with significant visitor numbers, have well managed prime tourist centres, open throughout the year

sites that provide some services, usually on a community level standard, that facilitates access to the artefact or point of interest. The Hill of Slane, Slane Castle, Tara and Loughcrew Cairns are also in this category. The Tower of Lloyd is classified as a Category 4 site, namely those which provide very little or no facilities, and where presentation and maintenance standards can vary considerably.

No major constraints were identified for the Monastic Site in Kells although the poor sightlines at the entrance and below standard presentation of paths, car park and site details were noted for the Tower of Lloyd.

The specific findings arising from the study are as follows;

Kells

Site Approach

- Advance signage to Kells is good however signage to Monastic site is poor.

Access & Parking

- No designated visitor / tourist parking – pay & display.
- Reserved coach space outside southern gate.
- No cycle facilities in the town.

Facilities

- Access to graveyard, crosses and tower from town – generally good but disabled access is restricted and excludes gallery museum space.
- Poor pedestrian facilities at main entrance.
- The site does not have public lighting.
- Small converted gallery in Church is seasonal whilst grounds are open all year around.
- No public toilets, seating, litter bins, picnic areas, etc.

Characteristics & Features

- Monastic ruins set in an attractive rural town.
- Includes spectacular round tower, several examples of High Crosses and an attractive graveyard.
- No tourist facilities on site.
- Entrance to site does not co-ordinate with access route.

and of a national / international standard – Brú na Bóinne and Battle of the Boyne Visitor Centres. Category 2 provide essential facilities and are of a good regional standard but may operate on a seasonal or unstructured basis and may not have the capacity or full range of facilities of prime tourist sites – Millmount Museum, Old Mellifont Abbey, Newgrange, Knowth, Loughcrew Gardens and Trim Castle.

Recommendations

- Pedestrian priority area outside the main gates (Market Street / Church Street) – increase car driver awareness.
- Entrance off Cannon Street needs to be open at all times for coach parking.
- Review management regime which could co-ordinate opening of this gate with normal visiting hours.
- Improve access through churchyard (uneven surfaces and changes in level and materials) by introduction of small ramps within graveyard to overcome small but restrictive level changes.
- Access to the church (step at entrance) does not give access to the museum which is on the first floor gallery.
- Consider providing seating at accessible points within the graveyard.
- Provide litter bins.
- Consider feature illumination of Kells Round Tower.

Hill of Lloyd

Site Approach

- Advance signage to Kells is good but poor to the Tower of Lloyd.
- Entrance is undefined and safety is poor due to the restricted sightlines at the entrance.

Access & Parking

- Access for coaches is by arrangement only and requires a key to overhead barrier from Kells Tourist Office but not advertised at site.
- Car parking is undefined and caters for 25 no. cars, no coach or bicycle parking provided for.
- No dedicated disabled car parking provided.

Facilities

- No visitor centre and tower access is on Bank Holidays and Christmas Day or by arrangement only with local archaeological society.
- No public toilets.
- Picnic Facilities provided but their quality is poor.
- Paths – surfaces poor and not accessible to all.
- The site does not have public lighting.

Characteristics & Features

- Remarkable “lighthouse” folly set on elevated ground incorporating a ring fort and paupers graveyard.
- Great view over adjacent landscape.

- Short walk around park.

Recommendation

- Enhanced presentation of entrance could 'signal' the entrance to visitors in conjunction with the provision of improved sightlines.
- Demarcation of roadway outside of main entrance area to improve driver awareness and improve pedestrian safety.
- Single lane access with passing bays which are frequently blocked by people using allotments. Consider separate car parking area for allotment users.
- Presentation and management of car park needs to be improved — barriers prevent coaches, camper vans, cars with roof boxes, etc. from gaining entry. Revise car parking layout and presentation to include removal of barrier by providing access to all, dedicated disabled parking and bicycle parking spaces, proper consistent boundary treatment, surfacing and definition of spaces.
- Improve the pathways; relocate seating along them and to revise the tree planting to a layout that is more appropriate to the setting of the tower and one that provides shelter.
- Consider making access to the tower generally available to visitors.
- Presentation at the top of the hill between the tower and the pauper's graveyard is very poor.
- Provide toilet facilities.
- Improve picnic facilities including provision for disabled access.
- Provide litter bins.
- Playground, whilst a welcome facility, has minimal seating, bins and shelter. Pathways are rough and access to the facilities from them is across grass in almost all cases.

3.2.7 Tourism Route Interpretation Plan for the Boyne Valley Drive

CHL Consulting in association with FW Design were commissioned by Fáilte Ireland to prepare an interpretative plan for the Boyne Valley Drive. The promotion of this touring route forms part of Fáilte Ireland's destination development strategy for the Boyne Valley area. The Boyne Valley Drive is a networked route which extends from Drogheda in the east to Oldcastle at its western extremity. The drive includes a number of settlements, the most prominent being Drogheda, Navan, Kells, Slane & Trim. The Drive will connect with the heritage trails in these towns, to encourage the visitors to explore them and spend time in them. There are 26 stopping points along the Drive with Kells Monastic Site and Tower of Lloyd both identified.

The goal of the project is to devise content and delivery methods that will enable visitors to develop an authentic sense of place and to enjoy a memorable experience / set of experiences. The focus is on engaging with visitors of all types, on entertaining and educating them to enrich their visit, and on encouraging them to return and to spread a positive message to others. The brief of the consultants included the preparation of an overarching interpretative plan for the identified sites and attractions along the Drive,

preparation of detailed specifications for the interpretative solutions recommended for each of the identified locations, the preparation of a broad interpretative framework for 4 identified towns (which included Kells), conduct a detailed examination of each site and a consideration of how existing interpretation might be enhanced.



Although slightly confusing, they have applied a hierarchy which differs from that used in the Infrastructural Audit by Brady Shipman Martin. Category 1a are important sites with extensive visitor facilities (Brú na Bóinne and Battle of the Boyne sites) whilst Category 1b are important sites with extensive visitor facilities in the immediate environs but requiring further improvement (Trim Castle, Millmount Museum & Martello Tower). Kells Monastic Site is included as a Category 2 site which is defined as sites that are important and at which there is potential to enhance the visitor experience significantly. Tower of Lloyd is included as a Category 3 site which are defined as being of lesser importance, or which are important but at which little intervention is possible or required (for reasons of access, visibility, etc.).

The audit undertaken noted that whilst there are information panels in place at Kells Round Tower and High Crosses, they are poorly located and ranked the interpretation rating of this site as poor. The recommendations include the removal of the existing Meath Tourism panels, the provision of new interpretative panel (detailed text provided) accompanied by stories of the site referring to the Book of Kells, Colmcille and monasticism in Ireland and to link the site to Monasterboice and Donaghmore Round Tower. The attraction should be an important part of the town trail which should start at the Visitor Centre as the planned new exhibition would make this the ideal stopping point for visitors to Kells and the large Market Cross is also located there. The audit noted the absence of visitor facilities other than litter bins, no information on overall visitor numbers and that disabled access was provided for.

With regard to the Tower of Lloyd, the audit noted that whilst there is a site marker in the car park and interpretative panels at the Tower, the interpretation rating of this site was considered poor. The recommendations include the removal of the existing panels and the provision of new interpretative panels at the Tower (detailed text provided) accompanied by

~~stories of the site to include details of the paupers graveyard. The audit noted that the existing visitor facilities consisted of a car park (accessible to cars only), litter bins, picnic area, playground and viewing area but disabled access to the overall site is limited. The inability for visitors to gain access to the Tower itself is seen as a major disappointment.~~

~~The Interpretation Strategy involves a combination of print media (detailed guide and map), digital (website, audio guide, Boyne Valley Drive App and Sat Nav) and proposed on-site installations which comprise a suite of interpretive furniture which will be uniquely designed for the Boyne Valley route and uses a combination of materials, specifically stone, stainless steel, bronze and glass.~~

~~The components of the suite of interpretive furniture and their distribution on the route (as relevant to the 2 Kells sites) are:~~

~~Site marker: a distinctive, branded marker to be located at the car park or entrance to each site on the route; the marker will include the site name, a schematic map showing site location and next site in each direction with travel distance and time. They are proposed at the Heritage Centre (former Courthouse) and at the entrance to the monastic site and in the car park of the Tower of Lloyd.~~

~~Interpretation Point: a panel containing written and illustrative interpretive content. They are proposed at the Heritage Centre (former Courthouse) and at the entrance to the monastic site the Tower replacing the existing panels at both locations respectively.~~

Figure 2: Boyne Valley Touring Route



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3.2.8 Interpretative Plan for Boyne Valley Orientation Points at Kells & Drogheda:

The interpretative plan currently being undertaken by Scroope Design on behalf of Fáilte Ireland and Boyne Valley outlines a creative directive for two visitor orientation points at Kells & Drogheda on the Boyne Valley Touring Route. The final report will describe the presentation at both sites, provide budgets for taking the proposal to a final design and construction, the rationale for these budgets and the programme and skills required.

There are two aims for the interpretation at both Kells and Drogheda. Firstly, to inform visitors of the range and breadth of things to see and do along the Boyne Valley Touring Route. Secondly, to promote specifically and separately Kells & Drogheda and their immediate surround sites. The target visitor to both sites is 20,000 per annum and access to both sites shall be free of charge. The presentation shall be housed on the ground floor of the former Courthouse building.

The Kells "our Town" is made up of 5 elements:

- A new 10 minute long film production "Welcome to the Splendour of Ireland" — Pangur Bán (associated with Book of Kells and character in the animation The 'Secret of Kells') will present the story of the sites and history of Kells up to the present day. The existing model of the town would be displayed with a dedicated panel describing the original wall boundary and early maps.
- Book of Kells — facsimile would be displayed in an existing showcase with a touch screen interactive mounted in front.
- The Kells Crozier — Replica would be displayed in an existing showcase with a dedicated panel.
- "Reading the Crosses" — exhibit comprising 4 information graphics displayed with sections of the designs cut from the existing replicas in the former Courthouse.
- Pangur Bán information pack — take away branded information pack containing leaflets on the various sites.

3.3.2 Hotels & Accommodation

It is an objective of Fáilte Ireland to increase overnight stays in Meath and the wider Boyne Valley region. The Meath Tourism Strategic Review 2011-2013 states that Meath has satisfied its need for quality hotels and recommends that the county should now actively promote this accommodation. It is generally accepted that a high quality hotel stock with many new rooms have been developed in the last number of years. In addition, the County has a range of other accommodation options ranging from high quality B & B's and Guesthouses to more budget conscious options including hostels.

The Headfort Arms Hotel offers 45 bedrooms, spa facilities and corporate conferencing facilities which can cater for up to 500 delegates. There would appear to be a shortfall of approved B & B's and guesthouses in Kells.

The Boyne Valley Tourism Strategy 2016-2020 highlights the shortage of accommodation to serve the high end of the market and the lack of more contemporary forms of accommodation as follows "The absence of a five star hotel property also limits the scope to attract certain types of business. The pressure on the destination is a lack of hotel rooms and private sector support should be provided to stimulate consideration of the area for investment....The broadening of the bed night stock more contemporary forms of accommodation also needs encouragement particularly in the promotion of rural based tourism enterprises".

3.3.5 Tourist Signage

Improvements to the roads infrastructure over the past decade have made Meath more accessible. However, if unmanaged, it also offers the opportunity for tourists to pass through Meath even quicker with the threat that Meath could become a 'corridor county'. The County must continue to be vigorously marketed and promoted as a quality tourist destination. This can be achieved in association with the NRA through the provision of service signs, heritage signage and attraction signage. Once off the primary routes, the signage must continue to be clear, concise, uniform and easily followed. This should not necessarily mean more signs in rural areas as it is considered that a proliferation of signage detracts from the rural character.

The "Louth Meath — Tourism Development Study" (2010) recommends a number of actions to be carried out with regard to signage within the Boyne Valley.

- 1) Develop and implement a common look and feel to the interpretation at all sites around the Boyne Valley. This will require investment in an audit of sites requiring interpretation and signage to determine gaps, the development of common interpretative story, and the need for signage and display panels
- 2) Re-signing of the 120km Boyne Valley Driving route. This requires an audit of the requirements for signage of the Boyne Valley driving route and investing in signage and determining gaps on the route in terms of stop off points for visitors and addressing these.

3)

Fáilte Ireland provided funding to allow the commissioning of consultants to undertake these actions and their work is nearing completion.

Tourism Strategy

The Tourism Strategy for Kells, which supports the Boyne Valley Drive, is primarily based on the further enhancement of the heritage and cultural tourism assets of the town. Given the direct and indirect benefits of tourism for the town, ~~Kells Town Council~~ / Meath County Council will encourage the development of the tourism and retail sectors in Kells to further enhance the experience for those who visit the town. The tourism industry relies on the quality and attractiveness of the built and natural heritage and the objectives of this development plan are underpinned by the concept of sustainable tourism. This product provides a high quality product, based on, and in harmony with, a high quality built and natural environment while at the same time maximizing the economic benefits accruing to the town. In general however, it should be noted, that the demands of tourists and

shoppers are broadly similar in that both require easy and safe pedestrian access, a diverse and concentrated core area and a well presented and attractive environment.

A number of specific actions arise:

- To implement the recommendations of the ~~Boyne Valley Drive Infrastructure Study, Boyne Valley Tourism Strategy 2016-2020 Tourism Route Interpretation Plan for the Boyne Valley Drive and Interpretative Plan for Boyne Valley Orientation Points as they apply as it applies~~ to Kells. These recommendations have been outlined already in this section of the plan.
- The monastic site with the impressive round tower and high crosses is being marketed as the primary destination with the Tower of Lloyd as the secondary destination at a slight remove from the town. However it is the town itself which presents the overall tourism product. There is only one opportunity to create a first impression and presently the Navan road entrance to the town, following the significant work on Headfort Place public realm and landscaped institutional buildings / Headfort Golf Club achieves the desired effect. However, the experience deteriorates after this impressive entrance to the town. The Town Council should undertake an agreed programme of further public realm enhancement to continue to improve the appearance of the town.
- Re-establish the former Courthouse as the Heritage Centre and orientation / destination point for tourism in Kells. It is likely that the Market Cross will remain in its current location unless a suitable indoor display area protecting the cross from the elements can be developed similar to that in Clonmacnoise. Consideration should be given to move the cross indoors within the Heritage Centre and to erect a replica at Cross Street. This will require assistance in the form of funding from Fáilte Ireland.
- Traffic management within the town is a significant disincentive to encourage tourists to this highly accessible Heritage Town. The town is dominated by car movements and excessive on street parking to the detriment of pedestrian and cyclist movements. The town has been affected by years of relentless traffic before the opening of the M3 Motorway and N52 bypass. Kells has benefitted more from the M3 Motorway than any other town in taking 2 national routes from the town centre. This is developed further in the Local Transport Plan which accompanies this Development Plan. The need for effective traffic management which must include rededication of road space to other users and traffic calming is integral to the overall tourism strategy.
- A strategy needs to be developed to tackle the considerable extent of vacancy and creeping dereliction in the historic town core. This is critical to the success of the tourism product. Consideration of community short term leases, which would allow them to be used by approved arts / music / craft groups and “pop up shops”, should form part of this strategy. A vibrant town is an attraction in its own right and the development of an active and vibrant town centre encourages visitors and shoppers to linger in an area and thus boost retail spend.

- ~~To support the marketing of Kells in accordance with the provisions of the Boyne Valley Tourism Strategy 2016-2020 as a cultural hub and support retail, tourism and artisan development in Kells. Create a cultural quarter — a cluster of creative and cultural industries with galleries, craft shops, potteries, goldsmiths and jewellery designers, artisan foods, restaurants, cafes, etc. — in the Market Street, Church Hill, Church Street, New Market Street and Canon Street. This is the area where tourists will travel to on their way to the monastic site from the Heritage Centre and the streets immediately adjoining same where they will spill over after visiting the monastic site.~~ The development of other initiatives such as the “Hay Festival”, “Town of Books” and the “Artisan Food Centre” would further enhance the tourism appeal of this area as a destination in its own right. This area needs to be significantly traffic calmed so that tourists and other visitors can ramble in a safe manner through the historic town centre away from the busy streets of Headfort Place, John Street, Farrell Street and Bective Street.
- ~~The Town Council land bank at Lloyd requires an overall development strategy. This would seek to implement the recommendations contained in the Boyne Valley Drive Infrastructure Study & Tourism Route Interpretation Plan for the Boyne Valley Drive but also look at wider development potential of the site from a combined tourism and amenity perspective. It is recommended that this strategy be undertaken by the joint authorities within 2 years of the adoption of this Development Plan, subject to funding. It is proposed to zone the publicly owned land bank at Lloyd for open space / tourism use accordingly.~~
- Further expand the range of accommodation offer in the town – hotel rooms, approved guesthouses & B&Bs and the development a caravan and camping / motor home site.

Tourism Policies

~~TOUR POL 5~~

~~To ensure that new tourism facilities, including accommodation and other facilities, are provided where they can best support the provision of services and the general economic vitality of the town.~~

~~TOUR POL 6~~ TOUR POL 5

To co-operate with Fáilte Ireland, Tourism Ireland, Meath Boyne Valley Tourism, Louth County Council, Boyne Valley and any other relevant bodies in the implementation of the Boyne Valley Destination Development Strategy Tourism Strategy 2016-2020 and Ireland's Ancient East Programme.

~~TOUR POL 7~~

~~To ensure that the provision of dwellings, which form part of an integrated tourist development, will not be occupied as permanent places of residence.~~

~~TOUR POL 8~~

~~To facilitate the development of high quality tourist accommodation such as hotels, hostels, B&Bs / Guesthouses, etc. at suitable locations, subject to ensuring a high standard of architecture, the provision of adequate infrastructure and compliance with normal planning considerations.~~

~~TOUR POL 9~~

~~To consider the provision of caravan, camping and motor home sites at suitable locations. In all instances, Kells Town Council / Meath County Council will seek to ensure a high standard of layout, design and amenity in such proposals whilst safeguarding the landscape character in sensitive areas.~~

~~TOUR POL 10~~

~~Any land development proposed as a result of Tourism policies, particularly in relation to development at Lloyd or adjacent to the River Blackwater, will be screened for the need to undertake Appropriate Assessment.~~

Tourism Objectives

TOUR OBJ 1

To implement the recommendations of the Boyne Valley Tourism Strategy 2016-2020 Drive Infrastructure Study, the Tourism Route Interpretation Plan for the Boyne Valley Drive and the Interpretative Plan for Boyne Valley Orientation Points as they apply to the town of Kells and its environs.

TOUR OBJ 2

To facilitate the creation of a cultural quarter hub in Kells in accordance with the provisions of the Boyne Valley Tourism Strategy 2016-2020 and support retail, tourism and artisan development in Kells, a cluster of creative and cultural industries with galleries, craft shops, potteries, goldsmiths and jewellery designers, artisan foods, restaurants, cafes, etc. in the Market Street, Church Hill, Church Street, New Market Street and Canon Street. Flexibility of land use zoning considerations shall apply whereby proposals can demonstrate consistency with this policy and subject to the proper planning and sustainable development of the area.

TOUR OBJ 3

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TOUR OBJ 4

TOUR OBJ 3

To implement the Traffic Management Plan for Kells and in particular introduce significant traffic calming and pedestrian / cyclist priority measures in the medieval and cultural quarter of the town.

TOUR OBJ 5

TOUR OBJ 4

To prepare and implement a strategy to address the considerable extent of vacancy and creeping dereliction in the historic town core.

TOUR OBJ 6

TOUR OBJ 5

To prepare and implement an overall tourism and amenity development strategy for the ~~Town~~ Council land bank at Lloyd, ~~which would, inter alia, implement the recommendations contained in the Boyne Valley Drive Infrastructure Study & Tourism Route Interpretation Plan for the Boyne Valley Drive.~~ The preparation of the development strategy shall be completed ~~within 2 years of the adoption of this Development Plan~~, subject to funding. In addition, future development proposals

will be subject to a Traffic & Transport Assessment (TTA), where appropriate, in relation to the potential impact of any specific development on the national road network in the area.

TOUR OBJ 7

~~To create a design brief for shop fronts and streetscapes that would offer a suggested complementary palette of colours, designs, signage and lettering for property owners.~~

TOUR OBJ 8

TOUR OBJ 6

To identify a high quality and appropriate design and style of civic furniture that will consistently be adhered to befitting the Heritage Town status of ~~the~~ Kells.

TOUR OBJ 9

TOUR OBJ 7

To develop and enhance the roundabouts and entrances to the town as effective gateways into a Heritage Town.

Chapter 10 Heritage and Environment

Additional Objectives to be added as follows (Objectives to be renumbered accordingly):

HER OBJ 4 To protect and conserve the integrity of soils that support the rich biodiversity and ecological networks in Kells.

HER OBJ 5: To protect and conserve the integrity of soils that support the rich biodiversity and ecological networks in Kells.

HER OBJ 6 'To seek to preserve and maintain air and noise quality in the county in accordance with good practice, relevant legislation and ambient noise thresholds in Meath Noise Action Plan.'