

CHAPTER 3

Economic Development



Economic Development

Aim: To provide for the future well being of the residents of Naas by promoting economic development, to strengthen its role within the Greater Dublin Area as an economic growth town, to promote the growth of employment opportunities in all sectors in accordance with the principles of sustainable development; to reduce the levels of commuting and to provide for greater focus on community building and quality of life.

3.1 ECONOMIC CONTEXT

3.1.1 National Context

Improving Ireland's economy is a recognised priority at national level and this has been reflected in '*Building Ireland's Smart Economy: A Framework for Sustainable Economic Renewal*' (2008). This sets out Government policy on the restructuring of the economy with the primary objective of returning Ireland to sustainable growth in the medium-term. The framework focuses on building a smart economy with thriving enterprises, high quality business environment, secure energy supplies, an attractive environment and first class infrastructure.

3.1.2 Regional Context

At a regional level, the Greater Dublin Area is seen as the power house of the national economy accommodating over 40% of the population of Ireland and generating just under half of Ireland's Gross Value Added. The Regional Planning Guidelines for the Greater Dublin Area, (2010-2022) set out a strategy for the continuing economic development of the region. The RPG strategy identifies key areas of enterprise development potential in the GDA and focuses on enhancing strategically important aspects of the business environment so as to create the conditions for attracting investment by both foreign and indigenous companies, stimulating entrepreneurship and enabling companies to grow and target international markets. The RPGs state that targeted investment in physical, green and social infrastructure provides the most efficient and effective long-term use of resources.

Naas is identified in the RPGs as a "Primary Economic Growth Town" and is clustered with Newbridge to serve the Hinterland area in terms of employment and the provision of goods and services.

3.1.3 Local Context

The promotion of sustainable economic development is a priority of this Plan. This Plan will seek to build on the current economic strategy for the county "Competing in a Globalised World – An Economic Development Strategy for Kildare". The future economic development of Naas is linked to that of the county and the key message from the foregoing strategy is that Kildare has to compete internationally in order to attract and retain investment and skills. It recognises the need to develop and attract more strategic activities in the manufacturing sectors and re-orientate the county towards high value added traded services. At a strategic level it advocates the importance of identifying locations that have the highest potential for the attraction of high-tech, high value added and research intensive activities and that these sites be identified specifically for those developments. It also recognises the need to cater for a wide range of business, residential and infrastructure developments throughout the county.

3.2 ECONOMIC PROFILE OF NAAS

Naas has developed as a key location for industry and employment generating activities. In 2006, the CSO recorded 10,521 persons aged 15 years and over in the labour force in Naas. The labour force participation in Naas in 2006 was 72% compared to 68% for the county and 62.5% nationally¹. The census indicates there is a vibrant working population relative to the population base in Naas.

Tables 3.1 and 3.2 outline the employment levels and the categories of employment in Naas in 2006. The census indicates that the dominant categories of employment are Commerce, Education, Health and Social Work account for over 60% of employment in the town area, with manufacturing accounting for just over 10% of employment. The data demonstrates the broad range of skills and experience in the town which should act as an attraction for future investment in the area by both indigenous and foreign firms.

¹ Labour Force participation rate is calculated by expressing the Labour Force (i.e. those at work, looking for first job and unemployed) as a percentage of the population aged 15 and over.

Table 3.1 Principal Economic Status (Persons aged 15+)

Category	No. of Persons
Total Population of Naas	20,004
Persons aged 15 and over	15,705
Number in Employment	10,521
Unemployed and Job seekers	773
Students	1,269
Retired	1,134
Looking after home/family	1,532
Unable to work due to disability/sickness	476

Table 3.2 Employment in Naas by Industry

Category	Jobs	2006 % share
Agriculture, forestry and fishing	80	1.0%
Commerce	2,974	37.4%
Construction	280	3.5%
Education, health and social work	819	22.9%
Manufacturing industries	1,079	13.6%
Public administration and defence	557	7.0%
Transport, storage and communications	264	3.4%
Other	830	10.4%
Unknown	64	0.8%
Total Employment in Naas Urban Area	7,947	100.0%
Jobs Ratio	0.72	

Source: Tables 3.1 and 3.2 CSO Census 2006

The jobs ratio for Naas town at 0.72 is higher than that of the county at 0.62 in 2006. Jobs ratio relates to the number of jobs based in the town divided by the resident workforce. It does not factor in employees commuting in or out of the town to work.

3.2.1 Unemployment Rates

Within the county, there has been a significant increase in the numbers of people 'signing on' since the end of February 2007. Unemployment figures available from the Newbridge Social Welfare Office indicate a significant increase in the numbers of people 'signing on' since the end of November 2008. Between November 2008 and November 2009 the number of people signing on the register at the Newbridge office increased from 5,795 to 8,555.



3.2.2 Levels of Commuting

The 2006 Census indicates that a substantial number of workers resident in Naas commute to work outside of the town. Census figures indicate that there are 10,521 people in employment with 7,947 jobs in the town area. This indicates the availability of an experienced workforce for any new employment projects. The projected increase in population, allied with the role of Naas as a Large Growth Town and as an economic driver as outlined in the RPGs, will result in an increase in the labour force in Naas. The availability of a larger workforce could result in a comparative advantage in attracting inward, employment creating enterprises, but will also require the creation of employment opportunities. It is an aim of this Plan to enhance job creation and increase the number of people who both live and work in Naas.

3.3 EMPLOYMENT REQUIREMENTS 2006-2017

Table 3.3 provides a broad assessment of Naas' employment requirements up to 2017. Many residents of the town are dependent on jobs located elsewhere in the region and in particular in Dublin City. In order to make the town more self-sufficient and improve the quality of life of residents by bringing employment closer to where people reside, it will be necessary to promote an increase in the number of jobs available in the town. The Regional Planning Guidelines identify that the county should plan for an increased jobs ratio. It is a goal of this Plan to achieve a jobs ratio of 0.75 for Naas by 2017.

Table 3.3 Future Employment Requirements

Naas	2006	2017	Increase 2006-2017
Population	20,044	27,933	7,933
Total Labour Force ²	11,294	15,804	4,510
Jobs Ratio	0.72	0.75	0.03
Number of Jobs existing/required in Naas ³	7,947	11,853	3,906

Assuming greenfield sites are developed at a modest plot ratio of 0.4 and all lands are developed at low-medium density type employment (40m² per employee), the provision of the required new jobs on new sites would require the zoning of approximately 40 hectares of employment land up to 2017. Currently it is estimated that approximately 110 hectares of undeveloped land is zoned for employment purposes throughout Naas.

² Estimates based on same proportion evident in 2006

³ Source: Derived from CSO POWCAR data, by DTO (2009).

3.4 ECONOMIC DEVELOPMENT STRATEGY

The strategy for economic development and employment seeks to support and facilitate the economic prosperity of the town, while acknowledging in particular the importance of the knowledge economy. The strategy should be consistent with the Kildare County Development Plan 2011-2017 which identifies Naas as a Primary Economic Growth Town. Naas is promoted for local and regional enterprise and servicing its urban and rural hinterland areas. Achieving a critical mass is a core objective, supported by density levels which support competitiveness, sustainability and create opportunities for economies of scale to justify infrastructural provision.

This Plan seeks to promote Naas as an economic driver for the region and thereby to attract higher order knowledge based enterprise and economic developments to the town. A new land use zoning category of "Enterprise and Employment" has been included in this Plan to allow for and promote the growth of this important sector. It is a priority of the Plan to encourage and make provision for increased employment activity, including ensuring that sufficient land is zoned at optimum locations, the provision of necessary infrastructure, and to encourage measures in promoting critical mass to allow for the future economic development of Naas.



3.5 FACTORS INFLUENCING FUTURE ECONOMIC DEVELOPMENT

I. Availability of Zoned Land

One of the key enablers to attract potential investment and employment to Naas will be the availability of appropriately zoned lands. The Naas Development Plan 2005-2011 zoned approximately 190 hectares of land for employment uses. Of these lands, it is estimated that approximately 110 hectares remain undeveloped. This solely relates to lands zoned for employment such as enterprise, industrial, warehousing and commercial. It does not take into account potential job creation on other zoned lands for uses such as town centre, retail or leisure and amenity which amount to approximately 70 hectares of land.

Given the requirement for approximately 40 hectares of land to accommodate future employment needs in Naas, it is considered that there is currently sufficient land zoned for employment generation to meet jobs creation needs for the town up to 2017 and beyond. In addition the Council has provided for long term employment uses in the form of "White Lands" within the Northwest Quadrant area. These lands are not zoned for a specific use at the present time. The purpose of these lands is to act as a strategic land reserve which can be zoned and developed in a sequential approach as the demand arises.

Table 3.4 provides further information in relation to the location and availability of undeveloped zoned employment land in Naas.

II. Infrastructure

Adequate infrastructure is vital for the facilitation of future economic development activity in the town. This includes water services, effective road and public transport networks, energy, telecommunications, waste management, education facilities etc. There is a significant infrastructural deficit in relation to waste water infrastructure in Naas which is serviced by the Osberstown Wastewater Treatment Plant. However, the Osberstown WWTP has been identified as a key infrastructural priority and it is anticipated this will be resolved in the medium term. This issue is dealt with in further detail in Chapter 8 of this Plan.

Naas is well served by broadband infrastructure. The availability of this telecommunications infrastructure in Naas enables high speed access to information for industry, public and private sector organisations.



III. Quality of Life

The importance of quality of life is a key component to facilitate future economic development. Factors that make a town attractive for both firms and their employees are the key to a successful economic development strategy. Specific actions to improve quality of life include:

- Providing high quality residential developments with supporting social and community facilities.
- Ensuring a vibrant town centre with a high quality public realm.
- Zoning of sufficient and appropriately located lands for enterprise, industrial and commercial development.
- Creating an attractive urban environment to facilitate residency of the projected labour force.
- Developing the public realm and amenities of Naas so that the quality of life of employees and residents can be improved.
- Ensuring the appearance of development complements existing environments and is of the highest quality.
- Seeking the upgrade of transport infrastructure together with the improvement of inter-urban non national roads and seeking opportunities for modal change e.g. park and ride facilities.
- Expanding infrastructural capacity for waste, water and wastewater.
- Increasing and improving the range and quality of recreational, amenity and cultural facilities.

3.6 LAND USE AND ECONOMIC DEVELOPMENT

Economic development will be focused on land uses such as enterprise development, industry, retail and commercial development. Other sectoral employment opportunities for consideration include tourism, leisure, and rural enterprise in the agricultural zone.

3.6.1 Large Scale Enterprise Development

Enterprise development includes a broad range of economic and employment generating developments that rely on process-orientated activities to produce goods and services. It includes 'office-based industry' and knowledge, high technology and services based industry. Traditional industries are often being replaced by these new categories of business which provide a range of products and services including software development, information technology, telemarketing, commercial research, science and research and development. This Plan seeks the expansion of these activities in Naas and supports their development.

In general large scale multi-national companies display a preference for locations within or in close proximity to large urban areas that can provide labour force, skills, infrastructure, services, accessibility and business social networks. Naas provides a number of zoned areas to accommodate a wide range of enterprise development opportunities including major foreign investment.

3.6.1.1 Northwest Quadrant Masterplan

The Northwest Quadrant area of Naas was identified in the Naas Town Development Plan 2005-2011 as being the most appropriate location for the future expansion of the town. (Refer to Map 14.1 Land Use Zoning Objectives for Masterplan boundary). The overall lands which were subject to the preparation of a Masterplan in 2007 consist of approximately 300 hectares. The development of these lands represents a major opportunity to achieve the co-ordinated and comprehensive development of enterprise, commercial, housing and associated recreational, educational and community facilities in Naas.

The lands include zoning categories such as enterprise and employment, housing, educational and community and urban village. It is envisaged that there may be opportunity to accommodate up to 6,000

employees in the area. There is also an opportunity for reverse commuting from Dublin given the proximity to the rail station in Sallins. The Naas Northwest Quadrant Masterplan, (2007) sets out the context, goals, objectives and structure for future development of the Northwest Quadrant to ensure that development occurs in a sustainable and planned manner. Future development within the Masterplan lands must be of high quality and should comply with urban design guidance and development management standards contained in this Plan.

3.6.2 Industrial Development

There continues to be a need for a diverse range of employment opportunities despite the increasing move towards "knowledge-based" activities. It is important to retain existing industrial based development and also to expand this where appropriate. The industrial and warehousing zoning objective allows for industrial and a range of related uses that could be suitably located on industrial estates within the town. Naas has established industrial and warehousing clusters at Monread Road, Dublin Road and Jigginstown and the further development of these areas is supported.

3.6.3 Small-Medium Enterprises (SMEs)

The development of small-medium scale projects with long-term employment potential are important to the future development of Naas and such development is encouraged within the town. Small-medium enterprises may include manufacturing, repairs, distribution, open storage and transport operating centres type activities. Naas performs an important function in sustaining the local community and in providing enhanced opportunities for the creation of new enterprise.



3.6.4 Retail and Office Development

A key component of the local economy in Naas is the retail sector. It adds to the vitality and attractiveness of the town and is a significant employer. Planning policy in relation to retailing is set out in Chapter 6 of this Plan. The priority location for new retail floorspace is within Naas town centre.

It is important that the commercial/office sector is allowed to expand with a choice of suitable locations throughout Naas. Where a proposal provides goods or services to a significant number of visiting members of the public it would be appropriate to locate these in the town centre area.

3.6.5 Education and Health

Census figures in 2006 indicate that the education and health sector accounted for 22.9% of employment in Naas. The education and health sectors have a role to play in the further training of the workforce and also in further research. The continued development of the numerous primary and secondary schools in Naas is of importance. The role of the Health Service Executive and Naas General Hospital are also of particular significance to the town and are major employers, in addition to the new Vista Primary Care Campus on the Ballymore Road.

3.6.6 Home Based Economic Activity

Home working can make a positive contribution towards reducing car travel. While the Plan supports the concept of home working, it is important that it does not result in disamenity in a residential area and therefore employment use in a dwelling should be restricted to the occupier of the dwelling and such use should be subordinate to the use of the dwelling as a residence.

Further guidance in relation to home working proposals are set out in Chapter 13 Development Management.

In addition to home working, this Plan supports the concept of a live-work unit which can be defined as a single unit within a building that is both a place to live and a place of business or commerce. The development of live-work units can lead to a more sustainable land use pattern, by providing for a mix of uses, ensuring a balance between day and night time activity and reducing commuting.



3.7 LOCATION AND AVAILABILITY OF EMPLOYMENT LAND IN NAAS

The Council's zoning strategy for the town identifies locations for particular types of employment land uses such as large-scale enterprise development, industrial development, retail and small to medium enterprises. The Plan seeks to identify a range of optimum locations which can present opportunities for the location of specific / specialised enterprise and employment uses within the town. The Plan also encourages the re-use and re-development of brownfield lands i.e. those lands formerly used for other uses.

The location of the main employment areas in Naas and the quantity of zoned undeveloped land available for employment development are shown in Table 3.4 and Map 3.1. In addition to the main employment zoning categories such as Enterprise, Industry and Warehousing, there are other zoning categories which allow for economic development such as leisure and amenity and commercial zonings. Reference should be made to Chapter 14 for further detail in relation to specific land use zoning objectives.

Table 3.4 Location and Availability of Employment Land in Naas

Land Use Zoning Objective	Location and availability of (undeveloped) land (ha)	Employment Opportunities/Sectoral Strengths
<p>Enterprise and Employment To facilitate opportunities for employment and enterprise uses, manufacturing, research and development, light industry and employment and enterprise related uses within a high-quality campus/park type development.</p>	<p>1. Northwest Quadrant 2. Millennium Park 3. Dublin Road 4. Blessington Road (103 ha)</p>	<p>Identified for large/medium scale new enterprise and employment growth of Naas. These areas will play a pivotal role in future enterprise and employment development in the town.</p> <p>Development of high-quality knowledge based enterprises focusing on high-tech development, ICT, R&D, offices, office based industry and manufacturing.</p> <p>Development at these locations should increase the density of employment in the area while also allowing for some mixed-use development to increase service opportunities.</p>
<p>Industry and Warehousing To provide for and improve industrial and warehousing development.</p>	<p>5. Jigginstown 6. Monread Road 7. Dublin Road/Maudlins (20 ha)</p>	<p>Employment development in these areas will be generally less employment intensive. Opportunity for development of high value added manufacturing, and small-medium enterprise (SME).</p> <p>Significant capacity for infill industrial development and re-development of brownfield sites. Opportunity for new industrial and warehousing development, and small-medium sized enterprise in undeveloped areas.</p>
<p>Retail/Commercial To provide for and improve retailing and commercial activities.</p>	<p>8. Monread Road 9. Dublin Road (5 ha)</p>	<p>Capacity for new retail development.</p>
<p>Town Centre To provide for the development and improvement of appropriate town centre uses including retail, residential, commercial and civic use.</p>	<p>10. Town Centre (5 ha)</p>	<p>Capacity for retail development, office and small-medium enterprise.</p>
<p>Agricultural To retain and protect agricultural uses.</p>	<p>11. Agricultural Zone (566 ha)</p>	<p>Rural enterprise and horticulture.</p>

Note: Table 3.4 is indicative of the main employment zones and their employment opportunities in Naas. For further guidance in relation to zoned land, Refer to Chapter 14 Land Use Zoning and Map 14.1 Land Use Zoning Objectives.

3.8 PREVENTION OF MAJOR ACCIDENTS

The Seveso II Directive (96/082/EEC) is an EU Directive that seeks to prevent major industrial accidents involving dangerous substances and to limit the consequences of such accidents on people and the environment.

There are no major accident hazard sites notified under the EC (Control of Major Accident Hazards involving Dangerous Substances) Regulations 2006 (SI 74 of 2006) within Naas but any new developments of this nature shall abide by standards prescribed by the Health and Safety Authority and relevant legislation.

3.9 TOURISM

It is recognised that tourism development can make an important contribution to the economy. The highly attractive nature of Naas' natural and physical environment including the Corbally branch of the Grand Canal, the lakes off the Ballymore Road combined with the richness of its cultural and architectural heritage and archaeology add to its' attractiveness as a tourist location. The Council acknowledges the role of Naas as a tourism destination and will encourage the development of additional tourism-based facilities. It is acknowledged that there may be opportunities for tourism-based facilities, including, tourist-related retailing linked to the existing town centre. The Canal Harbour area is also recognised in this Plan as having potential for tourist related development.

Naas retains many buildings of significance, including the Courthouse, Jigginstown Castle, St. David's Church and Castle, which attract many visitors. Furthermore the availability of recreational facilities such as Naas and Punchestown Racecourses and the local golf clubs e.g. Naas, Craddockstown and Palmerstown, are important to the town's tourism industry. It is important to protect and enhance the qualities of Naas so that the growth in tourism visitors into the town is continued. This Plan seeks to encourage and promote the tourist product in Naas and to accommodate new tourist based industry in the town such as food markets, arts and craft development etc.

3.10 RURAL DEVELOPMENT AND AGRICULTURE

Certain types of rural enterprises, especially those that involve natural resources may, at an appropriate scale, have a role to play in the agricultural zone. Where appropriate locations are available within Naas and subject to proper planning considerations, including adequate infrastructure, these may be considered within the agricultural zone. Naas is unusual in having such a large area of agricultural land of approximately 580 hectares within its town boundary. There are approximately 20 farms within or partially within the town boundary.

Despite a decline in fulltime agricultural employment, it is recognised that the agricultural industry has an important role in employment. Horticulture, a sub-sector of agriculture, offers higher value added than in traditional agricultural enterprises and its development as an enterprise is also recognised in this Plan.



3.11 EQUINE

The bloodstock industry represents a significant land use in Naas with stud farms representing approximately 10% of the total land area within the town boundary area. The Council recognises the importance of the bloodstock industry within and bordering the Town Council area. The high amenity value which investment in this industry requires is acknowledged.

3.12 ECONOMIC DEVELOPMENT POLICIES

3.12.1 General Economic Development

It is the policy of the Council:

- ED1: To facilitate and support the growth of Naas as an attractive location for employment development.
- ED2: To promote employment in Naas in order to reduce the need to travel and the dependence on private transport.
- ED3: To promote sustainable economic development at strategic locations on appropriately zoned land throughout the town, especially at or in close proximity to transport nodes.
- ED4: To promote and facilitate the development of large scale employment generating developments in the Northwest Quadrant area and other appropriately zoned locations.
- ED5: To facilitate and provide for the development of knowledge-intensive and technology based companies in Naas, and to encourage the provision of Research and Development/Innovation facilities to support enterprise and employment.
- ED6: To support the development of a high quality built environment to attract and sustain enterprise and employment.
- ED7: To continue to promote and support the ICT sector in Naas and to promote R&D linkages.
- ED8: To encourage mixed use employment generation in which employment and housing are located in close proximity to each other and strategic multi-modal transport corridors, which promote a choice of sustainable travel modes, green travel choices and reduce commuter trends and congestion.

- ED9: To promote innovative economic sectors and encourage business clusters that exploit links with one another.
- ED10: To facilitate the provision of local service centres in enterprise and employment zones to cater for the local retail and other daily services needs of those working in these employment areas as appropriate.
- ED11: To actively encourage the redevelopment of brownfield sites and re-use of disused buildings for enterprise and employment creation, when such development is in compliance with the policies and objectives of this Plan.
- ED12: To promote the establishment of entrepreneurial start up business and small scale employment generating activities and to apply a flexible approach to zoning where it can be demonstrated that the proposed use would have minimal impact on adjoining uses, particularly residential.
- ED13: To encourage and facilitate at appropriate locations, small indigenous industries in recognition of their increasing importance in providing local employment and helping to stimulate economic activity.
- ED14: To encourage and facilitate the development of 'green' industries, including those relating to renewable energy and energy-efficient technologies.
- ED15: To explore collaborations with local third level institutions in the creation and fostering of enterprise and research and development.
- ED16: To explore the potential for the creation of a facility that would support start-up and small scale businesses in Naas town.

3.12.2 Home Based/Live-Work

It is the policy of the Council:

- HW1: To facilitate home-working and innovative forms of working which reduce the need to travel but are subordinate to the main residential use of the dwelling and do not result in a disamenity in an area.
- HW2: To encourage the provision of live-work units as part of mixed-use developments in appropriate locations (particularly at ground floor level).



3.12.3 Employment Design

It is the policy of the Council:

- UD1:** To ensure that new employment areas are attractive areas and are of a high standard of urban design.
- UD2:** To ensure the provision of adequate screening of employment developments in the form of planting, landscaping and mounding as appropriate, especially where new industrial/employment developments adjoin residential areas.
- UD3:** To ensure that the layout of new employment developments will have regard to alternative sustainable modes of transport. Site layout should emphasise the necessary connections to the wider local and strategic public transport, walking and cycling networks.

3.12.4 Major Accidents Directive

It is the policy of the Council:

- MA1:** To have regard to the following in assessing applications for new developments (including extensions):
 - a) Major Accidents Directive (Seveso II – 96/082/EEC)
 - b) The potential effects on public health and safety.
 - c) The need to ensure adequate distances between such developments and residential areas, areas of public use and any areas of sensitivity.
 - d) The advice of the HSA.

3.12.5 Tourism

It is the policy of the Council:

- TP1:** To identify opportunities to improve the tourist product in Naas and to co-operate with the appropriate statutory agencies, private tourism sector and community groups.
- TP2:** To encourage sustainable tourism related uses at the Canal Harbour including the possibility of a marina and associated boating uses and activities and to co-operate with Waterways Ireland, National Parks and Wildlife Service, Failte Ireland, other state agencies, voluntary bodies and property owners to develop the infrastructure, including services and facilities on the Canal. The development of such uses shall be considered in conjunction with Policy NH8, in Chapter 11.
- TP3:** To provide where possible access to canal banks / towpaths, river banks and lakes to facilitate walking and cycling. The development of such uses should be considered in conjunction with Policy NH8 in Chapter 11.
- TP4:** To ensure that the development of new tourist facilities are designed to the highest standard with particular emphasis given to quality materials.
- TP5:** To facilitate the erection of standardised signage for tourism facilities and tourist attractions throughout the town.
- TP6:** To protect the environmental amenities of Naas from insensitive or inappropriate development, particularly any development that threatens the tourism resources or affects the integrity of designated or undesignated natural heritage of the town.
- TP7:** To recognise the importance of the local racecourses, golf clubs and other sports clubs to tourism in the town.
- TP8:** To support the development of new tourist facilities or upgrading / extension of existing tourist facilities, including hotels, guesthouses and B&B's, in accordance with the proper planning and sustainable development of the area.
- TP9:** To promote Naas' literary, historical, genealogical, archaeological, architectural and natural heritage as tourism generating opportunities.

3.12.6 Agricultural Zone

It is the policy of the Council:

- AG1:** To promote an environmentally sustainable agricultural sector and a vibrant bloodstock industry, which contributes to a dynamic and successful rural economy.
- AG2:** To support the development of agriculture within the agricultural zone in Naas; to develop a sustainable and profitable agricultural sector that is compatible with the sustainable development of the town and maintains the viability of farming.
- AG3:** To ensure that agricultural activities do not impinge on the visual amenity of the countryside/agricultural zone and that watercourses, wildlife habitats and areas of ecological importance are protected from the threat of pollution.
- AG4:** To protect agricultural and equine uses, from encroachment by urban development uses beyond that needed to cater for the orderly expansion of the town.

3.13 ECONOMIC DEVELOPMENT OBJECTIVES

3.13.1 Economic Development

It is an objective of the Council:

- ED01:** To encourage economic development and employment development in the Primary Economic Growth Centre of Naas in accordance with national and regional policies and objectives and in accordance with the overall development strategy of this Plan.
- ED02:** To ensure that sufficient and suitable land is zoned for employment generating uses in Naas. Such land will, normally, be protected from inappropriate development that would prejudice its long term development for these uses.
- ED03:** To ensure, in conjunction with Kildare County Council the provision of adequate and appropriate water, wastewater treatment and waste management facilities to accommodate future economic growth of the town.
- ED04:** To investigate the potential for a Business Improvement District (BID) or similar initiative to encourage business growth in Naas town.

ED05: To support the IDA, Enterprise Ireland, Kildare County Development Board and other agencies in the promotion of new employment development.

ED06: To co-operate with and seek to facilitate local community based development groups in developing employment clusters including incubator/ start-up units as appropriate.

ED07: To acquire suitable land, subject to the availability of funding, to stimulate and support creative and innovative entrepreneurial initiatives.

ED08: To promote, protect, improve, encourage and facilitate the development of tourism in Naas as an important contributor to job creation in accordance with the proper planning and sustainable development of the area.

3.13.2 Retailing and Commercial

It is an objective of the Council:

- RCO1:** To implement the retail strategy and support the creation of high quality living and shopping environments which will add to the attraction of Naas for employers as a town in which to locate.
- RCO2:** To facilitate and encourage office based industry primarily in enterprise and employment zones and to encourage smaller scale office development in the town centre.
- RCO3:** To locate commercial developments providing goods / services to significant numbers of visiting members of the public, within, or in close proximity to the existing town centre.

3.13.3 Tourism and Rural Development

It is an objective of the Council:

- TRO1:** To work with relevant agencies and bodies, in the development and improvement of tourism infrastructure and facilities in Naas.
- TRO2:** To encourage the development of tourism activities such as waterways activities, agri-tourism, green/eco-tourism, niche retailing, food markets, local and other craft type activities so as to diversify the tourism product in Naas.



Naas Town Development Plan
2011 - 2017

LEGEND

-  Q: Enterprise and Employment
-  H: Industry & Warehousing
-  R: Retail / Commercial
-  A: Town Centre
-  Lands subject to future Local Area Plan
-  Town Boundary

1	Northwest Quadrant
2	Millennium Park
3	Dublin Road
4	Blessington Road
5	Jigginstown
6	Monread Road
7	Dublin Road / Maudlins
8	Monread Road
9	Dublin Road
10	Town Centre

Main Employment Zones

Scale: N.T.S.

Map Ref.: 3.1

Date: 6th June 2011

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