

# Appendix B

## Enterprise and Employment

### Zoning Methodology



The Kildare Town Local Area Plan 2023-2029 was adopted by the Elected Members of the Kildare Newbridge Municipal District on the 26th of October and is effective from the 6th December 2023.



**Planning Department,  
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## Appendix B

### Enterprise and Employment Zoning Methodology

#### 1.0 Introduction

This methodology is prepared in the context of Section 6.2.5 of the Development Plan Guidelines for Planning Authorities (2022).

#### 2.0 Additional Jobs Required within Kildare Town over the Plan Period

Census 2016 demonstrated a job ratio of 0.615 for Kildare Town. The Kildare County Development Plan 2023-2029 suggest that the job ratio for a settlement should not fall below 0.70. Table 5-1 (in the Plan) illustrates that to reach a job ratio of 0.70, an additional **1,127 jobs** are required for a population of 11,541.

#### 3.0 Breakdown of Industries within Kildare Town according to 2016 Census

It is noted that while manufacturing and wholesale are the two biggest industries by number of workers in Kildare Town, only 20% of residents were assessed to have worked within the settlement of Kildare Town in Census 2016 results.

Agriculture	0.88%
Manufacture	13.4%
Construction	1.62%
Wholesale, retail trade	52.73%
Information and Comms	10.7%
Public admin and defence	2.2%
Education and human health	12.3%
Other service activities	4.7%
Total of 2166 workers (see Figure 5-2 in LAP)	

#### 4.0 Calculation of breakdown

The Economic Development Strategy aims to protect existing employment in the town and to create new employment opportunities, building on Kildare Town's existing asset-base and locational advantage.

The Town Centre First approach encourages the consolidation of the town centre with office, tourism and retail-based jobs. These types of jobs require modest floor space per employee and therefore can be located centrally in Kildare Town, on infill or redeveloped sites, to strengthen town centre vibrancy.

Manufacturing, wholesaling and warehousing require larger floor plates and access to major road infrastructure. These types of jobs require more floor space per employee and are more suitable to peripheral locations.

The equine industry is an important aspect of the town's economy, with the National Stud located at Tully and the Racing Academy and Centre of Excellence on the Dublin Road.

Therefore:

- 70% of additional employment is envisaged as office, retail, technology, research and tourism based industries, or **789 jobs**. At 60 sqm<sup>1</sup> per office worker 47,340 sqm of

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<sup>1</sup> Based on average using Employment density matrix in the Employment Density Guide 3rd Edition Nov (2015) by the UK Homes and Community Agency (R & D Space).

floor space is required, or approximately **4.7 hectares** of land using an average plot ratio of 1.

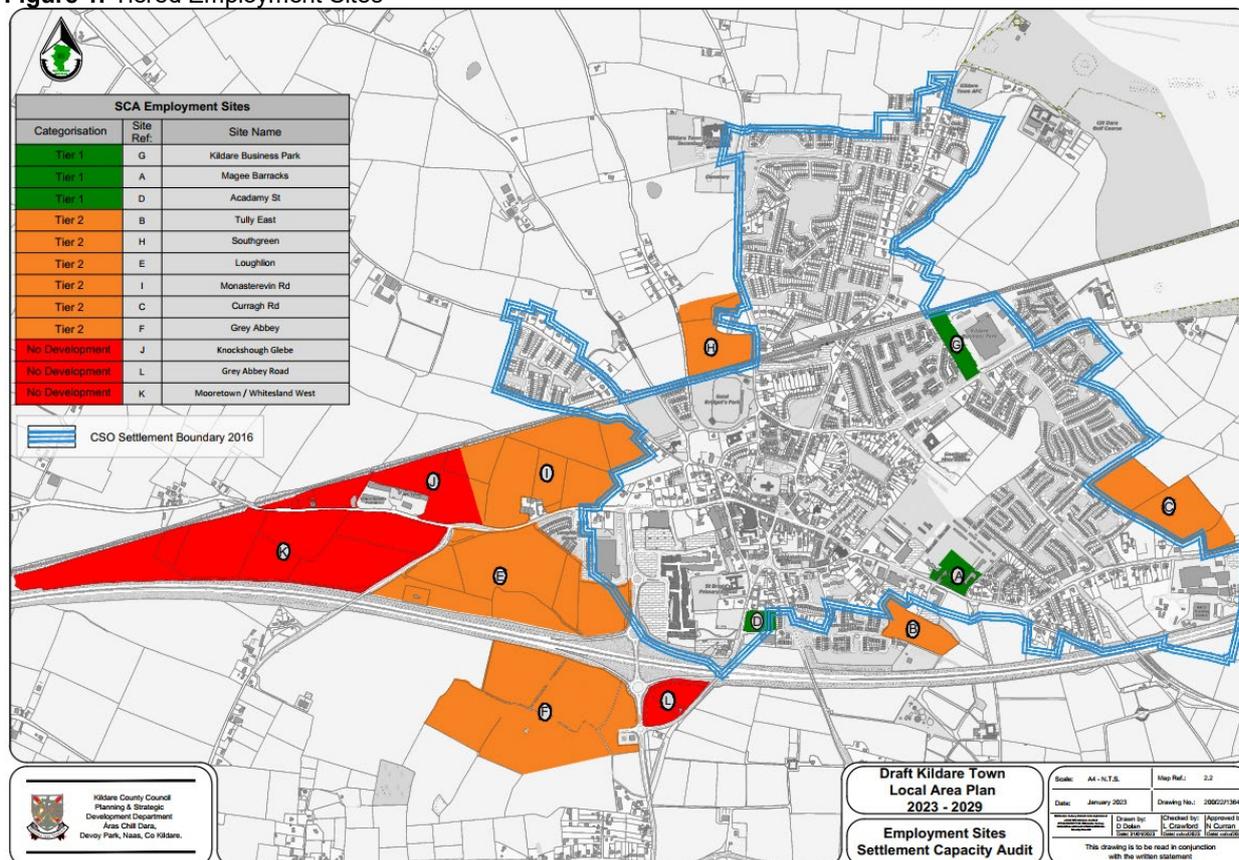
- 26% of additional employment is envisaged as manufacturing, wholesaling and warehousing, or **293 jobs**. At 75sqm<sup>2</sup> per manufacturing, wholesaling and warehousing worker, 21,975 sqm floor space is required, or approximately **6.3 hectares** of land using an average plot ratio of 0.35.
- 4% of additional jobs is envisaged from equine and agriculture sectors (equine related tourism may cross-over with the first bullet point above) or **45 jobs**.

To improve Kildare Town’s status as a Self-Sustaining Growth Town, and to reduce employment-based commuting out of town, it is considered that the provision of additional zoned land for employment purposes would be prudent to provide choice, variety and opportunity in Kildare Town.

### 5.0 Assessment of Potential Employment Sites

Using the Settlement Capacity Audit (SCA) which accompanies this Plan, sites identified as Tier 1 and Tier 2 sites for potential employment use are considered in this employment analysis. Figure 1 is an extract from the SCA and illustrates the location of these sites.

Figure 1: Tiered Employment Sites



Source: Map 2.2 of the Kildare Town Settlement Capacity Audit January 2023

#### Site A – Former Magee Barracks (Proton Clinic Site)

SCA Tier 1. Zoning objective: T - Mixed Use

- Site Area 1.63 ha (this reflects the site on which planning permission is granted for Proton Clinic). The permitted medical facility has capacity to employ 55 people.

<sup>2</sup> Based on average using Employment density matrix in the Employment Density Guide 3rd Edition Nov (2015) by the UK Homes and Community Agency (Class B8).

- Should this Clinic not be developed, the zoning objective allows other uses such as community, creche, playschool, health centre etc. to be considered.

#### *Site B – Tully East*

SCA Tier 2. Zoning Objective: K - Commercial  
Suitable for office based industries.

- Site Area: 3.2 ha
- Jobs potential: 400 jobs (on the basis of 60sqm per office worker at a plot ratio of 0.75 appropriate to the site location).

#### *Site D – Academy Street*

SCA Tier 1. Zoning Objective: K - Commercial  
Suitable for office based industries as it is within the town centre.

- Site Area 0.8 ha
- Jobs potential: 100 jobs (on the basis of 60sqm per office worker at a plot ratio of 0.75 appropriate to the site location).

#### *Site E – Loughlion*

SCA Tier 2. Zoning Objective: Q – Enterprise and Employment

- Site Area 24.24 ha
- Remove 10% for circulation through the site, another 10% for the proposed road passing through the site, 5% setback from the motorway and a further 5% to accommodate a surface water management area (Kildare Town Surface Water Study) results in 16.97 ha developable area.
- Evidence basis for comparison: Kerry Group Offices in Naas which has a site area of 28 ha and provides circa 800 jobs.
- Using this example for comparison, Site E could provide circa. 485 jobs.

#### *Site F - Grey Abbey*

SCA Tier 2. Zoning Objective: H – Industry and Warehousing

- Site Area 27 ha
- Remove 10% for circulation through the site results in 24.3 ha
- Evidence basis for comparison: Lidl Regional Distribution Centre in Newbridge 31 ha. GFA is 57,641 (200-300 jobs).
- Using this example for comparison, Site F could provide circa. 225 jobs.

#### *Site G – Kildare Business Park*

SCA Tier 1. Zoning Objective: H – Industry and Warehousing

- Site Area: 1.7 ha
- Potential Jobs: 81 jobs (on the basis of 75sqm per manufacturing, wholesaling and warehousing worker and a plot ratio of 0.35).

#### *Site I – Monasterevin Road*

SCA Tier 2. Zoning Objective: Q – Enterprise and Employment

- Site Area 19.94 ha
- Remove 10% for circulation through the site and another 10% for the proposed road passing through the site results in 17 ha.
- Evidence basis for comparison: Kerry Group Offices in Naas which has a site area of 28 ha and provides circa 800 jobs.
- Using this example for comparison, Site I could provide circa. 484 jobs.

#### *Town Centre Lands- Zoning Objective A (16.4ha in total, including already developed land)*

Having regard to Section 5.5.1 (Town Centre and Core Retail Area) and Section 5.6 (Tourism) of the Plan, it is reasonable to assume that the Town Centre First approach will

result in additional jobs being created with infill opportunities and/or intensification of existing uses. Should 1% of this zoned area (0.16ha) be developed at a plot ratio of 2 (3280sqm), this could generate approx. 55 jobs (at 60 sqm per job)

*Equine Industry- Zoning Objective 'S' (15.3 ha in total, including already developed land), and 'G' (Green Belt and National Stud).*

Having regard to the policies and objectives of the Plan, in particular Section 5.5.4 (National Equine Innovation Centre at The Irish National Stud) and 5.6.1.2 (Equine Tourism) it is reasonable to assume that additional jobs will be facilitated on lands zoned for Equine Industry and National Stud purposes.

## 6.0 Conclusion of Assessment of Sites

Sites A and D (Tier 1), with site B (Tier 2), as identified in the SCA, could accommodate approx. 555 jobs in office, retail, technology, research and tourism based industries. Sites I and E (Tier 2) have the potential for 969 office based enterprise jobs, immediately adjacent to the CSO settlement boundary. The Town Centre zoning objective will also facilitate job creation opportunities.

Site G (Tier 1) and site F (Tier 2) could accommodate 306 jobs in manufacturing, wholesaling and warehousing industry.

The land zoned for Equine Industry, National Stud and Agriculture within the plan area will continue to support and facilitate the creation of new jobs in this sector.

**Table 1 Summary of Sites and Potential Jobs**

Site SCA Ref	Zoning Objective	Potential developable Site Area	Category of Jobs	No. of Potential Jobs
A	T - Mixed Use	1.63 ha	Office, retail, technology, research and tourism	55
B	K - Commercial	3.2 ha	Office, retail, technology, research and tourism	400
D	K - Commercial	0.8 ha	Office, retail, technology, research and tourism	100
E	Q – Enterprise and Employment	16.97 ha	Office, retail, technology, research and tourism	485
F	H – Industry and Warehousing	24.3 ha	Manufacturing, wholesaling and warehousing	225
G	H – Industry and Warehousing	1.7 ha	Manufacturing, wholesaling and warehousing	81
I	Q – Enterprise and Employment	17 ha	Office, retail, technology, research and tourism	484
General	Town Centre	Infill and consolidation	Retail, office, tourism etc.	55
General	Equine Industry and National Stud	Infill and consolidation	National Equine Innovation Centre; RACE, etc.	50
<b>Total</b>		<b>65.6 ha</b>		<b>1935 Potential Jobs</b>

While the total number of potential jobs facilitated by this Plan is greater than 1,127 jobs, this allows for choice, variety and flexibility during the plan period so that Kildare Town can develop and perform as a Self-Sustaining Growth Town.