



2009-15

WEXFORD

**Wexford Town and Environs  
Development Plan 2009 - 2015**



The Development Plan was adopted by  
Wexford Borough Council on 16th February 2009  
and by Wexford County Council on 9th March 2009.



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Wexford Town Manager - Adrian Doyle

Wexford Town Clerk - Pat Collins

# 2009 - 15

## Development Plan

### **Wexford Town and Environs Development Plan 2009 - 2015**

**This Development Plan seeks to balance the needs for development, expansion and growth with strong policies for the conservation and protection of the natural and built environment while ensuring a quality of life for its inhabitants. The Plan seeks to provide a vision and direction of the Town in order that it can continue to grow, and to provide a statutory context for guiding development in the interests of the proper planning and sustainable development of the Town.**

**The Development Plan represents the main public statement of planning policies for the development of Wexford Town and its Environs. The Plan is prepared jointly by Wexford Borough Council and Wexford County Council.**







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### Appendices

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Appendix 2: Record of Protected Structures

### Addendums

Addendum 1: Strategic Environmental Assessment

Addendum 2: Wexford Town Retail Strategy

The above addendums are available on request from the Wexford County Council Planning Office.

### Masterplan Zone Maps & District Centre Information

Map	Title
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Map 2	Zone 2: Crosstown
Map 3	Zone 3: Ferrybank
Map 4	Zone 4: Park, Carcur and Carricklawn
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## 1.0 Introduction

Wexford is a unique town, one that combines the old with the new. It has a unique commercial blend with a rich and broad choice, the chance of combining shopping with architecture, culture, art, gastronomy, geology, leisure activities and so on. Wexford is a town for everyone, open, welcoming and diverse, a marketplace, meeting place and living place. It is a town full of history, culture, art, sport and nature resources.

Located in the south-east region of Ireland, County Wexford is bordered by the Atlantic Ocean to the south, the Irish Sea to the east, County Wicklow to the north and Counties Carlow, Kilkenny and Waterford to the west. Wexford Town itself is situated on the west bank of the River Slaney Estuary in the south east of the county. Wexford is served on the national primary network by the N11 and N25 which link the towns and cities on the south and east coast of the country. Both the N11 and N25 form part of the developing Euroroutes E01 (Larne-Belfast-Dublin-Rosslare Harbour) and E30 (Rosslare Harbour-Wexford-New Ross-Waterford-Cork) respectively. These have made Wexford highly accessible from both the north and south of the country.



Wexford Town is on the main Dublin-Rosslare Harbour railway line. The railway further emphasises the locational advantages of Wexford in its national and regional setting. The town has easy access to major ports on the east and south coast, most notably Rosslare Harbour, which is one of the most important commercial ports in the country. The tax designations of Rosslare Harbour have raised its prospects of becoming a significant industrial, warehousing and distribution centre. Wexford is also close to Waterford Regional Airport and within easy reach of Dublin International Airport.

This Development Plan seeks to balance the needs for development, expansion and growth with strong policies for the conservation and protection of the natural and built environment while ensuring a quality of life for its inhabitants. The Plan seeks to provide a vision and direction of the Town in order that it can continue to grow, and to provide a statutory context for guiding development in the interests of the proper planning and sustainable development of the Town.

The Development Plan represents the main public statement of planning policies for the development of Wexford Town and its Environs. The Plan is prepared jointly by Wexford Borough Council and Wexford County Council (hereafter to be referred to as the Councils).

## Legal Status

The Wexford Town and Environs Development Plan 2009-2015 has been prepared under the Planning & Development Acts 2000-2007 and the Planning & Development Regulations 2001-2008. The Plan sets out the vision that will guide the development of Wexford Town and Environs for the next six years.







## 1.1 Strategic Aim

To set out a framework for the sustainable development of Wexford so that growth may take place in a co-ordinated and orderly manner, whilst protecting and preserving the town's intrinsic character, heritage and amenity and making a positive contribution to an improvement in the quality of life.

# Strategic Vision

### 1. A unique town with a strong sense of community

Wexford of the future should build on characteristics that endow its uniqueness and a sense of place, a medieval town ambience, walkability, diversity and innovation. Wexford of the future should be an interconnected town where people can get to know their neighbours, with citizen involvement and ownership in the future of the town. The town's neighbourhoods common places where people come together to share in cultural pursuit, celebration and leisure.

### 2. A town rich in amenities

While in its outlook and character Wexford should be a compact town, it should offer a sophisticated array of amenities, including shops, restaurants, public transport, arts and culture. Most critically, Wexford should be a walkable town, with neighbourhood shopping, cafes, local and public services, parks and open spaces, within easy reach of every residential area.



### 3. A diverse and inclusive town

Wexford should be a diverse place, both socially and physically, and with opportunity for all. Wexford should be affordable to households of diverse incomes, and home to a variety of small and large businesses. The town should provide a wide range of housing types to suit the needs and aspirations of all of its citizens. In terms of its physical character, Wexford should support a mix of design styles and creative architecture while remaining cognizant of its history through conservation and preservation of historic buildings and neighbourhoods.

### 4. A community built at an appropriate town-scale

Reinforcing the theme of a compact and unique town, the height and scale of new buildings should complement the existing fabric of residential neighbourhoods and commercial areas. Existing height limits should generally be maintained and increases only permitted along transport hubs, radial routes and identified opportunity sites.

### 5. A town where traffic and parking work

Vehicular traffic should flow smoothly, without disrupting neighbourhood living. Park and ride facilities, shuttles and free or permitted parking by residents should be encouraged to facilitate easy movement. Transportation and land use patterns should be designed and co-ordinated to achieve the highest levels of synergy.





### 6. A town of balanced growth

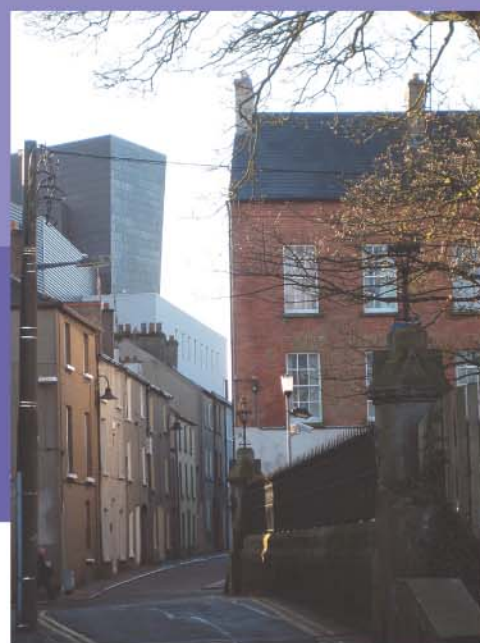
Wexford's growth should be balanced, with new development keeping with existing scale and character, and moderate increases in density in selected appropriate locations where reuse opportunities are present and where improved infrastructure can facilitate growth. Care must be taken to ensure that the continued expansion of Wexford is regulated to ensure that community, social and retail developments continue to keep pace with the expansion of residential development.

### 7. A safe and secure community

The Town's neighbourhoods should be secure. People, including children, should be safe walking or cycling to schools or work.

### 8. An environmentally sustainable place

Wexford should continue to emphasise "green" sustainable development, including development patterns that encourage walking and cycling, clean air and water, and reuse of older buildings. Proposed policies such as 'Housing for All' and 'Energy Efficiency' will help secure these environmental objectives whilst contributing to the quality of life in Wexford.









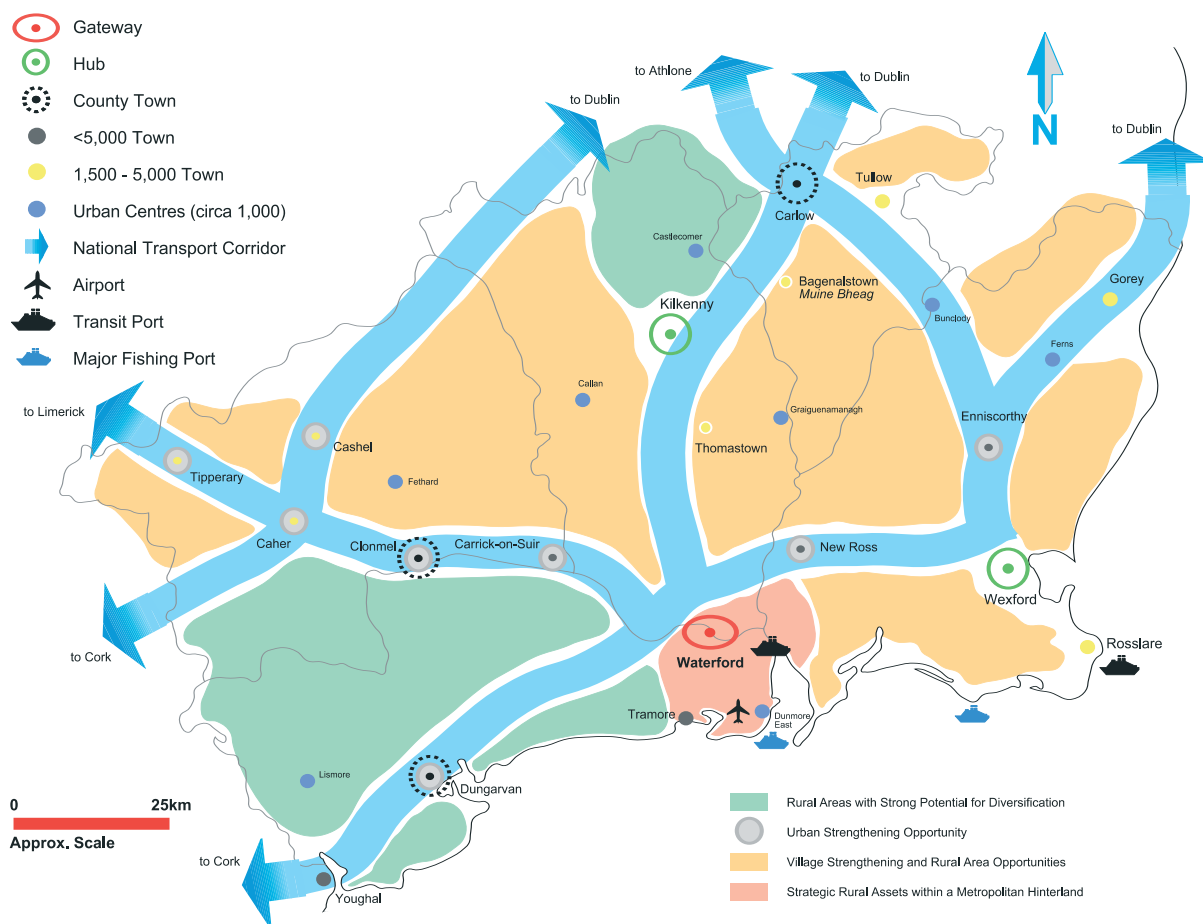
## 1.2 Planning Context

While Development Plans are the fundamental planning document for the County, the Planning and Development Acts 2000-2007 place their formulation within a national and regional spatial framework. The National Spatial Strategy (NSS) and the Regional Planning Guidelines (South East Region) are the two primary strategies, which the review of the Wexford Town & Environs Development Plan must have regard to. Other plans and strategies that the review of the Wexford Town Plan has taken into account in the formulation of its policies include: Wexford County Development Plan 2007-2013, Wexford County Development Board's 'Remodelling the Model County', the Joint Waste Management Plan for the South East Region 2006-2011 and the National Planning Guidelines.

### The National Spatial Strategy

The National Spatial Strategy (NSS) is designed to achieve a better balance of social, economic, physical development and population growth between regions and to facilitate every place in the country to reach its economic potential. Its focus is on people, places and on building communities. This will be achieved through closer matching of where people live and where they work.

Key to the successful implementation of the NSS in the South East Region is the enhancement of Waterford as a Gateway, supported by Wexford and Kilkenny as Hubs. These three together will form a nationally strategic 'growth triangle'. A critical mass of population will help support greater economic activity and quality of life. In turn the development of Wexford Town as a hub will energise smaller towns and rural areas within its influence.



Source: National Spatial Strategy 2002

## South-East Regional Planning Guidelines

Regional Authorities have been given an important role in the implementation of the NSS through the preparation and implementation of regional socio-economic strategies and regional planning guidelines. It is intended that the Regional Planning Guidelines will strengthen local authority development plans, addressing issues like settlement, transportation, industrial development, community facilities and environmental protection.

The main objectives of the Guidelines can be summarised as follows:

- to ensure sufficient provision of public services to allow for orderly development.
- to facilitate the creation of jobs and industrial development.
- to maintain and develop existing villages.
- to develop and renew obsolete areas.
- to preserve and improve amenities.
- to regulate and control development in the interest of the common good.

Each Planning Authority must have regard to adopted Regional Planning Guidelines when making a Development Plan. This Development Plan has been formulated using the guidelines as a framework in order to enhance the strategic dimensions of planning at the local level.

## Wexford County Development Plan 2007-2013

The Wexford County Development Plan 2007-2013 was adopted by Wexford County Council on the 30th April 2007 and became effective from 28th May 2007. This Plan was drafted having regard to the wider planning policy framework including the National Spatial Strategy, the Regional Planning Guidelines 2004-2016 and Government Guidelines. It sets out the context for future development in the County, development objectives, settlement hierarchy, development management standards and policies for the protection of the built and natural environment of County Wexford.

The Wexford County Development Plan 2007-2013 establishes a hierarchical settlement pattern within the County, which was prepared having regard to the Regional Planning Guidelines settlement strategy. Wexford Town has been identified as the 'Primary Growth' area within this settlement hierarchy.

## Wexford County Development Board

The Wexford County Development Board's document "Remodelling the Model County" is a ten year strategy for the Economic, Social and Cultural development of Wexford. The document aims to implement strategies on a countywide basis through a broadly based partnership approach. The main goals of the strategy are to:

- develop a vibrant local economy.
- develop our people to create employment opportunities for all sectors of the community.
- develop the infrastructure to facilitate and promote economic development.
- develop Wexford as a gateway for development.
- develop Tourism.
- develop and value the idea of public service in society.
- improve the quality of life of the people of Wexford.
- ensure access by each household to affordable housing or accommodation of good quality which is culturally acceptable, suitable to its needs, located in a sustainable community and in tenure of its choice as far as possible.
- take a systematic approach that will provide lifelong learning opportunities to all residents of County Wexford.
- promote social inclusion.
- enhance and promote a high quality environment.
- be a vibrant welcoming County, valuing a multi-cultural society.
- develop County Wexford as a centre of arts and culture.
- increase sports participation through the provision of a wide range of leisure activities which are accessible and affordable to all.
- create a culture of sustainable development which meets the needs of the present without compromising the ability of future generations to meet their own needs - Local Agenda 21.



### **National Development Plan 2006-2012**

The National Development Plan was prepared to underpin the development of a dynamic competitive economy over the period 2006-2012. The NDP is the largest and most ambitious investment plan ever drawn up for Ireland. It involves an investment of over EUR 52 billion of public, private and EU funds over the period 2006-2012. It contains a number of strategic investment objectives for the southeast region including major road improvement schemes, childcare facilities, waste management etc. The Wexford Town & Environs Plan is considered to be consistent with this plan.

### **National Planning Guidelines**

Planning Authorities are required by the Planning and Development Act 2000-2007 to have regard to Ministerial Guidelines from the Department of the Environment, Heritage and Local Government.

These include:

- Architectural Heritage Protection Guidelines.
- Best Practice Urban Design Manual.
- Childcare Facilities Guidelines.
- Design for New Apartments.
- Development Plans Guidelines.
- Development Management Guidelines.
- Implementing Regional Planning Guidelines.
- Landscape and Landscape Assessments.
- Planning Guidelines on Sustainable Development in Urban Areas.
- Quarries and Ancillary Activities.
- Residential Density Guidelines.
- Strategic Environmental Assessment.
- Sustainable Rural Housing.
- Telecommunications Antennae and Support Structures.
- Wind Energy Guidelines.

### **Joint Waste Management Plan for the South-East Region**

The Joint Waste Management Plan for the South-East Region was adopted in July 2002. The plan period is 2006-2011.

The purpose of the plan is:

1. The promotion of waste prevention and minimisation through source reduction, producer responsibility and public awareness.
2. The management of the recovery/recycling/disposal of waste arising on a regional basis.



### 1.3 Plan and Strategic Environmental Assessment Requirement (SEA)

The Planning and Development (SEA) Regulations 2004 require that SEA be carried out in respect of Town Development Plans where the population of the area is 10,000 persons or more.

The Planning Authorities have met the requirements of the Directive by preparing an SEA Environmental Report in parallel with the Wexford Town & Environs Development Plan making process. A scoping report was published in September 2006 and distributed to the prescribed Environmental Authorities, EPA, Department of the Environment, Heritage and Local Government and Department of Communication, Marine and Natural Resources. This Environmental Report which is appended to this plan relates to the consultative of the Wexford Town & Environs Development Plan.

This plan complies with the provision of the SEA Regulations and is written in accordance with Schedule 2B of the Planning & Development (SEA) Regulations 2004 (SI No. 436 of 2004). The production of the Environmental Report is an intrinsic component of the EU Directive.

The following is a reproduction of the checklist of information contained in the Environmental Report and includes the relevant section of the report which deals with these requirements.

- (A) Outline of the contents and main objectives of the plan, and of its relationship with other relevant plans and programmes; Chapter 5,6,7
- (B) Description of relevant aspects of the current state of the environment and evolution of that environment without implementation of the plan: Chapter 4
- (C) Description of the environmental characteristics of areas likely to be significantly affected: Chapter 4,5,8
- (D) Identification of any environmental problems which are relevant to the plan, particularly those relating to European protected sites: Chapter 4
- (E) List environmental protection objectives, established at international, EU or national level, which are relevant to the plan and described how those objectives and any environmental considerations have been taken into account when preparing the plan: Chapter 5, 8
- (F) Describe the likely significant effects on the environment: Chapter 8
- (G) Describe any measures envisaged to prevent, reduce and as fully as possible offset any significant adverse environmental effects implementing the plan: Chapter 9
- (H) Give an outline of the reasons for selecting the alternatives considered, and a description of how the assessment was undertaken (including any difficulties) : Chapter 3 & 7
- (I) A description of proposed monitoring measures: Chapter 9
- (J) A non-technical summary of the above information: At the start of this Report
- (K) Interrelationships between each Environmental topic: Addressed as it arises in each topic.



## 1.4 Implementation of Development Plan

The implementation of a development plan may be constrained by factors such as the economic climate, political support, allocated local authority funding and the availability of funding from diverse sources. Accordingly, no funding of projects can be guaranteed in advance, nor can the implementation of all objectives contained within the Plan be assumed. However, it is the intention of the Council to exercise all legal powers to ensure that objectives are implemented.

It is proposed to establish an in-house implementation team consisting of a multi-disciplinary senior officials group whose remit is to ensure that all necessary measures are taken to secure the realisation of the Wexford Town & Environs Development Plan 2009-2015. The Implementation team will report to the Special Planning Committee and the Joint Councils on a periodic basis.

### Broad Aims of Development Plan

#### Economic Development

- Facilitate and encourage the development of Wexford as a growth 'Hub' and as a main centre for economic growth in the south east region.
- Integrate business with the surrounding land use and transportation network.
- Market and promote Wexford as an attractive place to live and work.
- Promote Wexford Town as a suitable location for the decentralisation of state and/or semi-state bodies.
- Work with the providers of infrastructure to ensure adequate provision in terms of road, rail, shipping, energy and broadband telecommunications.
- Work in partnership with key organisations, such as the Industrial Development Authority and Enterprise Ireland, whose remit it is to promote economic development.

#### Managing Development Patterns

- Implement a clear settlement development strategy.
- Encourage a mix of land uses with connections to efficient public transportation systems, to reduce growth in car-based commuting patterns, to reduce inefficient use of energy and resources and to promote social inclusion and more sustainable development patterns.
- Encourage the location of new strategic economic developments in and around key centres of growth in order to strengthen the 'Hub' status of the town.

#### Conserving Environmental Quality

- Support applicants and potential applicants in ensuring that environmental matters are considered in the initial stages of development proposals.
- Conserve and manage the natural and cultural heritage of the town, including views and vistas.
- Enhance the physical environment of the town through the Urban Renewal Scheme and other urban design initiatives.

#### Urban Renewal

- Drive the process of regenerating derelict and under-used areas within the town.
- Conserve the historic form and character of the Town.
- Promote Wexford Town as the main retail and service centre.



### **Effective Transportation**

- Target, prioritise and promote investment in inter-city and inter-county road and rail connections, as a means of realising the potential of Wexford as an important economic centre in the South-East Region.
- Integrate the public transportation system with a quality bus and rail service, alongside the promotion of cycle and pedestrian.
- Encourage large employers, including public services (such as schools) to locate on sites where public transport can be provided more easily.
- Promote the development of quality interchange facilities between road, rail, bus and bicycle in Wexford Town Centre.

### **Delivering Improved Infrastructure**

- Provide adequate water and sewerage capacity to accommodate the projected needs of the future population.
- Maximise the use of existing water, sewerage, electricity and telecommunications networks and support the provision of broadband.
- Promote the development of gas supply and alternative energy forms. Promote energy-efficient building, layout and design.
- Implement the South East Regional Joint Waste Management Plan 2006-2011 and provide the necessary waste management infrastructure.

## Town Profile

### 2.1 Introduction

The population of Wexford Town has decreased by 6.3% over the period 2002-2006 whilst the environs of the town have increased by 19.6%. This change in the population reflects broad national trends of population movement out of town centres to the outskirts and environs of the towns. This movement of population is attributed to a number of factors including a reduction in family size units, the availability of appropriate accommodation in town centre locations and a continued desire to relocate to more modern housing in the suburbs.

**Table 1: Population Wexford Town**

Wexford Town	2006	2002	Change 2002-2006	% Increase
Wexford Town	8,854	9,449	-595	-6.3%
Environs of Wexford	9,309	7,786	1,523	19.6%
Total Wexford Town & Environs	18,163	17,235	928	5.4%

**Table 2: Age Profile of Co. Wexford Towns**

Age	0-14 years	15-24 years	25-44 years	45-64 years	65+ years	Total
Wexford	3,476	2,578	5,881	3,927	2,301	18,163
Enniscorthy	1,940	1,468	2,991	1,913	1,226	9,538
New Ross	1,560	1,220	2,494	1,630	805	7,709
Gorey	1,585	1,030	2,567	1,319	692	7,193

### 2.2 Population Projections

The National Spatial Strategy aims to achieve balanced development across Ireland. The NSS has designated Wexford Town as an economic 'Hub' and Waterford as an economic 'Gateway' location.

**The function of a Hub is to:**

“provide important regional bases for foreign direct investment projects, indigenous industrial and service activity and the provision of essential local facilities and amenities in areas such as public services, education and healthcare.”

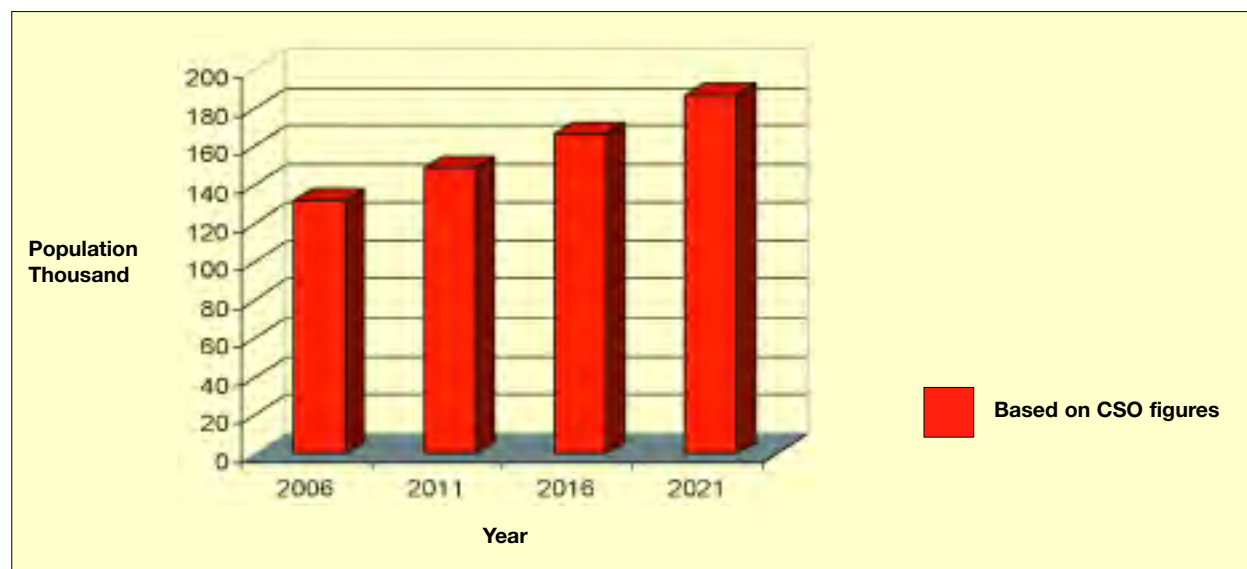
(National Development Plan, 2007-2013)

The NSS further envisages Wexford Town as providing a critical mass of population and skilled labour, achieving a population of 40,000+ by 2020. The priority given to regional economic development in the National Spatial Strategy means that job growth is likely to remain a source of strong inter-regional migration flows over the medium to long term. In addition, the continued upgrading of the rail network and the continued investment in the N11 and the N25 will greatly enhance connectivity with Waterford and the Greater Dublin Area. Continued significant investment in the development of Rosslare Port and improved transport links will continue to underpin Wexford Town's central location as a residential preference for commuters. Projections of population are provided for Wexford County along with Wexford Town and

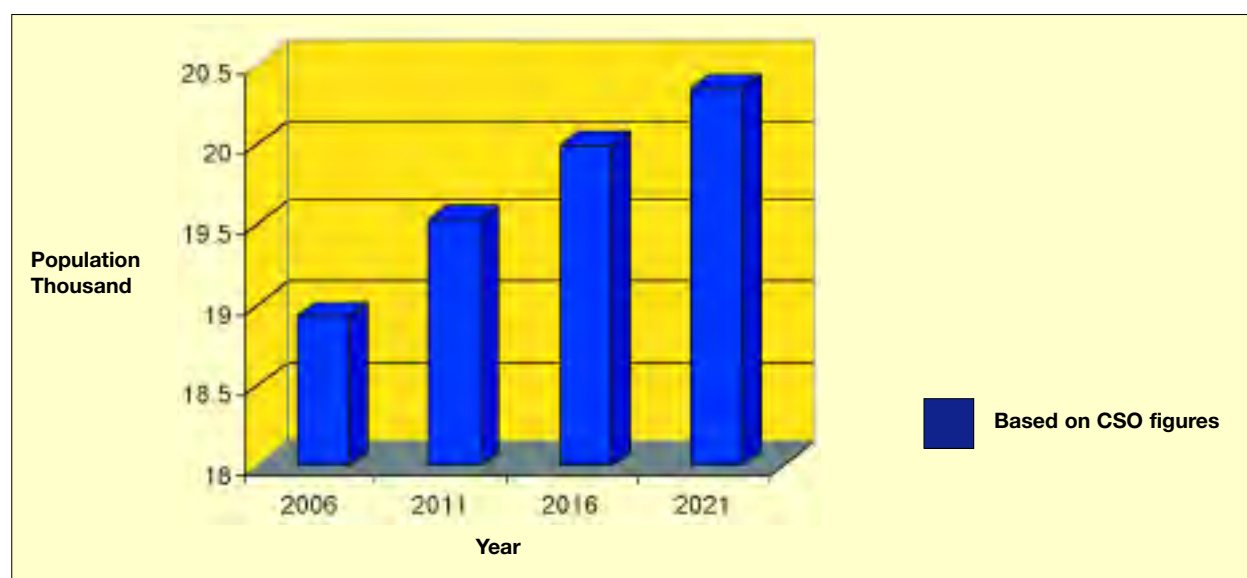


Environs. The central and low scenario projections for the years have been estimated using a cohort model. The output from this process demonstrates future natural change in population.

#### Wexford County Population Projections based on Migration Flow 2006-2021



#### Wexford Town & Environs Population Projections based on Migration Flow 2006-2021



Wexford Population Projections taking into account boundary extension, capacity in infrastructural services, planning permissions granted and expected to be developed, current developments and natural increases in Wexford Town.

#### Growth Scenario 1: HIGH

YEAR	2002	2006	2011	2016	2020
Wexford Town	9,449	8,854	8,912	9,992	10,124
Environs of Wexford	7,786	9,309	17,056	26,912	29,063
Total Wexford Town & Environs	17,235	18,163	25,968	36,914	39,187

**Growth Scenario 2: MEDIUM**

YEAR	2002	2006	2011	2016	2020
Wexford Town	9,449	8,854	8,912	9,112	10,087
Environs of Wexford	7,786	9,309	13,610	17,769	29,063
Total Wexford Town & Environs	17,235	18,163	22,522	26,881	28,562

**Growth Scenario 3: LOW**

YEAR	2002	2006	2011	2016	2020
Wexford Town	9,449	8,854	8,875	9,054	9,522
Environs of Wexford	7,786	9,309	11,913	13,291	14,843
Total Wexford Town & Environs	17,235	18,163	20,788	22,345	24,365



## 2.3 Socio-Economic Profile

Socio-economic group status defines each person within the county according to their employment, occupation or qualification. The classification aims to bring together people on the basis of similar skills or educational attainment. In defining the socio-economic group, no attempt is made to rank groups in order of socio-economic importance. For those under 15 years, their socio-economic grouping is defined through the status of the 'reference person' of the household.

**Table 7: Principal Economic Status, Co. Wexford Towns, 2006**

	Wexford	Enniscorthy	New Ross	Gorey
At work	7,970 (54.3%)	3,695 (48.6%)	3,397 (55.2%)	3,217 (57.4%)
Looking for first regular job	204 (1.3%)	150 (2%)	92 (1.5%)	63 (1.1%)
Unemployed	793 (5.4%)	556 (7%)	514 (8.4%)	319 (5.7%)
Student	1,033 (7%)	549 (7.2%)	455 (7.4%)	394 (7%)
Looking after home/family	1,772 (12%)	1,087 (14.3%)	696 (11.3%)	768 (13.7%)
Retired	1,972 (13.4%)	1,017 (13.4%)	670 (10.9%)	585 (10.4%)
Unable to work due to disability/sick	900 (6%)	520 (6.8%)	301 (4.9%)	239 (4.3%)
Other	43 (.003%)	24 (.003%)	24 (.003%)	23 (.004%)
TOTAL	14,687	7,598	6,149	5,608



**Table 8. Principal Economic Status of Wexford Town, Region and State 2006**

	<b>Wexford 2006</b>	<b>South East 2006</b>	<b>State 2006</b>
At work	7,970 (54.3%)	199,981 (55.2%)	1,930,042 (57.2%)
Looking for first regular job	204 (1.3%)	3,059 (0.8%)	29,372 (0.9%)
Unemployed	793 (5.4%)	16,719 (4.6%)	150,084 (4.4%)
Student	1,033 (7.0%)	33,490 (9.2%)	349,596 (10.4%)
Looking after home/family	1,172 (12.0%)	46,686 (12.9%)	387,014 (11.5%)
Retired	1,972 (13.4%)	44,111 (12.2%)	377,927 (11.2%)
Unable to work due to disability/sick	900 (6.0%)	16,918 (4.7%)	138,382 (4.1%)
Other	43 (.003%)	1,268 (0.4%)	12,982 (0.4%)
<b>TOTAL</b>	<b>14,687 (100.0%)</b>	<b>362,232 (100.0%)</b>	<b>3,375,399 (100.0%)</b>

## Occupational Status

The Occupation classification used in the Census is based upon the UK standard Occupational Classification<sup>1</sup> with modifications to reflect Irish Labour market conditions. The classification was first used in the 1996 Census of Population<sup>2</sup>. In this system, the occupation of a person is classified by the kind of work he or she performs in earning a living, irrespective of the place in which, or the purpose for which, it is performed. The nature of the industry, business or service in which the person is working has no bearing upon the classification of the occupation.

	<b>Wexford Town</b>	<b>Co. Wexford</b>	<b>South East</b>	<b>State</b>
Employers and Managers	1,721 (11.7%)	19,762 (14.3%)	63,837 (13.9%)	650,552 (15.3%)
Higher Professionals	641 (4.4%)	4,609 (2.9%)	19,072 (4.1%)	245,170 (5.8%)
Lower Professionals	1,357 (9.2%)	12,185 (8.1%)	44,990 (9.8%)	451,865 (10.7%)
Non-manual	3,503 (23.8%)	25,615 (16.4%)	85,367 (18.5%)	818,573 (19.3%)
Manual Skilled	1,909 (13%)	16,186 (11.5%)	54,423 (11.8%)	429,779 (10.1%)
Semi-skilled	1,849 (12.6%)	12,163 (8.8%)	43,513 (9.4%)	355,441 (8.4%)
Unskilled	889 (6.1%)	6,439 (6.2%)	20,573 (4.5%)	159,904 (3.8%)
Own Account Workers	568 (3.9%)	7,132 (6.0%)	20,222 (4.4%)	180,500 (4.3%)
Farmers	53 (.4%)	7,660 (8.8%)	27,034 (5.9%)	166,864 (3.9%)
Agricultural Workers	35 (.2%)	1,742 (2.1%)	6,085 (1.3%)	27,407 (0.6%)
All others	2,162 (14.7%)	18,256 (14.9%)	75,722 (16.4%)	753,793 (17.8%)
<b>TOTAL</b>	<b>14,687 (100.0%)</b>	<b>131,749 (100.0%)</b>	<b>322,931 (100.0%)</b>	<b>4,239,848 (100.0%)</b>

<sup>1</sup> Standard Occupational Classification, 2nd Edition, HMSO, London, 1995

<sup>2</sup> Central Statistics Office, Dublin.

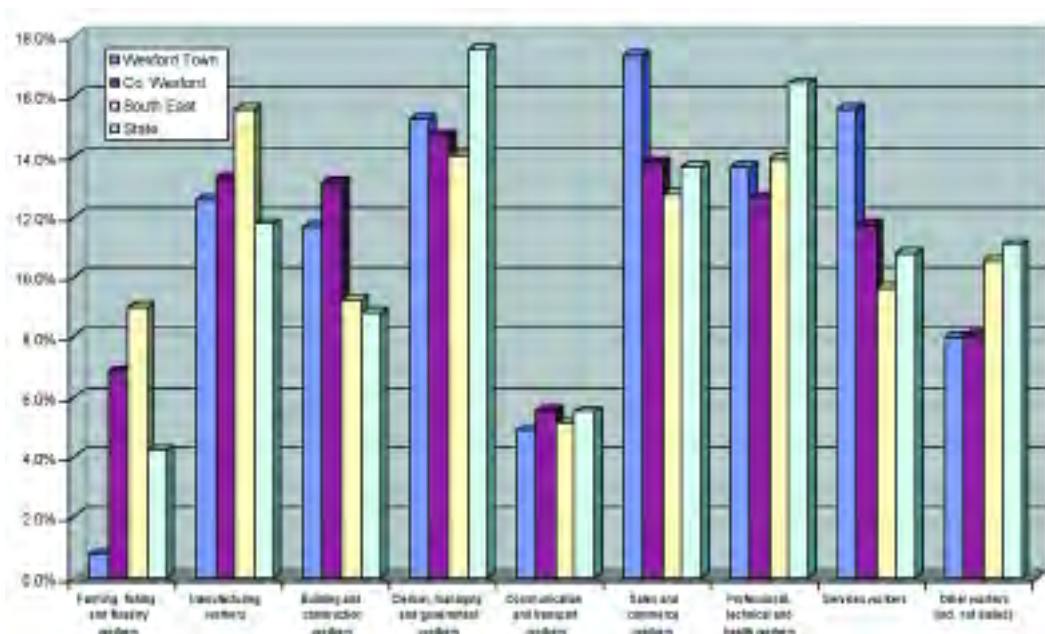
The chart and table below indicates the Occupational status of Wexford Town, Co. Wexford, the South East region and the State. The proportion of the workforce involved in manufacturing is lower in Wexford Town than the County and Region but is higher than the State. The proportion of Wexford Town's workforce involved in the Building and Construction Industry is higher than the Region and the State but is lower than the County, indicating the high dependence placed upon the industry.

**Table 9: Socio Economic Group Wexford Town, Co. Wexford, South East and State 2006**

	Wexford Town	Co. Wexford	South East	State
Farming, fishing and forestry workers	0.8%	6.9%	9.0%	4.3%
Manufacturing workers	12.6%	13.3%	15.6%	11.8%
Building/construction workers	11.7%	13.2%	9.3%	8.8%
Clerical, managing and government workers	15.3%	14.7%	14.0%	17.6%
Communication and transport workers	4.9%	5.6%	5.1%	5.5%
Sales and commerce workers	17.4%	13.8%	12.8%	13.7%
Professional, technical and health workers	13.7%	12.7%	14.0%	16.5%
Services workers	15.6%	11.8%	9.6%	10.8%
Other workers	8.0%	8.1%	10.6%	11.1%

The occupational areas of Clerical, Managing and Government, Sales and Commerce and the services area are well represented in Wexford Town area with the proportions of workers in the area involved in these occupations higher than the County and the Region, and in some cases, higher than the State. This can be seen as a direct reflection of the effects of decentralisation and the influx of companies in the financial services area within the town. The large investments made in the hotel, retail and leisure industries in recent years in the town have also had an affect on these occupations, specifically the services area.

**Table 10: Occupational Status of Wexford Town, County, South East and State 2006**





While Wexford Town has a high proportion of employers and managers, County Wexford has a higher proportion of employers and managers than the South-East Region and is slightly lower in proportion to the State. The proportion of Higher Professionals is higher in Wexford Town than the County and the South-East Region and is lower than the State. Wexford Town has a higher proportion of Lower Professionals than the County, but lower than the South-East Region and the State. Wexford Town has a substantially higher proportion of Non-Manual Skilled and Semi Skilled workers than the County, South-East Region and the State. County Wexford has a higher proportion of Unskilled, Own Account Workers, Farmers and Agricultural Workers than either the South-East Region or the State in 2006.

The socio-economic profile differs between the Town & Environs and the County. As indicated in Table 10, 13.7% of persons were classified as being professionals in the Town, compared to 12.7 % in the County and 16.5% nationally. This table indicates a narrowing in the gap of the economic profile between Wexford Town and the County compared with the profile contained in the previous Town Plan.

## 2.4 Technology

**Table 11: Personal Computer ownership in Co. Wexford Towns**

PC	Wexford		Enniscorthy		New Ross		Gorey	
Have a PC	3,323	(47.6%)	1,416	(40.2%)	1,322	(46.5%)	1,372	(51.8%)
Have no PC	3,533	(50.6%)	2,068	(58.8%)	1,434	(50.4%)	1,237	(46.7%)
Not Stated	124	(1.8%)	35	(1%)	88	(3.1%)	41	(1.5%)
TOTAL	6,980		3,519		2,844		2,650	

**Table 12: Internet Usage in Wexford Town & State 2006**

Internet Access	Wexford Town		State	
Have Broadband Internet Access	1,150	(16.5%)	292,110	(20.0%)
Have other Internet connection	1,387	(19.9%)	390,535	(26.7%)
No access to Internet	3,942	(56.5%)	703,907	(48.1%)
Not stated	501	(7.2%)	75,744	(5.2%)
TOTAL	6,980	(100.0%)	1,462,296	(100.0%)

### Internet Usage

16.5% of the Town has Broadband Internet access. This is below the State average of 20%, although 19.9% have another internet connection compared to 26.7% of the State. This brings Wexford Town's access to the internet up to 36.4%, compared to 46.7% nationally.

## Development Strategy

### 3.1 Context

#### Function

Wexford Town is the largest Town in the County and follows Waterford, Kilkenny and Clonmel as being the next largest population centre in the South-East Region. It is the administrative capital of the County, containing the headquarters of both the Urban and County administrations. The establishment of the Environmental Protection Agency, and the Department of Agriculture, Food and Forestry at Johnstown Castle has had an important influence in the development of the Town and Environs, by increasing the demand for housing and other services. It is also the principal centre for health and social services in the County with Wexford General Hospital located in the area. Wexford is an important retail and commercial centre with a range of service facilities. However, the surrounding towns of Carlow, Kilkenny and Waterford each have a larger and more established retail base. These competing centres are each located between 40 and 50 miles from Wexford.

Wexford Town serves a rich agricultural hinterland which has formed an important element in the economic activity of the area. The success of agriculture in the locality can be attributed to a number of factors including the fact that farm sizes in the South-East are twice that in the West and Border regions, capable of higher levels of organised production. The younger-than-average age profile of farmers in the area has contributed to an enterprise culture in farming which has also positively affected agriculture in the area. Fishing is also an important economic activity, with a small fishing fleet based at Wexford and its attendant shellfish and fish processing industries, although the Town's importance as a port has long since declined with the silting up of the harbour and bay and changes in ship handling. It may be economic in the future to develop marine and land based aquaculture in the area.



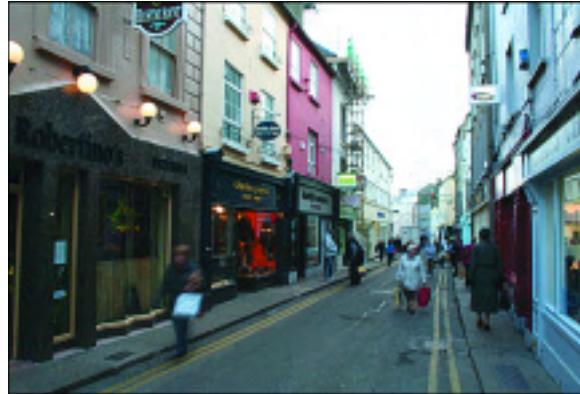


Tourism is also an important element in the Town's activity, with a wide range of tourist attractions in both the Town and the surrounding area. These include Rosslare, Curracloe Beach and The Raven, Johnstown Castle, the National Heritage Park, the estuary, Wexford Harbour, the Town Walls and a wide range of festivals and activities including the Opera Festival which draws a large number of tourists, both nationally and internationally, each year. In addition the European Heritage Trail, which starts in the south-east and ends in Normandy, passes through Wexford Town.

## Form

The town of Wexford is set in a coastal landscape of high natural amenity. Few Towns have such an extensive coastline and waterfront area. Much of the urban area is bounded by water, including the River Slaney, its estuary and Wexford Harbour, all of which are visible from the Town's environs.

The Town is established on the bank of the River Slaney where the river meets the sea. A bridge links it to the north side of the river where the small suburb of Ferrybank has developed. The landscape slopes uphill from the waterfront, providing a backdrop to the historic Town Centre with its dramatic Church steeples.



Slopes rise and give way to a plateau of more level land to the South-West of the Town and it is in this direction that the Town has developed over the past fifty years. The Town's southward expansion has been constrained somewhat by the presence of a large rock escarpment which runs South-Westwards between Trespan Rock and Rocksborough. It is an area of high visual and natural amenity, clearly visible from the Rosslare Road.

There has been little development immediately North-West of the Town in areas known as Carcur and Park. Carcur contains an area of freshwater tidal marsh and the former landfill. Park includes an established low density residential area containing a number of large houses and significant tree groupings. It gives way to the steeply sloping Ballyboggan River Valley. The valley contains an extensive area of natural oak woodland which is clearly visible on approaching the town from the E01/N11 (Dublin/Enniscorthy).

The Town Centre has a very clear structure, which is focused on a spine in the form of the Main Street. It is attractive to the pedestrian in both scale and use, made up of attractive small scale plots. The waterfront, just a short distance away, provides a broader scale of activity with large serviceable site divisions, which enables it to become a service edge to the dense structure of the Town Centre. The spine of the Town gives way along its West side to an area of traditional urban housing in a well maintained condition.



Overall, the Town's structure has remained fairly compact and its industrial lands are grouped into tidy specific areas. There is however noticeable ribbon development on the agricultural lands between the Town and the by-pass. The by-pass itself is a significant edge-feature and acts as a development boundary to the South and East. A number of radial routes connect the town centre with the by-pass, providing a basic structure for the Town's development. Each of the radials is approximately two miles in length, and the Town's suburbs extend, from the centre, for just over a mile along these radials.

## 3.2 Development Strategy

The proposed development strategy underpins the envisaged growth of Wexford as a designated 'Hub' in the National Spatial Strategy and its expansion into a compact urban area. The development strategy is designed to reinforce the Town Centre as a place that can function as a market place, meeting place, living place whilst enhancing its role as the premier shopping district of the County. The Town Centre will be supported by a series of Neighbourhood Centres which are not merely to facilitate standard suburban expansion, but, rather be at the heart of stimulating economic and commercial growth whilst working in synergy with the Town Centre.

### Compact Urban Town

A balanced, compact form combined with efficient public transport links between employment and residential locations will facilitate easier circulation and mobility within the Town and Environs. The resulting density and scale of population will support a wider range of retail, commercial, social and civic services than would be the case in a more dispersed settlement.

The provision of a wide range of dwelling types and densities within Wexford will be critical in counteracting the current trend of leakage of residential development into the surrounding Towns and rural areas.

By providing residential accommodation within a compact urban form there are substantial economies of scale to be made in terms of the costs of service provision.



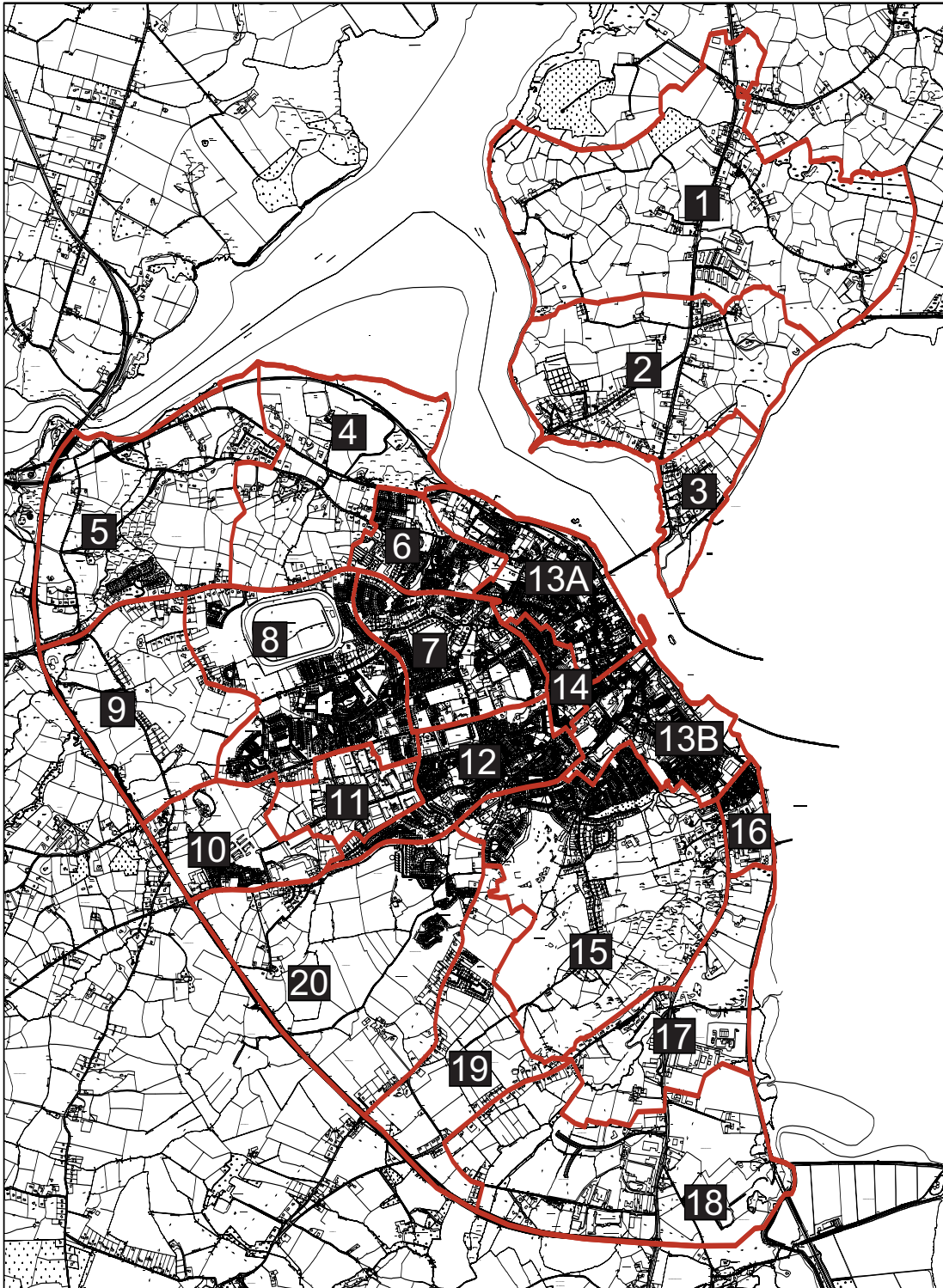
A compact, balanced and focused Town will place greater emphasis on the role of the central core in maintaining the vitality of the Town. This approach is in complete harmony with the economic development role envisaged for Wexford in the NSS, not only in terms of the development of a Hub, but also in terms of protecting and maintaining the rural environment which surrounds the Town and in terms of reducing the demand for travel by the reduction of commuting.

The strategy aims to achieve a balance in the provision of residential densities. Higher density development areas are focused along the main radial routes leading into the Town (specifically targeted to accommodate increases in residential densities along strategic transportation corridors) as well as on undeveloped and brownfield sites within existing urban areas close to the Town Centre.

A system of concentric 'link' routes will be developed to connect the radials to each other and these, it is planned will accommodate a future public transportation network or bus route. This network of radials and link routes will facilitate the provision of a number of 'loop' trips from the Town Centre to the residential areas west of the Town Centre.



## Wexford Town & Environs - 20 Master Plan Zones



**Zone 1:** Ardavan or Knottstown / Graanagam

**Zone 2:** Crosstown

**Zone 3:** Ferrybank

**Zone 4:** Park, Carcur and Carricklawn

**Zone 5:** Ballyboggan and Newtown

**Zone 6:** Hospital to Redmond Park

**Zone 7:** Carricklawn to Summer Hill

**Zone 8:** Coolcotts / Townparks

**Zone 9:** Coolcotts and Knockcumshin

**Zone 10:** Clonard Little

**Zone 11:** Whitemill Industrial Estate

**Zone 12:** Wexford Park, St.Aidans, Pineridge, Pinewood / Summerhill

**Zone 13A and 13B:** Town Centre

**Zone 14:** Edge Town, Grogans Road to Wigram.

**Zone 15:** Mulgannon

**Zone 16:** Maudlintown

**Zone 17:** The Rocks

**Zone 18:** Sinnottstown and Drinagh

**Zone 19:** Whiterock and Coolbarrow

**Zone 20:** Western Quarter - Ballynagee / Pembrokestown / Killeens / Moorfields



### 3.3 Masterplan Development Strategy

The development of the 20 masterplan zones will aim to maximise the development potential of lands within the Wexford Town boundary by making recommendations on the preferred way forward, taking into account the requirement to protect the existing residential amenities and the Town's character and identity.

The masterplan aims to ensure organisation of the development lands in a co-ordinated manner that utilises the opportunities afforded by the consideration of these lands as a whole, rather than incremental additions to suburban sprawl. The proposals intend to identify a 'hierarchy' to the development of the lands which means that the community can identify and understand the development pattern.

The strategy aims to:

- Increase the population within the Borough Council's boundary.
- Maximise the opportunity to create replacement and infill housing within the Town.
- Ensure the continued vitality and viability of the Town Centre.
- Achieve an efficient use of land through residential densities appropriate to its context while avoiding the problems of over-development.
- To encourage balanced development patterns and to offer locational choice within the Town and Environs in a sustainable manner linked to the transportation strategy.
- Ensure that the new neighbourhoods are viable for a regular bus service and public transport links to and from the Town Centre.
- To facilitate and encourage the release of zoned lands to ensure an adequate supply of housing units through the plan period.

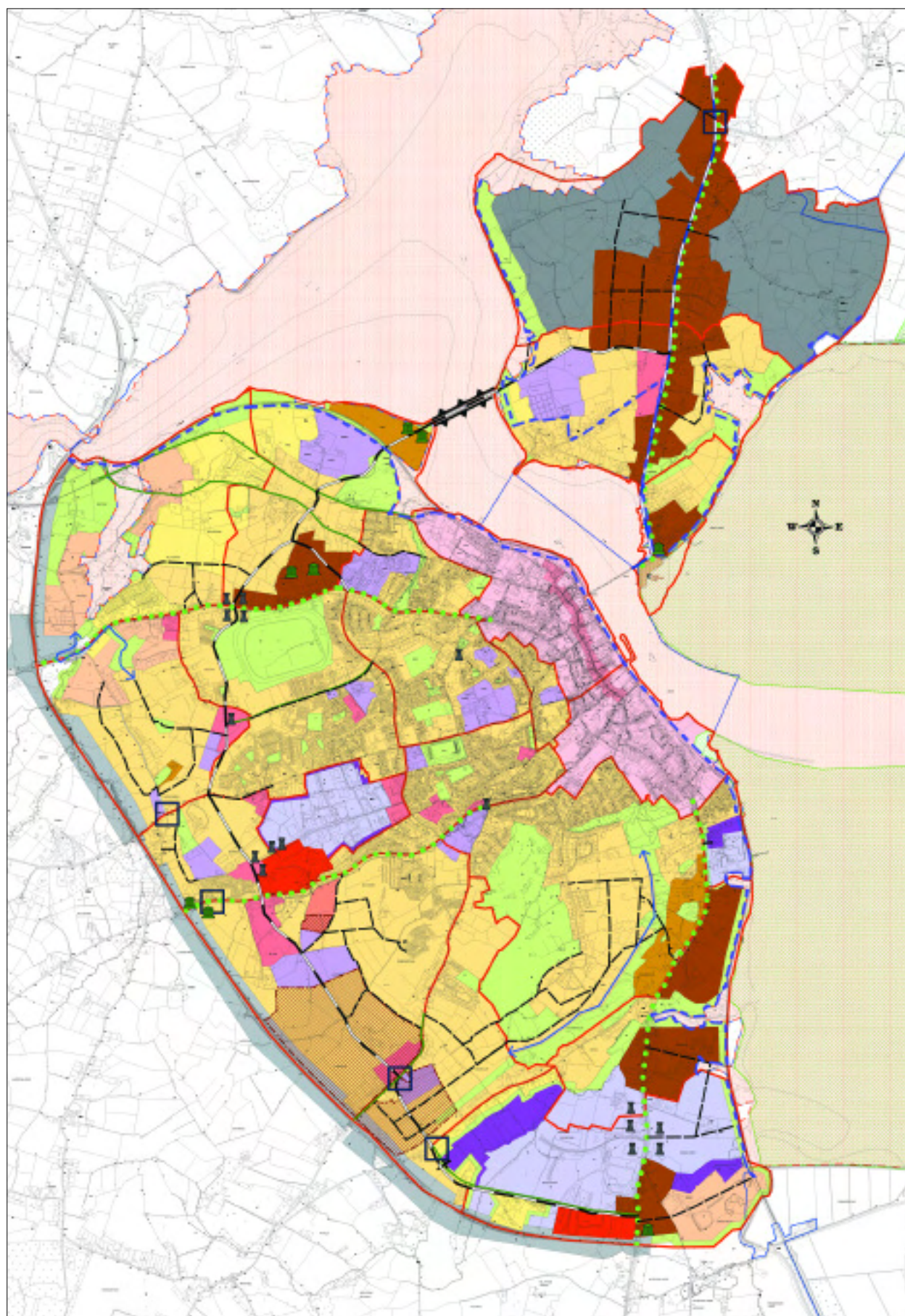
This method of land use allocation by masterplan zones is an alternative to the conventional sequential approach. Each masterplan zone is strategically located to take best advantage of existing land uses, proximity to the Town Centre, topography and physical features. This development approach aims to facilitate contiguous development where demand arises whilst maintaining an overall co-ordinated approach to the development strategy as envisaged in this Plan. It is envisaged that the masterplan zones will not be developed until the necessary physical and social infrastructure is in place in the adjacent masterplan zone closest to the built up area and which serves the proposed development area.

### 3.4 Masterplan Zones

Urban expansion on a scale envisaged in the Development Plan demands a clear vision that adds value to the Town's character and identity. The attractiveness, vitality, viability, energy and quality of place are key considerations for any business or individual deciding to locate there. Therefore, the quality and type of the built environment that will be created is fundamental to achieving the economic goals for the area. In order to facilitate high quality built environment, the Plan has divided lands within the Town boundary into 20 distinct areas or zones, each zone has its own unique physical or geographical identity which together form a coherent overall development strategy.

Each zone is further examined to take account of the opportunities offered by its location or the constraints that may exist which may influence the most appropriate development in that location. Each zone contains a vision of what the Planning Authority considers the most appropriate type of development at this location and when eventually developed will create a strong vibrant sustainable community.





## Wexford Town & Environs - Master Plan (Land Use Zoning)





## Master Plan - Map Legend



## MAP LEGEND

-  **Zone Boundary**
-  **Special Area of Conservation**
-  **National Heritage Area**
-  **Special Protection Area**




## Wexford Town and Environs Zoning

-  Residential Medium
-  Residential Low
-  Residential Super Low
-  Mixed Use Residential
-  Open Space and Amenity
-  Landscape Zone
-  Neighbourhood Centre / Mixed Use
-  District Centre / Mixed Use
-  Commercial / Mixed Use
-  Community
-  Industrial
-  Transition Zone
-  Retail Park / Bulky Goods
-  Town Centre - Retail Core
-  Town Centre
-  Road Reservation
-  Long Term Development








## Walkways

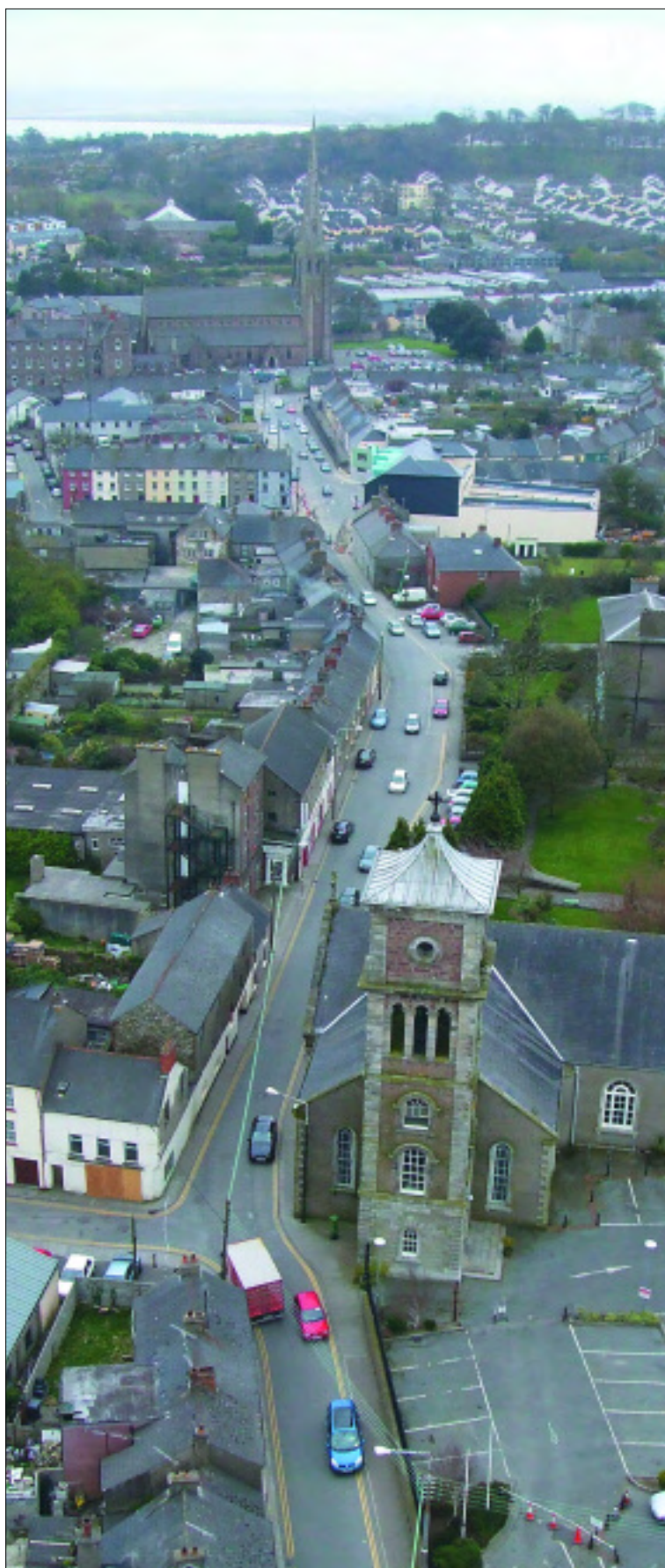
-  Coastal Walk
-  Walkway

## Symbols

-  Landmark Site
-  Gateway Site
-  Junction Improvement

## Link Roads

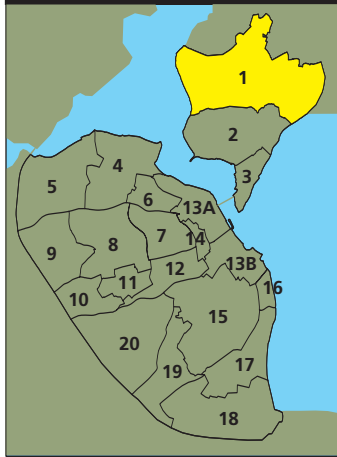
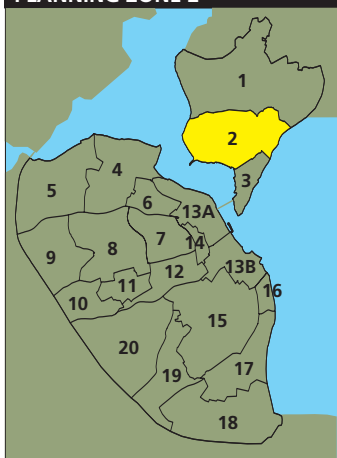
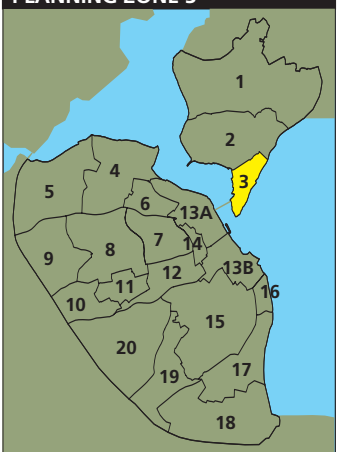
-  Radial Policy
-  Proposed Bridge
-  Orbital Inner Route T8
-  Road Improvements
-  New Entrance
-  Developer Lead Road
-  Road Upgrade

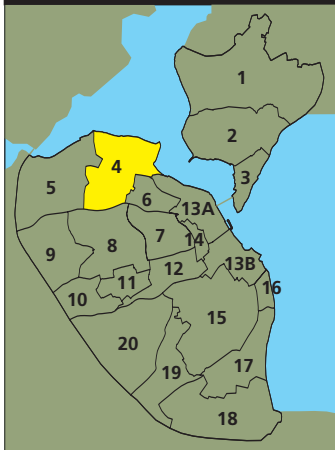




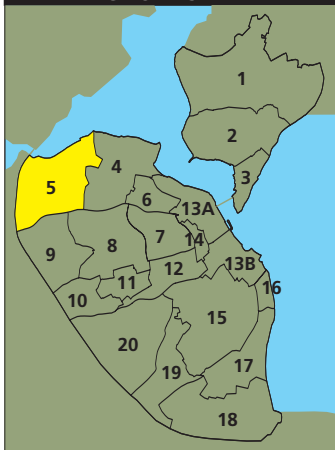
### 3.5 Requirements for Phased Future Development

It is envisaged that the masterplan zones will not be developed until the necessary physical and social infrastructure is in place. The following tables list the minimum infrastructural requirements necessary to facilitate development within the masterplan zone.

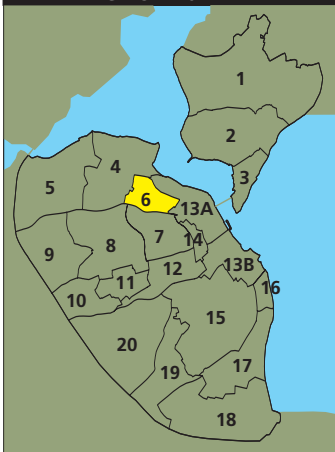
ZONE 1	ARDCAVAN OR KNOTTSTOWN / GRAANAGAM
<p><b>PLANNING ZONE 1</b></p> 	<p><b>Requirements for Phased Future Development</b></p> <ul style="list-style-type: none"> <li>• Lands are to be reserved and protected against haphazard developments. These lands are considered to be strategically important. Projects of regional or international importance could be accommodated if all infrastructural needs are met during the lifetime of this plan (eg. road networks, public transport provision, sewer connections).</li> </ul>
ZONE 2	CROSSTOWN
<p><b>PLANNING ZONE 2</b></p> 	<p><b>Requirements for Phased Future Development</b></p> <ul style="list-style-type: none"> <li>• The development of newly zoned lands is dependent on the provision of a suitably sized graveyard extension, which is required to serve Wexford Town.</li> <li>• Proposed connection to Wexford Treatment Plant.</li> <li>• Roads - reservations required on R741.</li> </ul>
ZONE 3	FERRYBANK
<p><b>PLANNING ZONE 3</b></p> 	<p><b>Requirements for Phased Future Development</b></p> <ul style="list-style-type: none"> <li>• The Council will consider the development potential of lands which are currently located within the SAC / SPA, but which may be suitable for future development subject to agreement with the Dept. of Environment and the National Park &amp; Wildlife Service.</li> <li>• Roads - reservations required on R741.</li> </ul>

**ZONE 4****PARK, CARCUR AND CARRICKLAWN****PLANNING ZONE 4****Requirements for Phased Future Development**

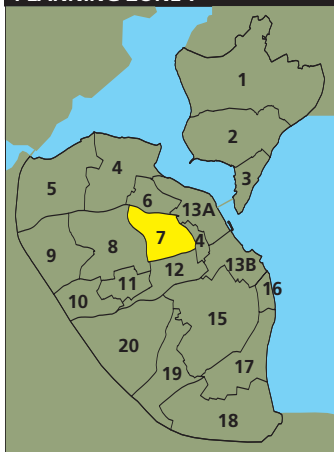
- Opening of lands for development on adjoining sites which will also deliver a significant proportion of the orbital route linking Newtown Road with Park and eventually to the reserved lands for the third river crossing.
- Attenuation required, further investigation will be required on impact on local streams, rising sea levels and flood risk from River Slaney on low lying lands. Care is required in reviewing role of local stream and any possible impact on the SPA, SAC and NHA.

**ZONE 5****BALLYBOGGAN AND NEWTOWN****PLANNING ZONE 5****Requirements for Phased Future Development**

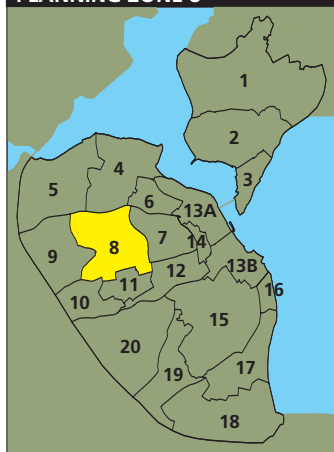
- Determination of the sewer catchment area for connection into the main drainage scheme.
- Stormwater - Attenuation proposals must not have negative impact on wetlands/NHA.
- Roads  
N25 Road & Junction reservation to be agreed with NRA.  
Additional road network required to link adjacent developing areas and to be constructed by developers.

**ZONE 6****HOSPITAL TO REDMOND PARK****PLANNING ZONE 6****Requirements for Phased Future Development**

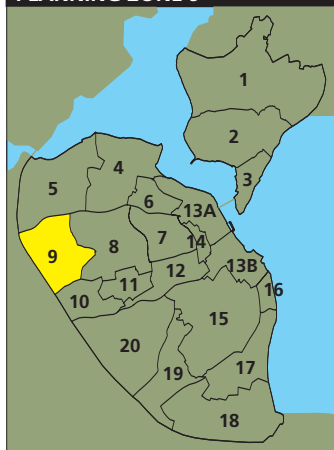
- Subject to the provision of social infrastructure there are no restrictions on the phasing of future developments.

**ZONE 7****CARRICKLAWN TO SUMMER HILL****PLANNING ZONE 7****Requirements for Phased Future Development**

- Subject to the provision of social infrastructure there are no restrictions on the phasing of future developments.

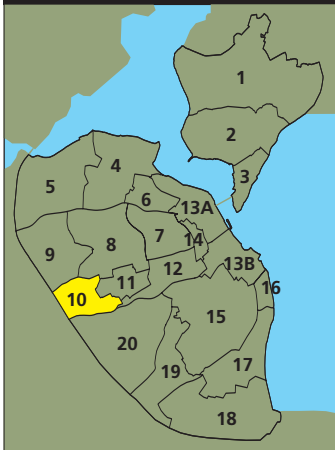
**ZONE 8****COOLCOTTS/TOWNPARKS****PLANNING ZONE 8****Requirements for Phased Future Development**

- Subject to the provision of social infrastructure there are no restrictions on the phasing of future developments.

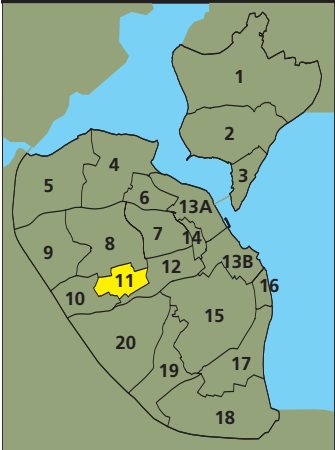
**ZONE 9****COOLCOTTS AND KNOCKCUMSHIN****PLANNING ZONE 9****Requirements for Phased Future Development**

- N11 National road along western boundary and need for possible road restoration.
- Lands to the north and west of the site will require solution to provide a gravity sewer to main drainage.
- Development would be dependent on delivery of inner relief route, residential roads must link to adjoining landholdings. Improvements to Clonard lane, footpaths, lighting and road realignment will be required prior to development commencing in the southern section of this area.
- Long term reservation adjacent to N11/25 is required for possible future road improvements.

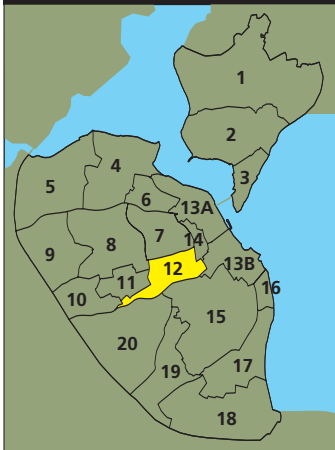


**ZONE 10****CLONARD LITTLE****PLANNING ZONE 10****Requirements for Phased Future Development**

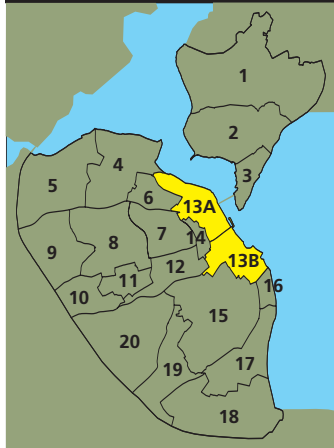
- Roads - N11/N25 reservation required including reservation for graded junction.
- Improvements to Clonard Lane are required prior to works commencing on these lands.
- New mini roundabout required adjacent to Clonard Village on the Newline Road.

**ZONE 11****WHITEMILL INDUSTRIAL ESTATE****PLANNING ZONE 11****Requirements for Phased Future Development**

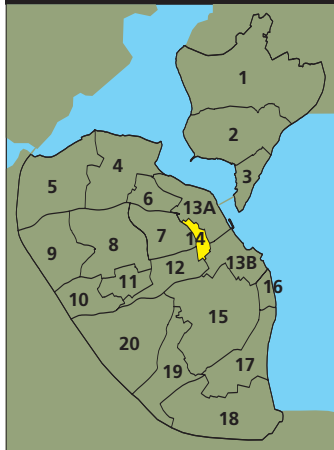
- Subject to the above there are no restrictions on the phasing of future developments.

**ZONE 12****WEXFORD PARK, ST. AIDANS, PINERIDGE, PINWOOD/SUMMERHILL****PLANNING ZONE 12****Requirements for Phased Future Development**

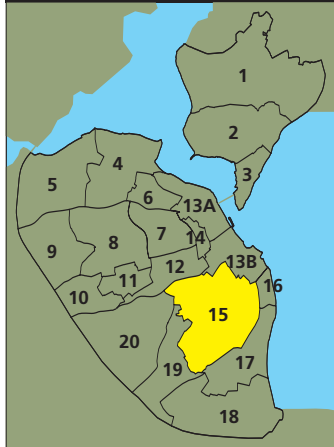
- Subject to the above and to the provision of adequate social infrastructure there are no restrictions on the phasing of future developments.

**ZONE 13****TOWN CENTRE****PLANNING ZONE 13****Requirements for Phased Future Development**

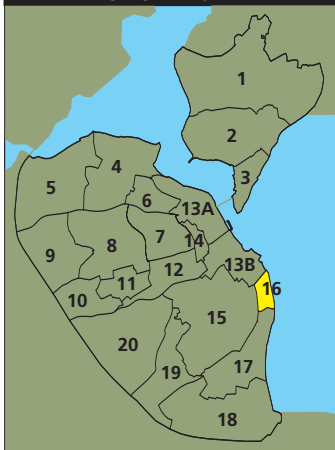
- Subject to compliance with the above opportunity sites, there are no restrictions on the phasing of future developments.

**ZONE 14****EDGE TOWN, GROGANS ROAD TO WIGGRAM****PLANNING ZONE 14****Requirements for Phased Future Development**

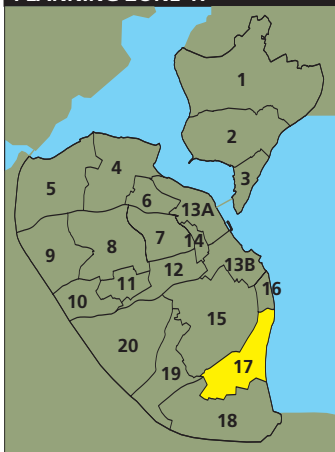
- Subject to improved pedestrian facilities and general traffic management improvements, there are no restrictions on the phasing of future developments.

**ZONE 15****MULGANNON****PLANNING ZONE 15****Requirements for Phased Future Development**

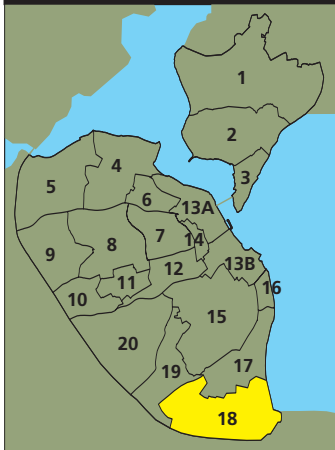
- Formalized open space along the ridge of the rocks to create a new pedestrian link from Trespan Rocks to Coolballow.
- Water - Upgrade of Mulgannon reservoir required.
- Roads - New linkages required to reduce dependency on Mulgannon Road.
- Stormwater - Further assessment required.

**ZONE 16****MAUDLINTOWN****PLANNING ZONE 16****Requirements for Phased Future Development**

- New access road may be required to industrial lands.

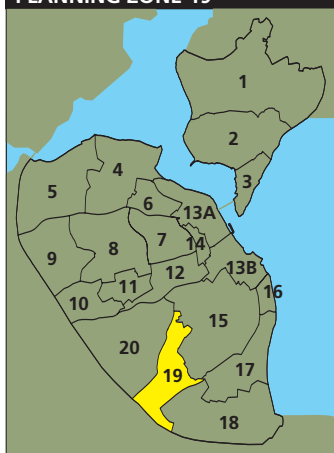
**ZONE 17****THE ROCKS****PLANNING ZONE 17****Requirements for Phased Future Development**

- Regional park and linear park to be promoted.
- Any new development on Coolballow Road is dependent on road and footpath improvements linking any site to the Rosslare Road.

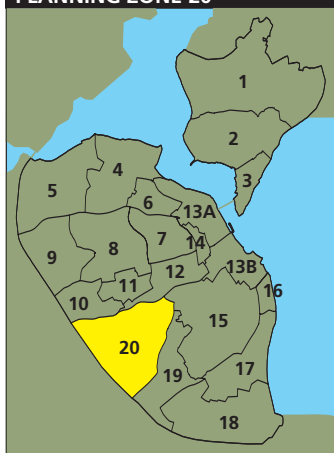
**ZONE 18****SINNOTTSTOWN AND DRINAGH****PLANNING ZONE 18****Requirements for Phased Future Development**

- Buffer zone required between new industrial developments and adjacent residential developments.
- Set back from N25 National Road to preserve free from development route corridors reservation where development would interfere with road objectives.
- New road linkages to east of Rosslare road will be required as part of the development of these lands.



**ZONE 19****WHITEROCK & COOLBARROW****PLANNING ZONE 19****Requirements for Phased Future Development**

- Development of lands (identified on map 19) will be subject to the delivery of social and physical infrastructure and will not be considered until there is:
  - 1) Adequate provision of social infrastructure.
  - 2) Upgrading of road junctions.
  - 3) Development would be dependent on delivery of inner relief route.
  - 4) Provision of local shopping facilities within the development or at the neighbourhood centres.
  - 5) Provision of capacity in the sewer network.
  - 6) Development of public water reservoir at Whiterock/Mulgannon.
  - 7) Structural stormwater attenuation measures and studies to ensure capacity exists in the Bishopswater attenuation pond to accommodate maximum rainfall projections.
  - 8) Long term reservation adjacent to N11/25 is required for possible future road improvements. This will be reserved as landscaped area in addition to open space requirements.

**ZONE 20****WESTERN QUARTER - BALLYNAGEE/PEMBROKESTOWN/KILLEENS/MOORFIELDS****PLANNING ZONE 20****Requirements for Phased Future Development**

- This area represents the largest new zone to be added to the town. The land offers the opportunity to develop new neighbourhoods and new social and community facilities. However, due to the recent developments and granted permissions, restrictions will have to be put in place until new social and physical infrastructure is complete.
- Development of additional lands identified as Medium Residential subject to provision of social and physical infrastructure will not be considered until there is:
  - Provision of additional primary school.
  - Provision of secondary school - new school or relocated and expanded school.
  - Provision of sporting playing fields and athletics (including football and GAA pitches) and shared changing facilities.
  - Provision of orbital route linking the site to Whiterock Road or Newline Road.
  - Provision of local shopping facilities within the development or at the neighbourhood centres to the north and south of the area.
  - Provision of capacity in the sewer network.
  - Development of public water reservoir at Whiterock/Mulgannon.
  - Structural stormwater attenuation measures and studies to ensure capacity exists in the Bishopswater attenuation pond to accommodate maximum rainfall projections.

### 3.6 Neighbourhood Centres

It is intended that the Neighbourhood Centres are not merely to facilitate the standard suburban expansion, but rather be at the heart of stimulating economic and commercial growth whilst working in synergy with the Town Centre on the one hand and facilitating the amenity of the existing environment on the other. The Neighbourhood Centres identified will serve a local shopping function providing retail and service outlets within walking distance of the surrounding catchment area. They should also contain a range of community services such as childcare etc.

#### Policy

NC1 To provide for an adequate and appropriate scale of retail and other services within the existing and proposed residential areas.

### 3.7 Land Use Zoning

The purpose of Development Management is to give guidance on the criteria used by the Planning Authority to assess planning applications in accordance with its primary objectives. This is a requirement of the Planning Authority under the Planning Acts. The land use-zoning matrix is intended to provide guidance to potential developers. They take account of the policies and objectives of the plan and circumstances relating to the management of development and the protection and improvement of the environment. Uses other than the primary use for which an area is zoned may be permitted provided they are not in conflict with the primary land use zoning objective (See also Chapter 11 Development Management Standards).

# Chapter

# 4

## Economic Development

### 4.1 Introduction

The Planning Authority is limited in its actions in support of economic development, which will be determined in the first instance by market forces, and secondly by agencies with a remit for specific intervention in this area. The Planning Authorities can assist the development of all economic sectors by the implementation of policies as follows:

#### Economic Development Policies

- |     |   |
|-----|---|
| ED1 | The zoning of sufficient and appropriately located lands for industrial and commercial development.   |
| ED2 | The provision of sanitary services and other urban infrastructure.  |
| ED3 | The provision, in conjunction with other agencies, of enterprise centres and training infrastructure related to small and medium sized enterprises (SME).   |
| ED4 | The zoning of adequate residentially zoned lands and the creation of an attractive urban environment to facilitate residency of the projected labour force. |
| ED5 | Developing the public realm and amenities of Wexford so that the quality of life of employees and residents can be improved.                                |
| ED6 | The provision of an adequate and efficient transportation system.   |

Factors that make a town attractive for both firms and their employees are the key to a successful economic development strategy. This chapter contains strategies and policies in relation to the economic development of Wexford Town and its Environs including policies in relation to offices, industry, and retailing.

### 4.2 Economic Strategy

The Planning Authority believes that the key elements in promoting a sustainable economic development strategy involve the following:

1. Building on the existing industrial resource base in a sustainable fashion, including the encouragement of linkages between larger and smaller firms and the development of clusters of expertise in existing sectoral areas of specialisation.
2. Building on existing strategic infrastructure, by seeking to develop the Town as a distribution centre, through the development of the South Eastern Transport Corridor through Rosslare Harbour, and the development of good transport links with the rest of the Country.
3. Encouraging best environmental practice in existing industries including the promotion of the following;
  - use of cleaner technologies
  - operation of the Polluter Pays Principle
  - reduction of energy consumption
  - prevention of, or reduction in the production of waste
  - increase in recycling and reuse
4. Supporting businesses which utilise the natural resource base in a sustainable fashion, including, food and agribusiness, arts and crafts, and sustainable tourism.



5. Reducing private transport, through the support of mixed use zones, and home based activity and the linking of industrial locations with the overall transport network.
6. Nurturing innovation and the development of small scale indigenous manufacturing and services.
7. Attracting high technology industries with low environmental impact to locate in the Town, through ensuring that there is suitable zoned land, and an adequate skills base.

### 4.3 Key Opportunity Sites

While there are sufficient zoned lands at Drinagh/Kerloge to accommodate new enterprise and employment uses, there remains a number of key opportunity sites within the Town boundary which are of a scale that they have a significant capacity for redevelopment and represent significant opportunities to facilitate enterprise and employment opportunities. In order to encourage the redevelopment of these sites it is essential to create a development momentum sufficient to stimulate market confidence. One mechanism to achieve this confidence is the adoption of a plan led approach by identifying such sites and preparing development briefs and urban design frameworks to guide development;

Such key opportunity sites include

- Trinity Wharf
- Old Tesco site, The Crescent
- Undeveloped Brownfield sites between Main Street and the Quay front
- Roadstone site at Carcur, Park

These sites are further elaborated on in the Masterplan Zones in Chapter 3 of the plan.

### 4.4 Micro Enterprises

The County Enterprise Board is accorded the role of aiding the development of micro enterprises (those employing less than 10 people). This is an increasingly important sector in terms of employment creation. There will be a need during the plan period for increased provision of space for small scale enterprises, in particular for small start up units or incubator units. The Local Authority will liaise with the County Enterprise Board and other relevant bodies, including the private sector, to ensure that needs in this area are met in order to facilitate the development of new small scale indigenous enterprises.



### 4.5 Industrial Land

The promotion of economic activity within the Town can only be undertaken if there is sufficient land ready to accommodate it. There are a number of existing Industrial Estates in the Town, and the Plan should aim to provide for sufficient land in the vicinity of these Industrial Estates to accommodate the consolidation of existing industry and the development of new industry during the Plan period.

## 4.6 Retail Strategy

The Retail Planning Guidelines for Planning Authorities published by the Department of the Environment Heritage and Local Government (DoEHLG) in December 2000 and amended in January 2005 requires Planning Authorities to prepare a Retail Strategy for their administrative area.

The Wexford County Retail Strategy 2007-2013 informed the policies within this chapter. Wexford Town is classified as a third tier centre in the retail hierarchy of the Retail Planning Guidelines. It is a busy Town Centre serving a wide rural catchment area.

The retail strategy for Wexford is prepared in tandem with the preparation of the new Town Development Plan. The full text of the Retail Strategy forms a separate document as an appendix to the Town & Environs Plan.

John Spain Associates were commissioned to prepare a retail strategy for Wexford to provide advice regarding the quantum, scale and type of retail development required within the Town. Detailed consideration of the above issues was given in the preparation of the strategy document and in the formulation of policies and actions regarding future retail developments in the Town.



## 4.7 Sequential Approach

The Sequential Approach is incorporated into the strategic policy framework to guide the location of new retail development in the Development Plan. It recognises the importance of sustaining the vitality and viability of town centres. Proposals for major retail schemes in Wexford are required to take due cognisance of this as follows:

- a) in the first instance, the priority should be in locating new retail development within the Town Centre.
- b) if Town Centre locations are not readily available within a reasonable and realistic timescale then Edge of Centre sites should be considered. In the Retail Planning Guidelines, Edge of Centre sites are defined as sites that comprise 300-400 metres of the Core Retail Area.
- c) only after the options for Town Centre and Edge of Centre are exhausted should Out of Centre locations and sites be considered.

## 4.8 Core Retail Areas

Wexford has a well defined retail core area based primarily around a central spine formed by Main Street with secondary activity along the lanes and side streets radiating off Main Street.

The main focus of the retail strategy for the Town will be to continue to encourage and facilitate the diversification of the Town's retail profile and to offer to address the lack of national and international comparison units within the principal shopping area.

This can be done by identifying areas suitable for targeted investment in order to provide a greater range of retail formats within the Town. It is also important that linkages within the Town Centre are fully exploited and in particular that linkages between Main Street and the Waterfront are further developed and maximised.

The Retail Strategy recommends that future retail development be directed into the Town Centre in order to;

- ensure a vital and viable Town Centre.
- encourage regeneration of areas in the Town Centre.
- increase the environmental attractiveness of the Town Centre.
- achieve the quantum and quality of retailers necessary to minimize spending outflow.
- meet the criteria for sustainable development.
- prevent the loss of retail uses within the core retail area by restricting non retail uses such as bars, cafes, fast food takeaway, financial institutions, betting offices and estate agents.

### Policy

- R1** Development of non retail uses at street level within the Core Retail Area will not be permitted. Non retail uses will however be considered for protected structures if such uses result in the conservation or improvement of the building.



## 4.9 Development Patterns

It is envisaged that as the population of Wexford grows, the town may experience an increasing demand for a designated District Centre and additional Neighbourhood Centre facilities. To achieve this and to be consistent with the Retail Planning Guidelines (as amended) there is a need to identify a suitable location for a District Centre and to provide new Neighbourhood Centres within existing and emerging major residential areas.

### a) District Centre

District centres are defined in the Retail Planning Guidelines as:

*“either a traditional or purpose built group of shops, separate from the Town Centre ... usually containing at least one supermarket and other non retail services such as Banks or Restaurants”*



The Retail Strategy recognises the need to ensure that local needs, primarily convenience shopping and local services are met in an equitable, efficient and sustainable manner in new and emerging residential areas. There are currently no defined District Centres in Wexford Town. However, with current population projections of 40,000 by 2020 and the designation of Wexford as a 'Hub' under the NSS, it is envisaged that there is potential to develop a District Centre when sufficient population targets have been met. Wexford would require an increased population or significant economic development to support a District Centre and ensure the continued viability of the Town Centre. In the instance of these population targets being met, it is envisaged that a District Centre may be accommodated in the Ballynagee area (See Masterplan Zone 20). This area is located in the fast expanding western development area of the town with good quality transport links.

## **b) Neighbourhood Centres**

Neighbourhood Centres are defined in the Retail Planning Guidelines as:

*"small group of shops typically comprising a newsagent, small general store, post office and other small shops serving a small localised catchment population"*

There are currently a number of Neighbourhood Centres within the Town. It is envisaged that as the population grows the town will experience increased demand for these centres. A number of additional neighbourhood centres are provided for in the masterplan zones.

This zoning provides for the development of a new Neighbourhood Centre to serve the needs of residential areas. A mix of retail, community and recreational development is sought in this zone. Only limited residential development sufficient to ensure the viable and satisfactory working of the Neighbourhood Centre will be considered in this zone. This Centre is intended to serve the immediate needs of the local working and residential population and complement, rather than compete with the established Town Centre. Medical clinics and professional offices, workshops, a crèche, small convenience stores, or café are all envisaged in this zone. However, priority will be given to anchor stores of 1000-1500sq.m. This threshold shall be monitored over the period of this Development Plan.

## **c) Local Shops**

This level of retail hierarchy included small shops serving residential estates, shops attached to filling stations, post offices etc. and serve only a local catchment area. There are numerous small retail outlets outside of the Town Centre which serve this function.

## **Objectives**

To achieve the overall goal, the following strategic objectives are set out to provide the framework for the specific policy programmes and to set a clear definition of what the Development Plan seeks to achieve. These objectives are as follows:

1. To ensure an efficient, equitable and sustainable spatial distribution of retail centres in and around the Town.
2. To make an important contribution to sustaining and improving the retail profile and competitiveness of County Wexford within the retail economy of the South East Region and beyond.
3. To address leakage of retail expenditure from the Town and its catchment by facilitating the strengthening of the range and quality of its retail offer.
4. To establish clear principles and guidance on where various forms of new retail floorspace would be acceptable.
5. To ensure that the retail needs of the Wexford catchment area are met as fully as possible to promote social inclusion within the Town and take due cognisance of the South East Region retail hierarchy.
6. To provide the criteria for the assessment of retail development proposals.