

Chapter 4: Economy, Tourism, Education and Retail



Strategic Objectives

- To assist and ensure that:
 - i. Waterford City is enabled to build its critical mass and fulfil its role as a driver for regional development in the South East Region, and
 - ii. The provision of key investment priorities throughout the city and county is facilitated, whilst ensuring they develop in a sustainable way with a good quality of life and opportunities for all citizens.
- To provide opportunities which encourage sustainable low carbon and resilient economic growth, innovation, and commercial activity and create opportunities for new economic growth and employment, in both urban and rural areas that are both appropriate for, and attractive to, the needs of different industries, while at the same time identifying, coordinating and improving the provision of infrastructure necessary to allow Waterford City and County to grow and prosper over the long term.
- To develop, deliver and promote Waterford as a year-round world class tourism destination, with authentic, memorable experiences which attracts local, regional, national and international visitors generating long term and lasting benefits to enhance and support local communities and realise additional economic growth, jobs and prosperity for the people of Waterford.
- To develop and market Waterford as a 'UNESCO Learning City', and to provide the necessary infrastructure, education and employment opportunities, complete with a University of significance, and associated accommodation, amenities and the quality of life to enable Waterford to compete at a national and international level as a modern European city of scale and significance.
- To ensure that Waterford City asserts itself as the primary retail and commercial destination of the South East Region through the meaningful redevelopment of key sites within the City Centre and the strategic development of the North Quays

4.0 Introduction

Our vision is to Support a strong, sustainable, resilient and successful economy, underpinned by enterprise, innovation and skills, and access to quality education for all.

This will be facilitated by creating places that can foster enterprise and innovation, and attract investment and talent, and can be achieved by building regional economic drivers for Waterford as listed in the SRSES and by supporting opportunities to diversify and strengthen the economy, to leverage the potential of places.

Access for all to a range of quality education facilities is a defining characteristic of attractive, successful and competitive places. We will achieve this by supporting the growth and development of all learning institutions, and promoting and fostering links with business/ enterprise and technological innovation. The development and enhancement of Lifelong Learning and Healthy City initiatives in Waterford will be essential components of achieving UNESCO Learning City/ Region status. The Development Plan will also support the development of the Learning City/ Region initiative to other urban and rural centres of population through existing networks (e.g. the Library Service), and support the preparation and implementation of a Learning Region Strategy.

Employment and economic growth play a vital role in the planning system in delivering sustainable goals for the public good, improving the social and economic prospects of all residents, and the economic health and resilience of our city and county. Waterford must be “open for business” to become a successful, resilient and sustainable place, meeting the many different and changing needs and location requirements of the different sectors and sizes of business. Such an outlook also requires a concentrated, co-ordinated and collaborative cross-sectoral and cross-departmental approach, which seeks to deliver initiatives in a targeted manner and with a strategic focus.

A proactive and active land management process, with strategically located land banks (brownfield and Greenfield), is key to facilitate economic growth and development. To promote a diverse and resilient economy we will have to build on our existing assets (natural, cultural, and built environment), and put into practice new ideas from our colleges, research organisations, and our skilled workforce. We also need to improve our connections through upgrades to our transport and high speed digital communications networks, and play a more proactive role towards a low carbon economy.

In respect of the key broad functions and core elements which the Development Plan can support in relation to economic development, these include:

- Setting out a planning framework for economic development that is in line with the plan hierarchy, settlement hierarchy and Development Plan Core Strategy and supports communities across Waterford;
- Ensuring an adequate supply of zoned and serviced land for economic and employment-generating uses and growth at appropriate locations;
- Developing a strategy for retail and tourism/ leisure;
- Promoting and facilitating an improvement in the quality of life in all parts of the City and County;

- Supporting the provision of education facilities and the knowledge economy in order to assist in fostering a culture of innovation, lifelong learning and life skills;
- Facilitating and supporting entrepreneurial activity and clustering opportunities;
- Supporting sustainable employment growth around Waterford’s natural resources;
- Supporting key sectors for growth, including those at strategic transport/ access locations;
- Provide a consistent approach to economic development that in turn generates certainty and clarity for applicants, developers and investors involved in the development process; and,
- Provision of a framework of development management standards to promote best practice implementation of development in order to ensure and contribute towards a sustainable and high quality environment.

Our approach to assisting in delivering balanced economic growth and development is underpinned by four priorities:

- Investing in our people and our infrastructure in a sustainable way;
- Fostering a culture of innovation, research and development;
- Promoting inclusive growth and creating opportunity through local and regional cohesion; and,
- Promoting integrated connectivity to boost our collaborations, trade and investment, health and wellbeing.

4.1 Context

In terms of locations of employment, the CSO’s POWSCAR data offers a valuable insight. Figure 4.0 below provides a visual indication on the major areas of employment. The map details the number of local jobs within the Waterford Electoral Divisions (EDs). In total, there are 44,901 persons resident in Waterford who are at work. Of these, 38,423 jobs are located within Waterford, with 71% (27,345 being located in Waterford City (based on location of job via POWCAR, 2016).

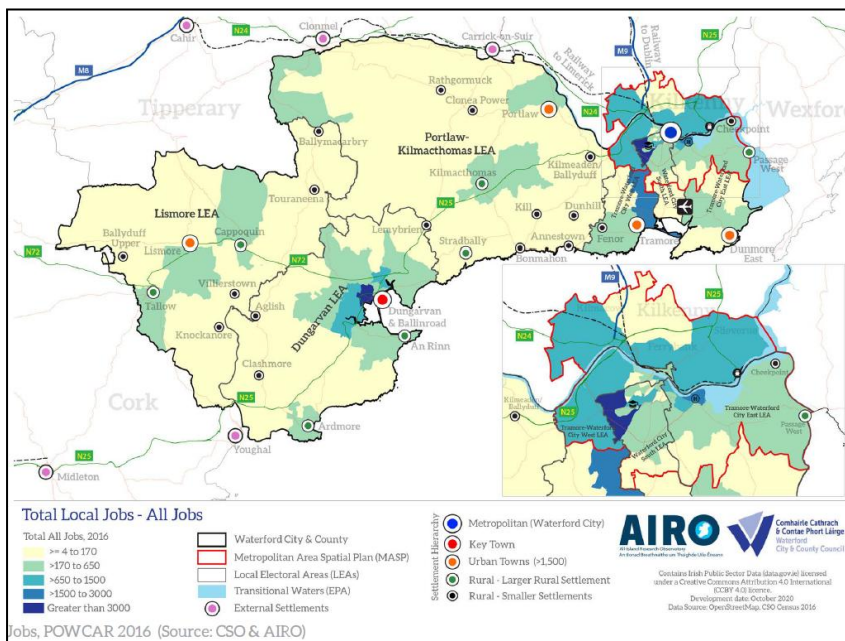


Figure 4.0. Location of Jobs in Waterford.

This shows the significance of the MASP area, Waterford City and indeed Dungarvan as the main employment centres in Waterford. Darker shaded areas are those where there is a higher proportion of persons employed, relative to residents. Workplace zones in, or adjacent to, larger settlements show higher concentrations of employees. However, there are several rural workplace zones that also record high proportions of workers.

Waterford's economy has traditionally depended on strong agricultural and manufacturing sectors, with retail also comprising a major contributor to the City's economy. The 2016 census demonstrated that the economic baseline has expanded, and the Waterford economy is well supported in:

- manufacturing (16.3%);
- commerce and trade (20.9%); and,
- professional services (25.3%).

Employment opportunities thus cover a broad spectrum including; Bio technology, ICT and engineering, manufacturing and processing, professional services, tourism and hospitality, and local services. Economic sectors are likely to continue to be restructured. This is likely to include further broadening and addition of higher value-added activities in the pharmaceutical, life science, engineering, international business services sectors, as well as tourism.

Agriculture in Waterford also supports thousands of jobs in the rural economy, both directly in food and drink processing and also in the wider agri-industry. The value of agriculture to our economy is illustrated in Fig.4.1 below.

4.2 Location

Generally, new employment generating enterprises will be encouraged to base themselves in the city or existing towns, villages and settlement nodes, in support of the Development Plan Core and Settlement strategies, and in proximity to existing infrastructure, services and concentrations of employment. As such, policies relating to economic development and shaping our businesses, echo the key economic principles of the Southern Region's SRSES¹⁶.

4.3 Strategic Employment Development/ Growth Areas

Projects and strategic employment areas identified through the NSOs and RSOs (included in Table 4.0), are regarded as key growth enablers for the City and County. They are also central to achieving sustainable economic and employment development, resilience, and growth. This will enhance and support our quality of life, together with the integrated provision of enabling infrastructure and utilities generally, including that of green/ blue infrastructure and improved public infrastructure and services.

4.4 Clustering, Innovation and Enterprise Hubs

In addition to the active land management of economic sectors, the council aims to support and facilitate clustering/ innovation hub initiatives within and across sectors. Strengthening and developing clustering or innovation hub potentials (e.g. engineering, food, creative industries, ecommerce, crafts, and tourism) will further attract and embed foreign owned companies, and stimulate the growth and start-up of more innovative Irish owned enterprises.

¹⁶ (i) Smart Specialisation (ii) Clustering (iii) Capacity Building (iv) Knowledge Diffusion, and (v) Placemaking for Enterprise Development.

Within the urban context, Waterford has existing clusters/ innovation hubs, including life sciences, communications technology, and manufacturing, centred around and supported by a number of high quality research centres. These include TQS in Lismore, the Telecommunications, Software and Systems Group (TSSG), the Pharmaceutical and Molecular Biotechnology Research Centre (PMBRC), Crystal Valley Tech and the South Eastern Applied Materials Research Centre (SEAM), as well as the ArcLab Research and Innovation Centre which is a focus for tech start-ups, and RIKON, a centre of Innovation in Business Technology Management, all with links to WIT. A number of these also support the wider city region.

In addition to the above, clustering initiatives in the rural context, with communities working together, have resulted in the identification of a number of distinctive strategic areas within geographic clusters forming rural economic development zones¹⁷ within their respective areas as per Table 4.0 above.

Such initiatives assist in providing a network and connected nodes of support for start-up business, learning, and co-operative initiatives throughout the city and county, and the Council will continue to assist in facilitating and supporting the provision of facilities which will support and strengthening these.

Table 4.0 Strategic Employment Locations

Employment Opportunities	Strategic Development Areas
Increased densities and brownfield regeneration in existing built-up areas	<ul style="list-style-type: none"> • City Centre (including Viking Triangle) • Waterford Cultural Quarter centred on O’Connell Street • Former Waterford Crystal Site, Cork Road • ‘Gas Works’ site (Johnstown Industrial Estate) • Millers Marsh • Bolton Street Car Park • Brooks Site • Waterford City East/Dunmore Road
Employment and retail hubs in accessible locations to complement city/ town centre	<ul style="list-style-type: none"> • North Quays SDZ • City Centre – Michael Street • Bilberry – former Waterford Stanley Site • Dungarvan (former Glanbia site) • Tramore –Riverstown and Pickardstown

¹⁷ Functional economic areas where the ‘boundaries’ reflect patterns of economic activity (e.g. Travel-to-work) rather than administrative areas

Commercial and research synergies in proximity to hubs such as a University/ Hospital/ Airport/ Port	<ul style="list-style-type: none"> • TUSE/ Research & Innovation Centre • Knowledge Campus • University Hospital, Waterford • Waterford Airport • Port of Waterford
Strategic regional and rural enterprise sites for campus-style/ space intensive uses to strengthen local employment base	<ul style="list-style-type: none"> • IDA Business and Technology Park, Butlerstown • Existing Enterprise Centres: Dungarvan, Tallow, Lismore Cappoquin; Dunmore East, Kilmacthomas, Dunhill • Additional/ New Enterprise Centres/ Co-working hubs: Dungarvan, Tallow, Lismore, Cappoquin, An Rinn (Gaeltacht), Villierstown
Urban and Rural Clustering synergies to leverage 'connectedness' and collective and collaborative efforts	<ul style="list-style-type: none"> • WIT Carriganore Campus/ TUSE Research and Innovation Centre; IDA Business & Technology Park • Blackwater Valley • Copper Coast • Comeragh Uplands • Waterford Estuary • Waterford Greenway • Waterford Gaeltacht

Economic Policy Objectives

ECON 01

Enabling Growth and Development

We will support and facilitate regeneration, consolidation and growth at strategic employment and nodal locations along strategic public transport corridors, and maximise commercial and employment development opportunities so as to foster more sustainable economic growth, diversity and resilience in accordance with the Core and Settlement Strategies by:

- Providing appropriate and adaptable zoning and use provisions throughout the city and county;
- Maximising the efficiency of zoned lands by advocating for and facilitating the provision, upgrade or refurbishment of necessary and timely supporting infrastructure, sustainable transport opportunities, and utilities;
- Collaborating with government departments and agencies to secure funding through the NDP, URDF, RRDF and other funding streams for projects that deliver on the goals of the NPF and SRSES and other national strategies that support regional and local authority statutory plans, associated strategies and local economic and community plans.
- Supporting the development of small-scale ancillary services in large industrial and business parks where they do not detract from the vitality and viability of the city or

	<p>town centres in the subject settlement;</p> <ul style="list-style-type: none"> • Favourably considering the redevelopment of brownfield sites and disused agricultural or commercial buildings in urban and rural areas for industrial, enterprise or cultural developments, subject to normal planning considerations; • Ensuring that significant employment development is located at strategic locations as identified in Waterford MASP, in Table 4.0 and that other new employment generating enterprises base themselves in the city or existing towns, villages and settlement nodes, in proximity to existing infrastructure, services and concentrations of employment. • Supporting and facilitating a business environment that is attractive, accessible and healthy, and places Waterford City at the forefront of destinations for inward investment in the state and supports its role in the city region as the regional driver of growth.
ECON 02	<p>Strategic Employment Locations</p> <p>To support significant employment growth and development at strategic employment locations as identified within the Waterford MASP, Waterford Airport, The Port of Waterford, Dungarvan Key Town, Tramore and Kilmeaden, having regard to service availability, accessibility by sustainable transport modes, place-making for business, and the built and environmental context.</p> <p>We will also promote and facilitate employment in all our settlements where investment can be focused on:</p> <ul style="list-style-type: none"> • Creating additional and multi-purpose employment opportunities to secure the long-term sustainable social, and environmental development of rural areas; • Encouraging economic diversification; • Supporting research, innovation and enterprise development, including through the support for/ provision of, incubation facilities; • Support the development of a network of digital hubs in order to attract new and start-up business; and • Facilitate the growth of rural enterprises and sustain a local rural hinterland.
ECON 03	<p>Planning for Appropriate Economic Growth</p> <p>To encourage, promote and facilitate economic and employment growth, resilience, diversity, and the regeneration of underutilised areas. Development proposals will be supported which demonstrate that:</p> <ul style="list-style-type: none"> • The proposed development is of a high standard of design, layout, access, parking, and landscaping, and integrates and contributes positively to the built quality and amenity of the site and its surroundings; • The proposal contributes positively to the quality and amenity of the receiving environment, built or natural, and the amenity of any residential properties in the

	<p>vicinity;</p> <ul style="list-style-type: none"> • The proposal is readily accessible by public transport (where available), bicycle and foot, or contribute towards provision of new routes to serve the area; • The proposal, where likely to result in at least 50 employees commuting to the site, contains a Green Commuter/ Mobility Management Plan showing how at least 33% of the workforce will commute without driver-only occupancy of a private motor vehicle; • The proposal incorporates SuDS and other nature-based solutions to manage surface water and ensure that run-off rates do not exceed existing site or Greenfield (in the case of undeveloped lands) rates, and/ or improve these where they may be problematic; and, • The proposal demonstrates clear compliance with Volume 3 Development Management Standards of the Development Plan. <p><i>Note: For further details of the Council's partnerships with private and public sector organisations to regenerate the city and county's economy and employment, refer to the Waterford Cultural Quarter (WCQ) Strategy and other relevant strategies, e.g. The Rural Waterford Visitor Experience Development Plan; Waterford LEADER Local Development Strategy (LDS).</i></p> <p><i>For details of the MASP proposed public transport, cycle and pedestrian infrastructure, refer to the Chapter 3, 5 and Volume 2 Development Management Standards of this Development Plan.</i></p>
ECON 04	<p>City and Town Centre First Approach</p> <p>When considering advancing local authority initiatives, and submitted development proposals, we will adopt a city and town and city centre first approach in a manner consistent with the principles of compact growth and mixed use development, as committed to in the 'Programme for Government'.</p> <p>We will support and enable vibrant and viable centres to accommodate a diverse range of commercial, community, heritage, riverside/ marine, amenity and residential uses to ensure they fulfil their role in supporting sustainable communities. Where proposals are not appropriate to, or cannot be accommodated in a settlement centre, we will adopt a sequential approach to identify the most appropriate location in line with the policies and development management standards of the Development Plan.</p> <p>To this end, the Council will promote, facilitate, and undertake works and initiatives aimed at:</p> <ul style="list-style-type: none"> • An integrated and 'whole of local government' approach to packaging relevant funding schemes (e.g. TVRS; Outdoor Recreation; FLAG; CLAR; URDF; RRDF) towards town/ village renewal/ rejuvenation plans; • Encouraging and facilitating increased 'living over shops' and above-the-shop conversions to expand the availability of housing and contribute to greater vitality and vibrancy; • Enhancements to our streetscapes and public/ urban spaces, including those that support active transport; • Ensure 'added value' is included in all public works programmes, for example in respect of include Green Infrastructure/ low carbon elements, and measures which include/ provide for increased social interactions and experiences;

	<ul style="list-style-type: none"> • A ‘Town Centre First’ approach as committed to in the ‘Programme for Government’, and founded on the Heritage Council’s town centre health checks, and utilising a cross-departmental approach to address identified issues; • Supporting a transition from traditional villages to Smart Villages status (EU Action for SMART Villages Initiative), and the revitalisation of rural communities through social and digital innovation, and connectivity; • Incentivising the regeneration, upgrading and reuse of underused and vacant building stock.
ECON 05	<p>Collaboration</p> <p>We will continue to actively undertake a leadership role to progress and secure the economic strategy and policy objectives of the NPF and SRSES/MASP, the South-East Regional Enterprise Plan, South East Regional Skills Forum, the Local Economic and Community Plan (or any subsequent revisions of these) and the Development Plan and its Core and Settlement Strategies.</p> <p>In providing this leadership role, the Council will foster a whole of local government collaborative approach to proactively, engage with communities, stakeholders, sectoral interests and adjoining authorities to achieve collective support and successful implementation of the Development Plan, in line with the policies and objectives set out in national, regional and local strategies.</p>
ECON 06	<p>Regeneration</p> <p>We will facilitate and participate in regeneration projects so as to revitalise under-utilised business parks and industrial estates and promote the regeneration of obsolete and/or under-utilised buildings and lands that could yield economic benefits, with appropriate uses, subject to compliance with the policies and development management standards of the Development Plan.</p>
ECON 07	<p>Active Land Management</p> <p>To carry out the functions of the local authority in a co-ordinated manner in order to assist in the proactive targeting of underutilised, vacant and derelict lands and buildings, and general building stock, in pursuing the achievement of the policy objectives of this Development Plan), and in order to facilitate an Active Land Management approach to the sustainable growth and development of Waterford City and County.</p> <p>This will be achieved/ assisted by:</p> <ul style="list-style-type: none"> • The establishment of ‘working team’ (or similar), consisting of a multidisciplinary team drawing from the existing established expertise of a number of different units within Waterford City and County Council; • The strategic management of public, local authority owned land, including planning and design; • Using the Planning and Infrastructural Assessment (Appendix 14 and 17) to identify the readiness of lands to accommodate development; • Facilitating the timely co-ordination of support infrastructure and utilities in order to foster and progress plan and infrastructure led development; • Measures to support the change of use from vacant commercial units to residential,

	<p>using the Council’s statutory powers, where appropriate, under the Derelict Sites Act 1990 (as amended) and the Urban Regeneration and Housing Act 2015 (as amended);</p> <ul style="list-style-type: none"> • Promote and facilitate a greater understanding of the exempted development provisions in relation to ‘Use classes’, i.e. Part 4 of Schedule 2 of the Planning and Development Regulations, 2001 (as amended); • The acquisition by agreement or compulsory purchase, of vacant, derelict or underutilised sites or buildings, in order to address incidents of urban decay and vacancy, ensure revitalisation and conservation of our built heritage; regeneration of underutilised sites/ buildings, and bring about long-term economic and social/ community development and sustainability; • A co-ordinated focus on identifying appropriate and new funding streams and/ or initiatives aimed at supporting and facilitating the sustainable development of our City and County; • An integrated, ‘whole of local government’ approach to packaging relevant funding schemes (e.g. TVRS; Outdoor Recreation; CLAR; URDF; RRDF) aimed at town/ village renewal and rejuvenation initiatives; • Ensuring the successful management and progression of existing initiatives approved for grant funding under the URDF and RRDF • Proactive engagement and collaboration with stakeholders, including the LDA; Housing Agencies, and other bodies, and through the MASP Implementation; • Targeted collection and appropriate use of the vacant sites levy as a site activation measure to ensure the beneficial (re)use of vacant land; • Investigate options and opportunities for Joint Venture partnership approaches to the assembly, integration, development, and release of land to progress and ensure the realisation of the Development Plan objectives; • Driving strategic land assembly (i.e. such as being done by the LDA) working with landowners (public and private) to smooth out peaks and troughs of land supply, stabilising land values and delivering increased affordability
<p>ECON 08</p>	<p>Creative Industries</p> <p>To work in conjunction with the Waterford Local Enterprise Office (LEO), LEADER and all relevant stakeholders to support and deliver the further development and expansion of new workspace for SMEs, the creative industries, film industry, artists, and the fashion and craft industries in Waterford, and particularly in new commercial and mixed-use developments, or where underutilised buildings are being brought back into use.</p> <p>Larger-scale commercial development proposals should consider the scope to incorporate a range of sizes of business units, including for SMEs. Flexible workspace can include a variety of types of space including serviced offices, co-working space and hybrid industrial space. What constitutes a reasonable proportion of workspace suitable for SMEs should be determined on the circumstances of each case, and strategies in place (such as the Waterford Cultural Quarter (WCQ) in the Viking Triangle Area of Waterford City).</p>

4.5 Waterford Regional Airport

At a national level, as we are a peripheral country in Europe, air transport is essential for trade, inward investment and tourism. The UK’s exit from the EU in 2019 highlights the importance of NSO 6 (High Quality International Connectivity) and the importance of continuing investment to further improve the quality of airport and port¹⁸ facilities, given their role in maintaining transportation linkages with crucial EU markets. The requirements for increased connectivity, to proactively develop aviation enterprise and to maximise the aviation sector’s contribution to the economy have also been identified in national policy¹⁹ which “*recognises the important role that regional airports play in their areas and in regional development*”.

In the context of the SRSES, the return of scheduled passenger services to Waterford Airport and associated investment infrastructure is highlighted as one of the key elements in making the Waterford Metropolitan Area a successful enterprising economic engine thriving metropolitan and regional enterprise growth. Waterford Regional Airport has a central role to play in supporting and increasing the economic development, tourism and critical mass of Waterford, and in improving the connectivity of the South East Region. A Masterplan for the Airport and the Airport Business Park is included at Appendix 12.

Airport Policy Objective

ECON 09

Waterford Airport

In line with EU national and regional policy support in respect of air access from regional airports, we will, where it would contribute towards the proper planning and sustainable development of Waterford and comply with all environmental legislation and policies and objectives contained within this Plan and higher level planning documents, including the National Planning Framework and Southern Regional Spatial and Economic Strategy

- Support the Airport’s mission statement and provide marketing support and identification of additional support mechanisms and potential route opportunities for tourism and cargo services;
- Identify and assist in obtaining/ securing capital investment in order to advance and implement infrastructure, utility and facility improvements at Waterford Airport in order to unlock the local, regional and international economic potential of the airport;
- Work towards promoting, facilitating and developing a cluster of business aviation companies with a focus on developing a Centre of Excellence for Business Aviation on the Business Park zoned lands at Waterford Airport.
- Facilitate development proposals in the Business Park which are consistent with the Waterford Regional Airport Masterplan, as set out in Appendix 12 of this Development Plan; and
- Have due regard to the operational and safety requirements of the Airport when considering development proposals in the vicinity.

¹⁸ €140m investment is planned for the region’s deep sea port – the annual value of goods through the Port has been estimated at €1.7 billion in 2017, with 1,000 jobs directly and indirectly supported. An estimated +4% per annum growth is projected to 2040 - with Belview Waterford Port and Rosslare being the closest Irish ports to mainland Europe,

¹⁹ *A National Aviation Policy for Ireland*, Department of Transport, Tourism and Sport, August 2015

4.6 The Port of Waterford

The Port of Waterford is Ireland’s closest multi-modal port to Continental Europe with significant capacity for growth. A Port of National Significance (Tier 2) and a Comprehensive Port on the Ten-T Network, it currently handles 1 million tonnes of bulk product (primarily Agri-Related) and 100,000 tonnes of break bulk (timber, steel). The Port of Waterford Master Plan provides a framework to provide for future infrastructure investment requirements for enhanced capacity, which includes quay extensions, widening and deepening of shipping channels and installation of walling to reduce requirements for dredging, deeper berths at quays, and a larger turning basin.

The SRSES supports development of freight rail services and facilities at the Region’s ports. For the Port of Waterford, this will require improvements to the Waterford to Limerick rail line as a key strategic freight corridor to build the Region’s international connectivity. For the Port to function effectively for the State and support modal shift freight rail as part of wider climate action programmes, effective financial incentives should be provided. The Port has a significant industrial hinterland including the IDA’s 55 ha Strategic Industrial land bank and the port has identified the need for further additional land and facilities to support port activity in the Master Plan.

Port Policy Objective

ECON 10

The Port of Waterford

Waterford City and County Council will (in conjunction with Kilkenny County Council) support the development of the necessary port infrastructure and associated road and rail connectivity required to support the development of the Port of Waterford Belview and to support the role of the Port as an Economic Driver for the South-East.

4.7 Rural and Marine Economy

Achieving real and sustainable competitive advantage, diversity and resilience in our rural areas and economy, based largely around our local assets (i.e. community, geography; distinctiveness of character), and connectedness between the rural towns and villages and within clusters, is key to realising and boosting individual and collective innovation, diversity, efficiency and prosperity in the rural economy.

The rural economic strategy of the Council is aimed at providing our rural areas with the necessary support, tools, and financing mechanisms (where available), to develop and execute an effective strategy for the individual rural areas and clusters. One of the ways in which the Council is seeking to support this, is through the formulation of a Waterford Rural Visitor Experience Development Plan (VEDP). The VEDP is intended to complement the work of ‘Visit Waterford’ in promoting Waterford as a destination, and create and promote coherent rural visitor experiences throughout our County, based around our distinct rural clusters and their distinctive and unique collective offerings.

The Council acknowledges that the development of rural enterprise and employment opportunities are vital to sustaining the rural economy, and will continue its support of the sector through appropriate policy formulation and support for rural based enterprises and supporting infrastructure, including digital infrastructure. In accordance with the economic strategy for

Waterford, appropriately scaled enterprises should be directed to small towns, villages and business/ industrial zoned lands in Waterford City and our larger towns, in accordance with the core and settlement strategies.

Agriculture, horticulture, forestry, tourism, aggregates, renewable energy production and rural resource based enterprise will also be facilitated, as will appropriate on-farm agricultural diversification²⁰. The Council recognises a balance between rural development, including diversification and protection of the rural environment, requires careful management. The Council will also support micro-enterprises and cottage style industries in rural areas, where they do not detract from the rural character of the area, or have a negative effect on the surrounding environment or land uses.

It is also important that opportunities are afforded and maximised, where appropriate, for home-based working. Home working can contribute significantly to a local economy, and the general sustainability of local areas, as such working arrangements can benefit individuals, families and the local community in addition to contributing to more sustainable land use patterns by reducing the need for commuting.

Advancements in technology mean that there is more scope for residents to work from home, either in a purpose built live-work unit, or by utilising an area in an existing dwelling. By supporting small-scale economic activity and an entrepreneurial culture, there is potential for some of these businesses to expand and take up conventional, larger business premises in our rural settlements, towns and villages, and contribute to the growth of the rural economy.

In relation to our marine economy, the Port of Waterford is regarded as a main port for passenger and cruise ship visits, with potential for expansion. There are also strong location, functional, economic, social and administrative links between Belview Port and Port of Waterford. The future development of Rosslare Port and the Port of Waterford and various interrelated and integrated sectoral linkages, places increased demands on the existing transport road and rail) network, in particular the road network, with the potential for large freight transport. The need for improved accessibility and associated additional investment to achieve this is recognised, and the Council will support and promote the critical need and implementation of such infrastructure.

Marine and river-based fisheries support and sustain small coastal and rural communities across the County, and active fishery harbours in Waterford are located in Dunmore East, Dungarvan, Heilbhic (Helvick), Passage East and Tramore. Dunmore East (a National Fishery Harbour Centre) is particularly noteworthy as a primary landing port and main fishing harbour with regard to economic turnover and landing, whilst the Gaeltacht is a significant contributor to the national aquaculture industry.

²⁰ Typical uses could include those such as defined as examples of farm based diversification into non-agricultural activities in the CAP Rural Development Programme 2007-2013 (p141).

Rural and Marine Policy Objectives

<p>ECON 11</p>	<p>Rural Economy</p> <p>To support and facilitate the provision of enabling infrastructure and utilities in our smaller towns and villages so as to cater for appropriate and sustainable economic growth and development.</p> <p>Commercial development proposed within settlements should be at a scale which is appropriate to the settlement function as identified in the Settlement Hierarchy. Development proposals should be compliant with the policies and development management standards of this Development Plan, and should underpin the proper planning and sustainable development of the area.</p>
<p>ECON 12</p>	<p>Rural Resources</p> <p>To facilitate farm or rural resource related enterprises and diversification, including food production and processing on farm/ agricultural holdings, mineral and aggregate extractive industry, aquaculture and marine, and proposals which support rural tourism initiatives which are developed upon rural enterprise, social enterprise, natural/ cultural heritage assets and outdoor recreational activities, subject to the capacity of the site and the location to facilitate the proposal.</p> <p>Subject to environmental policies and the development management standards of this Development Plan, the nature and scale of any proposed development will be assessed having regard to a number of factors, including nature and scale of the existing operation, building, or tourist attractions, source of material (where appropriate), traffic movements, water and wastewater requirements, capacity to reuse existing and redundant buildings, and likely impacts on amenity and the environment and the Natura 2000 Network.</p>
<p>ECON 13</p>	<p>Local Workspaces</p> <p>To engage in local partnerships with stakeholders/ community groups, and social enterprise, together with other funding organisations, to assist in identifying, facilitating and promoting smart working locations and economic enterprise and growth/ regeneration, by encouraging and facilitating the provision (subject to funding availability), of local workspaces, small business units, new Enterprise Centres /Co-working hubs, and/ or grouped ‘units’ or spaces which can provide a multi-functionality of purpose and use, adding vitality and vibrancy to an area.</p>
<p>ECON 14</p>	<p>An Gaeltacht</p> <p>To support the implementation of Plean Teanga na nDéise 2018 – 2024 in collaboration with Údarás na Gaeltachta, Comhlucht Forbartha an nDéise, and the broader community by:</p> <ul style="list-style-type: none"> • Further developing the capacity of Dungarvan to function as a strategic Key Town and Gaeltacht Service Town to Gaeltacht na nDéise.

	<ul style="list-style-type: none"> • Facilitating cultural tourism and associated facilities, accessible to both tourists and the local community; • Providing a high standard of physical infrastructure within the Gaeltacht to encourage private investment in business through the medium of the Irish language; • Supporting delivery of the Údarás Business Park at Sean Phobal in order to attract new business activity; • Facilitating and supporting digital innovation through a ‘hub’ concept; • Facilitate increased connectivity between Gaeltacht settlements, Ardmore, Dungarvan, and areas of cultural interest through the delivery of a network of trails; • Supporting the delivery of social and cultural facilities in An Sean Phobal and Baile na nGall respectively; and • Facilitating a mix of social and affordable housing that supports the aim of the Language Plan. • The Council will require all proposals for commercial development in Gaeltacht na nDéise to be accompanied by a Language Impact Assessment which should demonstrate that the proposal will not have a negative impact on the linguistic viability of the area.
ECON 15	<p>Home-based Working</p> <p>To encourage and support the provision, where appropriate, of home-based economic activity²¹ (i.e. ‘working from home’) including the provision of small-scale individual enterprises. Proposals for such development will be required to demonstrate the following:</p> <ul style="list-style-type: none"> • The dwelling remains as the main residence of the practitioner; • The nature and scale of the proposed development is appropriate to, and compatible with, the character and amenity of the surrounding/ adjoining area; • The proposed development will not be detrimental to surrounding amenity with particular regard to hours of operation, noise and general disturbance; • The anticipated level of traffic generation (type and frequency) does not adversely impact on public and traffic safety; • The generation, storage and collection of waste; and • The proposed development will not materially impact on the integrity of any European Site.

²¹ Home based economic activity is defined as small scale commercial activity carried out by residents of a house which is subordinate or ancillary to the use of the dwelling as a place of residence.

ECON 16	<p>Marine Development</p> <p>We will facilitate the sustainable growth and development of the aquaculture, fisheries and marine leisure sector, including in relation to improved water quality. The development of marinas, water sport based activities, improvement of harbours, quays and slipways, and enhanced interpretation and safety, should be considered as part of a broader strategy for these facilities to be carried out during the lifetime of the Development Plan and should be designed so as to avoid landscape/seascape or environmental/water quality degradation and adverse effects on designated sites in the area.</p>
ECON 17	<p>SIFP for Waterford Estuary</p> <p>In collaboration with relevant local authorities, the Southern Regional Assembly, government departments and state agencies, and in order to support the implementation of Waterford MASP Policy Objective 21, during the life of the Development Plan we will prepare an Integrated Framework Plan for the sustainable development of Waterford Harbour, in order to harness the economic and recreational potential and protect the environmental qualities of the area for all users.</p>

4.8 Climate Action and Jobs

The economic consequences of climate change imply a strong call for action and mitigation across sectors. Fig 4.2, illustrates those areas which have been subject to economic losses from climate-related extremes during the period 1980-2017. Ireland is one of the more affected countries in Europe.

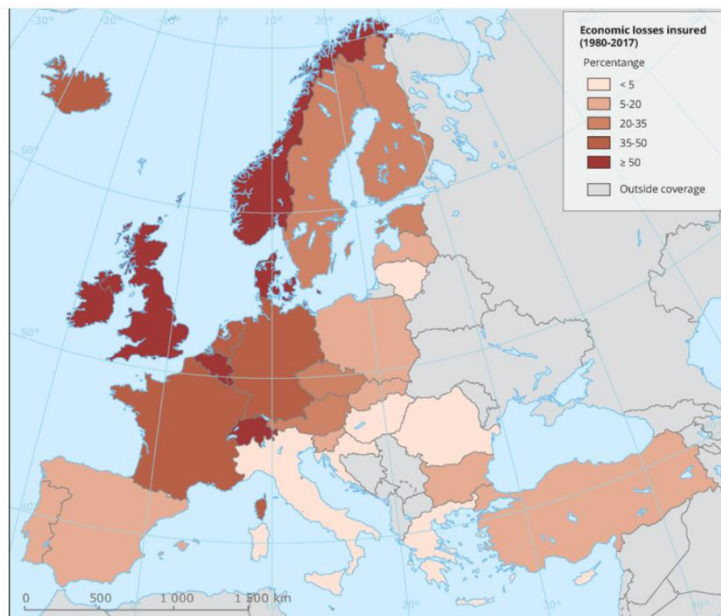


Figure 4.1 Economic Losses due to Climate Change

Source: <https://www.eea.europa.eu/data-and-maps/figures/economic-losses-insured-percentage-1>

Climate change mitigation and adaptation can bring multiple benefits to the environment, society and the economy. Tackled together they open up new opportunities to promote sustainable local development including building inclusive, climate resilient and energy efficient communities;

enhancing the quality of life, stimulating investment and innovation, boosting the local economy and creating jobs and reinforcing stakeholder engagement and cooperation.

Climate Action Policy Objectives	
ECON 18	<p>Energy Efficiency</p> <p>We will support investments in energy efficiency of existing commercial and public building stock with a target of all public buildings and at least one-third of total commercial premises upgraded to BER Rating 'B'. We will report annually on energy usage in all public buildings and will achieve a target of 33% improvement in energy efficiency in all buildings in accordance with the National Energy Efficiency Action Plan (NEEAP).</p>
ECON 19	<p>Green Technology</p> <p>We will support the development of low carbon and green tech businesses and industries throughout Waterford City and County.</p>

4.9 SEVESO Directive/ Major Accidents

The Seveso II Directive 96/82/EC is an EU Directive to prevent major accidents involving dangerous substances and to limit the consequences of such accidents on people, property and the environment. It applies to establishments where dangerous substances are or may be present in specified threshold quantities. In Irish law, the current regulations through which the Directive is transposed are 'European Communities, Control of Major Accidents Regulations' S.I no 74, 2006.

At present there are no industries which are established Seveso Directive sites within Waterford City and county, however Trans-Stock located in Ferrybank/ Kilkenny County is considered to fall under the Directive. With regard to such sites, consultation distances are established within which there is an obligation to consult with the Health and Safety Authority and Waterford City and County Fire service, in respect of any development proposals.

Industrial developments coming within the ambit of the Seveso Directives shall be given special consideration, and shall be controlled under the EU Control of Major Accident Hazards involving Dangerous Substances Regulations 2000. (Refer to Development Standards, Volume 2). Overall, the Development Plan supports the development of sustainable employment generating business and economic growth at appropriate locations and subject to relevant development management standards²².

Major Accidents Policy Objective	
ECON 20	<p>SEVESO III Sites</p> <p>We will take into account the provisions of the Major Accidents Directive, relating to the control of major accident hazards involving dangerous substances, and the recommendations of the Health and Safety Authority in the assessment of all planning applications located within the consultation distance of such sites.</p>

²² Economic development satisfies the needs of everyone but in a manner that sustains natural resources and the environment for future generations

4.10 Tourism

Waterford is a destination that is rich in assets, with a historic city, picturesque towns and villages, beautiful mountains, tranquil countryside, stunning coastline, world class visitor attractions, and a wide range of festivals and activities. Waterford has a reputation as an urban/ coastal/rural /cultural/ heritage destination with a mix of attractions and activities that appeal to a wide variety of visitors. Waterford's being 'Ireland's oldest city' sits well within Fáilte Ireland's branding Ireland's Ancient East, and is underpinned by the strong heritage and culture theme of the Viking Triangle, Waterford's historic area. The unique combination of accessible city breaks with authentic heritage, coastal and rural outdoor activities and value for money has placed Waterford in a strong position to become one of the top visitor destinations in Ireland.

Tourism in Waterford has undergone a considerable transformation over the past ten years with significant investment in flagship tourism attractions, activity tourism and the establishment and support of high quality festivals and events. The transformation came about as the result of several policy decisions and from the enormous effort by key organizations including Waterford City & County Council (WC&CC), Fáilte Ireland and key industry stakeholders who together initiated and/or supported tourism related developments that include, but are not limited to the following:

- The development of the Viking Triangle;
- The relocation of the global brand and visitor centre House of Waterford Crystal;
- The opening of three Waterford Treasures Museums: Medieval Museum, Bishop's Palace and Reginald's Tower;
- The Waterford Greenway 46km off road cycling /walking trail;
- Investment in infrastructure and public realm; and,
- Investment in flagship festivals, including Winterval, Spraoi, Tall Ships, West Waterford Festival of Food and the Waterford Harvest Festival.

Waterford is the main regional centre for the South East and has an environment that encourages entrepreneurship and investment. This factor, together with the upturn in the Irish economy, have in turn helped to stimulate private sector investment, with the potential of further tourism related developments to come, all of which combine to ensure that Waterford is now considered to be one of the fastest growing tourism destinations of choice in Ireland.

Valued at over 100 million Euros, Waterford's tourism economy needs to keep growing in real terms to ensure Waterford, its businesses, communities and its residents benefit. While the tourism sector took a significant hit as a result of the Covid-19 pandemic, the rise in staycations will continue to add value to the Tourism Industry in County Waterford into the future. A successful tourism industry will provide the backbone for Waterford as a desirable place in which to live, work, invest and to visit.

The tourism objectives of the County Development Plan have been prepared in line with national, regional and local strategies. The Government's Tourism Policy Statement '*People, Place and Policy Growing Tourism to 2025*' sets the Government's primary objectives for tourism i.e. to increase overseas visitors and revenue and the associated employment whilst protecting our natural, built and cultural assets. The '*Action Plan for Rural Development Realising our Rural Potential*' (Department of Rural and Community Development 2018) highlights the potential of activity tourism to contribute to economic growth in rural areas.

Waterford has also developed a Tourism Statement of Strategy and Work Plan (2017-2022) which will build on the existing co-operation between the public and private sectors to arrive at a ‘whole-of-sector’ approach to tourism. A unity of purpose between Waterford City & County Council, state agencies, the tourism industry and other stakeholders will result in an overall improvement in tourism performance that will contribute even more significantly to communities throughout Waterford.

Tourism Policy Objectives	
ECON 21	<p>Tourism</p> <p>We will cooperate with various stakeholders and tourism agencies to build on the strengths of the City and County in their promotion as a tourism destination of choice. To this end, we will facilitate and encourage:</p> <ul style="list-style-type: none"> • Sustainable tourism ‘products’ and activities/ attractors in appropriate locations which are based on and reflect the city and county’s distinctive history, natural and/ or cultural heritage, agri-food, marine and horticultural sector, and outdoor pursuits and recreation; • Ancillary tourism services and accommodation which will assist in providing a range of accommodation options across Waterford, in terms of type/ experience, choice, location and quality.
ECON 22	<p>Tourism Accommodation/ Camp Sites</p> <p>We will ensure that all camping sites are of a standard which do not adversely impact on environmental and landscape quality and amenity, avoid adverse effects on Natura 2000 sites and build and uphold the reputation of Waterford as a high quality destination for guests from home and abroad. Proposals for camping sites should be consistent with the development management standards of Volume 2 and comply with one of the following:</p> <ul style="list-style-type: none"> • Settlements: Camping sites should be located at appropriate locations within or adjacent to existing settlements where such proposals demonstrate the provision of safe pedestrian links to the settlement. • High Potential Tourism Attractors: Camping sites to service a high potential tourism attractor such as the Waterford Greenway, coastline, rivers, Comeragh Mountains, walking and tourism trails, outdoor recreational amenities or Blueways, should be located at existing settlements or at established centres which provide existing services to tourists, subject to the capacity of the site and the location to facilitate the proposal. • All Other Locations: We may facilitate proposals for camping sites which support rural tourism initiatives developed upon rural enterprise, natural heritage assets and outdoor recreational activities and which are located at a rural location removed from any settlement or high potential tourism attractor, subject to the capacity of the site and the location to facilitate the proposal. The scale of any tourism accommodation will be determined by the nature and scale of the existing tourist attractions and/or the extent of existing underutilised agricultural/commercial/ancillary building stock available for reuse for the purposes of tourist accommodation and ancillary services.

	<ul style="list-style-type: none"> ● Campervans: Proposals for the provision of standalone campervan facilities i.e. designated parking bays/electrical supply, within car parks will be considered in terms of the availability of surplus car parking and the capacity of the site and the location to facilitate the proposal.
ECON 23	<p>Tourism Product and Infrastructure</p> <p>In collaboration with local communities and social enterprise, we will promote, facilitate, encourage investment, and deliver improvements to our tourism product, infrastructure and facilities, including improved car, bus and bicycle parking, walking and cycling trails, directional signage/information boards, and service/rest facilities. Proposals for development shall ensure no adverse impacts on ecological integrity including the Natura 2000 Network.</p> <p>Improvements to, and new access/parking arrangements for local attractions, walking and cycling trails etc within the county shall be developed with the co-operation of local landowners and other relevant stakeholders.</p> <p>Tourism product developments and infrastructure/ facilities will be subject to normal planning and environmental criteria. The potential environmental effects of a likely increase in tourists/tourism-related traffic volumes in particular locations/along particular routes shall be considered and mitigated as appropriate. Such a consideration should include potential impacts on existing infrastructure (including drinking water, wastewater, waste and transport) resulting from tourism proposals.</p> <p>Any such works shall incorporate and integrate elements of green infrastructure, where appropriate, and be designed in accordance with the principles of universal design. In particular we will continue to advance initiatives aimed at encouraging, strengthening and delivering investment and improvement to rural economic development and tourism assets in the following principle (rural cluster) areas and tourism-related initiatives:</p> <ul style="list-style-type: none"> ● Blackwater Valley ● Waterford Blueway; ● Coastal Walks; ● Comeragh Uplands; ● Waterford Greenway; ● Copper Coast Geopark; and ● Waterford Estuary. ● Gaeltacht na nDéise

4.11 Education and Learning City/ Region

Key Economic Goal 6 of the Waterford Local Economic and Community Plan (2015-2020) seeks to “*Support pathways to economic participation and opportunity*”. Such a goal is founded on a number of factors, including that of an improved quality of human capital and the availability of a skilled workforce. The expansion and enhancement of activity in higher education in Waterford, including that associated with the transformation of WIT through its merger with Institute of Technology, Carlow into a university, represents an opportunity for Waterford to place learning and education to

the fore in its future development. Research and consultation as part of this Development Plan process, has also highlighted the need for at least two additional secondary school facilities one in the City and another in the County, as well as a potential need for adaptable resources and facilities around training, upskilling, and lifelong learning/education including in outreach and/ or remote ‘hubs’.

As such, Waterford commits to a policy objective which places ‘Learning’ at its core; by learning from Cork City’s journey as a Learning City²³ and Region, and taking measures to implement these and become a Learning City and County (joining the UNESCO Global Network of Learning Cities (GNLC)). Implementing measures towards ‘building’ a learning city will assist in ensuring that Waterford develops a culture of learning opportunity and support that is intended to lead to socially and economically sustainable communities, and will also support attainment of the Sustainable Development Goals at the local level and achieving aspects of the SRSES economic vision and principles.

Expansion of the WIT/ TUSE and other tertiary education and training facilities closer to the city centre, and improved public transport and connectivity, will also assist in generating academic and tourist related investment and spending within a ‘Campus/ Living City’ concept. The Creative Ireland programme and planned development of a creative industries ecosystem in the Waterford Cultural Quarter will support cultural and economic growth including in employment, tourism and Waterford’s status as regional capital of the South East.

Education Policy Objectives

EDU 01

Education Facilities

In collaboration with the Department of Education and Skills, Waterford Childcare Committee, TUSE, Waterford and Wexford Education and Training Board and other agencies we will support the provision of education facilities such as childcare, first and second level schools, and tertiary/ lifelong learning across all providers; in so doing, the Development Plan will seek to ensure that an adequate quantity and range of serviced and appropriately zoned land is available for the provision and expansion of education facilities throughout the City and County.

While having a flexible approach to the reuse and redevelopment of redundant educational buildings/ facilities and sites for future educational use; we will protect certain sites where this would support the provision or improvement of education facilities and secure the provision of mixed use, compact 10-minute neighbourhoods.

Schools and educational facilities should:

- Be provided in accordance with the guidance set out in Guidelines on Sustainable Residential Development in Urban Areas;
- Be located so as to be easily accessible by public transport and/ or active modes;

²³ Cork 2002-2012: *Imagine Our Future*: Cork City Development Board, 2002

	<ul style="list-style-type: none"> • Be delivered at appropriate locations and in support with new residential developments; • Take into account, in the design and layout of the facility, the development management standards set out in Volume 2 the Development Plan; • Be provided in recognition that new residential communities can generate demand for additional school places, and that it is vital to the process of supporting sustainable communities, that the necessary increased capacity in school facilities, either in the form of new schools, or the expansion of existing schools, is provided; • Have regard to other policies of this Development Plan, insofar as they relate to proper and sustainable development, and supports an ecosystem services approach to provision and our just transition to a low-carbon economy.
EDU 02	<p>WIT/ TUSE</p> <p>To support the continued enhancement of the facilities and campus (es)/ consolidation of the WIT/ TUSE, in a manner consistent with the policy objectives of the TSES and MASP. This will include the Cork Road Campus expansion, Waterford Knowledge Campus, the provision of third and fourth level research, collaboration and course provision in centres throughout the city and county on an outreach/ remote campus basis, such as Nemeton TV – an outreach campus in the Gaeltacht. Development proposals for the WIT/ TUSE should ensure that:</p> <ul style="list-style-type: none"> • They form part of a comprehensive development strategy that will ensure that the continued evolution of the WIT/ TUSE estate is properly coordinated and managed within its wider environs; • They support an increase in the proportion of staff, students and visitors who access the university, and move between its campuses, by public transport, cycling and walking; • They take advantage of opportunities for greening the campus environment, renewable energy, and using nature-based infrastructural solutions (e.g. SuDS and permeable paving); and, • That they seek to promote links/ synergies between the city centre, business sectors, enterprise and innovation, and WIT/ TUSE skills and research strengths in support of the Learning City/ Region.
EDU 03	<p>Learning City/ Region</p> <p>To support the development of Waterford as a University and Learning City/ Region through the following measures:</p> <ul style="list-style-type: none"> • Creating an inclusive and Learning Region, building on our existing universities, colleges, and learning partnerships, and establishing the new technological university of TUSE, a new Learning Region Network, and developing a SMART Region; • <i>Working with the education and training sectors to develop the skills of Waterford's</i>

	<p><i>people to match the needs of existing and future businesses;</i></p> <ul style="list-style-type: none"> • Seeking to integrate learning opportunities in all aspects of development, such as enabling people to understand better their natural environment and local history; • Facilitating education facilities and shared learning spaces at appropriate locations across Waterford; • Facilitating the continued growth and appropriate development of TUSE, and other tertiary education, training and research organisations; • Supporting the development of new incubation and training facilities, including within existing employment areas, and the provision of apprenticeships where possible; • Supporting the provision of outreach educational facilities and centres across public libraries and through other education/ training providers; • Ensuring the provision of high quality neighbourhoods, amenity areas, the public realm and a mix of affordable new homes that can help to attract and retain skilled staff; and, • Promoting the integration of ‘smart city’ technology within buildings and spaces, to facilitate the more efficient and effective management of the built environment for the benefit of residents and businesses.
--	--

4.12 Retail Strategy

The retail sector is a key element of the economy in terms of employment, economic activity and maintaining the vitality of our city and towns. A Retail Strategy (Appendix 4) has been prepared as part of the Development Plan preparation process. The purpose of the retail strategy is to:

- Implement Policy Objective 19a of the MASP and the objectives of the Retail Planning Guidelines, with a key aim being to ensure that Waterford City fulfils its role as the principal retail destination and major economic driver in the County and the South East region, and
- Ensure that the towns of Dungarvan and Tramore continue to play important complimentary and supportive roles within their respective catchment areas;
- Support an appropriate range of retail facilities at a local and rural level throughout the County.

4.12.1 Waterford County Retail

The Council seeks to achieve sustainable urban centres and communities through facilitating multifunctional uses in town and village cores, investment in public realm projects and supporting residential uses back in to town and village centres. Our urban centres require regeneration and rejuvenation as well as investment in environmental assets to ensure their resiliency and vitality into the future. The Council will favour development which encourages people, jobs and activity back into and within existing urban centres of all sizes. We will also support the Government’s policy

(NPO 16) in relation to addressing vacancy rates in small town and village centres to reduce rural decline, and encourage the viability and vibrancy of rural areas.

4.12.2 Retail Context

For more detail on Retail Context and below heading please see Waterford City Retail Strategy in Part 2 Chapter 3 and the Retail Strategy Appendix 4.

- Retail Planning Guidelines for Planning Authorities – 2012;
- Retail Design Manual – 2012;
- Waterford City and County Retail Strategy 2020;
- The Retail Hierarchy;
- Assessment of Retail Developments; and
- Covid 19 and Retail

4.12.3 Multifunctional and Flexible Centres

Waterford's urban centres need to become more resilient and adaptable to change. They must evolve to become a multifunctional and flexible space which, in addition to providing important retail uses, also provides a range of other uses including residential, leisure, recreation, employment, tourism, civic, community, cultural, health and education for the communities they serve. The combination of these uses will assist in further adding to the vibrancy and vitality of existing uses, and can help to foster a real sense of place, identity and inclusivity for local residents and visitors alike.

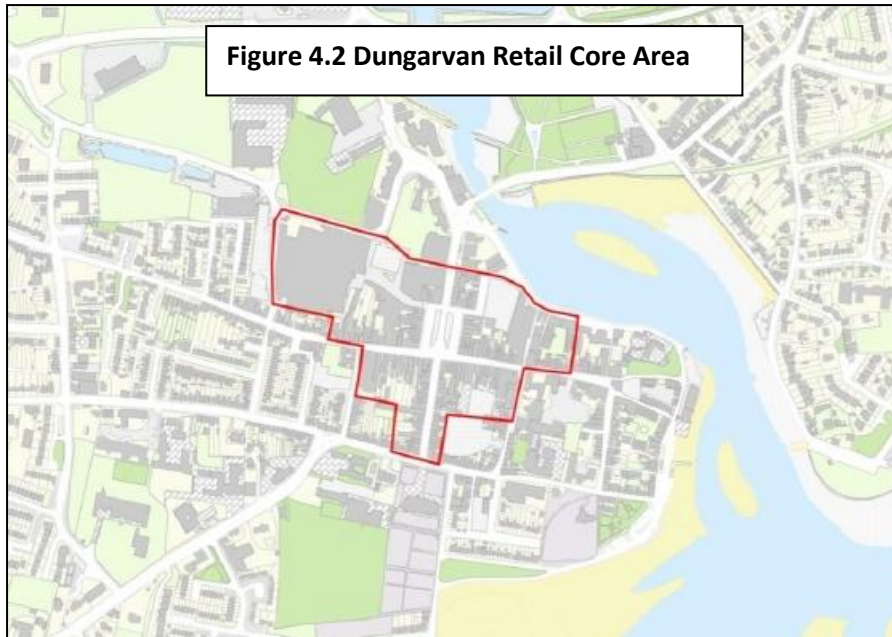
The focus going forward in physical retailing is on what is referred to as 'experiential' retail, with a resultant shift from a town/village centre dominated by comparison/convenience retail offer to one where more time is spent on 'experiences' such as leisure, culture, heritage, food, beverages and retail services. Traditional economic indicators alone are no longer sufficient to measure the performance of a town in what is now a much more diverse and complex offer. This new departure presents considerable opportunity for Waterford to strengthen our urban centres.

4.12.4 Core Retail Area (CRA)

Waterford City (CRA): Waterford City is dealt with in detail in Part 2 Chapter 3.

Dungarvan Town (CRA): The core retail area of Dungarvan Town is identified on Figure 4.3 and incorporates the following Streets:

- Grattan Square,
- Parnell (Main) Street,
- High Street
- Mary Street.
- O'Connell Street



Tramore Town (CRA)

Tramore does not have a well defined core retail area, but the main spine (Main Street/Strand Street) from the lower to upper town is important in retail terms. The focus for new retail development should be on lands zoned M2 Town Centre or M5 General Business.

Both Dungarvan and Tramore town centres need to maintain and strengthen the retail character of their CRA's, which can be adversely affected by dead frontage and lower-order retail uses. They also need to become more flexible and multifunctional with regards to their retail function. Both CRA's already provide a mix of retail and nonretail uses. However, in order to strengthen their retail character, further development of retail frontages will be encouraged within the CRA.

Complementary non-retail uses such as a café and restaurants that add to the vibrancy of the CRA and create a mixed use environment to provide for a more integrated shopping and leisure experience, will also be considered favourably but with regard also to the primary retail function of the CRA's. Applications for other retail service outlets and other uses such as internet residential, cafés, call centres, bookmakers, take-aways, off-licences, amusement arcades, car rental, financial institutions and offices at ground floor level will be assessed on their merits, and may only be permitted where such development would not result in a predominance of such similar non-retail frontages in the CRA.

Other Urban Centres

For Urban Towns, Rural Settlements and Rural Nodes, as listed in the settlement hierarchy, the retail offer does not warrant a Core Retail Area in the same way that is appropriate for Waterford City and Dungarvan Town. However, the focus for new retail development should be on lands zoned M2 Town Centre or M5 General Business or within area identified as town centre on the settlement maps.

4.12.5 Town Centre First / Sequential Approach

Where the location of a proposed retail development is in an edge-of-centre or out-of-centre location, a sequential test must be applied in line with the Retail Planning Guidelines.

The order of priority for the sequential approach is to locate retail development in town centre core retail areas, on lands zoned M2/M5 or within areas identified as town centre on settlement maps, and only to allow retail development in edge-of-centre or out-of-centre locations where all other options have been exhausted.

Where retail development in an edge-of-centre site is being proposed, the applicant must demonstrate that there are no sites or potential sites including vacant units within a city centre or within a designated district/suburban centre that are (a) suitable (b) available and (c) viable, can that edge-of-centre site be considered.

4.12.6 Retail Hierarchy and Local Shopping

Retail provision has an important role to play in the creation of vibrant centres and sustainable communities. In the smaller rural centres of the County, the Council will support a positive approach to promoting appropriate retail provision, in keeping with the scale and character of the town/village in accordance with the Retail Planning Guidelines (2012) and the settlement and retail hierarchy. Table 4.6 provides such examples.

Table 4.1 Appropriate Level of Retail Development			
Tier	Settlement Class & Type	Settlement	Appropriate Level of Retail Development
1	Regional City	Waterford City	Major retail destination within the Region, offering a wide variety of convenience and comparison goods along with an extensive offer of retail, financial and business, leisure services including arts and cultural facilities. Provides a range independent and specialist shops.
2	2Key Town	Dungarvan/Ballinroad Clonmel Environs/ City Neighbourhoods	Key shopping destination offering a variety of convenience and comparison goods, along with a range of retail and leisure services and some financial and business services
3 (A)(B)	Urban Towns (>1500 Pop) Large	Tramore Dunmore East Lismore Portlaw	Local shopping destination serving the surrounding hinterland with a limited offer of convenience and comparison goods, and retail and leisure services.
4 (A& B)	Rural Towns (<1500 Pop) Large	Ardmore Cappoquin Gaeltacht na nDéise inc Sean Phobal Kilmacthomas Passage East/ Crooke Stradbally Tallow	
4C	Rural Villages (<400 Pop)	Various	Limited retail offer generally comprising a local convenience store, public house, fuel filling station and post office.
5	Rural Nodes	Various	

Retailing in rural areas should generally be directed to existing settlements; development for this purpose in the countryside should be resisted. However, that there may be exceptional circumstances where the development of certain types of retail units in rural areas could be acceptable. The retail units in question could be:

- A retail unit which is ancillary to activities arising from farm diversification;
- A retail unit designed to serve tourist or recreational facilities, and secondary to the main use;
- A small scale retail unit attached to an existing or approved craft workshop retailing the product direct to the public; and/or,
- A small scale retail unit designed to serve a dispersed rural community.

4.12.7 Retail Warehousing

The Waterford City and County Retail Strategy highlights that there will be limited demand for further retail warehousing floorspace in Waterford city or county in the short term.

The Retail Planning Guidelines, state that individual retail units should not be less than 700 sq. metres and not more than 6,000 sq. metres in size. These figures are gross floor area, including storage and garden centres. In respect of retail warehouse developments outside town centres, it is essential that the range of goods sold is restricted by planning condition to bulky household items such as DIY products, carpets, furniture, and electrical goods. Failure to do so may have a negative impact on the vitality and viability of the town centre area.

Waterford County Retail Policy Objectives	
Retail 01	<p>Retail Guidelines</p> <p>Ensure that all proposed retail development accords with the relevant policies of the Development Plan and the requirements and criteria as established within the Retail Planning Guidelines 2012, the accompanying Retail Design Manual and the Waterford City and County Retail Strategy 2020 (or any subsequent updates).</p>
Retail 02	<p>Retail Hierarchy and Urban Centres</p> <p>To promote retail provision in the following location:</p> <ul style="list-style-type: none"> • Dungarvan and Tramore Town Centres, • Urban Towns, • Rural Settlements; and, • Rural Nodes <p>The type of retail development should be of an adequate level, type, size, scale and the nature of the floorspace proposed should be appropriate to that centre having regard to the retail hierarchy, the appropriate level of development at each tier of the settlement hierarchy (as set out in Table 4.2) and in the context of the guidance set out in the Retail Planning Guidelines (2012) or any update thereof.</p>
Retail 03	<p>Town Centre First Approach/ Sequential Approach</p> <p>The core retail area/town or village centre will form the main focus and preferred location for new retail development. The Council will apply the sequential approach to retail development proposals outside the core retail area or town/village centre. Edge centre sites or out of town centre sites will only be considered when it has been clearly demonstrated that all suitable available and viable sites in the town core retail area/ town/village centres have been fully investigated and considered in accordance with the Retail Planning Guidelines and in particular the sequential test.</p>

Retail 04	Multifunctional Centres To embrace and support the development of Dungarvan and Tramore Town Centres and other urban centres as accessible, multifunctional centres which are of a high quality urban realm and placemaking standard, provide a variety of uses at an adequate and appropriate scale, which facilitate the development of 10 minute communities/neighbourhoods.
Retail 05	Retail Warehousing The Council will strictly control additional new retail warehousing/retail park floorspace throughout the County for the duration of the Plan. Any application for retail warehousing will be required to demonstrate that the proposal will not impact adversely on the vitality and viability of established retail centres in accordance with the criteria set down in the Retail Planning Guidelines for Planning Authorities (2012) or any update thereof.