

APPENDIX 5

Review of Development Plan as Justification

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 **awn**consulting

Brandon Products

Review of Development Plan as Justification

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1.1 PLANNING ISSUES AND DEMONSTRATION OF HOW THE PROPOSED STACK COMPLIES WITH AND SATISFIES THE REQUIREMENTS OF KERRY COUNTY DEVELOPMENT PLAN

1.1.1 Background

The original planning permission for the Brandon Products was granted on the 3rd April 2007 (06/3080). The site had been disused since the closure of the Asdee Creamery and Brandon Products purchased the site in the view of converting the site into a seaweed processing facility for the manufacture of fertiliser.

Planning Reg. Ref: 06/3080, was granted to Brandon Products Ltd on the 3rd of April 2007.

The Development comprised:

- Demolish existing annex to rear of existing creamery and existing toilets,
- Extend existing warehouse incorporating existing creamery and office building, this new extension will be a store and production building.
- Construct new roof over existing office building,
- Construct a bunded yard to the rear of new extension,
- Change use of existing creamery to boiler house and store.
- Construct new toilet facility in existing office building,
- Change front elevation of existing creamery building.
- Construct perimeter fence and new entrance gates.

1.1.2 Development Plans

The existing and proposed development is in the functional area of Kerry County Council. The development plans relevant to the project area are:

- Kerry County Development Plan 2009 - 2014

1.1.2.1 Kerry County Development Plan 2009 - 2014

The Kerry County Development Plan, 2009 as amended, deals with the period 2009-2014.

Successive Kerry County Development Plans have identified the need to promote and encourage rural development. As the Asdee Creamery has been in existence the on-going enhancement and development of an existing industrial site is preferable to a green field site.

The role of the Planning Authority in Industry and Employment is that of a facilitator - improving infrastructure and enhancing the physical environment so as not to hinder employment generation. The future growth of the County will depend on its ability to attract employment opportunities.

In regard to its role in facilitating development, the following outlines the policy of the Planning Authority in relation to industry and employment. In the formulation of this policy, cognisance is made of the strategic aims of the National Development Plan.

- *Facilitate the expansion of existing enterprises particularly where such expansions lead to employment generation (Chapter 5).*

The Planning Authority recognises the value and suitability of the estuary and acknowledges its potential and seeks to protect these beneficial uses. Developments not in conflict with planning and environmental considerations will therefore be encouraged.

The proposed stack is clearly not in conflict with planning and environmental considerations and is in fact an enhancement with respect to environmental impacts

The Kerry County Development Plan deals with the period 2009-2014 and contains the relevant entries listed below. The proposed stack development at Brandon Products Ltd is in full compliance with these requirements, as it is essential for the future growth and development of the Brandon Products Ltd site. The proposed stack development is necessary to enable Brandon Products to minimise the environmental impact of their operations and to position the company for future growth and the provision of sustainable local jobs in a rural environment, while generating export led growth which will benefit the local and national economy on an on-going basis.

Policy Overall Objectives

- OS 2-3** Provide for balanced growth throughout the area by promoting the strengthening of rural communities and provide the infrastructure to facilitate job creation in these areas.
- OS 2-8** Provide the infrastructure and support for the development and expansion of employment opportunities, including indigenous knowledge based industries.

Policy Employment and Economic Activity - Overall Strategy

- ECO 5-2** Promote the provision of the necessary infrastructure and to liaise with the relevant bodies in creating the conditions necessary for the growth of the economy throughout the County and creation of employment opportunities.
- ECO 5-3** Encourage economic and employment growth in all sectors of the economy in a sustainable manner and in accordance with the principles and objectives of this development plan.
- ECO 5-4** Support new sustainable and enduring forms of employment generation, encouraging innovative and entrepreneurial job creation that has the capacity to respond to the changing global economic climate.
- ECO 5-6** Support the economic growth of existing towns and villages in accordance with the settlement strategy of this development plan and the objectives of local area plans.
- ECO 5-7** Diversify the economy including that of rural areas by promoting knowledge-based industries, innovation, telecommunications, research and development, precision engineering and creative industries.

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Policy Agriculture

- ECO 5-27** Promote the economic growth of rural areas throughout the County in a sustainable manner.
- ECO 5-28** Foster small scale indigenous enterprises as a means of directing employment in rural areas and to facilitate the development of an entrepreneurial culture that will contribute to the development of indigenous employment uses. It is envisaged however that larger enterprises will continue to be located in urban areas on land zoned for this purpose.
- ECO 5-29** Facilitate the development of small scale enterprise and industrial units in rural areas where:-
- It can be demonstrated that the visual impact is minimised and integration with the surrounding landscape maximised,
 - Where renewable energy potential is maximised,

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- Where traffic safety and carrying capacity impacts are satisfied,
- Where the natural amenity, the residential amenity of proximate properties, and the natural environment are protected.

ECO 5-30 Diversify the rural economy by promoting knowledge-based industries, innovation, telecommunications, research and development, and creative industries

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