



Appendix B: Enterprise and Employment Lands Zoning Methodology

*Aguisín B:
Modheolaíocht Criosaithe
Fiontraíochta agus Fostaíochta*



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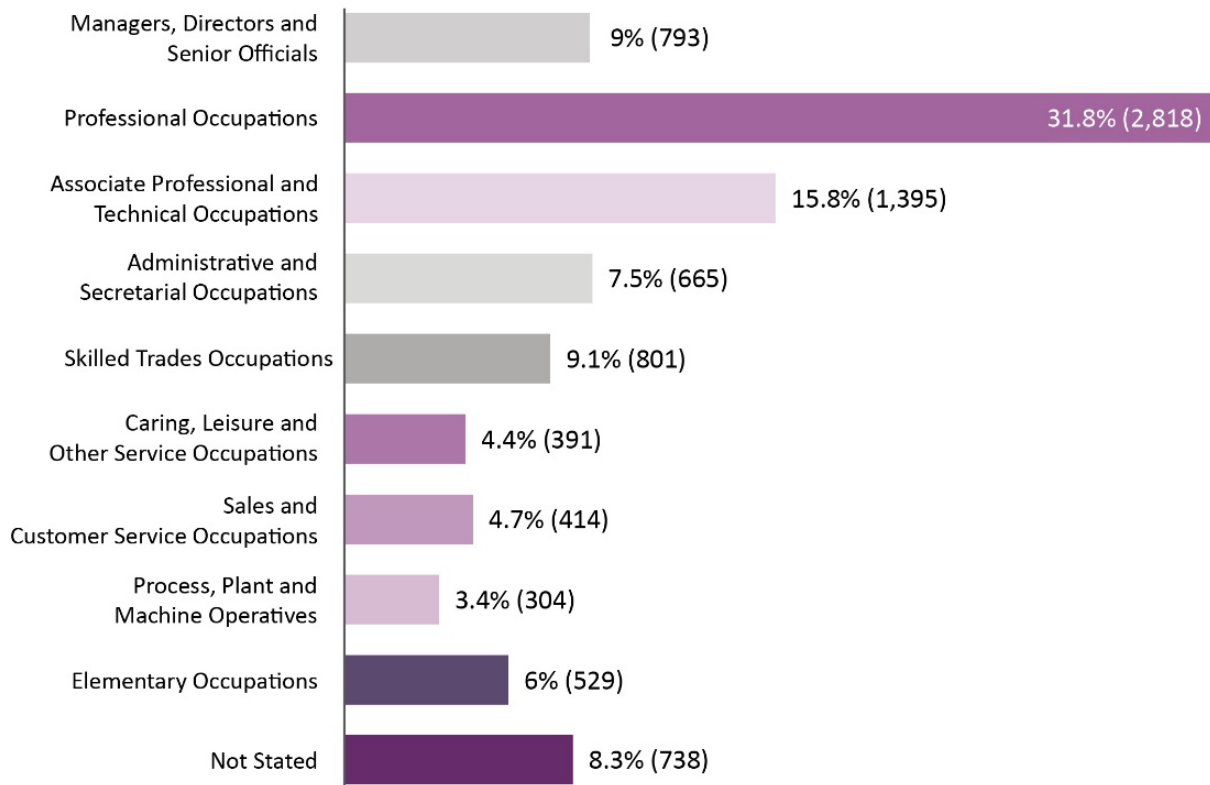
1.0 Introduction and Context

This methodology is prepared in the context of Section 6.2.5 and Appendix A (Section 1.4) of the Development Plan Guidelines for Planning Authorities (2022) which seeks to ensure that economic or employment strategies are translated into appropriate land use zoning proposals.

2.0 Employment Context - Occupations within Maynooth, Census 2022

Census 2022 recorded that there were 6,898 jobs based within the settlement of Maynooth, which represents a job ratio of 0.816. Of the workers which Census 2022 recorded as living in Maynooth, over half (56.6%) were employed in management roles, professional occupations or associate professional and technical occupations, see Figure 1 below.

Figure 1: Occupations in Maynooth, Census 2022



3.0 Economic Development Strategy

The Economic Development Strategy contained in Chapter 6 of the Draft Joint Plan seeks to ensure that Maynooth effectively fulfils its role as a Metropolitan Key Town in supporting the future growth and success of Dublin as Ireland’s leading global city of scale and acting as a driver for economic growth for both north Kildare and south Meath.

The economic development strategy is underpinned by 6 key outputs which are summarised in the Table 1 overleaf.

Table 1: Summary of Key Outputs from Economic Strategy Contained in Draft Joint Plan

Economic Development Strategy Output	Detailed Requirements
<p>Setting a job ratio target of at least 1:1</p>	<p>As set out in Section 6.3.1 of the Draft Plan, an ambitious job ratio (i.e., the employment to population ratio) of 1:1 is envisaged for the plan period. To reach a job ratio of 1:1, an additional 6,568 jobs are required for the planned population increase (see Table 6.1 of Draft Plan for methodology in this regard).</p>
<p>Strengthening the knowledge economy</p>	<p>Two specific locations are identified in RSES:</p> <p><u>West of University:</u> Knowledge-based employment focusing on ICT and manufacturing through the development of a research and technology campus.</p> <p><u>Moygaddy:</u> The development of Life Sciences, High Tech, Bio Tech, ICT, Research and Development and seeks to benefit from synergies with third level institutions which may include Maynooth University.</p>
<p>Proactively supporting the expansion of Maynooth University</p>	<p>In 2021, the University had 15,000 students and 1,300 staff (full-time). Maynooth University Strategic Plan 2023-2028 charts significant growth in student numbers, i.e., by 4,000 students per decade.</p>
<p>Ensuring an adequate supply of zoned employment lands</p>	<p>This methodology is being prepared in order to ensure sufficient land is zoned at the right location within the plan area for the provision of the required number of jobs.</p>
<p>Focusing on Placemaking Opportunities.</p>	<p>Quality of life issues are becoming an increasingly important consideration for both multinational and indigenous companies investing in new enterprise operations. The Joint Plan seeks to ensure that the town and its environs grows in a design-led and people-centred manner, in keeping with the principles of healthy placemaking and the 10-minute settlement concept.</p>

Having regard to the key outputs of the economic development strategy, this methodology will focus on informing appropriate land use zoning proposals as follows:

- Providing zoned land for an additional 6,568 jobs. It is considered reasonable that 70% of these jobs are to be located in County Kildare (i.e. 4,598 jobs) and 30% located in County Meath (i.e. 1,970 jobs).
- Ensuring sufficient lands are zoned to strengthen the knowledge economy west of Maynooth University and at Moygaddy, County Meath (i.e. Maynooth Environs) in accordance with RSES.

- To ensure adequate lands are zoned for a range of employment uses at appropriate locations within the plan area having regard to existing employment sites with potential for new jobs, existing employment zoned lands at Moygaddy, County Meath and the new potential employment sites assessed in the Settlement Capacity Audit that are determined to be Tier 1 or Tier 2.

To improve Maynooth’s status as a Metropolitan Key Town it is considered that the provision of additional zoned land for employment purposes would be prudent to provide choice, variety and opportunity in Maynooth and Environs.

4.0 Calculation of breakdown

Having regard to the economic development strategy, it is considered reasonable that the 6,568 required jobs be provided within the following land use categories:

- Research and Technology – 45% (2,956 jobs)
- High tech/manufacturing – 30% (1,970 jobs)
- Enterprise and Employment – 10% (657 jobs)
- Retail, Tourism and Services – 10% (657 jobs)
- Industry/Office Park/Warehousing – 5% (328 jobs)

5.0 Assessment of Existing Employment Sites and New Potential Jobs

A: Town Centre and A1: Town Centre Expansion, County Kildare

There is potential for retail, office and small-medium sized enterprise as well as innovative retail / tourism / mixed use / cultural development in the town centre. Promotion of live/work units is encouraged as well as the purposing of existing and vacant buildings as incubation/start-up units. The ‘A: Town Centre’ zoning objective covers 22.9 hectares of land, and the ‘A1: Town Centre Expansion’ covers another 8.7 hectares of land, noting that both areas include already developed land. Furthermore, the Settlement Consolidation Site (5.7ha) outlined in Chapters 4 and 11 of the Plan will present an opportunity for town centre appropriate employment uses.

It is reasonable to assume that infill development and/or intensification of existing uses will take place during the lifetime of the Plan. Should 2 hectares within the Town Centre and Town Centre Expansion zoned land be developed at a plot ratio of 1.5 (30,000sqm), this could generate approximately **600 jobs** (at an average of 50 sqm per job).

Maynooth University, County Kildare

If employment increases at Maynooth University at the same rate as the planned growth in student numbers between 2024 - 2030 (inclusive) this would amount to 48.1 jobs a year or **337 jobs** over the plan period.

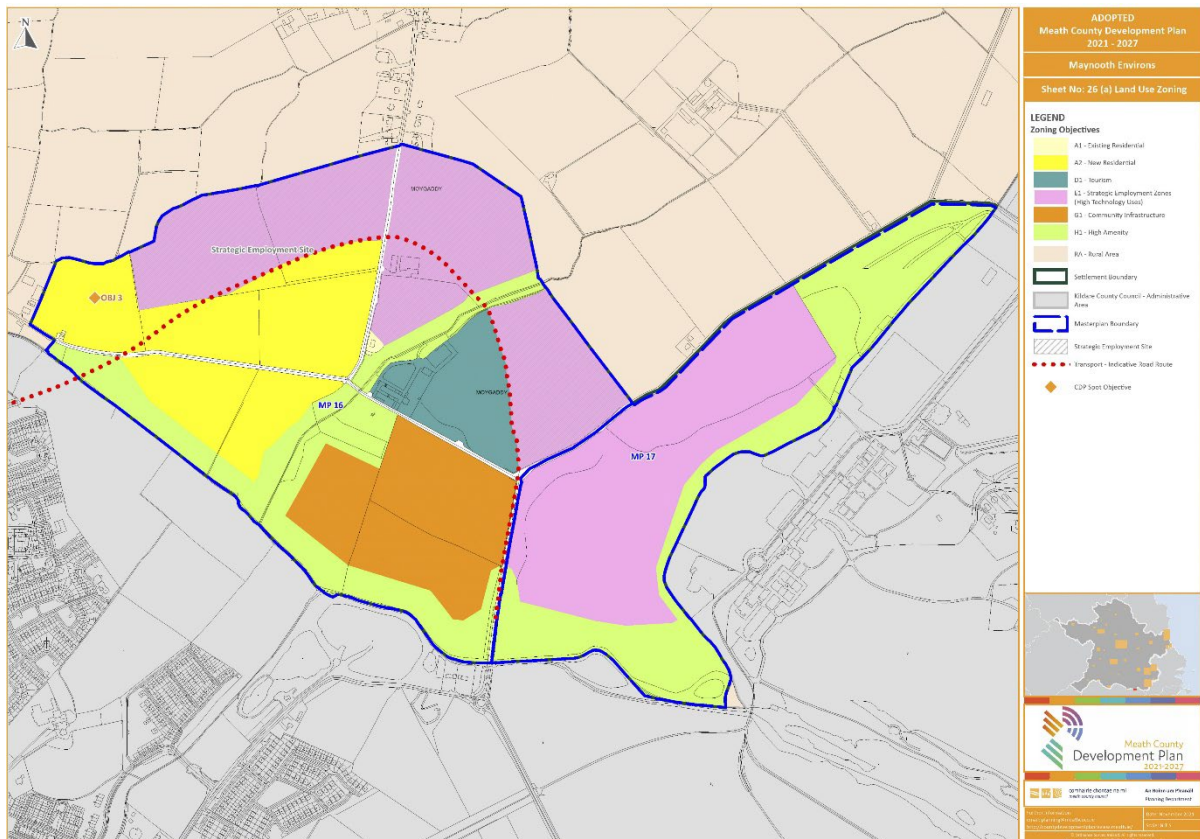
Maynooth Business Campus, County Kildare

Blocks A-C and F-K are completed. Plot D and E remain un-built which has a permitted total office floor space of 12,656 sqm (KCC Plan Ref. 22/686) or potentially **633 jobs** (at 20sqm per office space). A survey conducted in Quarter 2 2024 noted that the existing commercial space in the campus was operating at close to 100% capacity. It is noted that some displacement of jobs from Maynooth Business Campus may take place as some office uses are planned to move into the town centre, and consequently existing floorspace at Maynooth Business Campus would become available as a result.

Maynooth Environs (Moygaddy), County Meath

57.3 hectares are zoned ‘E1: Strategic Employment Zones (High Technology Uses)’ in Volume 2 of the Meath County Development Plan 2021-2027, aligning with the Regional Spatial and Economic Strategy. On these lands, permitted uses include opportunities for high technology and major campus-style office-based employment. This includes Research and Development Spaces, small business workspaces and light industries amongst other uses. It would be reasonable to assume that this land could generate approximately **2,086 jobs** (see Section 7 for further details).

Figure 2: Extract from Volume 2 of Meath County Development Plan 2021-2027 (as varied) Zoning Map for Maynooth Environs

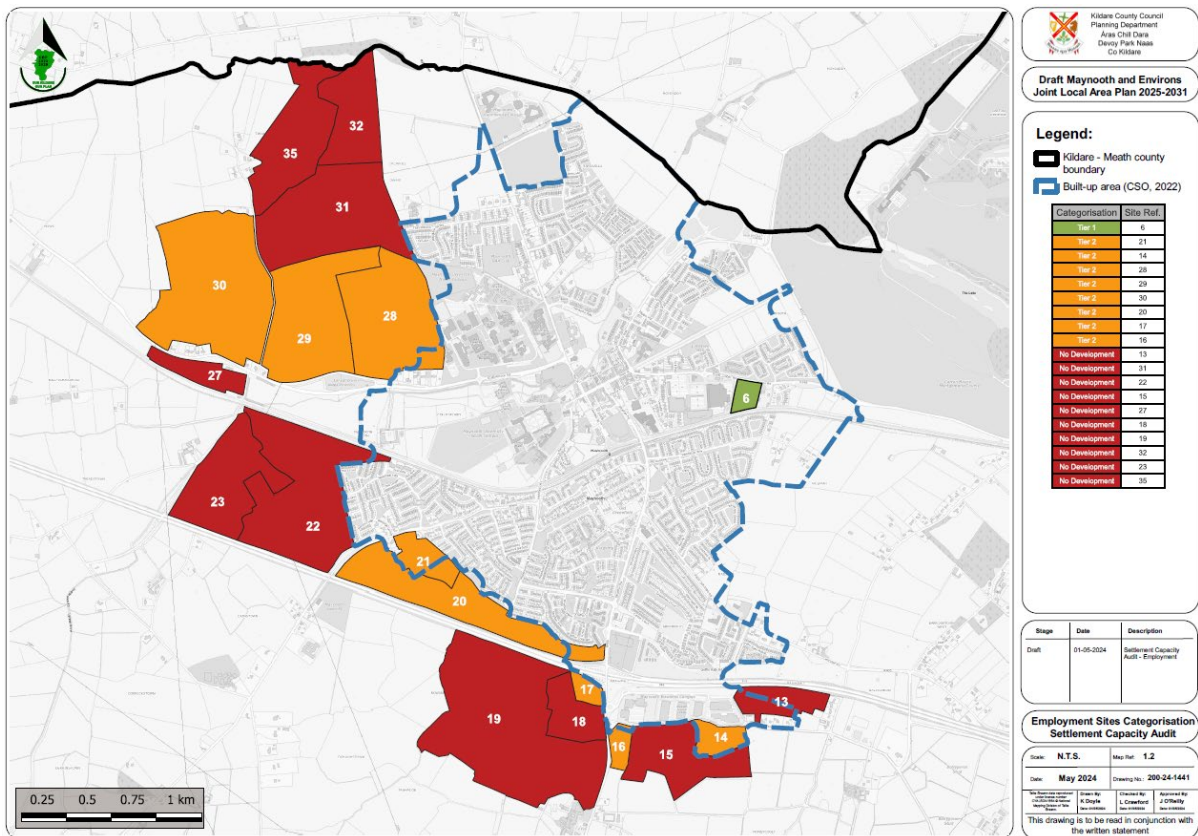


6.0 Assessment of New Potential Employment Sites, County Kildare

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

Section 7.3 ‘Land Use Zoning’ of the SCA is noted in which it is stated: ‘*The designation of a site in this report as Tier 1 or Tier 2 for residential and/or employment uses does not in itself ensure that the site will be brought forward for that zoning purpose*’

Figure 2: Tiered Employment Sites from County Kildare Settlement Capacity Audit



SCA Site 6: Tier 1

Site Area: 2.22 hectares

Zoning Objective: Q(1): Enterprise and Employment

Net Developable Area: Less 20% for (inter alia) site access and service roads, existing green infrastructure and landscaping = 1.78 hectares.

Potential Jobs: On the basis of 40sqm gross floorspace per job (as a combination of office and a larger creative floor space job), and a plot ratio of 1, this site could generate **445 jobs**.

SCA Site 17: Tier 2

Site Area: 2.26 hectares

Zoning Objective: H: Industry/ Office Park/ Warehousing.

Net Developable Area: 1 hectare (as the remainder of Site 17 is already developed).

Potential Jobs: On the basis of 60sqm gross floor space per job, and a plot ratio of 1, this could generate **167 jobs**.

SCA Site 21: Tier 2

Site Area: 6.11 hectares

Zoning Objective: Q(2): Enterprise and Employment

New Developable Area: Less 20% for (inter alia) site access and service roads, existing green infrastructure and landscaping = 4.89 hectares . On the basis of 40sqm gross floorspace per job (as a combination of office and a larger creative floor space job), and a plot ratio of 0.7, this site could generate **856 jobs**.

SCA Site 30: Tier 2

Site Area: 44.32 hectares

Zoning Objective: P: Research and Technology, located within the Maynooth West Sustainable Urban Extension

Net Developable Area: Less 20% for (inter alia) site access and service roads, existing green infrastructure and landscaping = 35.46 hectares.

Potential Jobs: Office development for 30% of the developable site area with a plot ratio 1.25– i.e. 10.64 hectares yielding a floor area of 133,250 sqm, at 40sqm per job or **3,325 jobs**. High tech for 70% of the developable site area with a plot ratio 0.9, i.e. 24.8 hectares yielding a floor area of 223,200 sqm, at 100sqm per job = **2,232 jobs**.

7.0 Assessment of New Potential Employment Sites, County Meath

SCA Sites (part of) 37, 40, 41, 42 Maynooth Environs - Strategic Employment Lands: Tier 2

Site Area: 57.3 ha.

Zoning Objective: E1 Strategic Employment Zones (High Technology Uses)

Net Developable Area: Less 15% for (inter alia) the delivery of Maynooth Outer Orbital Route (MOOR), site access roads and 163,526sq.m for Green Infrastructure = 32.35ha.

Potential Jobs: Using a plot ratio from a live application for 30 no. office blocks on the lands (MCC Plan Ref. 22/686) which has a site area of 6.8 hectares with a total floor space of 2.06 hectares (i.e., 20,633sqm) on the basis of 60sqm per office worker on 20 hectares and 47sqm per light industry worker on 12.35 hectares¹ = **2,086 jobs**

8.0 Conclusion of Assessment of Sites

The methodology has illustrated the following:

- In terms of research and technology, SCA Site No. 30 has the potential to deliver in excess of 5,500 jobs.
- In relation to Research and Technology, lands zoned at Maynooth Environs (Moygaddy) have potential to deliver up to 2,100 jobs.
- There are sites on the Dublin Road and at Newtown that could be developed for enterprise and employment purposes with a combined total of approximately 1,300 jobs.

¹ Based on employment density guide 2015, Section 4, Employment Density Matrix

- The town centre and town centre expansion sites also have the potential for consolidated and infill development which could facilitate up to 600 jobs in terms of retail, tourism and service employment.
- The employment lands zoned south of the M4 Motorway also have potential for infill development to facilitate approximately 800 jobs for industrial, office and warehousing purposes.

While the total number of potential jobs facilitated by this Plan (see Table 2 overleaf) is greater than 6,568 jobs required, this exceedance allows for choice, variety and flexibility during the plan period so that Maynooth and Environs can develop and perform as a Key Town within the region.

Table 2: Summary of Sites and Potential Jobs

Site Name or SCA Ref. No.	Zoning Objective	Potential Net Developable Site Area	Category of Jobs	No. of Potential Jobs
Town Centre, County Kildare	Town Centre and Town Centre Expansion	Consolidation of existing town centre sites	Retail/ Services/ Tourism	600
Maynooth University, County Kildare	University Zone	Consolidation of existing campus	Education, Office Based, Ancillary jobs.	337
Maynooth Business Campus, County Kildare	H: Industry / Office Park / Warehousing	0.7 ha	Office	633
Maynooth Environs (Moygaddy), County Meath	Strategic Employment Lands	32.35 ha	High-tech/Bio-tech, ICT, R&D	2,086
SCA Site No. 6, County Kildare	Q(1): Enterprise and Employment	1.78 ha	Office and enterprise units	445
SCA Site No. 17, County Kildare	H: Industry/ Office Park/ Manufacturing	1 ha	Office based, light industry etc.	167
SCA Site No. 21, County Kildare	Q(2): Enterprise and Employment	4.89 ha	Office and enterprise units	856
SCA Site No. 30, County Kildare	P: Research and Technology	35.46 ha	Office based and High tech/manufacturing	5,557
TOTAL:		76.18 ha	10,681 Potential Jobs	