

CUNNANE STRATTON REYNOLDS

Town Clerk
Naas Town Council
Áras Chill Dara
Devoy Park
Naas
County Kildare

Thursday, 9th July 2009
[by email]

Dear Sir or Madam

NAAS TOWN DEVELOPMENT PLAN REVIEW

Please find below a submission made on the Naas Town Development Plan 2011-2017 Issues Paper by Cunnane Stratton Reynolds on behalf of Tesco Ireland Ltd Gresham House, Marine Road, Dun Laoghaire, Co. Dublin.

We trust that you will give due consideration to this submission and request a notification of its receipt by the Council.

Yours faithfully



Mick Lennon
Cunnane Stratton Reynolds

DUBLIN OFFICE
3 MOLESWORTH PLACE DUBLIN 2
TEL 01 661 0419 FAX 01 661 0431
EMAIL info@csrlandplan.ie

OFFICES ALSO AT
COPLEY HALL COTTERS STREET CORK
TEL 021 496 9224 FAX 021 496 9012
EMAIL corkinfo@csrlandplan.ie

DIRECTORS NO 13 GALWAY TECHNOLOGY PARK
PARKMORE GALWAY
Joe Cunnane BA (Hons) Dip TP MRTPI MIPI, Christopher Stratton OBE Dip LA FLI MRTPI MILI (British),
Sarah Reynolds BSc (Hons) Dip LD MA MLI (British), Eamonn Prenter BA (Hons) Dip TP MSc MRTPI MIPI,
Finbarr Barry BA (Hons) MRUP MRTPI MIPI, Declan O'Leary B Agr Sc (Land-Hort) Dip LA MILI MLI,
Ian Phillips BA (Hons) MRTPI (British), John Blackwell BA (Hons) Dip TP MRTPI (British) WWW.CSRLANDPLAN.COM

Cunnane Stratton Reynolds registered business name of Cunnane Stratton Reynolds Ltd. Reg No: 354188 Reg Office: 3 Molesworth Place Dublin 2

Introduction

As a substantial landowner and business within the Naas Town area Tesco Ireland are key stakeholders in the area. Tesco will continue to contribute greatly to the local economy in the coming months and years when the country endeavours to break out of the current economic recession. One of a number of Tesco owned sites is on the Blessington Road in an area zoned for Town Centre uses as shown in Figure 1 below.

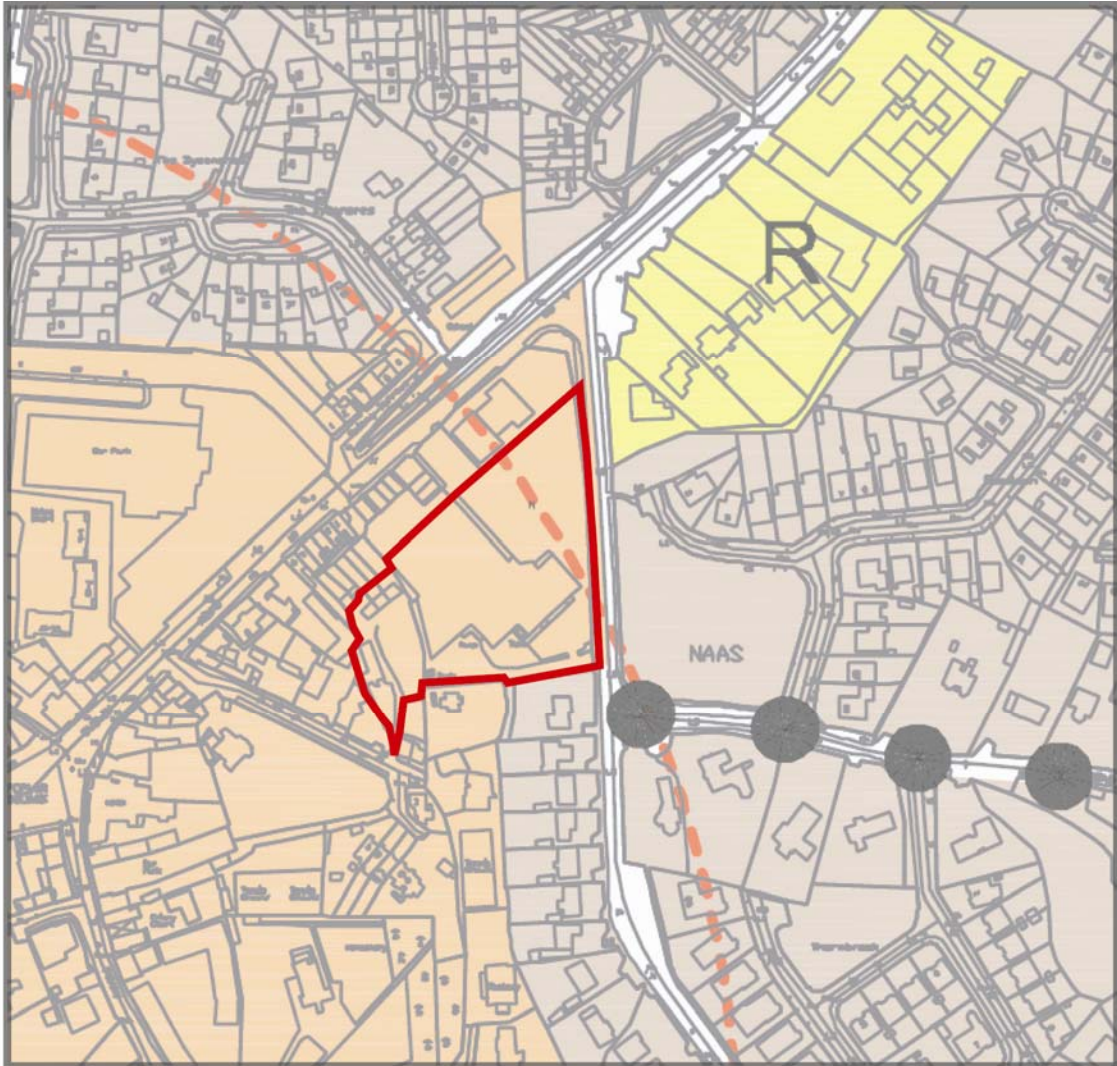


Figure 1

Location of Tesco Ireland Site on the Blessington Road

Town Centre Vitality and Viability

It is submitted that the current zoning of the site as Town Centre reflects existing land uses on these lands and represents the appropriate land use planning provision necessary to reinforce the continued enhancement of the town's retail vitality and viability. Thus, it is submitted that the current Town Centre Zoning Objective for the subject site should remain unaltered in the Naas Town Development Plan 2011-2017.

Meeting New Challenges

As noted in the Town Manager's introduction to the Issues Paper:

The last decade has seen significant changes in Naas and in County Kildare. We are now in a period where new challenges are presented by the current economic downturn.

Meeting these new challenges in a manner that promotes the ongoing proper planning and sustainable development of the town requires the consolidation of existing town centre land uses so as to buttress the retail offer of Naas and advance its position as a service centre for a wide hinterland.

It is submitted that the emerging trend of economic contraction, and the associated reduction in development pressure, offers an opportunity to enhance the vitality and viability of Naas using a sequential approach that respects, and where possible, consolidates existing landuses in a manner commensurate with the Council's future development objectives.

Specifically, by maintaining the Town Centre zoning objectives for appropriately located lands, such as the subject site, or where deemed appropriate, the application of the Town Centre zoning objective to sites located on strategic radial transport routes proximate to existing Town Centre zoned land, the Council could reinforce the economic development potential of Naas in a manner that is responsive to the new challenges presented by the current economic downturn.

Conclusion

Consolidating the existing town centre of Naas is central to successfully meeting the new challenges presented by the current economic downturn. Maintaining the existing Town Centre Zoning Objective on appropriately located lands that contain uses which generate direct and indirect employment, help meet the town's retail needs and enhance the vitality and viability of Naas is therefore a central element in consolidating the existing town centre. It is within this context that we submit that the current Town Centre zoning of the subject site should remain unaltered in the Naas Town Development Plan 2011-2017.