

# Sandyford Spotlight

November 2011

Newsletter of the Sandyford Business District Association

## Sandyford Business District Open for Business



### A message from Jim Leyden, Chairman, SBDA:

"These are challenging times, which makes it all the more important that we recognise and expand what opportunities present themselves", says Jim Leyden, "We in SBDA are committed to the continued vibrancy of

the Sandyford Business District, and to ensuring that every chance for improvement in the area is seized and capitalised on".

"Ours is a simple and positive message", continues Leyden, "It is that the Sandyford Business District is very definitely open for business; and that SBDA and its members are feeling confident in the area and its potential for continued growth".

"We in SBDA are very pleased to have been involved in driving and supporting many of the positive initiatives which have come to fruition during 2011. The SBDA committee and members are fully focused on all aspects of the district's development, especially those which will serve to retain and attract businesses, and ultimately secure further employment in the area".

"As a voluntary association, we are fortunate to have a dedicated committee, who work very hard to ensure that our members remain updated and informed of all proposed, planned and current developments within the Sandyford Business District", states Jim Leyden. "Thanks to the cordial and fruitful working relationships which we enjoy with many stakeholders, most especially Dun Laoghaire Rathdown County Council, we are uniquely positioned to influence policy at an early stage. SBDA is most gratified by the extent of consultation sought with us, and the influence which the representative views of our members have brought to bear on the outcome of many proposals".

"So as 2011 draws to a close, we are looking back on a year of achievement, which primarily sets the stage for the future, with on-going growth and development for the Sandyford Business District. At a time of uncertainty, we are confident in our ability to shape and influence our own futures; ensuring that the vast, and as yet fully untapped potential of the area is recognised and harnessed."

"With the continued support of our membership and the commitment of our committee, SBDA is looking confidently towards a year of change, development and improvement for the Sandyford Business District in 2012 and beyond".



### SBDA Achievements - Checklist

- ▶ New Murphystown Way - lobbied for and delivered ✓
- ▶ Traffic lights at ESB roundabout - lobbied for and delivered ✓
- ▶ Burtonhall Road Extension - lobbied for and now in planning ✓
- ▶ Leopardstown Roundabout - constant consultation, work in progress ✓
- ▶ One Way system Reversal - lobbied for & due early 2012 ✓
- ▶ Commercial Rates - ongoing lobbying ✓
- ▶ Improved pedestrian and cycle access - lobbied for & will be delivered mid-2012 ✓
- ▶ New website "Sandyford Open for Business" www.sbea.ie ✓
- ▶ Smarter Travel Initiative - involvement with and support of ongoing initiatives ✓
- ▶ Park & Ride - ongoing lobbying - Carrickmines Park & Ride opening soon ✓
- ▶ Landscaping - ongoing liaison to ensure high standards maintained ✓

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## What's in a Name? We're Changing Ours

Sandyford has come a very long way since the early years of development as an "industrial estate". In order to reflect the reality of the progressive and vibrant area which the Sandyford Business District has become, our association is changing its name. From now on, we will be known as **SANDYFORD BUSINESS DISTRICT ASSOCIATION (SBDA)**.



# SBDA

SANDYFORD BUSINESS DISTRICT ASSOCIATION

Sandyford, Stillorgan, Central & South County Business Parks

# Sandyford Urban Framework Plan Adopted by Councillors

## “Opens the Door for Sandyford Renewal”

***One of the most positive recent developments for the Sandyford Business District was the adoption of the Sandyford Urban Framework Plan (SUFPP) which had been in proposal stage for some time.***

Effectively, it is the agreement of a strategy for the means by which the Sandyford Business District can continue to grow and develop as the major business hub of South County Dublin, in a planned and concerted way.

Commenting on the Council decision, Jim Leyden, Chairman, SBDA said "The Sandyford Business District is a hugely attractive location for business to operate from. The infrastructure, development quality and accessibility of the area is unrivalled, and the ratification of this plan sets out how future progress can be made to further enhance Sandyford as a primary business destination. It also further supports the development of the Southern Economic Corridor, of which Sandyford is such an integral part."

"All businesses in the area welcome this development, as it sends out such a clear and unequivocal message that Sandyford is very definitely "Open for Business", and that we are all looking confidently to the future.

Although the ratification process took longer than any of us anticipated, now that it has finally happened, it clearly endorses Sandyford as a great location with a proven track record of attracting and maintain multinationals and small business alike. Planned mixed developments like Sandyford, with Corporate, Business, Office, Professional, Retail, Residential and a co-ordinated Access and Mobility Infrastructure, are where the future lies. Sandyford is ahead of the game, and the ratification of the SUFP ensures that it's going to stay there".



## SBDA Calls for Realistic 5% Reduction in Commercial Rates

### “Ratepayers Cannot Continue to be the Fall Guy”

***On behalf of its members, SBDA is once again urging both the executive and councillors of Dun Laoghaire Rathdown County Council to return commercial rates to the levels expected and budgeted for after the revaluation process last year. This follows last year's shock increase of 3% above the estimated Local Authority Multiplier (ARV).***

In addition to this, SBDA is lobbying for a further reduction of 2% to reflect the commercial reality within which business are currently operating.

"Everyone is squeezed very badly at the moment", commented a SBDA spokesperson, "All of us in business are having to review our cost base and cut our cloth accordingly. The local authority should be no different."

"We all appreciate that the Council has services which they must fund, but instead of addressing the reasons for increased costs in those areas, their solution always seems to be to make the business community pay more. That is neither realistic nor sustainable in the current economic climate."

Businesses already feeling the pressure, were further burdened by an unexpected rates increase last year, which was a full 3% higher than what had been estimated after the Revaluation was completed in Dun Laoghaire Rathdown. With the level of rates bills fast catching up on rent levels, an increase of such magnitude threatens the viability of many businesses.

"We all know that growth and jobs are the key to turning our economy around," a SBDA spokesperson concluded, "Increasing rates to unsustainable levels is anti-growth and anti-jobs; in the end it's also short sighted and counterproductive, as businesses will inevitably fold under the pressure, taking them out of the rates net altogether."

"The Council must be proactive on this vital issue, and reduce future rates bills to realistic and sustainable levels. Our future is also the Council's future".



# Sandyford Smarter Travel



Left: Cllr. Maria Bailey, Jim Leyden SBDA, Cathairleach John Bailey and Cllr. Gerry Horkan, pictured at the recent launch of the initiative.

The project aims to provide for the transport needs of those living and working in the area through an overall package of measures aimed at achieving lasting behaviour change, reducing travel demand and the provision of new infrastructure.

For some, commuting by car in and out of the Sandyford area

may be a necessity because they don't have immediately accessible or reliable alternatives. For others, there are choices from a range of travel options.

The vision for the Sandyford Smarter Travel project is to develop a sustainable urban community with a strong sense of identity, providing better quality of life to the people who live and work and in the area. It is also aimed at ensuring that development occurs at a pace where it is supported by sustainable transport choices.

It will focus on improving everyone's journey to and from work and will provide a platform to address transportation issues in the area.

Smarter Travel isn't something that happens to people. It's something that everyone does collectively for themselves, helped by transport initiatives and area wide planning.

At a consumer level, the initiative will ask people to leave the car at home for at least some journeys every week. That could be as simple as walking or cycling whenever you can, choosing to take the BUS, LUAS or DART to work a couple of times a week, or carsharing with colleagues to and from work. Workplaces will be asked to support these messages among their staff and colleagues.

**The Sandyford Business District is a key economic zone in the Dun Laoghaire Rathdown County Council area and greater Dublin. In this regard, the efficient movement of people to and from the entire area is a priority for everyone.**

Sandyford Business District includes the following separate business estates and sites - Stillorgan Industrial Park, Sandyford Business Park, Central Park, South County Business Park, the Legionaries of Christ and Leopardstown Park Hospital.

Significant additional development is planned for the Sandyford Business District in the coming years - as outlined in the recently adopted Sandyford Urban Framework Plan. Over the longer term, this will result in an increase in traffic which will further impact on the high level of congestion on some roads approaching the area, particularly during commuting hours.

Over the coming weeks, Dún Laoghaire-Rathdown County Council, with the support of SBDA, will be engaging with companies in the Sandyford Business District to promote the concept of workplace 'Mobility Management Planning'. A draft Area Wide Mobility Management Plan has also been prepared for the Sandyford Business District.

Dun Laoghaire Rathdown County Council in association with SBDA are launching the Area Wide Mobility Management Plan for Sandyford Business District in Bewleys Hotel on the 6th December at 12.30. More information can be found on [www.sandyfordsmartertravel.ie](http://www.sandyfordsmartertravel.ie).

**The Sandyford Smarter Travel project aims to improve and promote sustainable travel options for those working in the area. This will happen over time mainly through Mobility Management Planning, and the upgrade of infrastructure. These are both key objectives in the recently adopted Sandyford Urban Framework Plan.**

How people travel costs them and their organisations time and money. Apart from roads infrastructure, the issue of 'Mobility Management' is very important in terms of accessibility for staff, clients, customers and

business partners as well as goods inwards and outwards. Mobility Management Plans also help businesses and employees to make a difference in terms of quality of life, health of employees and the environment.

Ultimately, the intention for the new year will be to establish a Mobility Management Planning Network between Dún Laoghaire-Rathdown County Council and companies in the Sandyford Business District to support workplace Mobility Management Planning.

The initiative forms a key element of the Sandyford Urban Framework Plan designed to promote business in the area. Overall, it will be of benefit for everyone and for businesses.

Right: Guide to commute times by various modes as published recently in the leaflet for Sandyford Smarter Travel Project.

[www.sst.ie](http://www.sst.ie)



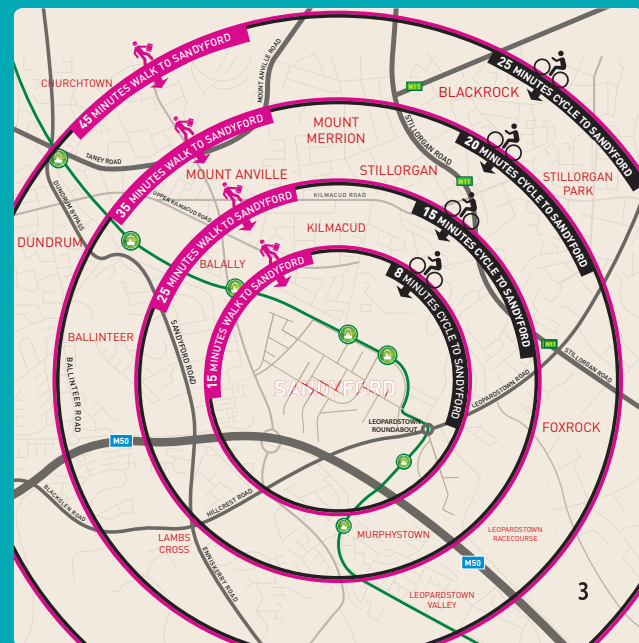
## Cycle to Work Scheme – Great Success So Far

The Irish Bicycle Business Association recently released their findings, that up to 90,000 bikes have been bought as a result of the Scheme since it was introduced in 2009. Not only has this taken cars off the road and provided a health dividend for the users; they also estimate that it has resulted in the preservation or creation of up to 767 jobs!



**SANDYFORD SmarterTravel**

For walking or cycling, here are the average travel times...





# New Road Planned for Sandyford

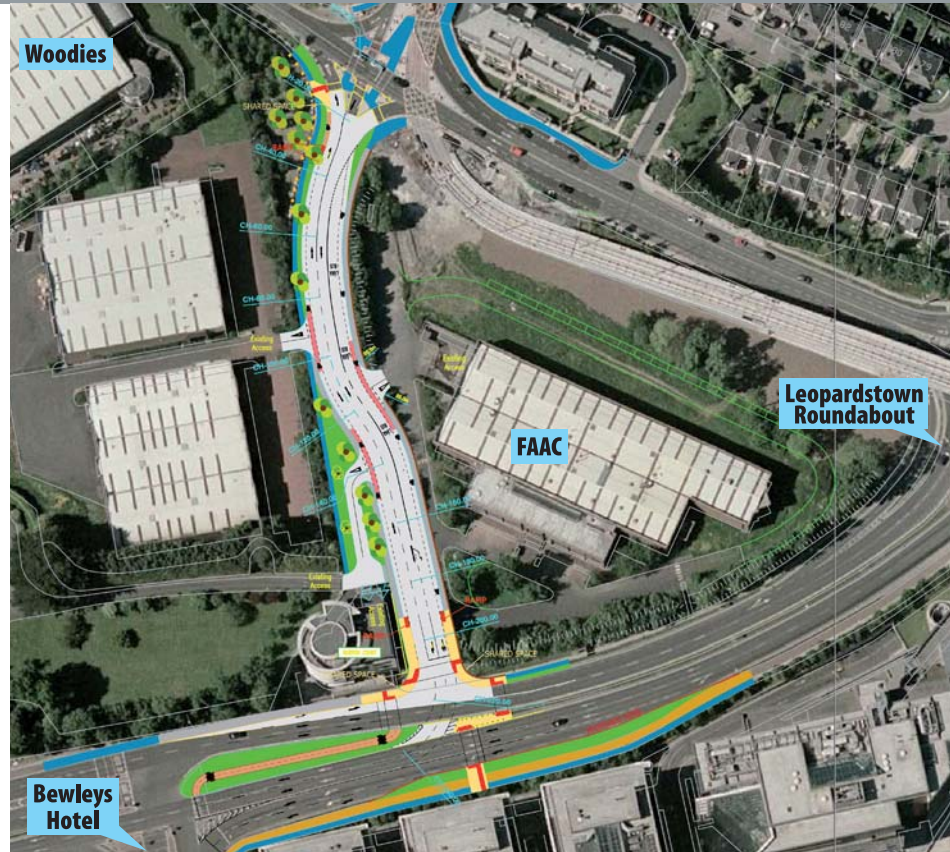
**At a recent meeting with the SBDA committee, Therese Langan and John Bowes of DLRCOCo unveiled plans for the extension of the Burtonhall Road from its junction with Blackthorn Avenue to its junction with Leopardstown Road.**

The development of this new link road is part of the overall SUIP, which identified key road improvements required to accommodate the expected growth in the Sandyford Business District on its southern side.

The aim of the road, which it is estimated will carry 10,000 cars a day, is to ease congestion and facilitate better access to and from the Sandyford Business District.

When completed, the 0.21km of new road will include a Quality Bus Corridor (QBC), cycle lanes, and footpaths. The development is currently in its consultation phase, and submission/observations are being accepted by DLRCOCo until 09th December.

A SBDA spokesperson said, "This is further indication of the Council's commitment to the Sandyford Business District, and we welcome it. Ease of access is a big issue for all businesses in the area, and we look forward to seeing this plan expedited with all possible speed."



#### LEGEND

- EXISTING FOOTPATH
- PROPOSED FOOTPATH
- EXISTING CYCLE TRACK
- PROPOSED CYCLE TRACK ON ROAD
- PROPOSED CYCLE TRACK OFF ROAD
- SHARED SPACE
- PROPOSED BOUNDARY
- PROPOSED TIMBER BOLLARDS
- PROPOSED TREE (carpinus betulus fastigata)
- PROPOSED TREE (quercus spp. and Pinus Sylvestris)
- EXISTING TREE



## Leopardstown Roundabout

**Traffic flow, both vehicular and pedestrian, has long been a vexed question at Leopardstown Roundabout. However, with numbers of cyclists and pedestrians growing every year, the safety issues had become increasingly acute.**

So SBDA has been pleased to welcome the signalled pedestrian crossing points which have been installed on the Leopardstown Road and Brewery Road approaches to the roundabout. This has allowed pedestrians and cyclists safe passage across these busy junctions.

However, SBDA is also aware that the changes have brought some added time delays for commuters in cars, and this situation must be urgently addressed.

It is clear that the only viable long-term solution to the congestion at the roundabout is to make it fully signalled. DLRCOCo has been clear from the outset that fully signalling the roundabout is their ultimate objective. However the project is part of the wider road improvement scheme as identified by the SUIP, and will be dealt with in tandem with the Burtonhall Road extension scheme, which is now in the early stages of development. SBDA welcomes the ongoing planning process, and urges a speedy resolution to the issue.



## Welcome!

**Welcome to retailer, Aldi, who recently opened their new store at Rockbrook, near the Stillorgan Luas stop another great addition to the area – we send our very best wishes to all staff and customers.**





## Change of Direction

*As part of the overall plan to improve access to and from, and traffic flow within Sandyford Business District, DLRCOCo intend to make some changes to the one way system.*

Currently, if entering the District from Kilmacud, with a destination on Blackthorn Road or beyond, it is necessary to “do a loop” around Blackthorn Avenue, which runs along at the Luas terminus; around onto Burton Hall Avenue, by Bizquip, and up to the junction at Blackthorn Road (Avid & Microsoft), with the option to go left or right there.

Under the new plan, when entering Sandyford Business District from the Kilmacud Road, crossing over the Luas line and turning left towards Leopardstown, it will be possible to take the next turn right at AIB and go up Blackthorn Road towards Microsoft. Blackthorn Road will thus become a TWO way road, benefiting commuters at all times of the day.

New traffic lights are to be installed too, and it is hoped that this proposal will draw unnecessary traffic away from the Leopardstown roundabout direction, thus improving traffic flow and reducing travel times within the district.

This new plan is due to be put into action in early 2012. So obviously we will all need to pay extra attention until we are used to the new arrangement!

## Murphystown Way – a Welcome Addition

Again with free flow and accessibility as a priority, the opening of Murphystown Way has proved a great success. Traffic wishing to connect to the Carrickmines junction, heading south, are seeing a reduction in their journey time and a much improved routing system.

## Lights On

The recent activation of the traffic lights at what is locally referred to as the “ESB roundabout” is another helpful contribution to traffic flow around the Sandyford Business District. The lights will hopefully alleviate some of the backlog which was such a nuisance to commuters trying to access the District off the M50 in the mornings. It’s all in the sequencing – so let’s hope that’s properly synchronised! SBDA are carefully monitoring and continuing to liaise with the Council regarding the smooth operation of this junction.

## New Route For Pedestrians & Cyclists

*For those of you entering Sandyford Business District from Leopardstown Road, on foot or on your bike, it is planned that a new car-free route will soon be available to you.*

Following the footprint of what was once known as the Harcourt Street Line, this pedestrian/cycle route will link Leopardstown Road to Brewery Road. The entrance on Leopardstown Road will be close to the parade of shops, and it will exit on Brewery Road opposite the pedestrian entrance to the LUAS terminus.

This pleasant route, which will be fully lit, will offer a much quicker and safer alternative to walkers and cyclists entering the District. In addition, it will also serve as an additional amenity for local residents. It is expected that the “Green Route”, as it will be known, will be open for use by mid 2012.

## Watch out for Leaks & Burst Pipes this Winter!



As all businesses are now having their water consumption metred by the Council, it’s important to ensure that there are no leaks in your system. A quick way to check is by taking a meter reading on Friday evening when the business closes, and check it again first thing on Monday morning before opening again. If the premises have been empty all weekend, the reading should be the same. If it has changed – you need to start looking for a leak, which is costing you money .

We all hope that we won’t return to the blizzard conditions of last year, but some cold weather is inevitable. It’s really important for businesses to remember that pipes freeze and burst easily, especially if heat is turned off completely. A small investment in keeping the heat on at a reduced temperature overnight and at the weekend could, save you all the inconvenience and costs of clearing up after a burst pipe. For further information on these, and other related Water issues, contact DLRCOCo Water Department, who will be happy to advise you further. Dun Laoghaire Rathdown Council Water Department: (01) 205 4800, out of hours: (01) 677 8844.

# Stay Safe

As the dark winter evenings have closed in, it is very important that extra thought and vigilance is applied to personal safety. By bearing in mind a few simple guidelines, it is possible to avoid any potential hazards posed by the darkness.

When walking anywhere, it's advisable to always follow these simple guidelines:

**Do not text while walking** – if your attention is focussed on your phone, you may not be able to act quickly enough should something happen

**Avoid** – if you are made to feel uncomfortable by a person or group of people in your path, cross the road or turn around. Your safety is more important than appearing unfriendly

**Let it go** – Phones, handbags and possessions can be replaced, but your health and safety cannot

**Be aware** – have a good look around you as you are walking to your destination and assess how safe your path is. If it is dark, or you feel uncomfortable in any way, try to get someone else to accompany you.

If you feel threatened or unsafe at any time, use your phone to call 999. However, it is also useful to have the number of the local Garda station in Stepside saved on your phone. By dialling directly through to them in situations which do not constitute a total emergency, they are often well placed to send assistance to the area very quickly.

**Stepside, Co. Dublin: 01-6665700**

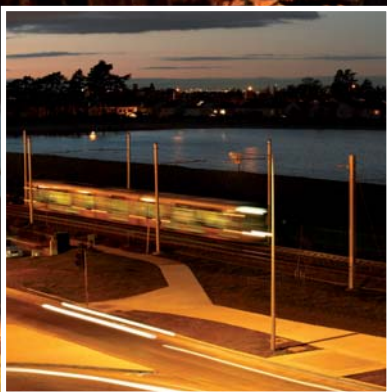
## What to report to the Emergency call-taker

Remember the critical information needed from you by the Emergency call-taker to ensure they can get a patrol car out to you as soon as possible is:

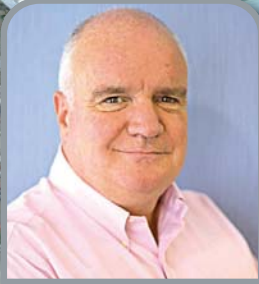
1. Your exact location
2. Your phone number
3. Your name
4. Details of the incident (i.e. why you are calling)

The job of the Emergency call-taker is to take the details of your call in order to be able to send a patrol car to you. The Emergency call-taker may look for other information from you in order to be able to give the patrol car as much information as possible. Where possible, the call-taker will stay on the line with you until a patrol car arrives to where you are.

**Be aware & stay safe!**







**Jim Leyden**  
Chairman



**Fiona Cummins**  
Secretary



**Angela O'Donnell**  
Communications & PR

# SBDA 2011 Officers and Committee

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# Being a Member of the SBDA

**SBDA is the representative association for businesses in the Sandyford Business District.**

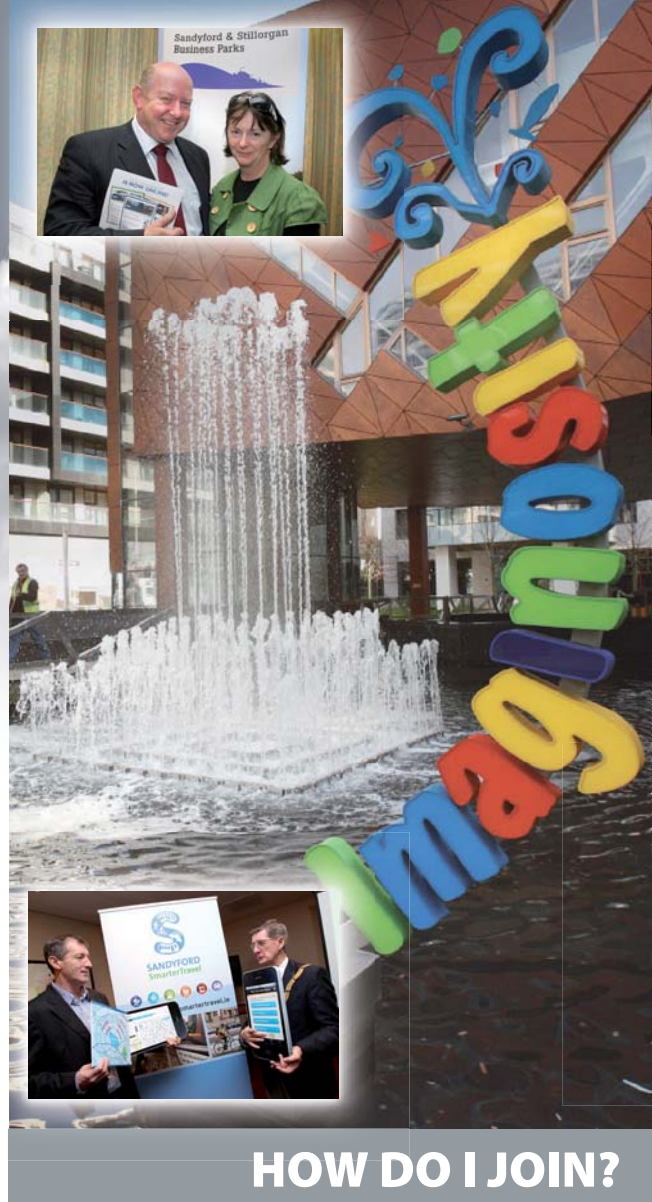
In existence since 1996, SBDA grew from the combination of representative bodies which began during the 1970's and '80's, when the development potential of Sandyford was first recognised and harnessed.

Representing businesses in Sandyford, Stillorgan, Central & South County business parks, SBDA is a non-profit, voluntary body with an active Board who enjoy cordial and fruitful relationships with key stakeholders.

United by common purpose and a desire to ensure that the primacy of the Sandyford Business District is maintained and built on, SBDA represents its members' interests across a broad spectrum.

Liaising on a regular and on-going basis with Dun Laoghaire Rathdown Council Officials; Elected Representatives; the RPA; the NRA; State Agencies; Business Groups; Stakeholders and the Gardai; SBDA is uniquely positioned to actively and positively influence the future direction and development of the Sandyford Business District.

Being a member of SBDA, allows all businesses to share their views, concerns and ideas in an effective forum. From sole traders to large corporations, SBDA's members are united by their commitment to the maintenance and development of the area in which their business is located. The sharing of information and the pooling of ideas and resources is the most sustainable path to growth in a difficult environment.



## HOW DO I JOIN?

See our Website [www.sbea.ie](http://www.sbea.ie) and download a membership form or Email us at [sbeassoc@eircom.net](mailto:sbeassoc@eircom.net) requesting a membership form. Alternatively call Fiona Cummins on **086 1766662** for details or Write to SBDA 7/8 Burton Hall Road, Sandyford Business Estate, Dublin 18 to request a membership form.

## HAS YOUR MEMBERSHIP LAPSED?

Email us at [sbeassoc@eircom.net](mailto:sbeassoc@eircom.net) to re-activate.



*Owen Keegan, County Manager, Dun Laoghaire Rathdown County Council.*



*Therese Langan, Senior Executive Officer.*

## Special Thanks...

The work of SBDA is supported and endorsed by its' members and the many stakeholders in the Sandyford Business District (SBD). It's support which is very much appreciated and necessary to enable SBDA to operate meaningfully. Particular mention and sincere thanks must go especially to Dun Laoghaire Rathdown County Council, with whom SBDA enjoys an open and fruitful working relationship. The support and commitment of Owen Keegan, County Manager has been instrumental to ensuring that the District, and its continued development, remains at the top of the agenda. The Manager's appointment of Ms. Therese Langan, Senior Executive Officer, as a dedicated liaison with SBDA has ensured that the association's ideas, opinions, concerns and issues receive prompt attention and a swift response. Most importantly, thanks to Therese's energy and commitment, it is always possible for SBDA to engage with her in meaningful debate on any issue which arises, in the knowledge that everyone is working together towards the shared goal of making the Sandyford Business District a beacon of success. Thanks, Therese.

# SBDA

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