

# Sandyford Spotlight

March 2011

Newsletter of the Sandyford Business Estates Association

## SBEA welcomes publication of draft Sandyford Urban Framework Plan

Dun Laoghaire Rathdown County Council (DLRCo.Co.) has prepared a draft Urban Framework Plan for Sandyford (draft SUFP). Written submissions and observations were accepted by the Council up to 7th February 2011. On behalf of its members SBEA made a submission. Copies of this submission can be obtained by contacting the SBEA office. A summary of the submission made is contained within this newsletter in which SBEA supports the timely publication of the SUFP.

The draft SUFP can be viewed on DLRCo.Co.'s website [www.dlrcoco.ie](http://www.dlrcoco.ie). The Manager has prepared a report on the issues concerned to be presented to Councillors for their review in March. The Elected members will vote on the plan in April 2011. If there are material

amendments proposed to the draft SUFP a further public consultation process will commence. Once adopted the SUFP will be incorporated into the DLRCo.Co. Development Plan 2010-2016.

The draft Sandyford Urban Plan contains policies and objectives relating to Future Land Uses, Indicative Urban Form, Public Realm and Linkages, Densities and Building Heights, Infrastructure, Phasing and Funding.

SBEA campaigned strongly and engaged regularly with DLRCo.Co. for an Urban Plan for Sandyford. The publication of the draft SUFP comes following a lengthy and damaging planning embargo imposed on Sandyford. In 2007 Elected Representatives, local residents and

An Bord Pleanála raised serious concerns that the County Development Plan lacked specific guidance on the future form and necessary infrastructure to support the Sandyford Business District. SBEA hopes that the adoption of the SUFP will lift the planning embargo and implement policies and objectives to deliver a place that attracts investment and employment and sustainable communities. The Plan Area is now being referred to as the **Sandyford Business District** and incorporates Stillorgan Business Estate, Sandyford Business Estate, Central Park, South County Business Park, Legionaries of Christ, Leopardstown Park Hospital and Lands at St. Benildus and Stillorgan Reservoir.

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## SBEA challenge DLRD regarding level of commercial rates for 2011.

SBEA recently had a meeting with the County Manager Owen Keegan and the Cathaoirleach Cllr. Lettie McCarthy to outline their dissatisfaction with the approval of the Annual Rate of Valuation (ARV) for 2011 of 0.170, an increase of 3% from the

estimated figure outlined to rate payers back in July 2010 of 0.165.

DLRD outlined that the revaluation process was totally unsatisfactory from their point of view as the percentage reduction in the valuations following representations to the Valuation Office was far

higher than expected. Hence the ARV for 2011 is 3% higher than the estimated figure but 2% lower than the maximum ARV they could have imposed. DLRD also pointed out that in excess of 50% of rate payers received reductions in their rates bill as a result of the revaluation process.

Commercial rates are applied by taking the rateable valuation assessed to your property by the Valuation Office and multiplying it by the AVR. 2010 saw a review by the Valuation Office of every commercial and industrial property in the County.

# SBEA

SANDYFORD BUSINESS ESTATES ASSOCIATION

Sandyford, Stillorgan, Central & South County Business Parks

# Commercial rates in DunLaoghaire Greater than South Dublin and Fingal

Dun Laoghaire Rathdown's Annual Rate of Valuation (ARV) in 2011 is greater than South Dublin by 2.4% and Fingal County Councils by 15.6%. SBEA was established with the objective of enabling members to pursue concerns regarding all issues affecting businesses in the Sandyford area. Commercial rates are widely recognised as one of the key burdens on businesses. This burden has now been exacerbated by the differences in rates between Councils in the Greater Dublin Area. SBEA believes this will make it increasingly difficult to attract businesses to Sandyford and indeed Dun Laoghaire in general and in so doing may impede the objective of creating more employment in the area.

The trend in rateable valuations (ARVs) since 2003 in the three Dublin Counties is set out in the attached table. Considerable progress was made by Dun Laoghaire Rathdown in reducing the gap in ARV relative to both Fingal and South Dublin since 2003. Between 2003 and 2009 the excess of Dun Laoghaire Rathdown's ARV over Fingal's declines from 12.8% to just 2.8%. In 2003 Dun Laoghaire Rathdown's ARV was 7.3% above South Dublin's. However, by 2007 it was just 3.1% below. Unfortunately, following last year's revaluation and the 2011 budget, DLR's ARV in 2011 is 15.6% above Fingal's and 2.4% above South Dublin. In the table below sourced from Dun Laoghaire Rathdown County Council, x is a measure of inflation that excludes items covered by the CPI including mortgage interest, insurance, motor tax and building materials.



Year	DLR ARV	FCC ARV	SDCC ARV	DLR % Chnge	FCC % Change	SDCC % Change	HICP*	CPI	ARV DLR Comparison with FCC	ARV DLR Comparison with SDCC
2003	62.720	54.720	58.130						+12.8%	+7.3%
2004	64.440	56.830	61.040	2.7%	3.9%	5.0%	2.3%	2.2%	+11.8%	+5.3%
2005	66.050	59.100	64.090	2.5%	4.0%	5.0%	2.2%	2.5%	+10.5%	+3.0%
2006	67.370	61.460	66.970	2.0%	4.0%	4.5%	2.7%	4.0%	+8.8%	+0.6%
2007	67.370	63.920	69.490	0.0%	4.0%	3.8%	2.8%	4.9%	+5.1%	+3.1%
2008	68.720	66.320	0.170	2.0%	3.8%	n/a	3.1%	4.1%	+3.5%	
2009	70.610	68.640	0.170	2.8%	3.5%	0.0%	-1.7%	-4.5%	+2.8%	
2010	69.200	0.150	0.167	-2.0%	n/a	-1.8%	-1.5%	-1.0%		
2011	0.170	0.147	0.166	-2.0%	-2.0%	-0.5%			+15.6%	+2.4%

## SBEA welcomes new jobs for Salesforce.Com and D & B Business Information Solutions Limited

SBEA welcomes the recent announcement that Salesforce.com, the leading enterprise cloud computing company, is currently recruiting more than 100 new jobs in sales, business development, marketing and technical IT and support.

The company already employs 300 people at its European Corporate Sales Headquarters in Sandyford. Having grown substantially over the last ten years, the Dublin office is the European hub for salesforce.com's multilingual corporate sales operation. Salesforce.com was recognised for the second year running as one of Fortune's 100 best places to work and named the world's fourth fastest growing company by Fortune.



In other business news, D&B, the worlds leading source of commercial information and insight on businesses, has increased its recruitment drive in Ireland. D&B Business Information Solutions Limited (DBIS) already employs 40 people in high skilled roles in Sandyford following the establishment of a strategic business centre in 2010. The company is to create a further 150 jobs by the end of 2011.

# New Arts Strategy 2011-2016 for Dun Laoghaire County

Dun Laoghaire Rathdown County Council is committed to high quality arts and cultural programming. The County Arts Office is currently undertaking a review of their Arts Strategy with a plan to create a new Arts Strategy 2011-2016. Public consultation has been ongoing over the previous year and the Council are now in the process of preparing the new Arts Strategy 2011-2016.

SBEA has undertaken meetings with the Council and has made written representations to the Council in this regard. The arts service in Dun Laoghaire Rathdown is already well defined and developed within the County and includes theatre, art house film, music, dance, poetry, literature, exhibitions, painting, sculpture, photography, open air street theatre, opera and festivals.

SBEA recognises the value of the arts and the contribution it makes to quality of life. SBEA commends the effort the Council is making in the preparation of the Arts Strategy 2011-2016 and supports the Council in their undertaking.



## Joint Policing Committee



The Dún Laoghaire-Rathdown County Joint Policing Committee is chaired by Councillor Barry Ward and consists of local elected representatives of Dún Laoghaire-Rathdown County Council, Oireachtas members, community representatives and An Garda Síochána.

Regular meetings take place that local residents and interested parties can attend. At meetings you have the opportunity to make observations and address questions on matters relating to crime and anti-social behaviour with a view to improving public safety within local communities. SBEA will continue to inform members of meetings of the Joint Policing Committee.

## Congestion at Leopardstown Roundabout Critical

SBEA has recently received complaints from businesses and employees with regard to congestion at and around the Leopardstown roundabout, a problem that has become critical. SBEA has received complaints particularly from those exiting South County Business Park in the evenings who are experiencing long tail backs exiting onto the roundabout on a daily basis.

SBEA has been in regular consultation with the DLRCC with regards to the upgrading of this road. In order to improve the situation it is an objective of the DLRCC for the following road schemes to be put in place:

- Reconfiguration of the Leopardstown Roundabout;
- Revised access to South County Business Park;
- Burton Hall Road Extension to the Leopardstown Road.

The timeframe for delivery of these road schemes is not yet secured. Following the publication of the Sandyford Urban Framework Plan, DLRCC are to commence the approval process for the above road schemes, also known as Part 8 approval. Funding to construct the road will then have to be secured. Applications have been made by DLRCC to the National Transport Authority and Department of Transport but funds have not yet been secured to construct the road.

In the absence of government or county council funding the road may have to be funded by way of a levy scheme (section 48 and 49 schemes) on new development permitted within Sandyford. Unfortunately in the current economic climate it is unlikely that developer led funding will be available in the short term.

SBEA recently had a meeting with the County Manager Owen Keegan and the Cathaoirleach Cllr. Lettie McCarthy to highlight this problem. DLRCC who are viewing this issue as an urgent priority committed to providing SBEA with an indicative timescale as to when the road would be delivered. SBEA will continue consultation with the Council on this issue in the interests of the existing businesses and employees in the area.

# New Park and Ride facilities for Luas B1 service

The LUAS LINE B1 commenced passenger services on Saturday, October 16th and all adjacent traffic signal sequences have been altered to accommodate the trams. Park and Ride facilities are currently being developed, with two major car parks expected to open in 2011. The first will be a 350 space Park and Ride beside the Carrickmines stop. The second will be on

Ballyogan Road opposite the Leopardstown Valley stop. Due to ongoing works on the new Murphystown Road, temporary pedestrian routes to the Glencairn stop are necessary. From the Ballyogan side, access is from Glencairn Road. From the M50 end, access is by a temporary footpath off the old Murphystown Road.

## Murphystown parallel road

Construction of the Murphystown Parallel Road began mid-May 2010.

Ongoing traffic restrictions on Murphystown Road and the adjacent roads can be expected at intervals to end May 2011.

A one-way system will be in operation until further notice. Northbound traffic will be allowed to travel along Murphystown Road. Southbound Traffic will be diverted from the M50 bridge, to Leopardstown Road, Kilgobbin Road, to the Sandyford Hall Roundabout. Works have commenced at the Ballyogan Road tie in, close to the junction with Kilgobbin Road. Two-way traffic will be maintained at this location. Works are continuing at the junction with Leopardstown Road (south of the M50) to facilitate the changing of the road layout from a

roundabout to a signalised junction. The existing roundabout will be tarred, reduced in size, and a site entrance developed. Pedestrian access to Glencairn Luas Stop for passengers from Ballyogan Road, will continue to be via Glencairn Road and Glencairn Heath. Pedestrians from Murphystown Road/Leopardstown Road will be able to access Glencairn LUAS stop via the new pedestrian ramp near Mount Eagle Park, following the removal of the existing access road from Monday 24th January. **SBEA** welcomes this new road initiative by **DLRDCo.Co.**

## Council make Improvement works on Three Rock Road

Dun Laoghaire Rathdown County Council have completed the much needed road improvement works on Sandyford's Three Rock Road. The works involved drainage works and resurfacing car parking areas in the business area off Three Rock Road. A new traffic management scheme forms part of the development. The works took place under the management of the Road Maintenance Section of the Transportation Department of Dun Laoghaire Rathdown County Council

## First electric car charging point for Sandyford



The ESB and Dún Laoghaire-Rathdown County Council have joined forces to install Sandyford's first charge point for electric vehicles. The ESB is also working with Microsoft to install a charge point in its building. The launch of charge point in Sandyford Business Park is part of The ESB ecar's plan to build the charging infrastructure nationwide to meet the Government target of 10% of all vehicles to be

electric by 2020. The Charge Point is located near the Londis shop on Carmanhall Road, where 2 car parking spaces have been allocated. The public charging infrastructure is progressing at pace and commercial charge points as well as home charge points are also being installed nationwide.

# Aldi to open new store near Luas in Sandyford



German discount store Aldi is to open an anchor store at the Rockbrook mixed use development in Sandyford, Dublin 18. This will be the first major letting at The Boulevard@Rockbrook which is now being run by Pearse Farrell of Farrell Grant Sparks since developer John Fleming's sister company went into receivership.

The store will form part of the overall development which will eventually have 44,000 sq m of shopping with apartments above.

The development complements the adjacent Beacon South Quarter Development where tenants include Dunnes Stores. At Rockbrook a further 10 shops are being made available ranging in size from 50-1,200 sq m alongside

the Aldi Store. Aldi have 12 other outlets in Dublin but only 2 of these are located in South Dublin at Nutgrove in Rathfarnham and Rathmines.

While the company owns most of its stores in Ireland, it will lease the Sandyford Store for a reported rent of around €600,000 for a unit of 1,904 sq m. In relation to the apartments above the development it is reported by the agent Savills that around 300 of the 1,300 apartments planned for the site have been completed. Less than 100 of the units were sold and about 100 more have been leased by the receiver.

Photo of Luas tram at Sandyford terminus by Brian Shaw

## Greater Dublin Area Draft Transport Strategy 2011-2030 on public display

At a Presentation at the Hilton Hotel, Charlemont Place, Dublin 2, the National Transport Authority launched the publication of the Greater Dublin Area Draft Transport Strategy 2011-2030. A Consultation Period within which submissions can be made, is from Monday, February 28th, 2011 until 5.00pm, Monday, April 11th, 2011. During this period, public Information Sessions are planned for all of the County Councils in the Greater Dublin Area.

The NTA Vision for Dublin is for a competitive, sustainable city-region with a good quality of life. The strategy's role is to establish appropriate policies and transport measures that will support the Greater Dublin Area in meeting its potential.

The strategies contents include, strategy vision and objectives, travel in the Greater Dublin Area, Transport Challenges, Strategy Options, Walking and Cycling, Public Transport, Roads and Traffic Management, Freight Movement and Managing Travel Demands.

Full details can be found at [www.2030vision.ie](http://www.2030vision.ie), Email: [consult@nationaltransport.ie](mailto:consult@nationaltransport.ie) and Tel: 1890 22 20 30. On behalf of its members SBEA intends to make a submission to the NTA to the draft GDA Draft Transport Strategy 2011-2030.

## Park and Ride Planning Levies along Luas Cut

At the recent DLRCC Council meeting Councillors voted to cut in half the "Section 48" levies required for landowners and developers who want to build park and ride facilities along the Luas Green in a bid to provide facilities for commuters. Park and Ride facilities have been practically unavailable since the Luas extension to Cherrywood opened last October.

DLRCC county manager Owen Keegan recommended that the levy be abolished to encourage provision of parking facilities, saying the levy was "penal". He told councillors the cut would apply to existing planning permissions. Councillors decided to vote for a halving of the levy.

Fine Gael deputy Olivia Mitchell welcomed the reduction in the levy but said the scheme should be overhauled. "Levies amounting to thousands of euro on new businesses are simply no longer realistic. No local authority can afford to risk losing jobs by making itself so expensive that businesses can neither set up nor expand their enterprises" she said.

# Summary of Managers Response to SBEA Submission

## Summary of SBEA Submission

The submission was made and included sections on SBEA's vision for Sandyford by outlining Sandyford position as described in the National Spatial Strategy 2002-2020, The Sandyford Development Plan 2007-2013, The Regional Planning Guidelines for the Greater Dublin Area 2010-2022, the Economic Development Action Plan for the Greater Dublin City Region 2009 and the Dun Laoghaire Rathdown Development Plan 2010-2016.

The highlights of the policy context of Sandyford in National, Regional and Local Policy illustrates that:

- The Sandyford Business District (SBD) should strive to become a world class business district operating as a significant hub in Europe, becoming an engine for economic growth nationally and regionally and act as a magnet for investment in the DLRC area.
- Sandyford identified as a growth centre within the polycentric gateway of the Dublin City Region are required "to be drivers within the core of the GDC, for sustained international and regional economic development and growth".
- Sandyford is the high-tech knowledge driven commercial cluster for the south-city region.
- To facilitate growth of employment and enterprise opportunities, Sandyford is required to concentrate on high technology and knowledge based industries.

### Suggested recommended changes to the draft Plan:

- Create a strong and forward thinking vision for Sandyford.
- Create a spatial concept for Sandyford to encourage walkability, connectivity, mixed use density, mixed housing, quality architecture and urban design, traditional neighbourhood structure, green transportation, sustainability and quality of life.
- Provide clear but flexible guidance and less restrictive phasing and funding programme.
- Focus on existing businesses and not just long term future large scale development.
- Recommend that SBEA become a Business Improvement District (BID) in the interests of facilitating improvements within the area which will benefit local businesses.
- Seek public investment in key infrastructure.

Below are some of the Managers Responses & Recommendations on the SBEA submission. For the full report please refer the Sandyford Urban Framework Plan proposed Variation No. 2 Managers Report available from DLRCoCo.

**SBEA** The plan lacks vision and a strategic policy context;

**Response:** the preparation of the SUFP gave due regard to the policies and objectives of national and regional planning. Quoting sections of these plans was not considered appropriate by DLRC.

**SBEA** DLRC should take direct responsibility for upgrading public realm and provide upgrades to movement network cycle and pedestrian routes

**Response:** it is appropriate that public realm shall be provided by DLRC and developers alike.

**SBEA** Implementation of new infrastructure constrained by phasing objectives of key infrastructure and few stakeholders. Some flexibility required in phasing so that additional development cannot be frustrated by third parties;

**Response:** Further development in Sandyford is reliant on the provision of new infrastructure. The Council requires some level of certainty regarding the deliverability of this infrastructure prior to additional development being permitted.

**SBEA** Seeks to encourage public investment in key infrastructure;

**Response:** There are two funding options available Section 48 Levy scheme and Section 49 Levy Scheme.





## SBEA 2011 Officers and Committee

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# We Welcome New Members

## WHY SHOULD I JOIN SBEA

- *SBEA is your platform to highlight issues that are important to you in your area.*
- *SBEA is actively engaged with the Local Authority, Councillor's, Politicians, Government Agencies and An Garda Siochana on your behalf.*
- *SBEA is a voluntary non profit making association. The effectiveness of the Association is entirely dependent on the continuing supports of its members who come from the businesses of Stillorgan Business Estate, Sandyford Business Estate, Central Park and South County Business Park.*
- *SBEA achieved a "very high satisfaction rating" from members respondents to a recent business survey undertaken by the Smurfit Business School.*

## SBEA'S RECENT ACTIVITIES AND ACHIEVEMENTS

SBEA recently had a meeting with the County Manager Owen Keegan and the Cathaoirleach Cllr. Lettie McCarthy and are happy that the Leopardstown Roundabout upgrade scheme has become an urgent priority.

SBEA has been campaigning on behalf of members for the early publication of the Urban Framework Plan for Sandyford. SBEA has lobbied Councillors and has been actively engaged with the Council, the Manager and its Departments in this regard. This Plan is currently on public display and accepting public submissions and is due for adoption in April 2011.

SBEA has been engaged with the Council and has lobbied elected representatives in relation to Commercial rates in the County. On your behalf the association will continue to highlight the severe strain that local authority changes place on business and will further petition a reduction for 2012 and for rates to come in line with others County Councils in the Greater Dublin Area.

SBEA has and will continue to engage with the National Transport Authority for improvements in transport measures to support Sandyford and the Greater Dublin Area.

SBEA have engaged with the Arts Department of the Council in the publication of the Dun Laoghaire Rathdown Arts Strategy 2011-2016. Sandyford appointed as the "Smart Travel" area for the County with an opportunity to secure €6m funding for travel improvements.

SBEA sits on the Dun Laoghaire Rathdown Economic Development Department's strategic committee the Sandyford Business District Alliance with other bodies which includes Horse Racing Ireland, IDA, Dundrum Town Centre and Airfield Trust.

SBEA sits on the Dun Laoghaire Rathdown Council Transportation Strategic Policy Committee.



## 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 membership form or call Fiona Cummins on **086 1766662** for details or Write to SBEA c/o 7/8 Burtonhall Road, Sandyford Industrial 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.

# SBEA

SANDYFORD BUSINESS ESTATES ASSOCIATION

Sandyford, Stillorgan, Central & South County Business Parks