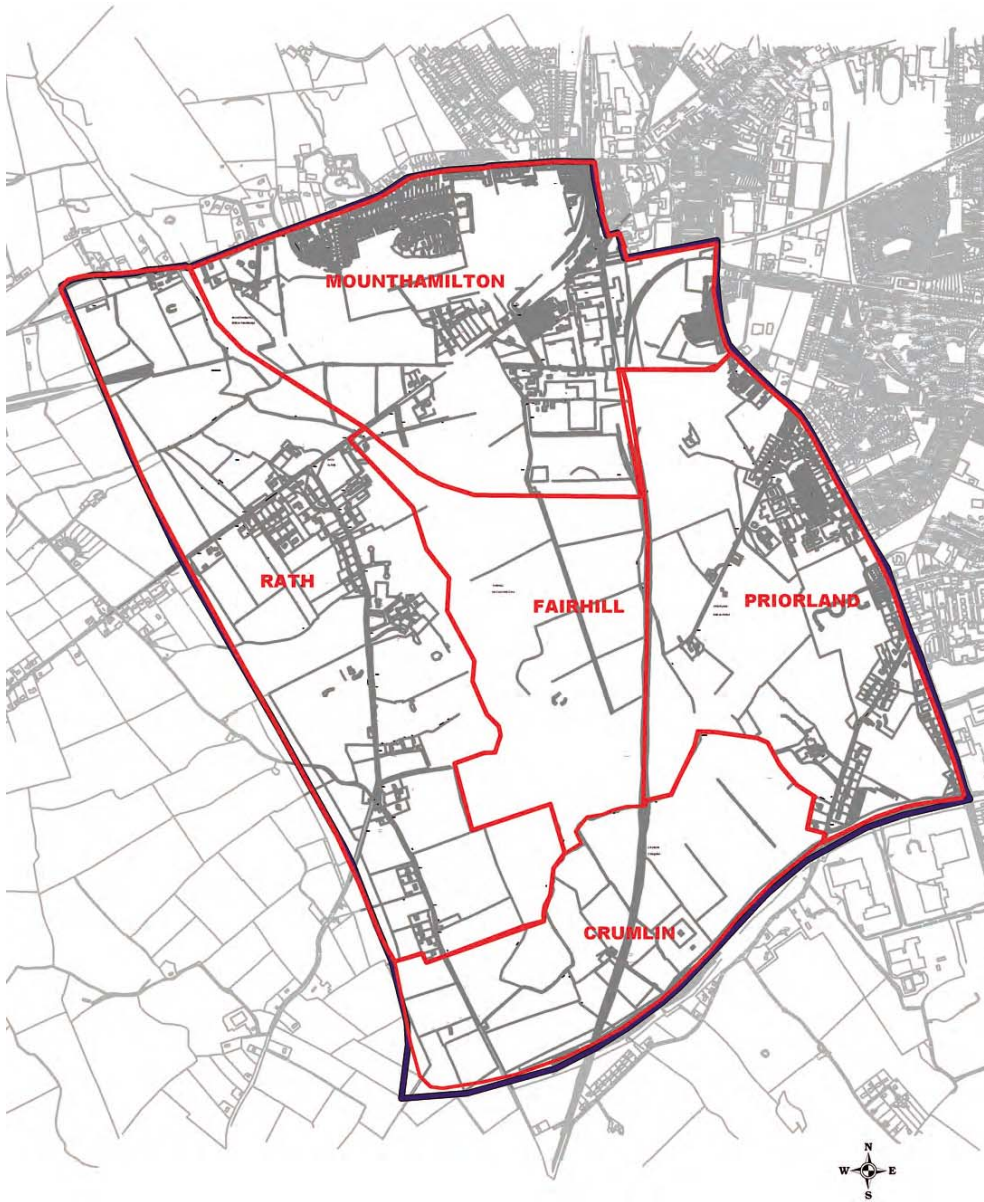


Sector Profiles & Strategies



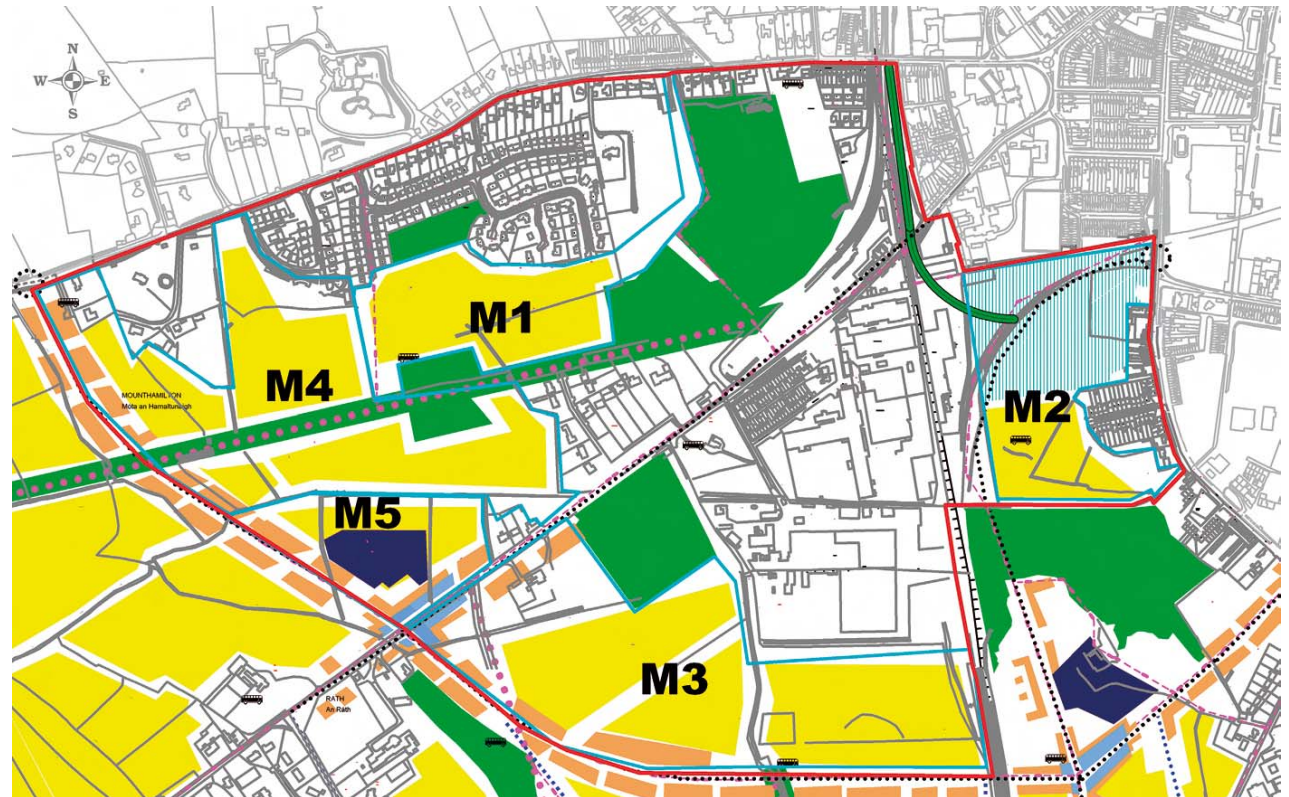
Map 6 DSWLAP Development Sectors.



Map 25 Existing DSWLAP Zoning.

Mounthamilton

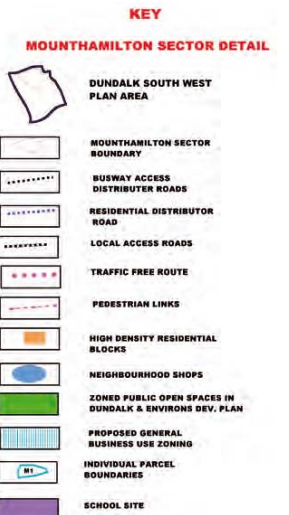
This sector occupies the north east quadrant of the DSWLAP and includes those lands between the Carrickmacross and Ardee Roads and the Ardee and Dublin Roads. The western boundary of the sector is defined by the line of the proposed Western Road Infrastructure. The sector represents the most highly developed of all the sectors in that it encompasses areas of housing together with established commercial and industrial lands centred around the former Great Northern Railway engineering works and old McArdle Moore brewery site and flanking the Belfast to Dublin rail line on its western edge. The area becomes progressively more rural to the west along both the Carrickmacross and Ardee Roads. The landform is generally level to the east and north, rising gradually to the west. The sector contains a number of very low lying areas which have a history of flooding.



Map 19 Mounthamilton Sector.



Mounthamilton.



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The sector includes several designated open space and parkland areas including Balmer's Bog to the extreme east and a wildlife habitat park site in the central portion. The remains of the trackbed of the former railway line between Dundalk and Carrickmacross provides a key feature in the central portion of the sector. The sector lies close to the existing urban core of Dundalk and as such it is vital that effective vehicular, pedestrian and cycle linkages are established at an early stage. This will permit natural growth of the town westwards into the DSWLAP area.



Mounthamilton from the air.

Mounthamilton Sector Strategy

The Mounthamilton sector is dominated in its eastern portion by a built form comprising industrial units, some of which are protected structures associated with the former Great Northern Railway works south of the existing station complex. Other protected structures include a series of terraced housing streets again linked to the old railway works. This area and the remaining lands east of the operational railway form an important entry point to the DSWLAP from the core of Dundalk. A major new roadway is planned to traverse these lands linking the Hill Street bridge site to a new roadway constructed on the trackbed of the former Dundalk to Greenore railway. The new roadway will bring an added visual prominence to existing buildings in the east of Mounthamilton. The designation of "Employment / Mixed Use Zone" to the area presents an opportunity to sensitively redevelop the protected structures in this area for the purposes of providing a broad range of employment generating enterprises. A small residential parcel is located within the broader Employment / Mixed Use Zone area. This parcel may be appropriate for the development of a pilot "Homezone" scheme. "Homezones" are about reclaiming the streets from domination by the private car. They work through the physical alteration of streets and roads thus forcing motorists to take greater care. The western and south western residential portions of the sector will be subject to the provisions of the Residential Density Guidelines and should be suitable for higher density development in those parcels immediately adjacent the Employment / Mixed Use zoned lands (south of the Ardee Road). A more sensitive approach to density will have to be adopted in the remaining residential lands between the Carrick and Ardee Roads where relatively low density housing development exists. Such areas will be capable of accommodating higher density development only when the transitional areas between differing housing densities are well designed and afford sufficient residential amenity between neighbouring areas.

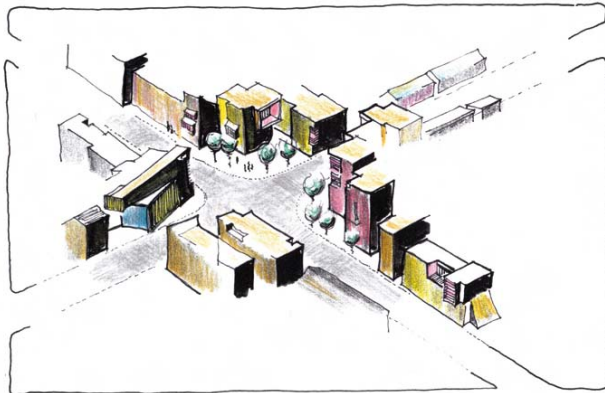
Mounthamilton contains two "Employment / Mixed Use" zoned areas. The first of these is located immediately abutting the western edge of the Dundalk to Dublin railway. This area offers significant potential for redevelopment being in close proximity to the railway station and benefiting from upgraded road links. The area is also in close proximity to the town centre. The policy for this area is to prioritise a mixed-use scheme to incorporate commercial industrial and ancillary uses. This may include an Enterprise Centre for local business start-ups. The Council envisages the development of a mixed-use development in this area to incorporate enterprise/high tech, and commercial uses, in accordance with the other plan policies. Development within this area should take into account the future potential for a public transport interchange in the vicinity of this area. The site is of prime importance given its pivotal location as a gateway to Dundalk.

The second "Employment / Mixed Use" zoned area is lands adjacent to the Hill Street road junction. This site straddles the proposed St. Alphonsys / Hill Street Link Road. In common with the lands adjacent the railway, this area has pivotal importance in providing the opportunity to develop a high visibility, quality "signature" development for the western entrance to the town centre. As such it is vital that any development proposed within this area is designed and laid out in a manner, which compliments its strategic position. Development proposals in both these "Employment / Mixed Use" Zones should seek to reflect historical cues provided by local features unique to the north eastern portion of Mounthamilton.

The Mounthamilton sector was once the location for one of the largest railway repair works in Ireland. Developments which allude to this legacy in design features, including materials, will be welcomed.

Mounthamilton Civic and Commercial Centre

The westernmost residential portion of the sector between the Carrick and Ardee Roads is deficient in neighbourhood facilities. The provision of a purpose built Civic and Commercial Centre in this area is essential. The centre shall be located in close proximity to the junction of the Ardee Road and the proposed Western Road infrastructure and shall have direct links to the traffic free, cycle / pedestrian route along the former rail line. Permissible uses within the Mounthamilton Civic and Commercial Centre can include local shops typically comprising a newsagent, post office / bank, public house / restaurant, pharmacy, health facility, professional services, childcare facilities, community hall, office space and recreational areas. The Civic and Commercial Centre can be anchored by a supermarket or discount food store not exceeding 1,600 square metres gross floorspace in size. Such a facility will principally sell food. The centre also contains provision for a future school site.



Mounthamilton Civic and Commercial Centre.

Mounthamilton Civic and Commercial Centre

Element	*Gross Area m ²	Indicative Employment Potential
Supermarket	< 1,600	15 - 20
Retail		
Convenience Comparison	< 250 per unit	
Pharmacy		
Grocery		
Butcher		
Fruit & Vegetables		
Fishmonger etc		
	< 2,000 (All Units Total)	36 - 56
Services		
Post Office		
Credit Union		
Bank		
Crèche		
Offices		
Hairdresser		
Beauty Therapist		
Medical Facility		
	< 4,000	350 - 450
Community & Leisure		
Library		
Sports Facility		
Meeting Hall		
Religious Centre		
Public House		
Restaurant		
Conference Facility		
Hotel		
Public Transport Facilities		
	< 1,000	15 - 30
Education		
Primary School	< 1,400	30 - 34
Total	10,000 m²	446 - 590

The examples of permitted uses shown for the Civic and Commercial Centre is not exhaustive and is given for illustrative purposes only. Other uses, appropriate to the Civic and Commercial Centre, may be permitted. Proposals for alternative uses will be examined on a case by case basis at the discretion of the planning authority.

Mounthamilton Zoning Provisions

- Residential
- To provide for Employment Mixed Use Zone. (excludes residential)
- To provide for General Business Uses. (includes residential)
- To Protect, Provide and Improve Community, Education, Sport and Recreation Facilities. (excludes residential)
- To Protect, Provide and Improve Residential Amenities.
- To Protect and Provide for Amenity Open Space and Recreation.

Permitted Density

Average 35 Units per Hectare

Range 25 – 50 Units per Hectare

(Subject to Sanitary services Capacity)

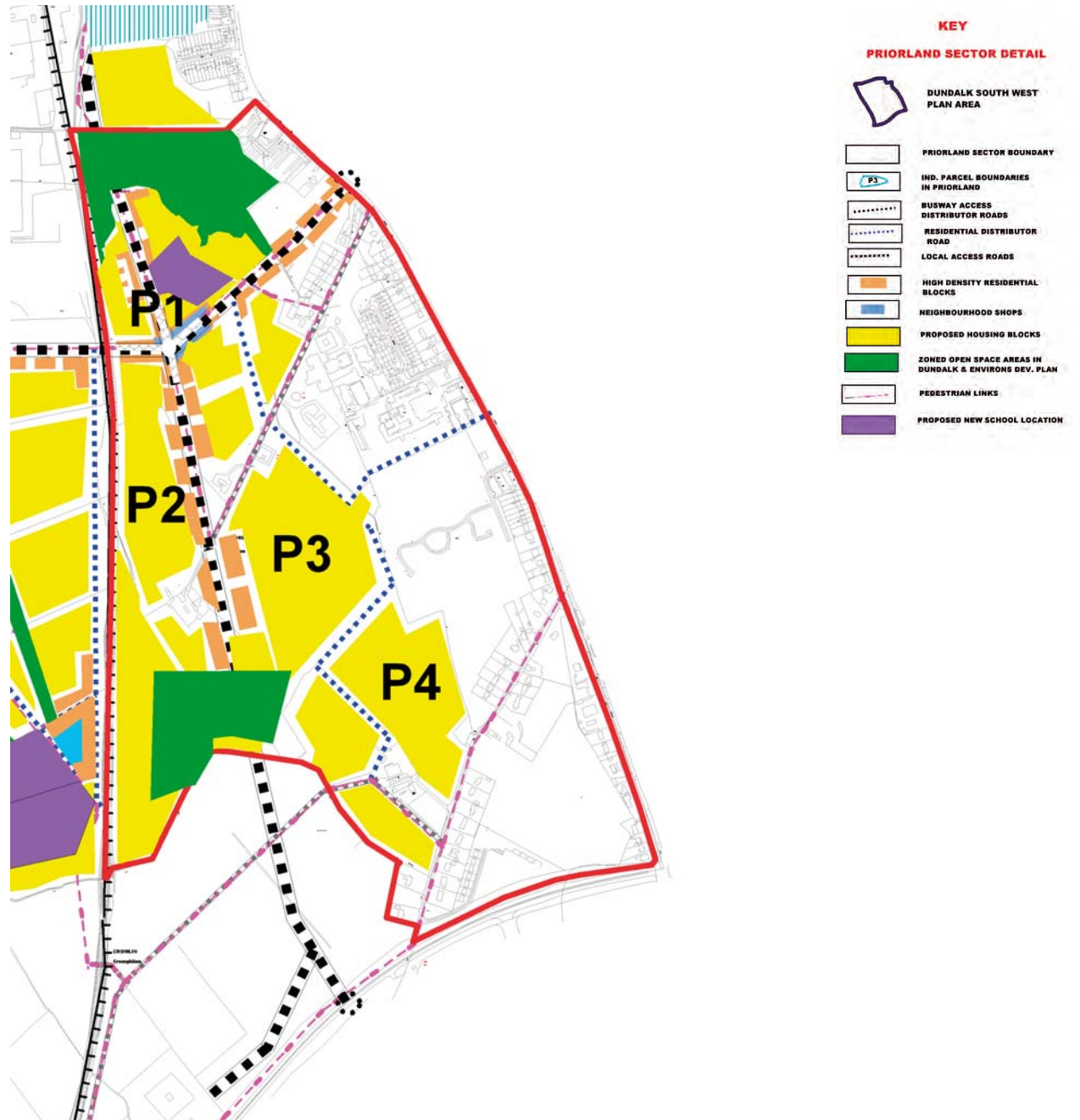
Priorland

This sector extends from the Dublin Road west to the line of the Western Bypass road. The existing built form is concentrated to the east of the sector and, to a large extent, comprises piecemeal ribbon development along the Dublin Road. This includes generally low density residential units, commercial premises and the Louth Hospital. The bulk of the proposed residential lands are presently un-serviced. The sector is in close proximity to the Dundalk Institute of Technology which is sited east of the Dublin Road. There are opportunities to capitalise on the critical mass which this and the hospital institutions could potentially attract.



Priorland from the air.

The landform in Priorland is generally level from the Dublin Road westwards, falling gradually in open arable agricultural fields as it nears the line of the Western Bypass Road.



Map 20 Priorland Sector.

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Priorland Sector Strategy

Priorland presents a number of large development parcels with ready access to future high quality road and public transport infrastructure. The sector is predominantly zoned residential with the exception of the lands surrounding the Louth Hospital. To the extreme south of the sector, road, pedestrian and cycle links provide direct access both to the Employment / Mixed Use areas of the Crumlin sector and to a new area of parkland situated within and around a tree cluster abutting the Crumlin sector. The Priorland sector will operate as a self contained community with strong links to the other DSWLAP Sectors and the remaining Dundalk Urban area.



Priorland Sector

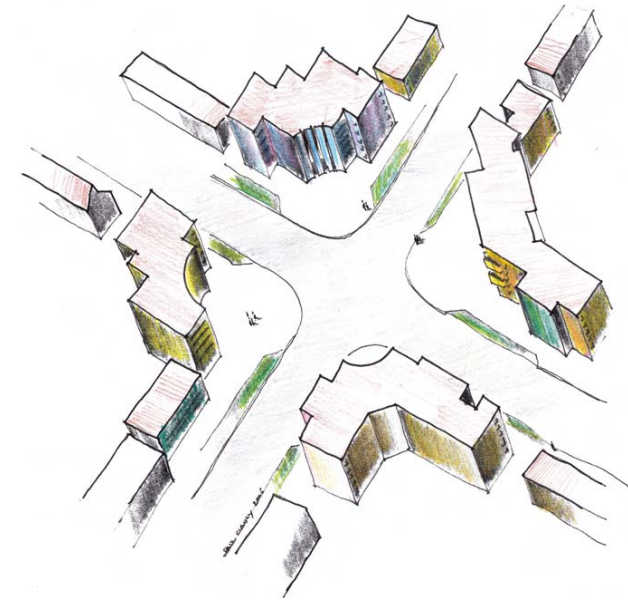
Priorland Civic and Commercial Centre

The Sector will require the provision of a Civic and Commercial Centre which will service both the sector itself and adjacent large institutions including the Louth Hospital and the Dundalk Institute of Technology. The Civic and Commercial Centre has been located in the south central portion of the sector in order to capitalise on new road infrastructure affording ready access eastwards to the DKIT and the hospital. Permissible uses within the Priorland Civic and Commercial Centre can include local shops typically comprising a newsagent, post office / bank, public house / restaurant, pharmacy, health facility, professional services, childcare facilities, educational facilities, community hall, office space and recreational areas. The Civic and Commercial Centre can be anchored by a supermarket or discount food store not exceeding 1,600 square metres gross floorspace in size. Such a facility will principally sell food.

The Priorland Civic and Commercial Centre has been designed along a north south axis around a traditional linear street pattern with the principle focus on a node comprising staggered junction layouts with links eastward to the Dublin Road and north, south and westwards to residential areas of the sector. This will encourage a degree of permeability between the sector and the existing urban area to the east. Permitted densities in the Sector will reflect the recommendations outlined in the Residential Density Guidelines. However, in common with all the sectors, higher densities will be encouraged along transportation corridors and in the vicinity of Civic and Commercial Centres.

Priorland Civic and Commercial Centre

Element	*Gross Area m ²	Indicative Employment Potential
Supermarket	< 1,600	15 - 20
Retail		
Convenience Comparison	< 250 per unit	
Pharmacy		
Grocery		
Butcher		
Fruit & Vegetables		
Fishmonger etc		
	< 2,000 (All Units Total)	36 - 56
Services		
Post Office		
Credit Union		
Bank		
Crèche		
Offices		
Hairdresser		
Beauty Therapist		
Medical Facility		
	< 4,000	350 - 450
Community & Leisure		
Library		
Sports Facility		
Meeting Hall		
Religious Centre		
Public House		
Restaurant		
Conference Facility		
Hotel		
Public Transport Facilities		
	< 1,000	15 - 30
Education		
Primary School	< 1,400	30 - 34
Total	10,000 m²	446 - 590



Priorland Civic and Commercial Centre.

Zoning Provisions

- Residential
- To Protect and Provide for Amenity, Open Space and Recreation
- To Protect, Provide and Improve Residential Amenities
- To Protect, Provide and Improve Community, Education, Sport and Recreation Facilities

Permitted Density

Average 35 Units per Hectare

Range 25 – 50 Units per Hectare

(Subject to Sanitary Services Constraints)

Fairhill

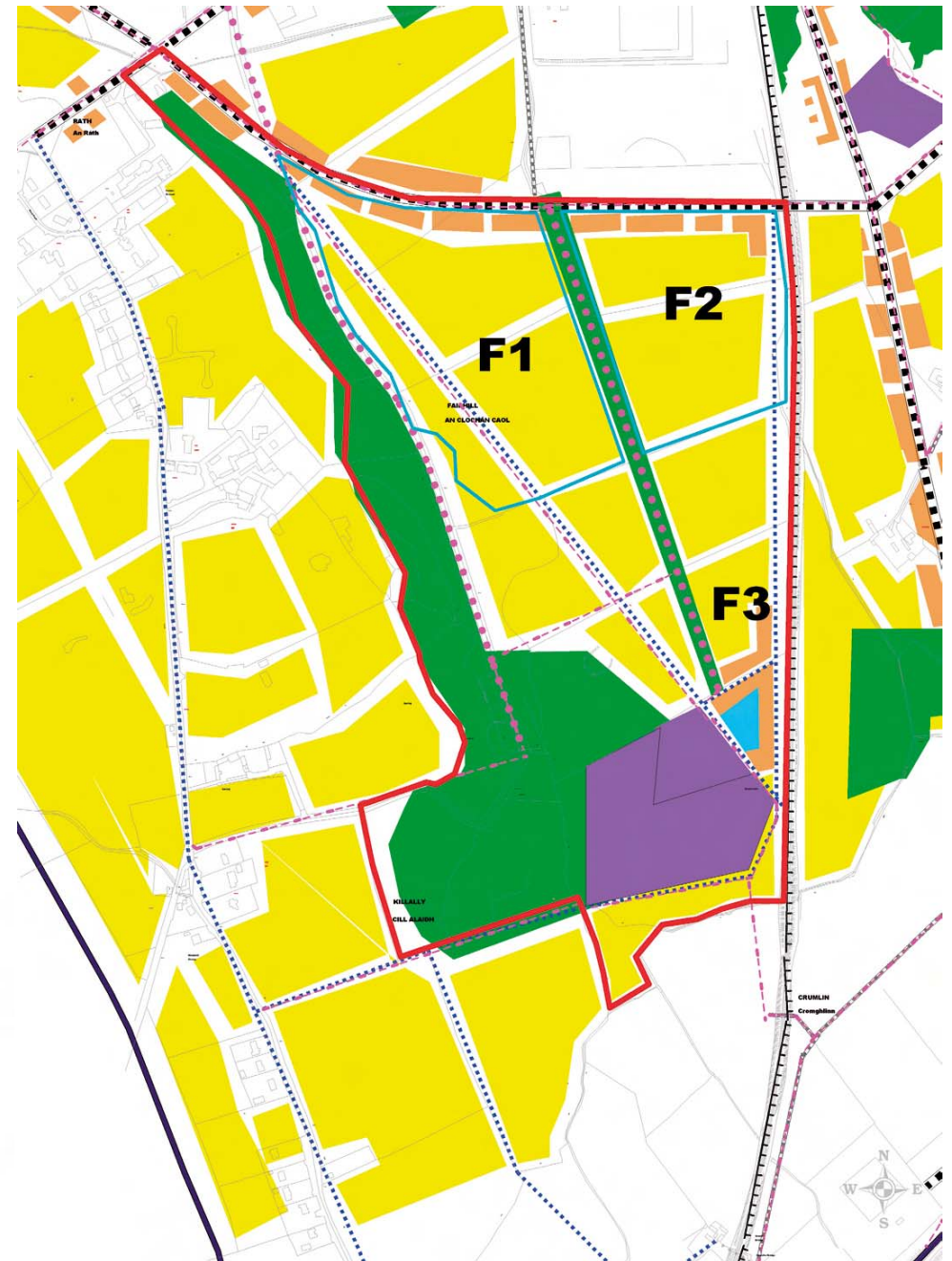
This Sector is almost completely devoid of built development at present, the exception being Priorland House. The landform is undulating with noticeable falls towards the railway line which forms the eastern boundary of the sector. Existing fields are in arable cultivation and are formed into relatively large blocks divided by mature, native species hedgerows. The Sector contains a large proportion of the Fairhill Park lands and has direct links into this area.

Map 21 Fairhill Sector.

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KEY FAIRHILL SECTOR DETAIL

	DUNDALK SOUTH WEST PLAN AREA
	FAIRHILL PUBLIC PARK
	FAIRHILL SECTOR BOUNDARY
	RESIDENTIAL DISTRIBUTOR ROAD
	INDIVIDUAL PARCEL BOUNDARIES
	TRAFFIC FREE ROUTE
	PEDESTRIAN LINKS
	HIGH DENSITY RESIDENTIAL BLOCKS
	NEIGHBOURHOOD SHOPS
	PROPOSED SCHOOL SITE
	RESIDENTIAL



Fairhill Sector Strategy

Fairhill will form the heart of the DSWLAP area in that it will contain substantial retail provision, a variety of civic functions, substantial tracts of housing at various densities and will act as one of the main gateways to the public park at Fairhill. The sector will also act as a major transportation node for private vehicular traffic, public transport and non motorized forms of transport. The central area of the sector will act as a commercial core designed around a civic square which will incorporate a range of uses appropriate to those provided in a small to medium urban centre. These may include non-residential uses such as retail, employment, leisure and community provision to include a school site and appropriate childcare provision. It is envisaged that the scale of such uses should be commensurate with the role of Fairhill as the focal point of the entire DSWLAP. Residential development will be permitted within and around the civic square with densities at the higher range (in excess of 50 units per hectare) encouraged.



Fairhill Sector.



Fairhill Sector.

Zoning Provisions

- Residential
- To Protect and Provide for Amenity, Open Space and Recreation

Permitted Density

Average 35 Units per Hectare

Range 25 – 50 Units per Hectare



Fairhill and Rath from the air.

Fairhill Civic and Commercial Centre

The Fairhill Civic and Commercial Centre is to be located at the southern extremity of Fairhill Boulevard adjacent to the western edge of the railway line. The Fairhill Civic and Commercial Centre has been designed to provide a substantial urban focus for the entire DSWLAP area. The Civic and Commercial Centre may ultimately incorporate a major civic functions such as government offices together with substantial shopping facilities, anchored by a foodstore and containing a range of unit shops and non-retail service outlets such as banks, post offices, beauty salons etc. Provision within the centre will be dependent upon the building of a sufficient critical mass of population within the DSWLAP to support such a facility. The built form of the Fairhill Civic and Commercial Centre will be that of a purpose built urban square incorporating vistas both west and east and with strong linkages to the adjacent Fairhill Linear Park and the proposed transport interchange facilities in the Crumlin Sector.

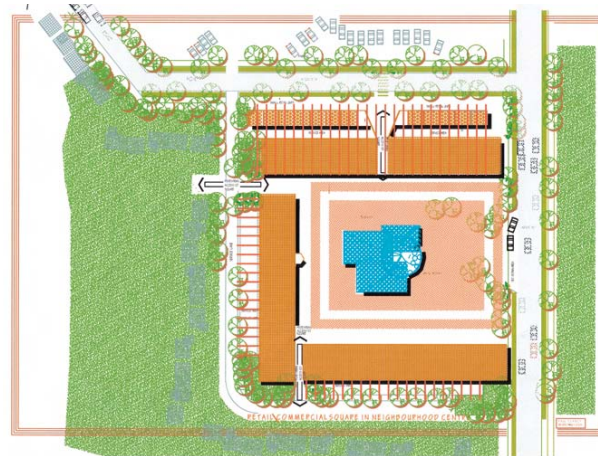
Fairhill Civic and Commercial Centre Design Principles

This Civic and Commercial Centre is to be organised around the design feature of an urban square. The square is to be sited west of the principal residential distributor road through the Fairhill sector. This road runs on a north west to southeast alignment and will penetrate the square at its eastern extremity, thereby permitting continual movement through the square and giving direct access to public transport. Both the eastern and western perimeters of the square must provide framed vistas with the eastern vista being of key importance due to the extensive views afforded at this point.



Fairhill Civic and Commercial Centre, Generic Landmark Buildings.

The square will be focused on a landmark building performing a public function but not necessarily that of a public body. Surrounding buildings should mirror the scale of this building in order to provide an effective sense of enclosure. The eastern edge of the square will accommodate the main through route for traffic with provision at this point for a bus layover area including passenger facilities. The square will be linked westwards to Fairhill Linear Park via a tree lined boulevard incorporating vehicular traffic with pedestrian and cycle routes through the centre. There will be an opportunity to provide a significant piece of public art at the entrance to the park.



Fairhill Civic and Commercial Centre – Urban Square Layout.

Fairhill Civic and Commercial Centre

Element	*Gross Area m ²	Indicative Employment Potential
Supermarket	< 1,600	15 - 20
Retail		
Convenience Comparison	< 250 per unit	
Pharmacy		
Grocery		
Butcher		
Fruit & Vegetables		
Fishmonger etc		
	< 2,000 (All Units Total)	36 - 56
Services		
Post Office		
Credit Union		
Bank		
Crèche		
Offices		
Hairdresser		
Beauty Therapist		
Medical Facility		
	< 4,000	350 - 450
Community & Leisure		
Library		
Sports Facility		
Meeting Hall		
Religious Centre		
Public House		
Restaurant		
Conference Facility		
Hotel		
Public Transport Facilities		
	< 1,000	15 - 30
Education		
Primary School	< 1,400	30 - 34
Total	10,000 m²	446 - 590

Crumlin Local Centre

A Local Centre has been designated within the Crumlin Sector. The primary function of this centre will be to provide facilities for users of the surrounding Employment Mixed Use Zone and to service users of the adjacent bus based park and ride facility and ultimately the planned rail station. Development of the Crumlin Civic and Commercial Centre will be dependent on a sufficient critical mass of potential clients being built up over time. This critical mass is most likely to come in the form of large people based activities such as administrative centres, headquarters buildings and other similar office based activities.

Element	Gross Area m ²	Indicative Employment Potential
Retail Convenience Only	< 250 per unit	
	< 1,000 (All Units Total)	
Public Transport Facilities		
Bus Based Park and Ride Infrastructure	No Specific Limitation	
Rail station and associated infrastructure	No Specific Limitation	

**Crumlin Local Centre.*

Civic and Commercial Centres: Technical Notes

Gross Retail Area

*Gross Retail Area – the net lettable area – i.e. sales space, plus storage space, offices, toilets, canteen and circulation space.
Net Retail Sales Area – The area of a shop or store which is devoted to the sales of retail goods (including the area devoted to checkouts)

Accessibility

The Centres are sited in order to provide accessibility from adjacent housing areas of between 500 m and 800 m comfortable walking distance.

Non-Residential Elements

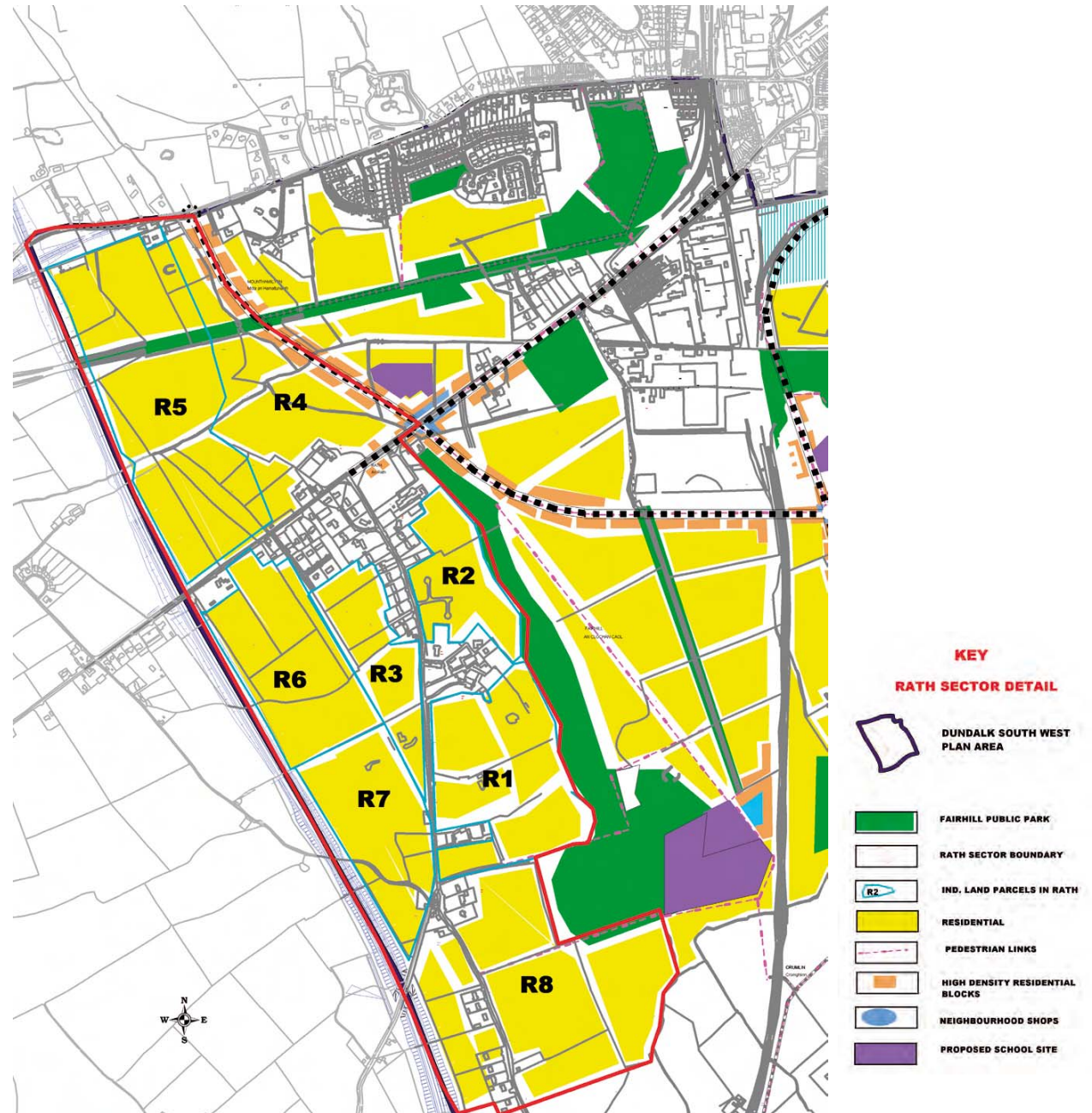
Non residential elements of the Civic and Commercial Centres will not be permitted to commence prior to the construction and occupation of housing parcels within the sector. The sequential test provided under the Retail Planning Guidelines may be applied to any application where the Planning Authority believes that there may be a potential for a retail proposal to negatively impact on the existing Town Centre.

Living Over The Shops

This principal is to be applied within the Civic and Commercial Centres to assist in fostering a vibrant urban environment. A minimum of 20% residential accommodation should be provided as an integral part of commercial /retail developments within the Civic and Commercial Centres. This mixture of residential and commercial (including offices) usage is designed to encourage the efficient economic use of commercial premises with a view to meeting housing need and creating “living” urban spaces.

Rath

Rath consists of low density residential development clustered around the junction of the Knockbridge and Ardee Road with agricultural lands to the south and west. Existing field patterns are regular in form with strong natural boundaries. Rath represents an important sector with regard to the future development of the DSWLAP area containing, as it does, several archaeological sites, a portion of the proposed public park at Fairhill and the most topographically prominent lands within the entire DSWLAP area. The sector as a whole represents a transition area between the urban nature of the DSWLAP area and the open countryside to the west beyond the M1 Motorway (Dundalk Western Bypass). The landform within the sector comprises rising land from the Knockbridge and Ardee Road junction reaching a summit in the vicinity of Ballybarrack House and thereafter falling and leveling to the south and west. The western portion of the sector abuts the motorway on a high plateau and is not intervisible with the bulk of the existing urban area. The eastern boundary of the sector is marked by an abandoned former roadway sited deep in a wooded ravine which will form the central spine of Fairhill Park.



Map 22 Rath Sector.

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Rath Sector Strategy

Rath will predominantly comprise residential development which should in part respect the existing suburban built environment of Rath itself whilst simultaneously having due regard to the provisions of the Residential Density Guidelines. The current density of Rath is approximately 5.0 units per hectare and as such does not represent a sustainable pattern of development. However in order to effectively integrate new residential development with the existing pattern, residential development proposals with lower densities may be acceptable to adopt lower density standards that those recommended in the guidelines or the Dundalk and Environs Development Plan 2003—2011. These standards will apply in the immediate environs of Rath itself and will progressively increase to the north, south and east of the Sector in order to reflect adjacent sectors. The development parcels to the west of Rath will also be developed at lower densities to permit effective integration of the built form of this part of the DSWLAP into the rural areas beyond.



Rath Sector.



Rath from Fairhill.

Zoning Provisions

- **Premature for Residential**
- **To Protect and Provide for Amenity, Open Space and Recreation**

Permitted Density

Average 35 Units per Hectare

Range 25 – 50 Units per Hectare

Crumlin

This Sector comprises predominantly large agricultural fields interspersed with strong natural boundaries in the form of mature native species hedging. A single dwelling in the vicinity of Crumlin Bridge together with an ESB substation represents virtually the only built form in the Sector. The bridge itself presents unique opportunities in relation to the provision of future rail infrastructure in the Sector. There is the possibility that the bridge could be utilised as an integral part of a passenger rail station in the area. Landform is undulating both north to south and east to west with visible falls towards the railway which cuts the sector virtually in two and lies in cut throughout.



Crumlin.



Crumlin.

Crumlin Sector Strategy

The Crumlin Sector is strategically located along the northern edge of the line of the Southern Link Road. Direct, high capacity road access is proposed from the Southern Link Road via a new roundabout which will in turn link to the central spine of the Western bypass and provide road access for much of the DSWLAP area. The high visibility location of the sector provides a unique opportunity to site a landmark commercial development acting as an economic flagship for the entire Dundalk and Environs area.

The entire Crumlin sector has been zoned for “Employment Mixed Uses” The zoning permits a wide range of employment generating uses, many of them technology orientated. These include Industrial/ light industrial/ offices ancillary to industrial/ warehousing/ wholesale warehousing/ storage & distribution/ car showrooms/ motor sales outlets/ car parks/ heavy vehicle parks/ petrol filling stations & services stations/ recycling facilities/ service industries; to include but not exclusively, software development; data processing and electronic commerce; technical and consulting services; commercial laboratory services; administrative centres; co-ordination and headquarter services; research and development services; media, multimedia and recording services; entertainment and leisure services; training services; publishing services; international financial services; healthcare services; construction related services; environmental services; and logistics management services.

The lands are well serviced by roads infrastructure but are also bisected by the Dundalk to Dublin rail line. The lands are located a sufficient distance from the existing Dundalk rail station to consider the siting of a second rail station in this location. This would act to serve not only the DSWLAP area but also a wider area of Dundalk and Mid Louth. It is proposed therefore to zone an area of land adjacent to the Southern Link Road where it crosses the railway line for the purposes of a secondary passenger rail facility serving the southern side of the Dundalk urban area.

Rail stations require a large critical mass in terms of passenger throughput and as such, the plan will encourage the development of high density commercial and office development in the immediate vicinity of the station site. Such development should generate high footfall rates sufficient to justify the creation of a passenger rail facility.

In the short term, it is proposed to site a bus based park and ride facility adjacent the area earmarked for the rail station. This will capitalise on the proximity of the M1 Motorway and offer a viable public transport option for workers in the high density office and commercial areas of the sector. This will cater for both and for internal DSWLAP movements since the facility will act as a terminal point for local services. These services will link into external, long distance journeys, principally via the M1 Motorway. Such services will either call at the Park and Ride facility en-route to other destinations or originate from it.

Zoning Provisions

- **To provide for Employment Mixed Use zone**
- **To provide for Industrial and Related Uses**



Business Park Example 1.



Business Park Example 2.



Business Park Example 3.

Crumlin Business Park

The Crumlin sector has been zoned to provide for the development of a mixed use employment area. Within this broad generic zoning, the aspiration is for the development of a prestigious business park location combining aesthetics with enterprise and attracting high calibre business occupiers.

In spatial terms this will mean the development of a campus type setting incorporating a series of innovative landmark buildings set in attractive landscaped grounds. The sector forms a major gateway to the entire Dundalk area and as such, it will be essential that new development proposals provide design excellence realised within a hierarchal road structure and hard and soft landscaping framework. The location of the sector on the periphery of a rural landscape will influence all development proposals in giving a context in terms of addressing the existing landscape framework and its associated topography whilst softening the boundaries of rural and urban fringe landscapes.

The sector should be landscaped to ensure that the buildings will not be dominated by extensive areas of parking, hard standing and roads, thereby creating a high quality environment that respects the pedestrian and responds to natural desire lines and pedestrian circulation routes through the site.

All development proposals within Crumlin should take cognizance of the need to accommodate the proposed bus based, park and ride facility. This facility is to be located immediately adjacent the operational railway line and in close proximity to the Southern Link Road. This will facilitate an early development of park and ride services utilizing the road infrastructure and will also permit the ready development of any future rail station.

The Crumlin sector is zoned “Employment Mixed Use” and the following uses will be permitted within the sector;

Industrial/ light industrial/ offices ancillary to industrial/ warehousing/wholesale warehousing/ storage & distribution/ car showrooms/ motor sales outlets/ car parks/heavy vehicle parks/ petrol filling stations & services stations/recycling facilities/service industries [as defined under the Industrial Development (Service Industries) Order 1998; to include but not exclusively, software development; data processing and electronic commerce; technical and consulting services; commercial laboratory services; administrative centres; co-ordination and headquarter services; research and development services; media, multimedia and recording services; entertainment and leisure services; training services; publishing services; international financial services; healthcare services; construction related services; environmental services; and logistics management service. Offices, which are normally found in town centre areas, such as professional services and practices that would normally be visited for business purposes by people living in the local community will not be permitted.



Business Park Example 4.



Landmark Public Sculpture.



Business Park Example 5.