

Town & Country

RESOURCES LIMITED

PLANNING AND DEVELOPMENT CONSULTANTS

Senior Administrative Officer,
Forward/Strategic Planning,
Economic Development Directorate,
Limerick City and County Council,
Merchant's Quay,
Limerick.

6th March 2023

**Re: Review of the Adare Local Area Plan 2015-2021
Pre-Draft Stage Submission re Adare Manor Hotel & Golf Resort, Adare, County Limerick.**

Dear Sir/Madam,

Town & Country Resources Limited, Planning & Development Consultants are instructed by Tizzard Holdings Unlimited Company, Adare Manor, Adare, County Limerick to make this submission in response to the Adare Local Area Plan (LAP) Pre-Draft Issues Paper, published by Limerick City and County Council in February 2023.

1.0 The Subject Lands

Tizzard Holdings Unlimited Company are the owners of Adare Manor, Adare, County Limerick, as outlined in blue on Figure 1 attached.

Adare Manor Hotel & Golf Resort is a tourism and sporting resource of significant local, national, and international importance. The Resort comprises hotel, golf and residential uses with ancillary tourism and guest accommodation uses and services, and lands in agricultural use. Since the completion of a substantial redevelopment project at Adare Manor in 2016, the resort is now one of Ireland's top 5-star luxury hotels, playing a crucial anchor role in the tourism industry in Adare, in Limerick and across the Mid-West Region. In July 2019, Adare Manor was confirmed as the host venue for the 2027 Ryder Cup.

In 2022, Adare Manor was awarded the *No. 1 Resort in the World* accolade by *Condé Nast* and in February 2023, Adare Manor was allocated the *Five Star Rating* by the prestigious *Forbes Travel Guide*.

Adare Manor is a significant built, natural and cultural heritage resource, of national and international importance. The Resort is also a significant source of direct and indirect employment, with approximately 600 people directly employed across full-time and part-time roles.

2.0 Limerick Development Plan 2022-2028

There are a number of key policy objectives set out in the new Limerick Development Plan 2022-2028 which emphasise the importance of the strong local economy and the role that the tourism sector can play generally, and Adare Manor specifically as an economic driver, particularly across the guest accommodation and catering sectors. These include the following :

Section 5.9 – Tourism and the Economy

As a significant economic activity, Limerick City & County Council in partnership with local and national stakeholders, seeks to increase tourist numbers and sustainable job creation, through targeted tourism initiatives including the development of new tourism products and leveraging natural and built heritage assets to support tourism across Limerick.

Policy ECON 045(a)

It is an objective of the Council to :

- a) Support strong growth in the tourism sector in Limerick ensuring the economic and societal benefits of tourism are effectively distributed throughout the County, through connections between complementary sites and attractions, by encouraging visitors to move around the County and to enable them to do so with ease.*
- b) Actively develop Limerick as an Events location with the appropriate infrastructure to attract international conferences, sporting, cultural and commercial events, including the development of an International Conference Centre and improved public realm, which supports outdoor performance and events of scale (Refer to Chapter 3: Spatial Strategy Section 3.4.5.1).*
- f) To adopt a strategic collaborative approach to the delivery of the Ryder Cup in Adare/Limerick in 2027 to leverage the legacy potential of this major event and ensure maximum return on investment for Limerick and the region.*

Policy ECON 052

It is an objective of the Council to :

Ensure that holiday accommodation including campsite (i.e., static and touring caravans, campervans, glamping pods and tents) developments should be concentrated within or adjoining existing towns, villages and settlements, where they can best support the provision of services and minimise the impact on the open landscape. Such developments should respect the existing fabric of the settlement, both in scale and design. In limited cases, such accommodation may be appropriate in rural locations, where it compliments an existing tourism asset/ service and where there is a justifiable need, such as its proximity to established tourism trails/ routes/ food and craft businesses. In rural locations, structures should be integrated into the existing landscape or proposals should demonstrate that an appropriate landscape will be designed around the structure.

3.0 Adare Local Area Plan 2015-2021

The current Adare Local Area Plan includes numerous references to Adare Manor, including development policies and objectives to ensure the protection of the architectural, cultural, archaeological and ecological importance of the estate.

The lands at Adare Manor situated within the boundaries of the LAP settlement area are subject to 4 no. land use zoning objectives, as shown on Figure 2 attached, namely :

- (i) *Special Control Area*, which applies to a substantial portion of the Estate;
- (ii) *Residential Development Area Phase 1* and (iii) *Residential Development Area Phase 2*, which applies to some 10 hectares of land in the western extent of the Estate, adjacent to The Village residential estate and the Manor Fields Community Sports and Recreation Complex.
- (iv) *Education and Community Facilities*, which applies to additional lands to the west of the Estate adjacent to the Manor Fields and extending to the southern boundary of the property.

The Special Control Area land use zoning designation is explained at Objective EH7 of the LAP and also in section 10.3, Land Use Zoning Categories, as follows :

'This zoning recognises the special character of Adare Manor demesne and the importance of the natural habitat of the River Maigne. Development including residential houses, holiday homes and holiday apartments will not be permitted on land zoned special control area. Ancillary leisure/tourism development which complements the use of Adare Manor may be permitted where it can be satisfactorily demonstrated that there will be no impact on the integrity of this Special Control Area or on the natural habitat of the river. The extension, expansion or conversion of existing non-conforming uses in this special control zone shall be assessed on their merits.'

In addition, the lands also contain objectives in respect of existing and proposed pedestrian and cycle routes and links traversing the western estate lands at Adare Manor, see LAP Drawing No. AD-19/25-03, attached.

4.0 New Adare Local Area Plan 2022

The new Adare Local Area Plan Pre-Draft Issues Paper poses the question : ***'Are there any opportunities to enhance tourism developments in Adare ?'***

4.1 New Adare Manor Development Objectives

In this context, our client requests the Planning Authority to review the *'Special Control Area'* land use zoning designation that currently applies to the majority of the Estate, and to consider instead a set of land use planning and development objectives that ensure the protection of the special character of Adare Manor by reason of its significant built, natural and cultural heritage qualities, as well positively recognising the status of Area Manor in international tourism terms.

Our client suggests that it might be appropriate to introduce new development objectives that would apply specifically to Adare Manor. Suggested text in this regard is set out hereunder :

Adare Manor Development Objectives :

- *'To support the maintenance and enhancement of tourism, sporting, leisure, guest accommodation, agriculture and all ancillary services and facilities at Adare Manor.'*
- *'To facilitate development in a manner which respects the sensitive nature of the landscape, architectural heritage, archaeological heritage, ecological and environmental attributes of the estate, and to ensure their protection and enhancement.'*
- *'To support the hosting of sporting and tourism events of national and international scale at Adare Manor.'*
- *'To support temporary facilities and developments ancillary to the hosting of major sporting and tourism events at Adare Manor, including temporary structures and enclosures'.*

The Planning Authority is also requested to omit the existing and proposed *'Pedestrian/Cycle Routes/Links* traversing Adare Manor, as shown on LAP Drawing No. AD-19/25-03, (highlighted on Figure 4 below), on the basis that such routes are unnecessary and contrary to the efficient and secure management of the Estate grounds.

4.2 N21 Road Safety Aspects

The Planning Authority will be aware that the 60km/h road traffic speed limit zone to the north of Adare village applies on the N21 from a point in the vicinity of the entrance to Ardshanbally, to a point to the south of the entrance at the Dunraven Arms Hotel car park, at which point the speed limit reduces to 50km/h. Therefore, at the main entrance to Adare Manor, the speed limit of 60km/h applies.

Our client is concerned that the speed limit of 60km/h on the N21 in front of the resort entrance is too high and is resulting in traffic hazard for persons accessing and leaving the Estate. Thus, the Planning Authority is requested to review the location of the 50km/h speed limit commencement and to consider a recommendation to re-locate the 50km/h zone to the north of the River Maigne bridge.

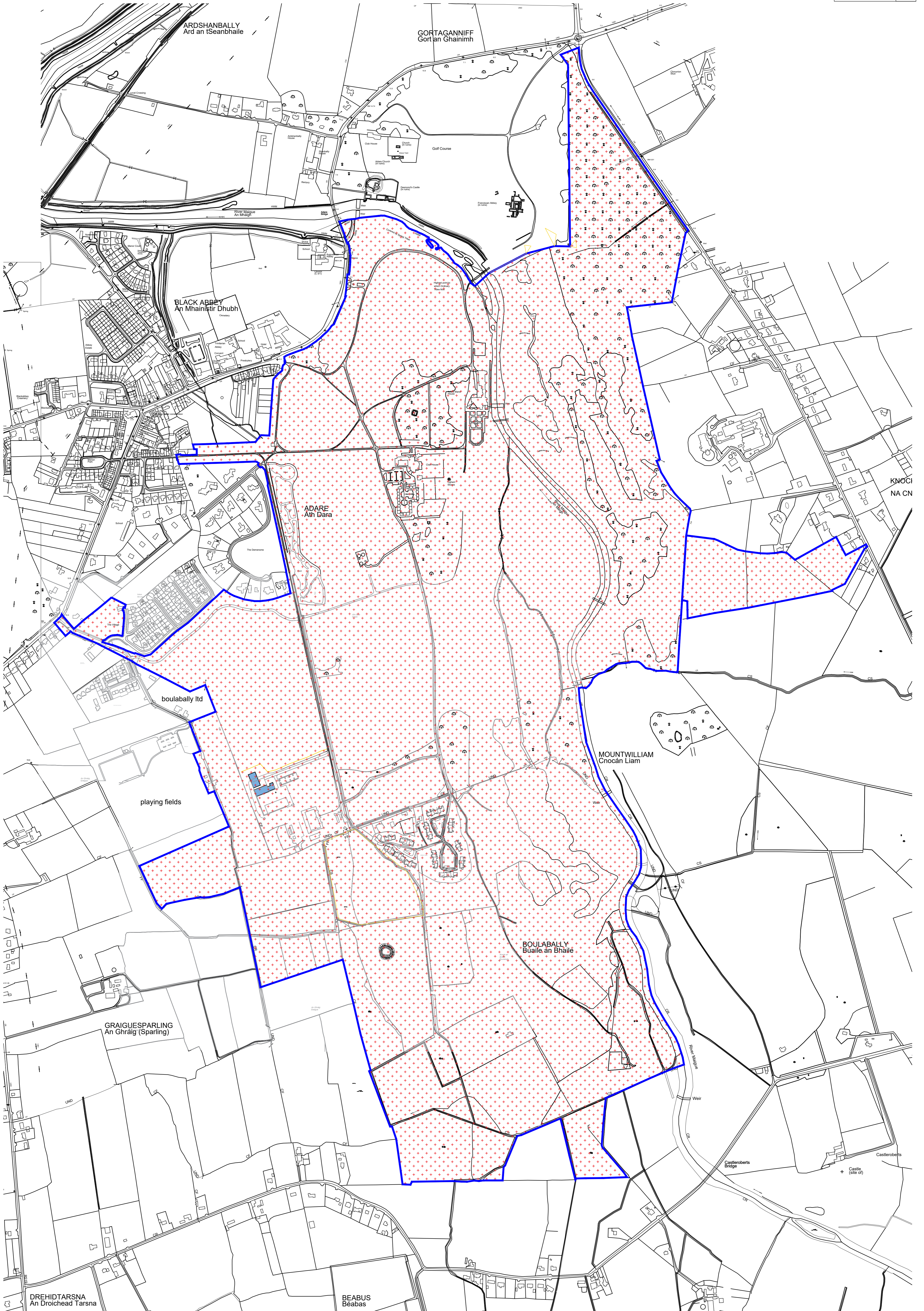
We trust that the points raised in the submission will be taken into account by Limerick City and County Council in its review of the Adare Local Area Plan, and we look forward to further consultation with the Planning Authority in relation to this matter, in due course.

Yours sincerely,



Dianne McDonogh

Town & Country Resources Limited
Planning & Development Consultants

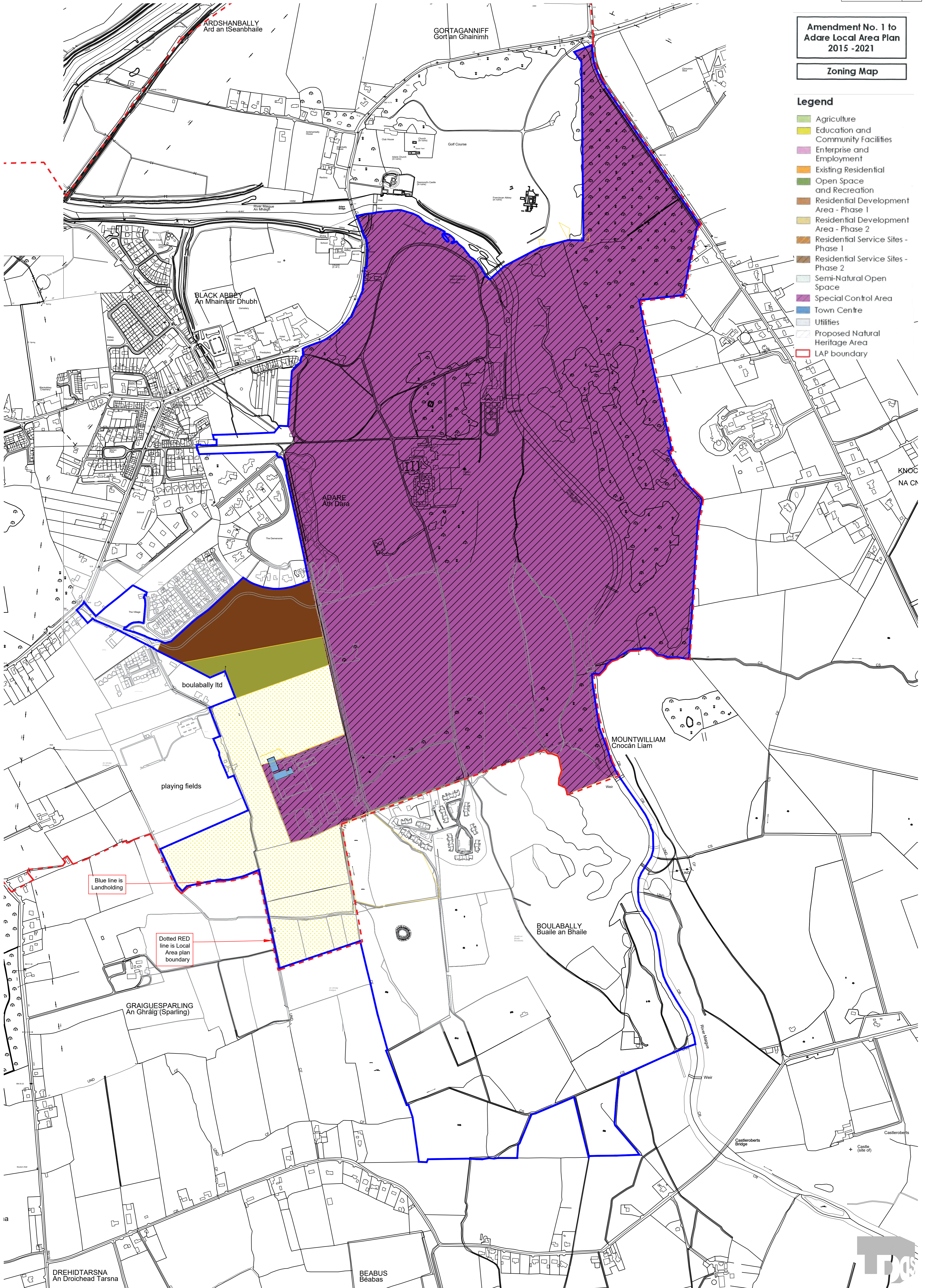


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| lyons designs architectural services | | 14 bellewood ballymore co. limerick | drawn: mike lyons T: 087 276850 E: mike@ldas.ie |
| project: Western lands masterplan | drawing title: Siteplan- Landholding | date: 05/10/2022 | sheet no. P01 |
| client: Tizzard Holdings (unlimited) Company Adare Manor, Adare Co. Limerick | scale: 1:5000@A1 | stage: PRELIM | revision |

**Amendment No. 1 to
Adare Local Area Plan
2015 - 2021**

Zoning Map

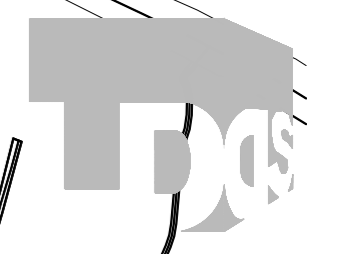
- Legend**
- Agriculture
 - Education and Community Facilities
 - Enterprise and Employment
 - Existing Residential
 - Open Space and Recreation
 - Residential Development Area - Phase 1
 - Residential Development Area - Phase 2
 - Residential Service Sites - Phase 1
 - Residential Service Sites - Phase 2
 - Semi-Natural Open Space
 - Special Control Area
 - Town Centre
 - Utilities
 - Proposed Natural Heritage Area
 - LAP boundary



Blue line is Landholding

Dotted RED line is Local Area plan boundary

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| lyons designs architectural services | | 14 bellewood ballymoety co. limerick | drawn: mike lyons T: 087 2768650 E: mike@ldas.ie |
| project: Western lands masterplan | drawing title: Siteplan- Applicable Zoning (manor lands) | date: 05/10/2022 | sheet no. P02 |
| client: Tizzard Holdings (unlimited) Company Adare Manor, Adare Co. Limerick | scale: 1:5000@A1 | stage: PRELIM | revision |



Legend

- Existing Pedestrian/Cycle Routes/Links
- Proposed Pedestrian/Cycle Routes/Links
- LAP Boundary
- Existing Playground

Forward Planning
Economic Development Directorate

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DATE: Ad-19/25-03
APRIL 15
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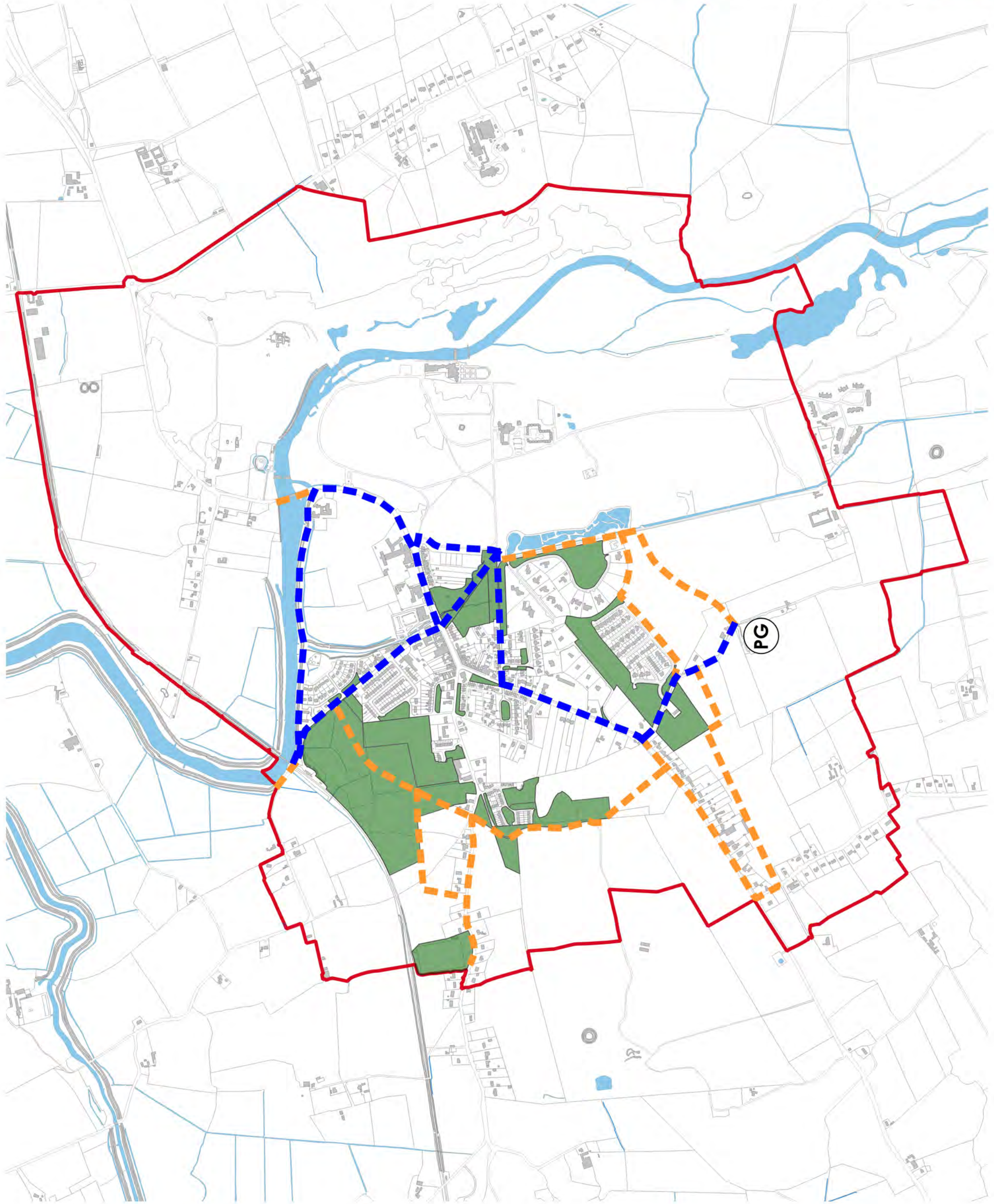


Figure 4

- Legend**
- Existing Pedestrian/Cycle Routes/Links
 - Proposed Pedestrian/Cycle Routes/Links
 - LAP Boundary
 - Existing Playground

Forward Planning
Economic Development Directorate

Author: A. Kelly
Date: 14/03/2015
Scale: 1:50000
Project No: NA
Ad-19/25-03
K. Burke
April 15

