

TOWN PLANNING SUBMISSION



DRAFT FINGAL DEVELOPMENT PLAN
2023 – 2029

Lands at Westpalstown,
Oldtown, Co. Dublin

DECEMBER 2022

FORMAL SUBMISSION ON BEHALF OF:

Mr Tom Keogh of Keogh's Crisps Limited

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HUGHES
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1.0 Introduction

Hughes Planning and Development Consultants, 85 Merrion Square, Dublin 2 have been instructed by our client Mr Tom Keogh of Keogh's Crisps, Westpalstown, Oldtown, Co. Dublin, to make a submission on the proposed Material Alterations to the Draft Fingal County Development Plan 2023-2029, with respect to lands at Westpalstown, Oldtown, Co. Dublin. This submission is made in response to a public notice dated 11th November 2022, inviting submissions up until 22nd December 2022, in relation to the proposed Material Alterations to the Draft Fingal County Development Plan 2023-2029.

This submission has regard to the proposed **rezoning** of the lands which is included in the material alterations (Alteration No. PA SH 3.1) to the Draft Fingal County Development Plan 2023-2029 and in summary, supports this proposed amendment.

This submission contends that the current Rural designation of the subject lands, represents an underutilisation of a serviceable site located within an evolving and growing agri-food area, in close proximity to the existing Keogh's Farm and crisp factory. The proposed rezoning demonstrates that the merits of the area for agri-food development have been recognised by Fingal County Council.

We welcome the proposed rezoning of the submission lands and request that the rezoning is implemented in the adopted Fingal County Development Plan 2023-2029.

2.0 Submission Lands

The subject site comprises a land parcel of approximately 6.4 hectares (c. 15.82 acres) in area, located on the southern side of R129, Westpalstown, Oldtown, Co. Dublin, situated approximately 1 kilometre north-east of Oldtown village centre. The site is currently used for agricultural purposes. In terms of location, it is considered that the site is located adjacent to an existing agri-food development; Keogh's Farm, on an under-utilised site in a prime location, with significant potential for redevelopment due to its close proximity to the existing Keogh's farm. The subject site also has frontage along the R129 to the north, for approximately 100 metres.

The site is located approximately a 24-minute walk (1.5km) from a number of serviced bus stops operating along The Orchard and serving Dublin Bus route nos. 195 connecting the area to Balbriggan and Ashbourne. The M1 motorway is located within c. 6.0 km (straight line distance) of the subject lands, with access available by car in approximately 10-minutes. The submission site is located approximately 12 km west of the Rush-Lusk DART station which provides a high-capacity and frequent service south into Dublin city centre and beyond. The DART line also continues further north of the city centre along the north-eastern coastline of the county.

Furthermore, it is noted that the subject site is well serviced by the existing road network surrounding the subject lands, for example, direct access to the R129 Regional Road is available, providing access to the M1 further east and access to the N2 and R122 Regional Road is available to the east.

The images displayed overleaf outline the indicative site boundary in the context of its immediate and wider location.

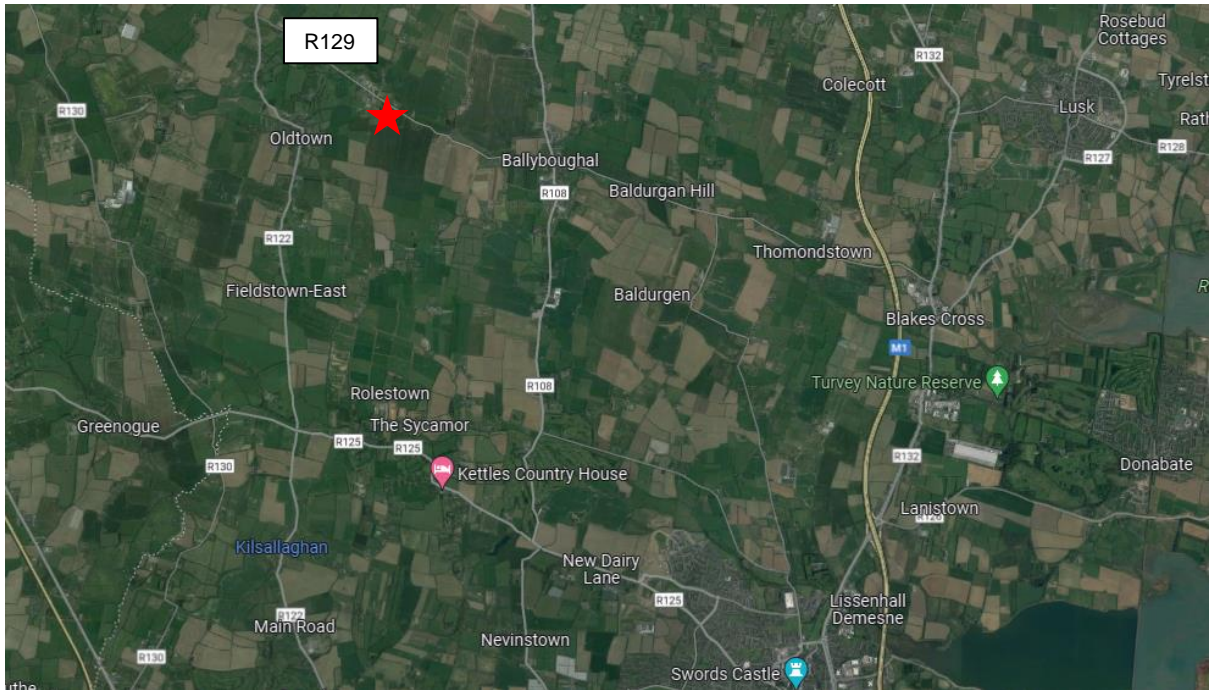


Figure 2.0 Aerial image showing the submission site (red star) in the context of its wider environment



Figure 3.0 Aerial image indicating the submission site (red outline) in the context of its immediate surrounds



Figure 4.0 Aerial image showing the subject lands (outlined in white) indicating the area of the subject land zoned *RU – Rural* as per the current Fingal Development Plan 2017-2023 and the Draft Fingal Development Plan 2023-2029



Figure 5.0 Street view image showing the existing submission lands, as viewed from the R129, looking south-east.

It is contended that the current Rural designation of the subject lands, represents an underutilisation of a serviceable site located within an evolving and growing agri-food area, in close proximity to the existing Keogh's Farm.

3.0 Keogh's Crisps

Keogh's Crisps was established in 2011 and was a natural progression for the Keogh family who has been farming the lands in Westpalstown for over 200 years. This family-owned business provides high-quality artisan crisps to shops, cafes, restaurants, and airlines across Ireland and further afield.



Figure 6.0 Members of the Keogh family pictured farming their lands in north County Dublin many years ago



Figure 7.0 The Keogh family pictured among their potato crop which is grown and used to produce their artisan crisps all within their family land folding in Westpalstown

Keogh's Crisps used around nine million potatoes last year to make it a record sales year for the company and is set to top last year's record revenues in the current year as sales continue to rise.

There are currently 102 people employed full-time by the company, but with plans to expand production by 50% to meet the growing demand for their products, it is expected that the company will require a further 50 employees by 2026.

Part of this expansion will see Keogh's Crisps entering new markets across the world. Currently, 25% of the company's products are exported to 18 different countries. The company has also signed deals to supply crisps to Ryanair, Emirates Airlines and Singapore Airlines. The company's deal with Emirates Airlines was signed after a blind sampling of 15 different crisps brands and is expected to result in one million bags of crisps being served on board annually.

The company has recently signed a new contract with Bobby's Foods to supply up to 20,000 stores across the UK including large chains such as Co-op, Costcutter and Nisa. The company is literally flying the flag for Irish-grown and produced products globally and is a company that is born and bred in Fingal.

According to the Irish Exporter's Association, Keogh's Crisps is one of the fastest-growing food manufacturers in Ireland and received the 2022 Exporter of the Year Award in October of this year as well as the Food and Drink of the Year Award. The company is also a proud holder of multiple Blas na hÉireann and Great Taste Awards.



Figure 8.0 Managing Director of Keogh's Crisps, Tom Keogh, pictured with Enda Corneille of Emirates Group (Picture by Fingal Independent, 2018)

The company is passionate about high-quality flavours for their products and works closely with food and drink suppliers across Ireland who produce products for use in their flavourings including chorizo from Cork, shamrock from Kerry and sea salt from the Atlantic coastline. The company's most recent partnership is with Guinness, producing a Guinness and flame-grilled steak crisp.



Figure 9.0 The latest addition to the Keogh's range involves a partnership with one of Ireland's most famous brands, Guinness

The Keogh family and brand are deeply rooted in Westpalstown and it is essential that the company can expand their operations there at the heart of the family farm to allow for a seamless transition for its products from farm to consumer. The Keogh family and brand have become synonymous with north county Dublin, and their continued success will only benefit the area through job creation.



Figure 10.0 Members of the Keogh family at their factory in Westpalstown

4.0 Material Alterations to Draft Development Plan

The Material Alterations to the Fingal County Development Plan 2023-2029, published on 11th November 2022, contains a material alteration to the plan with regard to the previously discussed lands. The relevant Material Alteration is PA SH 3.1.

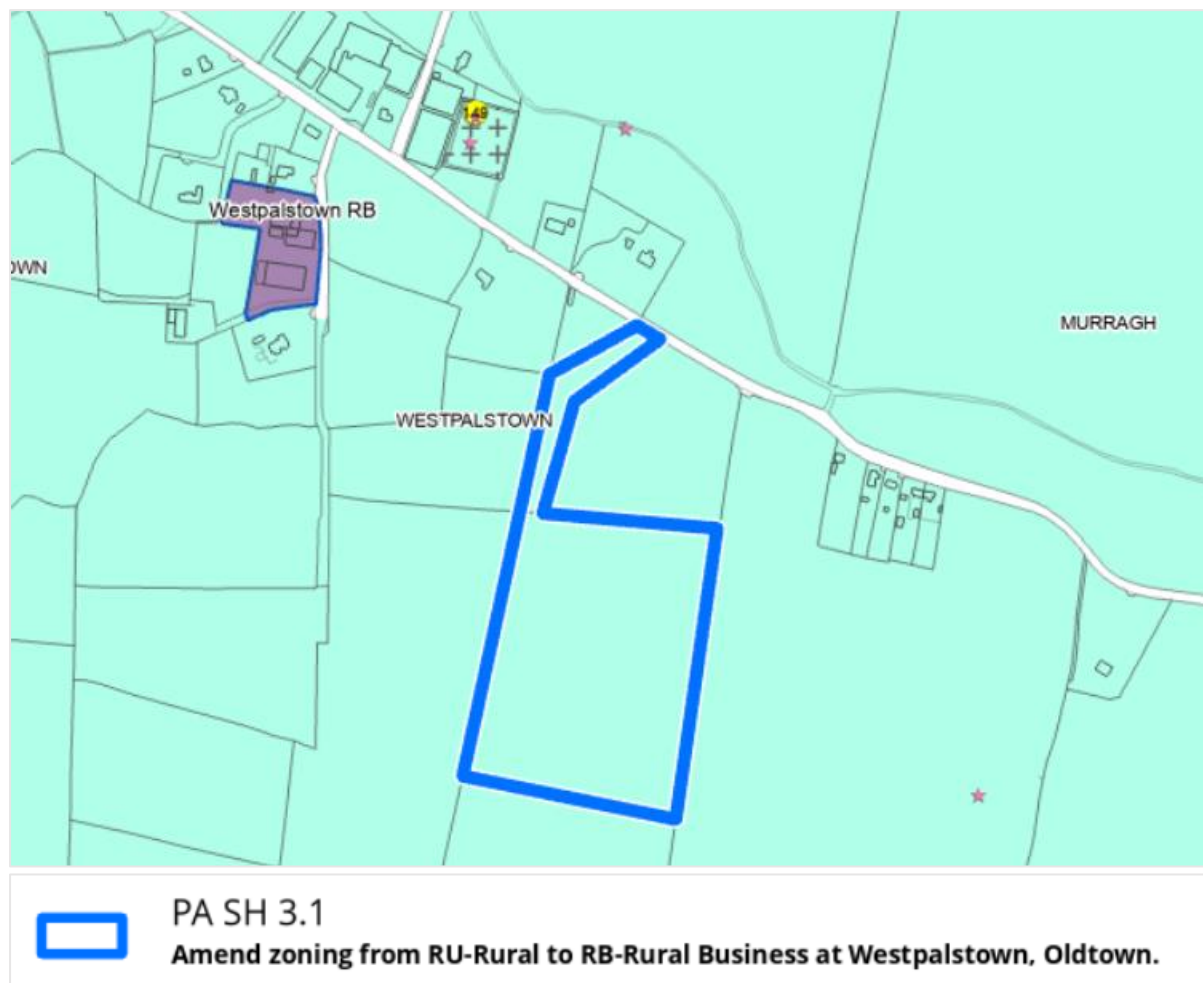


Figure 11.0 Extract of Mapsheet 3 as amended by the Material Alterations to Draft Fingal County Development Plan 2023-2029. The lands have been rezoned from RU-Rural to RU-Rural Business under alteration PA SH 3.1

5.0 Submission Request

The proposed Material Alterations to the Draft Fingal County Development Plan 2023-2029 provides for the rezoning of the submission lands from RU to RB, as proposed under PA SH 3.1. It is requested that the Council recognises the potential of the land to provide for agri-business use associated with Keogh's Crisps, and it is requested that the proposed rezoning to RB is adopted in the Fingal County Development Plan 2023-2029.



Figure 12.0 A sample of Keogh's award-winning products

Keogh's Crisps Limited have been working closely with key stakeholders over the past number of months with regard to the future growth and investment in the company's facilities in Westpalstown, which will ultimately provide employment in the north Dublin area and strengthen the Keogh's brand, making it synonymous with Fingal County.

Since its establishment in 2011, Keogh's Crisps has been growing year on year, with 2021 being a record year for sales. Their products are available across the county and overseas and according to the Irish Exporter's Association, Keogh's Crisps is one of the fastest-growing food manufacturers in Ireland. The company has recently signed a new contract with Bobby's Foods to supply up to 20,000 stores across the UK including large chains such as Co-op, Costcutter and Nisa.

The company plans to expand its operations by 50% by 2026 to meet the growing demand for its products and it is essential that the company can expand their operations in Westpalstown, which is of course where they grow its potatoes for use in the crisp products. The Keogh family and brand have become synonymous with north county Dublin, and their continued success stands to benefit the area through job creation.

6.0 Conclusion

The submission lands are zoned Objective RU in the current Fingal County Development Plan 2017-2023 and are located on the southern side of R129, Westpalstown, Oldtown, Co. Dublin.

We wish to welcome on behalf of Mr Tom Keogh of Keogh's Crisps Limited the proposed rezoning of the lands from RU to RB under Material Alteration No. PA SH 3.1 and request that the lands are zoned RB under the adopted Fingal County Development Plan 2023-2029. The proposal will ensure the ability of the company to continue to grow and become a major employer in the area.

The rezoning of the submission lands to RB is in accordance with the principle of proper planning and sustainable development.

We trust that the Planning Authority will have regard to the contents of this submission in its adoption of the Draft Fingal County Development Plan 2023-2029.

Kevin Hughes MIPI MRTPI
Director for HPDC Ltd.