



STATEMENT OF HOUSING MIX

In respect of

LANDS AT DAWSON'S DEMENSE

ARDEE

Prepared by

GENESIS PLANNING CONSULTANTS

On behalf of

MAY ARD DEVELOPMENTS LTD.

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1 INTRODUCTION

1.1 This statement of housing mix accompanies the planning application by McParland Bros. Builders Ltd. for a residential development of 122no. units on a site located at Dawson's Demesne, Ardee.

1.2 In terms of policy context section HOU1 of the Louth County Development Plan 2021-2027 states the overarching approach to residential developments seeks to:

'Secure the implementation of the Louth Housing Strategy 2021-2027..'

1.3 Also relevant policies in the development plan state:

- *HOU 8 'To promote the sustainable development of vacant residential and regeneration sites in all development centres in the County, as appropriate, in accordance with the requirements of the Urban Regeneration and Housing Act 2015 (as amended).'*
- *HOU10 'To continue to support the creation of sustainable communities throughout the County for people across all the life stages by facilitating the creation of attractive neighbourhoods where there are strong links and connections to local services, community facilities and employment areas and where walking, cycling and public transport is prioritised.'*
- *HOU12 'To support the implementation of the Policy Statement 'Housing Options for Our Ageing Population' and the provision of independent and/or assisted living for older persons such as purpose built accommodation, the adaption of existing properties, and opportunities to avail of 'rightsizing' within their community at locations that are proximate to existing services and amenities including pedestrian paths, local shops, parks and public transport.'*
- *HOU17 'To promote and facilitate the sustainable development of a high quality built environment where there is a distinctive sense of place in attractive streets, spaces and neighbourhoods that are accessible and safe places for all members of the community to meet and socialise.'*
- *HOU26 'To require the provision of an appropriate mix of house types and sizes in residential developments throughout the County that would meet the needs of the population and support the creation of balanced and inclusive communities.'*
- *CS2 'To achieve compact growth through the delivery of at least 30% of all new homes in urban areas within the existing built up footprint of settlements, by developing infill, brownfield and regeneration sites and redeveloping underutilised land in preference to greenfield sites.'*

1.4 With Ardee being designated as a self-sustaining growth town in the RSES and in accordance with the above requirements of the Louth County Development Plan this statement on housing mix has been prepared by Genesis Planning on behalf of the applicant.

1.5 In this regard it is noted that the Louth CDP directs significant population and economic growth for the town in the coming years. Specifically, it sets out that the planned population of Ardee will grow to 6,583 by 2027, which equates to a population increase of circa 1,544 in the medium term and an overall requirement for circa 584 residential units¹.

¹ Based on an occupancy rate of 2.6 persons per dwellings as set out in section 2.6.5 of the Louth County Development Plan

- 1.6 In response in order to demonstrate how the proposed housing mix is appropriate for existing and future demand(s) in Ardee the methodology used is via a desktop-based search of online statistical resources including the Central Statistics Ireland (CSO) website has been undertaken to understand the demographic profile of the area.
- 1.7 Also this statement examines the stages in family cycle, household sizes and housing vacancy rates in County Louth and Ardee Urban Electoral District and draws a comparative analysis against the state figures to demonstrate that there is a need to provide for units as proposed.
- 1.8 As will be set out the range of unit types proposed has been determined having regard to the location, current market demands and the emerging demographic profile of the area.
- 1.9 Also the proposed unit mix and the variety of types complies with the development plan requirement to provide a wide choice of dwelling types of varying tenure and sizes to meet the housing needs of the area.
- 1.10 The proposed development will also contribute to achieving the housing unit allocation for Ardee.
- 1.11 We submit the location of the proposed development capitalises on proximity to a range of employment, retail, community and social services in Ardee, connectivity with the wider Greater Dublin Area, and supports the development of critical mass to support services, employers and infrastructure investments.

2 DEMOGRAPHIC PROFILE

2.1 Overview and population change 2011-2016

2.1.1 This section provides a brief outline of the population growth, housing stock, demographic profile and household composition of the State, the Greater Dublin Area² (GDA), Co Louth, Ardee & Environs and also Ardee Urban ED according to the CSO census data.

Population Change 2011 - 2016

Census Year	State	GDA	Co Louth	Ardee Urban ED
2011	4,588,252	1,804,156	122,897	4,554
2016	4,761,86	1,907,332	128,884	4,919
% change	3.8%	5.7%	4.87%	8%

Table 1 Population change of the State, the GDA, Louth and Ardee & Environs and Ardee Urban ED between 2011 and 2016 as derived from the CSO statistics

2.1.2 As can be noted from table 1 the population of County Louth grew by 4.87% between 2011 and 2016.

2.1.3 Also Ardee Urban ED has grown substantially between 2011-2016, from 4,554 in 2011 to 4919 in 2016, representing a population increase of 8%.

2.1.5 On this basis the population growth experienced in the Ardee Urban ED (8%) exceeds the growth in the state (3.8%), the GDA (5.7%) and within the County (4.87%) during the same period.

2.2 Louth County and Ardee Urban ED

2.2.1 Leading on from section 2.1 which details how population increase has occurred an analysis of housing type and the existing demographic profile both for County Louth and Ardee Urban ED are examined below.

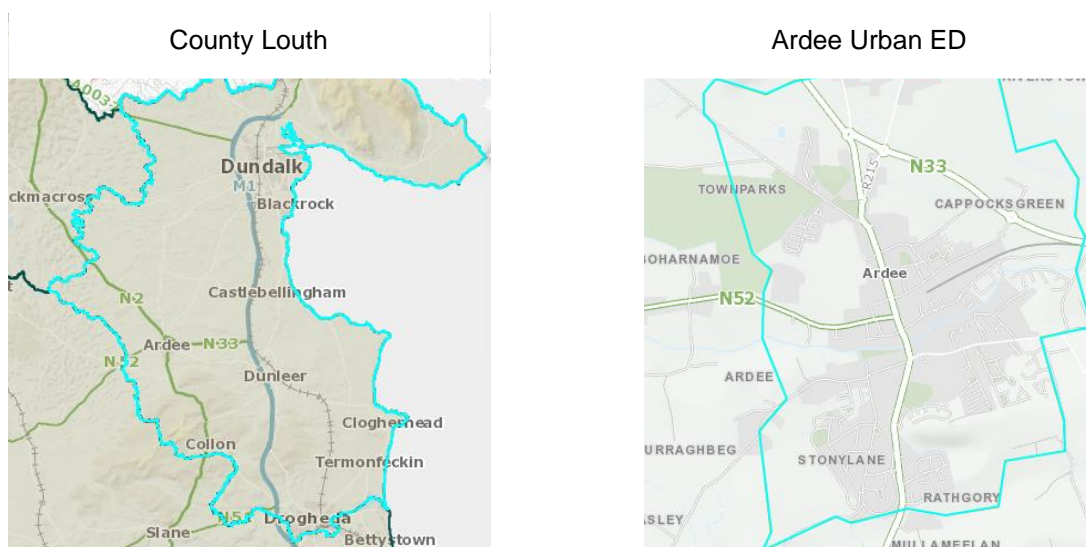


Figure 1 Electoral areas of both County Louth & Ardee Urban ED from CSO SAPS database

² Comprised of counties Dublin, Kildare, Meath and Wicklow

Household profile

Size of Household	1 (person)	2 (person)	3 (person)	4 (person)	5 (person)	6+ (person)	Total
Total No. of Households Louth	10,260 (10,260)	12,376 (24,752)	8,040 (24,120)	8,228 (32,912)	4432 (22,160)	2112 (13,547)	45,448 (127,751)
% of total households Louth	8.03%	19.37%	18.8%	25.76%	17.34%	10.59%	100%
Total No. of Households Ardee Urban ED (persons)	451 (451)	525 (1050)	338 (1017)	286 (1144)	143 (715)	64 (407)	1808 (4784)
%of Total Households Ardee Urban ED	25%	29%	18.7%	15.8%	7.9%	3.54%	100%
National average (%)	24%	29%	17%	17%	9%	4%	100%

Table 2 Household size and profile of both County Louth and Ardee Urban ED (source: census 2016)

- 2.2.2 As can be noted from table 2 the residential profile of the County is broadly mixed in terms of house-hold sizes, with Ardee Urban ED having a higher percentage of 1 person and 2 person house-hold sizes.
- 2.2.3 We consider this variation in residential sizes between Ardee Urban ED and the County is attributable to the urban location of Ardee Urban.

Demographic profile

Age bracket	Louth County	Louth County % of population	Ardee Urban ED	Ardee Urban ED % of population	National Average 2016%
0-14	29655	23%	1086	22.07%	21%
15-24	15626	12.12%	528	10.7%	12%
25-44	37104	28.78%	1520	31%	30%
45-64	30412	23.59%	1112	22.6%	24%
65+	16087	12.48%	673	13.7%	13%
Total	128884	100%	4919	100%	100%

Table 3 Age profile of County Louth and Ardee Urban (source: census 2016)

Family Cycle	Louth County No. of families	Louth County %	Ardee Urban ED No. of families	Ardee Urban ED %	State %
Pre-family	2497	7.4%	119	9.2%	9.15%
Empty nest	3160	9.37%	119	9.2%	9.99%
Retired	3165	9.39%	103	8%	10.05%
Pre-school	3312	9.82%	150	11.6%	10.04%
Early school	4133	12.26%	164	12.7%	11.89%
Pre-adolescent	4230	12.55%	147	11.4%	11.41%
Adolescent	4493	13.33%	167	12.9%	12.34%
Adult	8708	25.84%	332	25.7%	25.13%
Total	33698	100%	1221	100%	100%

Table 4 Families by family cycle (source: census 2016)

- 2.5 As can be noted from the demographic profiles above both County Louth and Ardee Urban ED have a broad and balanced demographic profile. It is also evident there is broad consistency between both areas in terms of demographic mix.
- 2.6 On review it is considered that the broad demographic mix is reflective in the traditional mix of housing units across the county and state.
- 2.7 In respect of household size and profile on referencing the Louth Housing Strategy ³ we note it states the average household size is 2.81 persons.
- 2.8 Having regard to the emerging trend of smaller house-hold sizes we therefore consider the housing mix should be a balance between house-hold sizes of Louth County and the household profile of the area which records a total of 52.1% of households comprising parents and children.

³ Louth County Development Plan 2021-2027

Housing Type and Vacancy Rate

House Type				
	Louth County total	Louth County %	Ardee Urban ED total	Ardee Urban %
House/Bungalow	41,808	91.9%	1639	90.7%
Flat/Apartment	2848	6.26%	149	8.2%
Bed-sit	26	0.05%	1	0.55%
Caravan/mobile	85	0.18%	0	0%
Not stated	681	1.49%	19	1.05%
Total	45448	100%	1808	100%

Table 5 Private households by type of accommodation (source: census 2016)

	Louth County permanent dwellings	Louth County %	Ardee Urban ED permanent dwellings	Ardee Urban ED %	State Permanent dwellings	State %
Occupied	45528	88.57%	1815	90.7%	1,707,453	85.22%
Temporarily absent	1158	2.25%	48	2.4%	50,732	2.53%
Unoccupied holiday homes	761	1.48%	4	0.2%	62,148	3.10%
Other vacant dwellings	3952	7.68%	134	6.7%	183,312	9.15%
Total	51399	100%	2001	100%	2,003,645	100%

Table 6 Occupancy rates of existing units (source: census 2016)

- 2.9 Tables 5 and 6 above show the housing type and vacancy rate in County Louth, Ardee Urban ED and the state respectively as per CSO data in 2016.
- 2.10 On review it is noted the percentage of vacant dwellings at County Level is extremely constrained with 88.57% of units occupied and within Ardee Urban ED it is 90.7%. This is high in comparison to the state figure of 85.22% which demonstrates that both County Louth and Ardee Urban ED has a lower rate of available units than the remainder of the country.
- 2.11 Also, with ongoing population growth trends evident from census figures this occupancy rate has increased in recent years as County Louth is now classified as a rent pressure zone⁴.
- 2.12 Further, at a county level it is noted from recent figures that the vacancy rate in Louth is now recorded at an extremely low rate of 2.3%⁵.

⁴ Ardee south was designated as a rent pressure zone by the Residential Tenancies Board on 2nd July 2019

⁵ Geoview residential issue Q4 2022

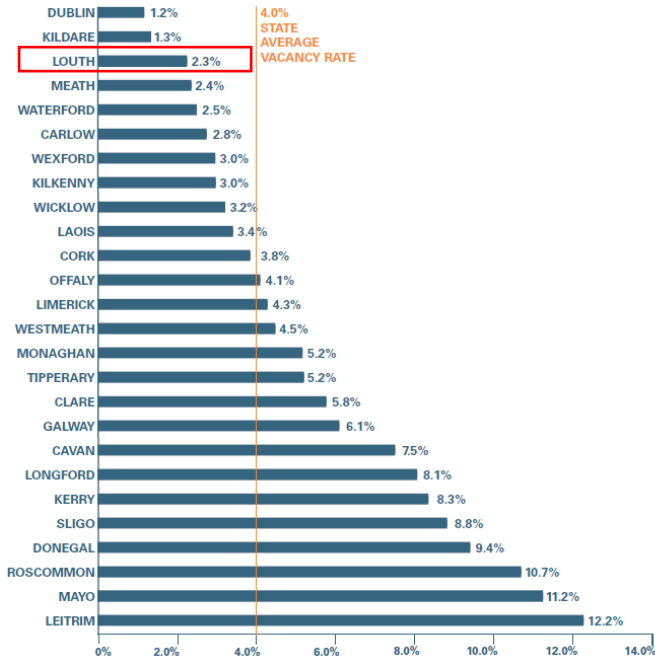


Figure 1 Extract from www.geodirectory.ie; vacancy rate of housing stock Q4 2022

2.13 Also in terms of existing apartment numbers it is noted that apartments form a low overall percentage of the housing mix within the county at only 4.6% of the total residential stock.

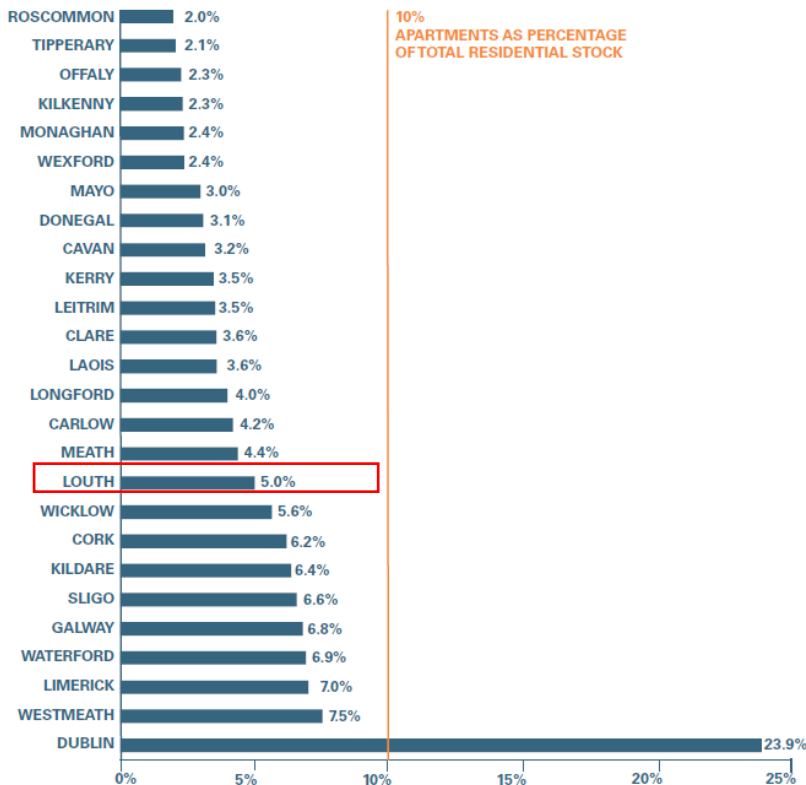


Figure 2 Extract from www.geodirectory.ie; apartment units as a % of housing stock by county

2.14 On the basis of the above it is clear there is a need for more residential units to be provided to accommodate the growing population within County Louth and Ardee Urban ED, and in particular for apartment units.

3 HOUSING MARKET

- 3.1 The housing market in Ardee has shown significant growth in recent years, influenced by its own population, economic growth and also by the overall demands being exerted for housing units both in County Louth and in the Greater Dublin Area.
- 3.2 As set out in section 2.1 the rate of population increase in both County Louth and Ardee Urban ED is higher than growth rates recorded in both the state and Greater Dublin Area. We consider it is therefore reasonable to assume this represents the natural growth of Louth's population and the ongoing demand to live within commuting distance of Dublin City and along key transport corridors such as M1 motorway.
- 3.3 Also as is evident in relevant publications and statistics there remains significant pressure on the housing market in the Ardee and Environs area, with Ardee being a more affordable and accessible alternative to living in Dublin City.
- 3.4 However, on review of CSO data for new dwelling completions it is noted that units constructed in recent years within County Louth still remains low, particularly for apartment unit provision.

Louth	2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1
Single house	36	32	29	16	43	35	28	29	38	48	40
Scheme house	104	132	144	119	107	113	153	153	144	140	66
Apartment	7	4	4	26	9	19	18	17	9	12	74

Table 7 New dwelling completions in Louth, Type of Unit and Quarter (source: CSO)

- 3.5 In terms of residential prices, the latest price in the Ardee eircode area is an asking price of €279,916 (March 2023), which is growth of 124% since the trough in March 2013 of €124,913. In comparison, a similar trend has been experienced in County Dublin where prices have increased by 69.9% (excluding Dublin City Centre where growth has been 94.2% since the trough).⁶
- 3.6 It is clear these increases in prices are reflective of the existing demand to live in the Ardee area, as the increased demand in recent years is for both local buyers and from those buyers whose first preference would be to live in Dublin but due to affordability issues cannot afford Dublin City prices and as a result seek to reside in commuter towns such as Maynooth.
- 3.7 In terms of transactions data from the GeoDirectory Residential Building Report for 2022⁷ shows that 1,401 market transactions took place in Q4, with an average asking price of €211,706. When compared to average Dublin 1 sale prices of €496,652 it is evident Ardee is a more affordable housing option for purchasers. Also, market evidence suggests in the price range of €240,000 to €280,000 potential demand it at its strongest, particularly for three-bedroom units.
- 3.8 Also, in terms of additional demand for residential units within the area it is clear from the vacancy rates as set out in table 6 of this statement that only 9.3% of units in Ardee Urban ED

⁶<https://statbank.cso.ie/px/pxeirestat/Statire/SelectVarVal/Define.asp?maintable=HPM04&PLanguage=0>

⁷<https://statbank.cso.ie/px/pxeirestat/Statire/SelectVarVal/Define.asp?maintable=HPM04&PLanguage=0>

are vacant⁸. We consider this is reflected in the designation of County Louth as a rent pressure zone since July 2019, which in turn correlates with market evidence that a higher vacancy rate is required to avoid excessive increases in rents or purchase prices and ensure a housing market functions efficiently.

- 3.9 On this basis it is submitted the current lack of availability of units is demonstrative of a shortage of supply and there exists a clear need to provide additional residential units which are appropriate both in terms of unit mix and affordability.

⁸ Which includes both occupied and temporarily occupied

4 PROPOSED HOUSING MIX

- 4.1 Leading on from the demographic and residential analysis this section sets out how the proposed mix of units has been determined to directly respond to the demographic profile of the area.
- 4.2 Given the suburban location and the connections with the wider area the approach used is to respond to the demographic/residential profile of County Louth.
- 4.3 On this basis both the CSO figures for the County and how the unit mix in the proposal responds are set out in the table below.

Size of Household	1 (person)	2 (person)	3 (person)	4 (person)	5 (person)	6+ (person)	Total
Total No. of Households Louth	10,260 (10,260)	12,376 (24,752)	8,040 (24,120)	8,228 (32,912)	4432 (22,160)	2112 (13,547)	45,448 (127,751)
% of total households Louth (persons %)	8.03%	19.37%	18.8%	25.76%	17.34%	10.59%	100%
Total No. of Households Ardee Urban ED (persons)	451 (451)	525 (1050)	338 (1017)	286 (1144)	143 (715)	64 (407)	1808 (4784)
%of Total Households Ardee Urban ED	25%	29%	18.7%	15.8%	7.9%	3.54%	100%
Unit mix proposed	17no. 1bed 13.9%	Combined ED Total of 71.4%				2no. 4 bed 1.6%	122 100%
		34no.2bed 69no. 3bed		27.9% 56.5%			
		(Combined total of 84.5%)					
Total	13.9%	84.5%				1.6%	100%

Table 8 Household size and profile of County Louth and how the proposed unit mix responds

- 4.4 As can be noted from table 8 the unit mix is a balance between Ardee Urban ED & the County household profile, and is therefore considered appropriate.
- 4.5 In particular we highlight the provision of units for smaller households (1person) broadly correlates with household mix as recorded by the CSO in the area; specifically 8.03% of households are recorded as falling into this bracket and in response the proposed unit mix provides for 13.9% of units for this bracket.
- 4.6 Also, mid-range unit sizes (3-5 persons) are adequately provided for, to accommodate mid-size households totalling 84.5% of unit mix, against what the CSO records as being 71.4% of household size in the area. This provision of mid-range units (3-5 person) is considered appropriate to enable a variety in housing tenure going forward along with headroom provided.
- 4.7 Also in terms of apartment units proposed as set out under the Ministers foreword to the apartment guidelines:

‘Apartments are a key and growing part of the way in which we live in various parts of our country and particularly in our cities and towns.’

4.8 Also paragraph 1.8 the guidelines state:

‘It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures, building on and learning from experience to date, and that the economic and regulatory conditions are such that apartment development attracts both the investment and the seeking out of this crucial form of housing by households, that will then result in greater delivery of apartments in Ireland’s cities and towns and other appropriate locations.’

4.9 In response to the policy context of the apartment guidelines and the low volume of apartments constructed across Louth in recent years⁹ it is therefore considered an appropriate location for the apartment/duplex mix as proposed.

Description	Type	Number	Percentage mix of apartments	Demographic mix of area as per CSO 2016
One bed	1 or 2 person	17	23%	8.03%
Two bed	3 or 4 person	32	43.2%	44.56%
Three bed	5/6 persons	25	33.8%	17.34%
Total		74	100%	100%

Table 9 Proposed mix of units

4.10 As can be seen from table 9 the proposed mix of apartment sizes/types has been designed to directly respond to the demand for apartments in the Louth area, as demonstrated by the latest results obtained from the CSO. Also, a degree of headroom has been incorporated into both the 1 bed and 3 bed unit provision.

4.11 Also the apartment mix is designed to provide a mix of units that are reflective of the demographic structure of Ardee, and also having regard to the provision of larger typical suburban housing units elsewhere in Ardee.

4.12 Overall it is submitted the development provides a good variety of unit types, reflecting demographic needs for the area and also taking into account market demands/unit provision elsewhere in Ardee where typical suburban developments are available.

Other matters

4.13 Of relevance to the Housing Mix we also highlight provision has been made for the Ageing Population, with 2no. bungalow units proposed. Also, subject to Part V agreement, ground floor apartments can also be delivered as single floor units.

4.14 This design approach to provide for retirement housing is considered appropriate to comply with both policies HOU12 and HOU27 of the LCDP.

⁹ Refer to table 7 which sets out the type/nos. of units constructed in recent years in Louth

5 SUMMARY & CONCLUSIONS

- 5.1 This statement of housing mix has been prepared to satisfy policy objectives RES11-13 of the Louth County Development Plan 2015-2021 in order to demonstrate that there is a need for the construction of a mix of 122 residential units ranging in size from 1-4 bedrooms.
- 5.2 A desktop analysis of the latest figures has been undertaken in order to understand both the demographic profile of County Louth and Ardee Urban ED to inform the mix of housing to be provided.
- 5.3 In terms of demand, it is found the area has a very low housing vacancy rate, with most of existing housing stock permanently occupied. Specifically the occupancy rate of 88.57% as per CSO data in 2016 is significantly higher than the state figure of 85.2%.
- 5.4 This highlights that both County Louth and Ardee Urban ED has very limited capacity to accommodate any population growth and that there is a shortage in housing supply.
- 5.5 Further, in more recent years (ie since CSO data in 2016) it is apparent this demand for residential units has only increased further, given County Louth is now classified as a rent pressure zone. Also, the most recent available data recorded by the Geo-Directory at Q4 2022 records the occupancy rate of County Louth to now be reduced further to only 2.3% of total housing stock.
- 5.6 In terms availability of units in County Louth it is evident there has been a restricted supply of new multi-unit residential developments in recent years; with CSO data detailing only 1375no. scheme dwellings and 199no.apartments having been provided in the County since Q3 2020.
- 5.7 We also highlight the recent Geo-Directory data which details that apartments represent only 5% of the housing stock in County Louth. We submit this demonstrates a clear under-supply of apartments.
- 5.8 In terms of the demographic profile within County Louth the latest CSO figures demonstrate that 86.54% of households fall within 1-5 person household size, with 10.59% being in the 6(+) person household size. However, only 6.26% of such households reside in apartments.
- 5.9 In terms of the demographic profile within Ardee Urban ED the latest CSO figures demonstrate that 89.41% of households fall within 1-5 person household size, with 10.49% being in the 6(+) person household size. A total of 8.2% of such households reside in apartments, which is due to the location being an urban area.
- 5.10 In response it is submitted the apartment development is therefore appropriate, represents a balance between both Louth County and Ardee Urban ED demographic/residential profiles. The proposed unit mix of apartments (60.6% of overall unit provision) is therefore considered to be in line with relevant government policies which seek to provide for smaller residential units and more apartment living.
- 5.11 In terms of the unit mix proposed it is designed to provide a mix of units that are reflective of the demographic structure of the area, and also having regard to the provision of larger typical suburban housing units elsewhere in the Ardee Environs.
- 5.12 Specifically in terms of the number of units proposed we summarise:
- the provision of units for smaller households at a rate of 13.9% (1 person) correlates with household mix as recorded by the CSO in the area; specifically 8.03% of households are recorded as falling into this bracket and in response the proposed unit mix is considered acceptable with headroom provided.
 - mid-range unit sizes (3-5 persons) are adequately provided for, to accommodate mid-size households totalling 84.5% of unit mix, against what the CSO records as being

71.4% of household size in the area.

- 4 bed units (6+ persons) are being provided at a rate of 1.6% this is also broadly consistent with the demographic profile of larger household sizes of the area, which is recorded at 3.54% as per the latest CSO statistics.

- 5.13 This statement of housing mix demonstrates that there is a high demand for the mix of units as proposed based on the existing residential stock and demographic profile of the area.
- 5.14 We also refer to the provision of affordable retirement housing which complies with HOU12 of HOU27 of the LCDP.
- 5.15 To conclude the proposed development will have a significant positive long-term impact on Ardee and provide a sustainable residential development in accordance with the growth objectives for the town.



Ronan Woods
Director