



EXPRESSIONS OF INTEREST

*Fels Point Opportunity Sites
Tralee
County Kerry*

KERRY COUNTY COUNCIL
JUNE 2026



Comhairle Contae Chiarraí
Kerry County Council

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1.0 Overview

Kerry County Council is inviting Expressions of Interest for the development of two ‘Opportunity Sites’ at ‘Fels Point’, Cloon Beg, Tralee, County Kerry, Ireland, as follows:

SITE A	East of Rose Hotel, Dan Spring Road -2.3 Ha: The site is Zoned C5 – ‘Tourism & Related’ and forms the entirety of ‘Opportunity Site 3’, under Variation 1 of the 2022 to 2028 Kerry County Development Plan [KCDP - adopted July 2025].
SITE B	South of Ballymullen Roundabout, Ballymullen Road – 0.95 Ha: The site is Zoned M1 ‘Mixed Use/Opportunity Site’, under Variation 1 to the KCDP 2022 to 2028. At 0.95 hectares, Site B forms a large proportion of the wider 1.48 hectare ‘Opportunity Site 4’, designated under Variation 1 of the 2022 to 2028 KCDP. [Please also see Section 5.3 of this document].

Any proposals for the development of these sites must also be in accordance with current national, regional and local planning policy, as set out in Section 5. Section 5.3 of this document also includes a more detailed description of the above opportunity sites, including the policy approach, objectives and vision which guides their development, as identified by **Section 3.1.7.5** of Variation 1 to the 2022 to 2028 KCDP.



Figure 1.1 – Aerial of View of Subjects Lands – wider context

The location of the relevant sites is illustrated by the following satellite image:



Figure 1.2 – Aerial of View of Subjects Lands – Immediate Context

2.0 Tralee Town

Tralee is the capital town and main administrative, retail, health, education, employment and service centre for County Kerry. As a tourism destination town, Tralee outperforms many of its rivals in terms of accommodation supply, diversity of attractions and cultural attributes. Nestled between the Slieve Mish Mountain and Tralee Bay it is a prime location for business and events as it has the infrastructure and natural beauty that any visitor could appreciate.

A number of key investment projects are underway including large-scale National and European investment in projects under the Urban Regeneration and Development Fund Project Positioning Tralee as A Regional Economic Driver and Destination Town, supported by the European Regional Development Fund, Tralee Town Centre West Masterplan and The Island of Geese regeneration project, Tralee Active Travel Projects, Fáilte Ireland Destination Town Programme, THRIVE, etc.

The above projects, infrastructure improvements and initiatives aim to enhance the Tralee experience, increase footfall, enhance business and make Tralee more accessible and attractive to shoppers, visitors and investors. Tralee is a key economic driver for the county.

3.0 The Sites

The two sites measure 2.3ha and 0.95ha and are located in the Lee Valley, framed by the Dan Spring and Ballymullen Roads (N86 Tralee-Dingle Road) to the north and the River Lee to the south. Both sites are divided by an access road via the Ballymullen roundabout on the N86. This road also serves as an access road to the adjacent Rose Hotel and office development. The sites are fully serviced.

The Council will consider proposals for both sites and/or individual sites.

	Location	Area	Zoning	Constraints
SITE A	East of Rose Hotel, Dan Spring Road	2.3 Ha	C5 Tourism & Related	Garryruth WWPS Flooding (See Section 6)
SITE B	South of Ballymullen Roundabout, Ballymullen Road	0.95 Ha	M1 Mixed / Opportunity Site	ESB Substation Flooding (See Section 6)

4.0 Location

The sites are located to the south of Tralee Town Centre and benefit from key infrastructure links, with the N22 (Killarney) within close proximity to the east, which also links to the N21 (Limerick), and the N86 connects the site to the west to Dingle.

Strong permeability/links from the sites to the town center are achieved through the Tralee Town Park, with a walking distance of 10-15 minutes or a 4 minute cycle.

The sites are in close proximity to other amenities and services including: the Rose Hotel, the Aqua Dome, Woodlands Caravan & Camping Park, Omniplex Cinema, Tralee Tennis Club, Tralee Harriers Athletics Club and several educational institutions. In a more immediate context the sites are bounded by the N86 to the north and the River Lee amenity walkway and an access road to the south, the Rose Hotel is located to the west and a greenfield site is located to the east. The two sites are dissected by an access road which connects onto the Ballymullen roundabout.



Figure 1.3: Site Context

5.0 Planning Policy & Zoning

5.1 Planning Policy Context

National	National Planning Framework [NPF]: First Revision - April 2025	Compact Growth: Making better use of under-utilised land and buildings, including ‘infill’, ‘brownfield’ and publicly owned sites and vacant and under-occupied buildings, with higher housing and jobs densities, better serviced by existing facilities and public transport [Page 16]. National Policy Objective 20: In meeting urban development requirements, there will be a presumption in favour of development that can encourage more people and generate more jobs and activity within existing cities, towns and villages, subject to development meeting appropriate planning standards and achieving targeted growth.
Regional	Regional Spatial & Economic Strategy [RSES] for the Southern Region	Regional Policy Objective - RPO 15f: To support the regeneration of opportunity sites, such as the Island of Geese, Fels Point, and underused, vacant or derelict town centre lands for residential and enterprise development to facilitate population and employment growth.
Local	2022 to 2028 Kerry County Development Plan [KCDP]	KCDP 4-2: Facilitate and support the sustainable development of towns and villages of sufficient scale and quality to be drivers of growth, investment, and prosperity. KCDP 9-12: Prioritise the regeneration of areas in need of renewal, for instance in underperforming or outdated commercial and/ or industrial areas, brownfield land and in town and village centres where higher vacancy rates exist. KCDP 11-65: Take into consideration areas identified at risk of flooding under the CFRAM and ICPSS studies and any other studies/analysis commissioned by the Council/allied state agencies to inform planning policy, development management decisions and capital projects.
	Variation No.1 to KCDP 2022-2028 [Tralee Municipal District Settlements’ Plan]	KCDP TR-32: Facilitate and/or require the preparation of Design Statements for the opportunity sites where appropriate prior to the redevelopment of opportunity sites identified in the Plan to ensure their development in a cohesive and integrated manner. KCDP TR-33: Require the carrying out of archaeological test excavations and ground testing prior to the re-development of opportunity sites identified. KCDP TR-34: Require the development of a co-ordinated access strategy for the sites at Ballymullen Roundabout and Dan Spring Road to ensure that the development of the lands is undertaken in a manner complementary to safeguarding the strategic function of the national road network in accordance

		with the provisions of official policy. KCDP TR-55: Support the sustainable regeneration of opportunity sites, such as the Island of Geese, Fels Point, and underused, vacant or derelict town centre lands for mixed-use development to facilitate population and employment growth. KCDP TR-66 Facilitate and promote the growth of Tralee as a conference destination with the sustainable development of a Conference Centre at an appropriate location. <i>[As relevant to Site A, Section 3.1.7.5 of Variation 1 refers to the development potential of a conference centre at Site A and other tourism/leisure related uses].</i> KCDP SP-17: (Development not located within existing built-up areas located within Flood Zone A & B) (a) Ensure that highly vulnerable development is not permitted in areas identified in Flood Zone A and B, and not to permit less vulnerable development within Flood Zone A. (b) Ensure that only water compatible development is permitted within Flood Zone A and less vulnerable in Flood Zone B. (c) Ensure that less vulnerable development and water compatible development only is permitted with suitable mitigation measures.
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5.2 Zoning

The zoning status of the sites is set out in the Tralee zoning map which forms part of 'Variation No.1' to the KCDP 2022-2028 – Tralee Municipal District Settlements Plan, as follows:

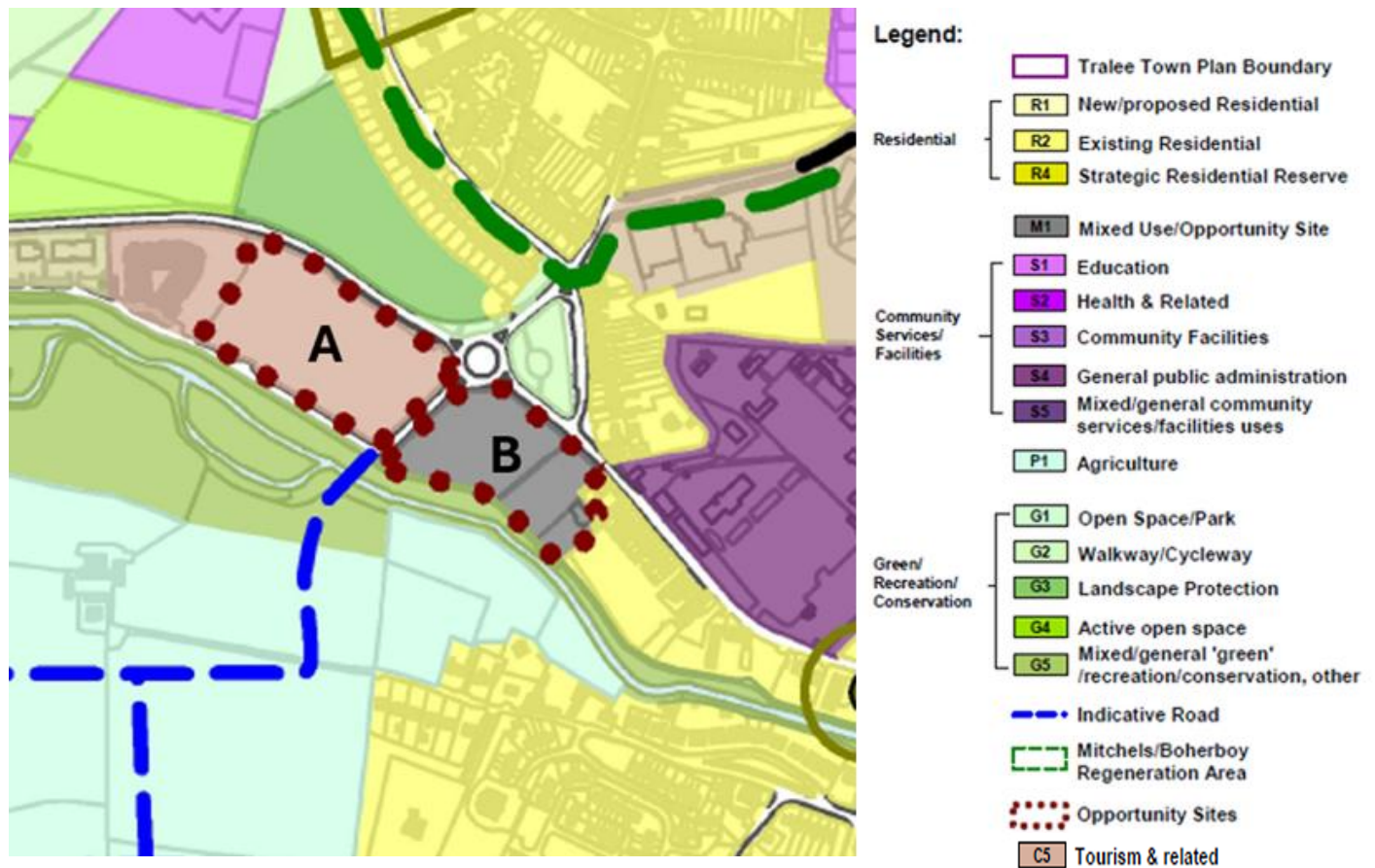


Figure 1.4: Zoning of Site A & B as per Variation No.1 of the KCDP 2022-2028

5.2.1 Site A is zoned as 'C5 – Tourism and Related'

5.2.2 Site B is zoned as 'M1 – Mixed Use/Opportunity Site'

5.3 Opportunity Sites Designations

Site A: Site A is designated as ‘*Opportunity Site 3*’, under Variation 1 of the 2022 to 2028 KCDP [The Tralee Settlements’ Plan – Adopted July 2025]. The red-line area for Site A then includes the entire land parcel that is designated as ‘*Opportunity Site 3*’.

Site B: At 0.95 hectares, Site B forms a large proportion of the wider 1.48 hectare ‘*Opportunity Site 4*’, designated under Variation 1 of the 2022 to 2028 KCDP. A separate adjoining parcel of greenfield land [0.53 hectares] associated with Opportunity Site 4 is then located outside of the Site B Red Line area, immediately to the South-East. It is important to note that any proposal shall not negatively impact upon the development potential of the adjacent site.

Section 3.1.7.5 of Variation 1 includes a more detailed description of the above designated Opportunity Sites, including the policy approach, objectives and vision which guides their development, including relevant information which is set out in the following tables:

Opportunity Site	 (3) Dan Spring Road
Attributes	• This large site (2.3ha) is located adjacent to The Rose Hotel. This site which has a large river frontage is also within close proximity to the town park. • It is proximate to and within walking distance of the town centre • The Site is a prime location adjacent to the town centre with opportunities for tourism and related use development, appropriate public realm, connectivity and permeability. • Adjacent to the River lee amenity walkway
Constraints	• These lands have been identified as being at risk of fluvial and tidal flooding. Given these lands are defended, less vulnerable development could be accommodated with suitable mitigation measures. • Any application for development of these lands should have regard to the flood risk management section of the Kerry County Development Plan 2022-2028 and be accompanied by a site-specific flood risk assessment. • The site contains the Garryruth Wastewater Pumping Station Any application for the development of these lands will have to comply with the relevant standards and requirements of the Uisce Éireann code of practices.
Development Potential	• The purpose of this section is to outline the clear vision for the comprehensive and sustainable development of the lands at Dan Spring Rd/Ballymullen. In describing the wider urban context, the characteristics of the site itself and the design of the built environment, it is hoped to demonstrate how the scheme integrates into and contributes to the local area. This section is intended to be used as a tool to demonstrate the development potential of the site, but it is acknowledged that the design of any development proposal may evolve as part of the detailed design process due to the identification of potential site constraints. • The site is Zoned C5 – Tourism & Related • It is envisaged that this large riverfront brownfield site can be developed as a new mixed use urban streetscape providing new Conference centre/Event centre with associated facilities in close proximity to the riverfront and town centre. • Due to the proximity of the river, town park and the main road the development of these lands would serve as a ‘landmark’ development, contributing to a ‘sense of place leisure/tourist hub’ and enforcing a positive image of the town.

- The absence of adjacent private residential development and consequential constraints associated with overlooking and overshadowing allow for this development block to facilitate a suitable landmark, with heights of 4 stories and above subject to appropriate design analysis.
- This site has the potential to be a focal entrance point for the south-eastern approach to the town. There is an opportunity to redevelop this site with new structures incorporating a conference centre and other tourism/leisure related uses centred on a civic/amenity space adjacent to the river.
- Connectivity and linkage for both the pedestrian and cyclist will be an important consideration in the proposal. The 'landmark' building should be orientated to ensure active frontage onto the main road. Careful use of landscape and suitable tree species create a more interesting and engaging streetscape and will soften the visual aspect of the proposal in this area. High quality boundary definition and treatments and signage will be expected as the site has extensive road frontage.
- Green infrastructure principles should form part of the design rationale. Given the proximity of the subject site to the Tralee Bay Wetlands, the Town Park and the River

Lee, it is considered that any proposal for the subject site should be informed by suitable green infrastructure principles.

- Supervision and passive surveillance of the River Lee Walkway will be required.
- Development should incorporate appropriate Suds features incorporating up to date and best practice nature based solutions, Trees, Swales, Detention Basins, Wetlands & Ponds, Pervious Paving & Filter Drains.
- Development proposals shall be appropriately assessed to ascertain the implications of traffic generation on the safe and efficient operation of the N86, national road, and associated junctions. Proposals should consider the cumulative impact of development in the area and be subject to Traffic and Transport Assessment. Proposed works to the national road network should be undertaken in consultation with TII.

Map



Opportunity Site Objectives

Objective No.	It is an objective of the Council to:
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KCDP TR-32	Facilitate and/or require the preparation of Design Statements for the opportunity sites where appropriate prior to the redevelopment of opportunity sites identified in the Plan to ensure their development in a cohesive and integrated manner.
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KCDP TR-33	Require the carrying out of archaeological test excavations and ground testing prior to the re-development of opportunity sites identified.
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KCDP TR-34	Require the development of a co-ordinated access strategy for the sites at Ballymullen Roundabout and Dan Spring Road to ensure that the development of the lands is undertaken in a manner complementary to safeguarding the strategic function of the national road network in accordance with the provisions of official policy.
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5.4 Development Contributions

Chapter 4 of the KCDP 2022-2028 relates to Towns & Villages, specifically Section 4.3 relates to Active Land Management and provides incentives for the development of Opportunity Sites as follows:

‘4.3.2 Development Contributions Scheme 2017 In order to support the redevelopment of brownfield and infill sites in settlements, Kerry County Council’s Development Contributions Scheme 2017 contains reductions for developments on brownfield sites and designated opportunity sites and regeneration areas identified in Local Area Plans and Town Development Plans.’

The Development Contribution scheme can be downloaded from the Planning Policy section of the Kerry County Council website, using following link:

<https://www.kerrycoco.ie/planning/planning-policy/>

6.0 Site Details

The sites have been trunked/filled with crushed stone and raised in level from that of the previous existing ground levels. There is an existing operational sewerage pumping station to the South West of Site A. This 'Garryruth WWPS' was in place prior to the development of these sites and was constructed as part of the Tralee Town Sewerage Scheme. This pump station will need to be incorporated into any design proposals submitted as part of the EOI. An ESB sub station is located in the south western corner of Site B. This substation will need to be incorporated into any design proposals submitted as part of the EOI.



Figure 1.5: Location of WWPS and ESBSub Station

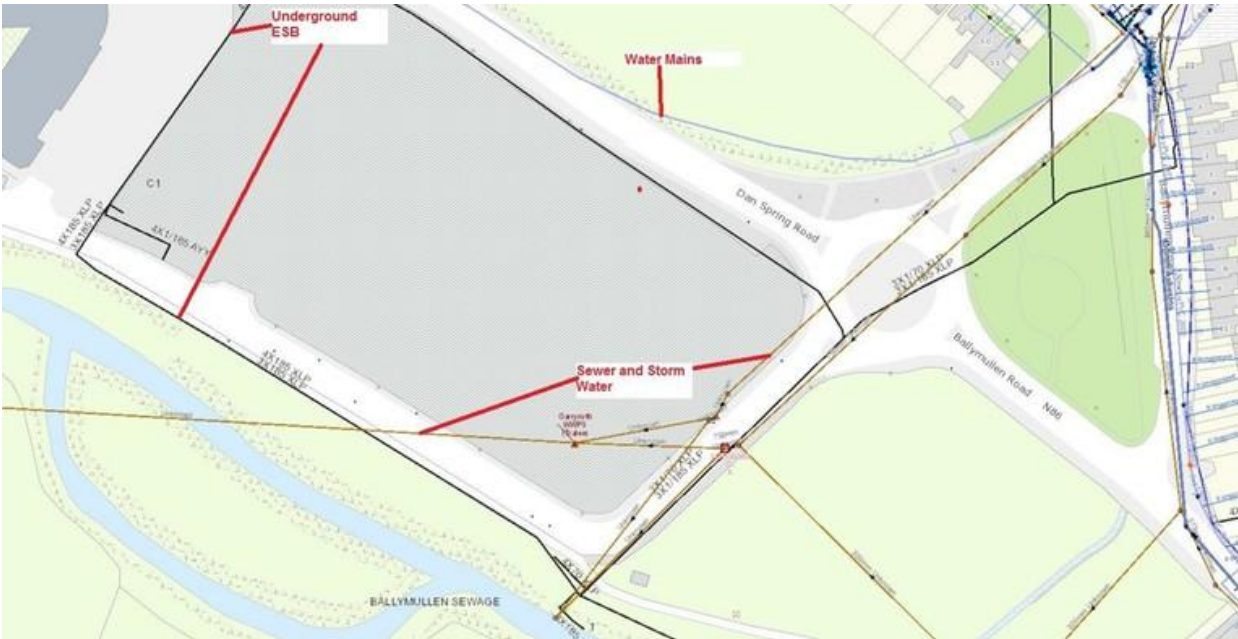


Figure 1.6: Indicative Location of Underground Services

Figure 1.6 above shows the indicative location of underground services. The sites are serviceable by telecoms, water, power and sewer connections with all network infrastructure on or adjacent to the sites. Service locations are indicative only.

6.1 Flooding

The most up to date flood zone maps are illustrated by Figure 1.7, below. As reviewed in Section 5 of this document, Section 3.1.7.5 of Variation 1 of the Kerry County Development Plan also provides further information regarding flood risk, in the context of Site A and Site B. The majority of Sites A and B are located in Flood Zone A and the following map also identifies relevant land within the red-line which is located in Flood Zone B. Variation 1 of the 2022 to 2028 KCDP includes further information regarding flood risk, including the associated Flood Zone Maps.

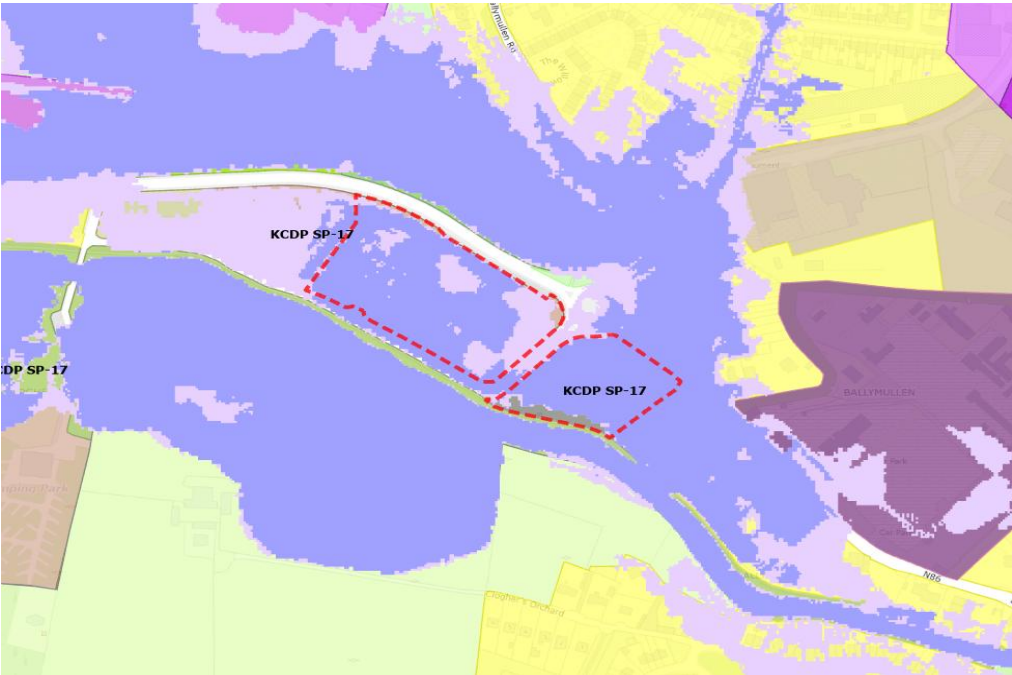


Figure 1.7: Flood Zone Map for Subject Sites

The development of these lands should have regard to the flood risk management section of the Kerry County Development Plan 2022-2028 [Volume 1]. As reviewed in Section 5 of this document, development should also have regard to the relevant flood risk policy objectives which are set out in Variation 1 of the 2022 to 2028 KCDP, particularly KCDP SP-17 which is relevant to the subject sites and ‘*Development not located within existing built-up areas located within Flood Zone A & B*’.

Flood Risk Objectives	
Objective No.	It is an objective of the Council to:
KCDP SP-17	(<i>Development not located within existing built-up areas located within Flood Zone A & B</i>) (a) Ensure that highly vulnerable development is not permitted in areas identified in Flood Zone A and B, and not to permit less vulnerable development within Flood Zone A. (b) Ensure that only water compatible development is permitted within Flood Zone A and less vulnerable in Flood Zone B. (c) Ensure that less vulnerable development and water compatible development only is permitted with suitable mitigation measures.

7.0 Expressions of Interest

(Stage One of a Two-Stage Process)

Kerry County Council is undertaking a two-stage competitive process via eTenders and in conjunction with our real estate partners.

This Expression of Interest (EOI) represents Stage 1, which is an initial market engagement phase to identify suitably experienced and capable parties and to inform the Council's approach to the future development and/or disposal of the site(s).

Following assessment of Stage 1 submissions, the Council may, at its discretion:

- invite a shortlisted number of applicants to participate in Stage 2, or
- undertake a further open competitive process via eTenders, or other platforms as appropriate

Participation in this Stage 1 EOI does not confer any advantage or preferential status in any subsequent stage.

Information Requirements – Stage 1 (EOI)

All Expressions of Interest must include the following information:

Proposal

1. Please describe, at a high level, your proposed approach to the development of the site(s), including your overall strategy for delivery. Supporting material may be included where relevant.
2. Demonstrate your experience in delivering projects of a similar scale and outline your proposed professional team.
3. Provide an initial outline of how your approach aligns with relevant planning policies, zoning strategy, and opportunity site designations as set out in Section 5 of this document and the Tralee Settlements' Plan (Variation 1 of the Kerry County Development Plan, adopted 21st July 2025).

Community/Economic Benefit

1. Provide an outline of the potential economic benefits of your proposal, including anticipated employment generation for Tralee and the surrounding area.
2. Please describe how your proposal would benefit the general community of Tralee and /or its surrounding area, providing regional and/or community gain.

Financial and Delivery Capacity

1. Provide an overview of your proposed funding approach and your capacity to deliver a project of this nature.

2. Provide an indicative timeline for delivery.

Applicant Details

Submissions must clearly provide full details of the party/applicant, including:

1. Name of submitting party
2. Legal status
3. Contact name
4. Company name (where applicable)
5. Company number (where applicable)
6. Correspondence address
7. Telephone number
8. Email address
9. Position

Format for Submission

An electronic copy in PDF format must be uploaded on etenders. <https://www.etenders.gov.ie>

Completed Expressions of Interest must be signed and dated and include confirmation that:

1. The submission is complete and accurate
2. The information provided may be used for assessment purposes
3. The signatory is authorised (where applicable)

Access to the Sites

Access will be restricted and subject to prior approval by Kerry County Council. Attendance on site will only be permitted when accompanied by a designated Council representative.

Queries

Queries may be submitted via eTenders.

Closing Date

The deadline for receipt of Expressions of Interest is **5pm on Friday 25th of September 2026**. Late submissions will not be considered.

IMPORTANT NOTICES

This Expression of Interest forms Stage 1 of a two-stage process being undertaken by Kerry County Council. The Council reserves the right to invite a subsequent stage process, which may be conducted via eTenders, and may be open to all interested parties or limited to a shortlist of applicants.

Participation in this Expression of Interest process will not confer any advantage or preferential status in any subsequent stage.

Kerry County Council does not bind itself to any applicant or Expression of Interest submitted and any Expression of Interest is submitted to, and reviewed by, Kerry County Council on a 'subject to contract / contract denied' basis.

Nothing in the within particulars or any documentation provided pursuant to same shall constitute an agreement or collateral contract with Kerry County Council. Kerry County Council may decide, at its discretion, to further open the Site to the general market or invite additional proposals by way of further Expressions of Interest or otherwise. Kerry County Council may end this Expression of Interest process at its discretion and without compensation to any applicant.

The within particulars and any documentation provided pursuant to same are provided for the general guidance of applicants only. Kerry County Council will not be liable for any inaccuracies, and no representation or warranty is made in relation to same.

No representation or warranty is made in relation to the condition or suitability of the Property or its services and applicants are deemed to have fully inspected and surveyed the Property prior to submitting an Expression of Interest.

Any and all costs, fees and expenses, however, incurred by any party preparing or submitting an Expression of Interest are to be considered as work at risk and there shall be no recovery of same from Kerry County Council. Parties are advised not to make a submission if this condition is considered unacceptable. Kerry County Council will use its best efforts to hold confidential any information provided by applicants subject to their obligation under law including the Freedom of Information Acts. Applicants are advised that any information provided in an Expression of Interest may have to be disclosed in response to a request unless Kerry County Council determines that one of the statutory exemptions applies (please note decisions made by Kerry County Council in this respect may be appealed by the party making the request to the Information Commissioner).

Kerry County Council reserve the right, but is not obliged, to:

- meet with applicants for the purposes of clarification and / or elaboration of information received as part of an Expression of Interest;
- enter discussions with all or any of the applicants in relation to any aspect of their Expression of Interest.

Any conflict or potential conflict of interest on the part of any applicant (or any of that applicant's employees, agents, or subcontractors) submitting an Expression of Interest must be fully disclosed to Kerry County Council as soon as the conflict or potential conflict of interest is or becomes apparent. In the event of any conflict or potential conflict of interest, Kerry County Council may invite parties to propose means by which the conflict might be removed. Kerry County Council will, at its absolute discretion, decide on the appropriate course of action, which may in appropriate circumstances include disqualifying a party from submitting an Expression of Interest.

An applicant may be disqualified by Kerry County Council from this Expression of Interest process if he /she / it:

- (a) has been convicted of an offence involving participation in a proscribed criminal organization, corruption, fraud or money laundering;
- (b) has been involved in any activity, criminal or otherwise, which may bring this process into disrepute or;
- (c) is involved in any canvassing or lobbying in support of its Expression of Interest.

Publicity

No publicity regarding this Expressions of Interest exercise or any contract pursuant to same is permitted without the prior written consent of Kerry County Council.

Registrable Interest

Any registrable interest involving any applicant and Kerry County Council, members of the Government, members of the Oireachtas, or employees and officers of Kerry County Council and their relatives must be fully disclosed in the proposal or, in the event of this information only coming to the notice of the applicant after the submission of a proposal, must be communicated to Kerry County Council immediately upon such information becoming known to the applicant.

The terms “Registrable Interest” and “Relative” shall be interpreted as per Section 2 of the Ethics in Public Office Acts 1995 and 2001, copies of which are available at www.irishstatutebook.gov.ie. Kerry County Council will, at its absolute discretion, decide on the appropriate course of action, which may in appropriate circumstances include eliminating an applicant from this Expressions of Interest exercise or terminating any contract entered in to by an applicant pursuant to same.

Data Protection

“Data Protection Laws” means all applicable national and EU data protection laws, regulations and guidelines including, but not limited to, Regulation (EU) 2016/679 and any guidelines issued by the Office of the Data Protection Commissioner.

Kerry County Council will be a Data Controller (where Data Controller has the meaning given under the Data Protection Laws) in respect of any Personal Data (where Personal Data has the meaning given under the Data Protection Laws) required to be provided by applicants in response to this Expression of Interest. The applicant, as Data Controller in respect of any Personal Data provided by it in its submission, is required to confirm that all Data Subjects (where Data Subject has the meaning given under the Data Protection Laws) whose Personal Data is provided by the applicant have consented to the processing of such Personal Data by the applicant, Kerry County Council and the Evaluation Team, for the purposes of the participation of the applicant in this Expression of Interest or that the applicant otherwise has a legal basis for providing such Personal Data for the purposes of its participation in this Expression of Interest process.

Confidentiality

All documentation, data, statistics, drawings, information, patterns, samples or material disclosed or furnished by Kerry County Council to applicants during this Expressions of Interest exercise:

- (a) are furnished for the sole purpose of replying to this Expressions of Interest exercise only;
- (b) may not be used, communicated, reproduced or published for any other purpose without the prior written permission of Kerry County Council;
- (c) shall be treated as confidential by the applicant and by any third parties (including subcontractors) engaged or consulted by the applicant; and
- (d) must be returned immediately to Kerry County Council upon cancellation or completion of this Expressions of Interest exercise if so, required by Kerry County Council.

Appendix

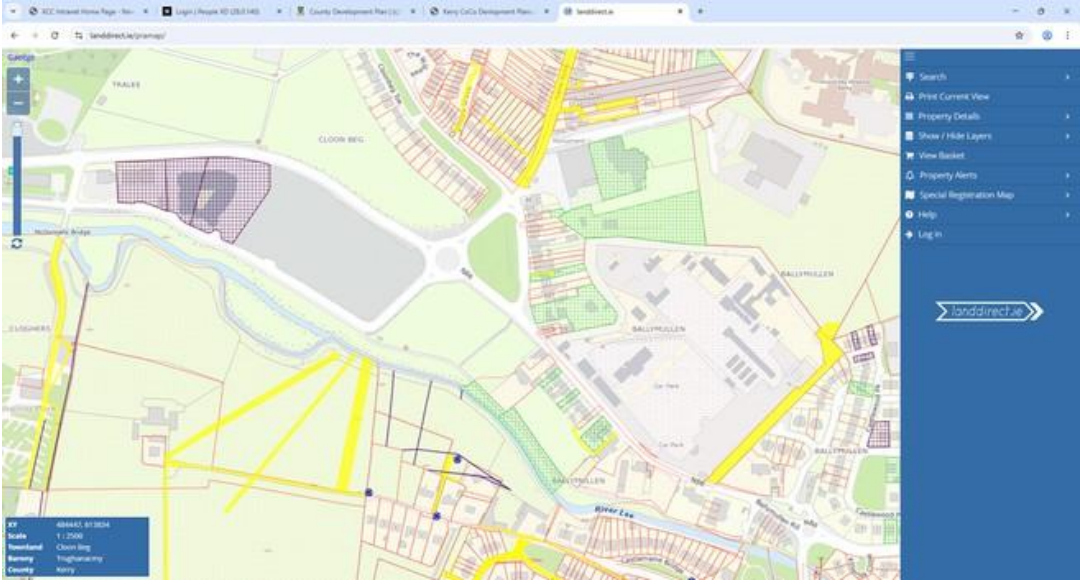
Site Photos



Site Photos



Site Photos





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