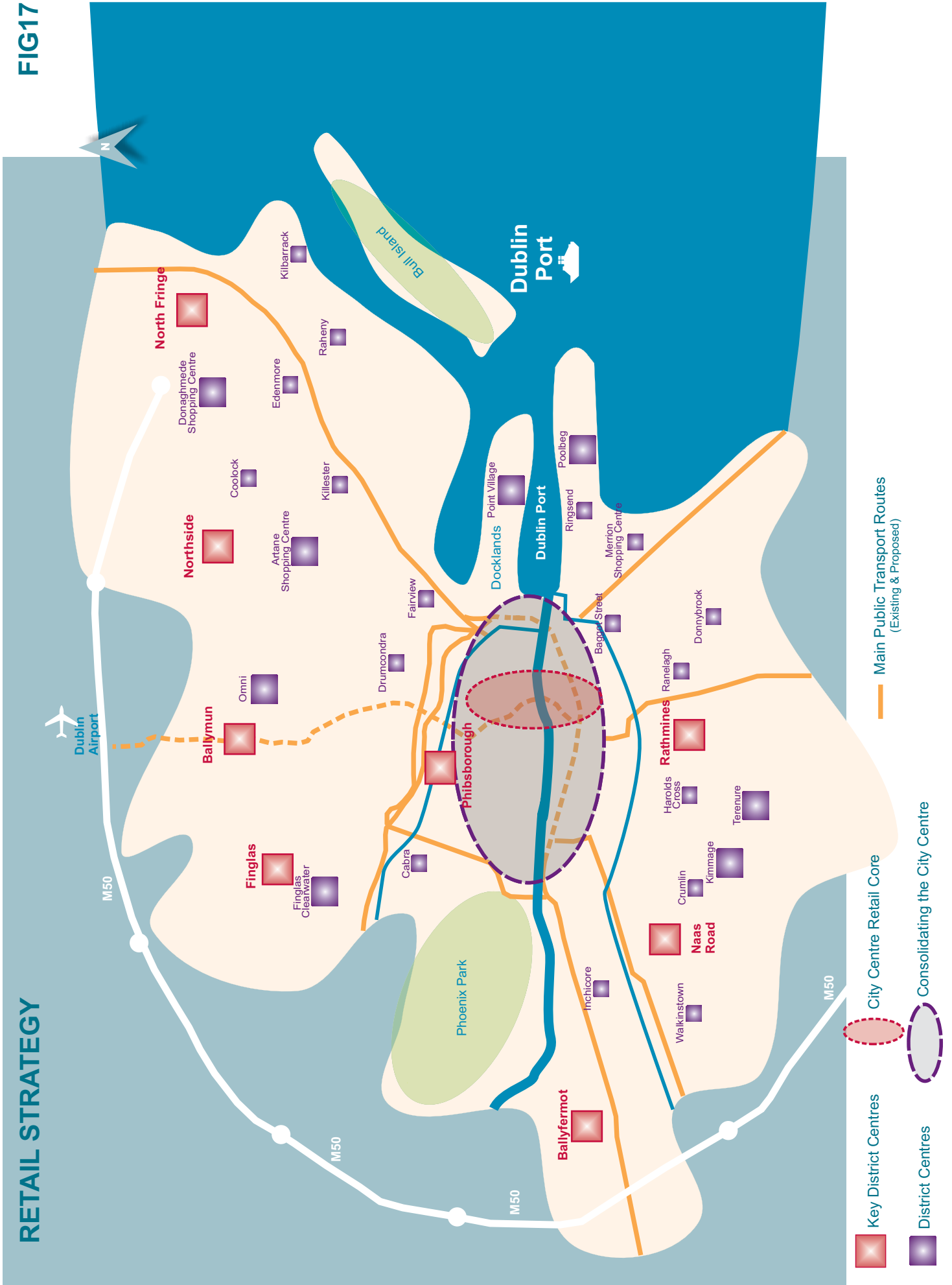


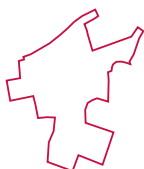
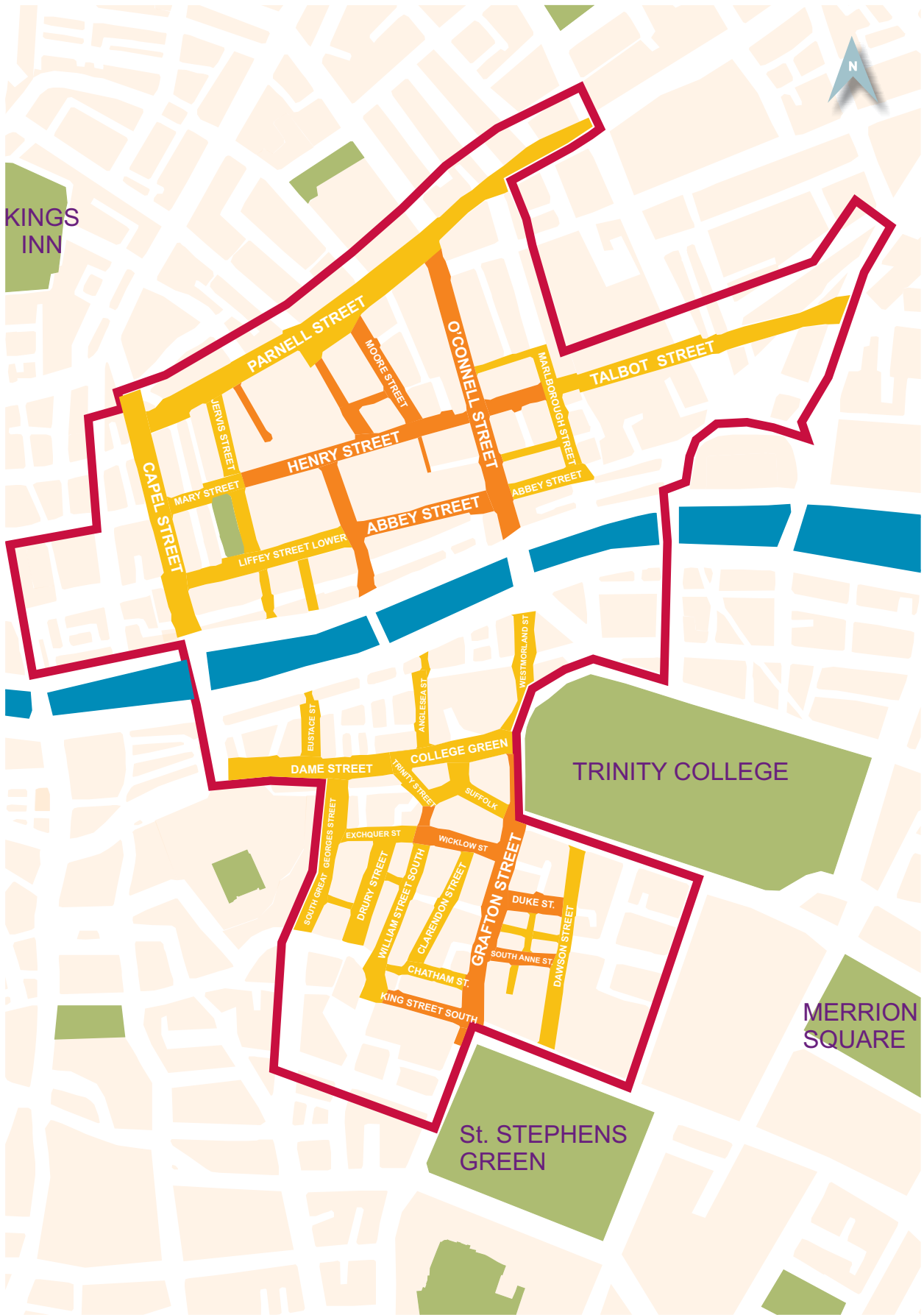
## **CHAPTER 10**

# **STRENGTHENING THE CITY AS THE NATIONAL RETAIL DESTINATION**



# CITY CENTRE RETAIL CORE PRINCIPAL SHOPPING STREET

FIG18



Central Shopping Area



Category 1 Streets



Category 2 Streets

## **STRENGTHENING THE CITY AS THE NATIONAL RETAIL DESTINATION**

Retail activity has the potential to play a crucial role in the realisation of the Core Strategy. It can contribute to the city's economic recovery and a quality city by improving the existing retail offer and strengthening linkages with the rich diversity of uses within the city. The retail strategy for the city cross-cuts a number of aspects of the core strategy such as the city's performance on a national and international level, the primacy of the city centre, the regeneration strategies to lift and consolidate the city centre and the creation of successful communities and good neighbourhoods.

### **10.1 ACHIEVEMENTS**

The introduction of the Luas which directly serves the two principal shopping streets has resulted in significant increases in the number of pedestrians in both the Henry Street and Grafton Street Areas, whilst the completion of the Port Tunnel has helped ameliorate many critical points of pedestrian-vehicle conflict and improve the city centre environment.

Progress has also been made in consolidating and strengthening the city's main shopping quarter or retail core. Grafton Street & Environs has been designated as an Architectural Conservation Area and Special Area of Planning Control, to protect its character and to safeguard it as a premier shopping street.

In terms of the North Retail Core, there is the potential to deliver regional-scale retail development with two pivotal schemes known as the Northern Quarter and Dublin Central. These schemes upon development will make a significant contribution to the comparison retail offer of the city and improvements to the public realm.

Cow's Lane in Temple Bar West with its focus on contemporary design is a prime example of emerging small retail areas. There are a growing number of art galleries creating a synergy with the antiques trade along Francis Street. Parnell Street with its growing range of ethnic shops and services offers a distinctive retail experience.

Street markets are a welcome development in the city's retail sector such as the farmer's market at Coppinger Row, the Design Mart at Temple Bar, as well as markets at Smithfield and Newmarket Square. These market activities add to the diversity of the shopping experience in the city, lend a vibrancy to the street activity and enliven civic spaces.

In relation to the suburbs, important achievements include comprehensive schemes for district centre level retail provision as an integral element of regeneration in the Ballymun and Northside areas.

### **10.2 CHALLENGES**

The city centre still retains its position as the premier retail centre in the state. However, there is genuine concern that the growth in the retail offer of suburban and regional centres is not being matched by a corresponding growth in the city centre. This relative inactivity means that the city centre has not broadened its appeal in terms of retail mix and quantum, posing a threat and challenge to the retail competitiveness of the city centre.

Dublin's city centre shopping experience is currently heavily concentrated on the main shopping streets or spines of Henry Street and Grafton Street. The extension of pedestrian loops beyond the main shopping streets and allowing for expansion of the shopping activities to adjoining streets, is critical to strengthening and consolidating the north and south retail cores.

A key challenge for the city is to strengthen the pedestrian routes linking the north and south retail core areas to create a more cohesive retail core, with an expansion of shopping activity along established links such as O'Connell Street, College Green, Westmoreland Street and Temple Bar. This will require the creation of a high quality pedestrian environment and the development of a strong and active frontage at street level.

There has been a notable lack of larger units in the size range of 550-1500 sqm in the Grafton Street or South Retail Core Area. The development potential of key sites in the vicinity has not been fully recognised and there has been a failure to attract leading international fashion outlets and optimise its potential as a high fashion area.

There are areas where the city centre is succeeding in terms of a vibrant shopping environment with a successful mix of shops, bars and restaurants and other retail uses that provide a competitive edge, for example Capel Street, South William Street and Castle Market. The Business Improvement District Scheme (BIDS), a joint venture between the city centre business community and Dublin City Council, is proving an effective mechanism to revitalise, manage and maintain the city centre environment.

In the suburbs, there are challenges relating to the traditional street, the parade of local shops or older shopping centres that are no longer strongly competitive. These factors can lead to unsustainable travel patterns with people driving to more attractive centres at further distances for convenience shopping needs.

The retail vitality of urban villages and emerging new neighbourhoods is often a challenge given the proximity to the city centre as in the case of Rathmines and to retail centres outside the City Council Area, as with Finglas. The complexity of retail catchment areas is particular relevant to the inner and outer suburbs and is important in the context of vibrant sustainable neighbourhoods.

The Transport 21 proposals for the BX Luas Line linking the Green & Red Lines, together with the new Metro Line and the proposed DART Underground will significantly enhance connectivity within the city centre and between the city centre and the region. These multiple levels of connectivity make it an opportune time to address these challenges and to re-position Dublin as a premier shopping destination, supported by a rich diversity of leisure and cultural activities.

### **10.3 RETAIL GUIDANCE**

#### **The Retail Strategy for the Greater Dublin Area 2008-2016**

The Retail Strategy for the Greater Dublin Area 2008-2016 (RSGDA) entails a review of changes in the retail sector and policies since the initial 2001 Strategy and has been prepared in accordance with the requirements of the National Retail Planning Guidelines for Planning Authorities (December, 2000). The strategy provides guidance on the scale of overall provision in the context of a retail hierarchy for the Greater Dublin Area up to 2016. It also provides strategic guidance for a vibrant and competitive retail sector and a series of principles and recommendations for each Council Area.

The provisions of the Retail Strategy for the Greater Dublin Area are incorporated into the Dublin City Retail Strategy and this City Development Plan. The Dublin City Retail Strategy, together with guidance on the scale, location of retail development, criteria for the assessment of retail applications, specific improvement policies for the premier retail streets in the retail core and design guidance is set out in Appendix 4.

## 10.4 THE STRATEGIC APPROACH (See Fig. 17 and 18)

The strategic approach to strengthening Dublin as a retail destination incorporates the specific policy recommendations for Dublin that arise from the Retail Strategy for the Greater Dublin Area and reinforces the settlement hierarchy of the core strategy.

The approach is to;

- Align the retail strategy to the settlement hierarchy of the core strategy in order to enhance and consolidate the inner city create mixed-use, lively and vibrant neighbourhoods throughout the city
- Place sustainability as the over-arching consideration with a particular emphasis on public transport accessibility, the primacy of the city centre and the vitality and viability of existing and emerging centres
- Provide choice and locally accessible shopping in a quality environment to cater for the regular needs of communities throughout the city
- Maintain the role of the city centre as the main retail centre for comparison goods in the Country through continuing to develop the retail environment, the quality of the public realm, the range of retail uses and to facilitate complimentary uses to retail
- Expand and develop local character areas, reflecting the differences and individual needs of the main retail core areas of the city, focusing on facilitating the integration of the economic, cultural and spatial components of the City
- Actively promote and protect the range of specialist shops within the inner city, which contribute to the character and attractiveness of the city as a destination for shopping
- Support the hierarchy of retail locations in relation to the suburban areas, and especially so the development and expansion of the functions of Key District Centres
- Encourage the provision of accessible good quality convenience shopping with strong choice and competition within the inner city and in the rapidly growing areas in Docklands, Heuston and the Liberties, to ensure that adequate provision is made for city residents

## 10.5 POLICIES AND OBJECTIVES

### 10.5.1 General Retail

*It is the policy of Dublin City Council:*

- |            |   |
|------------|---|
| <b>RD1</b> | To have regard to the National Retail Planning Guidelines and the Retail Planning Strategy for the Greater Dublin Area (RPS/GDA) in preparing plans and in the assessment of planning applications for retail developments  |
| <b>RD2</b> | To adopt the retail hierarchy contained in Table 1 of Appendix 4 of this Development Plan   |
| <b>RD3</b> | To promote and facilitate the major contribution of retail and other services to the vitality and success of the city, as a significant source of employment, a focus of tourism, as an important recreational activity and as a link with other cultural and recreational activities                           |
| <b>RD4</b> | To promote and facilitate the significant role of new retailing and other services in encouraging regeneration and investment, providing local employment, improving local services and the attractiveness of regeneration areas for residents and businesses, and attracting additional complementary services |

- RD5** To ensure that proposed large commercial developments, where appropriate, would incorporate retail, residential, employment and entertainment/cultural uses within the design. This mix of day and night time uses adds vitality, and is in line with the concept of sustainability. The non-residential units will be so designed and finished so as to protect the amenities of the residential units
- RD6** To promote and facilitate a range of indoor and outdoor markets
- RD7** To require a high quality of design and finish for new and replacement shopfronts, signage and advertising. Dublin City Council will actively promote and seek the principles of good shopfront design as set out in Dublin City Council's Shopfront Design Guidelines
- RD8** To minimise the negative impact of dead frontage arising from high vacancy levels in retail or retail service outlets by the promotion and facilitation of temporary uses which contribute to the vitality of the street with particular support for publicly accessible creative and community uses such as community cafés, local markets, performance art events, art installations, galleries or artist studios
- RD9** To seek to prohibit adult entertainment shops in proximity to residential areas and to seek to prevent an excessive concentration of such uses having regard to the existing proliferation of similar retail outlets in an area and the vitality of a shopping area.

### **10.5.2 Primacy of the City Centre & Retail Core Area**

In order to maintain and strengthen the retail character of the city centre retail core, which can be adversely affected by dead frontage and lower-order retail uses, the premier shopping streets in the City Centre Retail Core are designated Category 1 & Category 2 Shopping Streets.

The purpose of this designation is to protect the primary retail function of these streets as the principal shopping streets in the retail core with an emphasis on higher order comparison retail and a rich mix of uses. The designation controls the extent of provision of non-retail uses at ground floor level, but also allows for uses complementary to the main shopping focus such as a cafés, bars, restaurants and galleries.

The land-use criteria for the Category 1 & 2 Street are set out in the Retail Strategy, Appendix 4 and their locations are shown in Figure 18: City Centre Retail Core, Principal Shopping Streets.

*It is policy of Dublin City Council:*

- RD 10** To maintain and reinforce the dominant position of the central shopping core as the premier shopping area in the state and to address the challenges and reposition the city as a premier shopping destination, supported by a rich diversity of leisure, cultural and other uses
- RD 11** To implement the objectives of the Retail Core Framework Plan which include increasing the amount of retail floor space through the delivery of a significant quantity of additional retail floor area in particular accommodating higher order comparison goods retailing and including, where appropriate, the provision of larger shop units required by the mainstream fashion outlets. It is also a policy to promote active uses at street level on the principal shopping streets in the central shopping core and having regard to the criteria for Category 1 and Category 2 Streets and the Special Areas of Planning Control

**RD 12** To have regard to the architectural fabric and fine grain of traditional retail frontage, whilst providing for modern retail formats necessary for vibrant city centre retail core as set out in the Retail Core Framework Plan

**RD 13** To recognise that it is essential that the city continues to re-invent itself to provide modern attractive retail environment that can compete both with modern regional centres and also with other international cities both in attracting trade and new retail formats as set out in Retail Strategy for the Greater Dublin Area

*It is an objective of Dublin City Council:*

**RDO1** To implement the environmental and other improvements set out in the Retail Core Framework Plan such as improving facilities for pedestrians, a high quality street environment and better links between the shopping area and new routes, with the refurbishment and extension of the key pedestrian street network including the repaving of the Grafton Street Pedestrian Spine and Liffey Street Upper and Lower (All environmental and public realm improvements to be prioritised under the Public Realm Strategy)

**RDO2** To monitor and evaluate progress on the implementation of the City Centre Retail Core Framework Plan

**RDO3** To promote and facilitate the early implementation of the City Markets Project, a vibrant retail food market, restaurant and leisure market, and a crucial development in integrating the city centre area

**RDO4** To evaluate the operation of the Business Improvement Districts (BIDs) and give consideration to the further designation of the scheme in the city

### **10.5.3 Character Areas**

The radial market streets such as Thomas Street, Camden Street and Manor Street / Stoneybatter and others add greatly to the character and vitality of the city but many of these streets are now being challenged to adapt to new retailing demands. Better physical integration and pedestrian linkages would benefit both the market streets and the centre.

*It is the policy of Dublin City Council:*

**RD14** To promote and facilitate the regeneration, while protecting and building on the local market roles, of the radial market streets located close to the city centre, such as Thomas Street, Camden Street and Manor Street / Stoneybatter

**RD15** To promote and facilitate clustering of uses, including complementary uses, that add character and vitality to the city for example cultural/creative/antiques on Francis Street, ethnic restaurants/shops on Parnell Street and Capel Street

**RD16** To promote and facilitate the improvement and integration of the market streets with the central shopping area, by the designation and improvement of pedestrian linkages, the reduction in levels of traffic, and other environmental improvements.

#### 10.5.4 The Wider City

Retail provision has an important role to play in the creation of vibrant centres and sustainable compact neighbourhoods for residential communities. Dublin City Council will encourage appropriate retail provision throughout the city in accordance with the settlement and retail hierarchy as set out in the core strategy and retail strategy.

*It is the policy of Dublin City Council:*

- RD17** To ensure the adequate retail provision in the emerging or Key Developing Areas such as such Cherryorchard / Parkwest, North Fringe, Pelletstown and the Docklands
- RD18** To seek to maintain and strengthen the existing District and Neighbourhood centres and to re-vitalise, re-invent and prevent the obsolescence of older suburban District and Neighbourhood Centres
- RD19** To encourage the provision of local and/or corner shops in residential areas where there is an existing deficiency of retail provision
- RD20** That major new shopping facilities should be located adjacent to public transport routes
- RD21** To control the provision of retail warehousing and retail parks. These will be assessed with the need to protect the central shopping core and district centres as a priority and the need to confine their use to the sale of bulky goods
- RD22** To co-operate and consult with adjoining local authorities regarding the impact of retail plans or schemes with particular regard to the potential for significant cross-boundary impacts on the retail hierarchy or the retail areas in adjoining Councils

#### 10.5.5 Convenience Shopping

The provision of good quality convenience, speciality and retail service shopping to cater for daily shopping needs are critical to attract and retain residents, especially families with children, as well as businesses in the inner city.

*It is the policy of Dublin City Council:*

- RD23** To promote and facilitate the provision of accessible good quality convenience shopping with strong choice and competition within the inner city area and in developing areas to ensure that adequate provision is made for the increased population now living in the city; and reducing the numbers traveling the outer suburbs to meet their convenience needs and to attract and retain families with children in the city, as set out in Retail Strategy for the Greater Dublin Area
- RD24** To promote and facilitate the provision of supermarket shopping primarily in District Centres and Neighbourhood Centres. Any proposals for convenience shopping outside of designated centres will be subject to the sequential test criteria as set out in the Retail Strategy, Appendix 4

#### 10.5.6 Competitiveness and Sustainable Planning

The retail sector is one of the fastest changing areas of the economy. Government reports have identified that there is a lack of competition in the grocery sector and that the planning system should foster competition and innovation. It is now recognised that planning should more explicitly take the needs of consumers into account.

*It is the policy of Dublin City Council:*

**RD25** To ensure that Dublin adapts to developments in retail formats and changing lifestyles having regard to the retail and settlement hierarchy set out in the Core Strategy

**RD26** To promote and facilitate competition and innovation in the retail and other services sector to the benefit of competitiveness and the consumer, as an integral part of the proper planning and sustainable development of the city