

Retail Viability Study

For a Strategic Housing Development At Cooldown Commons Phase 3, Fortunestown Lane, Citywest, Dublin 24

June 2021

Prepared by

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On behalf of:

Cairn Homes Properties Ltd.



1 Introduction

McGill Planning Limited, 45 Herbert Lane, Dublin 2, is instructed by our client Cairn Homes Properties Ltd., to prepare this Retail Viability Study for a proposed Strategic Housing Development at Cooldown Commons Phase 3, Fortunestown Lane, City West, Dublin 24 which includes three retail units as follows:

Retail unit at GF of D3 = 285 sqm

Retail unit at GF of E1 = 182 sqm

Retail unit at GF of E1 = 252 sqm

The primary purpose of this Retail Viability Study is to address subsection 4.9 of the *Retail Planning Guidelines 2012* and to provide an assessment of the proposed retail use, to determine whether it is in accordance with the proper and sustainable retail planning for the area and consistent with retail and planning policies. This Retail Viability Study will also assess whether the type and quantum of retail floorspace proposed is appropriate for the site and would enhance the vitality and viability of the Fortunestown/ Citywest area and would not adversely affect the vitality and viability of other neighbourhood centres within the vicinity of the proposed development.

The need for a Retail Viability Study is set out in the Notice of Pre-Application Consultation Opinion from An Bord Pleanála following the tripartite meeting on the 18th June 2020. The Opinion requests that *pursuant to article 285(5)(b) of the Planning and Development (Strategic Housing Development) Regulations 2017, the prospective applicant is hereby notified that, in addition to the requirements as specified in articles 297 and 298 of the Planning and Development (Strategic Housing Development) Regulations 2017, the following specific information should be submitted with any application for permission:*

Viability Study for the proposed retail unit

In line with the opinion, this Retail Viability Study has been prepared to determine the potential viability of the proposed retail units.

2 Site Context

The subject site is irregularly shaped and extends to c. 3.404 ha. It is undeveloped and currently consists of a temporary compound that is being used for the construction of the adjacent site to the west (phases 1 and 2 of the overall landholding by Cairn).

The site is located immediately north of the Fortunestown Luas stop and the Luas line bounds the site to the south and east. The adjacent lands to the north, north east and west of the site are currently under construction.

The surrounding area has seen significant development in recent years, with the extension of the Luas red line and the construction of new residential developments. The surrounding residential units include a mix of semi-detached houses, duplexes and apartment blocks.



Figure 1 Approximate Site Location

This is an area which is subject to a Local Area Plan and as a result is in transition with the surrounding area being subject to significant development in recent years, with the extension of the Luas red line and the construction of new residential developments. The surrounding residential units include a mix of semi-detached houses, duplexes and apartment blocks. A full history is included in the Planning Report by McGill Planning Ltd. However, as can be seen in the map below, several large-scale developments have been recently permitted within the area immediately surrounding the site. Between the sites identified below, there are c. 3,073 no. residential units across ten sites with permissions, many of which are under construction or indeed nearing completion. It is worth noting however, that only 3 of these sites propose any form of retail within the development.

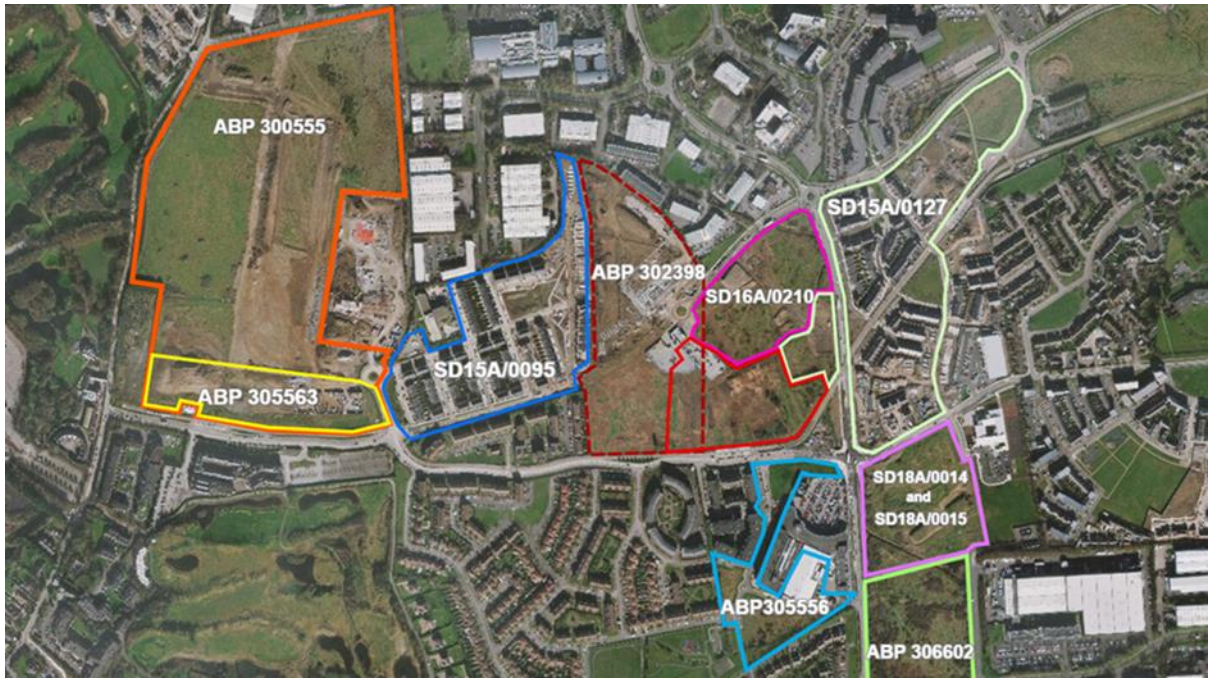


Figure 2 Recent applications in the surrounding area

3 Retail Planning Policy Context

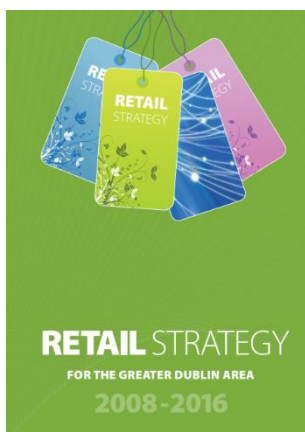
3.1 Retail Planning Guidelines for Local Authorities 2012



The Retail Planning Guidelines provide a framework for assessing retail development nationally with 5 key objectives:

- i) Ensure that all future development plans incorporate clear policies and proposals for retail development;
- ii) To facilitate a competitive and healthy environment for retail industry of the future;
- iii) To promote forms of development which are **easily accessible-particularly to public transport-** in a location which encourages multi-purpose shopping, business and leisure trips on the same journey;
- iv) To support the continuing role of town and district centres;
- iv) A presumption against large retail centres located adjacent or close to existing, new or planned national roads/motorways.

3.2 Retail Strategy for the Greater Dublin Area



The Retail Strategy for the Greater Dublin Area 2008-2016 provides objectives and policies to guide retail planning across the seven councils that make up the Greater Dublin Area. It aims to set out a co-ordinated, sustainable approach to the assessment and provision of retail within the GDA.

The strategy sets out a retail hierarchy for the GDA, which has 5 levels:

- Level 1 The Metropolitan Centre
- Level 2 Major Town Centres and County Town Centres
- Level 3 Town and/or District Centres and Sub-County Town Centres
- Level 4 Neighbourhood Centres, Local Centres-Small Towns and Villages
- Level 5 Corner Shops/Small Villages

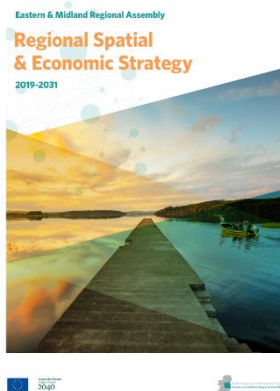
Under this hierarchy, Fortunestown is designated as Level 3. Section 6.18 states that *district and town centres usually comprise groups of shops often containing at least one supermarket or superstore and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as libraries*. Section 6.19 notes that *it is important where large areas of new housing are planned that new retail centres are provided in tandem with the housing at a scale appropriate to meeting the regular convenience and lower order comparison shopping needs of these new communities*.

Section 6.61 sets out thresholds for when a Retail Impact Assessment should accompany a planning application. There are where:

- i) the development is located in a Level 1 or 2 centre and when complete would increase the retail floorspace of the centre/town by 5,000 sq.m (gross);
- ii) the development is located within a Level 3 or other centre, or outside a centre; where the scheme if completed, would result in an increase of over 2,500 sq.m m gross floor area

The proposal is for three retail units totalling an area of c. 719sqm is below both thresholds. As a result, a Retail Impact Assessment is not required.

3.3 Regional and Spatial Economic Strategy for the Eastern and Midland Region 2019-2031



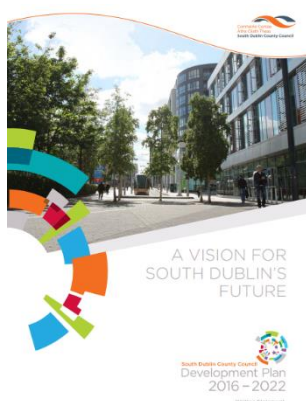
The Regional and Spatial Economic Strategy sets out a framework for the development of the eastern and midland region to 2031. In relation to retail, the RSES recognise the importance of retail as a significant employer and economic contributor in the region. In addition, it notes that retail plays a key role in placemaking, creating attractive liveable environments, and in the regeneration of areas.

The RSES outlines the retail hierarchy as presented in the Retail Strategy for the Greater Dublin Area, which places Citywest at Level 3. It notes that the retail floorspace thresholds are still to be reached in many cases. In this regard, the EMRA supports *the preparation of a Retail Strategy / Strategies for the Region in accordance with the Retail Planning Guidelines for Planning Authorities 2012, or any subsequent update, to update the retail hierarchy and apply floorspace requirements for the Region (RPO 6.10).*

Policy Objective 4.3 supports the *consolidation and re-intensification of infill/brownfield sites to provide high density and people intensive uses within the existing built up area of Dublin City and suburbs and ensure that the development of future development areas is co-ordinated with the delivery of key water infrastructure and public transport projects.*

The RSES note the NPF's targets to achieve compact growth with 50% of housing to be provided within of contiguous to the built up area of Dublin City and suburbs. To achieve this compact growth in the Dublin Region, the MASP identifies *strategic residential and employment corridors along key public transport corridors existing and planned, that contain development opportunities.* These include Fortunestown near the emerging town of Saggart/Citywest, where the subject site is located.

3.4 South Dublin County Development Plan 2016-2022



The South Dublin County Development Plan 2016-2022 sets out a Settlement Hierarchy which identifies Saggart/Citywest as an *Emerging Sustainable Growth Town*. It is the council's policy to *support the sustainable long term growth of Moderate Sustainable Growth Towns/Emerging Moderate Sustainable Growth Towns based on the capacity of public transport connections and the capacity of social infrastructure.*

The Core Strategy projects population growth of 26,275 persons between 2011 and 2022, based on CSO Regional Population Forecasts, 2013. This increase in population will increase retail expenditure and require additional floor space to accommodate the needs of the future population.

The subject site is zoned RES-N 'To provide for new residential communities in accordance with approved area plans'. In addition to residential use, the following uses are permitted in principle within this zoning: Shop-Local, Shop-Neighbourhood, and Restaurant/Café. These are defined in Schedule 5 of the Development Plan as follows:

- **Shop-Local** A local shop of *not more than 100 sq.m.* that primarily serves a local need and does not generally attract business from outside the local area. They will primarily serve a 'walk-in' population and will typically have limited carparking.

- **Shop – Neighbourhood** This category includes *smaller shops* giving a localised service in a range of retail trades or businesses such as butcher, grocer, newsagent, hairdresser, dry cleaning or launderette, and designed to cater for normal neighbourhood requirements. It also includes a small supermarket on a scale directly related to the role and function of the settlement and its catchment and not exceeding 2,500 sq.m. net retail floorspace.
- **Restaurant/Café** A building or part thereof where the primary function is the sale of meals and refreshments for consumption on the premises

The following four zoning relate directly to retail:

- **TC** To protect, improve and provide for the future development of Town Centres;
- **MRC** To protect, improve and provide for the future development of a Major Retail Centre;
- **DC** To protect, improve and provide for the future development of District Centres;
- **VC** To protect, improve and provide for the future development of Village Centres;
- **LC** To protect, improve and provide for the future development of Local Centres.

Citywest Shopping Centre is zoned TC and is located to the south of the subject site. Saggart Village located c.1.3km west of the subject site, is zoned VC. Sundale Shopping Centre, c. 1km east of the site, is zoned LC.

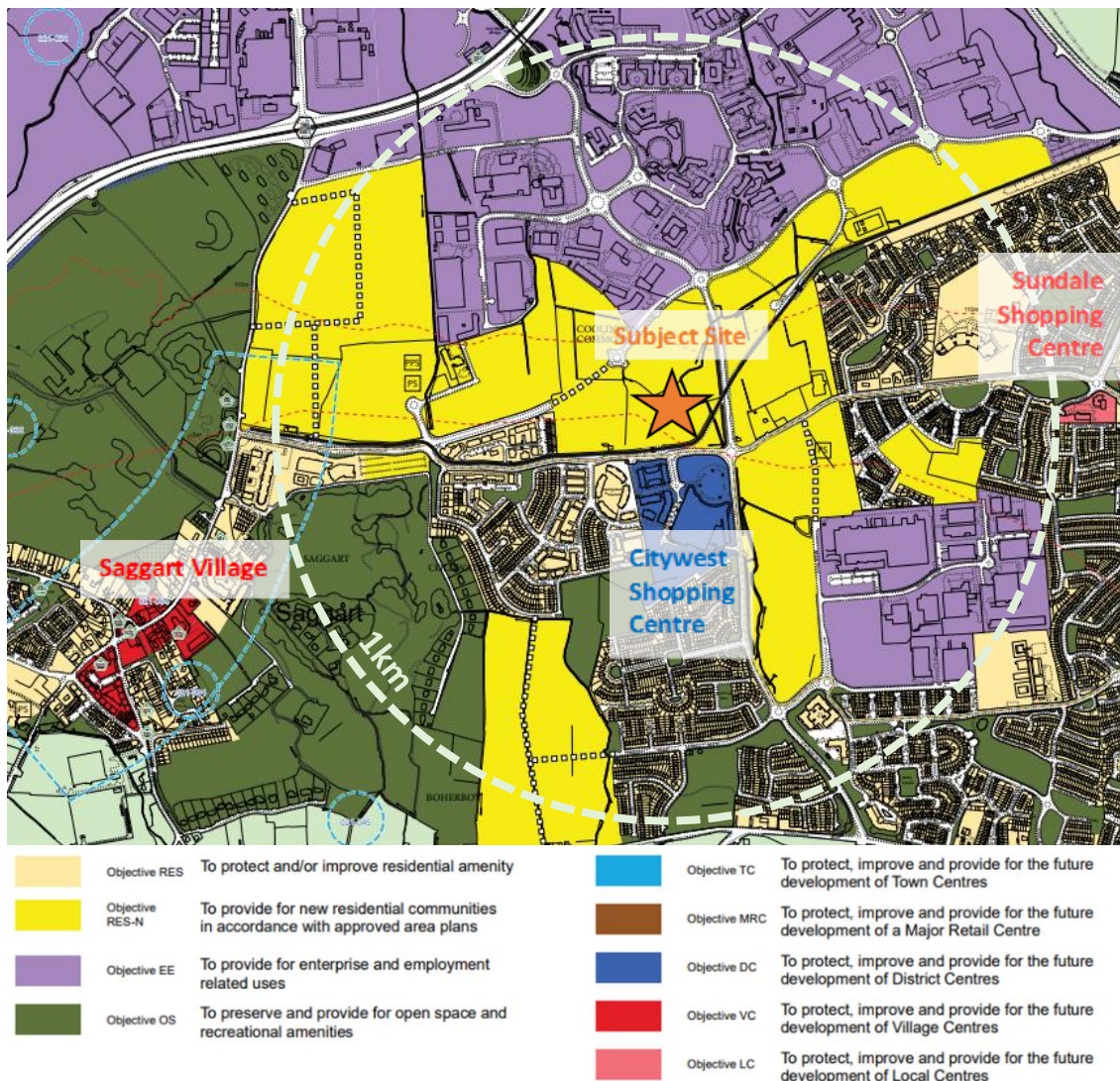


Figure 3 Extract from SDCC Development Plan 2016-2022 Map 8 showing subject site and key retail zonings within 1km.

Chapter 5 of the County Development Plan sets out the policies and objectives relating to urban centres and retailing. It outlines a five-tier retail hierarchy for the county derived from the retail hierarchy set out in the *Retail Strategy for the Greater Dublin Area 2008-2016*. Within this hierarchy Citywest Shopping Centre is identified as Level 3 and Saggart Village is identified as Level 4. The proposed retail units and café, which are on the opposite side of the road and Luas tracks are proposed to be Level 5 – Corner Shops or local shops as set out in Table 5.1 of the Development Plan. This would support the local neighbourhood but would not compete with the level 3 shops in Citywest Shopping Centre.

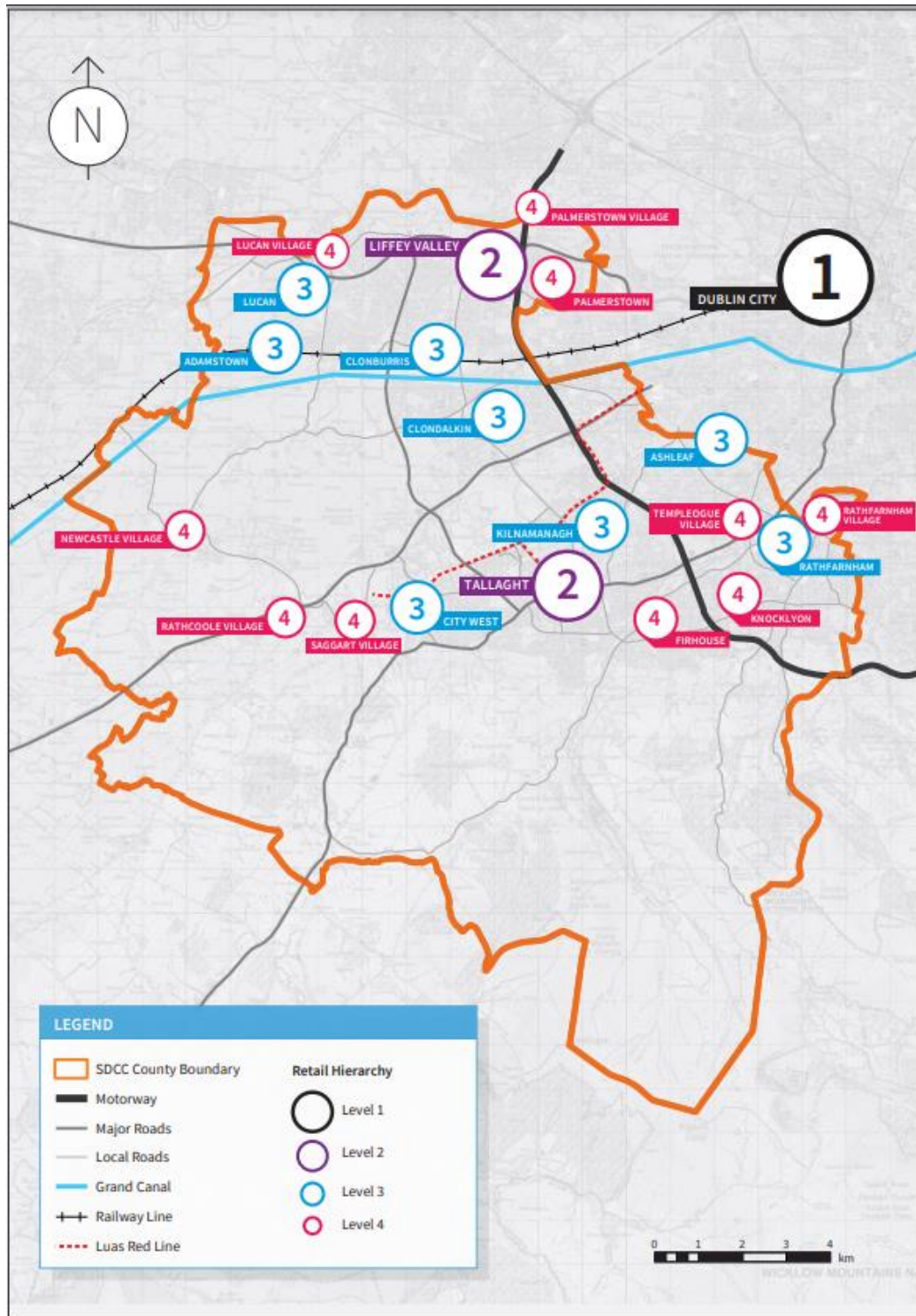


Figure 4 Retail opportunities within the wider area of South Dublin City Council

Figure 5.2 Urban Hierarchy identifies Citywest as a District Centre, which is reflected in the land-use zoning. District Centres are secondary urban centres that serve the environs of the Metropolitan Consolidation Towns and the Consolidation area. They are generally purpose-built shopping centres with a primary retail function and their role is to provide a district focal point for the community.

It is the council's policy to *encourage the provision of an appropriate mix, range and type of uses in District Centres, including retail, community, recreational, medical and childcare uses, at a scale that caters predominantly for a district level catchment, subject to the protection of the residential amenities of the surrounding area* (Urban Centres Policy 4).

The following policies and objectives are also relevant:

- *UC1 Objective 1: To **direct retail**, commercial, leisure, entertainment, civic, community and cultural uses **into town, village, district and local centres** and to achieve a critical mass of development and a mix of uses that is appropriate to each level in the urban hierarchy.*
- *UC1 Objective 5: To promote and facilitate environmental and public realm improvements in existing town, village, district and local centres to address environmental quality, urban design, safety, identity and image.*
- *UC4 Objective 3: To encourage a broad range of facilities and services that are appropriate to serve a district catchment and fulfil a district function, as a focus for both community infrastructure and public transport.*
- *Retail Policy 1 Overarching: It is the policy of the Council to seek **to ensure adequate retail provision at suitable locations in the County and to protect the vitality and viability of existing centres in accordance with the retail framework** provided by the Retail Planning Guidelines for Planning Authorities (2012) and the Retail Strategy for the Greater Dublin Area 2008-2016. Given the changing economic circumstances since the adoption of the Retail Strategy for the Greater Dublin Area a cautionary approach will be adopted in relation to future quantitative retail floor space requirements.*
- *R1 Objective 3: **To support new retail provision in the County to meet the needs of the County's population** and to direct new retail floor space into designated retail centres in accordance with the County Retail Hierarchy, so that centres can maintain and expand their retail offer.*
- *R1 Objective 7: **To support, subject to identified need, the development of smaller and medium sized supermarkets** in preference to superstore and hypermarket outlets, development of which should be generally limited.*
- *R1 Objective 9: **To encourage and facilitate the provision of local convenience shops** (Shop – Local) in existing residential areas where there is a deficiency of retail provision in the catchment, subject to protecting residential amenity*
- *R6 Objective 2: To ensure that the scale and type of retail offer in District Centres is sufficient to serve a district catchment, without adversely impacting on or drawing trade from higher order retail centres*
- *R8 Objective 1: **To support the development of Local Centres** as sustainable, multifaceted, retail led mixed use centres.*
- *R8 Objective 2: **To ensure that the scale and type of retail offer in Local Centres is sufficient to serve a local catchment**, without adversely impacting on or drawing trade from higher order retail centres.*

3.5 Fortunestown Local Area Plan 2012



The Fortunestown Local Area Plan (LAP) was adopted in May 2012 for a period of 6 years. The LAP was subsequently extended in 2017 for a further 5 years. As a result, this LAP will remain in place until 2022.

The aim of the LAP is to develop the lands and to ensure that the main concentration of retail and service uses occurs close to the centre of the LAP at the Citywest Shopping Centre (section 3.1)

The LAP identifies a district centre at the intersection of Fortunestown Lane and Citywest Road. Section 5.4.2 states that *the District Centre will act as a mixed use hub and will serve surrounding residential and commercial neighbourhoods (existing and proposed) with retail, civic, recreation and service facilities whilst accommodating a residential density of circa 50 dwellings per hectare, which will help ensure for the efficient use of facilities and the Luas.* Retail and service uses that accord with the Retail Planning Guidelines are encouraged within the Fortunestown Centre (section 5.4.5).

Section 5.4.2 notes that *the neighbourhoods that emanate from the District Centre will be relatively mono-functional but will include local nodes that accommodate small scale local retail and service uses.*

Section 5.4.5 also identifies that retail and services uses are encouraged within the Fortunestown Centre. While table 6.1 of the LAP identifies retail as an appropriate use in the area.

Table 6.1: Neighbourhood Functions

Neighbourhood	Location/Axis	Function
Fortunestown Centre	Central Hub	Civic, community, retail and service centre, with library facility and healthcare facility for Plan Lands and surrounding neighbourhoods with residential population. Primary school provision.

The LAP includes the following objective in relation to this centre set out in 6.1.3:

- *Ensure that an identifiable centre develops around the junction between Citywest Road and Fortunestown Lane/Way and the Fortunestown Luas stop with a vibrant mix of retail, service, civic, community and residential uses. Retail floorspace shall comply with Retail Planning Guidelines. (Objective FC5)*

The location of the subject site in relation to this district centre is shown in the map below. Unlike the SDCC Development Plan, this district centre extends beyond the Citywest Shopping Centre and includes a portion of the subject site, including the area where the plaza, retail units, café and community centre are proposed.

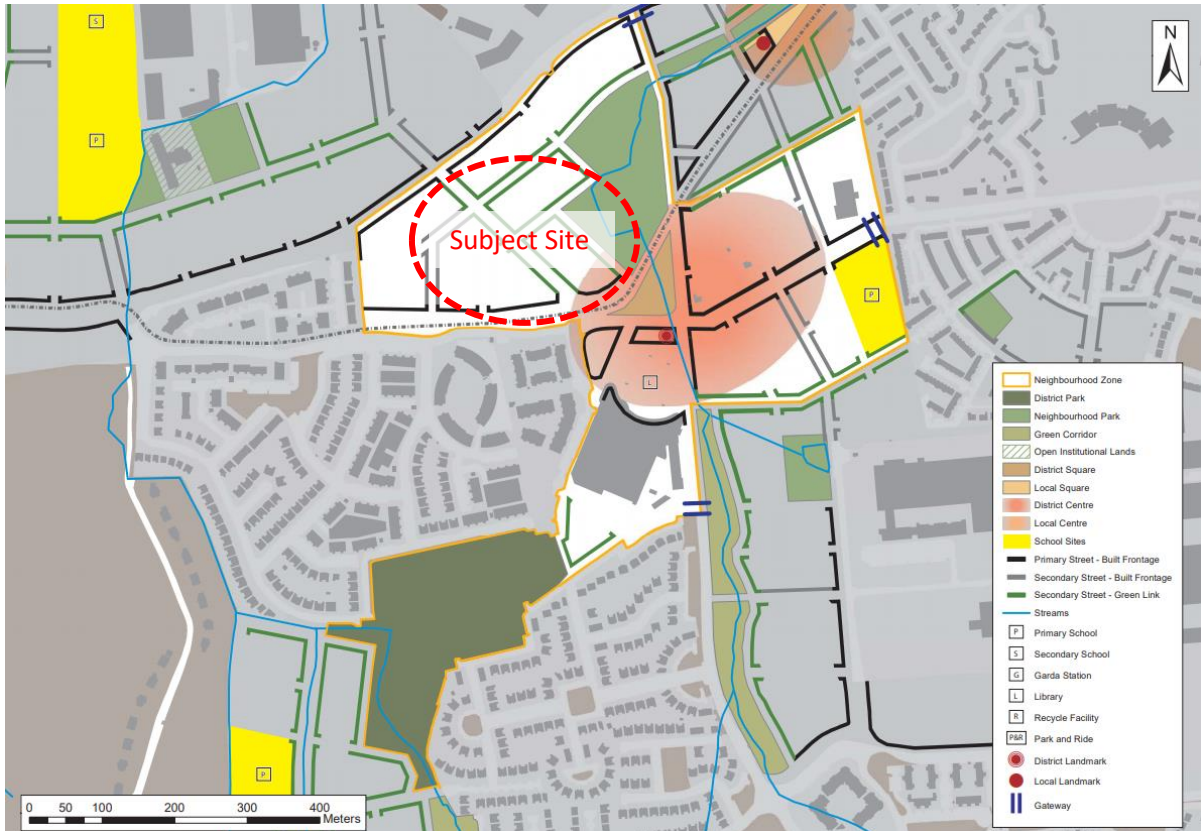


Figure 5 Subject Site identified on Fig 6.6 Fortunestown Centre Neighbourhood Framework

Within this LAP, which was written in 2012 and extended in 2017, it identifies new dwellings targets for Fortunestown Centre area of 576 no. new dwellings; Saggart – Cooldown Commons of 1,186 no. new dwellings; and 370 no. new dwellings within the Citywest Road area, resulting in a total of 2,132 no. new dwellings in the area (a total of 3,300 new dwellings in expected in the LAP area as a whole).

Based upon this target, new retail was proposed and encouraged within the LAP area. It is worth noting that the LAP does not set a limit or cap on the quantum of retail space within this area. Furthermore, as noted in the LAP of the 34,400 sqm of commercial and community floorspace permitted in this area between 1993 and 2010, a third of the space has not been constructed and any with subsequent planning permissions have not delivered a significant quantum of commercial space to rectifies this. This is demonstrated by figure 6 below. Figure 7 indicates the developments that have been permitted since the adoption of the LAP in 2016.

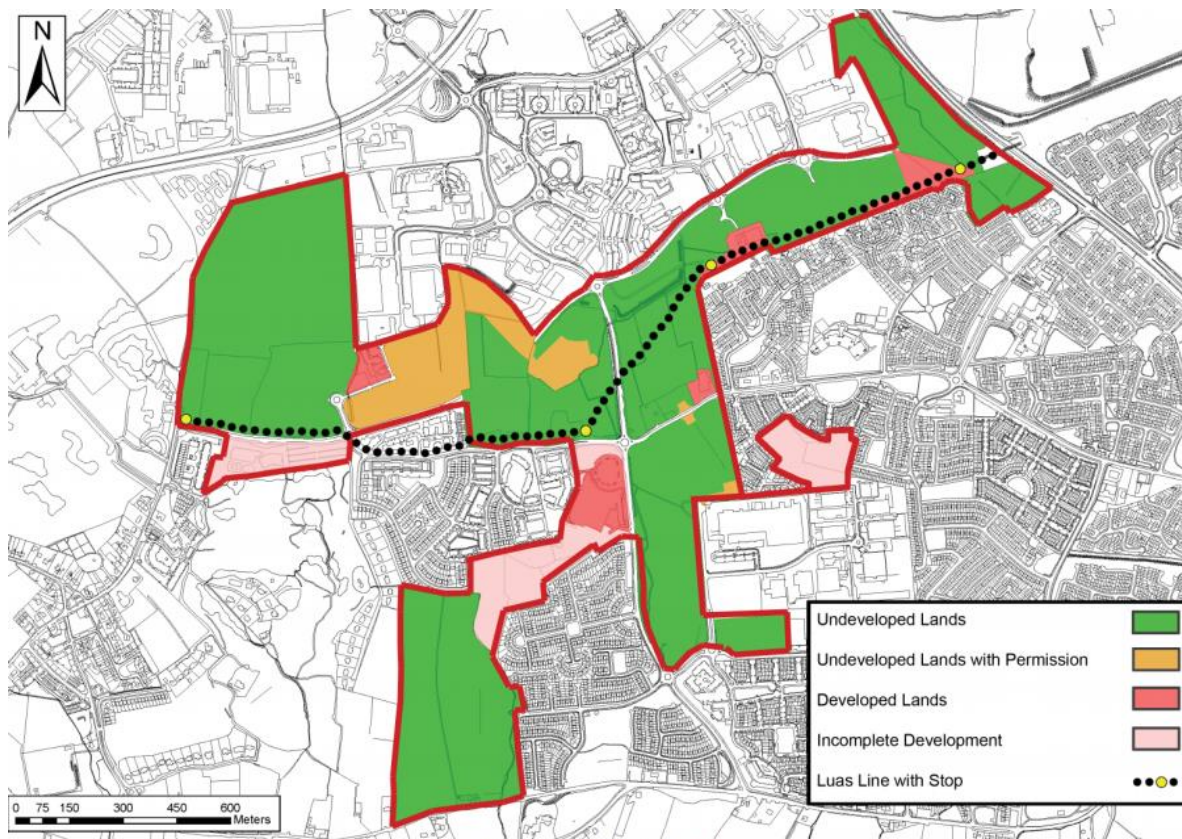


Figure 6 Extract from the LAP 2012 identifying undeveloped lands with permission and incomplete development sites

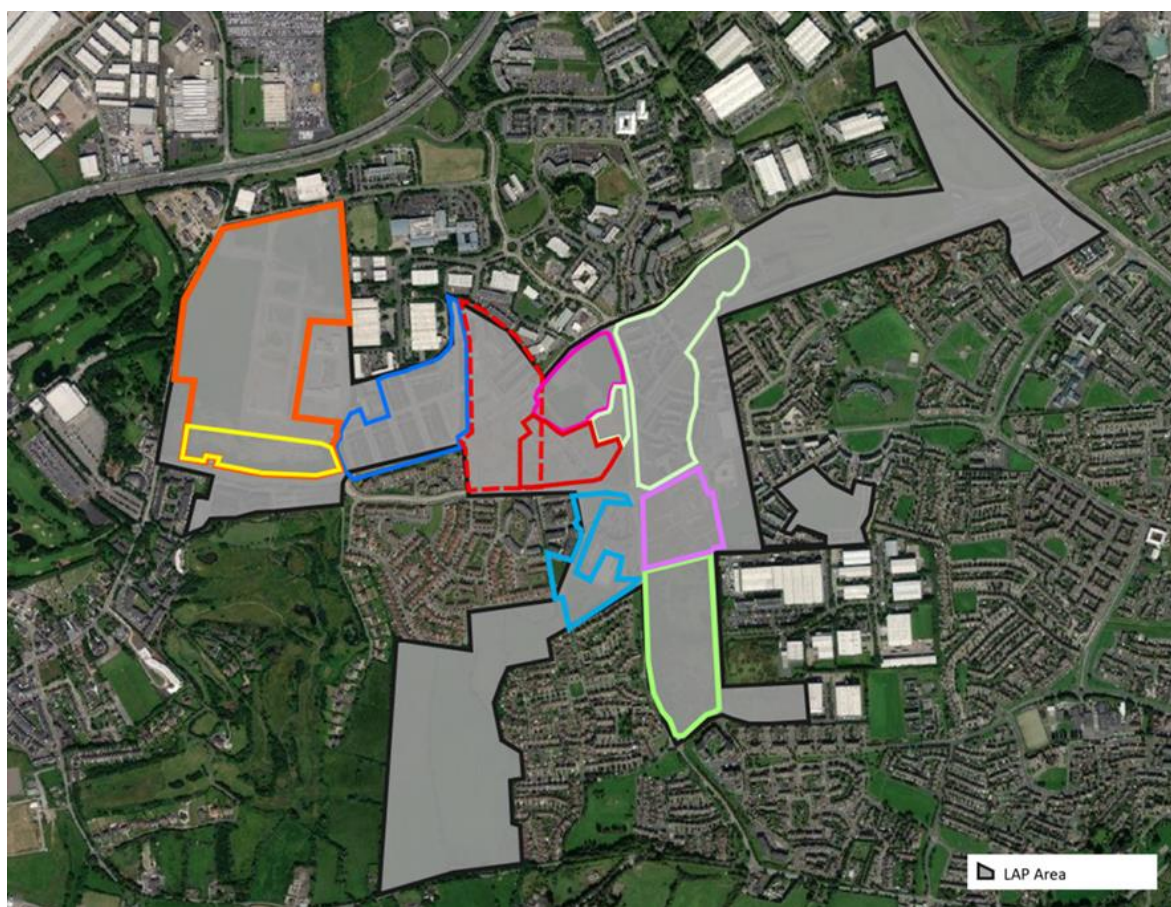


Figure 7 LAP Area outline in grey and black. The coloured outlines indicate sites with Planning Permissions created by MCG

4 Existing Retail Context

A desktop survey of the existing retail services within the vicinity of the site was carried out. Particular attention was given to facilities and services within a 10 minute walk of the subject site, as this is the distance people will walk before turning to other modes of transport.

- The Citywest Shopping Centre, located south of the subject site, provides a variety of shops and facilities, including an NDLS centre, post office, credit union, medical centre, Dunnes Stores, pharmacies, and a range of cafes/restaurants.
- Sundale Shopping Centre, located east of the subject site, includes a pharmacy, barbers, hair salon and takeaway restaurants.
- Brookfield Enterprise Centre, located east of the site, provides a pharmacy, local shop and a medical centre.
- Saggart, west of the subject site, provides a range of shops, restaurants, medical centres and a supermarket.
- Rathcoole, west of Saggart, provides a range of shops, cafes and restaurants.
- Tallaght Town Centre is within 4.5km of the site, and is only 3 stops on the red line Luas service providing access to a range of facilities including the Square, cinemas, the Tallaght Stadium, Civic Theatre and Tallaght Hospital
- A Lidl is also located within a five minute walk east of the site on Fortunestown Lane.
- A Spar is located within a 15 minute walk south of the site.
- A Circle K is located c. 1.5km south of the site.
- Kiltown Way, located c. 1.7km south-east of the site, provides a Centra, butchers, pharmacy and Chinese take-away restaurant.

South Dublin County Council Development Plan 2016-2022 identifies District Centres, Town Centres, Village Centres and Local Centres. Tallaght is identified as a Town and Village Centre. Citywest Shopping Centre is identified as a District Centre. Saggart and Rathcoole are identified as Village Centres. Sundale Shopping Centre, Brookfield Enterprise Centre and the Kiltown Way Centre are identified as a Local Centres. There are further Local Centres identified south and west of Tallaght Town centre but as these will not serve the subject site they are not included in this analysis.

Table 1 Retail facilities in proximity to the site

Retail	Development Plan Zoning	Distance from Site	Walk Time from Site	Drive Time from Site
Citywest Shopping Centre	District Centre	c. 120m south	3 min	c.4 min
Lidl	Not Identified	c.360m east	5 min	c. 3min
Spar	Not Identified	c. 1.2 km south	15 min	c. 4min
Sundale Shopping Centre	Local Centre	c. 1.2 km east	15 min	c. 7 min
Saggart	Village Centre	c.1.4km west	20 min	c. 5 min
Brookfield Enterprise Centre	Local Centre	c.1.4km east	25 min	c. 5 min
Circle K	Not Identified	c. 1.5km south	30 min	c. 5 min
Kiltown Way Centre	Local Centre	c. 1.7km southeast	40 min	c. 7 min
Rathcoole	Village Centre	c. 2.7km west	45 min	c. 8 min

Tallaght	Town and Village Centre	c. 3.3km east	1 hour	c.10 min
Kilnamanagh Shopping Centre	District Centre	c. 4.5km east	1 hour	c. 13 min



Figure 8 Location of Existing Retail in surrounding area

Of these retail clusters and facilities, it is those within 1km and a short walk of the subject site that are most likely to serve the future residents of the proposed development. This includes the Citywest Shopping Centre and the Lidl.

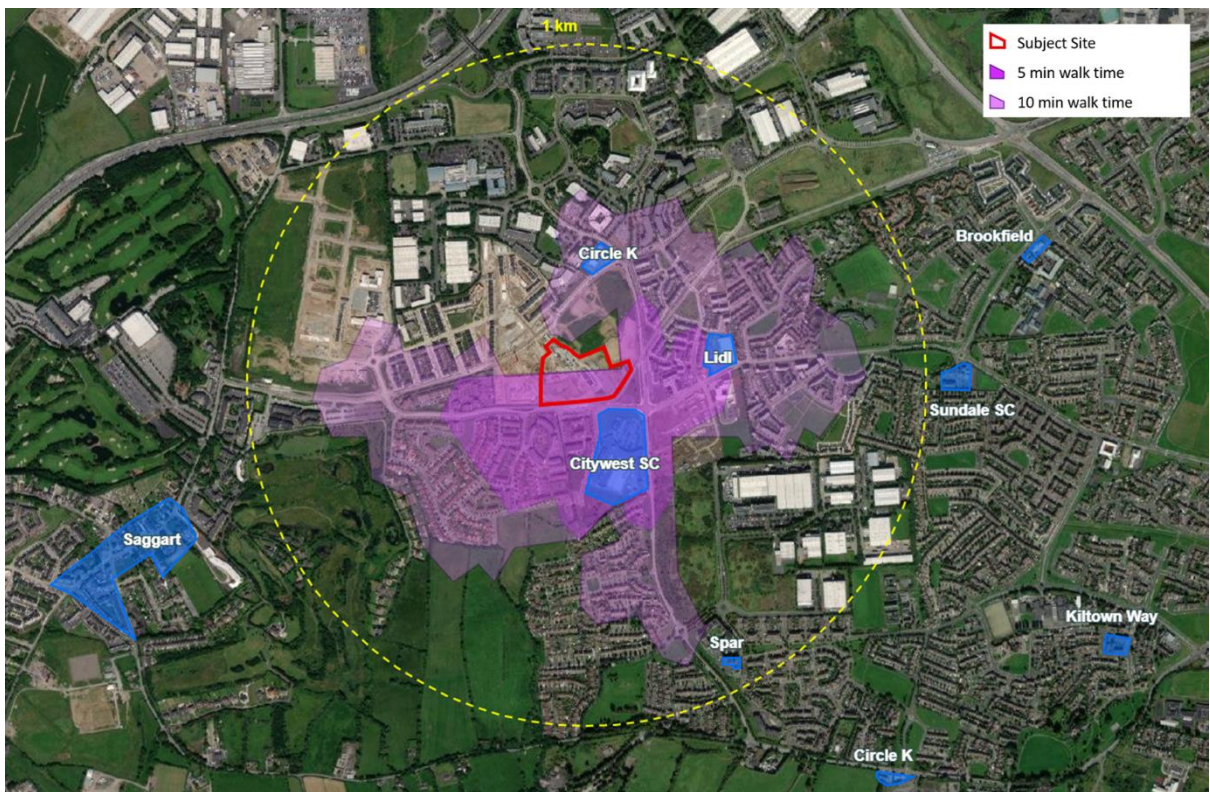


Figure 9 Retail clusters within 1km of subject site

Although the Citywest Shopping Centre is located less than a five minute walk south of the subject site a pedestrian must cross the Luas track and Fortunestown Lane and navigate two roundabouts to access the shopping centre from the subject site or adjacent neighbouring sites. These elements hinder the pedestrian permeability to the shopping centre and will likely deter residents from walking the short distance for purchasing everyday convenience goods such as milk/ bread etc.



Figure 10 Fortunestown Lane and the Luas stop that separate the subject site from the Citywest Shopping Centre

Similarly, the Lidl is also within a 5 minute walk of the subject site but pedestrians and cyclists have to cross the Luas line and the navigate the junction of Fortunestown Lane and Citywest Road, it would deter people from walking or cycling to the Lidl for small convenience purchases.

Both the Citywest Shopping Centre and the Lidl, which are within 10 minutes' walk offer a wider variety and range of options than that proposed by the two retail units. The existing retail units accommodate the larger shop for which many people would journey to once a week or fortnight.



Figure 11 Physical Barriers of Luas Track and Road limiting easy access to Citywest Shopping Centre.

5 Permitted Retail Context

As highlighted above the Citywest/ Fortunestown area has seen significant development in recent years and several residential developments have recently been granted planning permission. In addition to housing, three of these recently granted developments also provide some retail units and public open space. In total 11 new retail units and 1 kiosk has been permitted, providing a total of 1,758 sqm within 1km of the subject site. Four of these retail units will be provided as part of the Citywest Shopping Centre SHD scheme (enhancing the number already within Citywest shopping centre - Map ID C). Six will be located west of the site, adjacent to the Saggart Luas stop. The other two retail units are to the north-east of the subject site. The three locations of these retail units are shown in the map below.

Permitted Retail Units within 1km of subject site				
Reg. Ref.	Retail	Sqm	Location	Map ID
SD15A/0127	1 retail unit	237	Citywest Village	B
	1 kiosk	56.6	Citywest Village	B
ABP 305563	6 retail units	1,180	Fortunestown Lane	A
ABP 305556	4 retail units	284.6	Citywest Shopping Centre	C
Total	12 retail units	1,758		

Table 5-1 Permitted Retail Units within 1km of subject site



Figure 12 Permitted new retail development

The retail units permitted at Fortunestown Lane (Map ID A) and at Citywest Village (Map ID B) have been designed to serve the permitted residential developments (ABP 305563 and SD15A/0127 respectively). However, no retail units have been permitted in any of the permissions within the vicinity of the application site (SD15A/0095, ABP 302398 and SD16A/0210), on the north side of the Fortunestown Luas stop, despite nearly 1,000 units already permitted within the area. The locations of these three developments are shown in figure 10 below. Although these are in close proximity to

the Citywest Shopping Centre any residents within these areas would have to cross the Fortunestown Lane/Citywest Drive and the Luas tracks to access the nearest local shops. As explained above, the Luas track and road are significant physical barriers that limit pedestrian permeability to the shops south of the site.

The map below in figure 11 shows the existing and permitted retail units within the vicinity of the site. This map also shows how the Luas tracks and road to the south cut the subject site off from the shops south of the site.

Therefore, it is deemed crucial to provide 3 retail units as part of the proposed development to serve both the subject site development and the permitted developments on the adjacent sites.

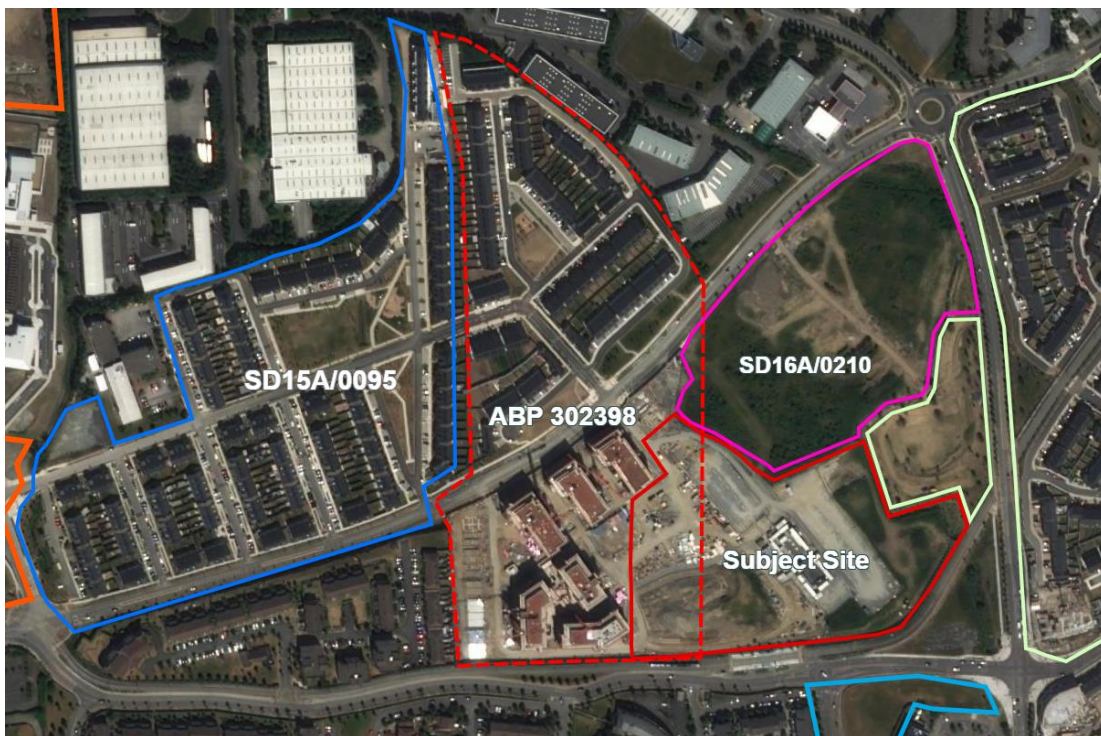


Figure 13 Permitted Developments north of Luas line, adjacent to subject site. No retail units permitted as part of these applications



Figure 14 Locations of permitted and existing retail facilities within vicinity of subject site. Physical barriers of Luas track and road south of subject site shown in black.

6 The Proposed Development

The proposed development will consist of the construction of 421 no. residential units within 9 no. blocks ranging in height from 1 – 13 storeys, retail/commercial/office units, residential amenity space, and open spaces along with all associated site development works and services provisions to facilitate the development including parking, bin storage, substations, landscaping and all services. A full description is provided in the statutory notices and in Chapter 3 of the EIAR.

The offices and retail units are located within the plaza area, and near the nodal point of the Luas creating a vibrant, attractive, active area close to a key transport location which will serve not only the application site but also the surrounding adjacent permitted development within this location, on the north side of the Luas tracks.

7 Viability of Retail Units

As highlighted above, the LAP, Development Plan and Regional policy support the provision of local retail facilities within proposed new residential developments. As a result of the LAP, this area is undergoing significant change with increased number of residential units, open space, and transport facilities. The vision of the LAP was to provide a new residential area with the provision of 3,300 new residential units, resulting in a population of c. 8,910 based on a rate of 2.7 people per unit. Within the area immediately surrounding the subject site, the LAP provided for 2,132 no. new dwellings with a population equivalent of 5,756 people.

To date, the area immediately surrounding the site has already provided for 3,041 new residences within this area which exceeds the number of units projected for this area by 909 no. new residents. This is an increase in population for this area by c. 2,454 no. people. The proposal, the subject of this site, will add an additional 421 no. new residences in the area, with a population equivalent of 1,137.

However, despite this increase in residential units and population, only 12 no. new retail units have been permitted, measuring less than 1,760sqm of space spread over 3 sites, with none of the proposed new retail units within this area to the north of the Luas tracks, which has 794 permitted no. residential units, with a population equivalent of c. 2,143. This area has no convenient local shops which are readily accessible to the permitted developments.

The Central Statistics Office identifies that the average weekly household expenditure in 2015 -2016 for all households in the State was €837.47. When this is considered in the context of the number of residential units permitted which exceed the LAP residential requirements there is c. €761,260 additional weekly revenue and up to €1.1 million weekly revenue available in this area from the uplift alone.

Proposals	Number of residential units	Population equivalent	Increase in population	Potential expenditure per household	Increase in available expenditure
LAP vision					
LAP entire 5 areas	3,300	8,910		€2,763,651	
No. proposed within the immediate area	2,132	5,756		€1,785,486.04	
Applications permitted and proposed					
Permitted units to date	3,041	8,210	+909 no. units in immediate area +2,454 no. population	€2,546,746.27 (based on permitted units)	€761,260.23 (based on uplift of unit numbers)
Proposal the subject of this development	421 (bringing the total to 3,462)	1,137	+1,330 no. in the immediate area + 3,591 no. population	€352,574.87 (based on the subject site unit numbers only)	€1,113,835.10 (based on the uplift)

The proposed development will provide for 3 no. local convenience shops/ retail/ commercial space within this proposed attractive plaza area which will support the needs of future residents in this area of the LAP (which will be c. 1,215 units including this application), along with providing support for the other proposed local services that will be provided as part of this scheme including offices and residential amenity space.

The retail units are conveniently placed for people who are using the Luas, offices or amenity areas and need to get some convenience goods. The alternative, without these retail units, is that the residents will have to cross the Luas tracks and main roads which are a physical barrier to access the nearest shops. They will also provide animation and vitality to the plaza, creating an attractive area for people using the Luas in this area.

The local population increase that will be generated by the proposed development, in conjunction with the cumulative increase with the other permitted applications, will support the existing and permitted retail and community facilities in the area. The proposed retail units will serve both the proposed development and the surrounding area which currently does not have easy convenient access to local shops. The increase in the population and households, also has an increase in the quantum of available convenience weekly expenditure, which is sufficient to support these proposed units, along with the other permitted units.

8 Conclusion

The purpose of this Retail Viability Study is to support a planning application for the proposed development of three retail/ commercial units, totalling 719sqm, within the area surrounding the plaza within this Strategic Housing Development in Citywest.

Given the level of existing, permitted and proposed development within the LAP area and the location of the existing permitted and proposed retail offering in the area it is considered that these proposed three small retail units will provide much needed services to future residents in the Fortunestown Centre area of the LAP. It is also noted that the uplift in the number of units, above that indicated in the LAP, will ensure the additional convenience spending to support these retail units.

The LAP recognises that this area has the capacity to accommodate more convenience retail floor space and that local floor space is needed throughout the LAP area, including local shops. The most sustainable and achievable means for this is by providing for viable developments within local nodal points such as this one which is being created by the development through the provision of a plaza, café and offices which provide ease of access for commuters or others using the surrounding services, amenities and parks and provides additional local facilities in the area.

As highlighted in the Development Plan and the LAP local centres perform a vital service for both the neighbouring catchment and by alleviating pressure for trips into the town centre. Furthermore, the existing, permitted and proposed development will provide sufficient population to support these retail units.

This site is entirely suitable and readily available for development. It is accessible by all available modes of transport and has excellent pedestrian and cycle links which will be further enhanced by the proposed development of the rest of the site linking it to the south, north, east and west. It is considered an optimal site in terms of location, availability, viability and benefits to both the existing and future local residential and provides local access for the residential development on the north side of the Luas tracks.

We consider that the proposed development complies with the policies and objectives of the Fortunestown Local Area Plan 2012 and the South Dublin County Development Plan 2016-2022 and provides an appropriate level of local retail provision to accommodate the growing need of this proposed development and neighbouring development, ensuring the viability and success of the area as a whole.