

An architectural rendering of a modern residential development. The scene features a multi-story brick building with large windows and balconies on the left. In the center, there is a parking lot with several cars and a few people walking. To the right, a paved path leads to a playground area with colorful equipment. The background shows a line of trees and a clear sky. The entire image is overlaid with a semi-transparent green filter.

APPENDIX 13

Population & Human Beings

- Appendix 13-1 – Retail Impact Assessment – HW Planning
- Appendix 13-2 - Mobility Management Plan - MHL & Associates.



Retail Impact Assessment

Proposed Mixed-Use Strategic Housing Development
at Coolflugh, Cloghroe, Tower, Cork

Cloghroe Development Limited

January 2022

Connecting people.
Connecting places.

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01. Introduction

1.1 Settlement Context

This Retail Impact Assessment has been prepared to accompany a Strategic Housing Development (SHD) application for a mixed-use residential/retail development including a retail food store at Coolflugh, Cloghroe, Tower, Cork. The proposed development includes a supermarket with a net sales area of 1,315 m². The purpose of this study is to assess the potential impacts of the proposed retail units, and whether the retail expansion proposed is in accordance with the retail policies outlined in the Cork County Development Plan/Metropolitan Cork Joint Retail Strategy and relevant Government guidance.

This report has been prepared in response to item 10 of An Bord Pleanála's' Pre-Application Consultation Opinion (ABP Reference 308980-20) which requested that 'Retail Impact Analysis' be submitted with the SHD application.

In this context, this Retail Impact Assessment (RIA) assesses the current retail floorspace available in the large rural hinterland catchment of Tower and the quantity of convenience retail that can be sustained based on the current and the projected population. The RIA also assesses the proposed development in the context of the retail hierarchy in Metropolitan Cork and determines the impact of the proposed convenience retail development.

The RIA has been prepared having regard to the following plans and guidelines:

- Cork County Development Plan 2014.
- Metropolitan Cork Joint Retail Strategy 2015.
- Blarney Macroom Municipal District Local Area Plan 2017.
- Retail Planning Guidelines 2012.
- Census 2016, Central Statistics Office.

This report should also be read in conjunction with an Environmental Impact Assessment Report (EIAR), which has been prepared and accompanies this SHD application. Chapter 13 of the EIAR, 'Population and Human Beings', relates to the potential impacts of the proposed retail development on the local population and economy.

02. Project and Site Description

2.1 Project Description

The proposed development is a mixed-use residential/retail development consisting of 198 no. residential units, a two storey creche, a retail food store with ancillary surface car park, public realm upgrades, landscaping proposals and all associated site development works.

2.2 Settlement Overview

The existing settlement of Tower consists of two traditionally separate villages, Tower and Cloghroe, which have combined in recent decades to form a single administrative settlement. The development context in Tower has evolved considerably in the past 30 years. The population of Tower grew to 3,032 people in 2002, an increase of 116.3% on its 1991 population. The 2011 Census highlighted that 3,306 people lived in Tower which was an increase of 6.6% from 2006. The most recent 2016 Census recorded a population of 3,421, a further increase of over 3%.

At present there are two local neighbourhood centres in the settlement. An existing Super Valu supermarket is situated in Tower, with florist, physiotherapists, beauty salon pharmacy also provided. A Daybreak/Circle K service station is located near the junction of the R617 and L-2752 roads. There is a separate neighbourhood centre in Cloghroe to the south of the settlement. Within this neighbourhood centre a local convenience shop (Cloghroe Stores), post office, pharmacy, fitness studio and hairdressers are located immediately adjacent to Cloghroe Church and Cloghroe National School. The 3 no. current convenience retail outlets all serve differing purposes with Cloghroe Stores serving as a newsagent as well as the local post office while the Daybreak/Circle K functions primarily as the local service station and also acting as a newsagent. O'Leary's SuperValu is a larger supermarket more suited to household grocery shopping.



Figure 2.1 Cloghroe Stores Newsagent and Cloghroe Post Office



Figure 2.2 Super Valu - Tower



Figure 2.3 Circle K/Daybreak - Tower

The subject site of approximately 7.5 ha in area and is within easy walking distance of local services and amenities including Cloghroe National School and Cloghroe Church to the southeast of the site. It is also immediately adjacent to an existing bus stop serving the No. 215 Cloghroe – Mahon Point bus route, which provides a half hourly service to urban centres including Blarney, Blackpool, the City Centre and Mahon.

Due to Towers location, the settlement provides retail and local services for a large rural hinterland and is the most convenient location for household retail shopping for rural areas to the north and west such as Cloghroe, Matehy, Inniscarra, Donoughmore, Berrings, Dripsey and Courtbrack. The importance of this role is increased due to the limited retail provision in Blarney which contains a number smaller to medium sized retail outlets, however no significantly sized supermarket is currently provided for in the settlement.

The current deficit in convenience retail provision in the area results that people living within Tower and its hinterland, often travel further afield to urban centres such as Blackpool and Ballincollig to for their grocery and retail shopping. This encourages unsustainable and unnecessary travel patterns and a leakage of potential retail/economic activity from the settlement.

2.3 Retail Site Selection & Strategy

The site selection process for the proposed retail component has been influenced by the existing local context of Tower/Cloghroe. Due to the presence of the Cloghroe Neighbourhood Centre to the southeast, it was considered at project inception stage, that the most appropriate location for the proposed commercial element, is in the southern areas of the subject site. This will result in the expansion of Cloghroe Neighbourhood Centre, catering for the needs of the towns growing population and sizeable local catchment.

The proposed development provides for a *'one project approach'*, resulting in new residential development and the expansion of the towns retail offering being delivered in tandem. We consider this represents the most appropriate development strategy for the subject lands and is preferable to a fragmented approach, whereby the proposed retail and residential elements would be pursued via separate planning application processes. Ultimately it is envisaged that the adopted *'one project approach'* will assist in the delivery of the project, contributing to the addressing of the housing shortage in the area and the demonstrated retail need in the settlement and catchment.

Due to the site's location in the settlement and the evolving development context of Tower, we consider that the lands are of strategic importance to the future growth of the settlement. Regional Policy Objective (RPO) 10 of the Regional Spatial and Economic Strategy (RSES), *'Compact Growth in Metropolitan Areas'* aims to:

b) Deliver design briefs for strategic sites.

The adopted *'one project approach'* is consistent with this objective and provides certainty regarding the future role the lands will play in the future sustainable growth of the settlement.

03. Retail Policy Context

The provision of a supermarket in Tower/Cloghroe is consistent with relevant policies and guidance relating to the appropriate location of retail development. This section presents a short summary of relevant current retail planning policy as it currently relates to Tower/Cloghroe.

3.1 Guidelines for Planning Authorities Retail Planning 2012 (RPG)

The RPG recognises the importance of retailing to the economies of small towns and villages and promotes the sustainable expansion of retail uses in these settlements. Specifically, paragraph 4.11.5 of the RPG, *‘Retailing in Small Towns and Villages’* states;

“Where appropriate, the maximum size of store, consistent with maintaining a variety of shops in the centre of these towns and villages and protecting an appropriate level of retail provision in the rural area, should be identified. In general, there should be a clear presumption stated in favour of central or edge-of-centre locations for new developments.”

The RPG’s are focused around five key policy objectives, namely:

- Ensuring that retail development is plan led.
- Promoting city/town centre vitality through a sequential approach to development.
- Securing competitiveness in the retail sector by actively enabling good quality development proposals to come forward in suitable locations.
- Facilitating a shift towards increased access to retailing by public transport, cycling and walking in accordance with the Smarter Travel strategy and
- Delivering quality urban design outcomes

As demonstrated below, the proposed retail development is in accordance with these key guiding principles for the provision and location of retail development. Section 4.9 of the RPG’s outlines the specific key rationale that a Retail Impact Assessment must address in assessing the potential impacts that a retail development may have on its surrounding environment. These policies and objectives need to be satisfied to ensure that an appropriate quantum of retail floor space is provided for the local population, and assists identifying shortages of retail floorspace in settlements.

Policy	Consistency with Scheme
<p>Support the long-term strategy for city/town centres as established in the retail strategy/development plan, and not materially diminish the prospect of attracting private sector investment into one or more such centres</p>	<p>Improving the convenience retail provision in the town of Tower will provide long-term benefits to the settlement. Increased choice in retail outlets will facilitate the growth of the local economy of the settlement and is reflective of strong recent population growth trends in the settlement. A review of recent planning activity in Tower, confirms the settlement has outperformed its housing growth targets identified in the current 2017 Local Area Plan (LAP). As of January 2022, 223 no. residential units have been granted permission (202 of which are currently under construction) in the settlement since the adoption of the LAP. A further 89 no. residential units (not including the proposed SHD development) are currently in various stages of the planning application process in Tower. This includes an application for the construction of 73 no. residential units at the lands to the west of the site, currently being assessed by Cork City Council. (Planning Reference 21/40620).</p> <p>The strong demand and delivery of new housing in Tower, is reflective of the settlement’s positive attributes and potential as a service centre for its wider catchment, The provision of the proposed retail/mixed-use development to cater for the settlements growing population will result in a more self-sufficient settlement and not materially diminish future private sector investment in the settlement or in neighbouring urban centres such as Blarney and Ballincollig.</p>
<p>Have the potential to Increase employment opportunities and promote economic regeneration</p>	<p>The provision of additional retail uses and the expansion of the Cloghroe Neighbourhood Centre in particular, provides excellent potential to provide employment opportunities locally. As evidenced in 2016 Census figures, despite being on a regular suburban bus route, Tower exhibits high levels of car dependency with</p> <ul style="list-style-type: none"> ▪ 86% of Towers residents commute to school, college and work by private vehicle. ▪ 7% of Towers residents commute to school, college and work by public transport. ▪ 3% of Towers residents commute to school, college and work by walking/cycling. <p>This suggests, that despite a growing population in the settlement, there are few employment opportunities locally. The expansion of the retail sector within the town serviced by regular public transport links provides an opportunity to enhance the economy and employment opportunities in the settlement and promote sustainable commuting patterns.</p>

<p>Have the potential to increase competition within the area and thereby attract further consumers to the area</p>	<p>Providing additional retail floorspace in Tower will improve local competitiveness within the retail sector and benefit the local economy as a whole. As evidenced in Section 4 of this RIA, it is evident the present convenience retail provision in Tower is deficient for its inhabitants and those in its large rural hinterland. This has resulted in a leakage in potential retail activity from the town to other settlements such as Ballincollig and Blackpool.</p> <p>As referenced previously, Tower has performed strongly in the delivery of new housing in recent years, and it is likely that future censuses at the settlement will demonstrate high levels of population growth. The retailing needs of the current and future population of Tower and catchment will need to be catered for. It is considered that the non-delivery of additional retail floorspace in the settlement will result in a further lack of competitiveness in the retail economy of the settlement and injurious to the sustainable growth of Tower into the future.</p>
<p>Respond to consumer demand for its retail offering and not diminish the range of activities and services that an urban centre can support</p>	<p>As referenced, there is currently a leakage of potential economic and retail activity from the town, which it is losing to other urban centres. The appropriate increase of convenience retail floorspace in Tower will assist in reversing this trend and respond to local demand.</p>
<p>Cause an adverse impact on one or more city/town centres, either singly or cumulatively with recent developments or other outstanding planning permissions (which have a realistic prospect of implementation) sufficient to undermine the quality of the centre or its wider function in the promotion and encouragement of the arts, culture, leisure, public realm function of the town centre critical to the economic and social life of the community</p>	<p>Enhancing the retail provision in Tower will not result in any negative effects on the wider functions of Tower. Rather it is considered that the recent performance of the settlement in terms of new residential units in the pipeline, requires an appropriate increase in retail provision.</p> <p>Due to the evidenced demand for additional retail uses in the area, the provision of an appropriate increase in retail floorspace in Tower will not negatively other existing and proposed urban centres including Blarney and Stoneview Urban Expansion Area. Notwithstanding this, the lack of certainty around the timeline of the delivery of Stoneview and the ambitious population targets set for the City over the next 20 years requires relevant infrastructure and services to be delivered in the short term.</p>
<p>Cause an increase in the number of vacant properties in the primary retail area that is likely to persist in the long term;</p>	<p>It is objectively considered that any reasonable expansion in retail provision in Tower/Cloghroe will not result in any increase in commercial vacancy in the settlement. Each of the existing retail outlets in the settlement has its own specific functions (e.g. newsagents/post office, service station and local supermarket) reflecting a broad range of</p>

	<p>local retail functions. It is concluded that there is capacity to cater for a further intensification of retail uses in the town and would not result in any negative effects to the existing retail provision.</p>
<p>Ensure a high standard of access both by public transport, foot and private car so That the proposal is easily accessible by all sections of society; and/or link effectively with an existing city/town centre so that there is likely to be commercial synergy</p>	<p>Tower/Cloghroe is well served by a public transport link in the 215 no. bus route which leaves Cloghroe every 30 minutes. The settlement is set to benefit from improved public transport services through CMATS/BusConnects. The Draft BusConnects strategy for Cork identifies a potential new bus route from Ballincollig - Cork (via Tower and Blarney) along the R617 with a weekday midday frequency of a service every 60 minutes (Draft BusConnects Reference 16L). Draft BusConnects also identifies a potential additional bus service serving the village core of Tower on the Blarney - Cork via Kerry Pike with an envisaged weekday service of every 120 minutes (Draft BusConnects Reference 53).</p> <p>The proposed development also provides for public realm upgrades on the R617, including the relocation of existing bus stop and provision of bus shelter, and pedestrian cycle lanes resulting that the proposed retail development will be conveniently accessible via sustainable transport modes for consumers and staff.</p>

Table 3.1: Developments Consistency with Key Criteria identified in Sec. 4.9 of RPG's

3.2 Regional Spatial and Economic Strategy for the Southern Region (RSES)

The proposed development is also compliant with guidance for the locations of retail development identified in the RSES. Regarding the provision of future retail development RPO 55 states it is an objective to:

“Improve the physical appearance, vitality and vibrancy of city centre, town centre and village locations through collaboration between Planning Authorities and Retail Traders Associations in regeneration / public realm projects and other measures;

Ensure that retail development is focussed on urban and village centres with the application of a sequential approach to consideration of retail development which does not fall into this category.”

The proposed development will contribute to an enhanced vibrancy to the wider settlement and particularly the settlement of neighbourhood centre Cloghroe. The proposed public realm measures and accessibility of the site will improve the character of the area and satisfies the sequential approach to retail development in the settlement.

3.3 Cork County Development Plan 2014 (CDP)

Table 7.1 of the CDP identifies the Retail Network/Hierarchy and Objectives for the County. In terms of 'Neighbourhood Centres and Large Villages centres' the CPD confirms that 'Opportunities for development of new neighbourhood centres will be identified in the Development Plan or Local Area Plans as appropriate where significant additional population growth is planned or where gaps in existing provision are identified.'

This is reflected in CPD Objective TCR 4-9:

"To support, promote and protect neighbourhood centres and large village centres and which play an important role in local shopping for residents and provide a range of essential day to day services and facilities."

3.3.1 METROPOLITAN CORK JOINT RETAIL STRATEGY 2015 (MCJRS)

The MCJRS is the joint retail strategy prepared by Cork County Council and Cork City Council which has been incorporated into the current County and City Development Plans. Tower is categorised as a Level 4 'Neighbourhood Centres and Large Village Centre' in the retail hierarchy of the MCJRS. Section 4.9 of the MCJRS states these centres;

"provide important top up and day to day shopping and retail service requirements. They are typically characterised by an appropriately scaled convenience offer and ancillary retail services and serve a small localised catchment population."

This is reflected in Policy 6 of the strategy which states the role of Neighbourhood Centres and Large Village Centres is;

"To support, promote and protect Neighbourhood Centres and Large Village Centres which play an important role in the local shopping role for residents and provide a range of essential day to day services and facilities. The opportunity for development of new neighbourhood centres will be identified in Development Plans or Local Area Plans as appropriate including where significant additional population growth is planned or where gaps in existing provision are identified."

04. Assessment of Retail Impact

4.1 Retail Catchment

The retail catchment of Tower/Cloghroe was established by a desktop approach using Census 2016 small area data and based on existing and expected consumer behavior. The catchment was validated by site visits and visual inspections. The starting point for catchment definition was a 5 minute drivetime of the proposed development site, this area was then modified to exclude areas within 5 minutes drivetime of Blarney, with the exception of those areas within Tower, which are more likely to be served by the settlement itself. The Tower/Cloghroe catchment was also reduced to the south in areas which would naturally be served by the urban town of Ballincollig. Conversely, the catchment was expanded to the west and north to a 15 minute drivetime, to reflect the absence of other convenience retail stores in these areas. It was considered that Tower serves as the most convenient location for household retail shopping for the rural areas such as Matehy, Inniscarra, Donoughmore, Berrings, Dripsey, Firmount, Kerry Pike, New Tipperary, Stuake and Courtbrack.

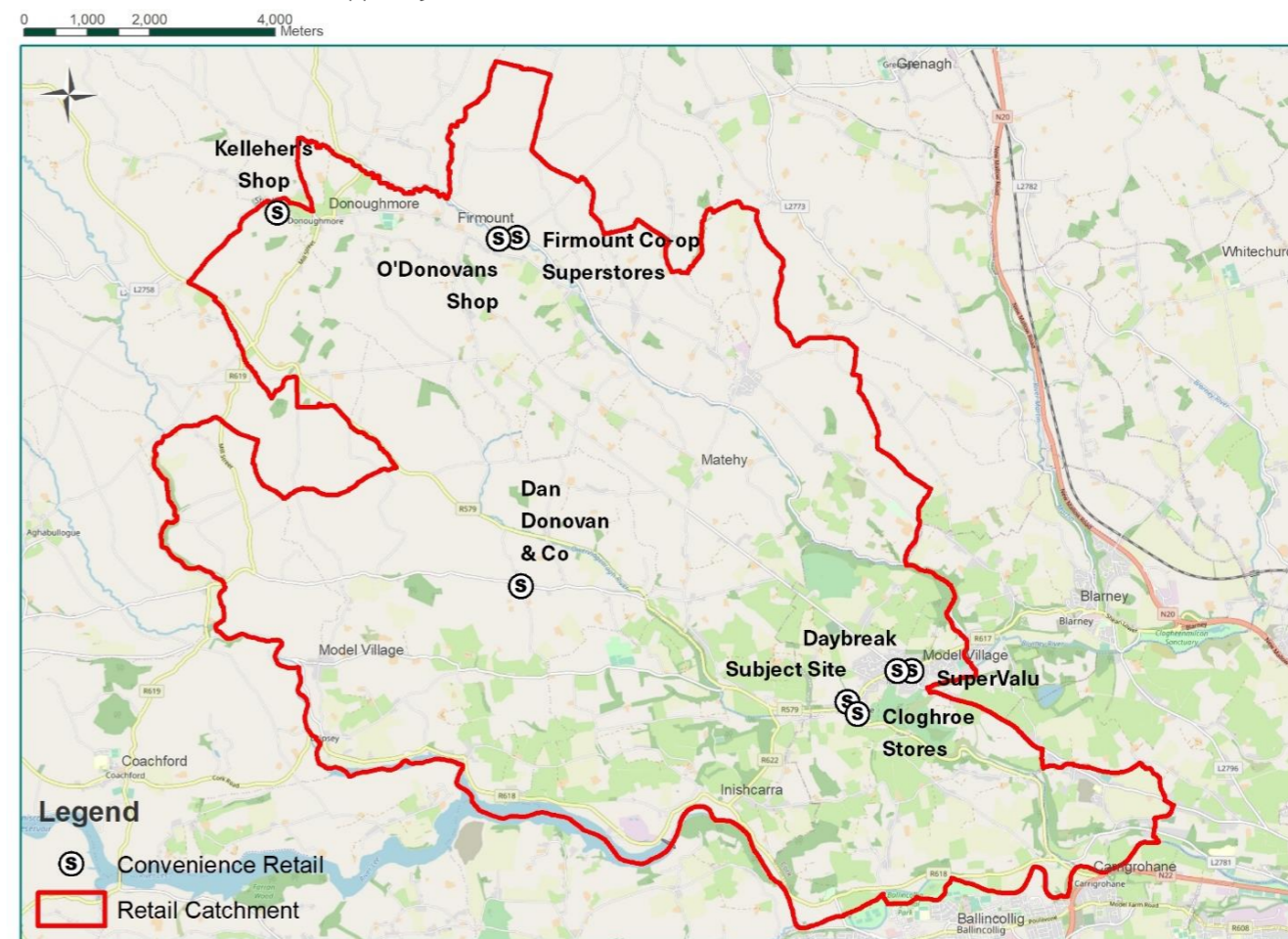


Figure 4.1 Retail Catchment

4.2 Catchment Population

The retail catchment as defined in Figure 4.1 has been correlated with CSO small area statistic boundaries and includes the 29 small areas as identified in Appendix A. Appendix B includes a more detailed map of the catchment area. As previously noted, the population of the census settlement of Tower has grown significantly (c. 86%) since 1996. Exceptional growth occurred between 1996 and 2002 and this was sustained up to the most recent 2016 census when the population increased by 3.4%.

Figures from the 2011 and 2016 Census indicate a trend of stronger growth in the retail catchment area with a population increase of 5.1%, significantly above the average rural population increase of 2% as recorded in Census 2016.

Census	1996	2002	% Change	2006	% Change	2011	% Change	2016	% Change
Tower (CSO Settlement)	1841	3032	65%	3102	2.3%	3306	6.6%	3421	3.4%

Table 4.1 Population Growth in Tower Settlement






	2011 Census	2016 Census	Change	% Change
Retail Catchment	8703	9148	445	5.1





Table 4.2 Population Growth in Retail Catchment

4.3 Settlement Analysis

Site visits to the settlements within the catchment were carried out on the 05/12/2020 during the late morning to early Afternoon. The 12 settlements were visited to establish the existing quantum of convenience retail in the area. The results of these site visits are presented in Table 4.3 below. The extent of existing convenience retail within the catchment was found to be minimal and with the exception of the Cloghroe/Tower settlement and to some extent Berrings. Retail provision in the catchment generally consists of privately run corner shops in units of less than 50 m².

Several settlements have no retail offer, while others have vacant retail premises which appear to have been closed for some time. The Joint Retail Study estimated a total convenience retail floor space in Tower of 978m². Planning permission was granted in 2016 for the expansion of the SuperValu (then Centra) store from c. 825m² to 1,232m² (net). A conservative estimate of total existing convenience floorspace within the identified catchment is approximately 1,752 m². The following section defines the location, scale and nature of the existing retail outlets within the catchment, and which provide for the total convenience floor area of 1,752 m².

Settlement	Description & Map	Size (m ²) Approx.
Cloghroe/Tower	  <p>O'Learys Super Valu, Kilnamucky, Tower, Co. Cork, T23 W968</p> <p>Super Valu Store</p> <p>Also physiotherapist, florist, beauticians and pharmacy</p>	1232
	  <p>Cloghroe Stores & Post Office, Woodlands, Cloghroe. T23 E446</p> <p>Part of Cloghroe Neighbourhood Centre. Also a pharmacy, beauticians/hairdressers .</p>	150
	 <p>O'Learys Daybreak, Kilnamucky, Tower T23 HY50</p> <p>Circle K Fillings Station</p>	150

		
Kerry Pike	No retail outlet in settlement	
Matehy	No retail outlet in settlement	
Berrings	Dan Donovan & Co. Ltd. Ballyshoneen, Berrings, Co. Cork, P12 R820 Filling Station Some everyday household supplies. Primarily sells hardware & agricultural products	70
		
Courtbrack	No retail outlet in settlement. One previously existent local convenience store which has been closed for a number of years. Courtbrack General Stores - Currently in office use – Eircode T23 AK66	
Firmount/Fournaght	Firmount Co-op Superstores Firmount, Donoughmore, Co. Cork, P32 FH59 Co-op outlet selling hardware and agricultural products	50





		
	O'Donovan's Shop, Firmount, Donoughmore, Co. Cork. P32 YX88 Small local shop selling household items.	50
		
Cloghroe Village	No retail outlet in settlement	
New Tipperary	No retail outlet in settlement	
Donoughmore	No retail outlet in settlement	
Stuake	Donoughmore Post Office & Kelleher's Shop, Stuake P32 XF82 Post office and local convenience shop	50



Table 4.3 Convenience Retail Premises in Settlement within Catchment

4.4 Assessment of Capacity

The projected convenience spending for the retail catchment is calculated by multiplying the population forecast by per capita expenditure.

An assessment of spending patterns (existing & projected) is an important parameter in establishing retail impact in the study area. The per capita expenditure on convenience goods can be projected based on an extrapolation of the Metropolitan Cork Joint Retail Study, as summarised in Table 4.4 below. The Study envisaged a growth rate in Per Capita Expenditure of 1% per annum.

Year	Per Capita Convenience Expenditure
2011	€3,876
2016	€3,993
2022	€4,239
2031	€4,636

Table 4.4 Per Capita Expenditure

The 2016 population of the Tower/Cloghroe retail catchment was determined as 9,148 persons in 2016. Conservative growth scenarios of 1% and 2% were used to project population growth to the target years of 2022 and 2031. By applying the per capita spending to the existing and projected population levels for the catchment area, the total expenditure for convenience goods is calculated. Tables 4.5 and 4.6 outline the estimated convenience spending available within the catchment area based on these growth rates.

Estimated per Capita Convenience Expenditure in Catchment Area – Based on a 1% Population Growth Scenario and 1% per annum increase in convenience expenditure			
Year	Population of Catchment	Per Capita Expenditure (€)	Estimated Expenditure (€m)
2016	9148	3993	€ 36.53
2017	9239	4033	€ 37.26
2018	9332	4073	€ 38.01
2019	9425	4114	€ 38.78
2020	9519	4155	€ 39.55
2021	9615	4197	€ 40.35
2022	9711	4239	€ 41.16
2031	10621	4636	€ 49.23

Table 4.5 Projected per capita expenditure based on 1% population growth.

Estimated per Capita Convenience Expenditure in Catchment Area – Based on a 2% Population Growth Scenario and 1% per annum increase in convenience expenditure			
Year	Population of Catchment	Per Capita Expenditure (€)	Estimated Expenditure (€m)
2016	9148	3993	€ 36.53
2017	9331	4033	€ 37.63
2018	9611	4073	€ 39.15
2019	9899	4114	€ 40.73
2020	10196	4155	€ 42.37
2021	10502	4197	€ 44.07
2022	10817	4239	€ 45.85
2031	14114	4636	€ 65.43

Table 4.6 Projected per capita expenditure based on 2% population growth.

The overall convenience retail floorspace within the catchment is currently c.1,752 m². The Joint Retail Study indicates that a turnover of €11,000 per square metre should be assumed for future convenience space, this figure is used therefore to calculate existing turnover, resulting in a figure of €19.27 million.

4.5 Population Under-estimate

As referenced previously in this RIA, Since the adoption of the 2017 LAP, 223 no. residential units have received permission in Tower, 202 of which are either completed or under construction. A further 89 no. dwellings are currently in the planning application process. These also have not been included in the population estimates for the catchment, however for information purposes, the details of the relevant planning applications are listed below.

Application Reference	Applicant(s)	Date Received	Description	Outcome/Current Status
Cork City Council Ref: 21/40620	Kevin McDonnell and Paul Coburn	03/11/2021	The construction of 73 no. residential units/	Application currently being assessed by Cork City Council
Cork City Council Ref: 21/40653	Gleann Fia Homes Ltd.	11/10/2021	Construction of consisting of 16 no. dwellings	Application currently being assessed by Cork City Council
Cork City Council Ref: 20/39202	Tower Residential Developments Limited	25/03/2020	Construction of 37 no. dwelling houses	Final permission granted on 19 th May 2021. Construction has commenced on site.
Cork City Council Ref: 19/39001	Gleann Fia Homes Ltd.	20/12/2019	Construction of 40 no. dwelling houses	Final permission granted on 06/01/2021. Construction has commenced on site.
Cork County Council Ref: 19/4718	Whitebon Developments Ltd	25/03/2019	Construction of 12 no. dwelling houses	Final permission granted by Cork County Council on 08/08/2019. Construction has commenced on site.
Cork County Council Ref: 18/7111	Hydro Estates Ltd	29/11/2018	Construction of nursing home & 21 no. dwelling houses.	Conditional permission granted by Cork County Council on 13/08/2019. Decision upheld by An Bord Pleanála submission of third party appeals (Ref: ABP-305373-19).

Cork County Council Ref: 18/5562	Gleann Fia Homes Ltd	15/06/2018	Construction of 60 no. dwelling houses.	Conditional permission granted by Cork County Council on 25/10/2018. Subsequently permitted by An Bord Pleanála (Ref: ABP-303016-18) at appeal on 05/08/02. Construction has commenced on site.
Cork County Council Ref: 7/7253	Muskerry Homes Ltd	13/12/2017	Construction of 54 no. dwelling houses.	Permission granted by Cork County Council for on 27/11/ 2018. Construction has commenced on site with some units completed and occupied.

Table 4.7 Other recently permitted residential developments in Tower (Multi-unit applications only).

4.6 Retail Capacity

Based on the population extrapolations and data sourced from the Joint Retail Strategy, the convenience retail capacity of the retail catchment has been calculated for 2022 in Table 4.8 and for 2031 in Table 4.9 below.

	Retail Capacity 2022	1% pop growth	2% pop growth
A	Projected Convenience Expenditure Per capita (€)*	4239	4239
B	Total population of catchment	9711	10817
C	Total available expenditure within catchment (€) (AxB)	€ 41.16	€ 45.85
D	Estimated existing convenience floorspace within catchment	1752 sq. m	1752 sq. m
E	Assumed convenience turnover ratio for county/ m ² *	€11,000	€11,000
F	Estimated Existing Expenditure (€m) within Catchment based on Convenience Retail Floorspace (DxE)	€19.27	€19.27
G	Residual Expenditure (€m) (C – F)	€ 21.89	€ 26.58
H	Spare capacity available (G/E) (m ²)	1,990	2,416

Table 4.8 2022 Retail Capacity of Catchment

	Retail Capacity 2031	1% population growth	2% population growth
A	Projected Convenience Expenditure Per capita (€)*	4636	4636
B	Total population of catchment	10621	14114
C	Total available expenditure within catchment (€) (AxB)	€ 49.24	€65.43
D	Estimated existing convenience floorspace within catchment	1752 sq. m	1752 sq. m
E	Assumed convenience turnover ratio for county/ m ² *	€11,000	€11,000
F	Estimated Existing Expenditure (€m) within Catchment based on Convenience Retail Floorspace (DxE)	€19.27	€19.27
G	Residual Expenditure (€m) (C – F)	€ 29.97	€ 46.16
H	Spare capacity available (H/F) (m ²)	2,724	4,196

Table 4.9 2031 Retail Capacity of Catchment

As demonstrated in Table 4.8, based on a modest population growth scenario of 1% by 2022 there will be spare capacity within the retail catchment to support additional convenience floorspace of 1,990 m². Given the population underestimate inherent in these calculations as referred to Section 4.5, these figures are considered to be conservative. If a 2% population growth scenario is considered this rises to 2,416m².

By the year 2031 it is envisaged that the 1% growth scenario will support 2,724m² of additional convenience floorspace and the 2% growth scenario would support 4,196 m².

In this context there is adequate capacity within the catchment to support the proposed retail food store at Coolflugh, Cloghroe, Tower, Cork which would result in an increase of 1,315 m² to the existing net sales area

05. Conclusions

5.1 Summary

The following represents a summary of the key points and recommendations of this submission.

- Due to its population of just under 3,500 no. people according to the 2016 census and large rural catchment with a population of approximately 9,148 no. people, demand for additional retail development in Tower is high.
- The current unmet demand results in the overtrading of existing stores within the catchment and an unnecessary reliance on Ballincollig, Blarney and Blackpool to serve the retail needs of Tower. This encourages unsustainable travel patterns and is contrary to the principles of proper and sustainable development.
- The provision of additional retail floor space in Tower is consistent with all relevant policies, objectives and criteria identified in the NPF, RSES as well the RPG. The RPG confirms that in general there should be a clear presumption stated in favour of retail development in central or edge-of-centre locations.
- The provision of 1,315 m² additional retail development in Tower will improve competitiveness within the local retail sector and benefit the towns economy as a whole. It can be comfortably accommodated within the estimated 2022 and 2031 spare retail capacity within the catchment. It will not negatively affect the existing retail environment in the town or within neighboring urban settlements and satisfies Retail Impact Assessment criteria, specified in the RPG.

Appendix A

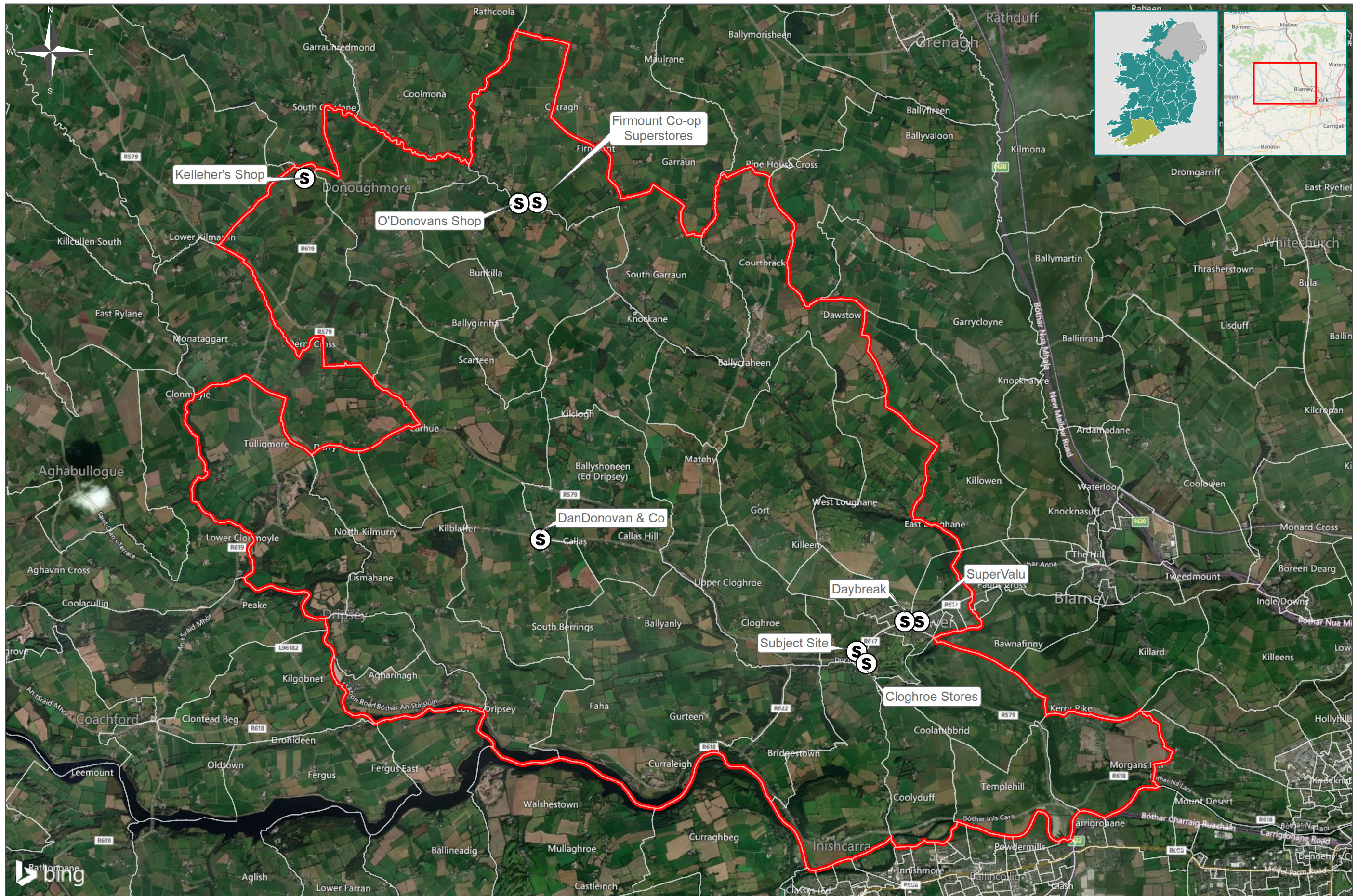
CSO SMALL AREAS WITHIN RETAIL CATCHMENT


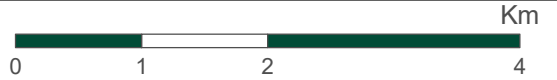
Electoral District Name	Small Area ID
Blarney	047054010
Blarney	047054011
Blarney	047054012
Blarney	047054013
Blarney	047054014
Carrigrohane Beg	047076001
Carrigrohane Beg	047076002
Carrigrohane Beg	047076003
Carrigrohane Beg	047076004
Carrigrohane Beg	047076005
Carrigrohane Beg	047076006
Dripsey	047135001
Dripsey	047135002
Dripsey	047135003
Dripsey	047135004
Dripsey	047135005
Firmount	047153002
Gowlane	047169003
Gowlane	047169004
Kilcullen	047193003

Magourney	047244004
Matehy	047250001
Matehy	047250002
Matehy	047250003
Matehy	047250004
Matehy	047250005
Matehy	047250006
Matehy	047250007
Matehy	047250008
Matehy	047250009
Matehy	047250010
St Mary's (part rural)	047298002

Appendix B

RETAIL CATCHMENT MAP



 <p>Connecting people. Connecting places.</p>	Client	Project	Figure Title	Figure No.	
	Cloghroe Development Limited	Coolflugh, Cloghroe, Tower, Cork	Retail Catchment Map	1	
					Date 16/12/2020

MOBILITY MANAGEMENT PLAN

Residential Development Cloghroe Cork December 2021



Consulting Engineers

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1.0 INTRODUCTION

- 1.1 M.H.L. & Associates Ltd. Consulting Engineers have been engaged by Cloghroe Development Ltd. to prepare a Mobility Management Plan (MMP) in support of a planning application for a proposed strategic housing development [SHD] located in Cloghroe, Tower, Cork. The MMP has been prepared with the objective of developing a sustainable transportation policy for residents and users of the retail proposal and creche facility within the proposed SHD.
- 1.2 Sources including the Dublin Transportation Office's Advice Note on Mobility Management Plans, and the National Transport Authority document titled "Achieving Effective Workplace Travel Plans: Guidance for Local Authorities", were used as guidance to complete this MMP.
- 1.3 A mobility management plan is best described as a package of measures put in place to encourage and support sustainable travel patterns amongst the users of the proposed development. The aim of a MMP is to reduce the demand and use of the car and to highlight and facilitate the use of alternative modes of transport. The focus in this instance is on commuting residents as well as employees and users of the retail and creche elements with the following objectives:
- To inform the user of alternative modes of travel available to them for their journeys.
 - To promote healthier, stress-free and cheaper options of commuting for residents.
 - Enhance the environment of the development, improve accessibility and outline the potential advantages to residents of using sustainable transport solutions.
 - To reduce trip generation to and from the site thus reducing parking demand and traffic flow.
- 1.4 The proposed SHD comprises the construction of 198 no. residential units, two storey creche, two storey café building and single storey retail food store. The proposed development provides for 117 no. dwelling houses consisting of 5 no. 4 bedroom detached houses, 44 no. 4 bedroom semi-detached houses, 8 no. 4 bedroom townhouses, 14 no. 3 bedroom semi-detached houses, 24 no. 3 bedroom townhouses and 22 no. 2 bedroom townhouses. The proposed development includes 81 no. apartment/duplex units consisting of 2 no. 3 bedroom, 35 no. 2 bedroom and 44 no. 1 bedroom units. 79 no. of the proposed apartment/duplex units will be provided in 6 no. 3 storey apartment buildings with ancillary communal areas and bicycle parking facilities.
- The retail element consists of a single storey retail food store with a net sales area of 1,315 m² (which includes the sale of alcohol for consumption off premises) with ancillary signage, surface car park, servicing areas and bicycle parking facilities. The proposed development includes a proposed two storey café building with café on ground floor and 2 no. apartments at first floor level.
- Objective TM3:3 of the Cork County Development Plan states:
- c) For developments of 50 employees or more, developers will be required to prepare mobility management plans (travel plans), to promote alternative sustainable modes or practices of transport as part of the proposal.***
- The proposed retail development will have 25-30 employees maximum and in general these will work in shifts with an average employee presence of 15-20. Even though this is below the threshold specified, specific measures to encourage modal shift will be included as part of the operational phase of the scheme. These measures will include car-pooling, bike to work schemes and public transport incentives.
- 1.5 Existing services within the area include the Cloghroe Retail Park, Cloghroe Catholic Church, Cloghroe National Primary School and Muskerry Golf Course. The village of Tower to the north is an approximate 20 min walk and includes a Medical Centre, Supervalu Store, a

pharmacy and a number of small restaurants including a Chinese Restaurant and two number pubs.

2.0 MOBILITY MANAGEMENT PLAN?

2.1 There are many benefits associated with the use of alternative modes of travel including improved accessibility, reduced commuter costs, more reliable journey times and less congestion on the network for those who have no choice but to use the car (school runs prior to work etc.). In addition, there are also health benefits for those walking and cycling as well as an overall decrease in stress levels associated with driving and waiting in traffic.

2.2 Peak hour congestion on our roads network is now an accepted norm with up to 90% of car journeys having a single occupier and 80% of all car journeys to and from work are by private car. Car-sharing, public transport use or walking even once a week could dramatically change this figure.

2.3 To facilitate the necessary change in our approach to commuting, the travelling public will be required to make changes. Alternative modes of travel need to be actively promoted and participation in car-pooling, cycling and walking groups supported by a Mobility Management Plan Steering Committee. The public must be presented with an alternative to using the motor car and encouraged to do so. The provision of housing within walking distance to school provision is a key factor in achieving this change.

2.4 National strategy for sustainable transport is set out in the Smarter Travel Document A *Sustainable Transport Future* the document sets out the following aims by 2020:

- To support sustainable travel, future population and employment growth will have to predominantly take place in sustainable compact urban areas or rural areas, which discourage dispersed development and long commuting.
- Work-related commuting by car will be reduced from a current modal share of 65% to 45%, which will mean that between 500,000 and 600,000 commuters nationally will be encouraged to take means of transport other than car driver (of these 200,000 would be existing car drivers). Change in personal behaviour will also be necessary for other travel purposes as most travel relates to non-commuting.
- Car drivers will be accommodated on other modes such as walking, cycling, public transport and car sharing (to the extent that commuting by these modes will rise to 55% by 2020) or through other measures such as e-working.

3.0 EXISTING PUBLIC TRANSPORT INFRASTRUCTURE

3.1 The 215-bus service runs a 30min service with Cloghroe as its terminus and serves Blarney, Cork City Centre and Mahon Point. This service runs 7 days a week. An existing 215 bus stop is located on the R617 as shown in the following image.



Fig 3.1: Location of existing 215 bus stop on the R617

3.2 The Cork Metropolitan Area Transport Strategy 2040 (CMATS) proposes significant improvements to the public transport facilities over and above what is currently available. With the provision of these facilities and other incentives as part of national policy, it is anticipated that a shift to public transport will occur over the construction phase of this scheme. CMATS has provided more certainty for the delivery of these enhancements. The LAP states that is an objective of the plan to Support the achievement of high levels of modal shift by collaborating with other agencies to improve public transport services and influence patterns of employment development to support use of sustainable modes and travel by public transport".

The village of Tower is on a Bus Priority Route as defined in CMATS and based on this Cork City Council requested that the proposed development make provision for a future dedicated bus lane. As outlined in Figure 2.1 a 3.25m reservation has been included which will form part of the hard/soft landscaping of the scheme.

3.3 The following isochrone map shows the areas currently accessible by public transport based on time of travel from the site.

Note: The distances include transfers to different services so are indicative only (delay may be experienced during transfer)

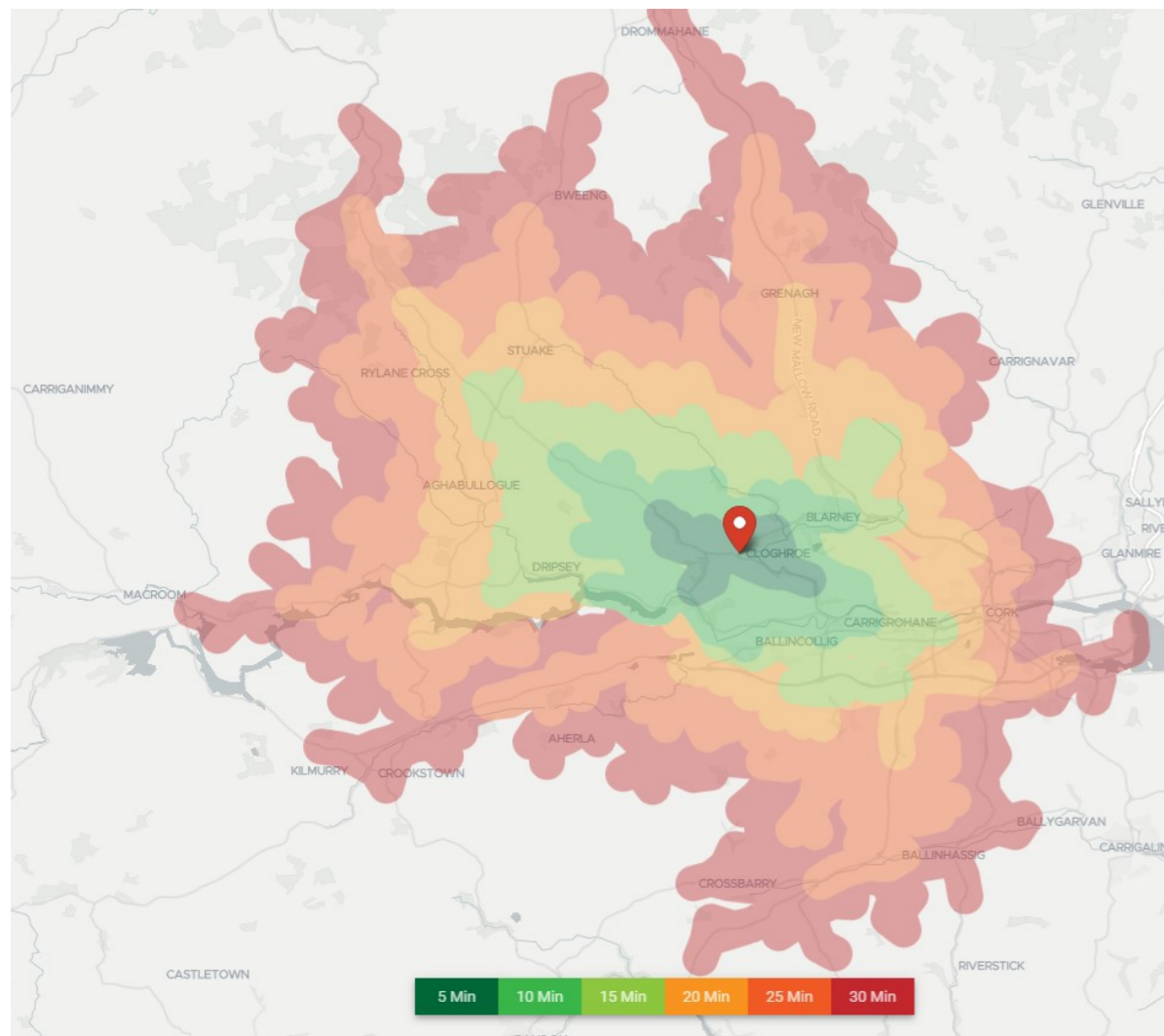


Fig 3.1: Time of travel by Public Transport Options

3.4 Evident from the above map is that current bus provision in the area allows travel to a wide area within 30 mins, with many of the main employment centres being within the 20 mins range. This is significantly shorter than CSO figures for other areas such as Dublin City 28.9 mins, South Dublin 30.6 mins, Waterford City & County 22.4 mins, Limerick City & County 24.2 mins.

A commute time by public transport in excess of 45 mins results in a change in behavioural preference away from public transport. It can be concluded that the proposed development site, by its location, will encourage the use of public transport in-line with national policy.

3.5 The aforementioned travel times are set to significantly improve as a result of CMATS which will include bus priority at junctions, additional on-road facilities such as covered shelters, real-time arrival departure boards and an increase in frequency of service. These measures, scheduled for delivery in 2023, will require the density of population in the area served, to justify this expenditure by the NTA.

4.0 ACCESSIBILITY & INTEGRATION

4.1 A desktop assessment of permeability for cyclists and pedestrians from the site was carried out. Presented in the following isochrone maps are the range of distances, for both pedestrians and cyclists, based on travel time. Pedestrians have the benefit of footpaths, but cyclists are required to use the existing regional roads and share with other vehicles.

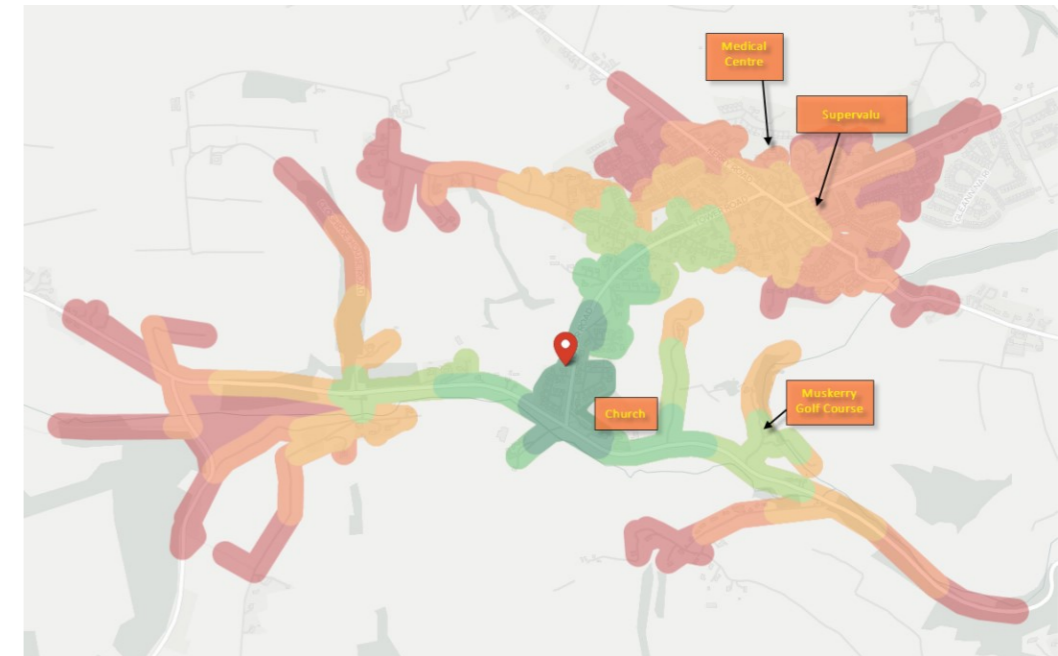


Fig 4.1: Proposed Development: Walking distance to local area

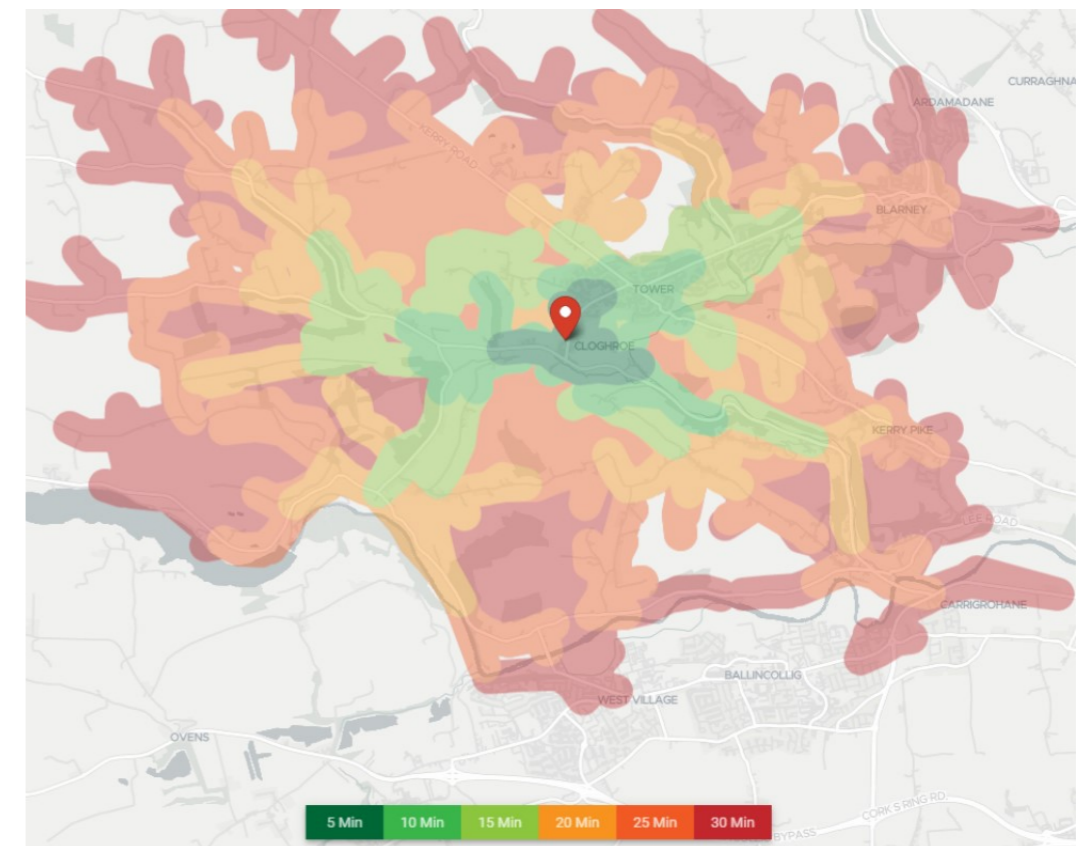


Fig 4.2: Proposed Development: Cycle distance to local area

- 4.2 Within 10 mins walk time from the site:
- Cloghroe Retail Park
 - Cloghroe Church
 - Cloghroe National Primary School
 - Muskerry Golf Course

Within 20 mins walk time from the site:

- SuperValu Tower
 - Tower Medical Centre
 - DayBreak Circle K TOWER
 - Aunties Bar
 - The Hunstman
 - Local Chinese
- 4.3 The cycle range is presented in similar terms and relates to the average distance travelled in a specific time (16-19 kmh). Blarney and Ballincollig both fall within the 20 min category based on unrestricted flow through junctions.
- Note: The travel speed used is on the low side, an experienced cyclist would have a 26-30kph average speed, however the speed used is more reflective of the topography in and around Tower.*
- 4.4 As part of the development of the scheme the R617 will be upgraded to include a 2.0m cycle track, a 1.0m planted verge, a 2.0m pedestrian footpath and a reservation of 3.25m for a future Bus Lane as part of Bus Connects. An additional controlled pedestrian crossing on the R617 is also included which will significantly improve connectivity to and from the development site as well as serving the 215-bus stop for all local residents.

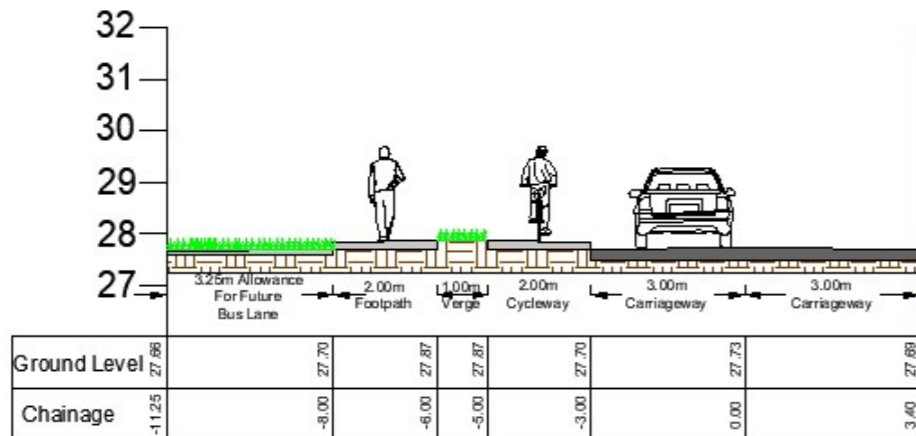


Fig 4.3: Proposed Upgrade works to the R617- Typical Cross Section

5.0 PARKING PROVISION

- 5.1 The following table outlines the proposed parking provision for the site, reference is made to the Architects Drg. No. 20068/P/014, Proposed Vehicle Parking Allocation.

VEHICLE PARKING SPACES IN AREA A - RESIDENTIAL (HOUSING)			
Unit Types	No. of Units	Parking x Units	Total Parking
4 bed detached	5no.	2no. Parking spaces per unit	10no.
4 bed semi-detached	44no.	2no. Parking spaces per unit	88no.
3 bed semi-detached	14no.	2no. Parking spaces per unit	28no.
3 bed townhouse	8no.	2no. Parking spaces per unit	16no.
2 bed townhouse	2no.	2no. Parking spaces per unit	4no.
TOTAL NUMBER OF PRIVATE PARKING SPACES			146no.
TOTAL NUMBER OF PARKING SPACES			146no.

VEHICLE PARKING SPACES IN AREA B - RESIDENTIAL (HOUSING)			
Unit Types	No. of Units	Parking x Units	Total Parking
3 bed townhouse	16no.	2no. Parking spaces per unit	32no.
2 bed townhouse	20no.	1no. Parking spaces per unit	20no.
TOTAL NUMBER OF PRIVATE PARKING SPACES			52no.
Visitors Parking			7no.
TOTAL NUMBER OF PARKING SPACES			59no.

VEHICLE PARKING SPACES IN AREA C - RESIDENTIAL (HOUSING/APARTMENTS/DUPLEX UNITS)			
Unit Types	No. of Units	Parking x Units	Total Parking
4 bed townhouse	8no.	2no. Parking spaces per unit	16no.
2 & 3 bed duplex units	26no.	1no. Parking spaces per unit	26no.
1 & 2 bed GF apartments	26no.	0.5no. Parking spaces per unit	13no.
TOTAL NUMBER OF PRIVATE PARKING SPACES			55no.
Visitors Parking			1no.
Disabled Parking			2no.
Parent & Child Parking			5no.
Electric Vehicle Parking			5no.
TOTAL NUMBER OF PARKING SPACES			68no.

Table 5.1: Breakdown of Car Parking (refer Architects DWG 20068/P/014)

The following extract from the County Development Plan indicates that the provision of car parking on-site is in accordance with this plan.

Table 1a Car Parking Requirements for New Development (Maximum per sq.m)		
Development Type	Cork City North & South Environs	Rest of Cork County
Schools	1 space per teaching staff + 1 space per 2 ancillary staff + additional 50% of staff provision for visitors at primary level and additional 30% at second level	1 space per teaching staff + 1 space per 2 ancillary staff + additional 50% of staff provision for visitors at primary level and additional 30% at second level
Colleges of further education / universities	1 per classroom + 1 per 5 students	1 per classroom + 1 per 5 students
Commercial leisure: (amusement centres, play centres, etc.)	1 space per 50 sqm	1 space per 50 sqm
Conference centres: public areas	1 space per 20 sqm	1 space per 7sqm
Other cultural / recreational & leisure uses	Dependent upon nature and location of use	
Residential (All areas)		
Dwelling House	2 spaces per dwelling	
Apartments	1.25 spaces per apartment	

Table 5.2 Extract from County Development Plan (Table 1a).

A total of 397 no. car parking spaces are proposed for the proposed development, which are allocated on the basis of housing type and likely demands of future residents. The proposed parking provision is below the Development Plan minimum standard of 2 spaces per house and 1.25 spaces per apartment.

5.2 Bicycle Parking

Paragraph 4.17 of the *Design Standard for New Apartments* considers the requirement for bicycle parking/storage and includes the following;

“Quantity – a general minimum standard of 1 cycle storage space per bedroom shall be applied. For studio units, at least 1 cycle storage space shall be provided. Visitor cycle parking shall also be provided at a standard of 1 space per 2 residential units.”

Regarding the bicycle parking facilities, as asserted in the “Sustainable Urban Housing: Design Standards for New Apartments – Guidelines for planning Authorities”, they have been assigned as follows:

- No. 1 private bike space x bedroom
- No. 1 visitor space every 2 apartments

For the duplex-apartments, all the bike spaces are placed in secured bike storage near the relative apartments. While for the apartment blocks, the private bike spaces are placed in the basement in secured rooms and the visitors’ bike spaces are in covered bike racks outside the buildings.

Accordingly, the design standard requirements for bicycle parking set out in the Guidelines have been complied with.

6.0 ALTERNATIVES

6.1 The development location allows the user a modal choice for commuting to and from the site. The benefits to the development site are direct and measurable however additional benefits to the wider community should not be ignored. A reduction in car trips implies reduced traffic congestion, enhanced air quality and reduced noise to the surrounding neighbourhood.

6.2 The types of modal choice investigated as part of the Traffic & Transport Assessment carried out include:

- Pedestrian and cycling facilities near the site
- Public transport

6.3 In general, car usage patterns can be grouped between city centre sites and out of town sites. City centre or suburbs would range from 25% to 35% car usage with out-of-town sites higher at 65% to 90%. This scheme would fall into the later category however national policy related to climate change and sustainable travel are expected to impact on the current norms. This scheme is compatible with such policy.

6.4 Pedestrians & Cyclists

6.4.1 Upon implementation, the MMP will promote walking and cycling as part of a daily exercise routine and will provide information on routes, journey times and calories burned. Indeed, the location of this particular proposed development is convenient for most pedestrians.

In terms of cycling the site does not benefit from existing cycle facilities however provision has been made for an off-road cycle track within the public realm works proposed on the R617. This facility will be isolated until the delivery of wider connectivity works as part of CMATS.

The combination of walking with public transport/ taxi services will also be supported.

“ 30 minutes of aerobic activity, such as a brisk walk, per day helps reduce the risk of heart disease’

(Reference, ‘The Route to Sustainable Commuting, An Employers Guide to Mobility Management Plans produced by the Dublin Transportation Office, Killees Metropolitan Council and the Irish Energy Centre)

6.5 Public Transport

6.5.1 The proposed development is well served by regular bus route, the 215. The availability of a public transport system allows users of the proposed development an alternative mode of travel. The mobility management plan developed for the completed scheme will include for incentives such as;

- Monthly/annual commuter ticket schemes/offers
- Timetables, routes and maps
- Journey time indicators
- Government supported programs to encourage people to use public transport (currently includes up to a 48% saving on standard pay-over-the-counter charge by means of tax saving schemes).

In-line with the proposed upgrade works on the R671 the existing 215 Bus Stop is to be upgraded with the provision of a Bus Shelter and a colour contrasted paved stop area. The developed scheme proposes universal footpath access to the bus stop as well as more direct

stepped access. The provision of the controlled pedestrian crossing to the north of the bus stop will facilitate safe and controlled access for existing residents in the area.

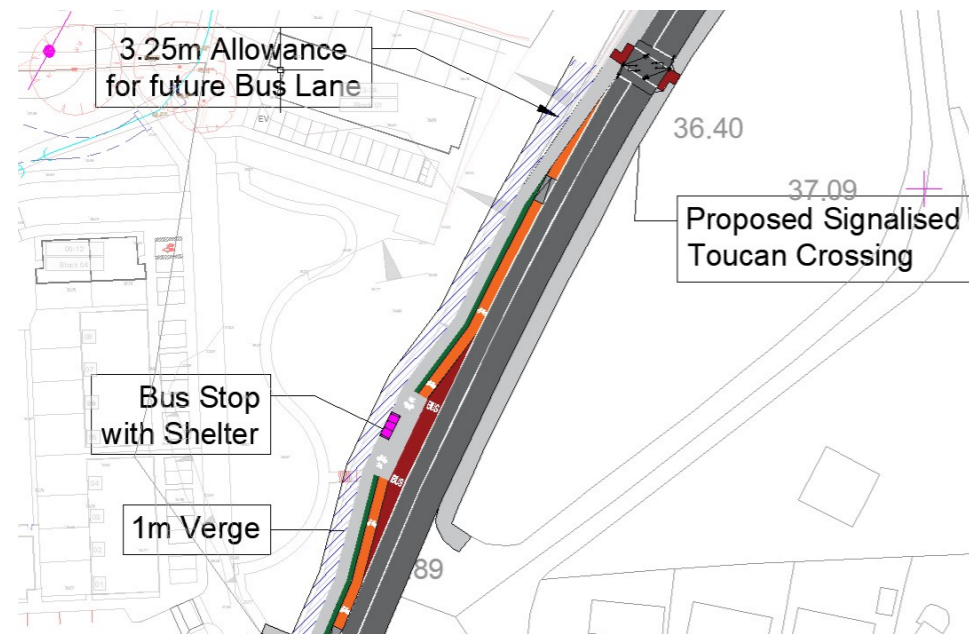


Figure 6.1: Proposed Upgraded Bus Stop with Shelter on the R617

As previously outlined the village of Tower is on a Bus Priority Route as defined in CMATS and based on this Cork City Council requested that the proposed development make provision for a future dedicated bus lane

7.0 CONCLUSIONS & RECOMMENDATIONS

- 7.1 In conclusion, the site location is well situated for the implementation of a Mobility Management Plan promoting alternative modes of transport especially when accessing local services such as the National School and local retail offerings including the proposed food retail store.
- 7.2 The proposed development includes upgrade works to the R617 which will significantly improve connectivity to and from the site. Figure 4.3 outlines the proposed cross section fronting the scheme which has been agreed with the Local Authority. Other measures such as the controlled pedestrian crossing on the R617 north of the upgraded bus stop will facilitate safe pedestrian access to service provision in Tower through sustainable means of travel.
- 7.3 All sustainable modes of transport will be promoted as part of a marketing campaign for the site which will include actively encouraging public transport, walking and cycling as viable modes of transport for residents.

This can be achieved via the circulation of useful information such as routes, exercise plans etc. Cycle Planner Apps are useful in planning routes that avoid roads with heavy traffic and avoid difficult turns at busy junctions. Walking & cycling societies could be formed to create a community culture around the activity. Attention should also be drawn to the regular bus route from the city centre. A bulletin board could be placed in the lobby of apartment blocks or other such communal areas where information on all alternative transport modes could be posted.

For the retail element incentives such as The Bike to Work Scheme, public transport support and car-pooling will be offered to employees. The required infrastructure to promote these efforts will be provided by the end user.

- 7.4 There are no existing cycling facilities in the area although the R617 and the R579 form part of a regular cycle route for the 'serious cyclist'. The proposed development includes the provision of an off-road cycle lane on the R617 as directed by the Local Authority. This indicates the Council's intention to provide wider cycle facilities as part of future upgrade schemes which will benefit the scheme.
- 7.5 The continued dependence on the motor car is not sustainable into the future. Planning and development of new commercial and residential schemes should go hand in hand with a transport strategy limiting the dependability on the private motor car. Current national policy supports this premise for the development of residential areas. The proposed development meets all of the criteria associated with this policy.
- 7.6 A Site Plan of the proposed development can be found in **Appendix A**.

8.0 References

The Route to Sustainable Commuting, An Employer's Guide to Mobility Management Plans
published by Dublin Transportation Office, Killees Metropolitan Council, Irish Energy Centre.

The Traffic Management Guidelines
published by the Dublin Transportation Office

2020 Vision-Sustainable Travel and Transport: Public Consultation Document
published by the Department of Transport

Cork County Development Plan 2014.
published by Cork County Council

Bus Eireann

APPENDIX A

Proposed Site Layout

