



Retail Impact Assessment

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

Cloghroe Development Limited

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Contents

01. Introduction	1
1.1 Settlement Context	1
02. Project and Site Description	2
2.1 Project Description	2
2.2 Settlement Overview	2
2.3 Retail Site Selection & Strategy	4
03. Retail Policy Context	5
3.1 Guidelines for Planning Authorities Retail Planning 2012 (RPG)	5
3.2 Regional Spatial and Economic Strategy for the Southern Region (RSES)	8
3.3 Cork County Development Plan 2014 (CDP)	9
3.3.1 metropolitan Cork joint Retail strategy 2015 (mcjrs)	9
04. Assessment of Retail Impact	10
4.1 Retail Catchment	10
4.2 Catchment Population	11
4.3 Settlement Analysis	11
4.4 Assessment of Capacity	15
4.5 Population Under-estimate	17
4.6 Retail Capacity	18
05. Conclusions	20
5.1 Summary	20
	20
Appendix A	1
CSO Small Areas within Retail catchment.....	1
Appendix B	4
Retail catchment Map	4

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 4.1.1.5 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>

Have the potential to increase competition within the area and thereby attract further consumers to the area

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.

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.

Respond to consumer demand for its retail offering and not diminish the range of activities and services that an urban centre can support

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.

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

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.

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.

Cause an increase in the number of vacant properties in the primary retail area that is likely to persist in the long term;

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>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.

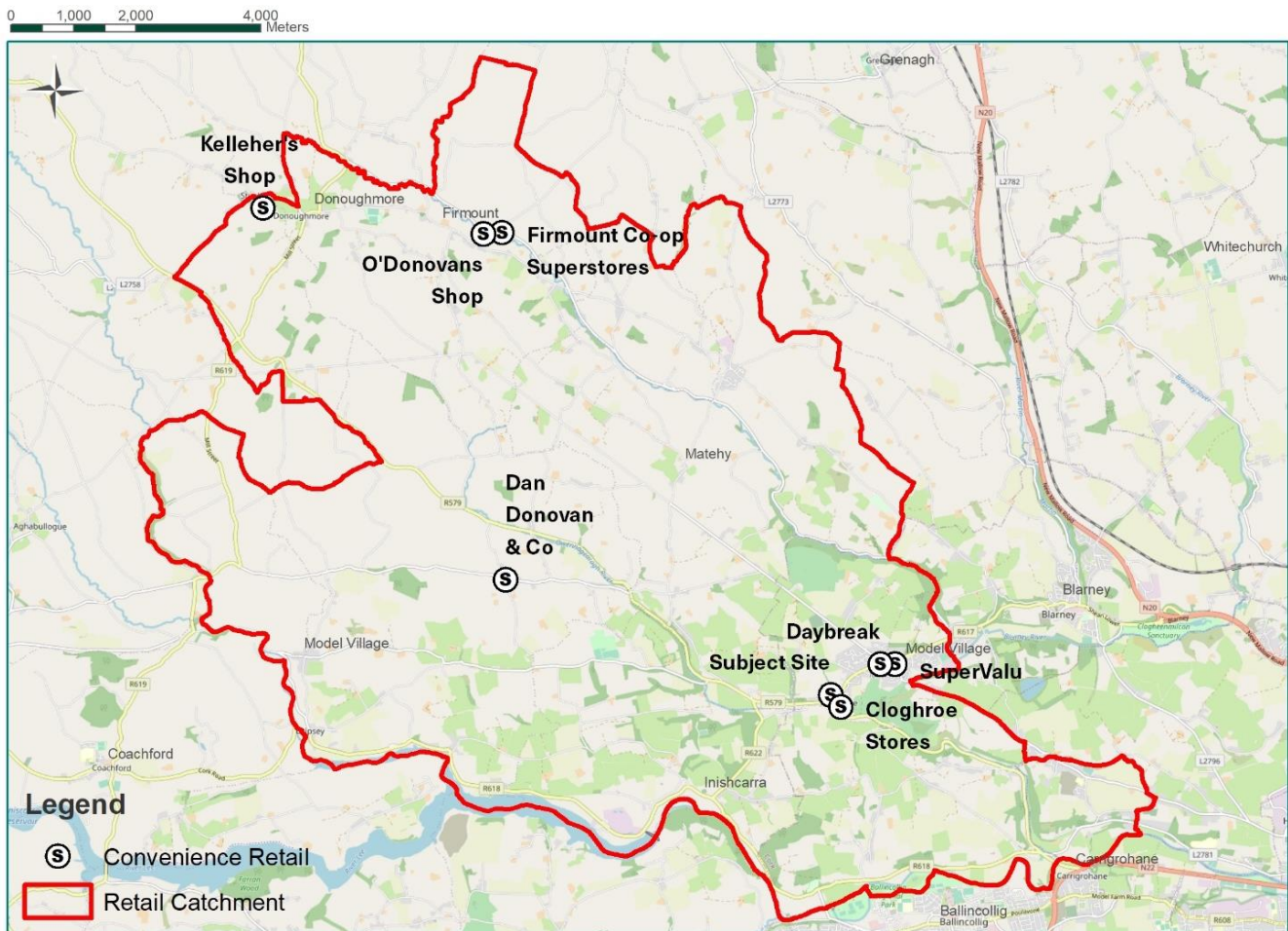


Figure 4.1 Retail Catchment

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

		
<p>Kerry Pike</p>	<p>No retail outlet in settlement</p>	
<p>Matehy</p>	<p>No retail outlet in settlement</p>	
<p>Berrings</p>	<p>Dan Donovan & Co. Ltd. Ballyshoneen, Berrings, Co. Cork, P12 R820</p> <p>Filling Station</p> <p>Some everyday household supplies. Primarily sells hardware & agricultural products</p>	<p>70</p>
		
<p>Courtbrack</p>	<p>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</p>	
<p>Firmount/Fournaght</p>	<p>Firmount Co-op Superstores Firmount, Donoughmore, Co. Cork, P32 FH59</p> <p>Co-op outlet selling hardware and agricultural products</p>	<p>50</p>



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 4,196m².

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

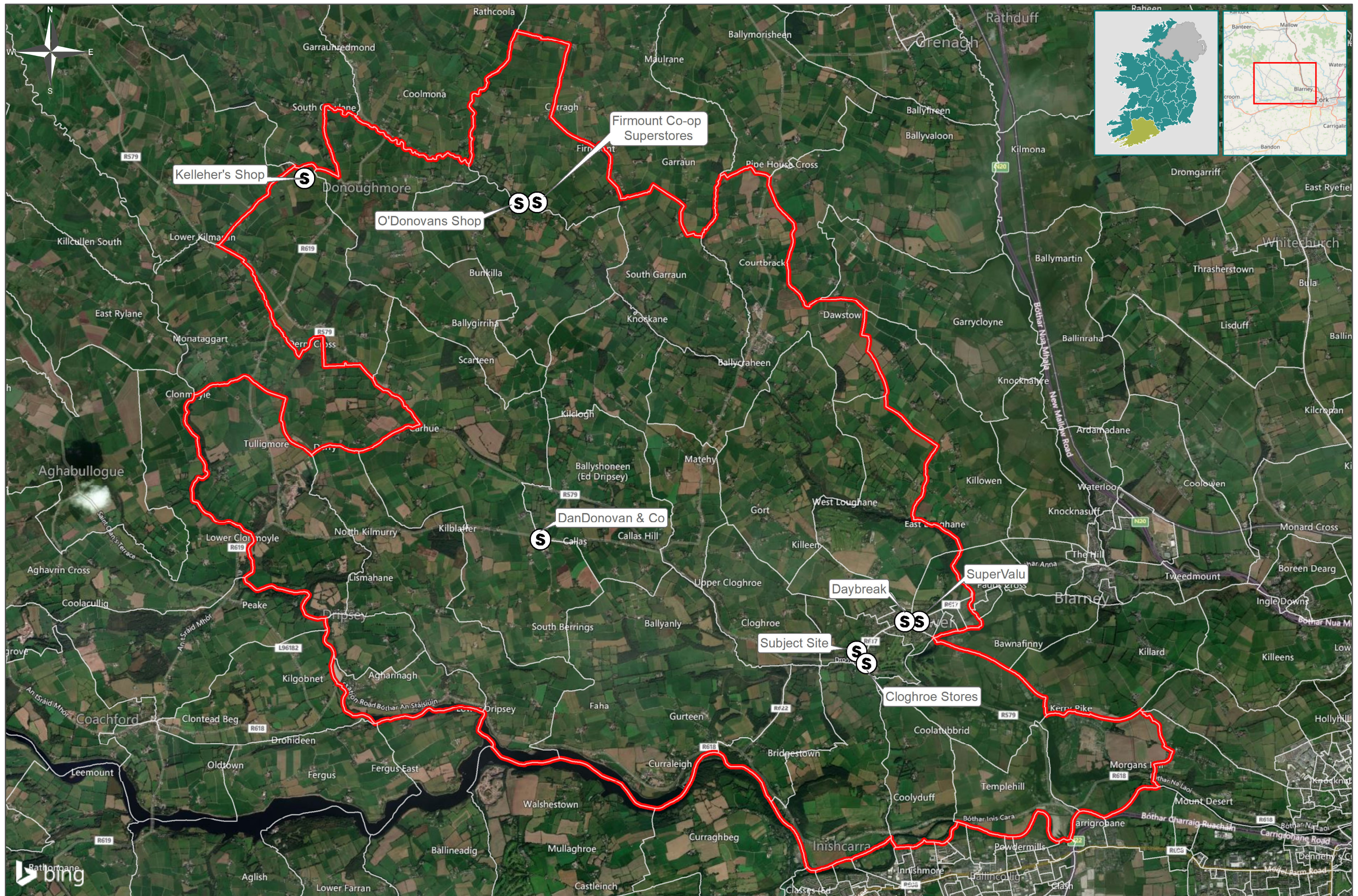
CSO SMALL AREAS WITHIN RETAIL CATCHMENT


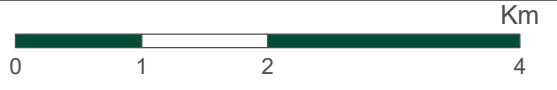
Electoral District Name	Small Area ID
Blarney	047054010
Blarney	047054011
Blarney	047054012
Blarney	047054013
Blarney	047054014
Carrigrohane Beg	047076001
Carrigrohane Beg	047076002
Carrigrohane Beg	047076003
Carrigrohane Beg	047076004
Carrigrohane Beg	047076005
Carrigrohane Beg	047076006
Dripsey	047135001
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



	Client	Project	Figure Title	Figure No.	
	Cloghroe Development Limited	Coolflugh, Cloghroe, Tower, Cork	Retail Catchment Map	1	
					Date 16/12/2020

