

Retail Viability Study

For a Strategic Housing Development
At 'Barrington Tower', Brennanstown
Road, Dublin 18

APRIL 2022

1 Introduction

McGill Planning Limited, 22 Wicklow Street, Dublin 2, is instructed by our client Cairn Homes Properties Ltd., to prepare this Retail Viability Study for a proposed Strategic Housing Development at 'Barrington Tower', Brennanstown Road, Dublin 18 which includes a retail unit as follows:

Retail unit at Ground floor level of blocks CD = 336.8 sqm (including bin store)

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

The need for a Retail Assessment is set out in the Notice of Pre-Application Consultation Opinion from An Bord Pleanála following the tripartite meeting on the 15th of November 2021. The Opinion requests that *pursuant to article 285(5)(b) of the Planning and Development (Strategic Housing Development) Regulations 2017, the prospective applicant is hereby notified that, in addition to the requirements as specified in articles 297 and 298 of the Planning and Development (Strategic Housing Development) Regulations 2017, the following specific information should be submitted with any application for permission:*

A response to the matter raised with respect to section 8.2.6.3 of the Dun Laoghaire Rathdown County Development Plan, 2016 – 2022 regarding convenience shops, justification of the type and size of the retail unit proposed.

Section 8.2.6.3 states that:

A small/local convenience shop will be open for consideration within a residential area (lands zoned Objective 'A' – "To protect and/or improve residential amenity"). When assessing any such proposals, the Council will have regard to the distance from the proposed development to established local shopping facilities and to its impact on the amenity of adjoining dwellings. Local convenience shops shall not have a floorspace greater than 100 sq.m. net. (Refer also to Policy RET7, Section 3.2.2.7).

In line with the opinion, this Retail Viability Study in order to provide a justification for the retail unit including the size type and potential viability of the proposed retail unit.

It is noted that Section 8.2.6.3 of the Dun Laoghaire Rathdown County Development Plan 2016 – 2022 has been replaced by section 12.6.3 of the newly adopted Dun Laoghaire Rathdown County Development Plan 2022 – 2028. (It is noted that a final version of the new Development Plan is not currently available, as a result policies set out below and in the Statement of Consistency are an amalgamation of the proposed amendments to the draft plan and the draft plan as advertised. It is noted that the DLR website highlights that *"all subsequent sections / policy objective numbers to be renumbered as required"*. The references to policies, sections and numbering and the wording of the policies are our understanding at the time of writing and are as provided on the DLR website and may be subject to change. However, it is noted that the policy relating to 12.6.3 appears to remain unchanged in the new Development Plan 2022 – 2028 when compared to the Development Plan 2016-2022.

Section 12.6.3 states that:

A small/local convenience shop will be open for consideration within a residential area (lands zoned Objective 'A' – "To protect and/or improve residential amenity"). When assessing any such proposals, the Council will have regard to the distance from the proposed development to established local shopping facilities and to its impact on the amenity of adjoining dwellings. Local convenience shops shall not have a floorspace greater than 100 sq.m. net. (refer also to Policy RET7, Section 7.5.5.1).

2 Site Context

The subject site is irregularly shaped, to the south of Brennanstown Road and is located within Dun Laoghaire Rathdown County Council administrative area. The Brennanstown Road is a well established low density residential area, comprising mainly detached houses on generous sites. There are two approved SHD applications in close proximity to the site on the Brennanstown Road at Former Doyle's Nurseries and Brennanstown Wood Residential Development. These high-density developments will compliment one another to form a population which will be served by the existing Luas green line south of the referenced sites which is a public transport corridor.

To the south east is a burial ground and the LUAS track directly south of the site. Vehicular access to the site is available off Brennanstown Road. The site slopes steeply from north to south. The existing Barrington Tower, is a protected structure (RPS No. 1729) will be preserved, restored and made a focal point within the heart of the new development.

The site is zoned under Objective A within DLRCC Development Plan 2016 – 2022 which indicates that the area is zoned *'to protect and/ improve residential amenity.'* This includes the provision for a Shop Neighbourhood within the types of development open for consideration.

The site is zoned Objective A within the new Development Plan 2022 – 2028, the zoning for this site remains as objective A which states that it aims *"To provide residential development and ~~for protect~~ and improve residential amenity while protecting the existing residential amenities"*. This zoning also permits the provision of a Neighbourhood shop within this zoning.



Figure 1 Approximate Site Location

To the south side of the luas tracks is the Cherrywood Planning Scheme area which is planned to provide c.8,700 residential units, a new town centre, village centres, schools, and public spaces.

3 Retail Planning Policy Context

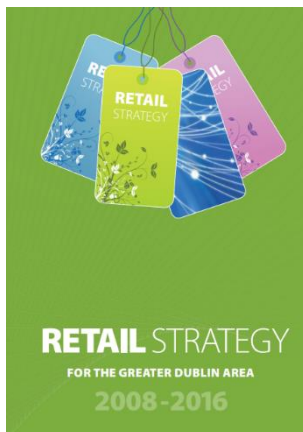
3.1 Retail Planning Guidelines for Local Authorities 2012



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

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

3.2 Retail Strategy for the Greater Dublin Area



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

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

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

Section 6.25 states the following in relation to Local Shops:

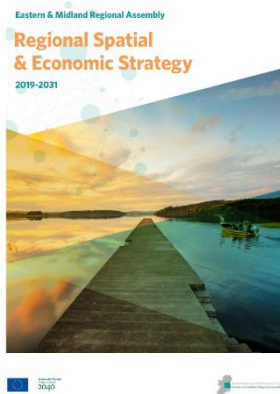
These shops meet the basic day to day needs of surrounding residents, whether as a rural foci points close to other community facilities such as the local primary schools, post office and GAA club or as a terrace of shops within a suburb. Expected are one or two small convenience stores, newsagents, and potentially other tertiary services such as butcher/vegetable shops with a public house, hairdressers and other similar basic retail services; with the retail element in total ranging approximately from 500 - 1,500 sq.m of lettable space.

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

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

The proposed development is not within a level 1 or 2 centre. The proposed retail unit is an area of 3336.8sqm (including bin store) and is below both thresholds. As a result, a Retail Impact Assessment is not required.

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



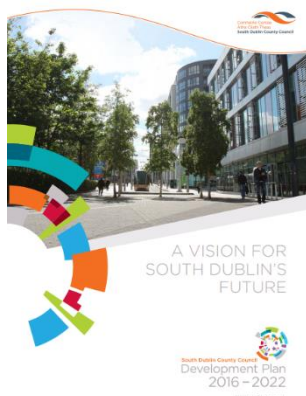
The Regional and Spatial Economic Strategy sets out a framework for the development of the eastern and midland region to 2031. In relation to retail, the RSES recognise the importance of retail as a significant employer and economic contributor in the region. In addition, it notes that retail plays a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

The RSES outlines the retail hierarchy as presented in the Retail Strategy for the Greater Dublin Area, which places the proposed retail development at Level 5. It notes that the retail floorspace thresholds are still to be reached in many cases. In this regard, the EMRA supports *the preparation of a Retail Strategy / Strategies for the Region in accordance with the Retail Planning Guidelines for Planning Authorities 2012, or any subsequent update, to update the retail hierarchy and apply floorspace requirements for the Region (RPO 6.10).*

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

The RSES note the NPF's targets to achieve compact growth with 50% of housing to be provided within of contiguous to the built up area of Dublin City and suburbs. The proposed development helps achieves this target as the subject site is within the Dublin Metropolitan Area and with sustainable transport links connecting the site to the city centre.

3.4 Dun Laoghaire Rathdown County Development Plan 2016-2022



The Dun Laoghaire Rathdown County Development Plan 2016-2022 sets out a Settlement Hierarchy. The subject site is located within the metropolitan area between the Strategic Development Zone of Cherrywood and the Secondary Centre of Cornelscourt.

The council is to encourage the provision and survival and modernisation of local shopping in the many villages and suburban locations across the County to allow day-to-day shopping to be met within walking distance through the protection of the retail opportunities in key local locations.

The proposed development will provide 534 no. of residential units and considering the national household size of 2.7 people this development will likely generate a population of c. 1,442 when fully occupied. This increase in population in conjunction with the increase in development at Brennanstown Wood and Doyles Nursery developments will increase the demand and need for additional retail in the area, while also providing more availability for retail expenditure in the area.

As a result, the increase in population from this site and neighbouring sites, there is a need for additional floor space to accommodate the needs of the future population.

The subject site is zoned Residential, under Objective A within DLRCC development plan which indicates that the area is zoned 'to protect and-or improve residential amenity.' The inclusion of a small/local convenience shop is considered under lands zoned Objective A.

The following zonings relate directly to retail:

- A: To protect and-or improve residential amenity
- A1: To provide for new residential communities in accordance with approved local area plans.
- A2: To provide for the creation of sustainable residential neighbourhoods and preserve and protect residential amenity.
- DC: To protect, provide for and-or improve mixed-use district centre facilities.
- E: To provide for economic development and employment
- MIC: To consolidate and complete the development of the mixed-use inner core to enhance and reinforce sustainable development.
- MOC: To provide for a mix of uses which complements the inner core, but with less retail and residential and more emphasis on employment and services.
- MTC: To protect, provide for and-or improve major town centre facilities
- NC: To protect, provide for and-or improve mixed-use neighbourhood centre facilities.
- OE: To provide for office and enterprise development

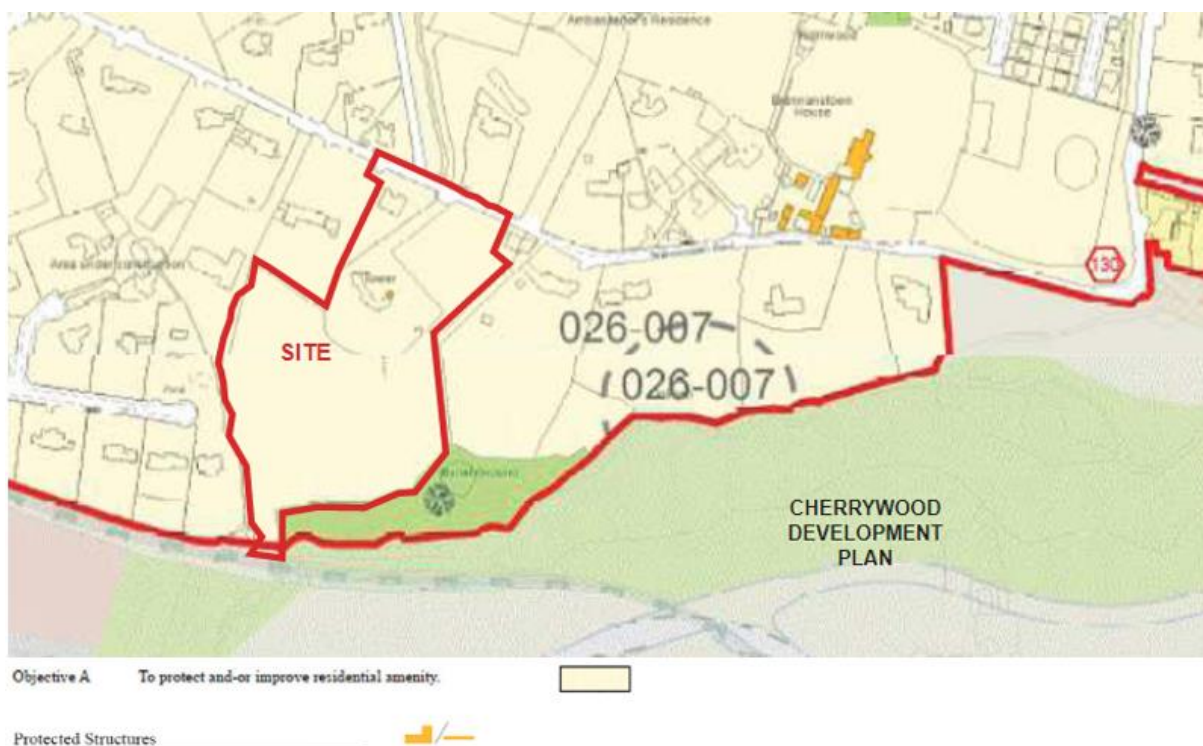


Figure 2 Extract from DLRCC Development Plan 2016-2022 showing zoning of the subject site

Chapter 3 of the County Development Plan sets out policy and objectives relating to urban centres and retailing. It outlines a retail hierarchy derived the hierarchy set out in the *Retail Strategy for the Greater Dublin Area 2008-2016*. The proposed retail unit is not directly categorised within the retail hierarchy table 3.2.1. Instead, the proposed retail unit falls under the category of Convenience Shop in the County Development plan and under Policy RET7. The council recognises the need for convenience shopping provision and accepts that a neighbourhood centre may not always be available within easy walking distance.

The following policies are also relevant:

- **Policy RET3:** *It is Council policy to have regard to the 'GDA Retail Planning Strategy 2008 – 2016' and the 'GDA Regional Planning Guidelines 2010-2022', in defining the retail hierarchy of the County and defining the role of the retail centres. It is Council policy to promote the viability and vitality of its existing main retail centres while continuing to protect and improve the amenity of surrounding areas.*
- **Policy RET1** *It is the policy of the Council to have regard to the 'Retail Planning Guidelines for Planning Authorities' published by the Department of the Environment, Community and Local Government in 2012, in determining planning applications for retail development.*
- **Policy RES4** *It is Council policy to improve and conserve housing stock of the County, to densify existing built-up areas, having due regard to the amenities of existing established residential communities and to retain and improve residential amenities in established residential communities.*
- **Policy RES14** *It is Council policy to plan for communities in accordance with the aims, objectives and principles of 'Sustainable Residential Development in Urban Areas' and the accompanying 'Urban Design Manual – A Best Practice Guide'. In all new development growth areas, and in existing residential communities it is policy to ensure that proper community and neighbourhood facilities are provided in conjunction with, and as an integral component of, major new residential developments and proposed renewal/redevelopment areas, in accordance with the concept of sustainable urban villages outlined under Policy RES15*
- **Policy RES15** *In new development growth nodes and in major areas in need of renewal/regeneration it is Council policy to implement a strategy for residential development based on a concept of sustainable urban villages.*
- **Policy RET7** *It is Council policy to facilitate the provision of local convenience shops in residential areas where there is a clear deficiency of retail provision, subject to protecting residential amenity.*
- **Policy RET12** *It is Council policy to ensure that applications for new retail development shall accord with the retail policies of the Development Plan and are objectively assessed as set out in Government Guidance in the form of the 'Retail Planning Guidelines' (2012).*
- **Policy SIC11** *It is Council policy to encourage the provision of affordable and appropriate childcare facilities as an integral part of proposals for new residential developments and to improve/expand existing childcare facilities across the County. In general, at least one childcare facility should be provided for all new residential developments subject to demographic and geographic needs. The Council will encourage the provision of childcare facilities in a sustainable manner to encourage local economic development and to assist in addressing disadvantage.*
- **Policy UD3** *It is Council policy that all development proposals, whether in established areas or in new growth nodes, should contribute positively to an enhanced public realm and should demonstrate that the highest quality in public realm design is achieved.*

3.5 Dun Laoghaire Rathdown County Development Plan 2022 - 2028

The new Dun Laoghaire Rathdown County Development Plan 2022 to 2028 has been adopted and is due to come into force on the 21st April 2022. Dun Laoghaire Rathdown have noted that a consolidated document of the plan and its proposed amendments will not be available until after 21st of April 2022. As a result, the policies set out below are an amalgamation of the proposed amendments to the draft plan and the draft plan as advertised. The proposed material amendments are indicated in red and blue text throughout (as per the text that had been uploaded on the DLR website).

The following policies in the development plan are relevant:

The subject site is zoned Residential, under Objective A within DLRCC development plan 2022 – 2028 which indicates that the area is zoned ‘*To provide residential development and ~~for protect and~~ improve residential amenity while protecting the existing residential amenities*’. The inclusion of a Shop Neighbourhood is open for consideration under lands zoned Objective A.

The following zonings relate directly to retail:

- A: To provide residential development and ~~for protect and~~ improve residential amenity while protecting the existing residential amenities.
- A1: To provide for new residential communities and Sustainable Neighbourhood Infrastructure in accordance with approved local area plans.
- A2: To provide for the creation of sustainable residential neighbourhoods and preserve and protect residential amenity.
- SNI: To protect, improve and encourage the provision of sustainable neighbourhood infrastructure.
- DC: To protect, provide for and/or improve mixed-use district centre facilities.
- MTC: To protect, provide for and/or improve major town centre facilities.
- NC: To protect, provide for and/or improve mixed-use neighbourhood centre facilities.
- E: To provide for economic development and employment.
- SDZ: Refer to Planning Scheme for Details (Strategic Development Zone).
- MIC: To consolidate and complete the development of the mixed use inner core to enhance and reinforce sustainable development.
- MOC: To provide for a mix of uses which complements the mixed-use inner core, but with less retail and more emphasis on employment and services.
- OE: To provide for office and enterprise development.

Chapter 7 of the County Development Plan sets out policy and objectives relating to urban centres and retailing. It outlines a retail hierarchy derived the hierarchy set out in the *Retail Strategy for the Greater Dublin Area 2008-2016*. The proposed retail unit is not directly categorised within the retail hierarchy table 7.2. Instead, the proposed retail unit falls under the category of Local Shops in the County Development plan and under Policy RET7. The council recognises the need for convenience shopping provision and accepts that a neighbourhood centre may not always be available within easy walking distance.

The following policies are also relevant:

- **Policy Objective RET1:** *It is a Policy Objective of the Council to have regard to the ‘Retail Planning Guidelines for Planning Authorities’ and the accompanying ‘Retail Design Manual’ published by the Department of the Environment, Community and Local Government in 2012 in determining planning applications for retail development.*
- **Policy Objective RET3:** *It is a Policy Objective of the Council that in positioning the Local Authority for the preparation of a new GDA retail strategy, the Planning Authority shall commence a broad assessment of the existing retail floorspace in the County, including comparing the results with the projected figures for 2021 as set out in the Retail Strategy for the Greater Dublin Area 2008-2016 and reflecting the changing role of centres and their importance in meeting the needs of the ten minute neighbourhood*
- **Policy Objective RET3:** *It is a Policy Objective of the Council to have regard to the Retail Strategy for the Greater Dublin Area 2008 – 2016 and the Eastern and Midland Regional Authorities ‘Regional Spatial and Economic Strategy 2019 – 2031’, in defining the retail hierarchy of the County and defining the role of the Major Town, District, and Neighbourhood Centres in the County. It is Council policy to promote the viability and vitality of its existing*

main retail centres and to also promote their multi-functional role, while continuing to protect and improve the amenity of surrounding areas

- **Policy Objective PHP19:** *It is a Policy Objective to conserve and improve existing housing stock through supporting improvements and adaption of homes consistent with NPO 34 of the NPF. Density existing built-up areas in the County through small scale infill development having due regard to the amenities of existing established residential neighbourhoods.*
- **Policy Objective PHP3:** *It is a Policy Objective to:*
 - *Plan for communities in accordance with the aims, objectives and principles of ‘Sustainable Residential Development in Urban Areas’ and the accompanying ‘Urban Design Manual – A Best Practice Guide’ and any amendment thereof.*
 - *Ensure that an appropriate level of supporting neighbourhood infrastructure is provided or that lands are reserved for Sustainable Neighbourhood Infrastructure (SNI), in conjunction with, and as an integral component of, residential development in new residential communities as identified in the Core Strategy (see Figure 2.9, Chapter 2).*
 - *Identify, provide and/or improve (as appropriate) supporting sustainable neighbourhood infrastructure in tandem with residential development in renewal/ redevelopment areas and existing residential neighbourhoods.*
 - *Create healthy and attractive places to live consistent with NPO 4 of the NPF and RPO 9.10 of the RSES*
- **Policy Objective PHP4:** *It is a Policy Objective to*
 - *Implement a strategy for residential development based on a concept of sustainable urban villages.*
 - *Promote and facilitate the provision of ‘10-minute’ neighbourhoods.*
- **Policy Objective RET7:** *It is a Policy Objective of the Council to facilitate the provision of local convenience shops in residential areas where there is a clear deficiency of retail provision, subject to protecting residential amenity*
- **Policy Objective RET8:** *It is a Policy Objective of the Council to ensure that applications for new retail development shall accord with the retail policies of the Development Plan and are objectively assessed as set out in the Retail Planning Guidelines for Planning Authorities (2012)*
- **Policy Objective PHP36:** *It is a Policy Objective that all development proposals, whether in established areas or in new growth nodes, should contribute positively to an enhanced public realm and should demonstrate that the highest quality in public realm design is achieved.*

Cherrywood SDZ

The Cherrywood Planning Scheme south of the site is zoned Strategic Development Zone (SDZ) which contains its own distinctive and various statutory plans with targeted and nuanced design guidance and templates that will help frame and influence the ‘end product’ of the scheme. The planning scheme includes the following categories of Primary Land Use relating to retail:

- Town Centre
- Village Centre
- High Intensity Employment
- Commercial Uses

It is noted that a small area to the south of the site falls within the Cherrywood Planning Scheme area, however this is to the south of the site and only provides access to the Brennanstown Luas stop. There is no built development, whether residential or retail, which fall within the Cherrywood Planning Scheme area. However, it is noted that section 1.3.2.1 of the Cherrywood Planning Scheme states: *Development of any site that falls within, or partly within, this Planning Scheme boundary will require*

to align with the provisions of the Planning Scheme document. The proposed retail unit has been assessed in line with this document. This is discussed in further detail under section 5 below.



Figure 3 Retail Clusters surrounding the subject site

Map No.	Retail Cluster
1.	Carrickmines Park
2.	Leopardstown Shopping Centre
3.	Cornelscourt Shopping Centre
4.	Park Shopping Centre
5.	Foxrock Village
6.	Cabinteely Village
7.	Ballybrack Shopping Centre

Table 1 Retail Clusters as shown in Figure 3.2

As seen in Figure 3.1 above, retail clusters are sparsely located within a 2 km radius of the subject site. The inclusion of a convenience shop within the site of the proposed development would support the new residents generated from the proposed development in addition to the existing local residents and residents from the two other developments along the Brennanstown Road. It is noted that it would not compete with Cherrywood SDZ area given the separation from the SDZ area by the Luas tracks, the location of the retail elements within the SDZ and the location of this retail unit within block CD fronting onto the Brennanstown Road. It would primarily serve the residents of the Brennanstown Road area but would not compete with the larger retail clusters of the wider area.

It is Council policy to facilitate the provision of local convenience shops in residential areas where there is a clear deficiency of retail provision, subject to protecting residential amenity (*Policy RET7*:

Convenience Shops of the Development Plan 2016 – 2022 and under policy **Objective RET7** of the new **Development Plan 2022 - 2028**).

The retail hierarchy of objective A as set out in both Development Plans (2016- 2022 and 2022 - 2028) allows for smaller neighbourhood retail units within residential areas. This is to provide a retail unit general purpose good from a convenience shops in order to facilitate a local or neighbourhood need to get everyday provisions within easy walking distance.

4 Existing Retail Context

A desktop survey of the existing retail and community services within a 2km buffer of the site was carried out. The key retails areas are identified in blue in figure 4-6 (numbered 1-7) and are listed in the table 1 above at figure 4.

Carrickmines shopping Park (number 1) provides the most services and facilities with a range of shops, pharmacies, supermarkets, medical centres, post offices and restaurants/cafes. This is a c.20 minute walk from the subject site. The Park Shopping Centre (number 4) is located c.15 minute walk from the proposed development site. This provides a grocery store, a medical clinic, a café, a pharmacy and a child care facility.

Of these retail clusters and facilities, the closest cluster is c.15 of a walk from the proposed development. Although the Park Shopping Centre is located c.15 mins walk north of the site, the length of time it takes to walk from the subject site to the shopping centre will likely deter residents from walking the 1.6km distance for purchasing everyday convenience goods such as milk/ bread etc.

There are no convenience shops located in proximity of the subject site, therefore the inclusion of the proposed retail unit in the proposed development is considered appropriate given the footfall generated in the area by the proposed residential development and existing residents.

The Carrickmines Shopping Centre and Park Shopping Centre, which are within 20-15 minutes' walk offer a wider variety and range of options than that proposed by the retail unit. The existing retail units accommodate the larger shop for which many people would journey to once a week or fortnight, while this proposed unit will facilitate everyday shopping, thereby not competing with these larger existing facilities.

5 Permitted Retail Context

As highlighted above the Cherrywood Planning Scheme south of the site is zoned Strategic Development Zone (SDZ) which contains its own distinctive and various statutory plans with targeted and nuanced design guidance and templates that will help frame and influence the 'end product' of the scheme.

Cherrywood Planning Scheme establishes a framework for significant development in the coming years. In addition to housing, the scheme will provide town centres, village centres, commercial units and public open space.



Figure 4 Nearby land uses of Cherrywood SDZ (Subject site marked with red star)

As can be seen from the plan above, the closest zonings to the subject application site are either residential, a school or a village centre. The Cherrywood plan allows for “3 Village Centres will include local retail, retail services appropriate to the size of population they serve, and a local convenience outlet along with modest employment and residential uses. This will provide for compact and vibrant Village Centres, to serve the immediate residential neighbourhood.”

The plan also provides that in “residential and employment areas, local convenience shops at appropriate locations to serve a local function will have a maximum retail floor area of 200sq.m gross. Proposals for these shops must include a retail catchment study to ensure that there will not be an over proliferation of such uses which would detract from the retail function of the villages and Town Centre.”

This Cherrywood scheme recognises the need for local retail units of c. 200sqm to be provided within residential areas to accommodate the local function and needs of a residential area.

It is noted however, that while the village and local residential areas provide for retail facilities these would not be considered convenient to the subject site and would not provide a service to this area. The Cherrywood scheme is located south of the subject site on the opposite side of the Luas line. A pedestrians must cross the Luas track to access any retail in the Cherrywood scheme. This element inhibits pedestrian's access and permeability to retail/commercial units and will likely deter residents from walking to Cherrywood for everyday convenience goods. Therefore, it is deemed crucial that a retail unit as part of the proposed development to serve both the subject site development and the existing residential areas north of the Cherrywood Planning Scheme.

6 The Proposed Development

The development will include the demolition of an existing habitable dwelling Winterbrook, and the derelict, former dwelling attached Barrington Tower (RPS No. 1729). The protected structure 'Barrington Tower' will be retained, restored and reused. It is also proposed to demolish the existing wall to the north of the site along Brennanstown Road.

The development will provide a 'Build to Rent' (BTR) apartment development consisting of 8 no. blocks ranging in height up to 10 storeys (including lower ground floor) providing 534 no. apartments. This will comprise in the delivery of

- 30 no. studio, 135 no. 1 -beds, 318 no. 2-beds & 51 no. 3-beds. All residential units provided with associated private balconies/terraces to the north/south/east/west elevations.
- Resident Support Facilities & Resident Services & Amenities (total floor area c.1,496 sq.m) including flexible spaces including entertainment rooms, meeting rooms, parcel rooms, media rooms, lounge and workspaces, gyms and studio, chef's kitchen and dining area.
- A creche (c.356.5 sq.m), and a retail unit (c.336.8 sq.m).
- Car and cycle parking at basement (2 levels) and at ground level. This will provide 419 no. car parking spaces, 1,266 no. cycle parking spaces and 17 no. motorcycle spaces.
- All associated site development works, open spaces, bat house, landscaping, boundary treatments, plant areas, waste management areas, cycle parking areas, and services provision (including ESB substations).

Vehicular/pedestrian/cyclist accesses from Brennanstown Road will be provided along with improvement works to the Brennanstown Road including a new junction and pedestrian crossing facilities. Pedestrian/cyclist access through the site to the Brennanstown Luas Stop will be provided.

The proposed development will provide for 1 no. local convenience shops/retail space within this proposed attractive development of c. 336.8sqm of gross retail space. While this is larger than the 100sqm net area envisaged by the Development Plans, and larger than the 200sqm of the Cherrywood Development Scheme, once a net area is applied to this retail space, (with a rule of thumb of between one quarter to one third of the space) there is between c. 223 and c.254 sqm net retail area provided, which is similar to the Cherrywood Development scheme appropriate area for residential development. The location of this retail unit is appropriate providing activity along the Brennanstown Road and will support the needs of future residents in this residential development (534 no. units), along with providing support for the other proposed local services such as a creche facility and residential amenity space and facilities.

The retail unit is conveniently placed for people who are using Brennanstown Road, the creche or public open space and need to get some convenience goods. The alternative, without the proposed retail unit, is that the residents will have to cross the Luas tracks and main roads which are a physical barrier to access the nearest shops and walk for up to 20 minutes. They will also provide animation and vitality to the main plaza, creating an attractive area for residents and members of the public in this area.

The local population increase that will be generated by the proposed development, in conjunction with the cumulative increase with the other permitted applications, will support the existing

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

7 Viability of Retail Units

As highlighted above, both Development Plans, the 2016 – 2022 and the 2022 - 2028, along with the Regional policy support the provision of a local retail unit within proposed new residential development. This would be supported by both the existing residential development in the area as well as the two approved SHD applications in close proximity to the site which are Lands at Former Doyle's Nurseries and Brennanstown Wood Residential Development. These high-density developments will compliment one another to form a population which will be served by the existing services in the area.

It is noted that the Cherrywood Planning Scheme, the area to the south of the subject site, is undergoing significant change with increased number of residential units, open space, and transport facilities. However, it is worth noting that the Cherrywood scheme is on the opposite side (south) of the Luas line. A pedestrians must cross the Luas track to access the Cherrywood Planning Scheme and inhibits pedestrian's access and permeability to retail units and will likely deter residents from walking to Cherrywood for everyday convenience goods.

To date, the area immediately surrounding the site has permission for c. 370 no. new residences made up of Brennanstown Wood SHD which was granted permission for c. 136 no residential units and Doyles Nursery which was granted permission for c. 234 no. residential units. These two SHD's exceed the density of the existing low density surrounding area. If a density of 50uph had been applied to each site (as set out in the table below) in line with the Development Plan it is expected that c. 233 no. units would have been delivered on the same 2 sites. When these two SHD permitted developments are added to this current proposal of 534 no. units there is expected to be an increase of c. 904 number of units provided within this area, providing a new population of c. 2440.8 (904 no units * 2.7 people per unit in line with the census).

However, despite this increase in residential units and population within this existing established community, no new retail units have been provided in the permitted residential developments to the north. This area has no convenient local shops which are readily accessible to the existing or permitted developments.

The Central Statistics Office identifies that the average weekly household expenditure in 2015 -2016 for all households in the State was €837.47. When this is considered in the context of the number of residential units permitted there is additional expenditure of c. €309,863.90 which is currently unmet. If the proposed development, the subject of this application is included, there is a further unmet need of c. €447,208.98.

This is a total expenditure potential of €757,072.88, equating to €2,380.73 per square meter of gross floor space which is 2.8 times in excess of the average expenditure of €837.41 per week for households. This does not account for the existing houses in the area. As such there is a clear identified need for additional retail in the area.

Proposals	Permitted/ proposed no. of units	Estimated potential permitted expenditure per household
Doyles nursery	234	€195,967.98
Brennanstown Wood	136	€113,895.92
Totals including permitted	370	€309,863.90
Application site	534	€447,208.98
Totals including proposed	904	€757,072.88

8 Conclusion

The purpose of this Retail Viability Study is to support a planning application for the proposed development of a retail unit, totalling 336.8sqm, which feeds from a small plaza within this Strategic Housing Development on Brennanstown Road.

Given the level of existing, permitted and proposed development within the surrounding area and the location of the existing permitted and proposed retail offering in the area, it is considered that the proposed retail unit will provide much needed services to future residents in the 'Barrington Tower' development and the surrounding area. It is also noted that the uplift in the number of units will ensure the additional convenience spending to support these retail unit.

The Development Plan recognises the need for local convenience shopping, which alleviates pressure for trips into district and town centre as *Convenience shops should be readily accessible from the local catchment by sustainable forms of transport – walking and cycling*. However, it also highlights that local convenience shops shall not have a floorspace greater than 100 sq.m. net, it is noted that the proposed space is a gross area. However, there are no retail facilities along the Brennanstown Road despite the increase in the number of residential development in the area by c. 904 units, resulting in an additional c. 2440.8 people in the area. Given the lack of convenience shops within 10 minutes walk of the site, the Development Plan 2022 – 2028 policies to enable compact development and create 10 minute neighbourhoods it is considered appropriate to provide a retail facility which will meet the needs of all of these developments despite the fact that it exceeds 100sqm. This larger retail unit is arguably need as it has not been provided in either of the other two SHD developments. There are also no other retail facilities within the immediate vicinity of the site which it will be competing with.

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

We consider that the proposed development complies with the policies and objectives of the Dun Laoghaire Rathdown County Development Plan 2016-2022 and the newly adopted Dun Laoghaire Rathdown County Development Plan 2022 - 2028 and provides an appropriate level of local retail provision to accommodate the growing need of this proposed development and neighbouring development, ensuring the viability and success of the area as a whole.