



OMN-JFA-ZZ-XX-RP-A-P7004

OMNI DISTRICT CENTRE LAND USE ANALYSIS

OMNI PLAZA SHD

SWORDS ROAD, SANTRY, DUBLIN 9

SERENDALE LTD

1817

AUGUST 2022



John Fleming Architects

01 OMNI PARK DISTRICT CENTRE



The site falls under the auspices of the Dublin City Council Development Plan 2016-2022 and is Zoned Z4 - District Centre. This zoning is designed to provide for and improve mixed-services facilities.

District centres provide a far higher level of services than neighbourhood centres. They provide a comprehensive range of commercial and community services.

According to the DCC Development Plan 2016-2022 new development within these areas should “enhance their attractiveness and safety for pedestrians and a diversity of uses should be promoted to maintain their vitality throughout the day and evening. In this regard, opportunity should be taken to use the levels above ground level for additional commercial/retail/ services or residential use with appropriate social facilities. “As such, we believe this development will support a diverse range of uses and ensure vitality throughout the day in Omni Park.

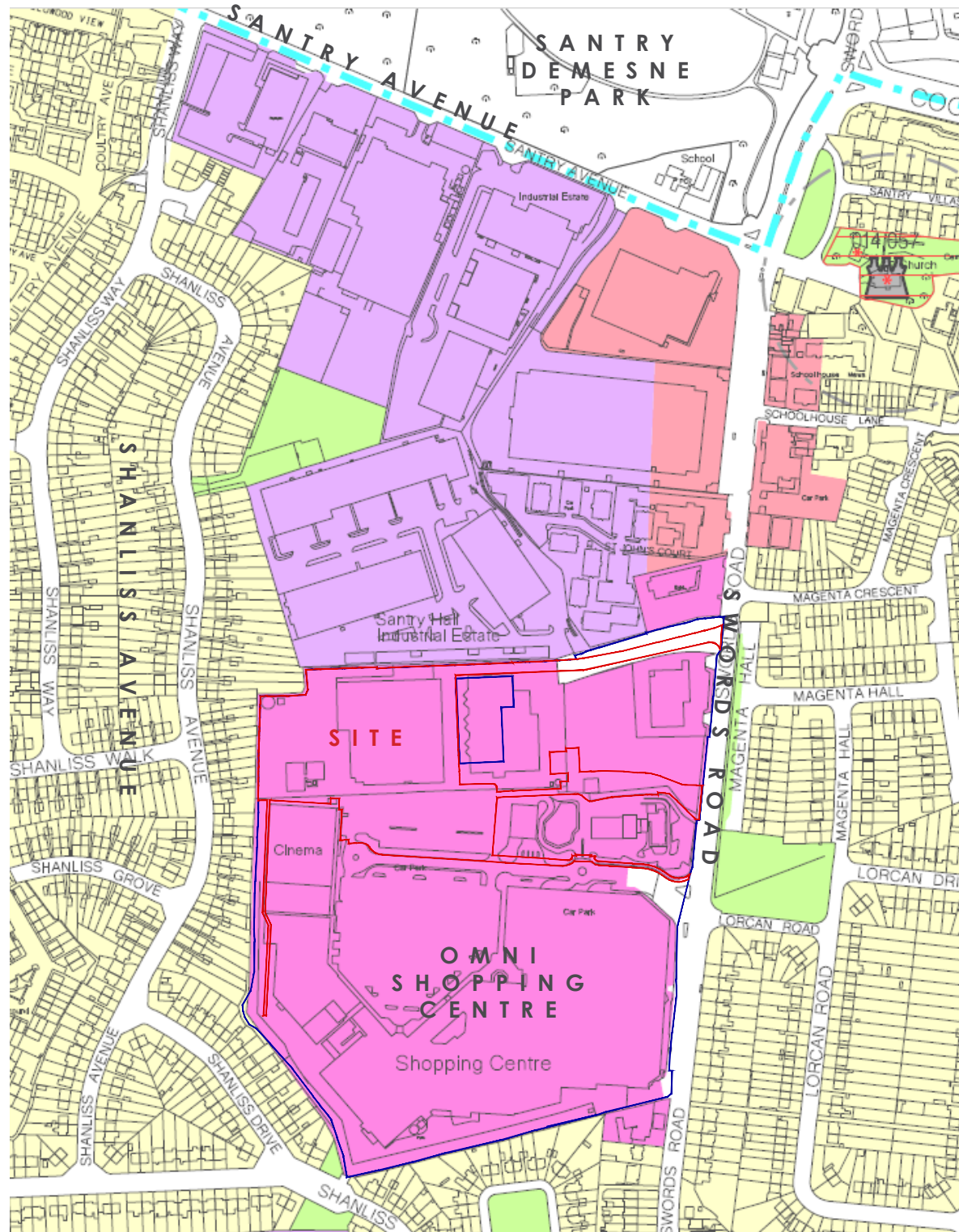
In addition to this the Development Plan states that “higher densities will be permitted in district centres, particularly where they are well served by public transport.” Omni Park is served by a Quality Bus Corridor (including a 24/7 service) which will be further strengthened by Bus Connects proposals. We therefore believe that the density and scale of the proposed development is also in line with the Z4 zoning designation.

Among uses accepted in principle within the DCC Development Plan are residential, community facility, car park, childcare facility, retail, restaurant and open space, all of which are included within our proposed development.

Not included as a permissible use is the most recent use industrial or light industrial therefore the proposed development represents a significant improvement in the alignment with the zoning goals of z4 - district centre.

The proposed mix of uses across the overall omni district centre zoning will represent a strong mix of permitted uses and ensure that the site will be well used at all times.

01 OMNI PARK ZONING OBJECTIVE



LEGEND

- Site outline
- Site under client's ownership

USE ZONING OBJECTIVES

Zone Z1	To protect, provide and improve residential amenities	Yellow
Zone Z2	To protect and/or improve the amenities of residential conservation areas	Light Yellow
Zone Z3	To provide for and improve neighbourhood facilities	Red
Zone Z4	To provide for and improve mixed-services facilities	Pink
Zone Z5	To consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design character and dignity	Cyan
Zone Z6	To provide for the creation and protection of enterprise and facilitate opportunities for employment creation	Purple
Zone Z7	To provide for the protection and creation of industrial uses and facilitate opportunities for employment creation	Dark Purple
Zone Z8	To protect the existing architectural and civic design character, and to allow only for limited expansion consistent with the conservation objective	Orange
Zone Z9	To preserve, provide and improve recreational amenity and open space and green networks	Light Green
Zone Z10	To consolidate and facilitate the development of inner city and inner suburban sites for mixed-uses, with residential the predominant use in suburban locations, and offices/retail the predominant uses in inner city areas	Dark Green
Zone Z11	To protect and improve canal, coastal and river amenities	Light Blue
Zone Z12	To ensure that existing environmental amenities are protected in the predominantly residential future use of these lands	Teal

Zoning Objective Z4

Permissible Uses

Amusement/leisure complex, bed and breakfast, betting office, buildings for the health, safety and welfare of the public; car park, car trading, childcare facility, civic offices, community facility, cultural/recreational building and uses, delicatessen, education, embassy office, enterprise centre, garden centre, guest house, halting site, home-based economic activity, hostel, hotel, industry (light), live work units, media-associated uses, medical and related consultants, motor sales showroom, office (max. 600 sq m.), off-licence, open space, park and ride facility, part off-licence, petrol station, place of public worship, public house, residential, restaurant, science and technology-based industry, shop (district), shop (neighbourhood), take-away, training centre.

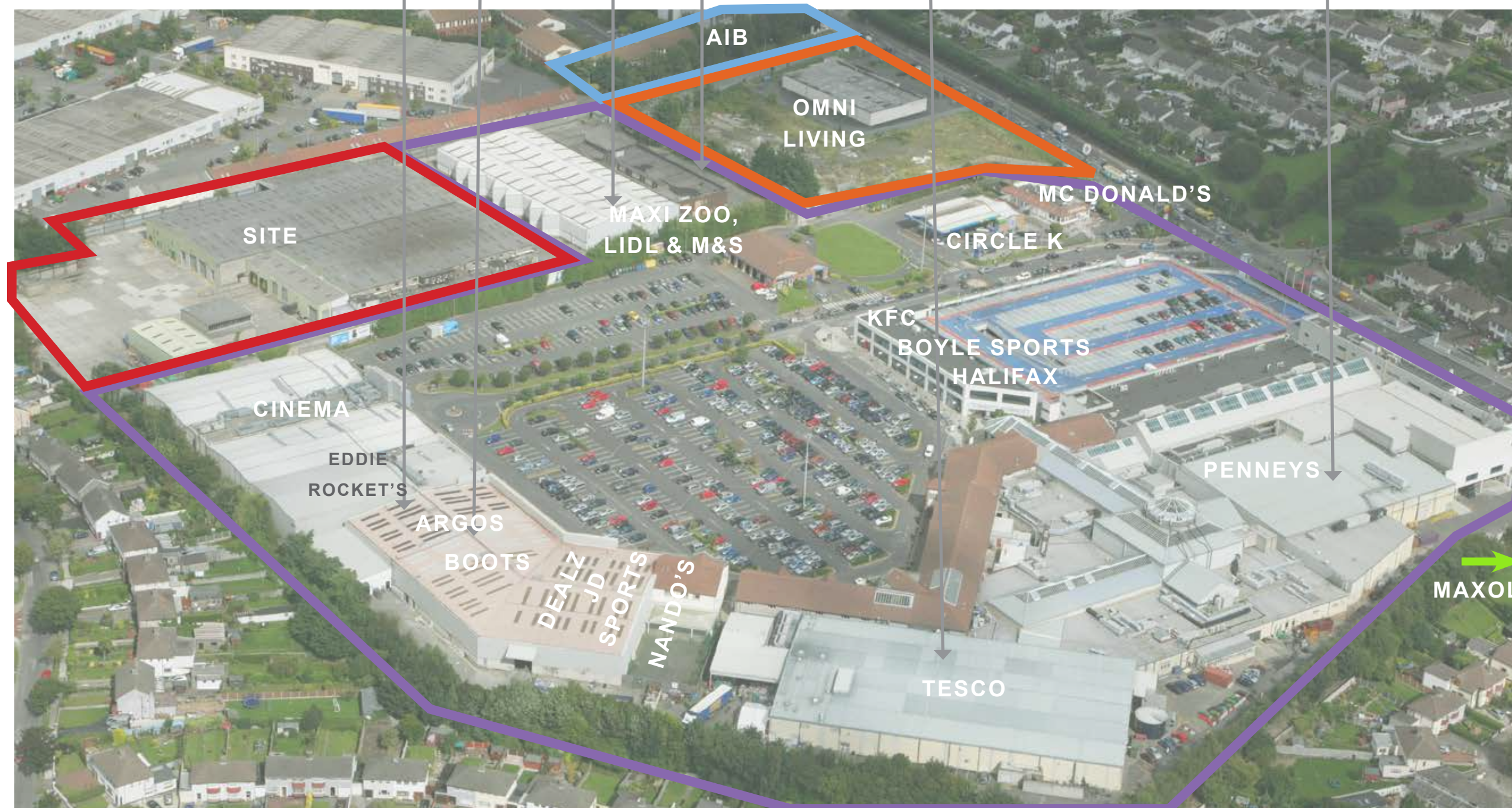
Open for Consideration Uses

Advertisement and advertising structures, civic and amenity/recycling centre, conference centre, embassy residential, factory shop, financial institution, funeral home, garage (motor repair/service), household fuel depot, internet café, nightclub, office (max. 1200 sq m) outdoor poster advertising, shop (major comparison), warehousing (retail/non-food)/retail park.

Refer to the Architectural Design Statement & Planning Report prepared by John Spain Associates for details of proposed Zoning objectives of the Draft Dublin City Development Plan

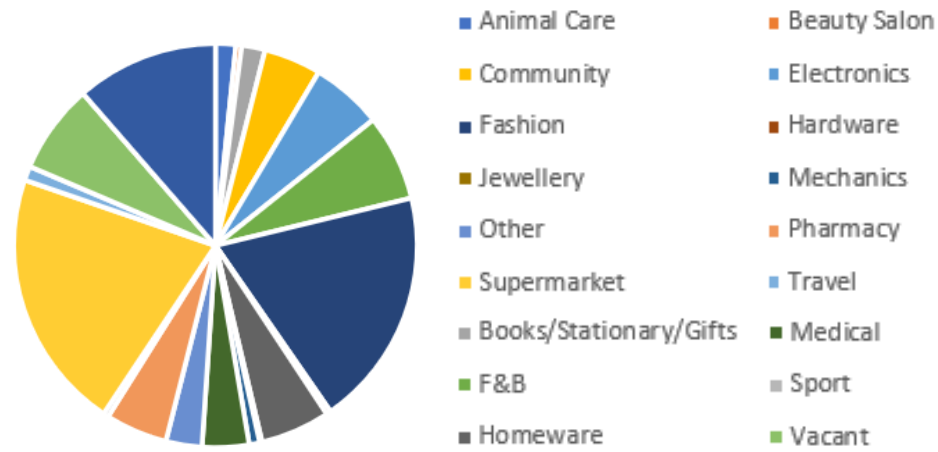
Extract from Map B - Dublin City Development Plan 2016-2022 | Not to scale

01 OMNI PARK DISTRICT AERIAL VIEW



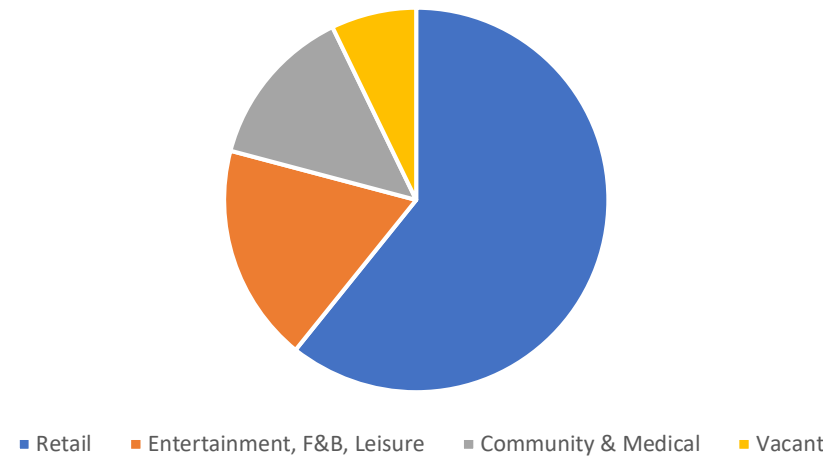
01 OMNI PARK CURRENT MIX OF USES

DETAILED TENANT MIX PROFILE



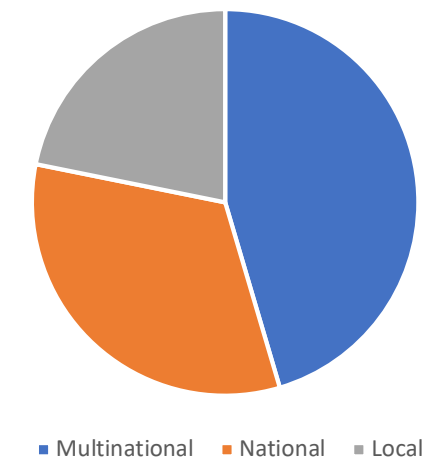
Tenant Profile	Sq Ft	Sq M	% of S.C
Animal Care	6,697	622	1.63%
Beauty Salon	1,893	176	0.46%
Books/Stationary/Gifts	7,717	717	1.88%
Service providers	18892	1,755	4.59%
Electronics	23588	2,191	5.74%
F&B	28457	2,644	6.92%
Fashion	78674	7,309	19.13%
Hardware	1,484	138	0.36%
Homeware	22972	2,134	5.59%
Jewellery	755	70	0.18%
Mechanics	3459	321	0.84%
Medical	15421	1,433	3.75%
Other	11900	1,106	2.89%
Pharmacy	20453	1,900	4.97%
Sport	8934	830	2.17%
Supermarket	85996	7,989	20.91%
Travel	1841	171	0.45%
Vacant	25179	2,339	6.12%
Entertainment	46,934	4,360	11.41%
Total	411,246	38,206	100.00%

PERCENTAGE TENANT PROFILE



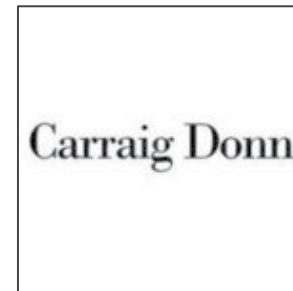
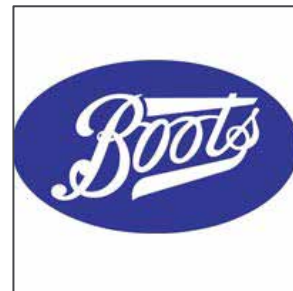
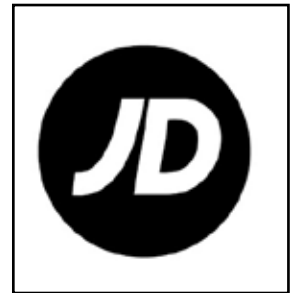
Tenant Profile	Sq Ft	Sq M	Percentage of Shopping Centre & Retail Park
Retail	254,307	23,626	62%
Entertainment, F&B, Leisure	75,391	7,004	18%
Community & Medical	56,369	5,237	14%
Vacant	25,179	2,339	6%
Total	411,246	38,206	100%

TENANT ORIGIN MIX



Tenant Mix	No. Tenant Mix	Percentage Tenant Mix
Multinational	50	45%
National	36	33%
Local	24	22%
Total	110	100%

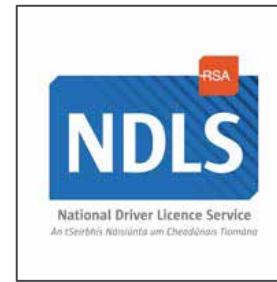
01 OMNI PARK RETAIL TENANTS



01 OMNI PARK ENTERTAINMENT CAFES AND RESTAURANTS



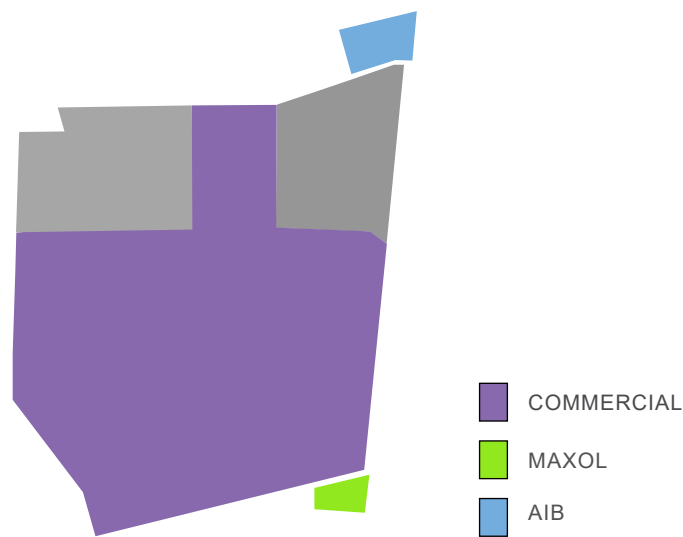
01 OMNI PARK COMMUNITY, MEDICAL AND SERVICES



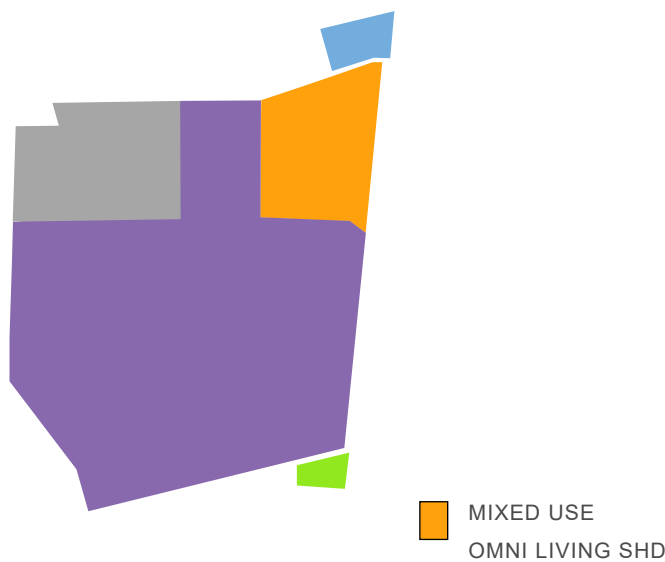
Satellite Out Patient Department

01 OMNI PARK PROPOSED REBALANCE TO MIX OF USES (BY LAND AREA)

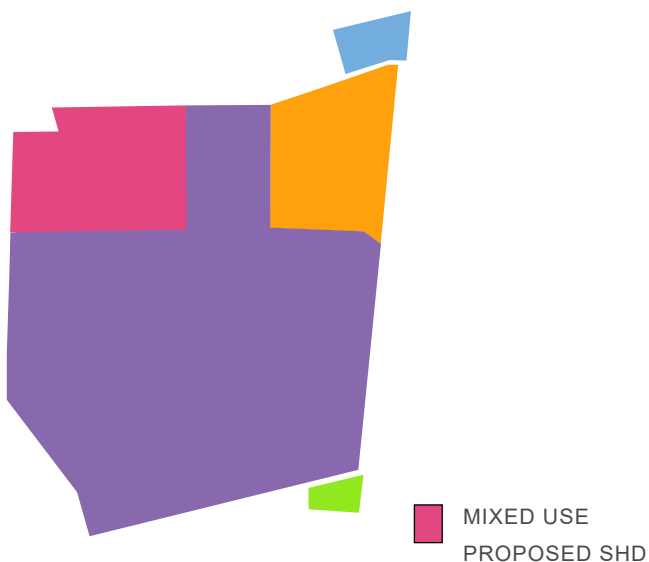
CURRENT MIX OMNI DISTRICT CENTRE






CURRENT + PERMITTED MIX









CURRENT + PERMITTED + PROPOSED MIX



USE BY SITE AREA

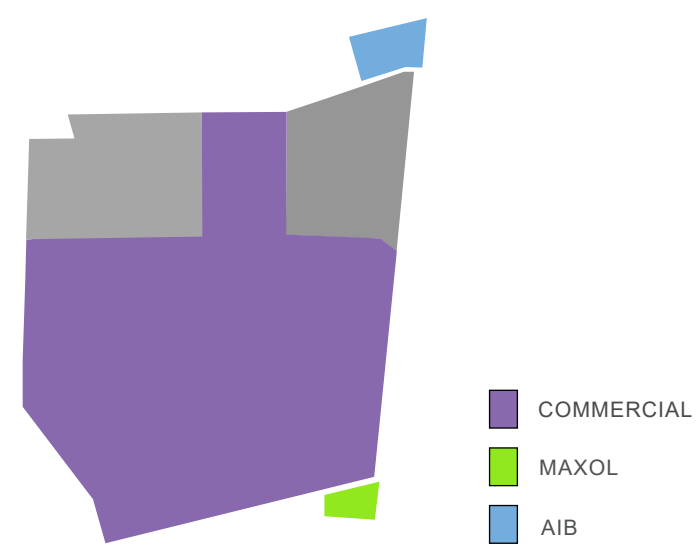
	94,454 sqm	Commercial	77%
	28,483 sqm	Industrial	23%
	0 sqm	Residential	0%
122,987 sqm		TOTAL	100%

	94,454 sqm	Commercial	77%
	14,551 sqm	Industrial	12%
	13,932 sqm	Residential	11%
122,987 sqm		TOTAL	100%

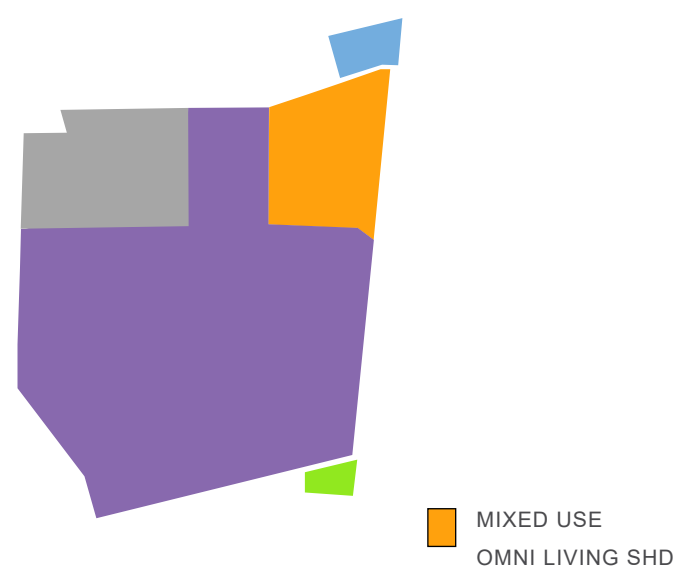
	94,454 sqm	Commercial	77%
	0 sqm	Industrial	0%
	28,483 sqm	Residential	23%
122,987 sqm		TOTAL	100%

01 OMNI PARK PROPOSED REBALANCE TO MIX OF USES (BY FLOOR AREA)

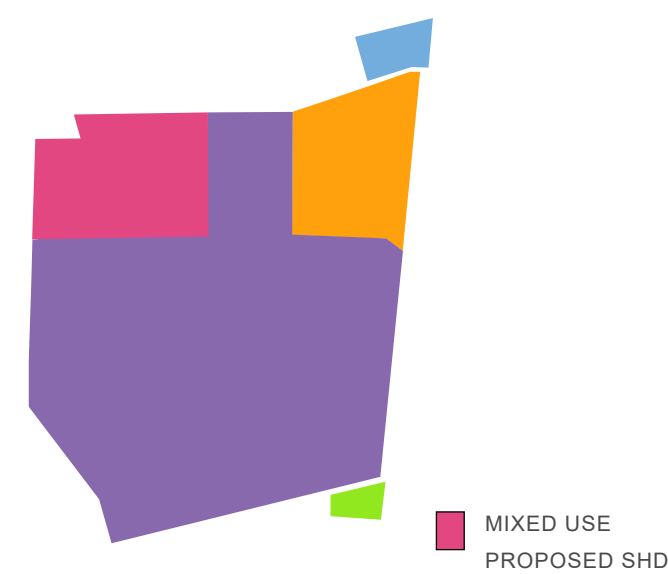
CURRENT MIX OMNI DISTRICT CENTRE






CURRENT + PERMITTED MIX









CURRENT + PERMITTED + PROPOSED MIX



USE BY GROSS FLOOR AREA

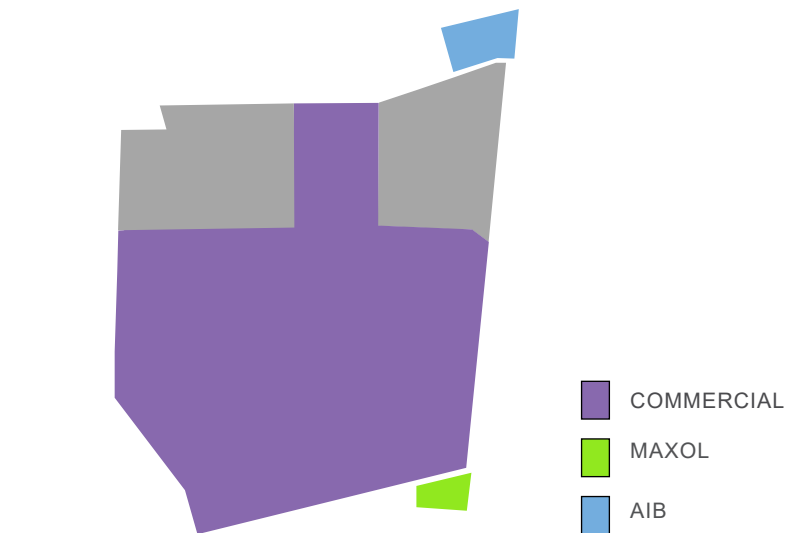
	38,651 sqm	Commercial
	7,561 sqm	Industrial
	0 sqm	Residential
	46,212 sqm	TOTAL

	43,114 sqm	Commercial
	6,377 sqm	Industrial
	21,492 sqm	Residential
	70,983 sqm	TOTAL

	44,177 sqm	Commercial
	0 sqm	Industrial
	52,615 sqm	Residential
	96,792 sqm	TOTAL

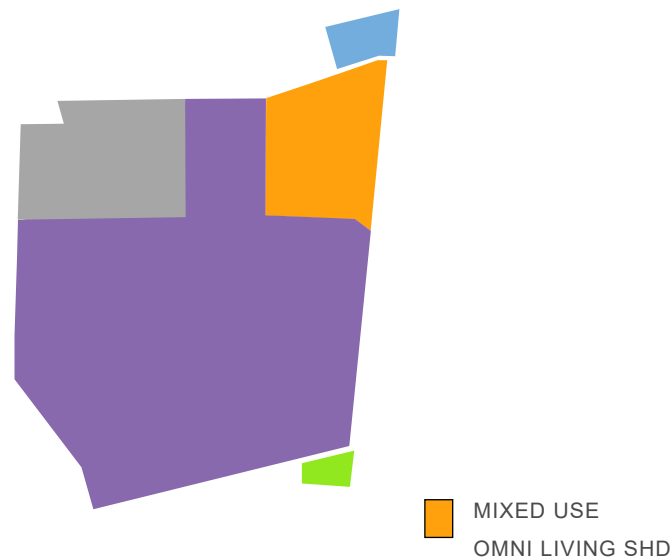
01 OMNI PARK PROPOSED REBALANCE TO MIX OF USES

CURRENT MIX OMNI DISTRICT CENTRE



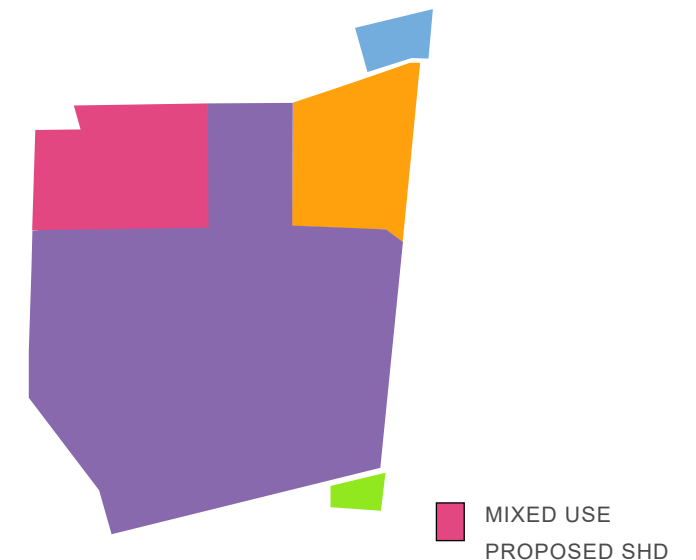
	23,220 sqm Retail
	18,581 sqm Multistorey Parking
	7,004 sqm Leisure, Food & Entertainment
	5,237 sqm Medical & Community Use
	567 sqm Maxol
	1,022 sqm AIB
	2,339 sqm Vacant
	7,561 sqm Industrial
	0 Resi Units 0 sqm
	0 Aparthotel 0 sqm
	0 sqm Crèche & Amenity

CURRENT + PERMITTED MIX



	23,406 sqm Retail
	18,581 sqm Multistorey Parking
	7,004 sqm Leisure, Food & Entertainment
	5,494 sqm Medical & Community Use
	567 sqm Maxol
	3,014 sqm AIB + New Bank in Unit 126
	2,339 sqm Vacant
	6377 sqm Industrial
	324 Resi Units 1 + 2 Beds 21,492 sqm
	81 bed Aparthotel 4,020 sqm
	723 sqm Crèche & Amenity

CURRENT + PERMITTED + PROPOSED MIX



	23,837 sqm Retail
	18,581 sqm Multistorey Parking
	7,004 sqm Leisure, Food & Entertainment
	5,915 sqm Medical & Community Use
	567 sqm Maxol
	3,014 sqm AIB + New Bank in Unit 126
	2,339 sqm Vacant
	0 sqm Industrial
	781 Resi Units 1, 2 + 3 Beds 52,615 sqm
	81 bed Aparthotel 4,020 sqm
	1,765 sqm Crèche & Amenity
	2248 sqm Proposed Public Plaza

01 OMNI PARK PHOTOGRAPHS





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