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Vision

To support the future vitality and viability of the retail centres and to facilitate a competitive and healthy environment for the retail industry of the future, while reinforcing the sustainable development of this County.

Context

Retail development within the County is set in the context of national and regional policy, including the following:

- Retail Planning Guidelines for Planning Authorities, DOELG, December 2000.
- Greater Dublin Area Retail Planning Strategy, November 2001

Strategy

The retail market has changed, particularly over the past ten years, with major increases in overall consumer expenditure reflecting the improvement in economic conditions. The retail market has matured to the degree that in 2001, for the first time, spending on comparison shopping was greater than convenience shopping.

The Greater Dublin Area Retail Planning Strategy of November 2001 noted the low inflow of expenditure into Dun Laoghaire-Rathdown County, which contrasted with the situation in the other metropolitan counties. It identified a major gap in the potential retail market in this County due to the limited inflow of comparison goods expenditure from the surrounding counties. In addition, the report identified that 45% of this County's residents' expenditure on comparison goods is spent outside this County.

The Strategy stated "(For) a more equitable, efficient and sustainable distribution of comparison floorspace within the Metropolitan Area to be achieved then there needs to be greater potential for comparison floorspace within Dun Laoghaire-Rathdown over the period to 2011. This will enable regeneration/redevelopment of existing centres such as Stillorgan, meeting the needs of local

people where there is programmed population growth such as Cherrywood and improvement in the amount and quality of retail warehousing floorspace. It will allow Dun Laoghaire-Rathdown to achieve parity with the other Metropolitan Counties with expenditure capacity being derived from that within the Metropolitan Area". (Greater Dublin Area Retail Planning Strategy 2001, para.5.83)

The existing town and district centres provide an important sense of place and community identity. In addition to retail, they provide an important mix of services and leisure activities. Future retail provision in this County must build on the existing strengths while taking advantage of the increase in employment, improved access to retail, and greater choice.

The County Development Plan must protect the hierarchy of retail centres and the amenity of their surrounding area while facilitating development that caters for future population growth and changes in the nature and extent of retail demands of the existing population.

The County Development Plan focuses on the need to support the future vitality and viability of the retail centres. It also must address the issues identified in the *Greater Dublin Area Retail Planning Strategy 2001* in respect to the limited inflow of comparison-shopping and the outflow of 45% of expenditure goods shopping from this County. The Plan facilitates a competitive and healthy environment for the retail industry of the future while reinforcing the sustainable development of this County.

6.1 Retail Policies

6.1.1 Policy RET1: Retail Hierarchy

Regard has been had to the Retail Planning Guidelines for Planning Authorities, December 2000, DOELG, and, the Greater Dublin Area Retail Planning Strategy, November 2001, in defining the retail hierarchy of this County and in defining the role of the retail centres. It is Council policy to promote the vitality and viability of retail



centres while protecting and or improving the amenity of surrounding areas. The target population will determine appropriate scale and location. Target markets for any new or expanded retail facility will be required to be assessed on the basis of appropriate means of access.

To achieve this, the retail hierarchy in the County Development Plan is in the following order:

Dun Laoghaire and Dundrum are Major Town Centres in a position to attract high order comparison retail outlets, convenience outlets as well as the cultural, social and employment opportunities associated with the highest-ranking centre.

"The Major Town Centres embrace the most important centres in the Metropolitan Area beyond Dublin City Centre. They will tend to serve catchment areas well beyond their immediate locality, they should have the potential for significant comparison floor space and some already have, including some higher order shopping, and offer a wide range of non-retail services."(Greater Dublin Area Retail Planning Strategy)

Bray is also a Major Town Centre although just outside the County Boundary. The Council will reinforce the importance of Bray by facilitating its development in the Bray environs.

Cherrywood-Rathmichael is a newly planned area and will ultimately be developed. This new urban centre will cater for projected residential and employment growth and take advantage of its strategic location in relation to major transport routes. It is the policy of the Council to plan for the development of Cherrywood with a retail floor area of 35,000 sq.m.

Stillorgan, Blackrock, Dalkey, Cornelscourt and Nutgrove are designated District Centres. *The Retail Planning Guidelines state* (page 19) that the district centres perform an important retail function for local communities.

The Neighbourhood Centre zone is the appropriate location for convenience goods shopping aimed to cater for a local market. Neighbourhood examples in the Strategy are Ballinteer shopping centre. and Sandyford shopping centre. These will remain in the County Development Plan as Neighbourhood Centres.

Retail developments should relate to this hierarchy, they should locate within designated centres (i.e. Major Town Centres, Cherrywood-Rathmichael, District Centres, Neighbourhood Centres) and be of a scale compatible with the function of the centre, and the market that it serves.

In order to ensure the continued vibrancy of Major Town Centres, Cherrywood-Rathmichael and District Centres, the provision of leisure, entertainment and cultural uses will be encouraged. In large-scale proposals, the provision and retention or replacement of such uses may be required.

In dealing with applications for large retail developments, the Council will also have regard to *The Retail Planning Guidelines for Planning Authorities*, December 2000. Applicants will be required to demonstrate whether or not the proposal would have the impacts outlined in paragraph 65 of the Guidelines and to what extent this would be the case.

6.1.2 Policy RET2: Environmental Improvement

It is Council policy to provide for the improvement of existing shopping areas where necessary and subject to the availability of finance.

Implementation of this policy will involve a combination of strict control over the design of new development and/or action by the Council, in conjunction with other agencies, including local residents and traders, to secure improvements to the shopping environment.

The Council will promote measures, including pedestrianisation, to improve pedestrian safety and convenience within the main shopping areas, with particular emphasis on the needs of persons with disabilities,

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the elderly and the very young.

6.1.3 Policy RET3: Neighbourhood Centres

It is Council policy to encourage the provision of an appropriate range and type of retail uses and services in neighbourhood centres (NC zones), subject to the protection of the residential amenities of the surrounding area.

The function of neighbourhood centres is to provide a range of convenient and easily accessible retail outlets and services within walking distance for the local population. Having regard to their proximity to the surrounding residential area particular attention will be paid to the possible effects that certain developments within the shopping centre may have on the residential amenity of adjoining occupiers when evaluating development proposals.

6.1.4 Policy RET4: Non Retail Uses

It is Council policy to control the provision of non-retail uses at ground floor level in the principal shopping streets of town and district centres and also within the shopping parades of neighbourhood centres.

This policy will be operated through the development control process. It is considered necessary to control the amount of non-retail floorspace at ground floor level within shopping centres in order to protect the retail viability of the centre, and to maintain the visual character of the streets which can be adversely affected by the impact of 'dead frontages'. Corner sites in major town centres, and district centres are considered pivotal in creating a sense of vibrancy; the nature of the use of ground floor corner retail units will be required to reflect this in the design of their frontages, the use of the premises, and where feasible their hours of opening.

6.1.5 Policy RET5: Convenience Shops

It is the Council policy to facilitate the provision of a local convenience shop in residential areas where there is a clear deficiency of retail provision, subject to protecting residential amenity.

Within residential areas, the Council recognises the need for convenience shopping provision and accepts that a neighbourhood centre may not always be available within easy walking distance. When evaluating proposals for such a use, the Council will have regard to the distance from the proposed development to existing shopping facilities and to its impact on the amenity of adjoining dwellings.

6.1.6 Policy RET6: Location of Discount Food stores

Discount food stores are suited for location in major town centres and district centres where they complement the multiplicity of uses. It is the policy of the Council that discount food stores will be open for consideration in zoning objective 'E' "To provide for economic development and employment", on brownfield sites where the industrial use has become redundant. Discount foodstores will also be open for consideration in neighbourhood centres.

6.1.7 Policy RET7: Casual Trading Areas

It is Council policy to designate sites as Casual Trading Areas in suitable locations where deemed appropriate.

In the implementation of this policy the Council will have regard to the terms of the Casual Trading Act, 1995 (or as may be amended from time to time).

6.1.8 Policy RET8: Major Town Centre

It is Council policy to maintain the two major town centres Dun Laoghaire and Dundrum as the primary retail centres in the County. This will be reflected in the nature and scale of retail and services permitted in these centres and by the leisure, entertainment and cultural facilities located there.

6.1.9 Policy RET9: Blackrock, Stillorgan

It Council policy to maintain two District Centres at Blackrock and Stillorgan.



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6.1.10 Policy RET10: Future Growth

It is Council policy to recapture at least 50% of the lost comparison retail expenditure by way of attracting higher quality retail facilities which respect and adhere to the Retail Hierarchy, as set out in the Retail Planning Guidelines for the Greater Dublin Area (November 2001), so as to encourage a higher spend by the existing residents and visitors to the County. Depending on whether a higher or lower growth rate prevails, the Development Plan should not exceed the floor space allocation in the Retail Planning Strategy for the Greater Dublin area, unless it can be clearly demonstrated that growth in retail expenditure to 2011, over and above that set out in the Strategy, warrants additional space.

This indicative capacity is based on retaining the County's existing share of the retail market, but it is also the policy of the Council to recapture at least 50% of lost comparison shopping. These figures shall not be used to constrain future development. In addition to retaining this County's existing share of the retail market, it is policy to reduce significantly the net outflow of comparison expenditure from this County. This will result in a more sustainable retail sector and will provide local employment. Applications for large retail shopping developments will be assessed having regard to their location within the retail hierarchy and the impact of the proposal on the vitality and viability of existing and permitted retail centres.

6.2 Specific Objectives

6.2.1 Cherrywood Town Centre

- It is the aim of Dun Laoghaire Rathdown County Council to facilitate the development of Cherrywood on a phased basis subject to the provision of rail links, a sufficient resident population and the preparation of an approved urban design Master Plan.

6.2.2 Stillorgan District Centre

- Net retail sales space in Stillorgan District Centre is capped at 25,000sq.m.
- The regeneration and redevelopment of Stillorgan District Centre will create an urban context in respect to its scale, design and layout.
- The creation of civic spaces will be integral to any proposed layout.
- Moderate to large scale planning applications must include detailed traffic management plans, which should form part of an integrated traffic management plan for Stillorgan and environs. The scope and requirement of these plans should be agreed during the preparation of the Local Area Plan.
- That the residential amenity of householders in the immediate area is protected and, where possible, enhanced.
- Indoor active recreational facilities for the youth will be provided for in Stillorgan District Centre.
- That priority movement for pedestrians, cyclists and public transport is ensured.
- A Local Area Plan for Stillorgan shall be prepared within a year of the new Development Plan, to guide the future development within the lifetime of the County Development Plan, concentrating on improvements to the public domain, encompassing a variety of zonings and sites. Good quality residential developments shall be encouraged and preferably incorporated into future schemes such as the overflow carpark, Leisureplex, Blakes and Hamiltons Yard.

6.2.3 Blackrock District Centre

- Net retail sales space in Blackrock District Centre is capped at 25,000sq.m.
- That future development in the Main Street in Blackrock respects the scale and height of existing structures.
- To seek renewal of the area between Blackrock DART Station and Main Street, Blackrock. Development in this area will not be higher than Idrone Terrace and brick facades will not be permitted. All new developments should respect the character of the Idrone Terrace and Blackrock DART Station.



- That detailed traffic management plans will be included with applications for development in Blackrock District Centre. The scope of these should be agreed with the Local Authority prior to their submission.
- That priority movement for pedestrians, cyclists and public transport is ensured.

6.2.4 Frascati Shopping Centre

- To encourage the potential redevelopment of Frascati Shopping Centre to allow for additional retail provision.
- To promote improved carparking facilities (possibly 2 storey and/or underground) at Frascati Shopping Centre.
- To provide a pedestrian link between Frascati and Blackrock Shopping Centres (preferably a first floor glazed link) in conjunction with the redevelopment of Frascati Shopping Centre.

6.2.5 Carrickmines Great

- To allow for the development of 5,000sq.m. net retail sales space.

6.3 Development Control Objectives

6.3.1 Retail Development

Shopping often provides the main social and civic focus in suburban areas. Shopping schemes must therefore conform to the highest design standards. They should be designed so as not to be of excessive size in relation to the planned catchment area. In this context, neighbourhood centres are intended to cater for the daily shopping and service needs of the surrounding neighbourhood and will normally be small in scale. Regard will be had in dealing with applications in local centres to changing shopping trends and to the social and economic circumstances of the area.

While adequate carparking, separate service areas and convenient access by public transport and for pedestrians and cyclists from surrounding residential areas are essential elements in a large shopping scheme, these must be supplemented by features that make the scheme attractive

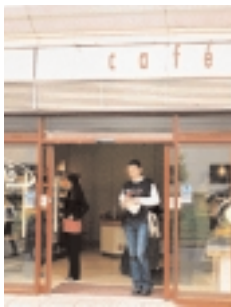
and pleasing to the public. Such features include:-

- Pedestrian space of appropriate scale, design and enclosure.
- The provision and design of street furniture, e.g. telephones, seats, litter bins, covered cycle facilities.
- The provision within the overall design of the scheme for public facilities, e.g. toilets, advice centres, health clinics, crèches, child, and special care facilities.
- Activities and uses that keep the centre alive both during the day and evening, e.g. stalls, cafes and bars.
- The inclusion of residential uses, particularly flats and maisonettes, as an integral part of the centre in order to increase the evening activity and security of the centre.
- The overall design strategy will normally reflect variety (by the use of differing shopfronts, plot frontage widths, setbacks, signs etc.) within a unified concept.
- The design and layout of buildings together with the materials used in their construction should be such as to discourage graffiti and other forms of vandalism. All unsightly areas, for example, service areas, should be out of sight of surrounding residential areas and pedestrian areas within the scheme. The screening should form an integral part of the design, but where this is not possible, tree planting and landscaping will be necessary. Tree planting and landscaping must also form part of the general design of the shopping scheme.

A high standard of design will be insisted upon to achieve the objectives set out above.

To achieve a mix of tenants both within and between Major Town, and District Centres, permitted large retail developments will be required to submit for agreement with the Planning Authority, a list of first occupants of retail units.

In dealing with applications for planning permission for shopping development, the Council shall have regard to the *Department of the Environment and Local Government Retail Planning Guidelines for Planning Authorities, 2000* (in particular paragraph 65) and the *Retail Planning Strategy for the Greater Dublin Area*.



6.3.2 Retail Parks and Retail Warehouses

Retail parks have emerged as agglomerations of retail warehouses, grouped around a common car park selling mainly bulky household goods. Retail warehouses, require extensive areas of showroom space, often with minimal storage requirements. Retail warehouses have two main impacts on the retail hierarchy in a county:

- If located in the retail town centre, by their nature and scale they can detract from the urban character of the town centre and represent an unsustainable use of land.
- Secondly, if the range of goods on offer in a retail warehouse extends beyond that of non-food and or bulky household goods, it will undermine the hierarchy of retail centres in the County.

Applicants for retail parks and retail warehouses will be required to provide detail on their target markets in their application for planning permission. Retail parks and warehouses shall be discouraged from developing in retail town centres identified within the retail hierarchy of this County. Retail parks and warehouses shall be encouraged on land with zoning objective E to provide for employment and economic development, where the site has good access to a suitable road network and has access to integrated public transport. If the proposed retail warehouse or park will result in the gross retail warehouse floor space within the existing industrial zone being greater than 15,000sq.m. then its impact will be assessed having regard to the primary zoning objective for the area and the impact of the proposal in relation to the impact on vitality and viability of existing retail centres in accordance with the criteria set down in the *DOELG Retail Planning Guidelines for Planning Authorities, 2000*.

The DOELG Guidelines provide a maximum size range for retail parks of 8,000 – 15,000sq.m. The recommended minimum unit size for retail warehouses is 700sq.m. and a maximum unit size of 6,000sq.m. These standards will be adhered to in Dun Laoghaire-Rathdown County.

6.3.3 Fast Food Outlets/Takeaways

The following factors will be taken into account in the assessment of development proposals for fast food/takeaway outlets:

- The need to retain, protect and strengthen the retail and general variety and multi-use function of the area.
- The adequacy of existing facilities for the sale of hot food for consumption off the premises in the locality.
- The cumulative effect of the proposed development on the amenities of the area.
- The effect of the proposed development on the existing mix of land uses and activities in the area.

6.3.4 Design of Shopfronts

Good shopfront design makes a valuable contribution to the environmental quality of shopping areas. The Council will control the design of shopfronts in line with the following principles:-

- The design, materials and proportion of the shopfront should be appropriate and respect the scale and fabric of the building and/or street of which they form part. Not all shopfront design needs to be in the 'traditional style'. There is a place for new good quality contemporary designs which respect the upper floors of the buildings in which they are housed.
- The presence of well crafted and historic shopfronts is an important part of the character of an area. Features of existing shopfronts which are likely to be of interest and merit include pilasters or uprights, apron panels, stall risers or plinths below the display windows, any mullions or glazing bars to the display window, sill guards, fascia signboards, blinds and blind boxes, shutters and shutter boxes, cornices, cresting and consoles or brackets, doors, gates and decorative tiling to the floor of the entrance porch, good lettering on fascias, interesting hanging signs and trade emblems. Such elements should be considered for retention.
- Fascia design is an important element of shopfront design. Fascias should not interfere with existing first

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floor cills and should reflect existing plot widths. Oversized fascias are not appropriate in historic streetscapes.

- If aluminium is used it should be anodised or treated in an appropriate colour. The painting of clay brick or stone is generally not acceptable.
- Illuminated box signage is generally not acceptable.
- Commercial interests will not necessarily be allowed to use standardised shopfront design, "corporate colours" and materials. Compatibility with individual buildings and with the street scene is considered more important than uniformity between the branches of one company.
- Roller shutters are not exempted development on, or in front of the building line and their erection requires planning permission. Shutters should be provided in such a way that no part of the shutter or its casing extends beyond the face of the building. Where possible the shutter should be recessed to provide for a window display area. Open grille shuttering should be used and in all cases shutters should be treated with a colour to match the colour of the main shopfront materials. Provision should be made for roller shutters behind the line of the glazing. In vulnerable areas "open style" external shutters may be appropriate. Alarm boxes should be sensitive in design and location on the building.

6.3.5 Access For People With Disabilities

Access requirements for people with disabilities must be incorporated into the design of shops used by the general public. Such requirements may include the dishing of footpaths.

The criteria necessary in designing for people with disabilities is set out in the Building Regulations 1997, Part M and the documents 'Access for the Disabled (Nos. 1 to 3)', published by the National Rehabilitation Board in November 1988 (or as may be amended from time to time).

6.3.6 Petrol Stations

Petrol Stations ancillary to large foodstores located in or adjacent to town centres may be permitted where there is acceptable road access and where considered to be in accordance with the proper planning and sustainable development of the area.

Petrol filling stations can provide a wide range of retail goods in an associated shop. In general, these shops should remain secondary to the use as a petrol filling station. The total area devoted to ancillary retail sales within a petrol station shall not exceed 100 sq.m and shall be in scale with the size of the filling station. Should a larger retail facility be proposed with a wide range of goods, it will be treated as a shop and assessed accordingly.

All petrol stations (new and existing) are required to be licensed and are thus required to comply with statutory requirements. A workshop for minor servicing (e.g. tyre changing, puncture repairs, oil changing) may only be permitted in circumstances where it would not adversely affect the local amenities, particularly with regard to proximity to dwellings and the availability of adequate off-street car parking.

A high quality of overall design will be required for all new petrol stations and refurbished existing stations to ensure an attractive development which integrates with and complements or enhances its surroundings.

In visually sensitive locations, the use of standard 'corporate' designs and signage for petrol stations may not be acceptable.

Petrol stations will not generally be permitted adjoining residential areas, unless it can be clearly demonstrated that no significant damage to residential amenities will occur by reason of factors such as noise, visual obstruction, safety considerations or fumes and smells.

Consideration may also be given to the limiting of the hours of operation of petrol stations in these circumstances.

In rural areas, petrol stations will not be permitted where they will have a detrimental impact on the surrounding views and prospects, scenery or general amenities.

Signs should be limited in number and designed and located so as to generally form part of the buildings or other structures on site. Signs generally permitted include those giving the name of the petrol company and information signs indicating services within the petrol station.



The use of high level signs, signs which project over the footpath, 'fly' posters and bunting will not be permitted. Free standing signs shall be limited to one per petrol station and shall not project above the height of the forecourt canopy.

The forecourt canopy should be integrated into the overall design of the petrol station. It should be designed and sited so that it does not dominate the surrounding landscape and buildings.

6.3.7 Advertisements

To protect the amenities and attractiveness of the County, no advertising structure will be permitted in the open countryside, on or near a structure of architectural or historical importance, in architectural conservation areas, on public open spaces, in areas of high amenity, within important views, in residential areas, or where they would confuse or distract users of any public road. Prismatic and moving signs will not normally be permitted.

Particular attention will be paid to the design and location of new advertising in those areas where the Council intends to implement town and village improvement schemes (see Table 3.1) in order to maximise the potential environmental benefits of such schemes and also in areas the subject of Local Area Plans.

Advertising signs, where permitted, should be simple in design and sympathetic to the surroundings and features of the building on which they will be displayed. The number of signs located on a property should be limited and no sign should be unduly obtrusive or out of scale with the building façade. Control will be exercised to prevent an impression of clutter in any location.

6.3.8 Wall Panel/Poster Board Advertisements

Wall panel/poster board advertisements may be permitted on commercial premises in shopping areas. The size of the display panel should relate to pedestrian scale. The larger scale poster panels are generally inappropriate in locations proximate to pedestrians.

A wall panel/poster board should be sited having regard to the symmetry of the wall on which it is to be displayed. Panels should not be placed on buildings above ground floor level.

In circumstances where they will provide temporary screening for derelict and vacant sites or sites where development is taking place, the actual poster board should not exceed 30% of the surface of the wall or screening on which it is mounted.

Subject to availability of location, well designed advertisement panels may be permitted on builders' hoardings for a specified period. The panels should not extend above the general line of the top of the hoarding and should be evenly spaced at uniform height and width.

6.3.9 Free Standing Advertisement Displays

Public information and advertising panels are permissible in situations such as pedestrian precincts of shopping centres and other areas of commercial activity. They can be effective when grouped in a unified composite which avoids an impression of clutter. The amount of advertising permitted on public information panels will be restricted and shall constitute not more than 50% of the total area.

In the interest of amenity and public safety, the Council will not permit, without a license, the display of any advertising boards or other advertising devices on the public footpaths or other public areas.

The Council will not normally permit the attachment of sundry advertising devices to the façade of any structure, e.g. multi-coloured lights, spotlights, flags, bunting, banners, neon moving message signs, fly posting, barrage/balloon etc.

In relation to bus shelters, the Council will exercise control over their exact location and over the number and scale of advertising panels permitted.

Advertisements and advertising structures shall be strictly limited along the coastline and full consideration shall be given to their visual impact.

