

Policy SS2: Level 2 Metropolitan Area Major Town Centre - Blanchardstown

It is the policy of the Council to promote and encourage the major enhancement of retail and leisure provision and diversification of town centre functions in Blanchardstown

- 6.26 **Justification:** Blanchardstown is one of the eight designated Major Town Centres in the GDA Retail Strategy and one of two within the County. This was incorporated in the 2003 Strategy and is reaffirmed in the review of the County Retail Strategy. The emerging County Development Plan Urban Hierarchy reaffirms Blanchardstown as a Major Town Centre within the County. It was identified in the SPG as one of the three western towns in the Metropolitan Area where consolidation should take place in the interests of making best use of the infrastructure that is already provided. Consistent with this it is identified as the location for development in the south west of the County in the 1999 County Development Plan. The strategic role and importance of Blanchardstown within the County and GDA is reinforced by its designation as a Metropolitan Consolidation Town in the Regional Planning Guidelines and in the emerging County Development Plan Urban Hierarchy. It is one of the key locations for higher order comparison shopping in the GDA serving a catchment area well beyond its immediate locality. The importance of the town centre has been recognised by the investment programmes of both the public and private sectors.
- 6.27 In the GDA Retail Strategy, reflecting the quantum and quality of space that is already in place in Blanchardstown, it was recommended that until 2006 Swords should be the focus for further Major Town Centre expansion. There have however been constraints to the expansion of Swords being achieved in the timescale set. In the interim, important proposals have been progressed for additional retail floorspace at Blanchardstown including the Red Mall extension and new retail warehousing and these additions will be trading prior to 2006. There were concerns that further retail development in Blanchardstown would be limited by a number of highways and public transportation issues, however, to date these have not proven to be insurmountable.
- 6.28 There is a need to look forward in terms of the vision and capacity for further expansion of Blanchardstown over the timescale of the Strategy and beyond. This is important if the County's competitiveness within the GDA is to be sustained. It is not simply an issue of quantum but ensuring that Blanchardstown continues to attract higher order comparison floorspace and that this should include department stores. The introduction of Marks and Spencer as anchor of the Red Mall is an important addition to the centre's offer. This will help address the deficiency in the County and ensure that the retail offer at least meets the quality and range emerging in other centres outside Dublin City Centre. Blanchardstown has currently of the order of 56,500m² (net) taking all retail floorspace into account and there is full planning permission for an additional 13,161m² (net). Over the period of the Strategy, as

Blanchardstown grows into a mixed use integrated Level 2 Centre then an increase of 25,000-30,000m² would be a reasonable planning target.

- 6.29 Blanchardstown is acknowledged as being a scheduled town and the centre is identified in the Development Plan as one that should continue to be developed as the largest urban settlement in the County and as a social, cultural and local tourism centre. This is consistent with its designation as a Metropolitan Consolidation Town within the emerging County Development Plan and the Regional Planning Guidelines. Both public and private sector investment has gone a long way to achieving social, cultural and local tourism diversity over the period since the adoption of the 1999 County Development Plan. For Blanchardstown to fully become an integrated and cohesive major town centre and mature from the regional shopping centre/New Town town centre urban form then there is more to be done.
- 6.30 **Actions:** for Blanchardstown to sustain its profile and attraction over the period of the Strategy and beyond, there requires to be a joint working between the public and private sectors on the following:
- i. A masterplan vision for Blanchardstown, including Blanchardstown Village, which sets out the future retail, leisure, other commercial and civic uses within a much enhanced urban design and environmental framework together with the transportation infrastructure needed to meet the short, medium and long term requirement of the town centre and its locality;
 - ii. Strengthening the pedestrian linkages between the core shopping centre and the adjacent retail park sites; and
 - iii. The retail profile and product of the town centre to increase the scope and attraction for higher order comparison floorspace, specifically the introduction of department stores.
- 6.31 The failure to adopt this approach will result in future retail planning consents being delayed and leakage to other existing and emerging major town centres increasing. In respect of how the masterplan should be progressed and what it should comprise, the following set out what is required:
- The first step is opening up dialogue with the centre owners to ascertain their plans and proposals for the centre and full discussion on the issues that prevail, particularly in respect of highways and transportation infrastructure
 - Sharing the Council's findings and objectives from the review of the County Retail Strategy in respect of progressing how the centre achieves the characteristics of a Level 2 Major Town Centre and secures higher order comparison retail floorspace.

- 6.32 The preparation of a masterplan for Blanchardstown and Blanchardstown village has been proposed in Objective UO1 of the emerging County Development Plan. The Plan outlines the principles and components that should be incorporated in the masterplan. Whilst the masterplan must provide a vision for the town centre, design is only one component of what must be a multi-disciplinary approach that combines innovation and realism.

Policy SS3: Level 2 Metropolitan Area Major Town Centre - Swords

It is the policy of the Council to promote and encourage the major enhancement of retail and leisure provision in Swords

- 6.33 **Justification:** with Blanchardstown, Swords is one of the eight designated Major Town Centres in the GDA Retail Strategy and this is reaffirmed in the 2003 County Retail Strategy. It was also identified in the SPG as one of the centres where there should be further development to maximise the potential of the public transportation system. The importance of Swords is recognised in the 1999 County Development Plan Urban Development Strategy. This states that Swords is not only the main local government administrative centre in Fingal but that it is the growth centre for development in the south east of the County. This importance is recognised in Swords' designation as a Metropolitan Consolidation Town in the Regional Planning Guidelines and in the Urban Hierarchy of the emerging County Development Plan. In recent years, there has been significant new retail development, both within the town centre and close to the town, which illustrates the strong market interest in Swords. As a result, it has emerged as one of the key locations for higher order comparison shopping in the GDA serving a catchment area well beyond its immediate locality. Previously, prior to The Pavillions opening, it was characterised as a centre that attracted a relatively high proportion of walk-in shoppers and visitors.
- 6.34 The recent expansion of the retail floorspace in the town centre has been focused on the phased development of The Pavillions. The pace of development has slowed down and the retail component of Phase 2 is a small proportion of the total floorspace. It is assumed that Phase 3 will await implementation of Phase 2 to be underway before it is progressed. In addition, further development at The Pavillions will have to address the issues of town centre and adjacent roads' congestion. The opening of the M1 has partially relieved the issue but the attraction of the town centre and The Pavillions still continues to bring considerable congestion. In the longer term, it is the objective of the Council to secure the extension of the City Centre – Airport Metro line to Swords. This will be aligned along the Swords bypass, the former N1, with a station located close to the town centre. This combination of factors means that Swords will not achieve the level of town centre retail development envisaged during the preparation of the GDA Retail Strategy before 2006 and this will more likely be towards the latter years of the decade.
- 6.35 Implementation of the future phases of The Pavillions will assist but not fully achieve the evolution of Swords from a town centre to a major town centre. The town centre, as with the majority of city and town centres around the country, is too small

to meet the needs of its surrounding expanded population. As with Blanchardstown, there is the opportunity to look ahead to what is required to achieve the strategic changes necessary. The emphasis must be on expansion that achieves consolidation and not further displacement of retail activity, which has to a degree been a consequence for the town centre of the strength and attraction of The Pavillions. Additionally, expansion must provide the means for attracting further higher order comparison floorspace and again there must be an emphasis on the importance of department stores in the equation. Two areas of potential emerge that could contribute to achieving major and sustainable expansion of Swords Town Centre are:

- Land to the east of the former N1 at Crowcastle/Ballysparks which were zoned for town centre expansion in the emerging County Development Plan
- Land and buildings along North Street.

6.36 Both could be initiated within the new Development Plan period. The timescales indicated should not constrain plans and development of these two areas being progressed and implemented earlier. It is essential that the future of Swords Town Centre is addressed at a strategic level in the first instance and not as a suite of opportunities. However, the priority in the first instance should be on the further development of The Pavillions and the other two options should only follow implementation of all phases of the shopping/town centre development. Excluding the out of centre retail warehouse parks, Swords Town Centre has just over 38,255m² total net retail floorspace, approximately the same quantum as **Bray**. However, Swords and its catchment area has a larger population and one that is set to continue to significantly grow. Over the period of the Strategy, an expansion of the order of 20,000m² (net) in **town centre** floorspace would be appropriate but should not be set as a cap.

6.37 **Actions:** expansion/extension of Swords Town Centre to achieve the quantum and quality of a Major Town Centre in the GDA requires to be considered at the strategic level through a masterplan/integrated land use and transportation plan that provides a long term vision for Swords that extends well beyond the timescale of the County Development Plan and County Retail Strategy. The brief for this plan will be more comprehensive than just retail and town centre planning. An important emphasis will be securing an innovative and quality urban design framework that captures the imagination and raises the profile of the town in the GDA, country and internationally. It should include addressing the following:

- i. The potential of sites along North Street for more appropriate town centre uses;
- ii. The area has been zoned for town centre expansion adjacent to the former N1/town bypass at Crowcastle/Ballysparks which could facilitate the major mixed use longer term expansion of the town centre that will be required; and
- iii. The scope for intensification of development at The Pavillions, with the increase of higher order comparison floorspace/a department store being a key plank in any

future proposals. The Council needs to work with The Pavillions' owners to progress this.

- 6.38 In addition to this, there have been a large number of new residential developments in Swords environs, leading to an expansion of the town's boundaries. It is important that the needs of the local population in these new residential areas are provided for and, where appropriate, this can be achieved through the development of new Neighbourhood Centres, such as at Rathbeale Shopping Centre, or the upgrading/redevelopment of existing centres and parades around the town and its environs. In new residential areas, it is likely that the Neighbourhood Centres will be anchored by large supermarkets/superstores of between 2,000 – 3,500m² but there will be potential also for more modest supermarkets and convenience stores in established areas with the limitations reflecting space, parking and road constraints.
- 6.39 In looking at town centre improvement/expansion, the nature of Swords retail offer and upgrading/redevelopment of existing centres and parades, the Council should actively pursue working with landowners, developers/investors/operators and as appropriate local people and voluntary organisations. The preparation of a masterplan for Swords will assist in addressing these issues and, as such, is included in Objective UO1 of the emerging County Development Plan together with a suite of other urban design, traffic management plans proposed as local area objectives.

Policy SS4: Tier 1 Level 3 Hinterland Area Town Centre - Balbriggan

It is the policy of the Council to facilitate and encourage further retail and commercial development in Balbriggan to promote its role as the key centre in the north of the County

- 6.40 **Justification:** Balbriggan is the northern development centre for the County and was recognised as a primary centre in the SPG. It is designated as a Sub-County Town Centre in the GDA retail hierarchy and this was reaffirmed in the 2003 Strategy. The review of the County Retail Strategy has reappraised Balbriggan's role and importance as being a Tier 1 Level 3 Town Centre in the revised County Retail Hierarchy. This introduces a new tier and nomenclature for the Hinterland Area and will require to be incorporated in any future review of the GDA Retail Strategy.
- 6.41 Balbriggan is recognised as a Large Growth Centre in the Hinterland Area of the County Urban Hierarchy and as a Large Growth Town II in the Regional Planning Guidelines. It is of strategic importance on the Dublin-Belfast Economic Corridor and is looked to provide a counterbalance to the main centres in Louth for investment and population growth. The town's 2002 population was in the region of 10,300 however as it is designated as a Large Growth Town II then over the timescale of the guidelines, Balbriggan could grow to a town of 25,000. The town centre is limited in size for the current population. It is a poor centre, in terms of its retail offer and general environment, and is a centre that is perceived to be in decline. To meet the current and future retail needs of its population, Balbriggan needs to

improve the quantum and quality of its retail floorspace to enable it to realise its role as the key centre in the north of the County.

- 6.42 The potential of Balbriggan is well evidenced by the market interest in new retail development which is recognised as an important factor in the assessment of future retail requirements. In view of the emerging regeneration of key IAP sites in and around the town centre for a mix of uses, there is limited potential for growth of the town's retail floorspace within the Core Retail Area or its immediate backlands. Three potential locations have been identified that could:
- Provide the necessary quantum and quality of convenience and comparison floorspace over the timescale of the Strategy
 - Be most compatible with the emerging County Development Plan, current proposals and the sequential approach.
- 6.43 **Town Centre:** the **Spicer's Bakery site** at the edge of the Core Retail Area has planning permission for an enlargement of the existing SuperValu, with associated car parking. The site meets the sequential approach and will make an important contribution to meeting the main food shopping needs of the local population over the period of the Strategy.
- 6.44 The Council owned **Viaduct Car Park Site** is appropriate for a mix of retail and other town centre uses, with the majority being comparison floorspace. It will require to be associated with a multi-storey car park to replace the spaces lost through the development of the site. The site and its location may also be suitable for a bus terminus. Its town centre location, public transport infrastructure and proximity to the railway station will encourage access by foot and public transport as well as by car.
- 6.45 **Edge of Centre:** lands at **Balbriggan Inner Relief Road/Naul Road** sit within and close to existing and zoned residential areas and are within walking distance from the town centre. In the emerging County Development Plan the site is zoned MC, which has the following zoning objective as follows:
- 'To protect, provide for and/or improve major Town Centre facilities'*
- 6.46 Furthermore, Local Objective 13 reinforces the importance of this site as follows:
- 'To provide for a mix of retail, community and other town centre uses subject to a masterplan'*
- 6.47 This rezoning of the lands to enable a District Centre as part of an overall plan for the area serves to help meet retail needs, reduce the need to travel by private car for shopping trips and encourages the possibility of one journey serving several

- purposes. The district centre would be an extension to the town centre and not an alternative retail location. In accordance with the RPG definitions of what normally would comprise a district centre, it is envisaged the centre will be anchored by a large supermarket/superstore and contain predominantly convenience floorspace with supporting community services.
- 6.48 The guidelines prescribe that within the Dublin area, which can be interpreted to include the GDA as a whole, the net convenience floorspace within district centres extends up to 20,000m². This net floorspace does not include other uses. The size of any new retail development, irrespective of the guidance on district centres, has to be taken in the context of the specific centre. Any proposal will require to meet the assessment criteria in the RPG, GDA Retail Strategy and the County Retail Strategy. In respect of the Subject Site, in terms of expenditure capacity and the long term strategy for the town centre then, over the period of the County Retail Strategy, the convenience floorspace that is sustainable is likely to be more towards 10,000m² (net) than 20,000m². Applications will however be reviewed against the relevant assessment criteria.
- 6.49 **Edge of Centre:** lands on the **Inner Relief Road** adjoining the Naul Road site. Local objective 14 for this area immediately south of the Naul Road site is:
- 'To provide for retail warehousing with a maximum total of 15,000m² in the context of the local area plan for these lands, strictly subject to the criteria for and definition of retail warehousing included in the retail planning guidelines'*
- 6.50 This land is to be zoned ST1, which is a Science and Technology zoning that requires a Local Area Plan. This objective provides for a substantial quantum of retail warehousing floorspace.
- 6.51 **Out of Centre:** the site at **Castlelands** on Dublin Road has a specific Local Objective (19) in the emerging Development Plan to provide for retail warehousing. No alternative town centre or edge of centre sites are identified.
- 6.52 However, the future course for Balbriggan's retail expansion cannot be looked at on the basis of a few key sites. If the town is to grow and mature into the main centre in the north of the County then a framework is required to be set down to ensure that the opportunities are maximised and the issues are squarely addressed.

- 6.53 **Actions:** it is likely that in the period to 2006 only the Spicer's Bakery site proposals will be implemented. The Dublin Road site is likely to be delivered early post-2006. Both of these schemes will improve the offer of the town but are not of the profile and quantum to fully realise Balbriggan's role as the main town centre to serve the needs of the north of the County. This requires the implementation of the Viaduct and Balbriggan Inner Relief Road/Naul Road sites. These both will play different roles in meeting the retail requirements of this expanding town but are longer term projects. Given the complexities of delivering town centre sites, even where they are held in local authority ownership, the Viaduct Car Park Site is unlikely to emerge until the later years of the decade. In respect of the Balbriggan Inner Relief Road/Naul Road site, work will be required to bring forward this site/area in terms of a masterplan and site assembly. These opportunities and potential require to be captured in a visionary framework for Balbriggan Town Centre for the period of the County Retail Strategy and beyond.

General

- i. In accordance with Objective UO1 of the emerging County Development Plan, a visionary masterplan will be prepared for Balbriggan which embraces the town centre and the environs and provides the framework for the town's growth of some 25,000 over the timescale of the Regional Planning Guidelines;

Spicer's Bakery Site

- ii. The Council will work closely with the promoters of the redevelopment to assist in early implementation and achieve those objectives set for the site in the 1999 Balbriggan Integrated Area Plan and reinforced in the review of the 2003 County Retail Strategy;

Viaduct Car Park Site

- iii. A feasibility study is required to determine the capacity and scope of the site for the range of uses proposed, including a review of highways and transportation issues and in particular access to the town centre;
- iv. Following confirmation of the above, the Council requires to assess the best development route to expedite delivery of development. This could include:
 - Production of a prospectus/development brief to take to the market
 - A wholly private sector development, a joint venture with the private sector or a Public Private Partnership (PPP) approach
 - The Council acts as the enabler by ensuring proposals are in accordance with the Development Plan, the site benefits from a planning consent and all the land required is secured;

Balbriggan Inner Relief Road/Naul Road Site

- v. Preparation of a Action Area Plan/masterplan to provide the framework for the mix of uses;
- vi. Setting the site within the transportation plan for Balbriggan with particular emphasis on pedestrian linkage and access to the town centre and residential areas;
- vii. Ensure all landownership issues are understood and where possible/appropriate resolved;
- viii. Progress the different public sector components of the Action Area Plan, with due regards to infrastructure requirements and funding;
- ix. Assess the best development route to expedite delivery of the District Centre;
- x. Launch the project to the private sector;

Inner Relief Road – Retail Warehousing Opportunity

- xi. Prepare a Local Area Plan that meets the needs of zoning objective ST1 and Local Objective 14;
- xii. Dialogue requires to be entered into with the promoter of the development to ensure that the objectives of the Council are met and all issues are addressed prior to submission of any planning application and supporting material; and

Castlelands

- xiii. Dialogue requires to be entered into with the promoter of the development to ensure that the objectives of the Council are met and all issues are addressed prior to submission of any planning application and supporting material.

6.54 These actions and initiatives are in accordance with the objectives of the emerging County Development Plan and Balbriggan Integrated Framework Plan.

Policy SS5: Level 3 Metropolitan Area Town Centre - Malahide

It is the policy of the Council to facilitate and encourage further retail and commercial development in Malahide to enhance its importance as a main centre in the County

6.55 **Justification:** Malahide is the only Level 3 Town Centre in the Metropolitan Area of the County in the GDA Retail Hierarchy and this is reaffirmed in the 2003 County Retail Strategy. This reflects its strength and attraction. It is however deficient in large format convenience floorspace which would normally characterise Level 3 GDA Metropolitan Area centres. In addition, there are no sizeable sites within the town

centre or edge of centre that can address this. As a consequence, main food shopping needs are primarily met in Swords, Portmarnock and other centres. Local people therefore have to travel to meet these needs. Steps are therefore needed to enhance the convenience offer of the town if it is to sustain its role as a Town Centre in the GDA and County retail hierarchies. This requires to be through redevelopment and consolidation of existing sites and outlets, accepting that this may not achieve the larger store format required.

- 6.56 The town however has a strong and attractive higher order comparison offer. This is competing for existing floorspace with the buoyant restaurant and commercial attraction of the town centre. Both are assets to the town but there is a risk that the latter could erode the comparison floorspace offer of the town centre and hence its role as a Level 3 Town Centre in the County Retail Hierarchy. While other lower level expanding centres in the County will over the timescale of the Strategy grow towards being town centres, it is important that the Retail Strategy serves to preserve the retail role and importance of Malahide.
- 6.57 **Actions:** measures which require to be examined to provide the basis for the progressive enhancement of the Level 3 Town Centre's offer are:
- i. Redevelopment of existing sites and buildings within the Core Retail Area and other locations in the town centre. A detailed inventory of the potential of sites and buildings is required to enable opportunities to be identified;
 - ii. Expansion/intensification of retail floorspace in the Malahide Marina Village while addressing vehicular access constraints; and
 - iii. Development of satellite Neighbourhood Centres in new residential areas, acknowledging that there is extremely limited potential for this at present.
- 6.58 These actions should be addressed in the Malahide urban centre strategy proposed in the emerging County Development Plan and be in compliance with the objectives set for urban centre strategies in the Plan.

Policy SS6: Tier 2 Level 3 Hinterland Area Town Centre - Skerries

It is the policy of the Council to facilitate and encourage the enhancement of the retail and leisure offer of Skerries to meet the needs of its growing population and its role as a main tourist centre in the County

- 6.59 **Justification:** Skerries is the fifth largest town and retail centre in the County with one of the fastest growing populations. It was designated in the GDA Retail Hierarchy as a Level 4 Local Centre – Small Towns and Villages and this was reaffirmed in the 2003 County Retail Strategy. This designation has been examined in the review of the County Retail Strategy against the new and emerging policy frameworks that now are appropriate. These are rehearsed in the paragraphs below.
- 6.60 Skerries is defined as a Suburban Village in the County Urban Hierarchy. When compared with other main centres in the County and those in other Hinterland Area counties, Skerries is performing the role and function of a Town Centre and not that of a Local Small Town Centre or Village Centre. To reflect its importance in the County Retail Hierarchy it is designated as a Hinterland Area Tier 2 Level 3 Town Centre in the County Retail Hierarchy in the review of the County Retail Strategy. As with the designation of Balbriggan, this introduces a new tier and nomenclature for the Hinterland Area which will require to be incorporated in any future review of the GDA Retail Strategy.
- 6.61 For the significantly expanding population, further enhancement of the town's convenience floorspace is required. Given the nature of the town centre, this could be difficult to accommodate on either town centre or edge of centre sites. The SuperValu scheme however illustrates what can be achieved. The alternative is locations within the town's expanding residential suburbs and appropriate locations require to be identified to respond to the growth of the town, its future potential and the need to ensure that existing and future needs are met in a efficient, equitable and sustainable way.
- 6.62 Skerries is an important tourism destination within the County for day and longer stay visitors and a good quality and range of supporting tourism infrastructure is in place to meet these needs. This includes the seaside/waterfront environment and the range of restaurants, bars, hotels and visitor attractions. They also add to the attraction of Skerries as a place to live. It is important that the town's role within the County's tourism economy is encouraged and enhanced whilst at the same time providing an improved range of retail and other facilities for local people.
- 6.63 **Actions:** that are required to provide a framework for the further enhancement of Skerries for both local people and visitors alike are:
- i. A detailed review of land and buildings within or on the edge of the Core Retail Area which identifies potential locations for additional convenience floorspace;
 - ii. An appraisal of the scope for new convenience floorspace within existing or new residential areas; and
 - iii. The preparation of an environmental enhancement and interpretation strategy that harnesses the asset of the built and natural environment.

- 6.64 These actions should be addressed in the Skerries urban centre strategy proposed in the emerging County Development Plan and be in compliance with the objectives set for urban centre strategies in the Plan.

Policy SS7: Level 4 Metropolitan Area Suburban Neighbourhood Centres and Facilities

It is the policy of the Council to facilitate and encourage the enhancement of the County's Neighbourhood Centres and Facilities to ensure convenient access to shopping and other local services is sustained taking due cognisance of their roles and potential

- 6.65 **Justification:** within the review of the County Retail Hierarchy, distinction has been made between the Metropolitan Area Level 4 Suburban Neighbourhood and Village Centres and between Neighbourhood Centres and Facilities. The differentiation reflects the different characteristics, formats and potential of each type of Level 4 Metropolitan Area Suburban Centre.
- 6.66 **Neighbourhood Centres** in the County Retail Hierarchy are predominantly purpose built shopping centres in established suburban areas and include **Baldoyle, Carrickhill, Corduff Shopping Centre, Rathbeale Shopping Centre, Roselawn Shopping Centre** and **Sutton**. They are anchored by a supermarket, provide a range of shopping and local services. The role and potential of the centres differs as follows:
- **Baldoyle:** comprises the old village centre which is limited in its retail offer and potential, Baldoyle Racecourse Shopping Centre which has been reinvigorated by the introduction of Lidl and Baldoyle Station Neighbourhood Centre. Only the Baldoyle Station Centre has the scope for any substantial retail floorspace but within the Baldoyle and Portmarnock Action Area Plan it is envisaged that the retail offer will be local in scale in respect of its retail offer.
 - **Carrickhill:** is a neighbourhood centre located in Portmarnock's Carrickhill Estate on Wendell Road between Strand Road on the coast and Portmarnock Leisure Centre. It is anchored by a Dunnes convenience store of just under 1,100m² net. The three other shops in the centre are a newsagent, a butchers and a video store. While it meets the convenience shopping needs of local residents, as with other areas of Portmarnock, the comparison shopping offer is poor. Residents travel to other nearby centres to meet their comparison shopping needs.
 - **Corduff Shopping Centre:** is an extremely poor out dated centre which has a high level of vacancies and vandalism, a threatening environment and major issues with crime and security. It is well located within an established residential area, serves the local community poorly and is the focus of well-acknowledged anti-social behaviour. There has been little investment in the centre over a number of years and this has contributed to its downward spiral. A radical approach is required to the remodelling of this shopping centre and this could provide scope for its expansion and much improved retailer representation.

- **Rathbeale Shopping Centre:** is located in the environs of Swords. It is anchored by Dunnes Stores and serves an important shopping and services role in this part of the Swords suburbs. While a popular centre, it is austere and would benefit from investment in internal and external areas, including the car parking area. There may be scope for reconfiguration/expansion of the shopping centre but this would require to be balanced with consideration of impacts on the surrounding residential areas.
 - **Roselawn Shopping Centre:** is a popular and busy centre but has little scope for expansion due to its location within the heart of a residential area. The centre is anchored by Tesco and was purchased in the last few years by the company. While popular, there is a need to improve the quality of the design of the centre, its public realm and the quality of the offer.
 - **Sutton:** while limited in size is a popular and busy centre with important attractors being Superquinn and the range of fashion outlets. Due to its configuration, residential hinterland, limited car parking and congestion, it is not anticipated that there will be any major addition to the retail floorspace over the period of the County Retail Strategy.
- 6.67 **Neighbourhood Facilities:** are located around the majority of areas in the suburban parts of the Metropolitan Area. They serve largely the more immediate needs of their local catchment area and are thus an important part of the County's Retail Hierarchy. There is on the whole limited potential for any expansion of these facilities although this, and reinvestment as a whole, should be encouraged where scope does exist in order that they sustain their attraction and competitiveness. Neighbourhood Facilities include: **Applewood, Baldoyle Racecourse/Stapolin, Bayside, Brackenstown, Carpenterstown, Drinan, Hartstown, Huntstown, Kinsealy/Feltrim, Laurel Lodge, Mountview, Nevinstown, Portrane, Rivervalley, Santry Desmesne and Seabury.**
- 6.68 **Actions:** to pursue enhancement of the County's Level 4 Metropolitan Area Suburban Neighbourhood Centres and Facilities will require the following actions:

Suburban Neighbourhood Centres

- i. **Baldoyle:** requires environmental enhancement of both the old and Racecourse Shopping Centres and this should be progressed with the different private sector interests. The redevelopment of the Racecourse site and lands in the neighbouring Dublin North Fringe will result in a major growth of population in the area, the scale of which is recognised in Baldoyle's designation as a Moderate Growth Town in the County Urban Hierarchy. It is however an area that is not served well by retail floorspace and this position requires to be monitored over the timescale of the County Retail Strategy. The need to look to the future is reflected in the emerging County Development Plan proposal that an urban centre strategy be prepared for Baldoyle;
- ii. **Carrickhill: Neighbourhood Centre:** Dunnes Stores as the major operator within this centre need to be persuaded to look at an enhancement strategy for the centre aimed at sustaining its attraction and competitiveness. The Council

needs to establish a dialogue with operators to raise issues and discuss opportunities.

- iii. **Corduff Shopping Centre:** needs the following actions:
 - Meetings with the centre owners, other investors and developers, operators, adjacent owners, the Gardai, other public services and local community organisations to discuss the issues and identify the opportunities that characterise the centre.
 - Preparation of a joint vision for the centre by the public, private and voluntary sectors and the local community. This should be founded on masterplans and development/implementation studies that should identify mechanisms and funding to secure regeneration of the centre. This is likely to require plans to reconfigure retail footprints and the development of servicing space to accommodate the increase of the footprint for the anchor supermarket.
 - A commitment by the Council to use its Compulsory Purchase Order powers if necessary to achieve the land assembly required.
 - Marketing to and negotiation with the leading convenience operators, be these main stream or discount.
 - Ultimately as part of the final product – the introduction of CCTV cameras; a Centre Manager; a local government and enhanced police presence; and, a commitment to revenue spend on maintenance to address graffiti and vandalism;
- iii. **Rathbeale Shopping Centre:** Dunnes Stores and other operators in the centre need to be persuaded to look at an enhancement strategy for the centre if it is to sustain its attraction and competitiveness. Dialogue requires to be established with operators to raise the issues and discuss the opportunities. It will be important to ensure that the local community is consulted on any emerging proposals;
- iv. **Roselawn Shopping Centre:** has potential to improve and enhance its role and importance in the local area. While enhancement of the centre is likely to be wholly market driven, it is important that early meetings are set up with Tesco, as the centre's owners, to discuss future proposals and agree a joint strategy to progress enhancement;
- v. **Sutton:** has limited scope for enhancement and expansion but the Council will encourage and facilitate initiatives to sustain the attraction and importance of the centre. The framework for this will be the urban centre strategy proposed for Sutton in the emerging County Development Plan; and

Suburban Neighbourhood Facilities

- vi. The Council will undertake an inventory of all Suburban Neighbourhood Facilities and identify the appropriate actions required in each to ensure that over the period of the Strategy the facilities remain attractive and competitive.

Policy SS8: Level 4 Metropolitan Area Traditional Suburban Village Centres

It is the policy of the Council to facilitate and encourage improvement and investment in the Traditional Suburban Village Centres within the County to ensure that their role, importance and attraction is sustained

- 6.69 **Justification:** Traditional Suburban Village Centres in the County are identified as **Blanchardstown Village, Castleknock, Clonsilla, Howth, Mulhuddart and Portmarnock**. These centres on the whole are all long established and play a vital role in the life of their respective communities. The review of the County Retail Strategy confirms that over the period of the Strategy it is not anticipated that there will be any major addition to the retail floorspace in these centres for the following reasons:
- Their configuration, urban forms and largely residential hinterlands provide limited opportunity for additional retail and town centre development apart from limited infill or change of use from other types of floorspace
 - Limited car parking and traffic congestion.
- 6.70 There is however a need to sustain the attraction and importance of these centres through investment by both the public and private sectors in the public realm, traffic management and property/product enhancement. **Howth** and **Portmarnock** are the exceptions where there is scope for change and further enhancement.
- **Howth** whilst having a limited convenience offer is a centre that has great potential to further enhance the critical mass and attraction of its speciality retailing and niche waterfront restaurant/commercial leisure product. The focus for enhancement of the village's offer is the waterfront and in particular the properties along Harbour Road. It is not envisaged that in the timescale of the Strategy that there will be any major improvement of the village's convenience offer largely due to the lack of sites and the physical, heritage and environmental constraints that prevail.
 - **Portmarnock:** is identified a centre where there is potential for enhancement of its retail offer through a combination of redevelopment of existing floorspace and development of new floorspace respectively. To a degree this has been happening as there has been intensification of use of retail floorspace but it has taken place on an ad hoc not a strategic basis.
- 6.71 **Actions:** to progress enhancement of the County's Level 4 Suburban Metropolitan Area Traditional Village Centres requires the following actions:
- i. Accepting that the introduction of major new retail floorspace in any of these centres is unlikely, there is scope for continuing improvement in their environments which will add to their attraction and ambience. This is recognised in the emerging County Development Plan which proposes that **Blanchardstown Village** be included in the masterplan for Blanchardstown and that urban centre strategies are produced for **Castleknock, Clonsilla, Howth,** and **Portmarnock**. These strategies should involve consultation with civic

bodies, community groups and local businesses and adopted a holistic approach to the remit of the strategy;

- ii. **Howth:** there is the opportunity to further exploit Howth's attraction and potential through promoting the development of tourism-leisure related retailing and facilities along the Harbour Road. The foundations of this require to be established through the following steps:
 - An inventory of the existing buildings around the waterfront followed by discussions with owners and businesses regarding their plans and opportunities for future development.
 - Preparation of a development strategy/vision for the waterfront involving businesses, landowners, sailing and other water-based recreational clubs, local historical societies, community/voluntary organisations, the Harbour Authority and relevant state agencies such as DoEHLG, Department of the Marine and Natural Resources, Office of Public Works and Duchas. The development strategy/vision would form part of the overall urban centre strategy for Howth.
 - Exploration of the potential for joint venture development initiatives between the Council, other public sector bodies and, as appropriate, local land/property owners; and
- iii. **Portmarnock:** there is a need to address the convenience needs issues of the area. Dialogue is required with existing owners and operators to establish the potential for enhancement of existing floorspace.

Policy SS9: Level 4 Metropolitan Area Expanding Suburban Village Centres

It the policy of the Council to facilitate and encourage the enhancement of shops and services in the Expanding Suburban Village Centres within the Metropolitan Area to help ensure needs of the existing and expanding populations are locally met

- 6.72 **Justification:** within the Metropolitan Area, the Expanding Suburban Village Centres are identified as **Donabate, Ongar** and **Tyrrelstown**. Donabate is designated as a Moderate Growth Town in the County Urban Hierarchy, the NSS and Regional Planning Guidelines whilst Ongar and Tyrrelstown, which are in earlier stages of their growth are designated as a Neighbourhood Villages and come under the Regional Planning Guidelines' definition of a Key Village in the guidelines. These centres are identified as a focus for growth and over the timescale of the Strategy will witness continued population growth. It is therefore vital that, consistent with the RPG, the County Retail Strategy ensures that the retail needs, and in particular convenience needs, of their growing populations are met. There is therefore the requirement for enhancement of convenience floorspace and local services in each of the centres.
- 6.73 **Actions:** are required to ensure that sustainable planned development of these Expanding Suburban Village Centres:

- i. **Donabate:** the emphasis should be on consolidating convenience and services provision within the heart of the village, with more limited local provision in surrounding residential areas. There is a need for this to be achieved not only through land use zonings but through a vision of what Donabate will evolve into over the period of the County Development Strategy and beyond. This should be achieved through the proposed urban centre strategy in the emerging County Development Plan. The potential for future development should be tested with landowners and potential operators to stimulate market interest and demand;
- ii. **Ongar:** is a new village with retail floorspace to meet the needs of this new community currently under construction and is due to start trading in autumn 2004. The retail and services needs of this expanding population require to be monitored over the timescale of the County Retail Strategy to ensure that they are met in an efficient, equitable and sustainable way; and
- iii. **Tyrrelstown,** like Ongar, is a new and rapidly growing village. From the outset it was recognised that provision should be made at the heart of the village for the growth of the village over time. The immediate needs of the new community are being met by the development of a mixed use District Centre but as the population further expands then retail and service floorspace to meet the needs of this population will require to be provided. To achieve this expansion within the heart of the village, land therefore should be retained within the village centre for future expansion.

Policy SS10: Level 4 Hinterland Area Village Centres - Lusk and Rush

It is the policy of the Council to facilitate the local provision of shops and services in Level 4 Hinterland Area Village Centres to meet the needs of the existing and expanding populations

6.74 **Justification:** the review of the County Retail Hierarchy identified that the expansion of both Lusk and Rush was more characteristic of a Village Centre than a Local Centre in the Hinterland Area. Both are identified in the emerging County Development Plan and the Regional Planning Guidelines as Moderate Growth Towns and a combined Secondary Dynamic Cluster. They are located in an area of expanding residential development which is currently poorly served by modern retail floorspace. There thus needs to be enhancement of convenience floorspace and other local services in each of the other centres as follows:

- **Lusk:** there is potential for additional convenience floorspace within the village centre. There is currently an extant planning permission for a 1,000m² (gross) local supermarket in the heart of the village. This is likely to be delivered before 2006, would help meet current local need, is wholly consistent with the sequential approach and is of a scale that is appropriate to Lusk's designation in the review of the County Retail Hierarchy. In addition, it will secure regeneration of a village centre site. There is potential for further development within the village centre.
- **Rush:** has an abundance of under-utilised or former horticultural land sitting adjacent to the village centre where new retail development should be located. Land

assembly issues are likely to restrict any scheme to be trading prior to 2006. There also appears to be limited market demand for new retail floorspace.

6.75 **Actions:** the following are required to secure the progressive enhancement of these Village Centres:

- i. **Lusk:** the Council should assist delivery of new retail development within the village centre providing all traffic and environmental issues are addressed. In particular, there should be a focus on assisting the regeneration of the former horticultural/glasshouse site in the centre to meet the longer term convenience needs of the expanding population. In addition, smaller sites to meet local neighbourhood needs within new areas of residential growth should be identified and development briefs be produced to guide the scale and quality of development sought. The future of the village and its expansion will be guided by the proposed urban centre strategy proposed for the village in the emerging County Development Plan. Additionally, it is a local objective in the Plan that a traffic management plan be prepared for Lusk; and
- ii. **Rush:** is a poor retail centre, both in terms of offer and environment. The potential is there to expand the offer through regeneration of the former horticultural/glasshouses adjacent to the main street. To progress this requires a detailed examination of horticultural lands and identification of land ownership. These should be tested by a range of criteria, including the assessment criteria for retail developments set out in the Strategy and a preferred location identified. Discussions should be undertaken with the landowner(s) to encourage release of the site/area. The need to address the environment and perception of Rush is recognised with the preparation of a urban centre strategy proposed in the emerging County Development Plan as is the need to achieve re-use and regeneration of land and buildings in and around the village centre.

Policy SS11: Innovation in the County's Retail Offer

It is the policy of the Council to encourage and facilitate innovation in the County's retail offer and attraction

- 6.76 **Justification:** this policy is consistent with the guidance in the RPG. The retail industry and market has been proven to be one of the most dynamic and competitive economic sectors across Europe. As the country's retail market matures, lessons from Europe indicate that this will further increase at a county and centre level. Retailing is a key part of the County's tourism offer and as such is important to the urban and rural economy.
- 6.77 Encouraging and facilitating innovation, be that in trading format, location or product, will assist the County both sustain and increase its competitiveness and attraction. Such formats could include concept/destination stores or Factory Outlets Centres (FOCs):

- **Concept/Destination Stores:** would include operators such as IKEA and Marks and Spencers combined with a department store or freestanding. The net floorspace for each type of development is typically in excess of 20,000m² (net). This exceeds the current 6,000m² (gross) cap in the RPG.
 - **FOCs:** there are currently only two FOCs in Ireland. Both to date have not performed as well as their anticipated potential. Fingal's location better meets the criteria sought – the critical mass of population and transport/road links. The potential for this may however be eroding as there are at least two potential FOCs advancing in the planning process at presenting Kildare and Louth respectively.
- 6.78 The guidelines identify that for both formats that the scale should not affect the viability of nearby town centres or raise significant traffic and transport issues. The FOC format, based on European experience, is not found to be an issue in view of the uniqueness of the format and the offer and the extensive size of their catchments. People currently travel to FOCs and stores such as IKEA in the UK for this type of shopping which illustrates their mass appeal/trade draw. In respect of traffic and transport issues, the RPG state that for the foreseeable future it is unlikely very large single retail units would be acceptable due to their effect on the surrounding road network. Fingal with its improving transport and road infrastructure provides the scope for this issue to be addressed in a selected number of locations and hence remove the requirement for the cap to remain. This is consistent with the guidelines, which set that the caps should remain until retail policies and proposals in line with the recommendations of the RPG have been incorporated into development plans by planning authorities.
- 6.79 **Actions:** in the adopted 2003 County Retail Strategy, it was stated that it is not the intention of the County Retail Strategy to conflict with the policies and proposals contained in the RPG and therefore action on this policy will be appropriate only in the event of a review of the guidelines. The Minister launched a limited review of the RPG in late Summer 2003 with the beginning of October 2003 being the closing date for submissions. A key part of the review was addressing the issue of the cap on large freestanding retail warehouses. The results of the review are awaited and there is no indication of when this might be. As such the position set out in the adopted Retail Strategy is sustained – the Council will monitor any future developments regarding the review of the RPG. In the event that the review facilitates the advancement of this policy, a clear strategic framework to provide the guidance necessary to the market in order to direct where new and innovative out of centre retail formats would be required. The criteria that require to be set will be different to that for more mainstream retail developments. These are:
- i. The format must be new to Ireland and/or the GDA and as such does not include new major regional shopping centres, consistent with the GDA Retail Strategy;
 - ii. The scale will be in excess of 20,000m² (net);
 - iii. All transport and roads issues will require to be addressed with a special emphasis on public transport accessibility;

iv. Proposals must be innovative in their design.

6.80 Strategic guidance will require to evolve through the following:

- Examination of the nature and range of new retail formats emerging or trading in the United States and Europe and their appropriateness to the Council's objectives.
- The Council proactively pursues this policy through dialogue with primarily international operators founded on a prospectus that sets out objectives, opportunities and locations.

General Policies

6.81 Table 6.4 presents the general policies of the County Retail Strategy.

Table 6.4 Summary of General Policies	
Policy Reference	Council Policy
Policy SS12: New District and Neighbourhood Centres	<i>To encourage and facilitate the development of new District and Neighbourhood Centres to meet the needs of new and growing centres of population</i>
Policy SS13: Retail Warehousing and Retail Parks	<i>To encourage and facilitate the sustainable development of retail warehousing and retail parks at a limited number of strategic locations within or adjacent to key centres in the County Retail Hierarchy</i>
Policy SS14: Retailing in Tourism and Leisure	<i>To encourage and facilitate the development of retailing within the tourism and leisure sectors</i>
Policy SS15: Corner Shops and Smaller Villages/Crossroads	<i>To retain, encourage and facilitate the retail role of corner shops and small villages around the County</i>
Policy SS16: Re-Use and Regeneration of Derelict Land and Buildings	<i>To encourage and facilitate the re-use and regeneration of derelict land and buildings</i>
Policy SS17: Enhancement of Towns and Villages	<i>To encourage and facilitate the enhancement and environmental improvement of the County's towns and villages</i>

Policy SS12: New District and Neighbourhood Centres

It is the policy of the Council to encourage and facilitate the development of new District and Neighbourhood Centres to meet the needs of new and growing centres of population

6.82 **Justification:** the significant population growth that has occurred in the County has been a result of the number of new large housing developments which have been developed. These on the whole tend to be located on the fringe/environs of existing towns and villages. In some cases, the existing retail floorspace in these

towns/villages can no longer meet the needs of the increased local population. As a result, provision should be made for new district or neighbourhood centres where large scale residential developments are planned to take place and the existing retail provision will not be sufficient to cater for the larger population. These centres will predominantly comprise convenience floorspace and will be anchored by supermarkets or superstores in the Hinterland and Metropolitan Areas respectively, subject to the assessment criteria set down by the Strategy being met. In the case of Neighbourhood Centres or Facilities, it is recommended that these are located within or directly adjacent to areas containing a large residential population or in areas where new residential developments are planned.

Policy SS13: Retail Warehousing and Retail Parks

It is the policy of the Council to encourage and facilitate the sustainable development of retail warehousing and retail parks at a limited number of strategic locations within or adjacent to key centres in the County Retail Hierarchy

- 6.83 **Justification:** the County is the second most important location for retail warehousing and retail parks within the GDA and it is important that this position is sustained and enhanced over the timescale of the Retail Strategy. There is considerable pressure for additional retail warehousing and retail parks within the County and it is important that direction is provided in the Strategy on where additional floorspace would be acceptable to ensure that sites and locations achieve an equitable, efficient and sustainable distribution of retail warehousing floorspace across the County. At a strategic level, new retail warehousing and retail parks will on the whole be located within or on the edge of key centres in the County Retail Hierarchy, namely Level 2 and 3 centres. Their location within these centres will require to take due cognisance of:
- i The Sequential Approach; and
 - ii The need to ensure that proposals do not inhibit the future expansion of these town centres for mainstream retail development and other town centre activities.
- 6.84 Freestanding retail warehousing and retail park developments that do not comply with these principles will not be encouraged unless it can be clearly illustrated that they will help achieve other strategic objectives of the County Retail Strategy.

Policy SS14: Retailing in Tourism and Leisure

It is the policy of the Council to encourage and facilitate the development of retailing within the tourism and leisure sectors

- 6.85 **Justification:** policies in the emerging County Development Plan recognise the importance of the tourism and leisure sectors in the economies and retail profiles of a number of the County's centres. It is particularly important, but not exclusively, in Malahide, Portmarnock, Balbriggan, Howth and Skerries with heritage, the seaside,

waterfronts/water based activity, golf and quality supporting tourism infrastructure (hotels/restaurants/cafes/bars/speciality retailing) being key attractions. In Blanchardstown and Swords, the emphasis is on commercial leisure although civic facilities are attracting visitors to galleries and the theatre. As with the retail sector, tourism and leisure is a very competitive industry and an increasingly important feature and attraction in our towns and villages. This is more evident in older more mature centres where commercial leisure has begun to replace former retail uses in largely off prime pitch locations and helped retain the vitality and viability of these centres. It is thus important tourism and leisure related retail developments and initiatives that will contribute to the health and wealth of the County's towns are encouraged, subject to meeting the tests of the sequential approach and the Council's assessment criteria for retail developments.

SS15: Corner Shops and Smaller Villages/Crossroads

It is the policy of the Council to encourage and facilitate the retail role of corner shops and small villages around the County

- 6.86 **Justification:** consistent with the RPG and GDA Retail Strategy, as a large part of the County is predominantly rural, then meeting needs locally is an important policy in the County Retail Strategy. Small village centres and local freestanding stores are an integral component of the life in the country serving needs wider than shopping. It is a sustainable objective to encourage and facilitate preservation of retail and other services in small communities.

Policy SS16: Re-Use and Regeneration of Derelict Land and Buildings

It is the policy of the Council to encourage and facilitate the re-use and regeneration of derelict land and buildings in both main and smaller centres

- 6.87 **Justification:** re-use and regeneration of derelict/obsolete land and buildings is a sustainable objective. In the context of the County, it is additionally important as it will help achieve preservation of the character and quality of centres, particularly in terms of vernacular/historical architecture, scale, height, density and massing. The potential for the re-use and regeneration of derelict buildings and brownfield sites in town centres and in edge of centre locations should be considered in the formulation of development proposals. Only when suitable, available and viable land and buildings cannot be found should alternative new build options be permitted.

Policy SS17: Enhancement of Towns and Villages

It is the policy of the Council to encourage and facilitate the enhancement and environmental improvement of the County's towns and villages

- 6.88 **Justification:** the environment of the County's centres is equally important to its retail offer in attracting trade and achieving vitality and viability. This is recognised by the Council and other bodies' investment in the fabric and public realm of many of

the County's centres in recent years. Urban renewal and environmental improvement is a continuous requirement if the attraction of the County's centres is to be maintained and mechanisms require to be put in place to ensure that performance is monitored. In parallel, ensuring quality in the design of retail developments will be a priority of the Council in view of the attraction and profile good and innovative design bring to a town or village.

FRAMEWORK FOR THE ASSESSMENT OF RETAIL DEVELOPMENTS

- 6.89 Consistent with the GDA Retail Strategy, all applications for significant retail development should be assessed against a range of criteria. This approach was incorporated and adopted in the 2003 County Retail Strategy. The review of the County Retail Strategy has reaffirmed that the criteria in the adopted Strategy remain appropriate and valid.
- 6.90 What is significant will vary around the County. As a general rule, it is recommended to be 1,000m² (gross) for convenience development and 2,000m² (gross) for comparison development. The criteria to be considered in the assessment of significant applications will include:
- i. Testing the proposal against the sequential approach and that other options have been considered;
 - ii. The impact on town and village centres, including cumulative impact;
 - iii. The baseline information and capacity/impact assessment is fit for purpose and transparent;
 - iv. There is demonstrable need for development;
 - v. The relationship of the application to any development plan allocation;
 - vi. Its contribution to town/village/centre improvement;
 - vii. Its contribution to site and/or area regeneration;
 - viii. The quality of access by all modes of transport and by foot and bicycle;
 - ix. Its role in improving the competitiveness of the County and sub-areas of the County;
 - x. Its role in sustaining rural communities;
 - xi. The extent to which it is relevant to consider the imposition of restrictions on the range of goods permitted for sale; and
 - xii. Any other development plan allocations.

- 6.91 If the retail proposal, whether significant or not, accords with development plan policies and proposals in all material respects, it should expect to meet with approval. In accordance with the RPG, in such instances, it should not be necessary for the applicant to provide additional supporting background studies. However, the onus is on an applicant to demonstrate convincingly that the proposal does comply closely with the development plan. Where there is doubt on any aspect of a planning application the Council should require a detailed justification related to the matter that is questionable.

MONITORING

- 6.92 The strategic framework for the County Retail Strategy is provided by the GDA Retail Strategy. There is a commitment in the strategy that it will be reviewed and updated following that of the SPG. In the interim, the SPG have been superseded by the Regional Planning Guidelines, which following public display and consultation, were finalised in July 2004. Founded on the commitment within the GDA Retail Strategy, then the update of the strategy should begin later in 2004.
- 6.93 The review of the County Retail Strategy has had to be undertaken in advance of that of GDA Retail Strategy to ensure that it is a fully integrated component of the review of the County Development Plan and meets the timetable set for the making of Development Plans under the 2001 Act. It has however been prepared within the general framework provided by the regional retail planning strategy to enable the surveys and outputs to be readily incorporated in any update of the GDA Retail Strategy.