

BLANCHARDSTOWN TOWN CENTRE DEVELOPMENT FRAMEWORK / MASTERPLAN

SCALE OF DEVELOPMENT & MIX OF LAND USES

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Background

- The Development Framework/Masterplan is a non statutory document. The objective of the Strategy is to accompany the Development Plan and provide comprehensive policy for Blanchardstown Town Centre on the scale of development, mix of land uses and overall urban design elements. The Development Framework/Masterplan follows the guidelines for the making of non statutory plans set out by the DOEHLG in 'Sustainable Residential Development in Urban Areas' issued in December 2008.
- The Development Framework/Masterplan is informed by the Structure Plan for Blanchardstown Town Centre, approved by Dublin County Council's West County District Committee on the 7th June 1983.
- The Development Framework/Masterplan is an integrated land use and transportation plan. The strategy is informed by a Traffic Modelling Assessment Study first commissioned in July 2004. Validation of the model was in June 2005. Further Traffic Surveys took place in 2005, 2006, 2007.
- The Development Framework/Masterplan adheres to the Regional Planning Guidelines, for Sustainable Development of the Greater Dublin Area, with the planned concentration of mixed uses and denser development around high capacity public transport.
- The Development Framework/Masterplan adheres to Transport 21. It makes provision for Metro West Light Rail System through Blanchardstown Town Centre with strategic located stop and car parking facilities. Metro West will assist in the utilisation of the Blanchardstown Town Centre as a public transport hub. In line with the principles of Transport 21, Blanchardstown Town Centre will evolve to have a quality, efficient and reliable public transport connection with Tallaght, Swords and Dublin Airport. It should be noted that the quantum of development proposed in the Framework/Masterplan is not predicated on the delivery of Metro West.
- The Development Framework/Masterplan, Key Infrastructural Requirements/Provision, will be provided, by the Town Centre developers, in partnership arrangements, with Fingal County Council and the Section 48 Contribution Scheme. A Section 49 Contribution Scheme will be applied in relation to Metro West.
- The Development Framework/Masterplan for the Blanchardstown Town Centre was first presented to the Castleknock/Mulhuddart Area Committee and noted at its meeting on 4th May 2006. On the 22nd January, 2009 a presentation was again made to the Area Committee prior to a public consultation exercise. All interested parties were invited to make written submissions on the future development of the Blanchardstown Town Centre, from Monday 23rd of February to the 23rd of March. Subsequent to this public consultation, the Development Framework/Masterplan, together with the submissions received, was presented on the 2nd of April and noted by the Castleknock/Mulhuddart Area Committee. The full council at its meeting on the 15th of April 2009 noted the Blanchardstown Town Centre development Framework/Masterplan.
- The Development Framework/Masterplan for the Blanchardstown Town Centre is a 10-year strategy. A monitoring process will be carried out within this timeframe.

Purpose of the Development Framework/Masterplan

The purpose of this Development Framework/Masterplan is

- (a) "to recommend criteria to assess the delivery of an effective balance in the mix of uses in Fingal's urban streets" and
- (b) to ensure that "proposed commercial developments in Blanchardstown Town Centre incorporate an appropriate mix of development, which will be included as an issue within the Master Plan" as required by Objectives U04 and U05 (p33) of the current Development Plan.

The requirements and land use commitments of the Development Plan and the Fingal Retail Strategy (Appendix 1 and 2) form the basis for the recommended mix of uses.

The Development Framework/Masterplan paper sets out for Blanchardstown Town Centre the proportion of uses (in % floorspace and floorspace (m² terms) in broad use categories and for larger proportionate uses in more detailed use categories.

The mix of uses will be used to form the basis for consultation with local people, local interests and local representatives on the type of town centre they want to achieve.

The Development Framework/Masterplan paper also sets out a design brief (based on comparative advantage and practical criteria) which places the required quantity and mix of floorspace into a vertical and horizontal spatial context and the necessary support infrastructure-Transportation, Water Supply, and Drainage



Fig 1 : AERIAL PHOTO OF BLANCHARDSTOWN TOWN CENTRE

1 Introduction

The framework for the Blanchardstown Town Centre Masterplan is set out in the Sections 4.1 and 10.2 of the Fingal Development Plan 2005-2011.

POLICIES & OBJECTIVES: DEVELOPMENT FRAMEWORK/MASTERPLAN

The Development Framework/Masterplan is prepared within the framework of an integrated land use and transportation plan. The Masterplan includes

- Vision,
- Development proposals and
- Implementation strategy.

The Development Framework/Masterplan entails a multi-disciplinary approach which incorporates the following principles:

- Creation of an urban design framework for the town centre which seeks to enhance the town's character.
- Establishment of the nature and mix of the uses, the existing density of retail/other uses and intensification of uses and proposals to ensure effective town centres
- Integration of land use and transportation with particular emphasis on effective traffic management, public transportation, reduction of surface level car parking; and a reduction in the dominance of roads and car parks
A better mix of town centre uses and the permeability of space to create a living heart to the town centre, including:
 - New residential uses, sport and recreation
 - Creation of focal points in the public realm including squares and recreation areas
 - Encouragement of retail development which expands on the existing range for example, specialist traders and markets.
 - Maximisation of use of natural amenity and heritage assets (i.e. Millenium Park and Tolka Valley Regional Park)
 - To achieve the characteristics of a Major Town Centre and to secure appropriate retail floorspace
 - Partnership arrangements and consultation dialogue with local community, other private sector partners and public agencies, and the voluntary sector stakeholders to facilitate agreement on the Masterplan and key infrastructural requirements and provision
 - Establishment of a phasing, monitoring and implementation programme.
- Consideration of the nature of the uses, density intensification and international experience.

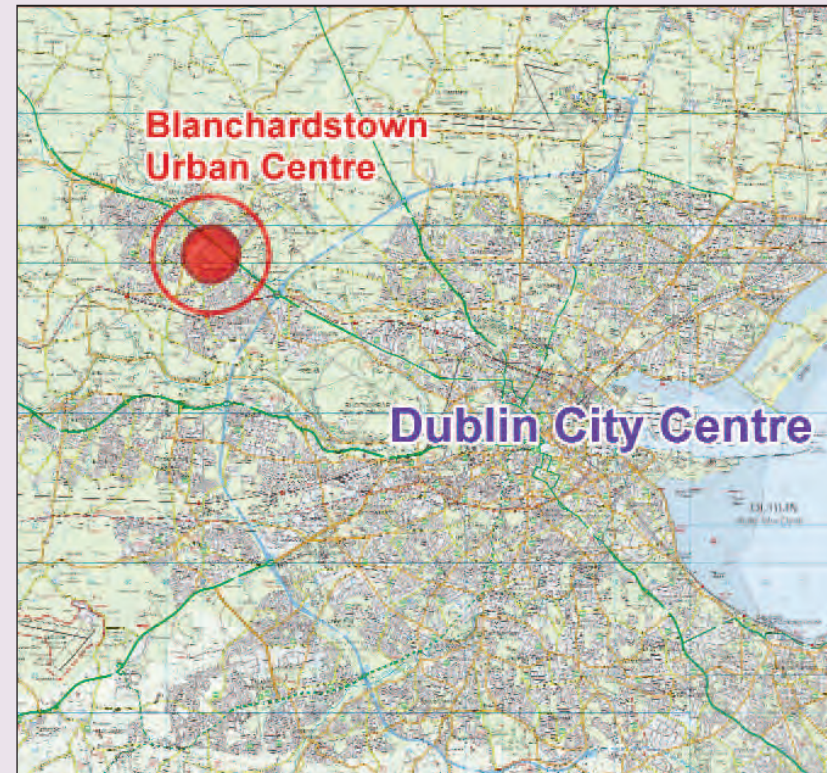


Fig 2 : REGIONAL CONTEXT

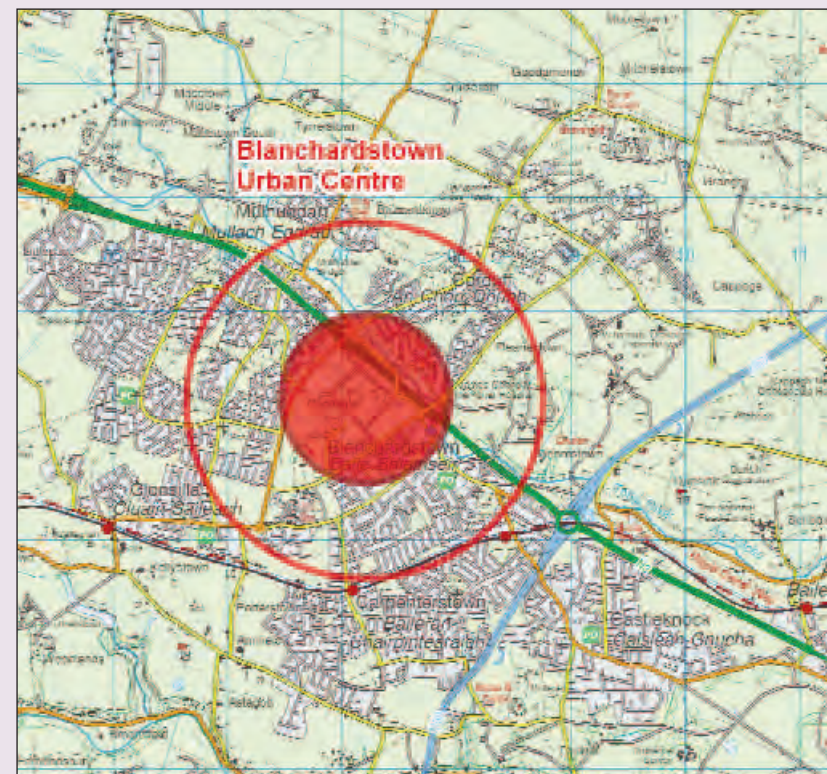


Fig 3 : LOCAL CONTEXT

BLANCHARDSTOWN NEW TOWN

Blanchardstown is a Major Town within the Dublin Metropolitan Area and will continue to be developed as the largest urban settlement in the County and as a social, cultural and local tourism centre. The existing population is 93,000 persons, and existing zoned lands have a population capacity of 150,000+ persons. It is composed of two elements – Blanchardstown Town Centre and Blanchardstown Village. The town centre comprises 108ha in 2 ownerships. The urban connectivity and design links between the two separate, but related areas, are poor and require a strategic response to ensure the development of Blanchardstown in its role as an important service, employment, retail and leisure centre in the Dublin 15 area.

In the early 70's Dublin County Council provided for the development of three town centres to the west of Dublin, including Blanchardstown Town Centre. Town Centre is one of the key retail locations in not only the County and the GDA but also the country. The Blanchardstown Centre was opened in 1996 and has evolved to become the commercial, civic, recreational and transportation hub of the area including such facilities as the Draíocht Theatre, Fingal County Council library and local offices. These components lack cohesion, linkage and urban density and there is a dominance of surface car parking. The consequence is that unlike a town centre, trips between each shopping area are normally made by car. There needs to be a greater intensification of the use of land and property to effectively manage and achieve a major town centre to overcome these issues.

BLANCHARDSTOWN VILLAGE

Blanchardstown Village is an important centre within the Blanchardstown area for the provision of public, retail, employment and financial services, and recreational activities. It is located at a strategic position between the Town Centre and transport routes from the city and motorway. Blanchardstown Village has been overshadowed by Blanchardstown Shopping Centre, which has eroded and displaced any major potential in the village.



BLANCHARDSTOWN VILLAGE

DEVELOPMENT STRATEGY

The Development Strategy is to promote the planned and sustainable development of Blanchardstown by the promotion and facilitation of development in Blanchardstown as an important service, employment, retail and leisure centre in the Dublin 15 area, by:

- Providing for a much-expanded civic, cultural, retail, commercial and employment base at a level appropriate for a vibrant town
- The urban strengthening and integration of Blanchardstown Village and Town Centre
- The utilisation of the Town Centre's central location to become a public transport hub for the region and address the congestion problems associated with the dominance of the private car
- The enhancement and strengthening of Blanchardstown Village Core, through the redevelopment of frontage development and amalgamation of sites along Main Street
- The facilitation of the long term viability and attraction of Blanchardstown Town Centre by it becoming a mixed-use destination for the public
- The promotion of non-retail employment uses, recreational venues and opportunities need to be increased in the Town Centre, allied to the introduction of residential development
- To encourage retail warehousing to a more suitable location within the region in order to facilitate the diversification and intensification of uses within the Town Centre.

DEVELOPMENT OBJECTIVES

Objective BLANCHARDSTOWN 1

To prepare a Masterplan for the future development of the Town Centre and Blanchardstown Village.

Objective BLANCHARDSTOWN 2

To prepare a traffic model for the Blanchardstown area.

Objective BLANCHARDSTOWN 3

To provide weather-proofed and secure cycle parking facilities as a central design feature in order to encourage cycling as a viable transport means to the Town Centre.

Objective BLANCHARDSTOWN 4

To implement an integrated parking management system for the Town Centre including segregation of customer and employee parking.

Objective BLANCHARDSTOWN 5

To integrate new residential and non-retail employment development into the future development of the Town Centre.

Objective BLANCHARDSTOWN 6

To encourage the relocation of retail warehousing uses out of the Town Centre.

Objective BLANCHARDSTOWN 7

To improve the Blanchardstown Village streetscape and environment through appropriate high quality infill development.

Objective BLANCHARDSTOWN 8

To protect and preserve the floodplain of the Tolka as an important element in the drainage infrastructure of the area.

Objective BLANCHARDSTOWN 9

To upgrade the visual environment of Blanchardstown Village by:

- the removal of unauthorised signs
- the replacement of overhead cables and wires by underground services
- the rationalisation of public car parking
- the introduction of appropriate landscaping, and paving.

Objective BLANCHARDSTOWN 10

To prepare an audit of the unauthorised signage within the village and prepare and implement a scheme to manage and to reduce this signage in conjunction with design guidelines for shopfronts.

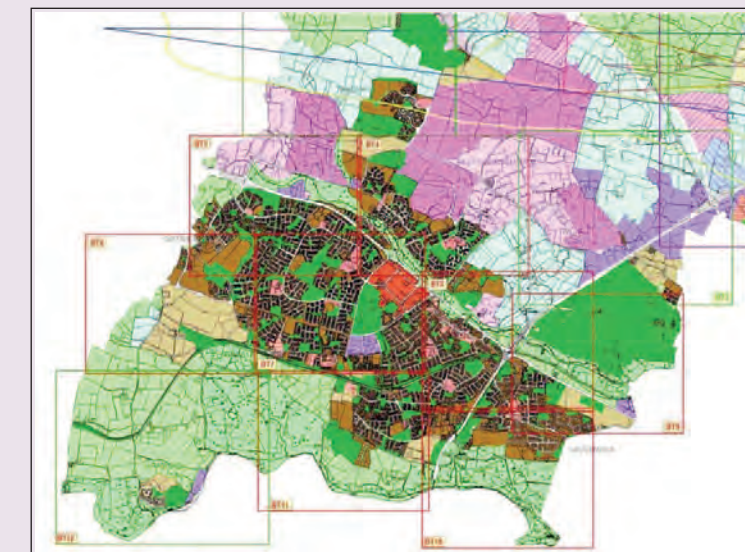
CRITERIA FOR A BALANCED MIX OF USES

The Development Plan emphasises diversification and a wider mix of uses in the Town Centre. The opportunity to create a vibrant town centre will be achieved if the existing largely retail centre is diversified by new commercial, recreational, civic, cultural, leisure, and residential uses.

- Higher order comparison floorspace including the introduction of department stores and other novel uses will achieve the Retail Strategy's goal of increased competitiveness.
- Extra demands for floorspace require significant improvements in the transportation capacity to access the Centre.
 - Improvements to increase transport capacity are required for the existing population.
 - The Blanchardstown Centre catchment population will rise by more than 50% between 2002 & 2011.
 - The town centre shares its access with two major subregional routes – Blanchardstown Road and Snugboro Rd.
 - The significantly increased rail capacity on the Clonsilla line will mainly serve south Blanchardstown.
 - Metro West will provide a quality, efficient, and reliable public transport connection between Blanchardstown, Dublin Airport, Swords, Dublin City Centre and Tallaght.
 - Improved linkages to the centre will be promoted.
 - Roadspace will be provided for bus priority measures, pedestrian and cyclist movements

The Master Plan Area is in proximity to the Tolka Valley Park, to the north and Millennium Park to the south. The Development Plan and its zoning objectives protect the amenities of these areas.

In addition to improvements in the transport system, the achievement of the goals of diversification of the town centre, increasing retail competitiveness, improved accessibility and conservation of open space amenity must be based on careful land use and traffic management. Land use integration will reduce the need for car trips and traffic management will eliminate unnecessary car trips.



BLANCHARDSTOWN TOWN CENTRE – SUB-REGIONAL CONTEXT

2 Existing Mix of Uses – Town Centre

Table 2.1 Existing and Committed (2005) net floorspace^{1(m2)} (excluding Village)

Land Use	Retail	Residential	Office	Leisure & Civic	Hotel	Total	Parking Spaces
Floor space m ²	112,000	22,000	40,000	15,000	10,000	199,000	6785 (retail)
% Total	56%	11%	20%	8%	5%	100%	

A. RETAIL

Table 2.2 Existing types of retail floorspace

	No. Units	% Floor area
Convenience Food	9	29%
Convenience Other	15	2%
Services	36	2%
Durable Dept.	7	34%
Durable Other	115	34%
Total	182	100%

Convenience food shopping has large units at Dunnes Stores, Lidl and the food section in Marks & Spencer.

Convenience other is mainly newsagents and chemists with large units at Easons & Boots.

Services include financial (e.g. banks), personal (e.g. opticians) and cafes inside the shopping areas.

Durable includes large departmental units in Dunnes and Roches, and large clothes shops at Penneys, Marks & Spencer and Next.

¹ Floorspace refers to net covered floorspace. It excludes private and public residential and civic open space and car parking.

B. RESIDENTIAL

This analysis does not include Verdemont (128 one and two bedroom apartments 146 two and three bedroom duplex units ca 20,000m²).

It does include Westend Village (114 Apartments 96 two bed and 18 three bed ca 10,000m²).

It also includes the permissions for Residential adjacent Hotel (96 two bed apartments ca 7,000m² and Residential adjacent Council Offices 82 (36 One 34 two and 12 three bed apartments) ca 5,750m²).

C. OFFICE

Refers only to stand alone offices including:

- Quinn Offices, 11 storey block of 10,230m²
- Old Navan Rd 5 storey Office of 6,232m²
- West End 2 three storey blocks total 5,000m²
- West End Village of 949m²
- County Council (and other) four storey blocks of 16,773m²

D. HOTEL

Includes:

- 9 storey 200 bedrooms, bar, lounge, restaurant, multifunctional rooms, 15 storey apart hotel, restaurant, retail unit and car-parking

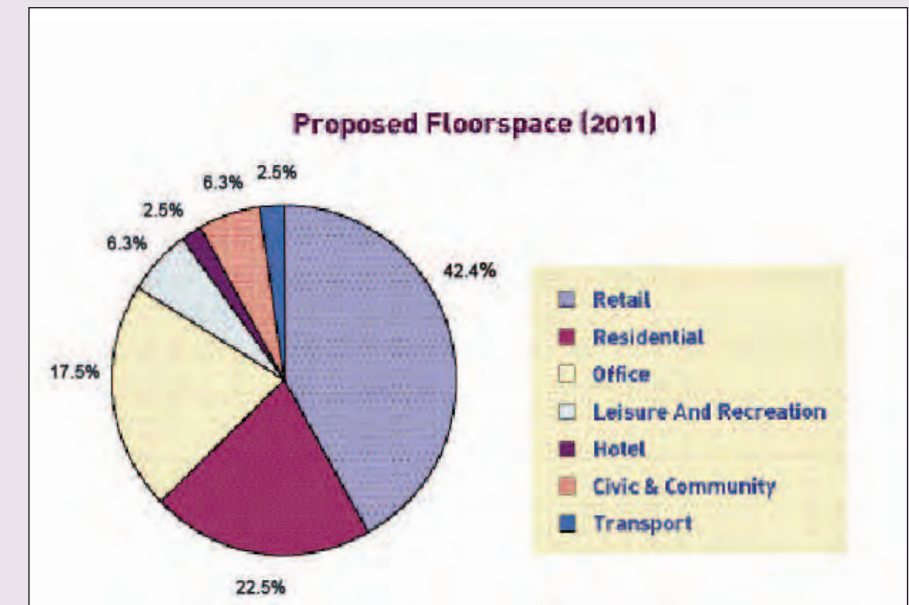
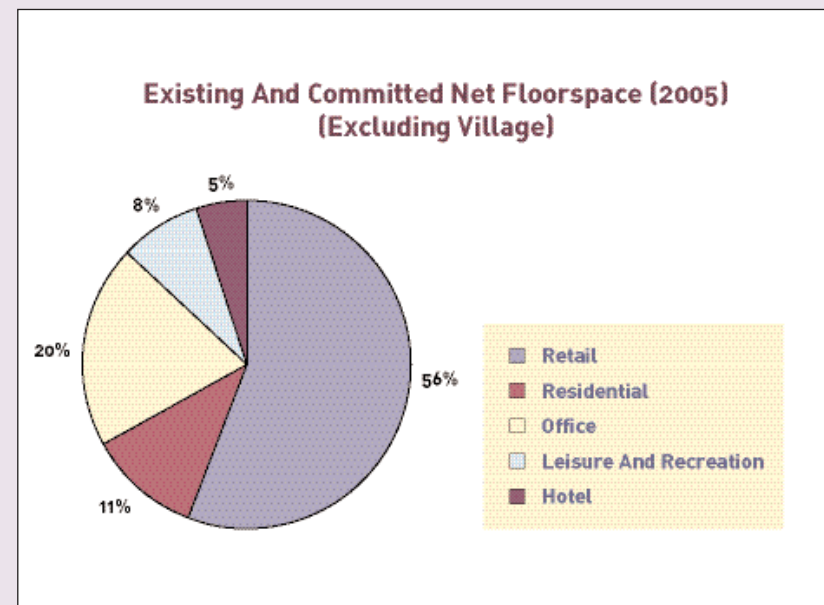
E. RECREATION PUBS & RESTAURANTS

Includes:

- West End Leisure Centre 4,325m² and Nagisee Leisure Centre 5,160m²
- Pub, restaurant and retail/service units 1,786m² South side of Road G
- McDonald's adjoining Road G 279m²
- West End Pub & Restaurant 1,363m²
- West End drive through restaurant 252m²

F. CIVIC & COMMUNITY

Library and Arts Centre/Theatre



3 Proposed Mix of Uses – Town Centre

The following Table refers to Blanchardstown Town Centre only (excludes Village).

The Broad Use Categories are set out in Table 3.1 below. They are expressed as a % of net floor space, i.e. excluding storage, servicing – access and parking areas.

	Floor Space m2	% Total Net Floor Space	Max Proposed Car Parking (Including Existing)
Retail	170,000	42.40%	
Office	70,000	17.50%	
Hotel	10,000	2.50%	
Residential	90,000	22.50%	
Recreation	25,000	6.30%	
Civic and Community	25,000	6.30%	
Transport	10,000	2.50%	
Total	400,000	100%	10,000
Average area served by parking space			40m2

Table 3.1 Proposed Floorspace m2 and Car Parking 2011

- 1 Hotel permission already determined by F04A/1799 but note reservation of retail parking by Condition 4.
- 2 Assumes average 75m² 2bed Apartment at 1.5 spaces per unit. (1 per 50m²).
- 3 Recreation e.g. from 6 spaces per lane bowling alley to 1 space per 4m² of public space for bar. 1 space per 3 seats Cinema & Theatre. 1 per 20m² will tend to be an underestimate but mainly off peak demand.
- 4 Will have high peak demand.
- 5 Assumes provision for bus station & car park workers.

A. RETAIL 42.4% – 170,000m²

Excludes pedestrian areas other than areas set aside for commercial uses.

1. Comparison Retail. 30% – 120,000m²
 - Department stores. Specifically required
 - National and International Multiples e.g Chain clothing stores
 - High order comparison (more highly specialised comparison goods). This use may be more appropriate for Dublin City Centre
 - Catalogue stores.
 - Novel forms e.g. Ebay stores.
 - Retail Warehousing (High turnover per m²) e.g. electrical goods
 - Retail Warehousing (Low turnover per m²) e.g. furniture, hardware

If the other uses are to be expanded, this use will be most restricted and diverted.

2. Convenience Retail. 8% – 32,000m²
 - Supermarkets
If the other uses are to be expanded, this use will be restricted.
 - Smaller Convenience shopping e.g butchers and newsagents
If the other uses are to be expanded, this use will be restricted.
 - Fruit & Vegetable/farmers market. This use is specifically mentioned in the Development Plan. When not in use as a public market it will revert to a public open space.

3. High Street Commercial. 3 1/2% – 14,000m²
 - Personal services, e.g. hair dressers.
 - Offices to which the public normally have access, e.g. building society.
 - Services not directly related to shopping, e.g. travel agents.

4. Ancillary uses to retail uses. 1/2% – 2,000m²
 - Child-care – customers and workers
 - Toilets, child changing areas, rest rooms, first aid

B. RESIDENTIAL 22.5% – 90,000m²

- The Development Plan refers to new residential development in the town centres that is part of a mixed use development. It involves the “densification” of existing uses and the consolidation of intensive employment and residential developments in proximity to each other. The growth in residential floorspace will largely be made up of mixed use developments where residential development is located above retail and other commercial uses.
- The 70,000m² of extra floorspace will involve approx 800 extra residential units between approx. 75m² and 100m². Private amenity space and Class 2 public open space to serve these dwellings will also be provided above other uses.
- Most of the residential development will be occupied by people employed locally.
- This area will accommodate crèche and toddler play facilities.
- 100 units will be designed for elderly persons with ease of access and security. These units will relate to an in situ elderly persons day centre and health facilities.

C. COMMERCIAL OFFICE 17.5% – 70,000m²

D. HOTEL 2.5% – 10,000m²



BLANCHARDSTOWN TOWN CENTRE LOGO



FINGAL COUNTY COUNCIL OFFICES – PEDESTRIAN LINK TO CIVIC OFFICES

E. LEISURE & RECREATION 6.3% – 25,000m²

- In addition to the commercial passive (e.g. Cinemas) and active (e.g. Fitness Centre) facilities, it is envisaged that a broader range of commercial facilities will be introduced to cater for the increased population of residents and visitors. Entertainment and catering facilities will be significantly improved.
- In addition to the public passive (e.g. theatre and library) facilities it is envisaged that further public passive and active indoor facilities will be introduced. Services such as Music, Art, Youth Centre, Day Centre will serve the Blanchardstown district as a whole.

F. CIVIC, & COMMUNITY 6.3% – 25,000m²

- The Town Centre will be an ideal location for a range of Central Government public access services that have an all Blanchardstown catchment including Health, Employment, Tax and Welfare services
- Ceremonial functions including Church/Wedding/Registry and formal civic covered public open spaces where significant gatherings can take place will be located in the Town Centre.
- Formal and informal outdoor Civic Open Spaces will cater for outdoor civic activities, including markets. This area is not included in floor space estimates.
- Floor space will be provided for information services, e.g. Blanchardstown education services, radio and television studios and an extension of the communications functions of the library.
- The Centre is the focus for local bus services, and will be the location for age based services, particularly for the less mobile young and old. Thus, youth facilities and a day centre for active older people will be developed.

G. TRANSPORT 2.5% – 10,000m²

- The bus station will include concourse, ticketing bus parking, waiting areas, toilets, convenience retail, and transfer facilities
 - to buses, taxis, shopping, recreation, residential areas, underground parking and the planned Metro Station.
- Under cover bus facilities and pedestrian waiting areas for Snugborough Rd buses
- Porterstown – ITB Metro Shuttle Alignment and Metro Station Reservation.
- Taxi facilities
- Bicycle Parking Areas
- Village access via covered pedestrian bridge/walkways over the Snugboro Rd. between the Town Centre and redeveloped Village sites.
- Green (pedestrian and cyclist) Bridge extending lateral route from Millenium Park across Navan Rd to Tolka Park

H. CAR PARKING – 8,000 SPACES

Approx 150,000m²



AERIAL VIEW OF TOWN CENTRE LOOKING SOUTH



LIBRARY & DRAIOCHT THEATRE

4 Design Brief – Town Centre

This design brief sets out the parameters to guide the accommodation of the required quantity of floorspace and mix of use. This analysis is firstly at a vertical level and then at a horizontal level.

A. VERTICAL DESIGN BRIEF

- The development and redevelopment of the town centre will be within a new built form This will comprise a 4-6 storey development. Higher landmark buildings are appropriate adjacent to existing roundabouts (at entrances and on internal network)
- The development will be mixed use. In addition to car parking, all ground areas will have at least two or three uses located in separate floors above. In general the uses will be car parking, storage and utilities at basement level, transport and retailing and commercial uses at ground level, retailing and office uses at 1st and 2nd floors and residential and office uses at 2nd, 3rd 4th and higher floors.
- Uses and spaces will be closely integrated. Residential, office and retail uses will be along elevated pedestrian access ways with private courtyards, public open spaces and civic spaces.
- Covered glazed shopping, office arcades will orientate onto open spaces/ squares at 2nd and 3rd floor levels. From this level the view will be of 3 and 4 storey residential, office and recreational buildings with balconies softened by considerable green private roof gardens and terraces.
- Conflicts between traffic and pedestrian movement will be eliminated by undergrounding roads and parking, reducing and eventually eliminating through movement of traffic (except buses through bus station) and elevating walkways, cycleways and open spaces above the traffic. This will significantly increase active street frontage to create a vibrant urban environment.

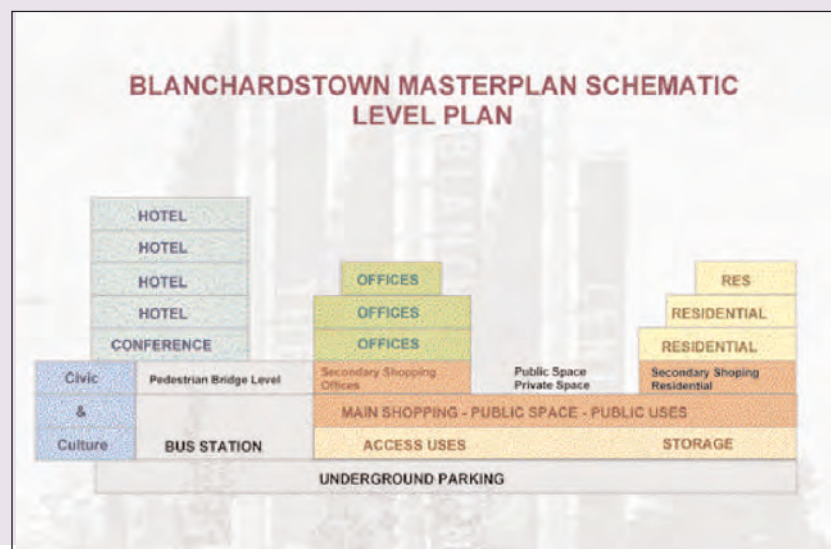


Table 4.1 Floorspace by Floor

Floor	Retail	Office	Residential	Recreation	Community	Transport	Parking
Basement						●	●
Ground	●			●	●	●	●
1st	●	●	●	●	●		
2nd	●	●	●	●	●		
3rd		●	●				
4th		●	●				
5th		●	●				
6th		●	●				

B HORIZONTAL DESIGN BRIEF

The horizontal distribution of future floor space reflects:

- The levels of public transport accessibility across the Centre
- The existing retail concentration in Zone X
- The development and redevelopment potential of zones
- The Park location advantage of Area V for residential development

Table 4.2 Proposed Floorspace by Development Zone

Land Use	P	V	W	X	Y	Z	Total
A. Retail inc services	11.1%	0%	45%	67%	35%	21.3%	42.4%
B. Commercial Office	11.1%	33.3%	19.4%	12.6%	21%	12%	17.5%
C. Hotel	0%	0%	0%	0%	0%	26.7%	2.5%
D. Residential	66.6%	19.8%	24%	13%	21%	40%	22.5%
E. Recreation	11.1%	19.8%	10%	2%	6.4%	0%	6.3%
F. Civic & Community	0%	27%	1.6%	5.4%	5.3%	0%	6.3%
G. Transport	0%	0%	0%	0%	11%	0%	2%
TOTAL	18,000	40,500	62,000	148,000	94,000	37,500	400,000

Land Use	P	V	W	X	Y	Y	Total
A. Retail inc services	2,000	0	28,000	99,000	33,000	8,000	170,000
B. Commercial Office	2,000	13,500	12,000	18,000	20,000	4,500	70,000
C. Hotel	0	0	0	0	0	10,000	10,000
D. Residential	12,000	8,000	15,000	20,000	20,000	15,000	90,000
E. Recreation	2,000	8,000	6,000	3,000	6,000	0	25,000
F. Civic & Community	0	11,000	1,000	8,000	5,000	0	25,000
G. Transport	0	0	0	0	10,000	0	10,000
TOTAL	18,000	40,500	62,000	148,000	94,000	37,500	400,000

Blanchardstown Town Centre Development Zones



In addition to the mix of floor space the horizontal design brief requires that the main pedestrian desire provide the major pedestrian routes as shown on Map as follows:

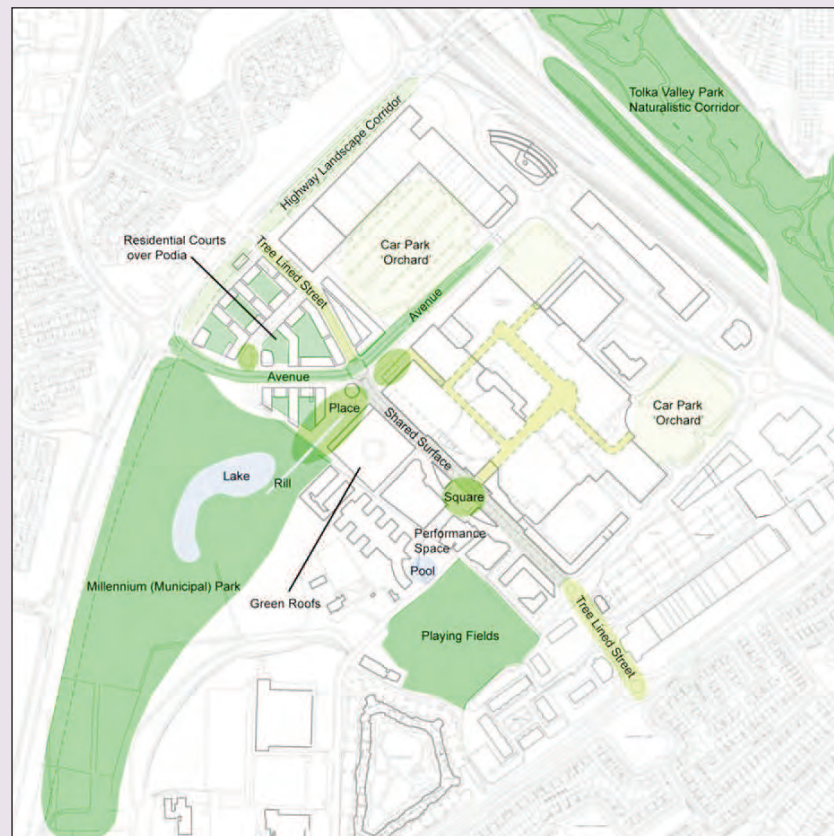
1. Shopping Route through Bus Station through core shopping X to W
2. Millenium Park – Lateral Route Z to X (Central Open Space) to V to Green Bridge and Tolka Park.

3. Bus Station to Hotel to Q Block
4. Bus Station to V to P
5. Long distance routes
 - (a) from shopping route (Junction Space) to Village Bridge over Snugborough Rd. and existing Navan Rd crossing.
 - (b) from shopping route (Junction Space) to West End Village and Snugborough Rd
 - (c) from Bus Station to Blakestown Way and Blanchardstown Rd
 - (d) from Bus Station to Blanchardstown Rd North
 - (e) from shopping route (central axis) to Millennium Park and Clonsilla Road
6. A new civic space to be created, on the axis of pedestrian movement from Millennium Park through Co. Council offices to the retail core. This civic space to be the forum of cultural and leisure activity.

C. PHASING

In the short term new "edge development" will be implemented in the undeveloped and peripheral areas of the Centre

In the short to medium term the underdeveloped areas including the car parking areas around the main centre will be developed



OPEN SPACE - PARKS & PLAYING FIELDS

In the long term the main centre will be redeveloped.

The two existing and permitted high rise blocks along the northern boundary with the Navan Rd create the opportunity of joining with the main centre by the use of Piazzas to the planned pedestrian courtyards at 2nd or 3rd floor level. This will emphasise the more monumental form. Further development will frame the gateway lateral route between the two parks.

D. DEVELOPMENT OPPORTUNITY AREAS

Location I: (Area P and V on map on page 09)

Southern block stretching from the 'Heaven' Public House at eastern limit, to McDonald's Restaurant at western limit.

Undeveloped lands:

Surface car parks and 'set-back' areas, in particular those areas with roadside frontage and landscape areas of minimal amenity value

Under-developed lands:

The single-storey Leisure Plex, the 1&2-storey former bar building including Extravision, Paddy Power Bookmakers and Ming Court Restaurant and the single-storey McDonald's 'drive-thru'.

Proposed redevelopment works to Town Centre:

- (a) In-fill development of surface car-park east of the County Library and also west of the LeisurePlex
- (b) Redevelopment of the Leisureplex, the former Budabar and the McDonald's buildings, (in-filling of large set back areas from the roadside edge) forward of the existing building line of the County Library and Arts Centre, thus creating a street and civic square at these important Civic buildings.
- (c) Priority area for residential development to overlook the Town Park and the Verona FC playing fields to the south, addressing/fronting onto the street and the park.
- (d) Commercial development of 'smaller' office units and leisure uses with residential
- (e) To develop an 'outdoor' civic space capable of accommodating Performing Arts and a local market.

Potential works to adjoining lands:

- (a) To redevelop the Grove Road lands, (including all or part of Coolmine Lodge, Verona FC, Coolmine School and Coolmine Sports and Leisure Centre) as an important pedestrian/cycle link to Coolmine rail station and Coolmine industrial estate, terminating in a new civic space at the new Council Offices building to the rear of the Leisure Plex.
- (b) To open a 'street' or pedestrian/cycle link from Mount View Rd through the Millennium Park to Grove Road. (This may provide for edge development at the Town Park for residential purposes with some commercial activity at ground floor level).

- (c) Intensification for active recreational use of the Town park and segregation with more passive 'town park' use in conjunction with any new development
- (d) To alter the road alignment of the 'southern' service road, to create a 'street'.

Location II: (Area W on map on page 10)

Eastern block, from the Atrium building to the north and the KFC restaurant to the south.

Undeveloped lands:

The site of the two former derelict single-storey dwellings at the junction of the Old Navan Rd and the Snugborough Rd, adjacent to the Atrium office building, the surface car parks and 'set-back' areas, in particular those areas with roadside frontage.

Under-developed lands:

The single-storey KFC 'drive-thru' and the retail warehouse units of the West End Retail Park, the Westpoint Health & Fitness Club.

Proposed redevelopment works to Town Centre:

- (a) In-fill of the site of the former derelict bungalows at the junction of the Old Navan Rd and the Snugborough Rd, the surface car-parks of the West-end Retail Park, along the entire roadside boundary to the west and south of the site, to create public streets accessed off the existing 'Eastern Service Rd.'
- (b) Redevelopment of the KFC building as an important landmark building
- (c) To encourage retail warehousing to a more suitable location within the region in order to facilitate the diversification and intensification of uses within the Town Centre
- (d) Priority area for residential development, primarily, at mid & southern sections of the area, as part of a fine-grained mixed-use development.

Potential works:

- (a) To open a minor 'street' or landbridge pedestrian/cycleway from the Old Navan Rd at Blanchardstown Village through the 'derelict bungalows' site via the rear of the 'Atrium' office block and the Westpoint Health & Fitness Club onto or towards the Red Mall extension of the Shopping Mall. This may result in the provision of a minor public space set between the existing office blocks.
- (b) To alter the road alignment of the 'eastern' service road, to create a 'street' with active frontages.

Location III: (Area Z on map below)

Northern Block from the 'Q' building to the east to the N3 access Rd/slipway to the west

Undeveloped lands:
the surface car parks and 'set-back' areas, in particular those areas with roadside frontage.

Under-developed lands:
the retail warehouse units.

Proposed works to Town Centre:

- (a) In-fill of the surface car-parks
- (b) To encourage retail warehousing to a more suitable location within the region in order to facilitate the diversification and intensification of uses within the Town Centre..
- (c) Development of the western extreme of the site, abutting the N3 exit road.
- (d) Priority area for commercial development or institutional use/facility

Potential works:
To alter the road alignment of the 'northern' service road, to create a 'street'.

Location IV: (Area Y on map below)

Western Block south of the N3 exit road, north of the Blakestown Way Blanchardstown Rd South junction

Undeveloped lands:
The surface car parks and 'set-back' areas, in particular those areas with roadside frontage to the front and rear of buildings

Under-developed lands:
The retail warehouse units.

Proposed works:

- (a) In-fill of the surface car-parks and 'western' buffer zone to cluster at bus terminus/metro station
- (b) Redevelopment of the retail warehouse buildings to a landmark institutional/office/service building at the southern extreme of the area

Potential works:
To alter the road alignment of the 'western' service road, to create a 'street' and covered bus and/or metro station.

Location V: (Area X on map below)

Central Block including the 'Blanchardstown Centre' shopping mall, the UCI cinemas and the Eircom Depot.

Undeveloped lands:
The surface and decked car-parks and 'set-back' areas, in particular those areas with roadside frontage at corner locations

Under-developed lands:
The Eircom building

Proposed works:

- (a) In-fill of the surface and decked car-parks with landmark buildings

at the four corners/extremes of the site to create 'streets' leading to the four Mall entrances. New street frontage development to hide the decked car-park area from public view, (single aspect units)

- (b) Priority area for non-retail development, particularly, at the southern entrance to the 'leisure quarter' including the multi-plex Cinema and Theatre/Arts centre.

Potential works:

- (a) To alter the road alignments of the four service roads, to create 'streets'. This involves the reduction in separation distances between buildings and set-back areas from the existing roads network, by in-filling
- (b) To explore the possibility of relocating the Eircom building and depot elsewhere within the Town Centre or the Greater Blanchardstown Area.

Blanchardstown Town Centre Development Zones



5 Design Brief – Blanchardstown Village

INTEGRATED AXIS WITH TOWN CENTRE

Professional, Business, Recreational/Leisure,
Services, Offices and Residential



MAIN STREET JUNCTION WITH MILL LANE



MAIN STREET, BLANCHARDSTOWN VILLAGE

DESIGN

- Integrate the village as an axis with the Town Centre.
- Remodel the built environment into mixed use development, of a higher density and close knit urban form
- Remodel and traffic manage the Main Street roadway into a streetscape, designed to be a place for living and enjoyment.
- Maximise the utility of the Tolka Valley, adjacent to the Main St. (rear of).
- An urban design framework to guide development formats.

USES

- Mixed uses
- Residential
- Services
- Leisure, Recreation
- Retail
- Offices
- Civic



MAIN STREET, BLANCHARDSTOWN VILLAGE

LAND USE OBJECTIVES

As the scope for the densification of existing uses is limited in backland areas (c.f. 13 houses at Church Avenue), the growth in residential floorspace will largely be made up of mixed use developments where residential development is located above retail and other commercial uses. This will apply to the Main Street area and some small areas with direct access to this area. Consequently the residential capacity will depend on the range of management/development control instruments to ensure delivery.

1. Provide (in general) 2/3 storey residential development over underground parking, commercial and retail uses. (3 storey above ground level.
 - 4 storey at Superquinn)
 - (a) Apartments to be predominantly 3 bed units and aimed at owner occupation to attract long stay residents. Commercial/residential package – live over shop integration to be the built form.
 - (b) Apartments to be provided with adequate facilities for vehicles and bicycles.
 - (c) Apartments to have integrated private open space provision to the Development Plan standards.
 - (d) Having regard to the scale of the development and the large quantity of commercial opportunities, residential will take precedence over commercial concerns. i.e. this will largely be a residential quarter.
2. Provide civic passive open spaces (3), one of which will have 50% cover.
3. Introduce universal underground and flatted parking throughout so that ultimately there will be no parking on Main Street
4. Provide for customer and employee cycle parking in connection with commercial and retail uses.
5. Relocate back street commercial uses to main street edges or more appropriate locations in the wider Blanchardstown area.



ST BRIGID'S CHURCH, BLANCHARDSTOWN VILLAGE

TRANSPORT OBJECTIVES

1. Provide pedestrian access between the Town Centre - West End and The Village at high level across the Snugborough Road and Main Street. All pedestrian changes in level and long distance sections by under cover landbridge.
2. Provide bus priority measures.
3. Pedestrian and Cyclist priority on redesigned Main Street.
4. Existing Pedestrian/Cyclist access to Corduff and JCMH open space to be improved.
5. Existing Pedestrian/Cyclist access to Hazel Lawn to be improved.
6. Existing Pedestrian/Cyclist access to Clonsilla Road to be improved.

DESIGN FRAMEWORK

Design framework to support the delivery of:

1. Maximum 2/3 storey development (possible 4 at Superquinn).
2. Vertical building design emphasis.
3. Unified design of buildings and civic spaces to a frontage rhythm.
4. Consistent pitched tiled roof and use of roof space.
5. Consistent family/branding of materials and detailing.
6. Insulation of passive space and buildings from motorway noise on north side.
7. Avoid overlook and overshadow re housing to north on north side.
8. Avoid overlooking and visual obtrusion re houses to south on south side.
9. Design out commercial/residential conflicts in initial designs (noise, ventilation, signage etc.) by identifying specialist uses in scheme.
10. Rhythm and roof design at road curves and civic setbacks.

DEVELOPMENT OPPORTUNITY LOCATIONS

1. Remodel and stenghten the focus of the village at Superquinn District shopping area to incorporate presentation to Main St and Roselawn area.
2. Create a new civic focus area at Superquinn/Main St – axis of pedestrian/cyclist movements (to town centre, schools, hospital, and Tolka Valley.)
3. St Brigid's church locality – urban design measures to unify and complement the domestic scale, yet support the reinvention to mixed uses.
4. Mill Lane locality – urban design measures to unify/signal the context of the Tolka Valley and provide for recreation/leisure mixed uses.
5. Garda station locality – Redevelopment to orientate presentation both to Main St and the Tolka Valley.



BLANCHARDSTOWN VILLAGE

6 Phasing for Transport Infrastructural Development

General

It is the objective of the Planning Authority to ensure the timely and orderly development of the Town Centre Lands. A phasing schedule for the delivery of infrastructure in tandem with the delivery of development is a key element of the Development Framework \ Masterplan.

A study including traffic modelling and assessment and development of appropriate infrastructural options has been prepared to underpin this Development Framework \ Masterplan.

This study commenced in July 2004 and was carried out by Clifton Scannell Emerson Associates, Consulting Engineers.

The main elements of the study were as follows:

- Development of a traffic model for the wider Blanchardstown Catchment to ascertain the capacity of the proposed infrastructure to serve an expanding and intensified Town Centre.
 - Validation of the traffic model in agreement with Fingal county Council and Dublin Transportation Office.
 - Test the likely traffic demands placed on the transport infrastructure from future land use scenarios.
 - Develop appropriate infrastructure improvement options and test their impact on the future development scenarios.
 - Identify local transport network for all modes including:
 - Pedestrian facilities and amenities
 - Cyclist network
 - Bus Priority and Routing
 - Road Network Improvements
 - Parking levels
- Propose a framework of staged infrastructural improvements tied to staged development of the Blanchardstown Town Centre.

Proposed Transport Infrastructure

The Traffic Modelling and Assessment Study considered numerous potential Transport Infrastructure improvements and developed appropriate road network, bus priority, pedestrian and cyclist infrastructural upgrades as set out below.

The majority of these transport infrastructure proposals will be provided in conjunction with developments in the Town Centre. It is expected that funding for the Mulhuddart Interchange Upgrade would be provided by the Town Centre developers in conjunction with the Section 48 Development Contribution Fund. Section 49 Development contributions will be applied in relation to Metro West.

Bus Priority and Bus Interchange

It is a key objective to improve and rationalise the bus service in the Blanchardstown Catchment and serving the Blanchardstown Town Centre.

A new Bus Interchange and associated 1,200 metres of new bus lanes at the Centre were completed in February 2007 in line with the Mastreplan objective. The Bus Interchange was developed in conjunction with Dublin Bus and Bus Eireann and received agreement from Fingal County Council and part funding from the Dublin Transportation Office. The Bus Interchange facilitates the Centre acting as a hub for bus interchange for the Blanchardstown Catchment. The Bus Interchange and associated bus lane facilities reduce delay on bus routes and provide ease of access to the Centre for all bus services. The Bus Interchange is immediately adjacent to the proposed future Yellow Mall Access providing ideal access to all bus services for staff and customers of the Town Centre.

Bus Routes

Dublin Bus has a number of bus service improvements proposed for the Blanchardstown area, making use of the Blanchardstown Bus Interchange and the improved QBC Network on Blanchardstown Road South. The following bus service improvements are proposed:

The No. 37 bus route to Carpenterstown is to be extended to terminate close to the Blanchardstown Town Centre. The service will have a 10-minute frequency at peak times.

The No. 39 route will be split into three separate routes, all of which will service the Centre. The new routes will have shorter routes around the local area with increased frequencies of 5 minutes during peak times and 10 minutes off peak.

A new route (No. 270) will run from Dunboyne to Centre via Clonsilla Station.

New 3-axel buses will be provided to service in Blanchardstown, which will increase the carrying capacity by 20%.

The new bus routes will provide much enhanced bus connectivity in terms of frequency, coverage and directness from within the Blanchardstown Catchment (population circa 100,000) to the Blanchardstown Centre and hence providing enhanced access for staff and customers to the proposed new development.

Local areas including Ongar, Latchford, Allendale, Clonsilla, Hartstown, Huntstown, Whitestown, Carpenterstown, Laurel Lodge, Phoenix Park Development, Pelletstown will have direct bus linkage using the No. 37 or the three No. 39 routes with 5 to 10 minutes frequency. Littlepace, Dunboyne, Tyrellstown and Corduff will have 30-minute frequency.

A high frequency shuttle bus service between the Blanchardstown Town Centre and Coolmine Railway Station should be provided to best integrate the Centre with the increased capacity available on the Dublin-Maynooth Railway line and the Pace Spur line currently under construction due for completion in 2010 (Phase 2 to Navan in 2014 per Transport 21).

6.2.3 Road Network Improvements – Blanchardstown Town Centre

A new two-way single carriageway connecting the existing roundabout at the junction of Road G, Road E and Road D is to be constructed to the Blanchardstown Road South, south of the existing Retail Park 2 and the proposed Fashion Park. This 'street' will serve as an additional exit from the Blanchardstown Town Centre relieving peak time traffic flows particularly for vehicles accessing the N3 westbound travelling towards Navan.

The roundabout connecting Road G, E & D will be changed to a signalised junction in the future. Car Parking will generally be underground with vehicles being removed from the internal road network at the earliest possible opportunity into an underground network of car parks.

The proposals will reduce traffic on Road D providing an opportunity to develop a pedestrian friendly environment.

Road Network Improvements – Implications of M50 Upgrade

The M50 upgrade scheme is currently under construction and due for completion in late 2010. This scheme includes for widening the M50 carriageway to 2x4 lanes and upgrading the N3 \ M50 interchange providing free flow slip roads from the N3 to the M50 north and south bound. It also includes upgrade of N3 to 2x3 lanes to the N3 Snugborough Road junction at the Blanchardstown Centre.

The completion of this scheme will provide space capacity on the N3 between the Blanchardstown Town Centre and the M50 in conjunction with removing delays at the N3 \ M50 interchange. The scheme will also provide for reduced demand on the secondary distributor network in the Blanchardstown Catchment as traffic currently avoiding M50 congestion will return to using the National Road Network.

Road Network Improvements – N3 Mulhuddart Interchange Upgrade

It is proposed to substantially upgrade the existing N3 Mulhuddart Interchange to provide:

Increased pedestrian and cyclist facilities, increased bus priority, reduced congestion from the slip roads and increased capacity. Inclusive of an additional parallel bridge and D-loop on ramp slip lane to the N3 Eastbound. The existing slip road from the N3 Eastbound is to be repositioned \ re-aligned and signalised to minimise congestion at this junction.

The roundabouts at the Mulhuddart Interchange are to be changed to signalised junctions. A second bridge is to be constructed for northbound traffic over the N3 and the existing bridge will be changed to two lanes of traffic travelling towards the Blanchardstown Town Centre southbound over the N3.

Design of this upgrade is ongoing by Fingal County Council. Funding will be in conjunction with Developers of the Blanchardstown Town Centre.

Pedestrian Proposals

As part of the new bus interchange a new signalised raised pedestrian crossing has been constructed serving as the main pedestrian linkage from the central core of the shopping centre to Fashion Park \ Retail Park 2.

A new pedestrian route will be created by the improvement of the Mulhuddart Interchange establishing a direct safe link between the Centre and Blanchardstown I.T Centre and Corduff Area to the Centre.

The proposed new Link Road connecting the Centre to Blanchardstown Road South at a new signalised junction creates an ideal pedestrian crossing and route from the Centre to Hartstown \ Whitestown Area.

It is proposed to create a pedestrian link to Blanchardstown Village, this would commence at the Red Mall continue through the West End site on to Snugborough Road and finishing in the Village.

Cyclist Network and Facilities

A proposed new cyclist network utilising off road cyclist routes and Bus lanes is shown in the sketch attached. Secure sheltered parking and employee changing facilities are proposed within the Centre. Employees will be further encouraged and rewarded for choosing to cycle as their preferred model of transport to the centre.

Car Parking

Over the period of the Framework Plan the Blanchardstown Town Centre will begin to change from a surface car parking environment to an underground and multi-storey car parking environment. Vehicles will be directed to underground car parks at the earliest possible opportunity from the surrounding road network. This will significantly improve traffic flows on the internal road network.

The network of underground car parking will be connected by way of a series of underground routes which also link to the above ground level multi-storey car parks. The underground realm will be developed so as to be user friendly with a high degree of natural light and active uses for orientation.

Parking management systems using Variable Message Signs (VMS) on approach to the Blanchardstown Town Centre and on the internal road networks is proposed to improve the ease of access to car parking and minimise delays due to unnecessary search patterns.

It is proposed to reduce the average parking provision ratio for 1 space per 20m² currently to a ratio of 1 space per 30m² over time to take account of increase modal split, dual purpose trips and expected lower trip generation per unit floor area due to increased availability of retail space.

Scenario	Infrastructure	Quantum of Centre Development
Do Nothing	Road Network per Fingal proposals M50 Upgrade	Zero
Do Something Scenario 1	Bus Interchange Link Road to Blanchardstown Road South Shuttle Bus to Railway	Quantum 1 Retail 35,000 M2 GFA Office 20,000 M2 GFA Leisure 4,500 M2 GFA Residential 400 units
Do Something Scenario 2	N3 Mulhuddart Upgrade	Quantum 2 Retail 20,000 M2 Office 10,000 M2 Leisure 9,000 M2 Residential 550 units

Metro West

The Government's 'Transport 21' Strategy proposes an outer orbital metro route to link the suburbs of Tallaght, Clonsilla and Blanchardstown, with the Airport and Swords. The proposed metro line will also connect with the existing and upgraded suburban radial rail network.

The new preferred route has been established through the Centre by the RPA in consultation with the land owners and Fingal County Council. The metro will take the form of a light rail system which will run at grade. In the vicinity of BTC, the metro will run along the Blanchardstown road south on the western edge of the BTC and the Millennium Park, linking the BTC to the proposed commuter rail station at Porterstown on the Dublin Maynooth rail line.

Within the BTC, the proposed metro will run at street level from the direction of the Millennium Park across to the existing Westend Retail Quarter. Blanchardstown Metro West stop is to be located on the 'southern' service road adjacent to the Draiocht Arts Centre.. The metro will cross the N3 and Tolka River Valley in the vicinity of Blanchardstown Village, and travel onwards up the Snugborough Road.

The provision of Metro will provide enhanced Public Transport Access to the Centre improving modal split and reducing the use of private cars. The junction at each end of Road C will be impacted by Metro and will require signalisation. Traffic Management arrangements will be required to facilitate Metro West with initial modelling of this scenario indicating that any loss in junction capacity at Road C will be minor and that the overall accessibility of the centre will be much enhanced by Metro West.

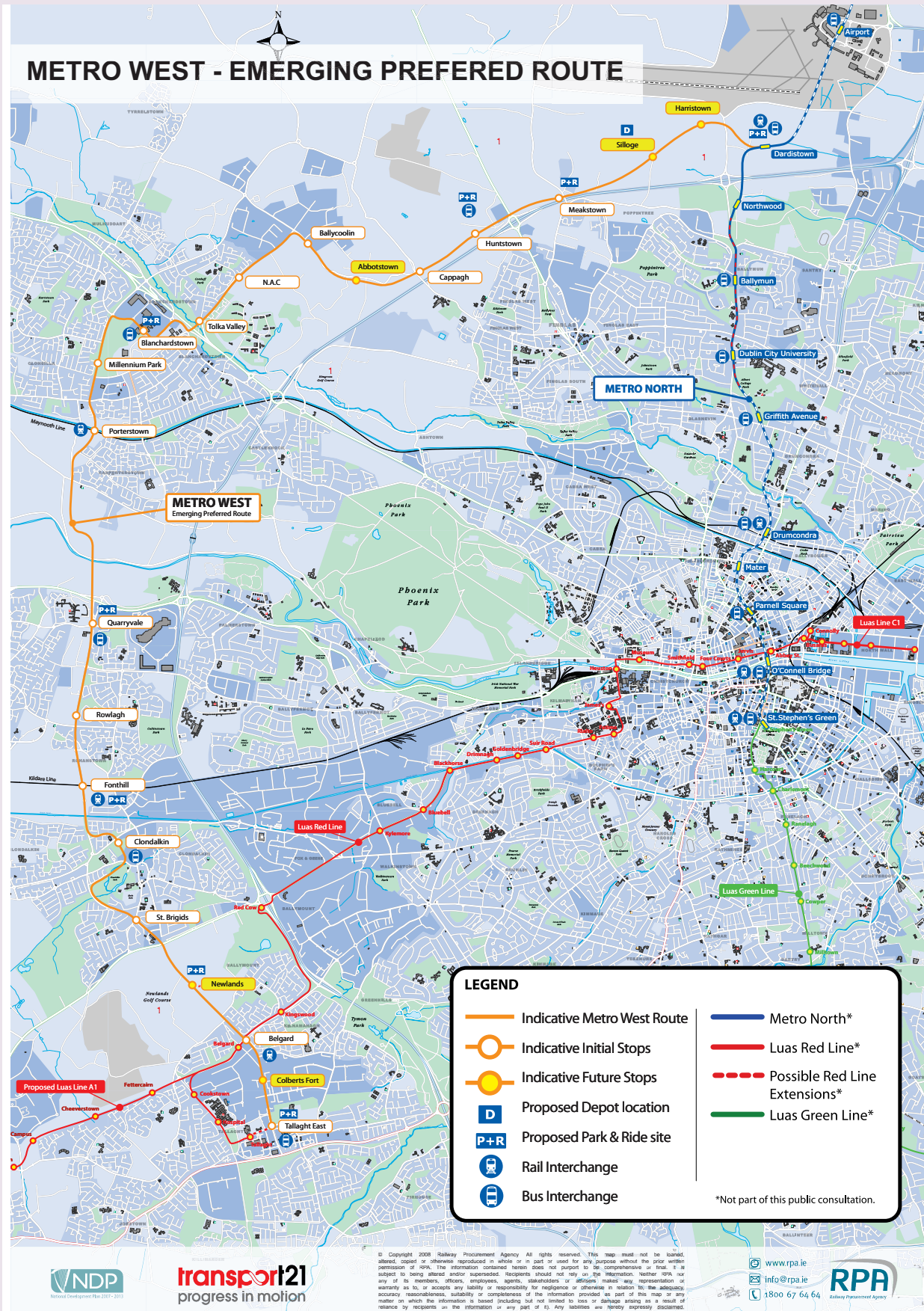
The delivery time frame for Metro West is 2015.. The multiplier effect of the Metro and the provision of the planned bus interchange in the Blanchardstown Town Centre will advance the delivery of planned transport measures and ensure that the Blanchardstown Town Centre becomes a hub for the town.

It should be noted that the Quantum of Development proposed in this plan is not predicated on the delivery of Metro West.

Appendix 5 includes further detail on Model outputs.

DUBLIN METRO WEST – Emerging preferred route

February 2009



Proposed Water & Wastewater Infrastructure

Storm Water

A Storm Water Management Plan, following the principles of Sustainable Urban Drainage, in order to control water quality and quantity is proposed for the Development Framework/Masterplan. This Storm Water Management Plan will be in line with recommendations of the Greater Dublin Strategic Drainage Study (GSDSDS) and Tolka Flood Relief Study and must be designed in accordance with the Greater Dublin Regional Code of Practice for Drainage Works.

All future development proposed in accordance with the Development Framework/Masterplan, including brown field developments on surface carparks will be subject to the Stormwater Management Plan. The net effect of the Development Framework/Masterplan will be to enhance water run-off quality and provide a substantial reduction in the peak storm run-off from the Town Centre to the Tolka River.

The Stormwater Management Plan will include the following:

Subdivision of area into separate catchments and SUDS techniques applied accordingly.

Attenuation Features to the rear of Retail Park 2 and in the Red Carpark to cater for proposed development in accordance with the GSDSDS.

A package of practical water quality and sustainability improvements measures will be identified for future development in line with the Framework/Masterplan. These will include reduced areas of surface Carpark, installation of permeable surface materials, petrol interceptors, bio-retention measures, rain-water harvesting and green roofs where practical.

Future methods of quality and sustainability should be investigated with regard to each development, where appropriate.

Foul Water

An assessment of the necessary foul sewer infrastructure upgrades necessary to provide access to the 9C foul sewer for the increased load due to the quantum of Development proposed in the Framework/Masterplan, has been carried out by Clifton Scannell Emerson, Consulting Engineers.

The assessment showed that the existing foul load on the network can reach up to 95 l/s and that substantial upgrades of the existing foul sewer network within the Town Centre will be required over the lifespan of this Framework / Masterplan on a phased basis in line with Development. The examination of the existing and projected foul demand indicates that the foul sewer on each internal Road will require upgrading to 450mm diameter pipes. It is estimated that the projected estimated future foul load will reach approximately 220 l/s due to the

quantum of Development proposed in the Framework/Masterplan. Upgrading on Roads E and F will be necessary initially. The assessment also indicated a significant volume of surface water infiltration into the foul sewer system.

As development progresses monitoring of existing flows, infiltration and updating of the foul network model will be necessary to ensure the foul network is properly managed.

It should be noted that the level of space capacity in the Blanchardstown Area will be dependent on the upgrade of the 9C foul sewer, which is due for duplication. In addition the ultimate restriction on development in the Dublin Area is the future capacity of the Dublin City Waste Water Treatment Plant at Ringsend

Potable Water

A 300 diameter ring main currently exists within the Blanchardstown Centre serving the Main Centre and surrounding development. The ongoing improvements in the water distribution network including the new twin rising mains from Leixlip to Ballycoolin and the upgrade of Ballycoolin Reservoir will provide enhanced water supply to the Centre to cater for the Development Framework/Masterplan proposals. These are expected to be complete circa 2011.

Regular monitoring of the Town Centre watermain network should be carried out to ensure potential leakage is controlled.

The proposed developments should minimise water usage in a sustainable manner, utilising appropriate methods where practical such as rain water harvesting and grey water system.

A water management and conservation plan must be prepared for the development of these lands.

Framework for Phased Development

It is the objective of the Planning Authority to ensure the timely and orderly development of the Town Centre lands. A phasing schedule has therefore been produced whereby the delivery of Transport infrastructure is produced in tandem with the delivery of development.

Development of the Town Centre lands will be organised in four phases. Accordingly, the four primary elements of transport infrastructure in the Town Centre area have been incorporated into the phasing.

These are:

- The completion of the Bus Priority Interchange Facility and Managed Car Parking.
- The completion of the new road link to Blanchardstown Road South and provision of a frequent shuttle bus service to the Coolmine Railway Station.

- The National Road infrastructure including M50 upgrade and Mulhuddart Interchange Upgrade and Pedestrian Links completed.
- The completion of Metro West and Parking Demand Management.

The phasing of development is related to floor space rather than being time specific. Similarly, the phasing of development is not location specific, and may occur within the town centre lands, subject to the necessary specific transport infrastructure and physical connections being provided.

While the framework provides for development up to 2011 integrated with infrastructure improvements, the timescale for development, in particular beyond Phase 2, is now likely to stretch beyond 2011.

Framework for Transport Infrastructural Development

Transport Infrastructure	Retail	Office	Residential Units	Leisure	Parking Numbers (excluding Residential)
1. Bus Interchange Facility & associated Bus Priority Initial Parking VMS	15,000m2	15,000	200		500
New Road Link to Blanchardstown Road South VMS System Complete	20,000m2	5,000	200	4,500	600
3. National Road Infrastructure including M50 Upgrade & potential Mulhuddart Interchange Upgrade Pedestrian links complete	20,000m2	10,000	550	9,000	900
4. Metro West Parking Demand Management	Plus	Plus	Plus	Plus	
5. Pedestrian and Cyclist Network Improved with ongoing development					Temporary Car Parking needed for short-term needs - to be removed when Metro implemented

Note

Subject to planning approval and supporting assessments including traffic impact, retail impact etc. Residential 1-2 spaces per unit

Appendices

Appendix 1

Development Plan 2005-2011 Land Use Commitments

DEVELOPMENT PLAN STRATEGIC & POLICY FRAMEWORK

The Development Plan sets out the mix of use to be created within the general strategic and policy framework for Blanchardstown Town Centre.

Strategy SS2:

- To promote and encourage major enhancement of retail and leisure provision and diversification of town centre functions in Blanchardstown.

Policies UP1-9 (pp29-30)

- To develop a hierarchy of high quality vibrant and sustainable urban centres including the continued development and enhancement of Blanchardstown as a vibrant major town centre.
- To maintain the future viability of the existing major towns in the County and develop them with an appropriate mix of commercial, recreational, civic, cultural, leisure, and residential uses.
- To encourage higher residential densities in urban centres in the County.
- To promote the area based integrated approach (e.g. IAP and RAPID) as the model for the provision of economic, social, physical and cultural infrastructure and as a means of tackling social and economic exclusion.
- To ensure that businesses and services with a high potential for public transport utilisation by employees and visitors are sited at locations that can be made easily accessible by public transport.
- To continue to give priority to the creation and maintenance of a high standard of local physical environment and enhance the character of the area, this shall include the promotion of safe, direct walking and cycling routes, providing easy access to local amenities.
- To encourage urban centres to contain a range of community, recreational and retail facilities at an appropriate scale to cater for both existing and future residential developments.
- To promote an increase in urban centre populations.

GENERAL PRINCIPLES IN MAKING THE MASTERPLAN

(See introduction and Section 4.1 of the Development Plan)

DEVELOPMENT PLAN POLICIES CONCERNING LAND USES IN MASTER PLAN AREA

In order to make best use of the existing infrastructure and develop the high order comparison competitiveness of Blanchardstown, the Development Plan sets out policies and objectives for the range of uses to be accommodated in Blanchardstown Town Centre as follows:

Policy UP10 & 11 (p32)

- locates major service sector employment and mixed uses in town and urban centres. 'Mixed use' is defined to include shops, bars, restaurants, cafes, residential units, hotels, cinemas, clubs and leisure facilities as well as offices and certain types of low-impact industrial activity.
- consolidates the urban form of settlements by locating intensive employment and residential developments in proximity to each other in order to reduce the need to travel and the dependence on private transport.

Policy UP13 to 18 (pp32 & 33)

- promotes a wider mix of uses in urban centres – including more residential and day to night uses, in order to increase pedestrian activity especially at night and to generate a general feeling of safety.
- ensures that proposed commercial developments in Town and Urban Centres will incorporate retail, residential, employment, entertainment/cultural and civic uses where appropriate.
- protects the dominant role of retail functions on key urban streets and ensure a balanced mix of uses.
- provides for a strong residential element within urban centres to enhance their vitality as lively and vibrant centres with safe and attractive streets and spaces.
- protects the amenities of urban centre based residents.
- permits offices in town centres where their scale is appropriate to the particular centre. As a general guide, offices should not exceed 50% of the total retail, commercial and community floor space in a town or suburban centre.

Office uses serving visiting members of the public (including banks and other traditional main street offices) are particularly suitable in the town centres as they are major trip generators. In general, town centres are highly accessible and are well served by public transport. Furthermore, such centres have developed a range of facilities which cater for the needs of workers. Office developments in town centre locations can also make a major contribution to the diversity and economic activity of such centres. The Council will continue to encourage the development of such uses within town centres provided that they do not result in a predominance of non-retail frontage on the street at ground floor level.

Policies UP23 & 24 (p35)

- ensures that urban areas are accessible to all and
- promotes measures to improve pedestrian safety and convenience within the main shopping areas, with particular emphasis on the needs of disabled and mobility-impaired people.

Objective U016 (p35) ensures compliance with Part M of the Building Regulations in relation to the free movement of disabled persons on public spaces, footpaths etc.

Objective U017 (p35) implements the building regulations and where possible consults with groups with special needs with regard to public developments.

Objective U018 (p35) provides clear advance signage about car parks and the location of specific facilities and attractions, and signage and information within town centres for orientation purposes.

People with disabilities, the elderly, and shoppers with prams or pushchairs need level access to shops, parking provision and covered areas close to shops and transport routes. Increased accessibility demands the provision of seating and other facilities, good pavement design and surfacing materials, the provision of dropped kerbs and other pedestrian priority measures. The difficulty of access within urban centres can be lessened by better signposting and information provision.

OBJECTIVES CONCERNING LAND USE IN CREATION OF MASTER PLAN

The Development Plan specifically refers to the consideration of existing density of retail/other uses, the intensification of uses and the nature of the uses in the preparation of the Master Plan.

Objective U04 to U09 (p33)

- ensures that "proposed commercial developments in town centres incorporate an appropriate mix of development, which will be included as an issue within the Master Plan
- requires "a study to recommend criteria to assess the delivery of an effective balance in the mix of uses in Fingal's urban streets".

In addition to a Vision

- assesses planning applications for change of uses in all urban centres inter alia on their positive contribution to diversification of the area together with their cumulative effects on loss of retail outlets, traffic, heritage, parking and local residential amenity.
- requires that major leisure uses, such as small multi-screen cinemas (i.e. up to six screens) and bowling, be planned in conjunction with parking and complementary uses, and to encourage the location of such uses on sites, which are or will, as part of the development, be made highly accessible by public transport.
- ensures that no extension to an existing public house/nightclub premises shall be allowed to increase the total development floor area to exceed 150 sq.m., unless it can be clearly demonstrated that any further increase will not result in any loss of amenity to other properties or public spaces in the area.
- requires all applications for new or extensions of uses as hot food takeaways, public houses and other licensed premises, nightclubs and amusement arcades within the town centres of Blanchardstown, to demonstrate proposals that reduce opportunities for anti-social behaviour and protect residential amenities.

Policy UP 25 and Objective U0 19 (p36)

- provide for servicing of commercial units in the form of controlled access; timed access may be necessary as similar delivery hours in many centres could compromise the ability of retailers and hauliers to effectively service shops in urban centres. It also requires that planning applications for retail and commercial developments in MC zones include details of proposed servicing arrangements.

DEVELOPMENT PLAN ZONING OBJECTIVE FOR BLANCHARDSTOWN TOWN CENTRE

Table 4.1 sets out once again some land use objectives and specifically lays out uses that are permitted in principle.

Table No. 4.1 Zoning Objective "MC" – Major Town Centre.

Objective: To protect, provide for and/or improve major town centre facilities.

- Vision: This zoning objective seeks to consolidate the existing Town. The aim is to further develop the centre by densification of appropriate commercial and residential developments ensuring a mix of commercial, recreational, civic, cultural, leisure, residential uses, and urban streets, while delivering a quality urban environment which will enhance the quality of life of resident, visitor and workers alike.

The zone will strengthen retail provision in accordance with the County Retail Strategy, emphasise urban conservation, ensure priority for public transport, pedestrians and cyclists while minimising the impact of private car based traffic, enhance and develop the existing urban fabric. In order to deliver this vision and to provide a framework for sustainable development, masterplans will be prepared for Blanchardstown in accordance with the Urban Section policy objectives.

LOCAL AREA POLICIES AND OBJECTIVES FOR THE TOWN CENTRE

(See Introduction Section 10.2 of Development Plan)

SOCIAL INCLUSION POLICIES AND OBJECTIVES

Policy SIP 6 (p123)

- To continue to support the concept of integrated service delivery with other state agencies as promoted by the Fingal Development Board.

Policy SIP 26 (p127)

- ensures that proposals for the development of shopping centres, recreation/ leisure and community facilities provide facilities such as wide parent and child parking spaces, baby-changing and baby-feeding areas accessible to both women and men, and drop-in crèche facilities.

Policy SIP 39 (p130)

- supports proposals for day centres for people with special needs within, or close to town centres.

Objective SIO 10 to 12 (p128)

encourages the provision of childcare facilities in appropriate locations, including town centres, areas of employment and areas close to public transport nodes as a key element in the development of sustainable communities.

ensures that childcare facilities are accommodated, in appropriate premises suitably located and with sufficient open space in accordance with the Childcare (Pre-School) Services Regulations 1996 (as amended).

requires as part of planning applications for new residential and commercial developments that provision be made for appropriate purpose built childcare facilities where such facilities are deemed necessary by the planning authority.

Table 4.3 Permitted In Principle Use Classes Related To Zoning Objective

Advertisements /Advertising Structures,	A.T.M.	Bed & Breakfast
Betting Office	Carpark/ Multi storey/ Commercial/Surface	Cash & Carry/Wholesale Outlet ^A
Casual Trading	Places of Worship	Community Facility
Conference Centre	Childcare facilities	Cultural use
Night Club ^B	Doctor/Dentist etc	Education
Enterprise Centre	Farmers Market	Take-away/Fast Food Outlet ^B
Funeral Home	Health Centre	Hospital
Home Based Economic Activity ^C	Hotel/Conference Centre	Motor Sales Outlet
Office-Based Industry	Office less than 100 sq.m	Offices 100 sq.m-1,000 sq.m
Offices over 1,000 sq.m	Open Space	Park'n'Ride Facility
Petrol Station	Public House ^B	Utility Installations
Public Transportation Station	Recreational Buildings (Commercial)	Recreational Facility/ Sports Club
Recycling Facility	Residential	Residential Institution
Restaurant/Cafe	Residential Care Home	Science and Technology Based Enterprise
Service Garage	Shop- Discount Food Store	Shop Neighbourhood
Shop-Major Sales Outlet	Taxi Office	Traveller Accommodation
Veterinary Surgery	Urban Forestry	

Key to superscript symbols:

A. Subject to the Retail Planning Guidelines and County Retail Strategy.

B. Subject to U.O.8, U.O.9, U.O.10

C. Where the use is ancillary to the use of the dwelling as a main residence.

Appendix 2

Development Plan/ Retail Strategy and Core Retail Areas

Retail development strategy in the Master Plan Area is based on the County Retail Strategy set out in Appendix F of the Development Plan. Direct quotes in Blue.

RETAIL HIERARCHY

LEVEL 2 Blanchardstown

LEVEL 4 Traditional Suburban/Village Centres Village Centres
Blanchardstown Village, Mulhuddart, Clonsilla, Castleknock.

Expanding Suburban Village Centres
Ongar and Tyrrelstown.

Neighbourhood Centres
Corduff, Roselawn.

Neighbourhood Facilities
Mountview, Hartsown, Huntstown, Carpenterstown, Laurel Lodge.

CORE RETAIL AREAS

Blanchardstown Shopping Centre – the main shopping centre



SEQUENTIAL APPROACH

The preferred location for new retail development, where practicable and viable, is within a town centre (or district or major village centre).

Where it is not possible to provide the form and scale of development that is required on a site within a town centre then consideration can be given to a site on the edge of the town centre so as to encourage the possibility of one journey serving several purposes. An edge of centre site is taken to be one that is unlikely to be more than 300-400 metres from the edge of the prime shopping area and less in smaller settlements.

The distance considered to be convenient will however vary according to local circumstances; and only after having assessed the size, availability, accessibility and feasibility of developing sites and premises, firstly within a town centre and secondly on the edge of a town centre, should alternative out of centre sites be considered where it can be demonstrated that there are no town centre or edge of centre sites which are suitable, viable and available.

In formulating specific policies and proposals, it is recognised that in general retail warehouses do not fit easily in to town centres given their size requirements and the need for good car parking facilities and ease of servicing. As such, in some instances it may be possible to locate retail warehouse groups on the edge of town centres. However, retail warehousing proposals, as with other retail applications, will require to illustrate that they comply with the Sequential Approach.

SPATIAL DISTRIBUTION OF NEW RETAIL DEVELOPMENT

The following provides guidance on how the Retail Strategy defines the distribution of strategic and non-strategic retail floorspace within the County Retail Hierarchy.

Level 2: major convenience and comparison

Level 4: convenience and tourism related comparison.

Additionally, the Strategy recognises the need to ensure that local needs, primarily convenience shopping and local services, are met in an equitable, efficient and sustainable way in major existing or new residential areas in and around main settlements through the designation of locations for District or Neighbourhood Centres in development plans.

It is important that opportunities are progressed within the Level 4 centres in the County Retail Hierarchy to ensure that needs are more locally met and help reduce expenditure outflows from the County. There is however also capacity for opening up strategic opportunities for innovation in the County's retail offer.

In setting floorspace targets for main centres, the expenditure capacity potential of the County should not be taken as a cap on new development to 2011. Town centres and shopping centres draw shoppers from their individual catchment areas and these areas will cross the County's boundaries. The size of the catchment area will depend on the importance and attraction of the centre/development. There will require to be reference to the overall expenditure capacity of the County but this should be put into the context of what that of the catchment area of a retail development is. This is consistent with the GDA Retail Strategy and in the principles set down in the 2003 Strategy.

PURPOSE OF RETAIL HIERARCHY

The County Retail Hierarchy recognises the need to have a good spatial distribution of centres and floorspace. This is particularly true in respect of convenience floorspace and the aim of reducing the need to travel to meet these shopping needs.

The designation of Blanchardstown as a Level 2 Major Town Centres in the GDA also responds to this with regards to higher order comparison floorspace.

Currently, outside of Dublin City Centre, the County has a large share of the other higher order comparison floorspace in the GDA. Retailing is however a competitive and dynamic industry and there is already a changing balance and distribution of higher order floorspace emerging around the GDA. These changes provide alternatives not only to the City Centre but to Fingal's Major Town Centres. In order to sustain and improve the County's competitive position then the Strategy must provide the policies and proposals, which facilitate this.

In order that the County sustains its competitive position in the retail warehousing sector of the retail market, there is a need for provision to be made for additional retail warehousing floorspace over the timescale of the Retail Strategy. It is important that this responds to strategic need that is directed by the County Retail Hierarchy to ensure that sporadic and unsustainable development of retail warehousing across the County is avoided.

SUMMARY OF STRATEGIC POLICIES & ACTIONS

Strategy SS1: Retail Competitiveness

- To sustain and improve the retail profile and competitiveness of Fingal County within the retail economy of the GDA and beyond.

Actions:

- The specific retail sectors which require to continue to be improved in the County, if it is to sustain and improve its retail profile and competitiveness are higher order comparison and large scale convenience floorspace:
 - i. Higher Order Comparison:
 - There is a need to introduce higher order department stores within the County's retail profile as these are currently absent, with the exception of Marks & Spencer in the Red Mall. The scope, potential and sites for this require to be identified in Blanchardstown
 - ii. High Street National and International Multiples:
 - Continue to improve representation of national and international high street comparison brands in main centres;
 - iii. Retail Warehousing/Bulky Goods
 - The position requires to be sustained;
 - iv. Large Scale Convenience Formats:
 - Fingal is deficient in the quantum and distribution of large modern format supermarkets and superstores.
 - v. Innovation in the County's Retail Offer:
 - the importance of this was identified in incorporating it as a specific strategic policy in the County Retail Strategy. Actions: prepare a Marketing Prospectus that distils and promotes the facts and retail opportunities for centres and sites across the County.

Strategy SS2: Level 2 – Metropolitan Area Major Town Centre – Blanchardstown

- To promote and encourage major enhancement of retail and leisure provision and diversification of town centre functions in Blanchardstown.

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. Strengthen 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.

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 up to 50,000m² would be a reasonable planning target, subject to any proposal meeting the Council's assessment criteria for major retail developments.

Strategy SS7: Level 4 – Metropolitan Area Suburban Neighbourhood Centres and Facilities

Neighbourhood Centres are predominantly purpose built shopping centres in established suburban areas and include Corduff Shopping Centre, and Roselawn Shopping Centre. They are anchored by a supermarket, provide a range of shopping and local services.

Neighbourhood Facilities: 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: Carpenterstown, Hartstown, Huntstown, Laurel Lodge, and Mountview.

44 Actions: to pursue enhancement of the County's Level 4 Metropolitan Area Suburban Neighbourhood Centres and Facilities will require the following actions:

Corduff Shopping Centre:

needs the following actions:

1. Meetings with the centre owners, other investors and developers, operators, adjacent owners, the Gardaí, other public services and local community organisation to discuss the issues and identify the opportunities that characterise the centre.
2. 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.
3. A commitment by the Council to use its Compulsory Purchase Order powers if necessary to achieve the land assembly required.
4. Marketing to and negotiation with the leading convenience operators, be these main stream of discount.
5. 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.

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 marketdriven, 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.

Other Suburban Neighbourhood Facilities

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.

Strategy SS8: Level 4 – Metropolitan Area Traditional Suburban Village Centres

Blanchardstown Village, Castleknock, Clonsilla and Mulhuddart:

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.

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, and because of limited car parking and traffic congestion.

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.

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 Development Plan, which proposes that Blanchardstown Village be included in the masterplan for Blanchardstown and that urban centre strategies are produced for Castleknock and Clonsilla.

These strategies should involve consultation with civic bodies, community groups and local businesses and adopt a holistic approach to the remit of the strategy.

Strategy SS9: Level 4 Metropolitan Area
Expanding Suburban Village Centres

- 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.

Actions: are required to ensure the sustainable planned development of these Expanding Suburban

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 service 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

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.

Strategy SS11: Innovation in the County's Retail Offer

To encourage and facilitate innovation in the County's retail offer and attraction.

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.

Concept/Destination Stores: would include operators such as IKEA and Marks and Spencer combined with a department store. 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.

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 present in Kildare and Louth respectively.

The revised Retail Planning Guidelines as published by the Minister for the Environment and Local Government in January 2005 contain new policies regarding large retail warehouses, which came into effect from 1 February 2005. The main points in relation to these new policies may be summarised as follows:

6,000 square metre floorspace cap
Taking into account the evidence of consumer demand in Ireland for innovative types of large-scale retail warehouses which are capable of displaying a wide variety of goods under one roof, together with a range of customer facilities and submissions received in response to the consultation process the Minister has determined that the 6,000 square metre floorspace cap on individual retail warehouses will not apply in those areas which are subject of Integrated Area Plans (IAPS) under the Urban Renewal Act 1998 and are National Spatial Strategy Gateways. It is considered that the relaxation of the cap on floorspace in these areas will meet two policy objectives. Firstly, it should enable new operators to enter the Irish retail market (or existing operators to potentially operate large formats) thereby contributing to the fostering of competition on the retail market. Secondly, it will contribute to urban renewal in those areas covered by Integrated Area Plans in the nine National Spatial Strategy Gateways.

Floorspace in excess of 6,000 square metres gross
Notwithstanding the above amendment, normal planning rules continue to apply in these areas and any proposal for an individual retail warehouse unit, with a floorspace in excess of 6,000 square metres gross, must demonstrate that the proposal will:

- (a) Be located close to a road network with sufficient capacity to cater for development of the scale proposed. In particular, large scale developments would have to be located close to a high capacity motorway or dual carriage-way network and associated interchange;
- (b) Be served by existing or planned public transport services;
- (c) Make adequate provision for those opting for home delivery of goods other than by private car;
- (d) Be accompanied by a traffic impact assessment demonstrating compliance with the above criteria; and
- (e) Take account of the vitality/viability criteria on respect of city/town centres set out in paragraph 65 of the guidelines.
- (f) It will be a matter for the development management process to apply the above criteria to any proposal that may come forward from the private sector.

Actions: The Council will implement the revised Retail Planning Guidelines of January 2005 in order to encourage and facilitate innovation in the County's retail offer in accordance with Strategy SS11.

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 STRATEGIES

Table 6.3 presents the general strategies of the County Retail Strategy.

Strategy SS12: New District and Neighbourhood Centre

To encourage and facilitate the development of new District and Neighbourhood Centres to meet the needs of new and growing centres of population.

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. Neighbourhood Centres or Facilities, should be within or directly adjacent to areas containing a large residential population or in areas where new residential developments are planned.

Strategy SS13: Retail Warehousing and Retail Parks

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. 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 site 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 centres activities.

Freestanding retail warehousing and retail park developments that do not comply with these principles will not be permitted unless it can be clearly illustrated that they will help achieve other strategic objectives of the County Retail Strategy.

Strategy SS12: New District and Neighbourhood Centres

To encourage and facilitate the development of new District and Neighbourhood Centres to meet the needs of new and growing centres of population.

Strategy SS13: Retail Warehousing and Retail Parks

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.

Strategy SS14: Retailing in Tourism and Leisure

To encourage and facilitate the development of retailing within the tourism and leisure sectors. The Development Plan recognises the importance of the tourism and leisure sectors in the economies and retail profiles of a number of the County's centres.

In Blanchardstown, 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 out 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 that 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.

Strategy SS17: Enhancement of Towns and Villages

To encourage and facilitate the enhancement and environmental improvement of the County's towns and villages. The environment of the County's centres is equally important to its retail offer in attracting trade and achieving vitality and viability. 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 of and profile good and innovative design bring to a town or village.

FRAMEWORK FOR THE ASSESSMENT OF RETAIL DEVELOPMENTS

Consistent with the GDA Retail Strategy, all applications for significant retail development will 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.

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.

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 will require a detailed justification related to the matter that is questionable.

Appendix 3

Methodology in Formulating Proposed Mix and Scale of Uses

To guide public consultation on the possible scale and range of uses, a series of floorspace scales and mix scenarios were tested, subsequent to validation of the traffic model.

- The Global Floorspace is split between the different broad land uses.
- Some land uses have a different demand on the transport system in terms of total trips (e.g. 100m² of residential compared to 100m² convenience shopping.) and also time of day (e.g. comparison retail (day) and cinema (evening)). The mix will therefore effect the total demand and therefore the overall permissible floorspace
- The floor space and trip generation assumptions are used to generate a total number of worker and customer and residential trips per day and per peak hours (AM, PM and Retail)
- The trips were applied to the proposed networks and given assumed modal splits. The demand on the transport system is tested against its capacity.
- The parking that will be needed to cater for the private cars that are still allowed to use the centre can be calculated. As the problem for the centre is road capacity (not parking capacity), parking with low intensity use (e.g. residential or workers parking) must be reserved for the low intensity use and segregated from parking with high intensity use (e.g. convenience retail).
- The public transport investment in bus lanes, road improvements and bus priority needed to facilitate the assumed modal split is calculated.
- In addition the specific transport objectives and the Village-Town Centre integration objectives contained in the Plan are integrated with the model.
- The parking, public transport and slow mode land use requirements of the centre are required inputs into the land use model.
- Finally the restraint measures to achieve the split are investigated. If congestion is relied on, there will be a need for more investment in bus lanes and priority.

Appendix 4

Managing Car Trips To and Around the Town Centre

1. USES THAT REDUCE THE NEED FOR TRIP MAKING

The need to make trips can be managed if

- (a) Uses that generate regular daily trips are reoriented to local shopping/neighbourhood centres.
- (b) A single trip can be made to cater for the clients multiple needs. This will mean people come less frequently but stay longer.
- (c) Some of the people making the trips are already in the Centre. If for example most people living in the centre work there.

2. USES WHICH DEMAND LOWER PRIVATE VEHICULAR TRIP MAKING

Goods that are easily moved by car or are difficult to move on foot or by public transport will tend to have higher vehicle trips. These fall into two broad categories:

- (a) Retail warehousing uses (DIY stores, garden centres and bulky electrical goods) have high vehicular use and are better located on the major distributor road system. The Blanchardstown area has a number of sites zoned for retail warehousing uses.
- (b) Weekly shop (supermarkets) can only be easily used by car. The development of supermarkets at local neighbourhood centres would complement the town centre and the strategic road network.

3. USES THAT SPREAD OUT THE TRIP MAKING THROUGHOUT THE DAY/EVENING

Entertainment and recreational uses are generally evening uses. Main retail uses are also increasingly open late at night.

Servicing functions can be consigned to off peak times – with consequent extra labour costs.

Increasing the retail diversification will keep people in the Centre for longer, creating more turnover from fewer trips.

4. MANAGEMENT MEASURES TO MAXIMISE THE EFFICIENCY OF CAR TRIPS

- (a) Car users of the centre to be subject to management measures and economic incentives (e.g. parking charges).
- (b) Worker parking will have low rates of turnover – mainly before and after the peak. Reducing worker parking and replacing it with shopper parking may exacerbate the access problem.
- (c) In the long run when BTC is a major office/commercial employment centre, worker parking will also have to be managed.

5. ECONOMIC OR ADMINISTRATIVE INCENTIVES TO INCREASE THE USE OF PUBLIC TRANSPORT, WALKING AND CYCLING

- (a) Reliability & Speed. The main incentive for public transport is reliability and speed. This can be achieved by the provision of bus only roads, bus lanes, bus gates and bus priority measures.
- (b) Reduction of congestion for public transport using the centre. Commuter bus services to the City Centre to be improved to reduce congestion around the Centre. This will require a number of QBC's serving particular parts of Blanchardstown, priority of bus lane access and egress from the Navan Rd and bus lane improvements in both Fingal and Dublin City.
- (c) Increased speed of journey to Centre City by Bus. The retail Strategy emphasises the importance of Dublin Centre City for high order retail and other uses. In addition, Dublin City is and will probably remain the main work destination for Blanchardstown residents. Commute speeds from housing estates to the Centre City should not be compromised by forcing services into the Town Centre.
- (d) The provision of a local bus service. The delivery of a bus station together with a local bus network will allow better management of traffic flows. A local bus service may initially require subsidy.
- (e) Shoppers' Buses. The design of local buses using the Town Centre service could include provision for the easy storage of bags and prams.
- (f) Free Delivery. Public transport users cannot carry significant quantities of goods. A pre-requisite for shops locating in the centre selling bulky goods (e.g. white goods) or large amounts of goods to a single customer (e.g. supermarkets), is that they offer free delivery to the catchment area. This approach accords with the recent Ministerial circular on large scale developments and the acceptance of bulky recycled material.
- (g) Better Pedestrian Access inside Master Plan Area. Currently pedestrian access between the east and the west end of the centre is difficult and shoppers drive between car parks. The Development Plan objective to integrate BTC with the Village makes pedestrian access the highest priority.

Appendix 5

Modelling of Trip Generation Rates

The percentage increase in Retail, Office and Leisure are the main factors affecting trip generation. The impact of the substantial increase in residential is less critical as residential trip rates are significantly lower per unit area than that for retail or office. The trips generated by the proposed 1,242 residential units would represent less than 10% of the overall trip generation, and would generally occur at different times of day than retail peaks.

On initial examination, assuming trip generation rates per unit area in the intensified Town Centre remain unchanged, trip demand would increase by some 70% due to the increased development. However, this does not take account of the move to a more intensified mixed-use Town Centre.

The increased proportion of office and residential uses will support improved bus services and improved modal split.

The increased retail space in Blanchardstown and across Dublin will lead to lower retail expenditure and trip rates per unit area of retail space.

The move to more mixed-use development with Retail, Office, Residential and Leisure uses within walking distance will reduce trip demand and increase dual-purpose trips. Therefore, the traffic modelling is based on an increased trip generation of 52% for the Do Something 2 scenario that covers the ceiling of development quantum proposed prior to Metro West.

Figure 1 and 2 attached show the Do Nothing and Do Something Scenario 2 model output flows.

Table 1 shows a comparison of the demand-capacity ratios for the Do Nothing and Do Something Scenario 2 at the key junctions inside and surrounding the Centre. These demand capacity ratios are outputs from *ARCADY* and *OSCADY* junction modelling programmes using the flows output from the *SATURN* model. The output data from *ARCADY* and *OSCADY* are included in this document.

Table 2 and 3 give the Residential and Industrial demand profiles input to the model zones throughout the catchment for the 2004 base, and future year models.

Table 1 Junction capacity analysis output

(* Junctions 2, 6, 7 and 8 are proposed to be signalised junctions in the Do Something Scenario 2).

Junction	Demand/ Capacity	Max. Queue (veh)	Average Delay (s/veh)	Demand/ Capacit	Max. Queue (veh)	Average Delay (s/veh)
1	1.027	33	18	0.945	12	10
2*	0.619	2	4	0.998	19	66
3	0.416	1	4	0.666	2	5
4	0.621	2	6	0.877	6	11
5	0.690	2	5	0.953	13	10
6*	1.000	22	15	0.868	9	35
7*	1.108	63	34	0.920	13	25
8*	-	-	-	0.918	11	22
9	1.145	46	191	0.955	19	80

The above table shows that the junctions can cater for the Do Something Scenario 2 flows with the proposed infrastructure in place.

Junctions 6 and 7 in fact operate at a lower demand-capacity ratio in the Do Something Scenario 2 as the Mulhuddart Interchange incorporating the upgrade of these junctions is in place.

The junctions within the centre are under increased pressure to cater for the additional flows in the Do Something Scenario 2.

Junction 9 shows little change due to the extra development and infrastructure. This five arm signalised junction will show a degree of delay and congestion in either scenario. Some minor improvements, including the re-marking of a straight left and separate right lane from the village and provision of an additional straight lane from the south, will provide minor capacity improvements and reduce delays.

Table 2 Housing information

Zones	Type	Area (m2)	Houses 2004	Houses 2016	Zones	Type	Area (m2)	Houses 2004	Houses 2016
1	Agriculture	4349124			41	Residential Y	1327344	143	143
2	Agriculture	8106386			42	Residential Y	369420		
3	Agriculture	1550411	26	26	43	Residential Y	73296	0	56
4	Agriculture	1980554.7	156	225	44	Residential Y	887134	1108	2145
4a	Agriculture	1323698.5			45	Residential	155694		
5	Hospital	52590.4			46	Residential X	617720	18	1703
6	Hospital	600694	214	1142	47	Industrial	2631306		
7	Educational	127776			47a	Residential X	181086	128	135
8	Educational	20847			48	Residential X	933553	1409	1775
9	Educational	90280			49a	Residential Y	956128.4	1699	2292
10	Educational	31565			49b	Residential Y	509247		
11	Educational	44113			49c	Residential Y	292749		
12	Educational	23094			49d	Residential Y	515817	1104	1644
13	Educational	155396			50	Residential X	753490	1457	1464
14	Educational	13188			51	Residential X	835410.5	1497	1507
15	Educational	44117			52	Residential X	409763.5	846	874
16	Educational	13651			53	Residential Y	461651	715	1296
17	Educational	36736			54	Residential X	376079.28	1404	1423
18	Educational	54499			55	Residential X	401485	971	972
19	Residential	374469.5	465	467	56	Residential Y	315876.8	418	418
20	Commercial	481971.5			57	Residential X	883009.6	1264	1310
21	Commercial	20720			58	Residential Y	290532.1		
22	Commercial	7660			59	Residential Y	545331		2093
23	Industrial	996614			60	Residential Y	928827.8	2	1802
24	Industrial	2071525.5			61	Residential Y	422603.64		
25	Industrial	954827			62	Residential Y	904560.6	1761	1859
26	Industrial	676995			62a	Residential Y	114207.4	1	1
27	Industrial	252966.4			63	Residential Y	1009992.7	358	558
28	Industrial	1372928.8			64	Industrial	157763		
29	Industrial	3282221			65	Residential Z	354759.5	725	726
30	Industrial	769581.8			66	Residential Z	969265	2468	2844
31	Industrial	722981.8	4	4	67	Residential Z	849428	1675	1980
32	Industrial	493330			68	Residential Z	1450925	2322	2806
33	Industrial	358762.6			69	Residential	98929.5		
34	Industrial	626739.1			70	Residential Z	724234	652	657
35	Industrial	279085			71	Residential Z	76199.5	73	73
36	Industrial	1636659.4			72	Residential Z	1779524	1281	1317
37	Residential	745968	678	81	73	Residential Y	506985.5	0	2316
38	Industrial	186710			74	Residential Y	210692.1	0	849
39	Residential	1140326.9			75	Residential Y	496360		
40	Residential	888097			76	Residential Y	316974	179	340
					77	Residential Z	706801.3	1050	1961
					78	Agriculture	1704285		
					79	Agriculture	886550		
					80	Residential Y	1209509	0	5000

Table 3 Industrial information

Zone	Industry Type	Area	Percentage completed by year		
			2004	2011	2016
23	B	996614	0	0	50
24	B	2071526		50	100
25	B	954827		80	100
26	C	676995	50		100
27	A	252966.4	70	100	
28	B	1372929	80	100	
29	Quarry	3282221			
30	A	769581.8	60	80	80
31	A/C	722981.8	20	50	80
32	B	493330	100		
33	B	358762.6	80	100	
34	B	626739.1	50	80	100
35	A	279085		50	100
36	Industrial	1636659			
38	B	186710	50	100	
47	Industrial	2631306			
64	A	157763			

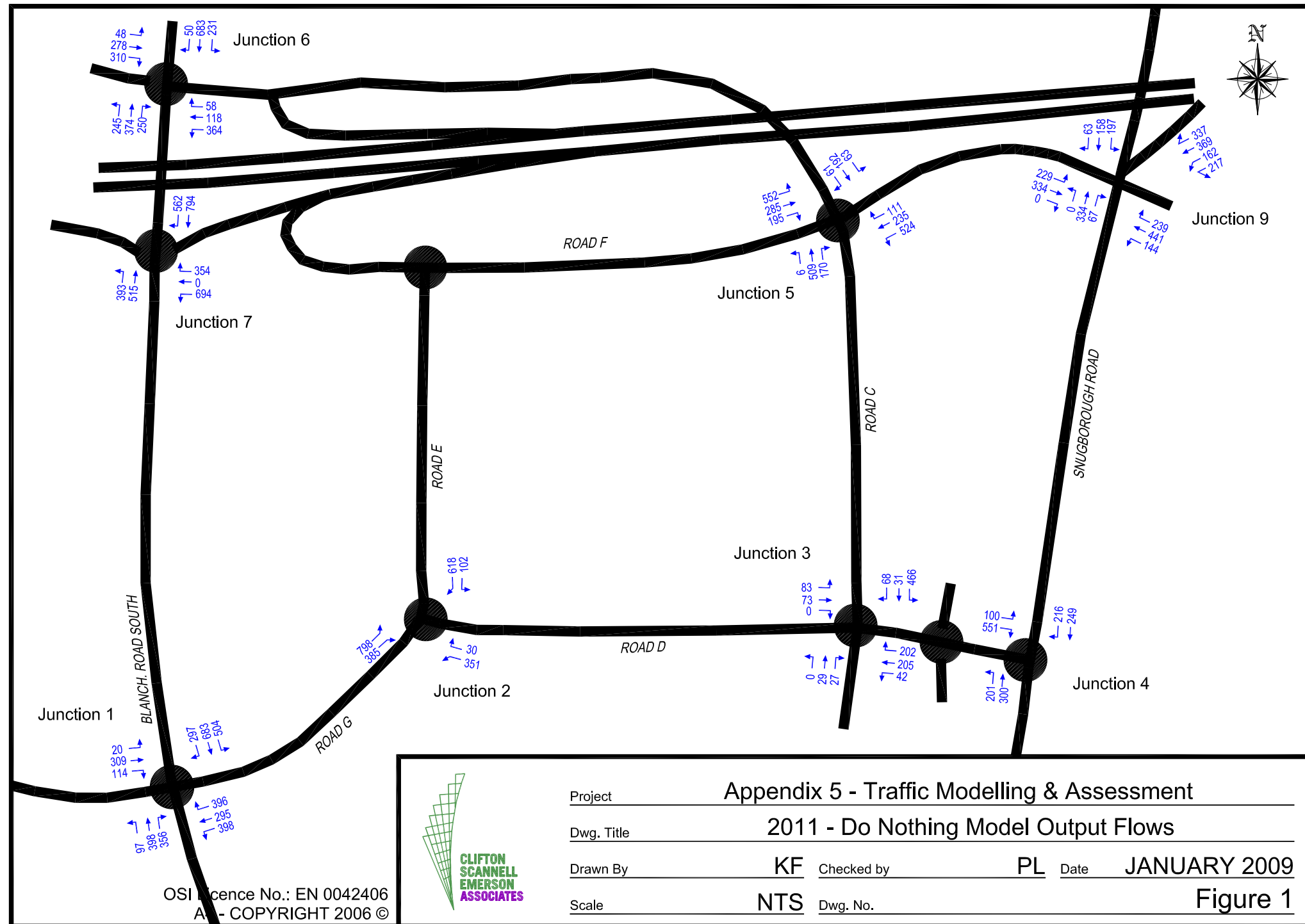
Note:

Type A: Science & Technology (higher employment per GFA, e.g. IDA Ballycoolin)

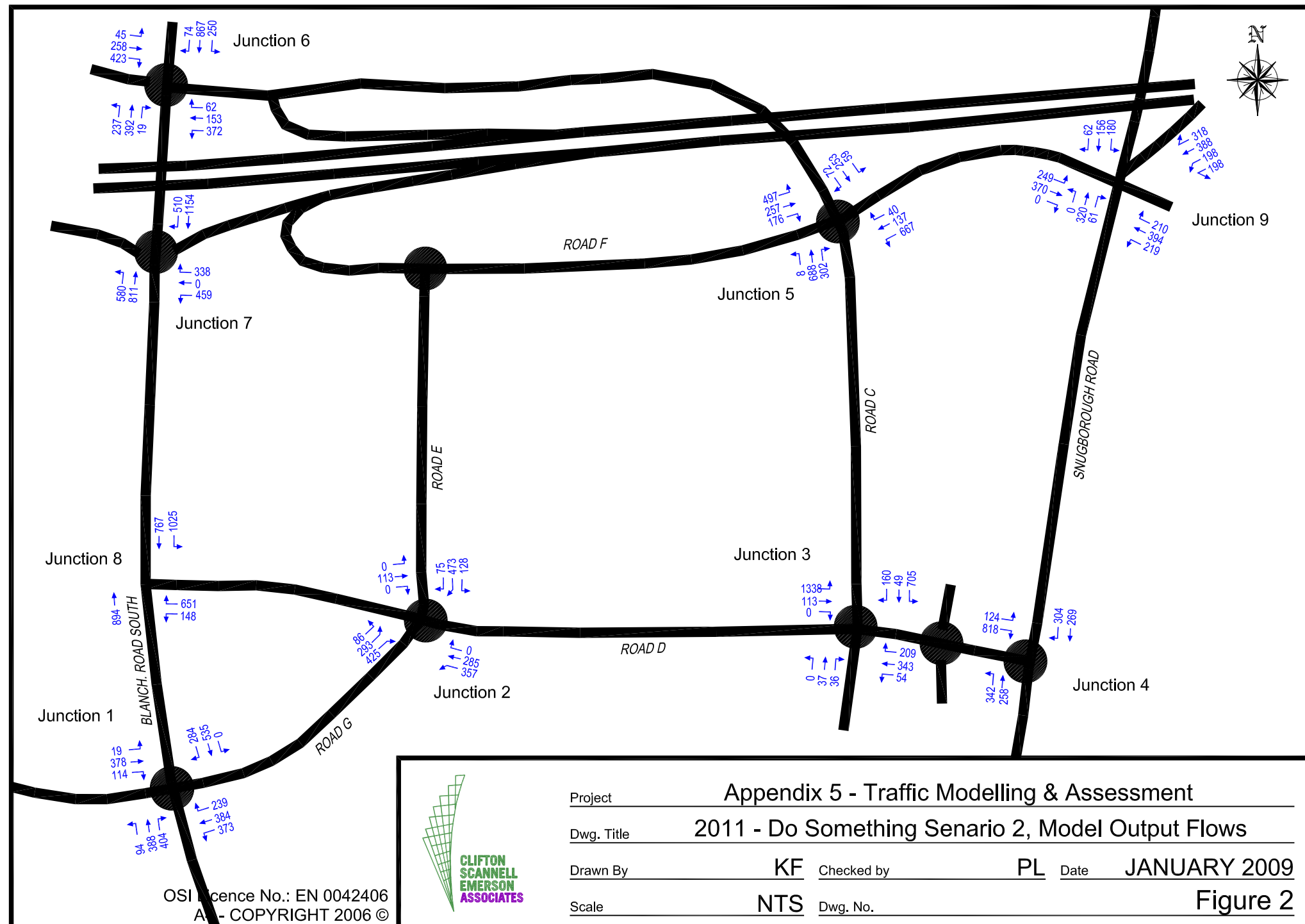
Type B: Light Industry/Warehousing (lower employment e.g. Stadium Business Park)

Type C: Large Pharmaceutical Companies

- Figure 1 2011 Do Nothing model flows



-Figure 2 2011 Do Something Scenario 2 model flows



Junction 1

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 ARCADY output

Junction 2

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 OSCADY output

Junction 3

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 ARCADY output

Junction 4

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 ARCADY output

Junction 5

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 ARCADY output

Junction 6

- 2011 Do Minimum ARCADY output
- 2011 Do Something Scenario 2 OSCADY output

