

**Proposed Draft Variation (No. 16)**

**of the**

**Dublin City Development Plan**

**2005-2011**

**The Statutory Display of this proposed Draft Variation (No. 16)  
of the Dublin City Development Plan 2005-2011  
will be on view to the public from  
10th January, 2007 to 6th February, 2007 inclusive  
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Dublin City Council  
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Ground Floor, Block 4,  
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**PROPOSED DRAFT VARIATION (NO 16) OF THE DUBLIN CITY DEVELOPMENT  
PLAN 2005 – 2011**

**Proposal**

It is proposed to vary the Dublin City Development Plan 2005-2011 by expanding and modifying the policies relating to city centre retail uses.

The role of the city Centre section 8.4.0 would incorporate a preamble introducing the concept of the framework plan for the city centre 'Developing a Retail Core' and its 6 key objectives. It would read as follows:

**8.4.0 Policies**

**Role of the city Centre**

Dublin city council's vision is to create a world class shopping destination in the city centre which integrates shopping with a rich mix of commercial, leisure and cultural activities and capitalises on its unique physical character and strengths.

In order to help realise this 'Dublin City Centre – Developing the Retail Core, Framework Plan' has been made, the purpose of which is to ensure that the city centre remains economically competitive both nationally and internationally. It sets out a strategy for the development and promotion of Dublin City Centre as the primary shopping, leisure and cultural destination in the state. It provides planning and urban design guidance as well as a series of radical interventions for the Henry Street and Grafton Street areas. The aim is to maintain and strengthen the retail character of these central shopping core streets. The city centre will have to build on the existing range of retail provision to provide a greater choice and diversity, including mainstream, specialist and alternative shopping experiences as well as accommodating a wide range of complementary uses, in order to respond to the growing diversity within the city. To achieve this the framework plan sets out 6 key objectives

1. The delivery of a significant quantity of additional floor area and in particular the provision of larger retail units.

2. The creation of a real mixed-use environment that can provide a more integrated shopping and leisure experience for residents, workers and visitors.
3. The improvement of access to and within the shopping areas.
4. The strengthening of the pedestrian routes linking the north and south retail core.
5. The creation of good quality street environment to provide a safer and more attractive setting for people.
6. To provide for an architectural expression which is complementary to Dublin's unique physical identity and distinctive urban form.

In addition to adding this section it is also proposed to expand on various policies contained in the retail chapter.

#### **Policy S3 which states**

It is the policy of Dublin City Council to maintain and reinforce the dominant position of the central shopping core as the premier shopping area in the State.

#### **Policy S3 would be changed to read**

It is the policy of Dublin City Council to maintain and reinforce the dominant position of the central shopping core as the premier shopping area in the State. **Dublin city council will implement a retail core framework plan, the purpose of which is to help realise Dublin City Council vision to create a world class shopping city, which provides a good quality urban environment fostering a vibrant shopping environment complemented by leisure and cultural uses.**

Variations are proposed for the section of the plan entitled '**Improvement Policies/Designs**'.

#### **Policy S10 which states**

It is the policy of Dublin City Council to control the provision of non-retail uses at ground floor level on the principal shopping streets in the central shopping core as shown on Figure 4.

#### **Policy S10 would be changed to read**

**It is the policy of Dublin City Council to implement the objectives of the retail core framework plan which include increasing the amount of retail floor space through the delivery of a significant quantity of additional retail floor area in particular accommodating higher order comparison good retailing and including, where appropriate, the provision of larger shop units required by the mainstream fashion outlets.** It is also a policy to control the provision of non-retail uses at ground floor level on the principal shopping streets in the central shopping core as shown in Figure 4.

#### **The explanation of the policy in the plan states**

'The purpose of this policy is to maintain and strengthen the retail character of central shopping core streets, which can be adversely affected by the impact of 'dead frontage.'

#### **The explanation of the policy would be varied to read**

The purpose of the policy is to maintain and strengthen the retail character of the central shopping core streets **in line with the objectives of 'Dublin City Centre Developing the Retail Core Framework Plan.'**

The shopping streets in the central shopping core to which this policy is being applied are divided into category 1 and 2 and their locations are indicated in Figure 4. It is proposed to vary the category 2 shopping streets to include South William Street. This Street was previously not categorised. Figure 4 'Principal Shopping Streets' Map shall be amended to reflect this.

The Category 1 and 2 designations would be modified to be more prescriptive in relation to ground floor land uses.

**Category 1 states:**

This category includes the main shopping streets as well as some shopping malls and arcades. Here the introduction of non-retail frontages will not be permitted. Applications for retail service outlets, such as Internet cafes, call centres, bookmakers, takeaways and car rentals; will generally be treated on their merits.

**Category 1 would be varied to read**

This category includes the main shopping Streets as well as shopping malls and arcades. They are located within the area defined by the Dublin City Centre developing the Retail Core Framework Plan'. In order to realise the objectives of the framework plan the land use emphasis will be in favour of higher order retail use at ground floor.

Applications for retail service outlets such as Internet cafes, call centres, bookmakers, takeaways, off licences (other than those selling wine only) amusement arcades, car rentals and financial institutions will not be permitted at ground floor level. Other non-retail uses, i.e. pubs, cafes, restaurants, will be considered on their merits, such developments will be permitted provided the primary retail function of the street will not be undermined.

**Category 2 states:**

Streets in this category are those, which already have a mixture of retail and non-retail (including entertainment) uses. In order to strengthen the retail character of these streets, it is intended to encourage further development of retail frontages. Additional non-retail uses, however, may be permitted, provided that such development would not result in the predominance of non-retail frontages on the street.

**Category 2 would be varied to read:**

Streets in this category are those, which already have a mixture of retail and non retail (including entertainment) uses. In order to strengthen the retail character of these streets, further development of retail frontages will be encouraged in keeping with the 'Dublin City Centre developing the Retail Core Framework Plan' objectives. Applications for retail service outlets such as Internet cafes, call centres, bookmakers, takeaways, off licences (other than those selling wine only) amusement arcades, car rentals, financial institutions and also including pubs, cafes, restaurants at ground floor will be assessed on their merits and may only be permitted where such development would not result in a predominance of similar non retail frontages on the street. (See Development Standards – Chapter 15)

In line with the variation to Category 1 and 2 streets as stated in Chapter 8 of the development plan it is also proposed to vary the same categorisation as they are stated in Appendix 7 'Retail Strategy' of the development plan.

**Purpose of the Variation**

Dublin city centre has experienced renewal and regeneration in recent years and its footprint has expanded. It faces new challenges in the form of external competition from out of town centres. Dublin City Council recognises that this is an opportune time to address these challenges and endeavours to reposition the city as a world

class, shopping destination, which is complemented by a diversity of leisure and cultural uses. In order to achieve this Dublin City Council has recently completed a Framework Plan for the Retail core. It is considered that the Retail Chapter of the Dublin City Development Plan needs modification to introduce the concept of the framework plan and to highlight its objectives so that they can feed into the Development Management process, and assist in encouraging a proactive approach to future developments in the city centre. In this regard it is proposed to expand the introduction in the plan defining the Role of the City Centre (section 8.4.0), and to expand Policy S3 and S10 in order to introduce the concept of the framework plan.

As part of the Framework Plan it is proposed to make Grafton Street and ACA, and to establish it as an Area of Special Planning Control, which will impose a restriction on uses normally permitted under the City Centre Zoning. In this context it is considered that policies in relation to the remainder of the Retail Core require re-evaluation. There is concern that uses, which would not be permitted in the Area of Special Planning Control, would congregate on the adjoining streets. With this in mind it was considered that the uses defined under Category 1 and Category 2 Shopping Streets required refinement. It was also considered that the Categorisation of streets should be extended to include South William Street, which currently does not have a Categorisation.

### **Strategic Environmental Appraisal**

The Planning Authority determined, using the criteria set out in Schedule 2A Planning and Development Regulations 2001-2004, the DEHLG SEA Guidelines and Annex 2 of Directive 2001/42/EC, that a Strategic Environmental Assessment was not required for the proposed Draft Variation to the Dublin City Development Plan 2005-2011 for the above and the prescribed bodies have not objected to this determination within the appropriate period.

### **Written Submissions or Observation**

Written submission or observations with regard to the proposed draft variation made to the Planning Department within the said period will be taken into consideration before making the variation.

### **Objections and/or representations to this Proposed Draft Variation to the DUBLIN CITY DEVELOPMENT PLAN 2005-2011**

**can be made in writing, to reach:**

**Tom Vaughan,  
Planning Department,  
Dublin City Council,  
Block 4, Floor 3,  
Civic Offices, Wood Quay,  
Dublin 8.**

**Or can be E-Mailed to:**

**[planning@dublincity.ie](mailto:planning@dublincity.ie)**

**BEFORE 4.30 P.M. ON Tuesday, 6th February, 2007**

**Objections / representations can also be posted in the box  
provided immediately next to the public display.**