

REVIEW

GREATER DUBLIN AREA **RETAIL STRATEGY**

2008-2016

The Dublin and Mid-East Regional Authorities are now preparing to review and update the Retail Strategy of the Greater Dublin Area (GDA).

The existing Strategy was adopted in November 2001.

Consultation meetings are being organised, the aim of which is to explain clearly the purpose and context of the Retail Strategy, to outline the preparation process, and to provide the forum for eliciting and discussing your views and comments.

Between now and the 9th of November you have the opportunity to submit your views on the proposed Retail Strategy which will cover the seven Council areas of

- Dublin City
- South Dublin
- Fingal
- Dún Laoghaire-Rathdown
- Wicklow
- Kildare
- Meath

Submit your views... email: retail@rpg.ie

WHY IS THERE A NEED TO REVIEW THE RETAIL STRATEGY?

Since the current Retail Strategy was prepared in 2001, Dublin and surrounding areas have experienced considerable population and economic growth, making it one of Europe's most dynamic city regions. Moreover, this rapid expansion is set to continue over the next decade.

Consequently, this has led to a significant amount of new retail development which in turn has changed the pattern of shopper behaviour. Therefore, it is now necessary to update the Retail Strategy to reflect current and forecast growth patterns and to extend the time period of the Strategy from 2011 to 2016.

WHAT WORK WILL BE CARRIED OUT?

The update of the Retail Strategy will be underpinned by a comprehensive range of new household telephone and street surveys, which will quantify shopping patterns, and a technical assessment of the need for additional shopping centre floorspace in the Greater Dublin Area through to 2016. This will require an in-depth analysis of the relationship between the consumer demand for shops (growth in population and expenditure) and retail supply (existing retail floorspace stock plus planned developments).

SOME TOPICS YOU MAY WISH TO COMMENT ON:

- Whether there should be new retail development and if so, how much and where should it go?
- The type and mix of future retail development that is most appropriate – shopping centres, stand alone superstores, retail parks, high street shops, local shops etc.
- The balance between Dublin and other towns in the Greater Dublin Area.
- The balance between city/town centres and out of centre locations.

PLEASE SEND ALL SUBMISSIONS TO:

Retail Strategy Review,
Regional Planning Guidelines Office,
1st Floor, Mainscourt,
23 Main Street, Swords, Co. Dublin

Or by email to retail@rpg.ie

For further details visit: www.rpg.ie