

REVITALISING IRELAND'S TOWNS: RETAIL PLANNING AND THE SEQUENTIAL TEST

FutureAnalytics
Planning + Research + Economics

 **IRISH PLANNING
INSTITUTE**
Private Practice Branch

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About the Irish Planning Institute



- Founded in 1975.
- All-island (**approx. 700 members**) professional body representing planners engaged in physical, spatial and environmental planning in Ireland and Irish planners practising overseas.
- “The Irish Planning Institute’s mission is to advance planning in the interest of the common good by serving, improving and promoting the planning profession”
- Members work in central government, private practice, agencies, third level institutes, planning authorities in the Republic of Ireland and Northern Ireland, An Bord Pleanála and elsewhere.
- Member of European Council of Spatial Planners and Global Planners Network.

Planning Consultants

- Planning consultants provide expert advice to guide individuals, businesses, developers, communities and public and private sector bodies on commercial, residential, mixed use, retail, plan making and other projects.
- The planning system is continually changing. Qualified planners (MIPI) keep abreast of these changes and can provide up-to-date and immediate advice.
- Planning consultants also support the delivery of public sector projects alongside qualified planners in the Local Authority and the wider disciplines involved in project delivery.
- Listing at ipi.ie/consultants.

Presentation Overview

- What do we mean by retail planning?
- Retail planning policy/legislation
- The Sequential Approach
- Projecting Future Population
- Retail Strategy Formulation
- Assessing Retail Impact incl. Main Steps
- Quantifying Future Retail Need

What do we mean by retail planning?

- Supporting the vitality and viability of cities, town centres and villages
- Safeguarding healthy competition, consumer choice and affordability in the retail sector
- Having a comprehensive understanding of the current and projected future retail needs of a settlement and its area of function/influence
- Providing for efficient, equitable and sustainable retail solutions
- Ensuring that the development planning and management process is consistently applied, is informed by evidence so that decisions are data-led
- Guide local authorities in preparing development plans and assessing applications for planning permission, and also guide retailers and developers in formulating development proposals

Retail Planning Policy

Guidelines for Planning Authorities: Retail Planning (April, 2012)

- Ensuring retail development is **plan-led**
- Use of the **sequential approach** to retail development (promoting vitality)
- Securing **competitiveness** in the retailing sector (quality design & location)
- Increasing **access** to retailing opportunities through more **sustainable transport**
- Delivering **quality urban design** outcomes.

Supplemented with a **Retail Design Manual** which has a focus on the quality of building design and on the role that strong and positive retailing experiences can play in the public realm.

Retail Planning Policy: Sequential Approach

Not always mandatory: *Where the location of a proposed retail development...has demonstrated to the satisfaction of the planning authority that it complies with the policies and objectives of a development plan and/or relevant retail strategy to support (the) city and town centre, additional supporting background studies such as...the sequential approach...are not required*

But: *Where the location of a proposed retail development submitted on a planning application is not consistent with the policies and objectives of the development plan and/or relevant retail strategy to support the city and town centre, then that development proposal, must be subject to the Sequential Approach...*

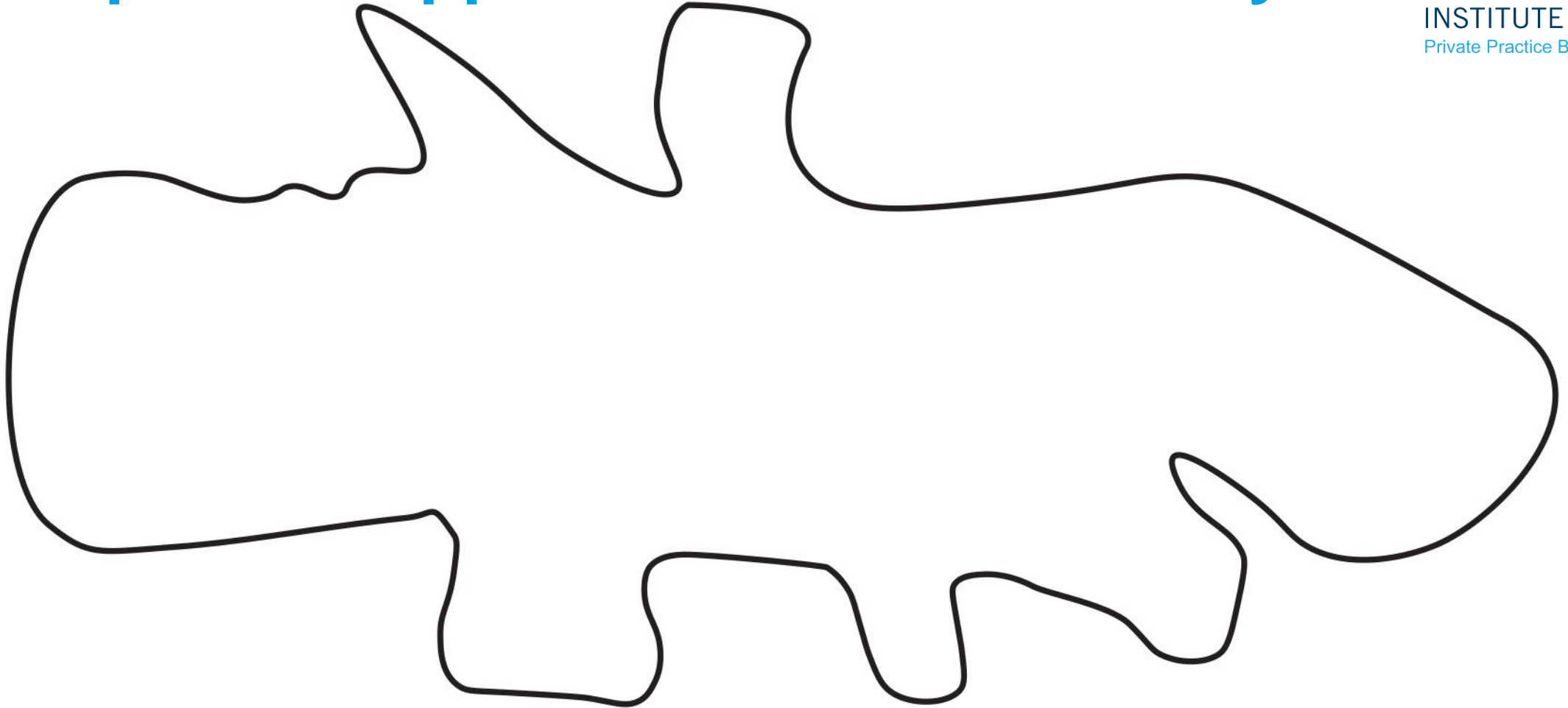
Sequential Approach: Policy Principles

**City / Town
Centres**

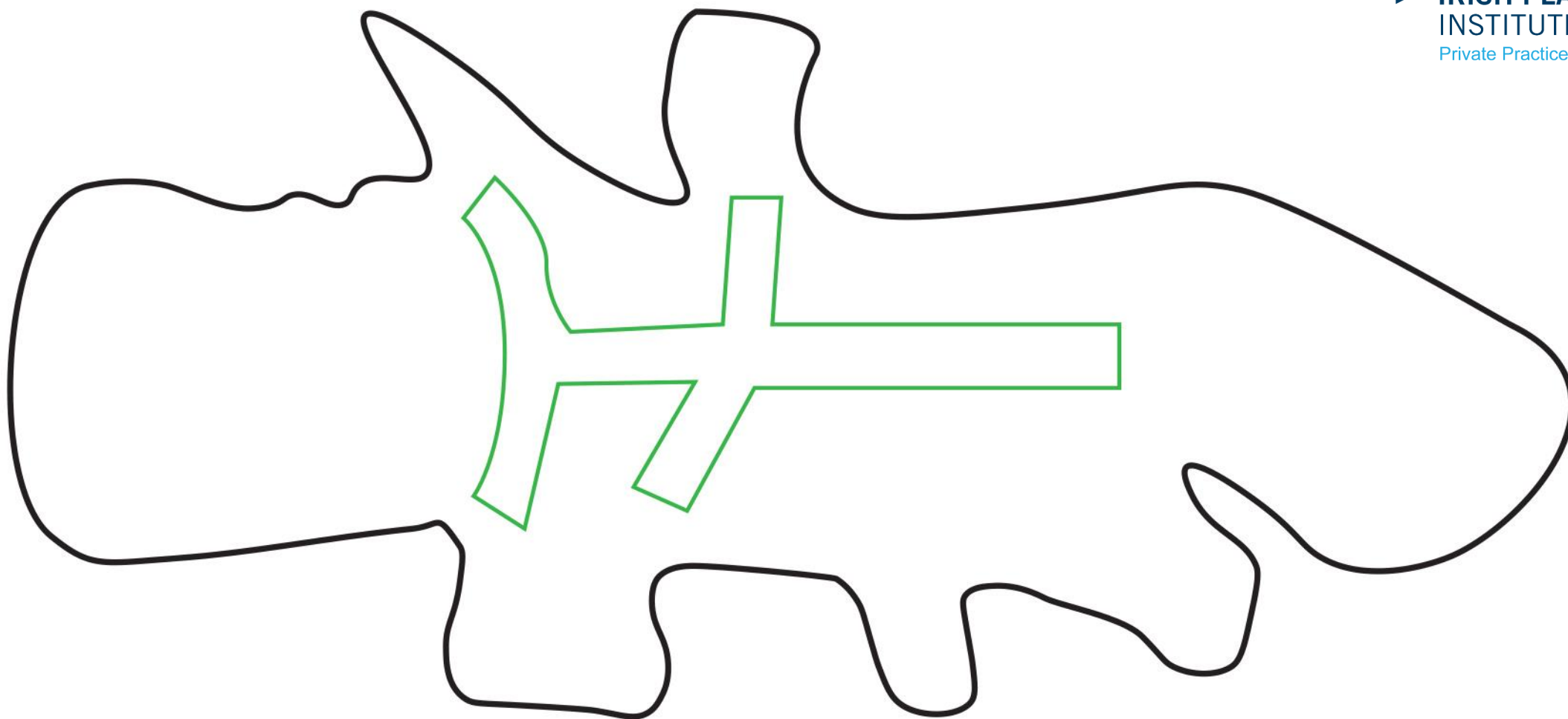
Critical Mass

District Centres

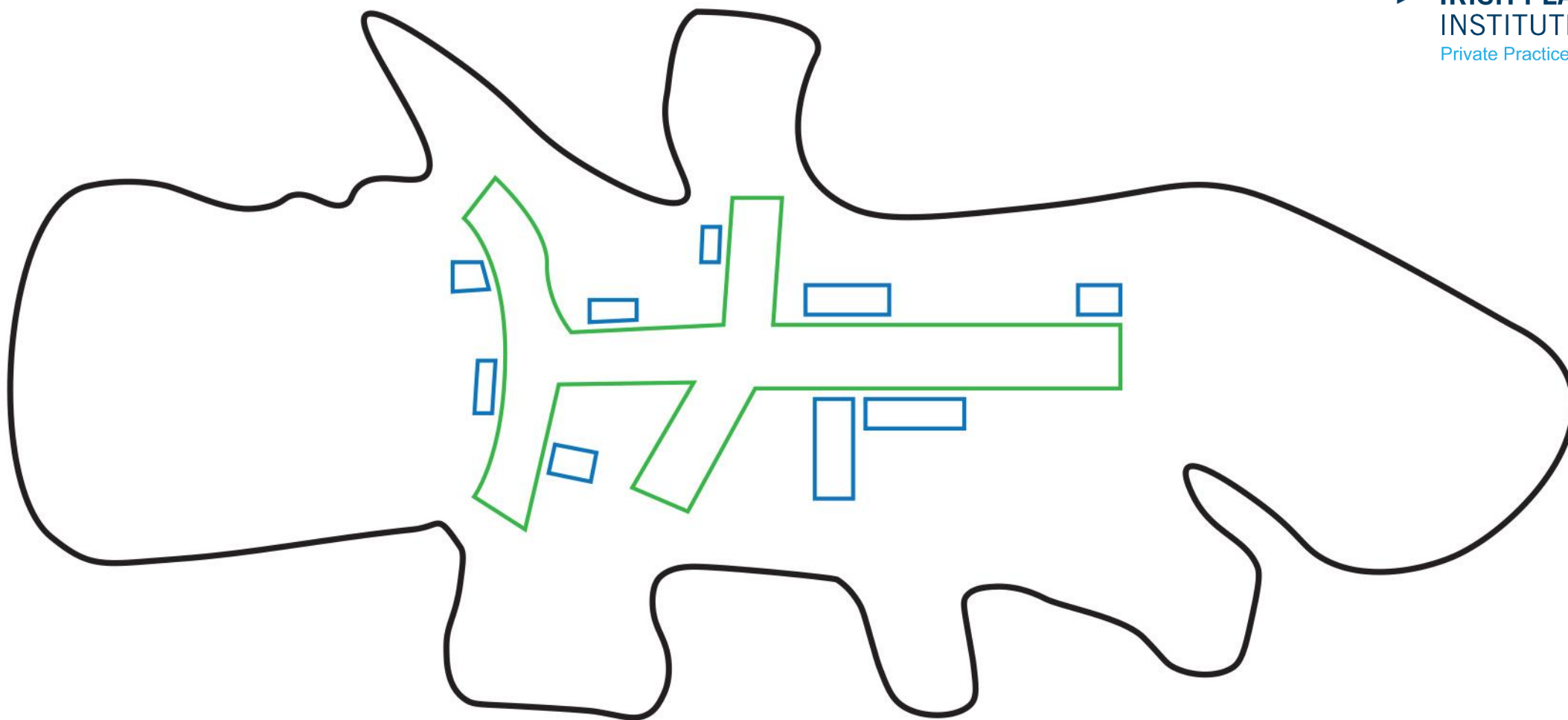
Sequential Approach: Order of Priority



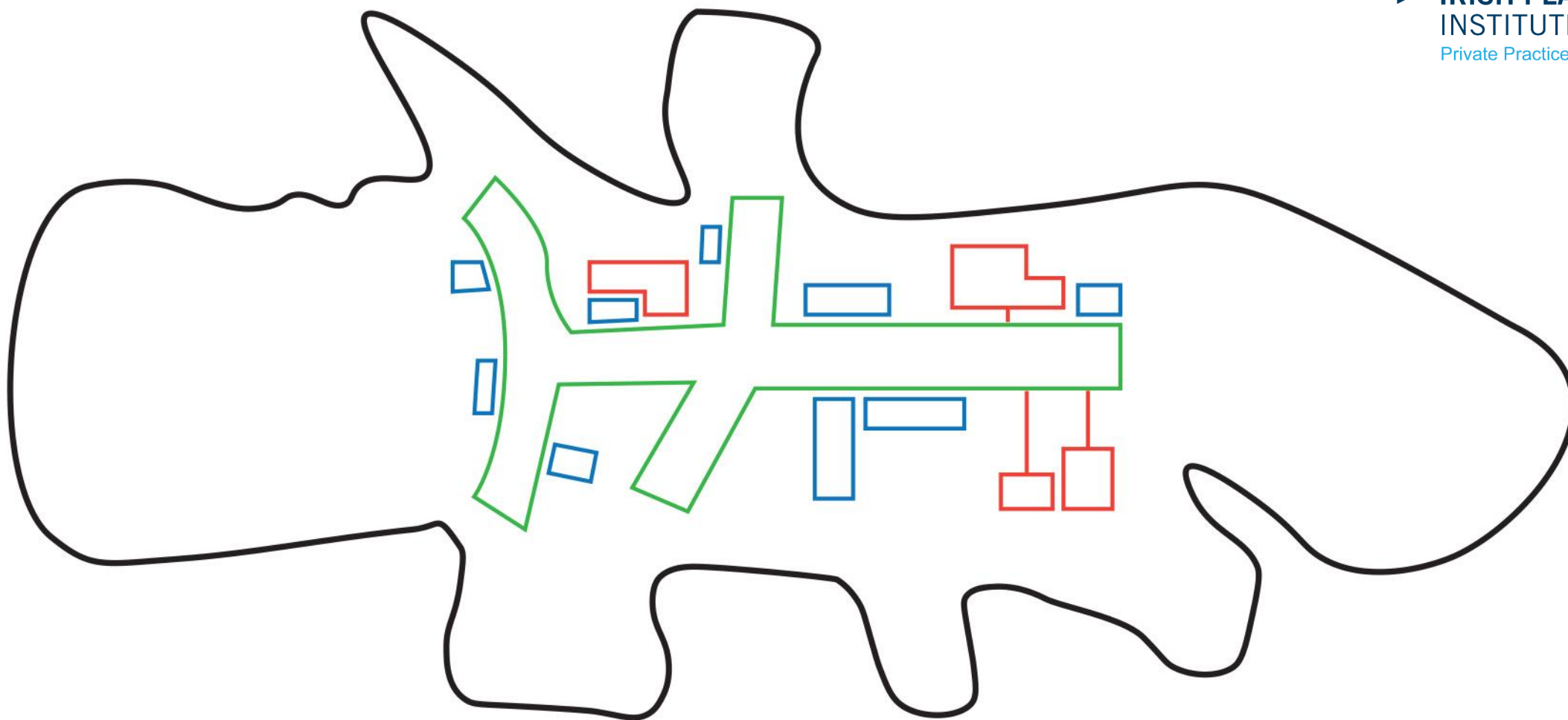
LEGEND: — Settlement Boundary



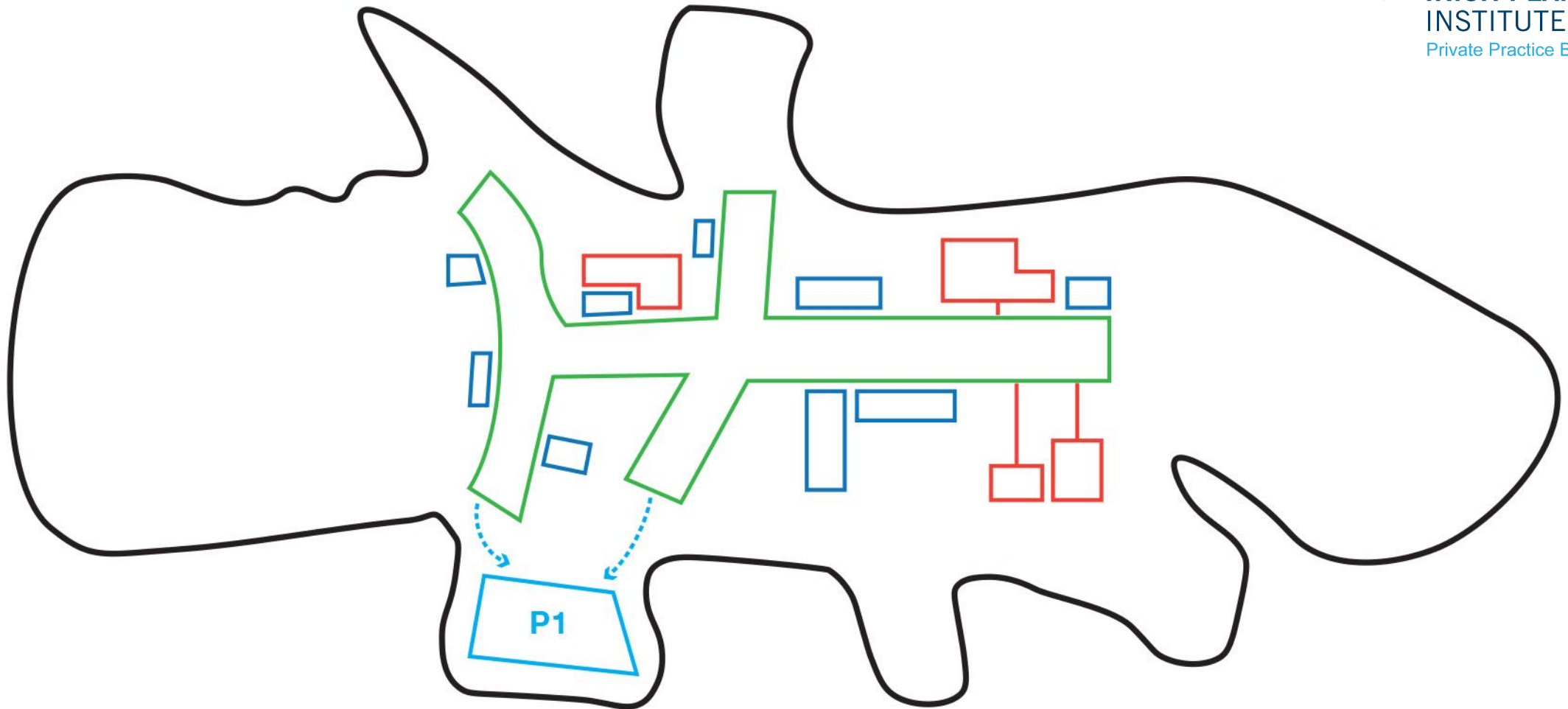
LEGEND: — Settlement Boundary — Town Centre Retail Core



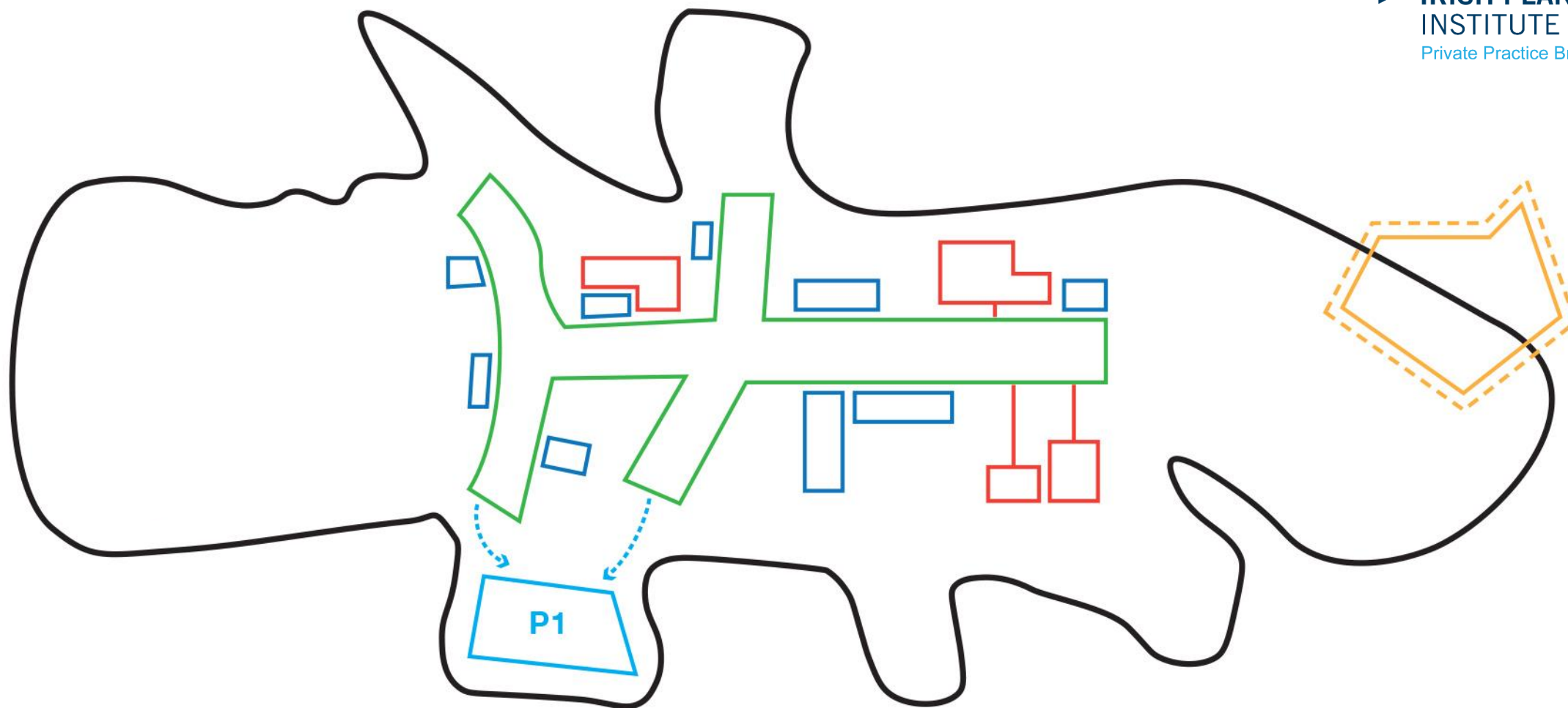
LEGEND: — Settlement Boundary — Town Centre Retail Core — Vacant Sites



LEGEND: — Settlement Boundary — Town Centre Retail Core — Vacant Sites — Opportunity Sites



LEGEND: — Settlement Boundary — Town Centre Retail Core — Vacant Sites — Opportunity Sites — Priority Edge Sites



LEGEND: — Settlement Boundary — Town Centre Retail Core — Vacant Sites — Opportunity Sites — Priority Edge Sites — Bulky / Specialist Retail Zone

Sequential Approach Considerations



Suitability



Availability



Viability

Retail Planning Policy

Regional Planning Guidelines (and Regional Retail Strategy)



- As part of the ongoing National Planning Framework process, the Regional Planning Guidelines will be replaced by a **Spatial and Economic Strategy**.
- The Retail Strategy provides **projected floorspace requirements** for convenience and comparison retailing and **defines the retail hierarchy**, with locations identified and recommendations made on the appropriate **type and scale of retail provision**
- Categorises **retailing levels, type of retail format** and so on

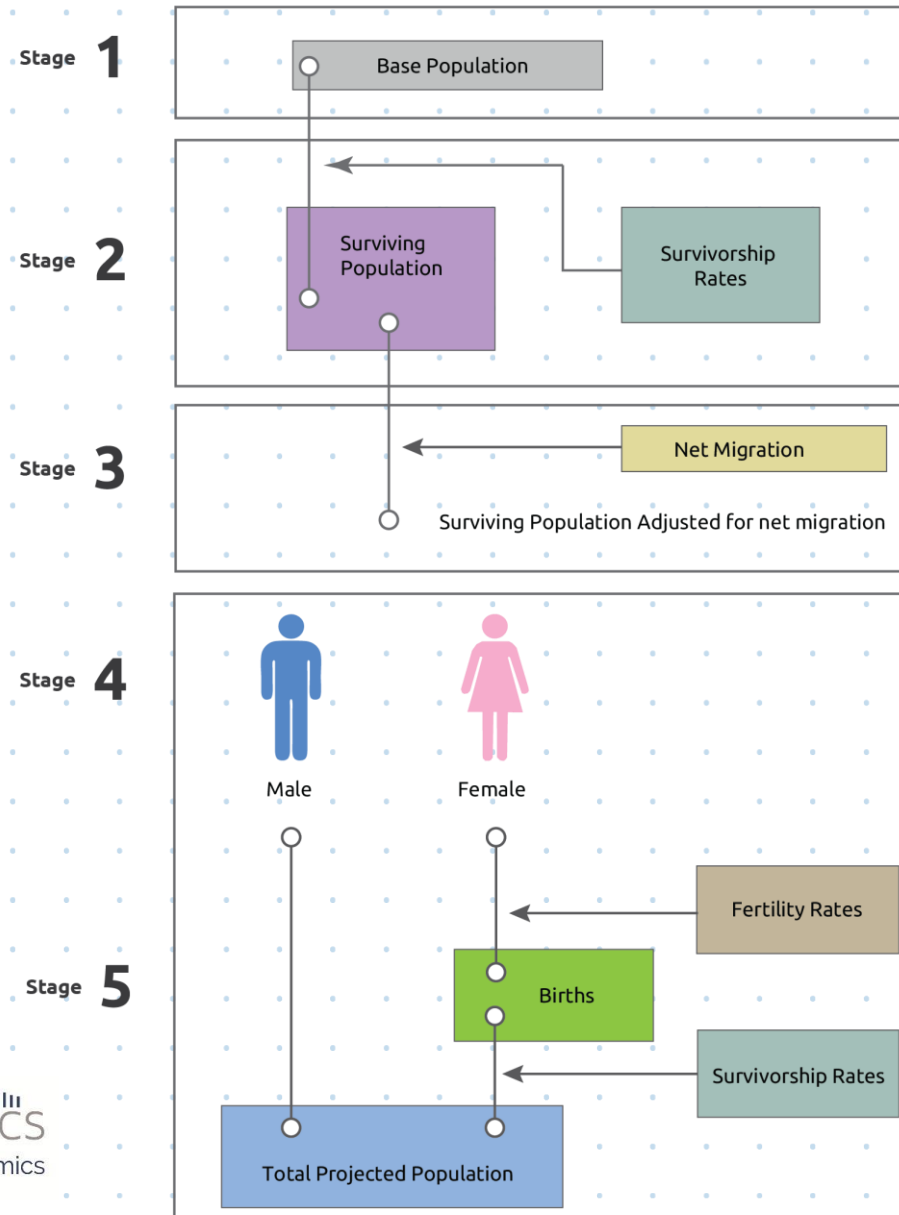
Retail Planning Policy/Legislation

- **Core Strategy** in Development Plan (total land, housing capacity, future population)
- Strategic Development Zones, Local Area Plans, Urban Framework Plans...
- *Sustainable Residential Development in Urban Areas (2009)*
- **Public Realm Strategy** or Development Plan content on **Placemaking** - define the function of urban settlements (based on hierarchical position)
- Areas of Disadvantage, **Vacant and Derelict Sites** (Urban Regeneration and Housing Act, 2015)
- **Economic** trends, **population and demographic** trends

Technical rigour is essential...



Projecting future population



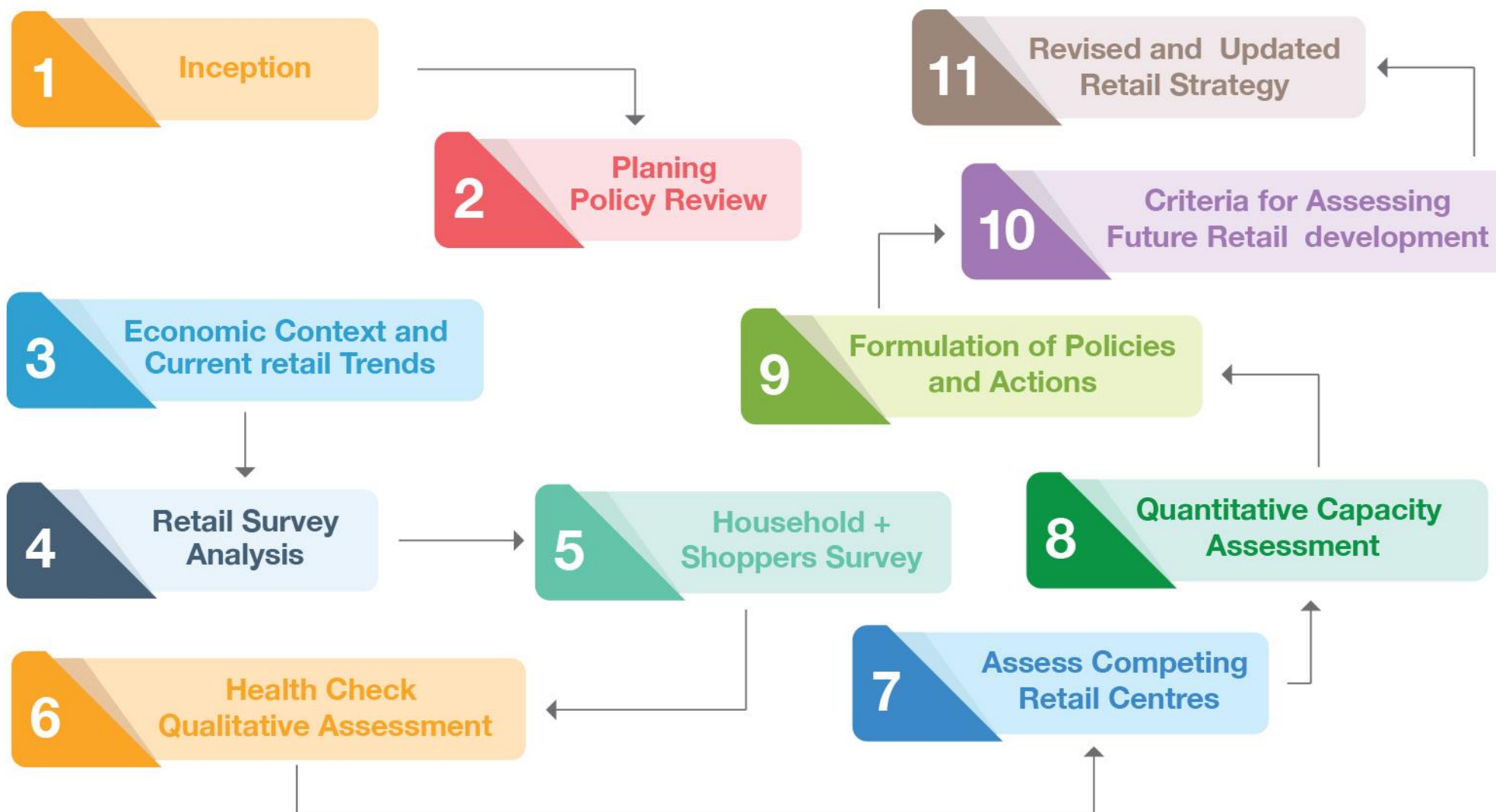
Central Statistics Office's (CSO) **demographic component method** for population projection.

Key assumptions on future trends in **fertility, mortality** and **migration**.

Multiple scenarios considered by adjusting the underlying assumptions.

The preferred **M2F2 scenario** represents a moderate future projection where fertility is assumed to decrease from 2.1 to 1.8 to 2026; mortality rates to decrease with gains in life expectancy; and net migration to return to positive by 2016-2021 (+4.7k avg. p.a.).

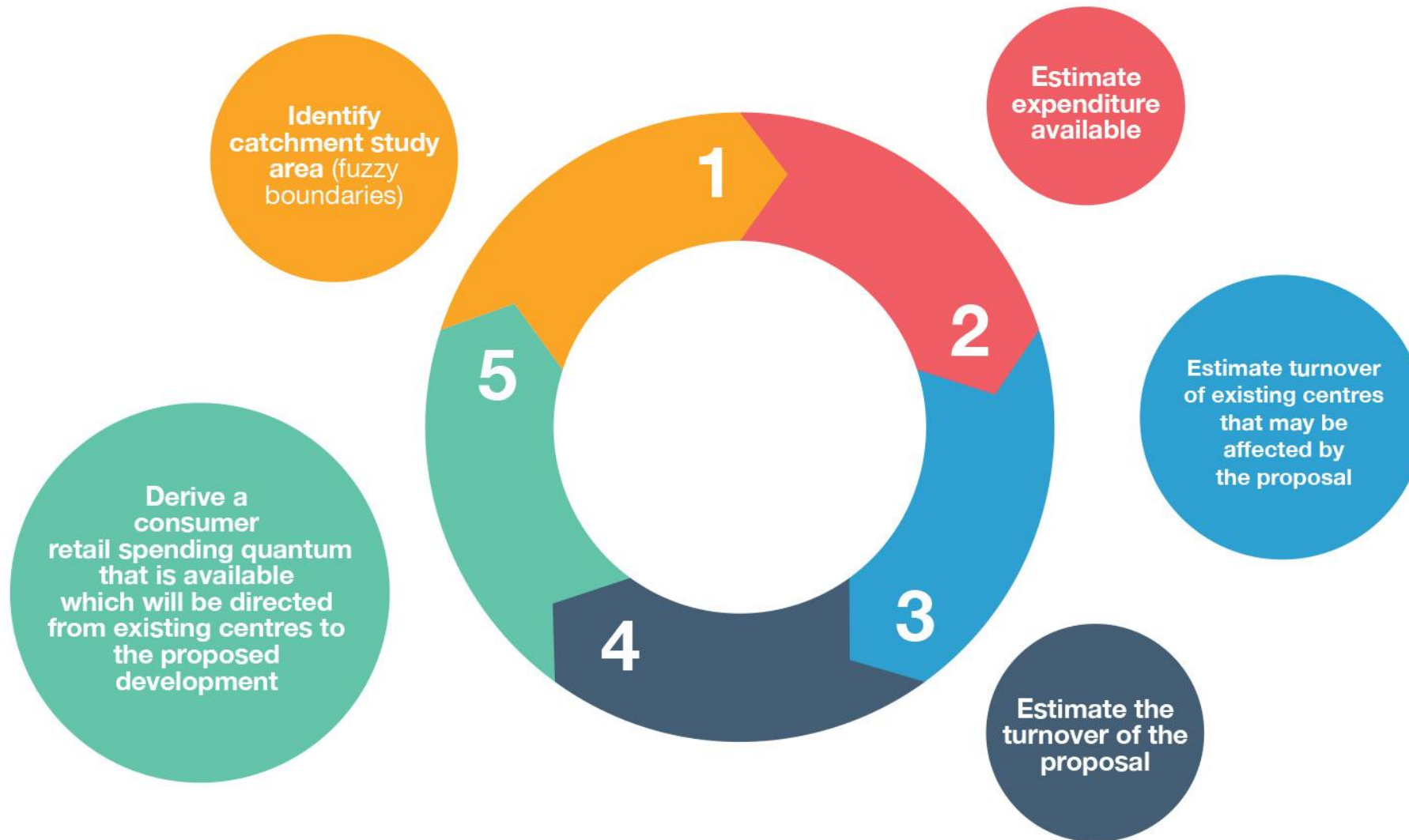
Retail Strategy Formulation



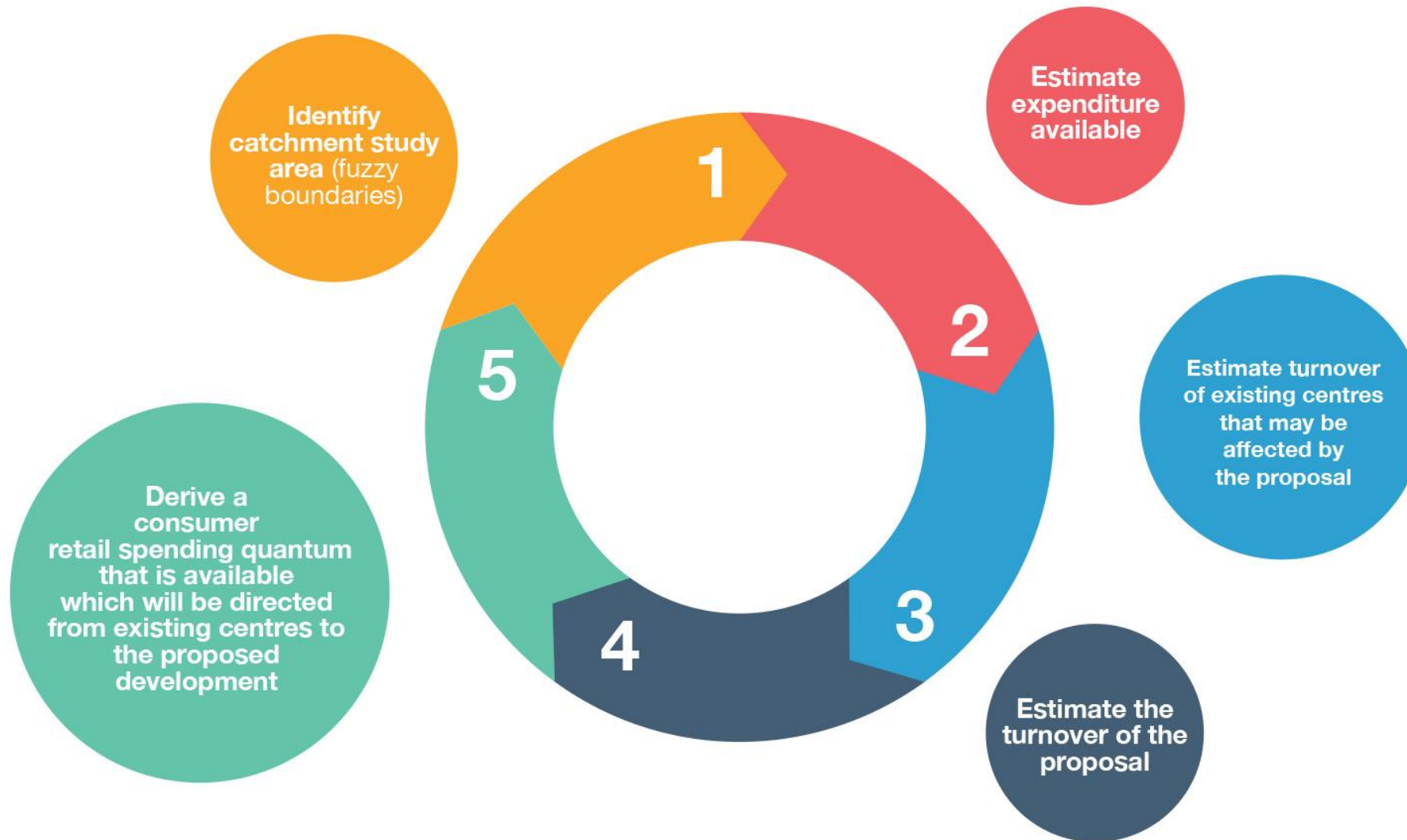
Assessing Retail Impact

- The likely effect on future investment needed to safeguard the vitality and viability of the centre and detailing the likely impacts of the proposal on trade/turnover
- Changes to the range of services provided by centres that could be affected
- Likely impact on a number of vacant properties in the primary shopping area
- Potential changes to the quality, attractiveness, physical condition and character of the centre and to its role in the economic and social life of the community, and
- The implications of proposed leisure and entertainment uses for the evening economy

'Main' Steps in Assessing Retail Impact



'Main' Steps in Assessing Retail Impact



Remember: Not intended to prevent competition or prevent trade diversion, but to promote healthy urban centres in the public interest

Quantifying Future Retail Need

- Step 1: Calculate Total Available Expenditure in the Survey Area
- Step 2: Application of “Market Shares” to Determine Amount of Retained Expenditure
- Step 3: Determine Whether the Existing Retail Economy is Trading at Equilibrium
- Step 4: Calculate Growth in Retained Expenditure through to the Forecast Years
- Step 5: Determine Level of Potential Headroom Expenditure in the Forecast Year
- Step 6: Determine Level of Residual Headroom Expenditure in the Forecast Year
- Step 7: Estimate Capacity for Additional Retail Floorspace at the Forecast Years
- Step 8: Allow for Retail Services within comparison retail projections



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Thank you

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