



**METRO NORTH  
ORAL HEARING**

**PROOF OF EVIDENCE  
HUMAN BEINGS: LANDUSE  
PLANNING, SOCIO-ECONOMIC &  
PROPERTY - APPENDIX 4**

**Ian Guilder  
Thursday 2nd April 2009**

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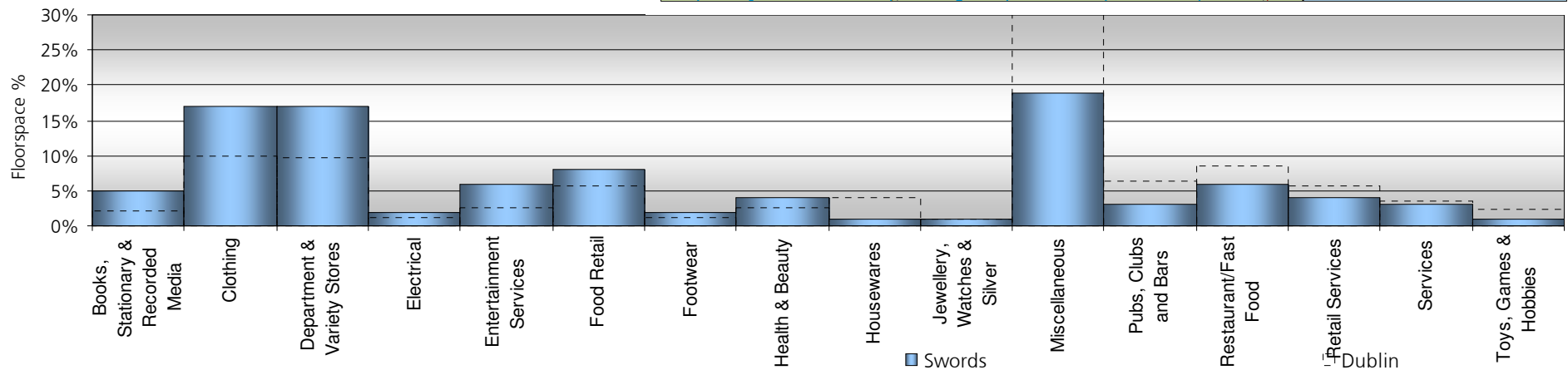
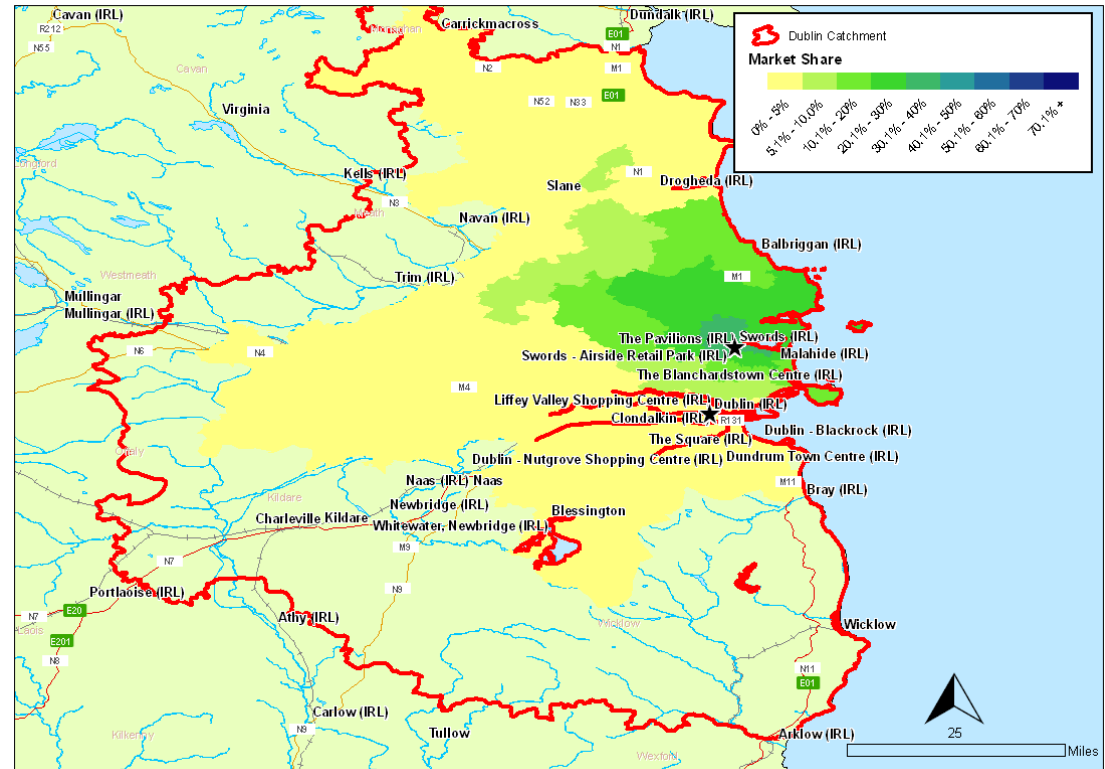


## **Dublin:**

### 4.0 Swords and Ballymun Analysis

## Retail Mix: Swords

- Swords is located to the north of Dublin and is home to the Pavilions shopping centres, where the bulk of the centre's comparison goods shops can be found. The majority of market share comes from the north of the catchment, as there is strong competition to the south, including Blanchardstown, Liffey Valley and Dublin.
- Retailers within the centre include higher end retailers Benetton, Esprit and Diesel as well as mid market retailers such as H&M and Jack & Jones.



## Sword's 2009 Retail Spend Breakdown by Product Category

- There is a total available retail spend of €4 billion within the Swords catchment, of this €423 million of expenditure is drawn toward Swords from within its catchment.
- Of the €423 million retail spend within the centre, €265 million of spend is available for comparison goods and a further €157 million for convenience goods.

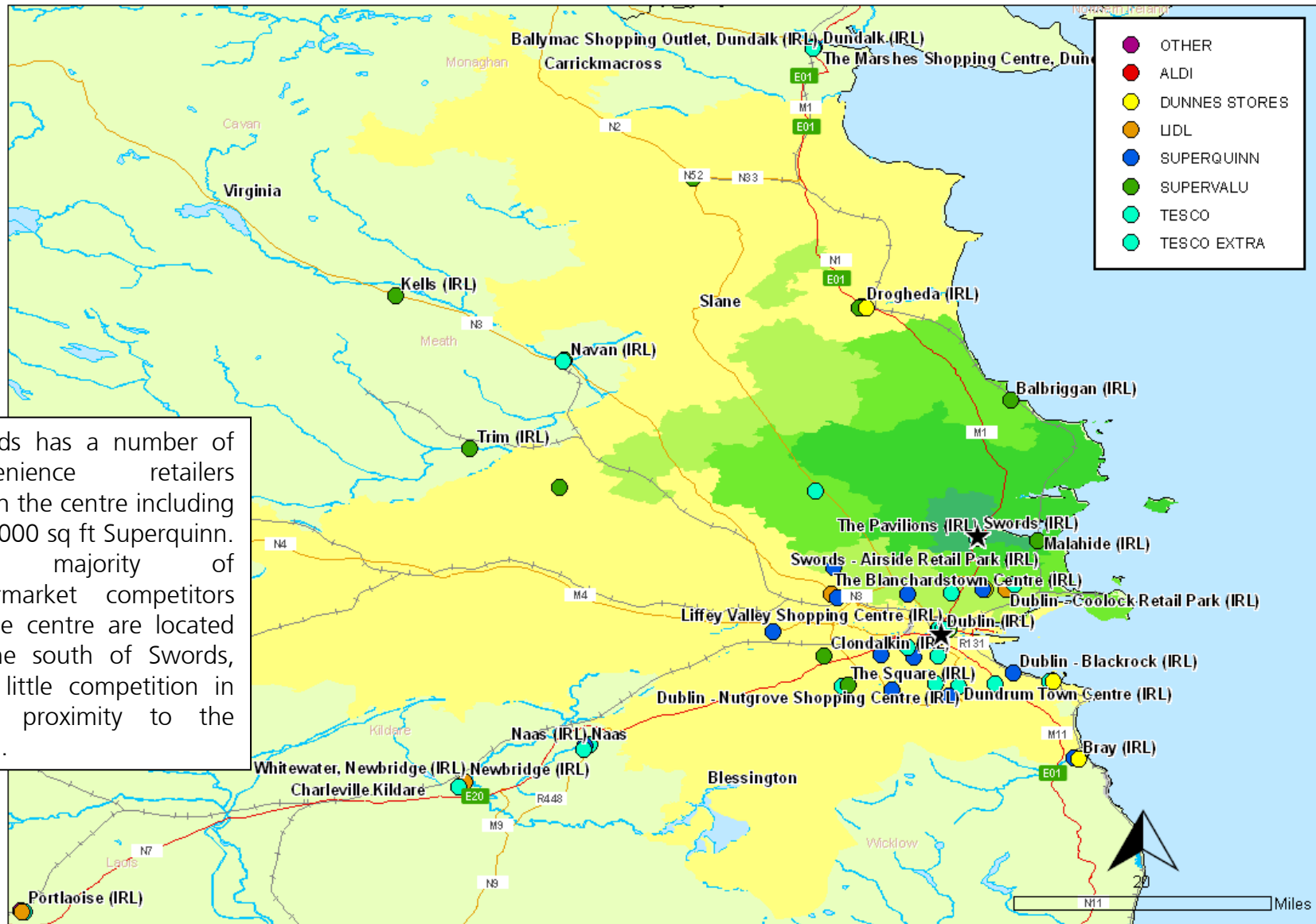
Expenditure Category	Shopper Expenditure (2009)	Total Expenditure (2009)
Retail Expenditure	€ 423,267,374	€ 4,462,931,679
Convenience Expenditure	€ 157,834,398	€ 1,664,206,080
Comparison Expenditure	€ 265,432,975	€ 2,798,725,599
Clothing	€ 73,844,050	€ 778,611,749
Footwear	€ 12,832,337	€ 135,304,171
Furniture and furnishings	€ 30,197,047	€ 318,397,702
Household textiles	€ 11,814,249	€ 124,569,457
Household appliances	€ 15,755,313	€ 166,124,041
Glassware & tableware	€ 12,115,421	€ 127,745,017
Tools and equipment for house and garden	€ 569,048	€ 6,000,040
Goods and services for routine household maintenance	€ 25,689,380	€ 270,868,857
Medical products, appliances and equipment	€ 10,005,327	€ 105,496,179
Audio-visual	€ 25,267,375	€ 266,419,229
Other major durables for recreation and culture	€ 648,163	€ 6,834,226
Other recreational items and equipment, gardens and pets	€ 26,615,173	€ 280,630,420
Books and stationery	€ 20,080,092	€ 211,724,510

## Sword's 2009 Retail Spend Breakdown

- Swords takes a comparison market share of 9.5% from its own catchment.
- 43% of the catchment expenditure leaks to Dublin. Swords also faces strong competition from Liffey Valley and The Blanchardstown Centre, which accounts for 18% of expenditure from the catchment.

Name	Comparison Spend 2009	%
Dublin (IRL)	€ 1,206,583,090	43.1%
Swords (IRL)	€ 265,432,975	9.5%
Liffey Valley Shopping Centre (IRL)	€ 260,643,482	9.3%
The Blanchardstown Centre (IRL)	€ 251,919,717	9.0%
Drogheda (IRL)	€ 182,945,622	6.5%
Dublin - Omni Park Shopping Centre (IRL)	€ 87,874,199	3.1%
Dundrum Town Centre (IRL)	€ 72,667,146	2.6%
Dublin - Northside Shopping Centre (IRL)	€ 71,264,302	2.5%
Dublin - Rathmines (IRL)	€ 50,720,874	1.8%
The Square (IRL)	€ 48,889,488	1.7%
Dublin - Donaghmede Shopping Centre (IRL)	€ 40,480,348	1.4%
Balbriggan (IRL)	€ 33,452,382	1.2%
Malahide (IRL)	€ 33,053,754	1.2%
Clondalkin (IRL)	€ 30,881,499	1.1%
Dublin - Coolock Retail Park (IRL)	€ 21,000,240	0.8%
Navan (IRL)	€ 20,733,542	0.7%
Swords - Airside Retail Park (IRL)	€ 17,429,163	0.6%
Ballymun	€ 16,897,632	0.6%
Dublin - Malahide Road Retail Park (IRL)	€ 14,528,780	0.5%
Dublin - Blackrock (IRL)	€ 14,074,914	0.5%
Other	€ 57,252,450	2.0%

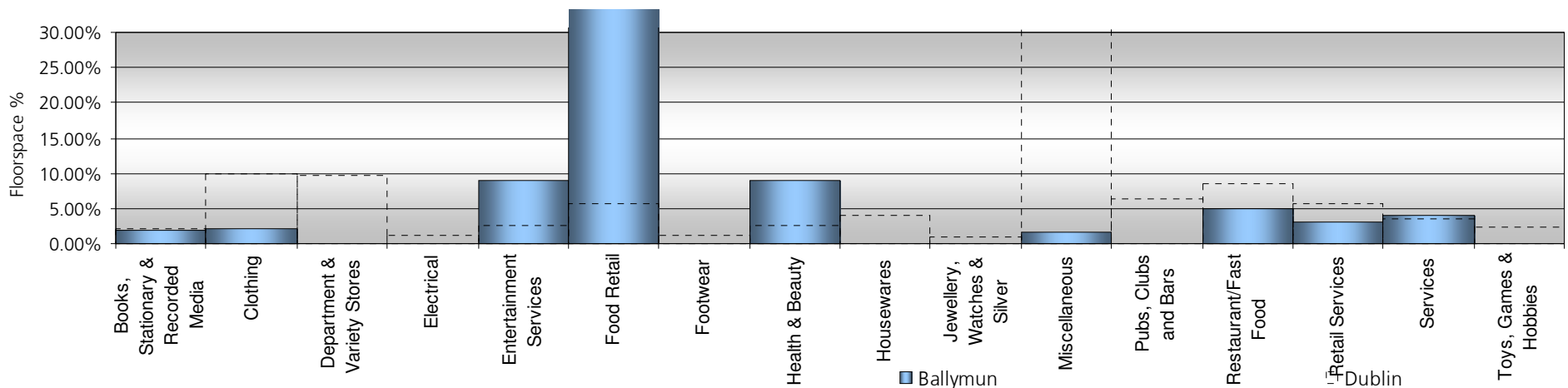
# Swords: Convenience Competitor Locations



Swords has a number of convenience retailers within the centre including a 40,000 sq ft Superquinn. The majority of supermarket competitors to the centre are located to the south of Swords, with little competition in close proximity to the north.

## 3.2 Retail Mix: Ballymun

- Ballymun is a suburb located to the North of Dublin.
- At present the centre is very much convenience led, with food retail accounting for 65% of floorspace within the centre.
- Comparison goods account for very little floorspace. Now that the Springcross development has been confirmed, this retail mix is set to change substantially.



## Ballymun's 2009 Retail Spend Breakdown by Product Category

- There is a total available retail spend of €2 billion within the Ballymun catchment. Of this €30 million of expenditure is drawn towards Ballymun from within the catchment.
- Of the €30 million shopper expenditure that is attracted to Ballymun, €19 million is available for comparison goods and €11 million is convenience expenditure.

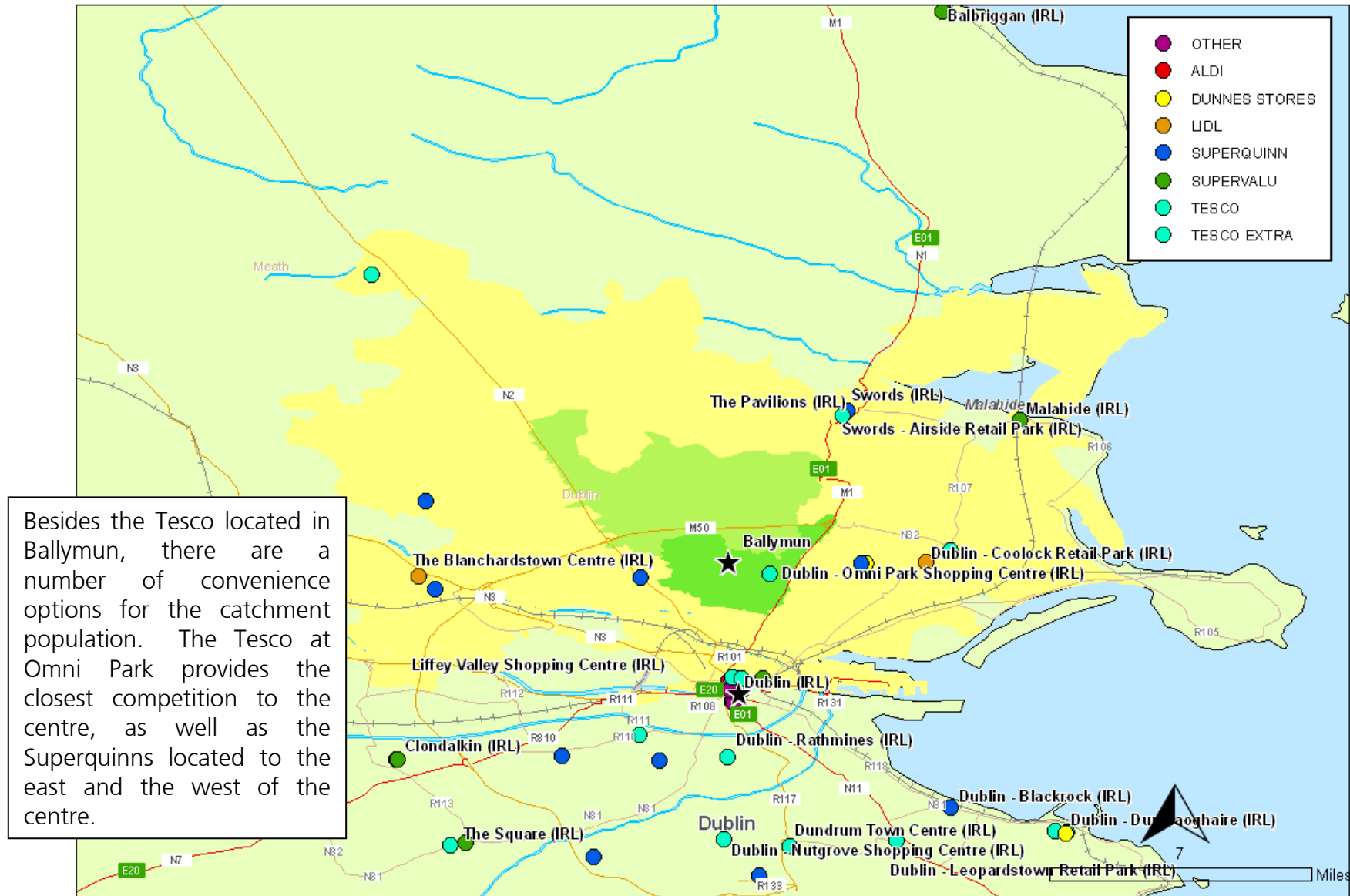
Expenditure Category	Shopper Expenditure (2009)	Total Expenditure (2009)
Retail Expenditure	€ 30,214,946	€ 2,032,577,305
Convenience Expenditure	€ 11,267,010	€ 757,938,448
Comparison Expenditure	€ 18,947,936	€ 1,274,638,857
Clothing	€ 5,271,358	€ 354,607,394
Footwear	€ 916,036	€ 61,622,316
Furniture and furnishings	€ 2,155,617	€ 145,009,601
Household textiles	€ 843,360	€ 56,733,347
Household appliances	€ 1,124,693	€ 75,658,778
Glassware & tableware	€ 864,859	€ 58,179,610
Tools and equipment for house and garden	€ 40,621	€ 2,732,631
Goods and services for routine household maintenance	€ 1,833,837	€ 123,363,280
Medical products, appliances and equipment	€ 714,230	€ 48,046,700
Audio-visual	€ 1,803,712	€ 121,336,762
Other major durables for recreation and culture	€ 46,269	€ 3,112,549
Other recreational items and equipment, gardens and pets	€ 1,899,924	€ 127,809,042
Books and stationery	€ 1,433,418	€ 96,426,848

## Ballymun's 2009 Retail Spend Breakdown

- Ballymun has €1.3 billion of comparison expenditure available within its catchment, but at present the centre only captures 1.4% of that spend. This is due to the localised retail mix within the centre as well as strong competition. The majority of the catchment spend goes to stronger retail centres principally Dublin, Swords and Blanchardstown.

Name	Comparison Spend 2009	%
Dublin (IRL)	€ 668,059,924	48.8%
Swords (IRL)	€ 152,179,211	11.1%
The Blanchardstown Centre (IRL)	€ 138,589,494	10.1%
Liffey Valley Shopping Centre (IRL)	€ 97,102,295	7.1%
Dublin - Omni Park Shopping Centre (IRL)	€ 59,437,585	4.3%
Dublin - Northside Shopping Centre (IRL)	€ 51,011,281	3.7%
Dublin - Donaghmede Shopping Centre (IRL)	€ 29,002,397	2.1%
Dublin - Rathmines (IRL)	€ 27,524,881	2.0%
Dundrum Town Centre (IRL)	€ 25,035,763	1.8%
Malahide (IRL)	€ 19,741,629	1.4%
<b>Ballymun</b>	<b>€ 18,947,936</b>	<b>1.4%</b>
Dublin - Coolock Retail Park (IRL)	€ 15,855,785	1.2%
The Square (IRL)	€ 13,914,533	1.0%
Dublin - Malahide Road Retail Park (IRL)	€ 11,524,872	0.8%
Swords - Airside Retail Park (IRL)	€ 10,984,512	0.8%
Clondalkin (IRL)	€ 8,529,432	0.6%
Dublin - Blackrock (IRL)	€ 7,315,772	0.5%
Dublin - Stillorgan Shopping Centre (IRL)	€ 6,208,684	0.5%
Dublin - Nutgrove Shopping Centre (IRL)	€ 3,291,702	0.2%
Dublin - Dun Laoghaire (IRL)	€ 2,317,868	0.2%
Other	€ 17,865,056	0.2%

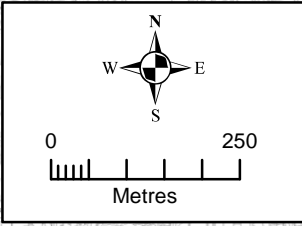
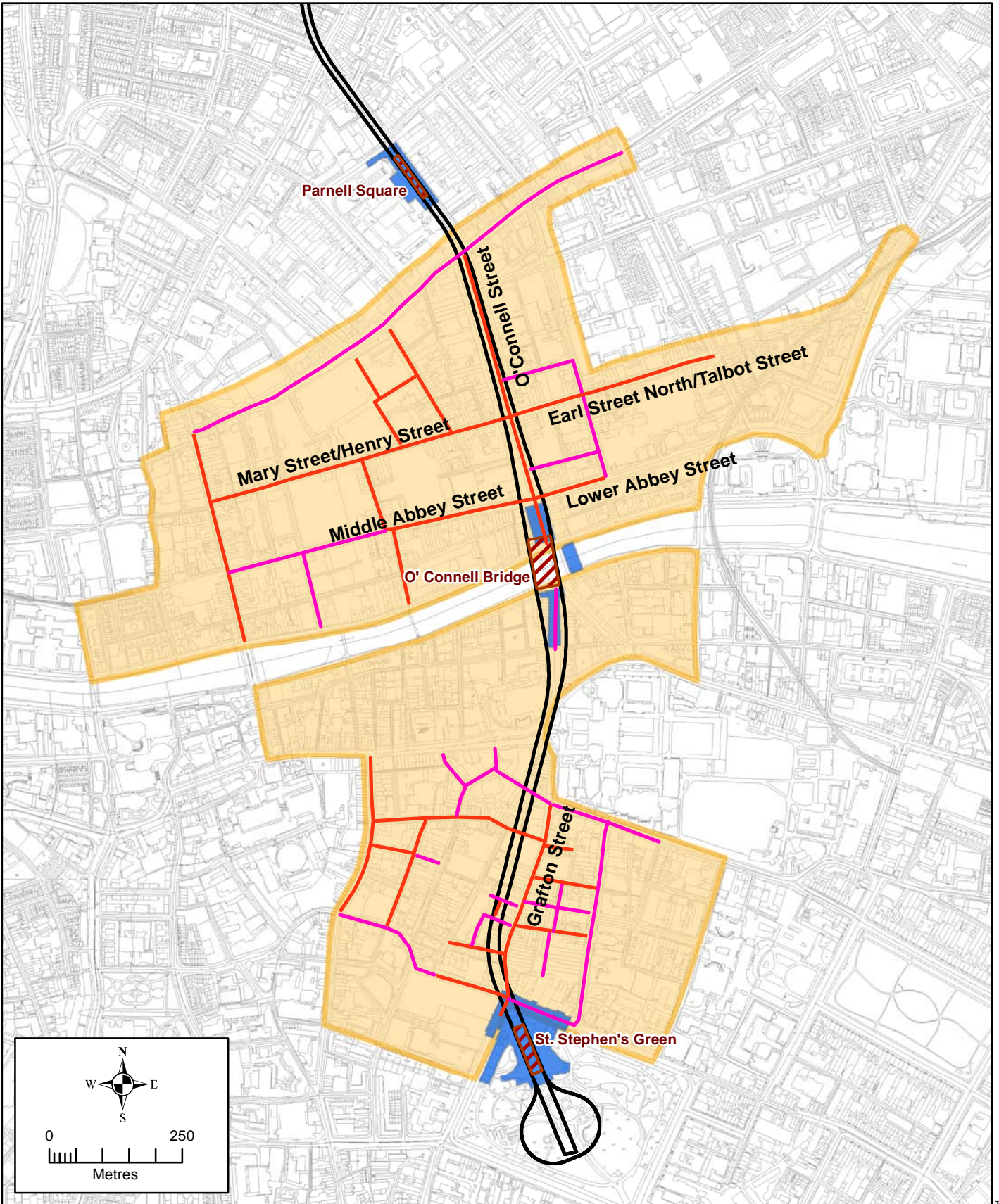
# Ballymun: Convenience Competitor Locations



Besides the Tesco located in Ballymun, there are a number of convenience options for the catchment population. The Tesco at Omni Park provides the closest competition to the centre, as well as the Superquinns located to the east and the west of the centre.

Appendix IMG5

Location of Dublin City  
Centre Principal Shopping  
Streets, Car Parks,  
Construction Vehicle  
Routes and Hotels

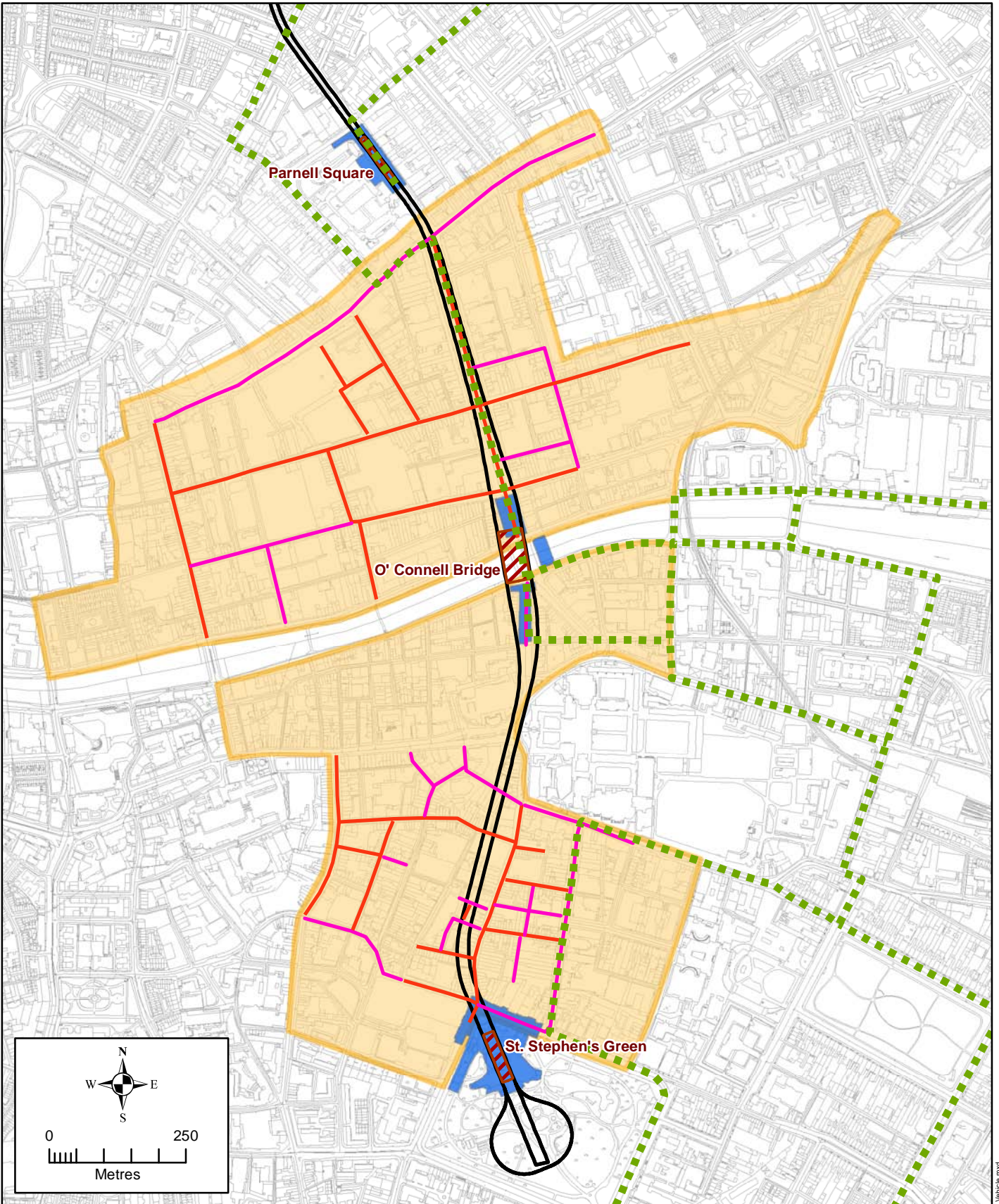


KEY:

	Metro North Stops
	Metro North Route
	Construction Compounds
	Central Shopping Area
Principal Shopping Streets	
	Category 1
	Category 2

CLIENT: <b>RPA</b>	SIZE: <b>A4</b>
<b>ERM</b> Suite 508 The Capel Building Mary's Abbey, Dublin 7 Tel: +353 1 814 7700 Fax: +353 1 814 7777	
SOURCE: Reproduced from Ordnance Survey Northern Ireland digital map data. © Crown copyright, All rights reserved. 2008 PROJECTION: TM65 Irish Grid	

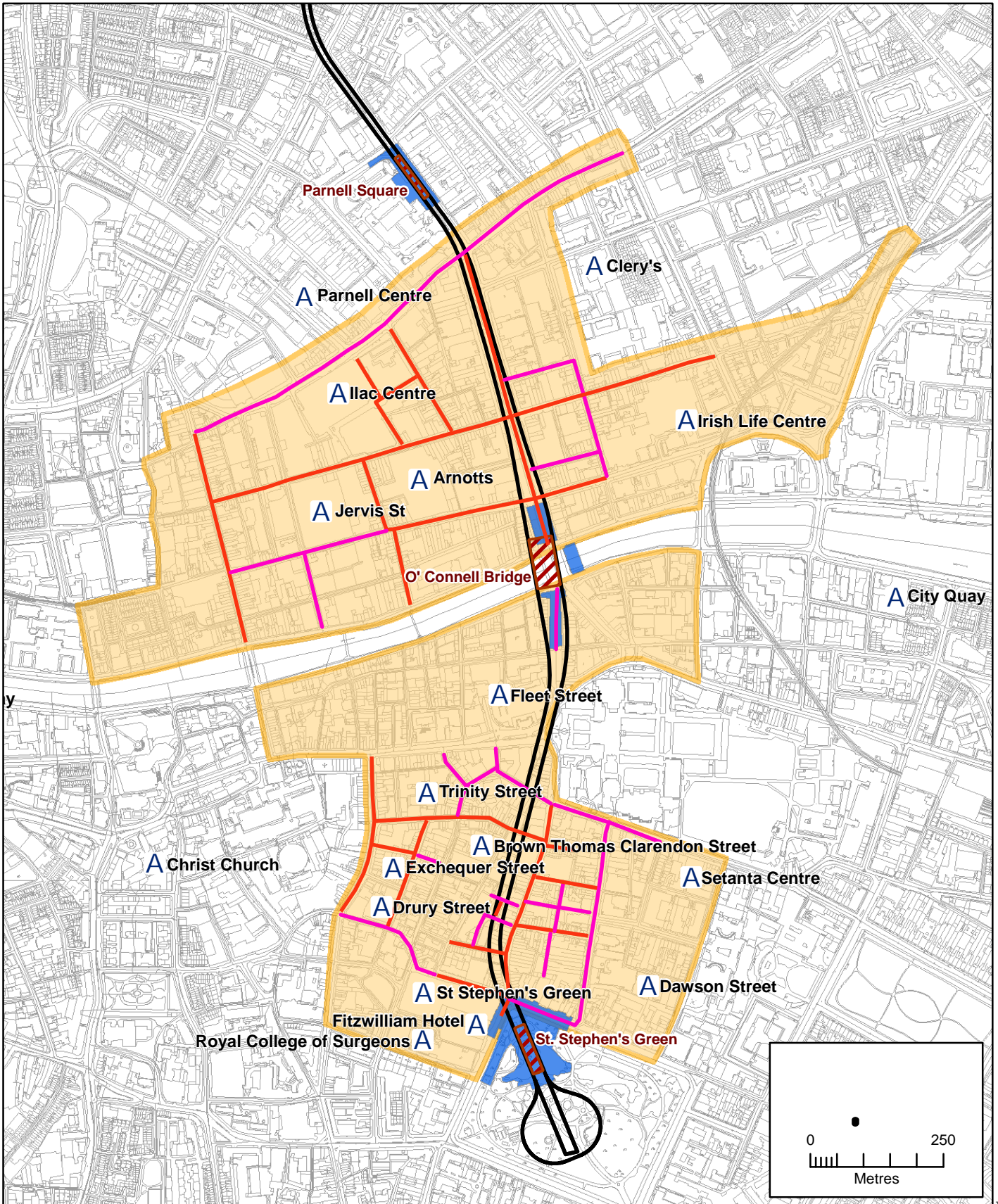
TITLE: <b>Figure IMG5.1 Dublin's Principal Shopping Streets (Dublin City Development Plan, 2005)</b>		
DATE: 31-03-2009	CHECKED: IG	PROJECT: 0047054
DRAWN: FS	APPROVED:	SCALE: 1:10,000
DRAWING: Shopping.mxd		REV: 0



<b>KEY:</b>
Metro North Stops
Metro North Route
Construction Compounds
Central Shopping Area
Principal Shopping Streets
Category 1
Category 2
Construction Vehicle Routes

CLIENT: <b>RPA</b>	SIZE: <b>A4</b>
<b>ERM</b> Suite 508 The Capel Building Mary's Abbey, Dublin 7 Tel: +353 1 814 7700 Fax: +353 1 814 7777	
SOURCE: Reproduced from Ordnance Survey Northern Ireland digital map data. © Crown copyright, All rights reserved. 2008 PROJECTION: TM65 Irish Grid	

TITLE: <b>Figure IMG5.2 Construction Vehicle Routes in Dublin City Centre</b>		
DATE: 19-03-2009	CHECKED: SG	PROJECT: 0047054
DRAWN: FS	APPROVED:	SCALE: 1:10,000
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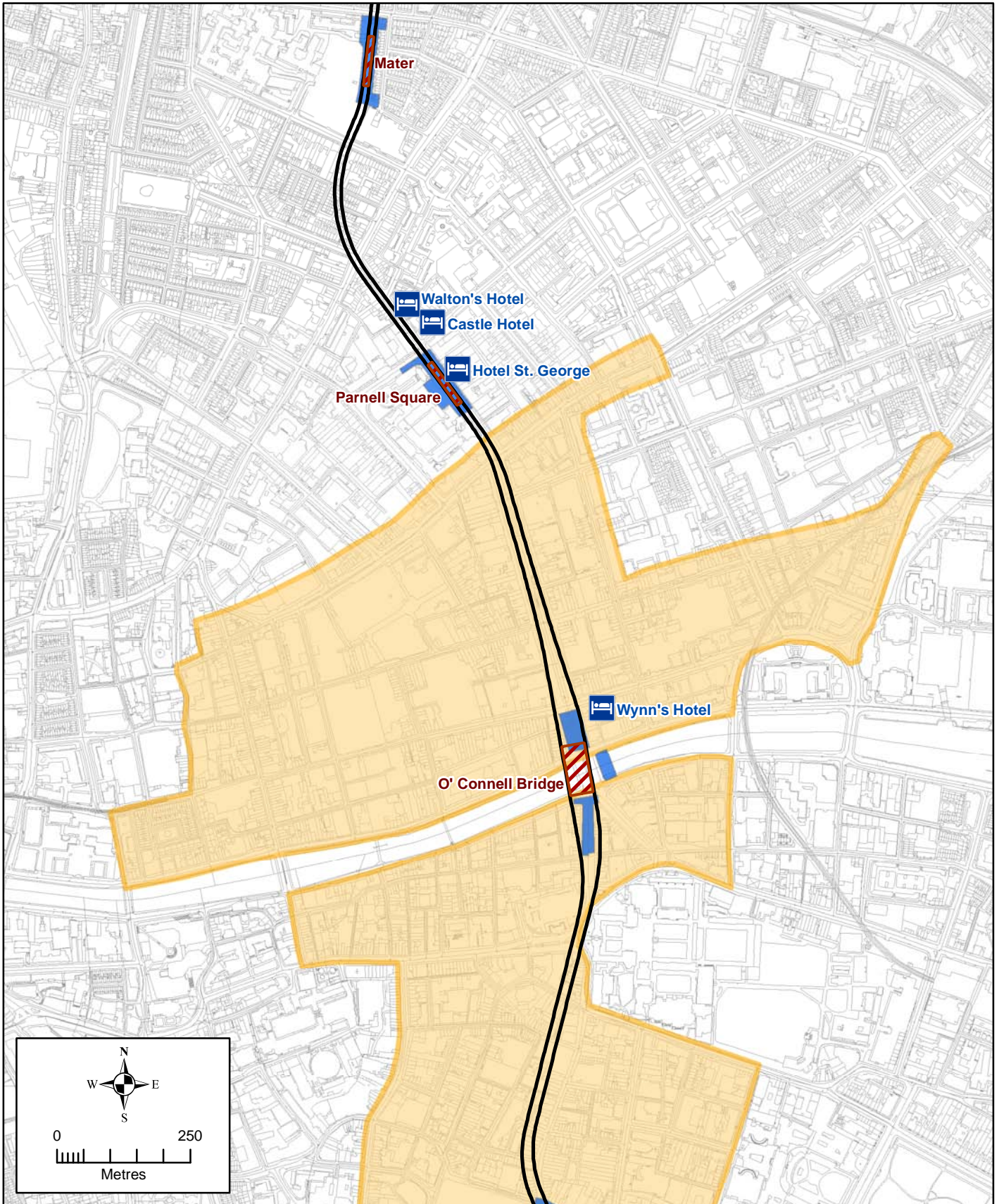


KEY:

- Metro North Stops
- Metro North Route
- Construction Compounds
- Central Shopping Area
- Principal Shopping Streets**
- Category 1
- Category 2
- Car Parks

CLIENT: <b>RPA</b>	SIZE: <b>A4</b>
<small>ERM</small> 2nd Floor Exchequer Court 33 Saint Mary Axe London, EC3A 8LL Tel: 020 3206 5200 Fax: 020 3206 5440	
<small>SOURCE: Reproduced from Ordnance Survey Northern Ireland digital map data. © Crown copyright, All rights reserved. 2008          PROJECTION: TM65 Irish Grid</small>	

TITLE: <b>Figure IMG5.3 Location of Dublin City Centre Car Parks</b>		
DATE: 26/03/2009	CHECKED: IG	PROJECT: 0047054
DRAWN: KM	APPROVED:	SCALE: 1:10,000
DRAWING: <b>CarParks.mxd</b>		REV: <b>0</b>



<b>KEY:</b> Hotels Metro North Stops Metro North Route Construction Compounds Central Shopping Area	<b>CLIENT:</b> RPA	<b>SIZE:</b> A4	<b>TITLE:</b> Figure IMG5.4 Dublin City Centre Hotels Represented in Submissions			
	<b>ERM</b> Suite 508 The Capel Building Mary's Abbey, Dublin 7 Tel: +353 1 814 7700 Fax: +353 1 814 7777			<b>DATE:</b> 31-03-2009	<b>CHECKED:</b> IG	<b>PROJECT:</b> 0047054
	<b>SOURCE:</b> Reproduced from Ordnance Survey Northern Ireland digital map data. © Crown copyright, All rights reserved. 2008 <b>PROJECTION:</b> TM65 Irish Grid			<b>DRAWN:</b> FS	<b>APPROVED:</b>	<b>SCALE:</b> 1:10,000

Annex IMG6

**Hourly Pedestrian Counts  
on the Principal Shopping  
Streets in Dublin City  
Centre, 2007**

## Pedestrian Counts on Principal Shopping Streets

The information presented has been extracted from pedestrian count data undertaken by Abacus for the RPA at selected city centre locations on Thursday 20 September 2007 and Saturday 22 September 2007. A comparison is given of hourly pedestrian flows on the main shopping streets in Dublin City Centre, where counts were undertaken, for the period of 13:00 and 14:00. The pedestrian counts give a robust indication of retail footfall and the relative attractiveness of areas within Dublin's Principal Shopping Streets as defined on Figure 4 of Chapter 8 of the Dublin City Development Plan (2005). A map showing the location of the pedestrian counts forms part of the Appendix.

**Table IMG6.1 Pedestrian Counts on the Principal Shopping Streets in Dublin City Centre, Hourly Rate 13:00 -14:00, 2007**

Site	Street	Location	Number of Pedestrians	
			Thursday 20/09/2007	Saturday 22/09/2007
1	<b>Grafton Street</b>	Southern section of Grafton Street, north of St Stephen's Green North-south movements	7,977	20,895
2	<b>O'Connell Street South</b>	North of O'Connell Bridge North-south movements	8,847	10,744
3	<b>St Stephen's Green West</b>	South of King Street South/St Stephen's Green North North-south movements	8,897	3,436
4	<b>St Stephen's Green Shopping Centre</b>	Entrance on corner of St Stephen's Green and King Street South	6,758	5,005
5	<b>Earl Street North</b>	West of Marlborough Street East-west movements	6,245	6,147
6	<b>Talbot Street</b>	East of Marlborough Street East-west movements	5,362	3,899
7	<b>St Stephen's Green North</b>	East of Grafton Street East-west movements	4,466	3,852
8	<b>O'Connell Street North</b>	South of Parnell Square East North-south movements	2,866	3,823
9	<b>King Street South</b>	West of St Stephen's Green East-west movements	2,886	1,648
10	<b>Parnell Street</b>	East of Parnell Square West East-west movements	2,295	2,351

Appendix IMG7

## Non- Agricultural Properties affected by Land Take

## **Non-Agricultural Properties Affected by Land Take**

### ***The following properties will be demolished as part of the scheme:***

- Westfield House, Ballymun Road, Dublin 9;
- 1 Albert College Lawn, Glasnevin, Dublin 9;
- Dunbeg, Saint Alphonsos Avenue, Drumcondra, Dublin 9;
- 2 Saint Alphonsus Avenue, Drumcondra, Dublin 9;
- 3 Saint Alphonsus Avenue, Drumcondra, Dublin 9;
- 4 Saint Alphonsus Avenue, Drumcondra, Dublin 9;
- 5 Saint Alphonsus Avenue, Drumcondra, Dublin 9;
- 6 Saint Alphonsus Avenue, Drumcondra, Dublin 9;
- Saint Vincent's Centre for the Deaf, Drumcondra Road Lower, Dublin 9;
- 398 North Circular Road, Dublin 7;
- 400 North Circular Road, Dublin 7;
- 24 Leo Street, Phibsborough, Dublin 7;
- 25 Leo Street, Phibsborough, Dublin 7;
- 26 Leo Street, Phibsborough, Dublin 7;

### **The following properties or land will be required either permanently or temporarily (as identified in the EIS) as part of the scheme:**

#### ***Area MN101 – Belinstown to South of Swords***

- Land behind cottage immediately north of Lissenhall Bridge
- Footbridge over the R132 north of Estuary Roundabout
- Footbridge over the R132 north of Seatown Roundabout
- Industrial property east of R132 between Seatown and Malahide Roundabouts
- Footbridge over the R132 between Seatown and Malahide Roundabouts
- Footbridge over the R132 south of Malahide Roundabout
- Lands to the east of the R132 (development lands) south of Malahide Roundabout

#### ***Area MN102 - South of Swords to Dublin Airport Boundary***

- Lands part of Airside Business Park to the east of the R132

- Two fields to the east of the R132 (fallow lands) north of Pinnock Hill Roundabout
- Part of Airside Retail Park delivery road
- Field and front garden associated with veterinary clinic at Pinnock Hill Roundabout
- Two fields to east of R132 at Fosterstown Park & Ride site
- Telecommunications mast at Fosterstown Park & Ride site
- Rear of Airside Retail Park to east of R132 at Fosterstown Park & Ride site
- Part of field to west of R132 at Fosterstown Park & Ride site
- Part of Airside Retail Park car park
- Cottage at Nevinstown, Swords
- Cottage at Nevinstown, Swords
- Texaco Filling Station at to west of the R132 south of Nevinstown Lane
- Cottage at Fosterstown South, Swords
- Cottage at Fosterstown South, Swords
- Scrap yard at Fosterstown South, Swords
- Access road to precast concrete works

***Area MN103 – Dublin Airport and MN104***

- Dublin Airport lands
- Access road and entrance to meat packing plant at Ballystruan
- Whitehall GAA sports grounds east of Ballystruan Lane
- Parnell GAA sports grounds east of Ballystruan Lane
- Cottage on Ballystruan Lane
- Cottage on Ballystruan Lane
- Airport Lands south of Southern Perimeter Road
- Starlight GAA sports grounds (Airport Lands) west of Ballystruan Lane and south of Southern Perimeter Road
- Stables at Ballystruan
- Access road and entrance to meat packing plant at Ballystruan
- Private garden at St. Anne's House south of M50
- Entrance to Tesco Lands east of Old Ballymun Road
- Lands west of Old Ballymun Road
- Lands west of Old Ballymun Road

- Lands west of Old Ballymun Road
- Lands to east of R108 at Charter School Hill (4 holdings)
- Santry Lodge, Charter School Hill
- Lands to the west of Old Ballymun Road
- Lands to the west of the R108

***Area MN105 - South of Northwood to Dublin City University***

- Part of garden at 173 Ballymun Road
- Part of garden at 171a Ballymun Road
- Part of garden at 2 Glasnevin Avenue
- Part of garden of Victory Credit Union, 171 Ballymun Road
- Strip of land at Our Lady of Victories School, Ballymun Road
- Part of garden at 160 Ballymun Road
- Part of garden at 158 Ballymun Road
- Part of front lawn of Our Lady of Victories Church, Ballymun Road
- Strip of land at Albert College Court
- Strip of land at Scout Hall
- Westfield House, Ballymun Road, Dublin 9
- 1 Albert College Lawn, Glasnevin, Dublin 9
- 2 Albert College Lawn, Glasnevin, Dublin 9

***Area MN106 - Dublin City University to South of Mater Hospital***

Various properties situated above bored tunnel alignment as listed in the Railway Order.

- DCU lands at Griffith Avenue Stop
- Part of grounds of St. Patrick's College, Drumcondra
- 12 Alphonsus Road Drumcondra, Dublin 9
- 14 Alphonsus Road Drumcondra, Dublin 9
- 16 Alphonsus Road Drumcondra, Dublin 9
- 18 Alphonsus Road Drumcondra, Dublin 9
- 20 Alphonsus Road Drumcondra, Dublin 9
- Dunbeg, Saint Alphonsus Avenue, Drumcondra, Dublin 9
- 2 Saint Alphonsus Avenue, Drumcondra, Dublin 9

- 3 Saint Alphonsus Avenue, Drumcondra, Dublin 9
- 4 Saint Alphonsus Avenue, Drumcondra, Dublin 9
- 5 Saint Alphonsus Avenue, Drumcondra, Dublin 9
- 6 Saint Alphonsus Avenue, Drumcondra, Dublin 9
- Access road to Quinn's public house, Drumcondra, Dublin 9
- Saint Vincent's Centre For The Deaf, Drumcondra Road Lower, Drumcondra, Dublin 9
- Access road to rear of commercial premises at 32 – 38 Lower Drumcondra Road, Drumcondra, Dublin 9
- Iarnród Éireann railway, Drumcondra, Dublin 9
- 398 North Circular Road, Dublin 7
- 400 North Circular Road, Dublin 7
- Part of grounds of Mater Misericordiae Hospital,
- 24 Leo Street, Phibsborough, Dublin 7
- 25 Leo Street, Phibsborough, Dublin 7
- 26 Leo Street, Phibsborough, Dublin 7

***Area MN107 - South of Mater Hospital to St. Stephen's Green***

- Various properties situated above bored tunnel alignment as listed in the Railway Order
- Various basements on Parnell Square East
- Part of grounds of Rotunda Hospital
- Part of St. Stephen's Green