

## Aoife Brennan

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**From:** Martin, Frank <Frank.Martin@hines.com>  
**Sent:** Tuesday 8 November 2022 14:42  
**To:** Aoife Brennan  
**Cc:** Denis LVSC  
**Subject:** RE: Lucan Palmerstown, North Clondalkin Area Committee Meeting September  
Item ID: 76221

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Aoife,

I refer to the email trail below and respond as follows:

**Chief Executive  
South Dublin County Council  
County Hall  
Tallaght  
Dublin 24**

Dear Sir,

Thank you for your letter on behalf of the Lucan/Palmerstown/North Clondalkin Area Committee elected representatives.

We take this opportunity to provide some context regarding the changes recently implemented regarding the operation and management of the Liffey Valley Shopping Centre Car Parking to the committee which as the council executives are aware has been on the agenda now over a decade.

Prior to Hines involvement in the management of Liffey Valley S.C., there were planning requirements from your Local Authority regarding mobility management and car parking management e.g. planning decision reference no. SD12A/0226 dated 7<sup>th</sup> October 2013.

### **Planning and Policy**

Since 2013 planning and transport policies both at National and Local level have evolved significantly, some examples of which include:

- The Climate Action Plan 2021 set targets to reduce national transport emissions by 50% by the year 2030.
- The National Sustainable Mobility Policy and associated Action Plan 2022-2025 sets modal shift as a core objective of the new 10-year National Sustainable Mobility Policy. This policy includes actions in the areas of behaviour change and demand management for all transport users, including workers.
- BusConnects is a key component of a number of Government and regional policies including the National Development Plan 2021-2030, Climate Action Plan 2021, the National Planning Framework 2040 and the Greater Dublin Area Transport Strategy 2016-2035. The service delivery in conjunction with the new BusConnects interchange at Liffey Valley will deliver overall enhancement in public transport connectivity from outlying areas to the Centre by 50% and the wider BusConnects implementation in the area has already seen the addition of additional bus services and new bus routes with further new routes and additional services being added over the coming months.

- Demand management measures are required to encourage modal shift and the Greater Dublin Transportation Strategy including the following key recommendation (section 2.3.5):

***“The rolling out and introduction of parking charges at all out of town retail centres in a bid to reduce congestion and reduce the numbers of people travelling to these centres via car..”***

- The recently approved South Dublin County Development Plan, adopted by the elected members of the Council including all members of the Lucan/Palmerstown/North Clondalkin Area Committee, specifically seeks the introduction of paid parking systems in out-of-town shopping locations such as Liffey Valley Shopping Centre:

***“... payment systems will be required in car parks associated with major shopping centres and other large commercial developments where new facilities or major extensions to existing facilities are proposed. This will ensure the efficient turnover of parking in such developments and allow urban centres and public transport to compete with ‘out of town’ centres on a more equitable basis.”***

- recent planning applications for the Centre have seen input from Transport Infrastructure Ireland specifically regarding paid parking at Liffey Valley in order to actively discourage people from driving to the Centre and to actively encourage them to seek alternative means of transport.

### **Liffey Valley Car Park Strategy**

In conjunction with the above, there has been significant investment in recent years in a series of initiatives that are part of a longer term strategy to comply with these planning and policy requirements while enhancing the overall customer experience at Liffey Valley Shopping Centre.

The Centre today is significantly different to when it first opened almost 25 years ago, yet the operation of the car parks has remained largely unchanged during that period. The Centre is now much larger than it was when opened in 1998 and this has created considerable additional demands on the car park systems.

This expansion also means that the Centre’s contribution to the local economy by way of jobs and revenue to the public purse both locally and nationally has significantly increased.

As the Shopping Centre has evolved, there has been increasingly negative feedback from customers about the parking experience generally. There has also been a growing trend of non-shoppers regularly occupying parking bays for very long periods, that should be available for Centre visitors. These issues have brought with them a pressing need for a revised parking management strategy that not only catered to the increased demand but also delivers on policy requirements to facilitate more sustainable ways for people to access Liffey Valley.

As you are already aware, the current upgrade project has delivered a suite of new initiatives including:

- Dedicated pathways and rest points to improve pedestrian and cycleway access to and from the centre
- Real time information on availability of car parking spaces and guidance to facilitate quicker access into spaces to reduce congestion
- Straight-in and wider parking bays rather than the current angled parking - for the greater convenience of vehicle owners
- Additional spaces for drivers with a disability or restricted mobility drivers, for parents and toddlers, and increased spaces for bicycle parking
- New electric vehicle charging points
- A new traffic junction to enhance traffic flow in and out of the centre
- New public lighting
- New CCTV security system

We have also planted 500 new trees, 100,000 new plants and shrubs and complete a major landscaping programme as part of this €30 million redevelopment project, all of which is delivering a transformation of the approaches to and environs around Liffey Valley Shopping Centre.

The new Bus Connects interchange will see delivery of a new 6-bay bus arrival and departure facility within the Liffey Valley car parks. The opening of the bus interchange facility in early 2023 will bring passengers right into the Centre and up to the front door and it is expected that this facility, while benefitting customers, will particularly assist retailer staff in delivering the required modal shift from car transport towards public transport required by policy.

While the new arrangements saw the introduction of paid parking at the Shopping Centre with a €2.50 charge to apply for the first hour of parking and the following 2 hours after that for free, staff parking is also provided for at a significantly discounted rate for staff working at the Centre of €2.50 per trip. This aspect of the strategy recognises that not every retail staff member is in a position of avail of the transport alternatives to the car even though the discounted rate is below the fare that most bus journeys to the Centre costs.

All of these changes involved consultation with the retailers who employ the staff at the Centre over the past number of months and the dialogue with our retailers continues on a daily basis as the changes are bedded in. Since the changes have been implemented there has been capacity available in the staff designated car park areas at all times.

It is important to underline that a core objective of this project is to provide real and more sustainable travel options to everybody visiting Liffey Valley Shopping Centre. Not only is this the right thing to do but it is also required by you I under your County Development Plan to implement these changes. The staff parking rate is related to the requirement for modal shift. With c 2,500 staff working at the Centre, staff are a key part of the modal shift transition which has to be delivered if there is to be further development and job creation at the Centre. Experience from other projects has shown that significant model shift can occur where employers and employees work together to identify those who can walk, cycle, car share etc. If there was no charge for staff parking none of these discussions would take place. The employers have knowledge of their employees and the individual circumstances etc to inform how change can be delivered

We note the concerns raised by the committee and very much appreciate that a change to a practice that has been in place for 24 years is difficult to implement.

Once the changes at Liffey Valley have bedded in, we are confident that we will have positively contributed to the objectives of both national and local authority strategies regarding climate change and more sustainable transport and that the Centre will be well placed to continue it's 24 year growth trajectory so as to continue positively contributing to the economy through job creation and revenue contribution to the local authority despite the significant challenges facing physical retail businesses from online.

We trust that the local authority executive as well as its elected members will appreciate the wider policy, planning and operational considerations that have been taken into account with the introduction of these changes at Liffey Valley Shopping Centre.

Best Regards,

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**From:** Aoife Brennan <abrennan@SDUBLINCOCO.ie>

**Sent:** Monday 7 November 2022 08:04

**To:** Martin, Frank <Frank.Martin@hines.com>

**Subject:** RE: Lucan Palmerstown, North Clondalkin Area Committee Meeting September Item ID: 76221

[From an External Email System]

Hi Frank,

Apologies I was on leave , I will give you a call today.

Kind Regards  
Aoife

**From:** Aoife Brennan <[abrennan@sdblincoco.ie](mailto:abrennan@sdblincoco.ie)>  
**Date:** 28 September 2022 at 08:48:27 IST  
**To:** Denis O Connell <[denisOC@liffeyvalleyisc.ie](mailto:denisOC@liffeyvalleyisc.ie)>  
**Subject:** Lucan Palmerstown, North Clondalkin Area Committee Meeting September Item ID: 76221

Dear Sir,

At the Lucan/Palmerstown/North Clondalkin Area Committee Meeting the following motion was passed by

The members and it was agreed to write to you in this regard.

***"That the Chief Executive write to the Hynes group and Liffey Valley Shopping Centre to express this committee's disappointment with the decision to charge staff for car parking at the centre. Retail workers are some of the lowest paid workers in the country and we as elected representatives urge the management of Liffey Valley Shopping Centre to immediately reverse the decision and offer free car parking to all members of staff."***

Any reply will be circulated to the members of the Lucan ACM and will be available to the public as part of the minutes. Your early reply would be appreciated.

*Kind Regards*

*Aoife Brennan  
Staff Officer  
Admin/Meeting  
Land Use Planning and transportation*



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eile a fhágáil gan déanamh ar iontaoibh an ríomhphoist seo toirmiscithe ort agus d'fhéadfadh siad sin a bheith neamhdhleathach. Má fuair tú an teachtaireacht leictreonach seo trí earráid téigh i dteagmháil, le do thoil, leis an té a sheol í nó le [info@sdublincoco.ie](mailto:info@sdublincoco.ie). Glanadh an teachtaireacht seo le bogearraí Frithvíreas.

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