The High Street is Changing

.....the future of the High Street

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Planning for Change
Parallel Session 3: A Place with (No) Purpose?
The Future of the High Street
Planning for Change

Horses & Hats

The Future. A place where everything seems to stay the same, yet everything is different

WHO IS THE FUTURE?
A Business Plan... ...... in 1916

Our Market

The Trend

What to invest in?

The Evidence

What happened... ...... by 1956

Our Market

The Trend

What was invested in?

The Evidence

3.5 Billion!

3 Billion!
The High Street in the Past

- Markets
- Fairs
- Hawkers
- Tradesmen
- Criers

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Shopping Centres – The Royal Exchange 1567
Shopping Centres – Department Stores – Malls

Trends in the High Street

Retail employee numbers in the UK have been falling since the end of 2015

0.5 bn Smartphones
3.5 bn Smartphones
High Street in Context – *What do we mean?*

- City Centre?
- Central Business District?
- Downtown?
- High Street?
- Shopping Centre?
- Town centre?
- Neighbourhood Centre?

Rural Settlements are Changing

- Burdened by External Values [Heritage, Tradition]
- Lack of Comparative Advantages [Cost, Convenience, Quality]
- Social Apartheid
- Unrealistic Expectations & Entitlement
- Unsuitable Fabric and Layout
- Unsustainable Mobility Patterns
- Inflexible and Under-capitalised ownership
- Economic severance from Hinterland
FAILURE STRATEGY

• Ignore Reality
• Don’t use it
• Don’t change
• Planning to Prevent

SUCCESS STRATEGY

• Accept Reality
• Use it or lose it
• Choose to change
• Positive Planning
Strategies for Success

- Purposeful Planning
- Avoid Blame
- Avoid Nostalgia
- Admit, Embrace and Anticipate Change
- Plans are Spatial, Sectoral and for Specialization

Solutions – *Settlements-to-settle-in*

- Active conversion from Commercial to Residential Centres
- Adopt Measurable Expectations & Values
- Identify Specialisation and Concentration
- Pursue Quality-of-Life Targets
- Pursue Energy Targets
The New High Street can help to deliver more Sustainable Mobility

Transport is Ireland’s largest Energy Use

Live-work communities can make a huge and immediate contribution to reducing commuting and associated emissions

Imagine if we could avoid 260,000 journeys on one day each week?

WHAT WOULD SUCCESS LOOK LIKE?

A place where everything seems to stay the same...... yet everything is different
A place where everything seems to stay the same...... yet everything is different

Local Authority Public Realm

Enterprise Ireland Tenants

BALLYBEG HIGH STREET, CO ANYWHERE

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A place where everything seems to stay the same...... yet everything is different

Retail as an activity is around 200 years old
The fabric of most Irish towns are less than 200 years old
Retail High Streets are a recent invention

The rural market functions of most Irish towns are redundant
Retail is rapidly contracting in towns of all sizes

The function of towns will change from retail to become living and work places
Planning can facilitate or frustrate this change
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Planning can facilitate or frustrate this change

Thank you

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