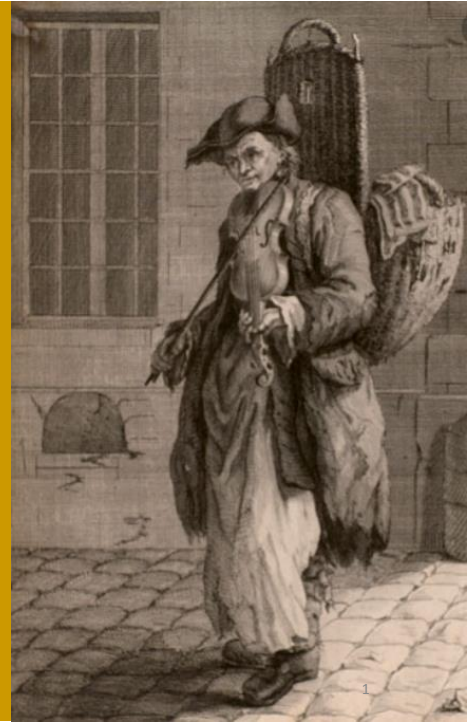


The High Street is Changing

.....the future of the High Street

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TU Dublin



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

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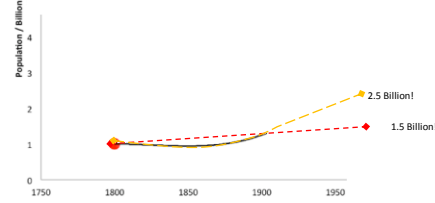
WHO IS
THE
FUTURE?

A Business Plan... in 1916

Our Market



The Trend



The Evidence



What to invest in?



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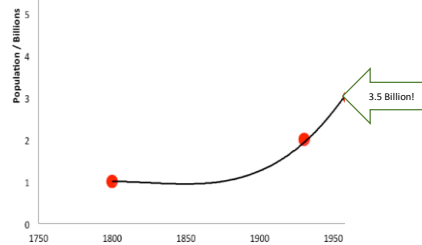
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What happened... by 1956

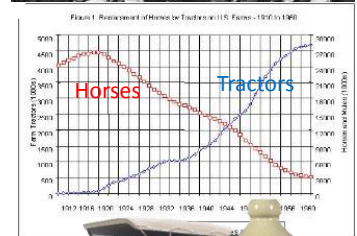
Our Market



The Trend



The Evidence



What was invested in?

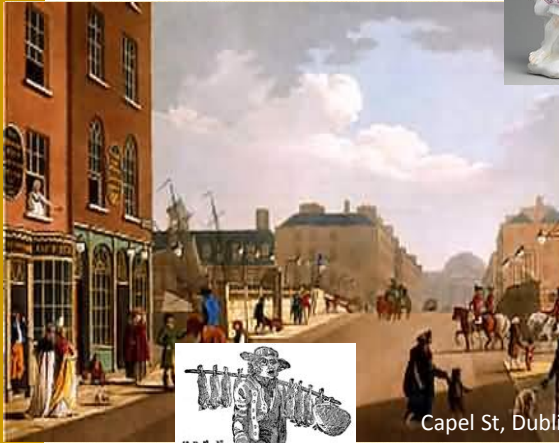
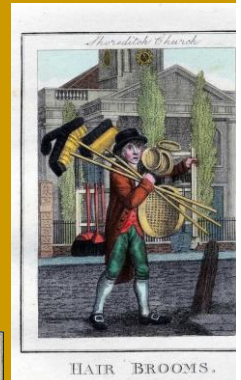


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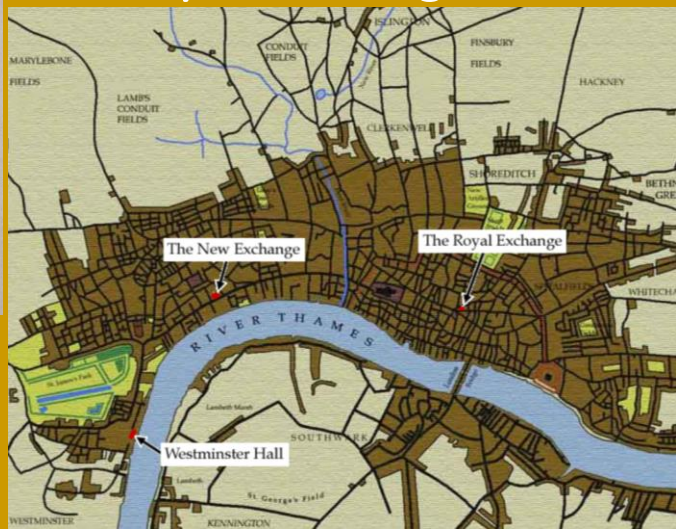
The High Street in the Past

- Markets
- Fairs
- Hawkers
- Tradesmen
- Criers



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Shopping Centres – The Royal Exchange 1567



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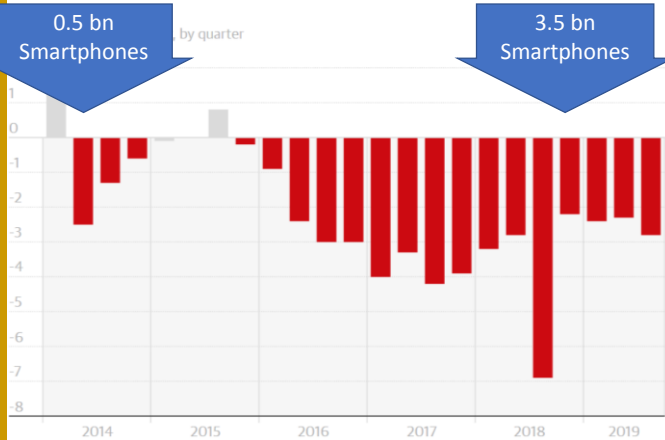
Shopping Centres – Department Stores – Malls



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Trends in the High Street

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



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High Street in Context – *What do we mean?*

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

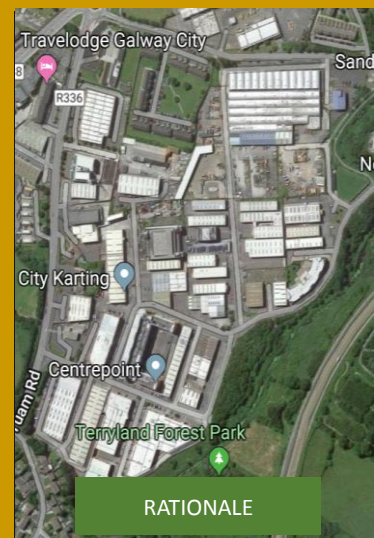


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Rural Settlements are Changing

- 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



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FAILURE STRATEGY

- Ignore Reality
- Don't use it
- Don't change
- Planning to Prevent

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SUCCESS STRATEGY

- Accept Reality
- Use it or lose it
- Choose to change
- Positive Planning

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Strategies for Success

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



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Solutions – *Settlements-to-settle-in*

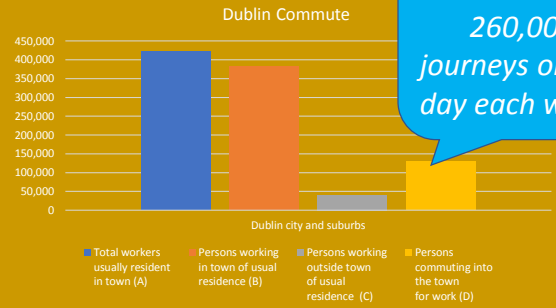
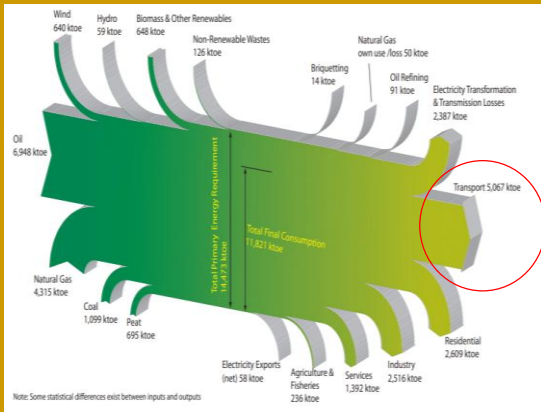
- Active conversion from Commercial to Residential Centres
- Adopt Measurable Expectations & Values
- Identify Specialisation and Concentration
- Pursue Quality-of-Life Targets
- Pursue Energy Targets



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The New High Street can help to deliver more Sustainable Mobility

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



Transport is Ireland's largest Energy Use

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

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WHAT WOULD SUCCESS LOOK LIKE?

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

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



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BALLYBEG HIGH STREET, CO ANYWHERE

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



Enterprise Ireland Tenants

Local Authority Public Realm

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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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The function of towns will change from retail to become living and work places

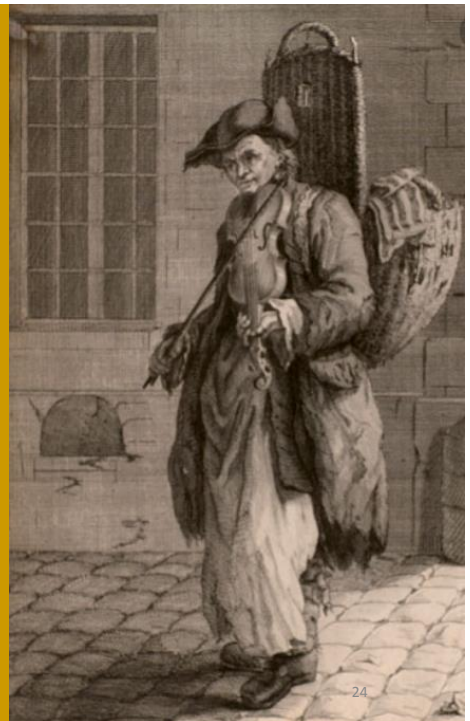
Planning can facilitate or frustrate this change

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Thank you

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