

CREATING TOMORROW'S PLACES TODAY

PARKWAY SHOPPING CENTRE

DOUGLAS | WALLACE





THE PROJECT

CLIENT

Lindat Ltd

PROJECT VALUE

€70,000,000

BRIEF OVERVIEW

The Parkway Shopping Centre project is a major redevelopment of an existing district centre, expanding the retail and providing a mix of uses including hotel, offices and apartments.

OUR ROLE;

Architectural Services



To breath new life and maximise the value potential of a tired and stagnant district centre...

THE CHALLENGE

The existing centre has suffered from not being able to attract the quality retailers that provide the life blood of any successful shopping centre. This is due, in part, to a number of reasons:

- **Inadequate amount of retail units** of the required size to provide the 'critical mass' necessary to draw sufficient footfall
- **Poor vehicular access** with long waiting times during busy periods
- **Faded and unwelcoming design** with sub-standard visual impact
- **Planning constraints** which limited the quantum of retail and size of units
- **Site developed to capacity** with the large amount of grade level parking

OUR APPROACH

Analyse the problem, evaluate the business case, satisfy the brief, provide a creative solution.

Douglas Wallace examined the problems with the existing centre and in consultation with the client developed a strategy that would create a vibrant retail centre and made sound commercial sense. Our analysis showed that the following issues needed to be addressed:

- **Maximise the retail impact** within the constraints imposed by the local planning authority
- **Improve the centre's accessibility** to ensure that visiting the centre is a convenient and pleasant experience
- **Provide a rich and vibrant district** centre for the local community to engage with and support
- **Ensure an economically viable development** through close consultation with the client and their agent



10,000m² of additional retail space
88 bedroom hotel
1900m² of office space
45 apartments



OUR SOLUTION

To maximise the development potential of the site Douglas Wallace proposed using the existing shopping centre floor level to set a new grade level across the majority of the site.

This effectively sets the extended development on a raised plinth around which the redesigned road system undulates and allows a substantial portion of the increased parking requirement to be accommodated in underground parking.

The walls of the plinth are formed in gabion panels filled with stone displaced during site excavation. This firmly roots the development in its locality. Trees and banks of planting soften the edge of the plinth when viewed from road level.

We proposed to extend and refurbish the existing centre. The addition of small office units and a hotel will provide employment opportunities and increase the provision of services for local population. These, along with the new residential units will ensure the site is given life outside retail trading hours.

MIXED USE SCHEME

10,000m² of additional retail space with some reconfiguration of the existing to provide an effective arrangement of retail units of varying sizes. The positioning of the anchor units is critical to the achieve adequate footfall throughout the centre.

88 bedroom hotel to form a signature 'gateway' building on a prominent corner of the site on the main Dublin road in to the centre of Limerick.

1900m² of office space sub-divided into 'own door' units to provide employment opportunities and increase the provision of services for local population.

45 apartments along with the hotel ensure the site is given life outside retail trading hours.

1050 car parking spaces in undercroft and multi-storey parking.

