Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

Data & Analytics Unit

Dublin City Council

City Market Area Report

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260218_City_Market_Area_Methodology

1 Document Control

1.1 Document Information

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1.2 Document Review History

Version	Date	Author	Summary of Changes
1.0	18/02/2026	Vijay Sambhe	Draft Version
2.0	27/02/2026	Carl Flynn	Revised Version
2.1	11/08/2026	Sean Carey	Revision Version 2.1

1.3 Abbreviation

Abbreviation	Definition
DCC	Dublin City Council
CSO	Central Statistics Office

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2 Report

2.1 Dublin City Council and its Role

Dublin City Council (DCC) is the local authority responsible for the management, development and promotion of Dublin City. Its functions include planning, transportation, economic development, environmental services and the delivery of civic infrastructure that supports residents, businesses and visitors. As part of its commitment to sustaining a vibrant and accessible city centre, DCC regularly undertakes evidence-based analysis to support investment decisions, regeneration initiatives and the development of strategic city assets.

The purpose of this report is to provide a spatial overview of the area surrounding the Fruit & Vegetable Market at St Mary's Lane. The analysis examines demographic, transport, mobility and amenity datasets to better understand the characteristics of the market catchment and the potential user base accessible within the surrounding area using data available to Dublin City Council.

2.2 Fruit & Vegetable Market Context

The Fruit & Vegetable Market is located on St Mary's Lane in Dublin 7, in close proximity to Capel Street, Smithfield and Dublin's north inner city. Occupying a highly accessible and central city location, the site benefits from exceptional connectivity to surrounding residential communities, major employment centres, educational institutions, cultural destinations and an extensive public transport network. Its position at the convergence of several of Dublin's most vibrant and rapidly evolving urban quarters presents a significant opportunity to establish the market as a major civic, cultural and commercial destination within the capital.

The Fruit & Vegetable Market also serves as the centrepiece of the Strategic Development and Regeneration Area (SDRA) 13 under Dublin City Development Plan 2022-2028. The SDRA seeks to unlock the full potential of the historic market building as an iconic architectural landmark and as a focal point for cultural activity, community engagement, destination retail food experiences and tourism within a revitalised Markets District. This strategic policy support provides a strong foundation for the market to become a flagship regeneration project and a key contributor to the social, economic and cultural vitality of the city centre.

For this assessment, an 800-metre catchment area was examined around the market location, with additional coverage included to encompass the TU Dublin Grangegorman campus. The study area captures a diverse and substantial concentration of residents, students, workers and visitors, generating significant footfall and day-to-day activity throughout the week. The catchment benefits from a growing residential population, a large student community, thriving commercial activity and increasing visitor numbers, creating a strong customer base for a renewed market destination.

The City Council has recently brought forward the Draft Markets Area Public Realm Plan for consultation. This document sets out guidance for public and private development of the now redundant wholesale warehouse sites. It reflects the aspirations of the SDRA in relation to public space, greening, improvements to the fabric and pedestrian space, and sets out a list of projects to be implemented before 2030. A priority project will be the redevelopment of St Michan's Park and environs in conjunction with the local community. Projects identified in the Plan reflect an investment of 19m in the streets and public spaces in the Markets Area.

The market's location at the heart of this dynamic urban catchment presents a particularly lucrative opportunity to develop a distinctive destination that combines food, culture, events, enterprise and community uses. Its proximity to established visitor attractions, hospitality venues, retail areas and emerging development sites enhances its potential to attract both local users and city-wide audiences. Understanding the characteristics, accessibility and activity patterns within this catchment provides important context for assessing the market's capacity to become a landmark destination, strengthening the attractiveness of the wider Markets Area while supporting broader economic development, tourism growth and city centre regeneration objectives.

2.3 Target Point and Filtered Area

Target Point and filtered Area: Blue flag shows the location of the target point (*Longitude: -6.27087, Latitude: 53.34741*) and light purple small areas are selected for the analysis. They are in the 800m buffer area around the target point. The north-west side has slightly additional areas covered encompassing the **TU Dublin** (Grangegorman) campus.



2.4 Accommodation & Amenities

The analysis was performed to extract commercial establishments that provide lodging to travellers and tourists and for bars and pubs that exist in the near by areas to the target point.

Data source used: **https://overpass-turbo.eu/**

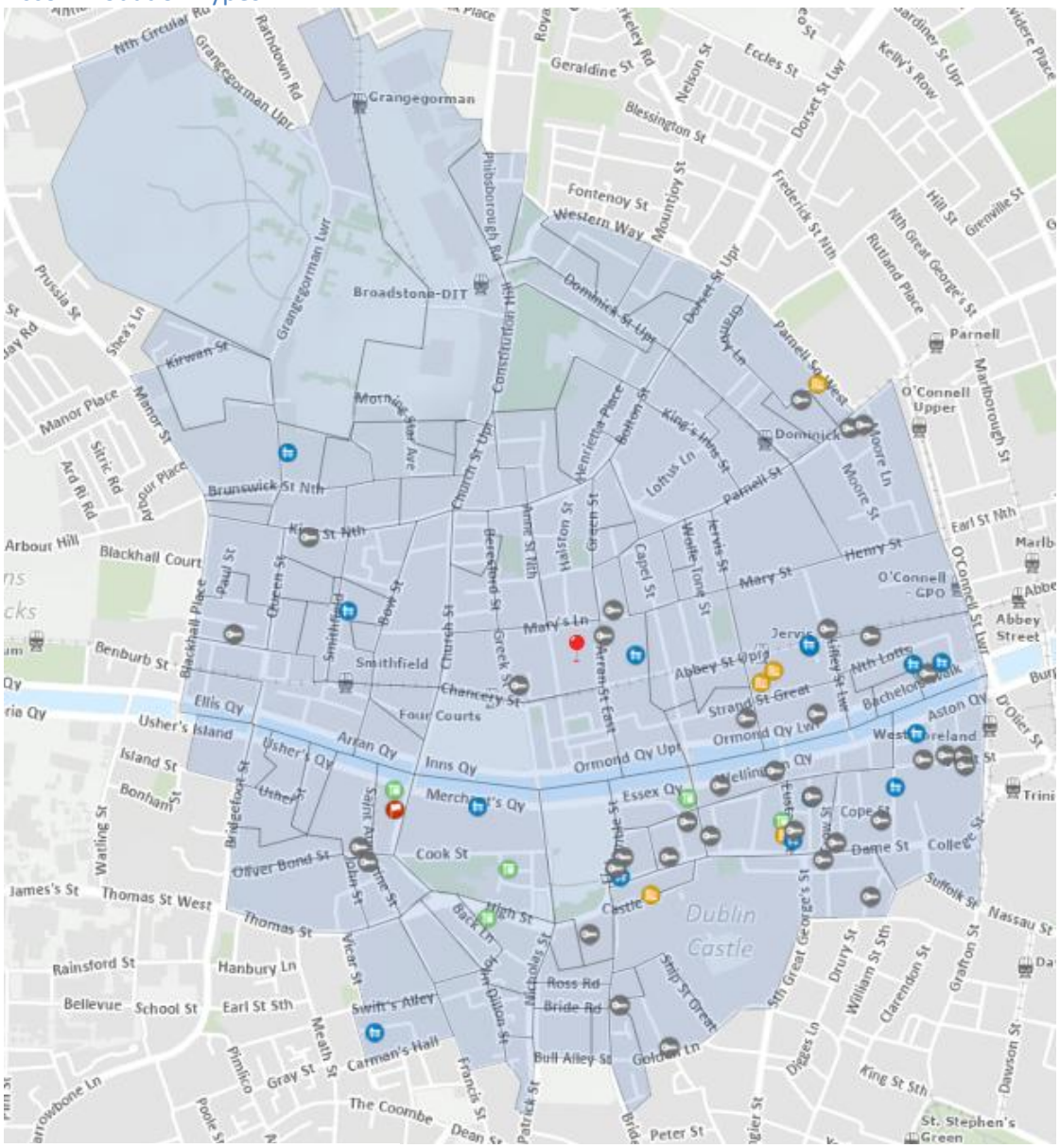
Overpass Turbo is a powerful, web-based data mining tool for **OpenStreetMap (OSM)**.

While the standard OpenStreetMap website is great for looking at a map, Overpass Turbo allows you to treat the entire world's map data like a searchable database. It acts as a user-friendly interface for the **Overpass API**, letting you run complex queries to find specific objects and visualize them instantly.

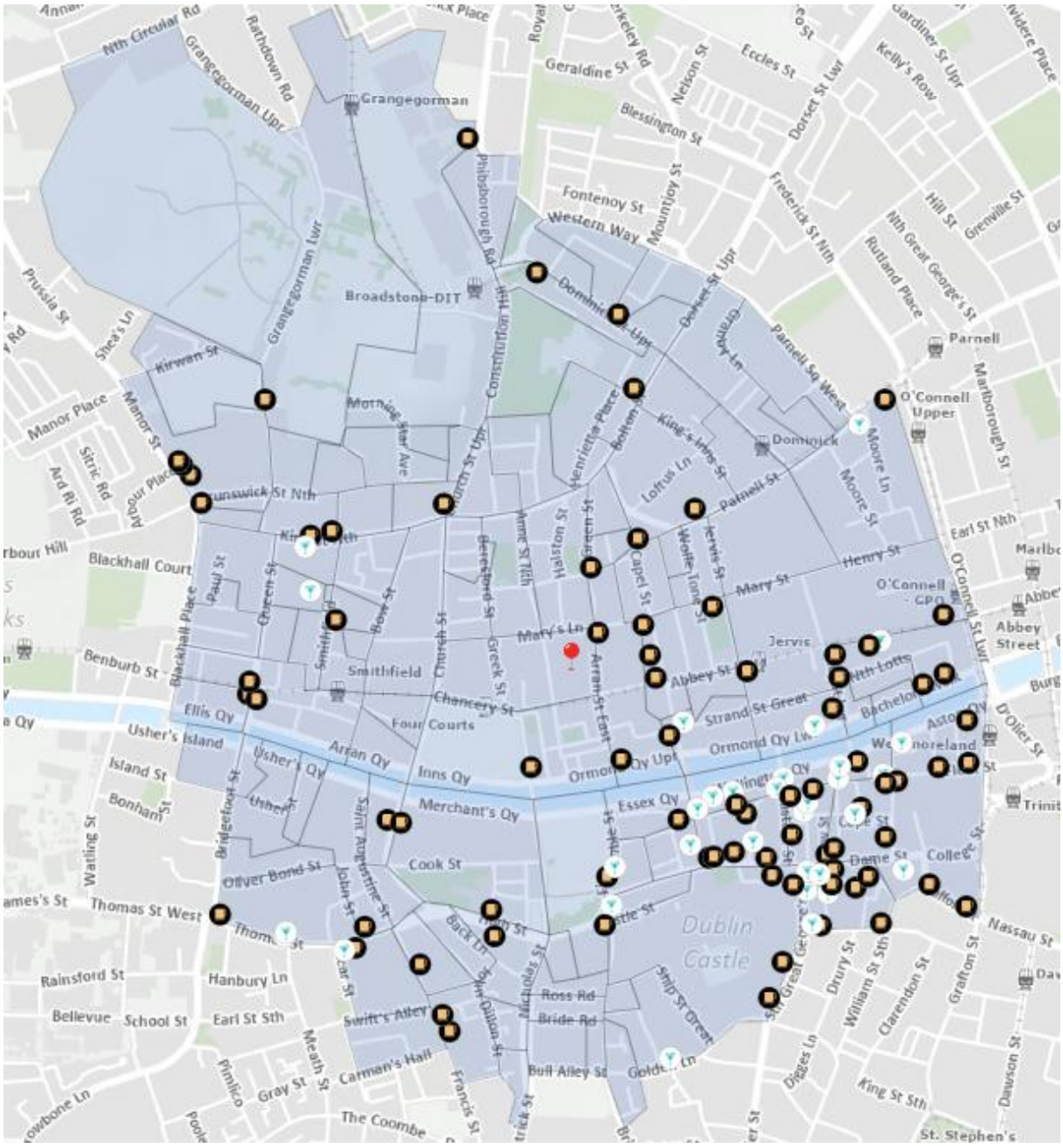
Trustworthiness (Is it accurate?)

- **Verified by Locals:** Unlike Google, which uses AI and street-view cars, OSM data is often hand-verified by people living in Dublin. If a hotel closes, a local mapper usually updates it faster than a corporate algorithm might.
- **Positional Accuracy:** Studies have shown that in urban areas like Dublin, the coordinates (Lat/Long) are generally accurate within **2–6 meters** of the actual ground truth, which is more than enough for data analysis or finding a building.

2.4.1 Accommodation Types

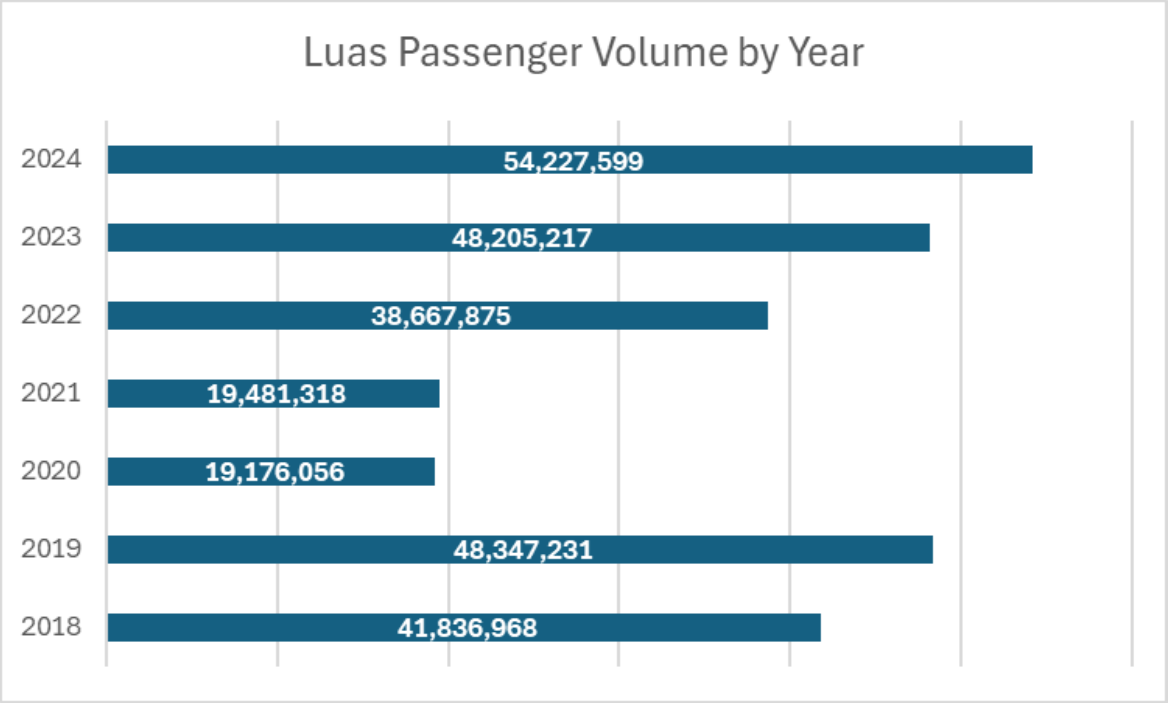


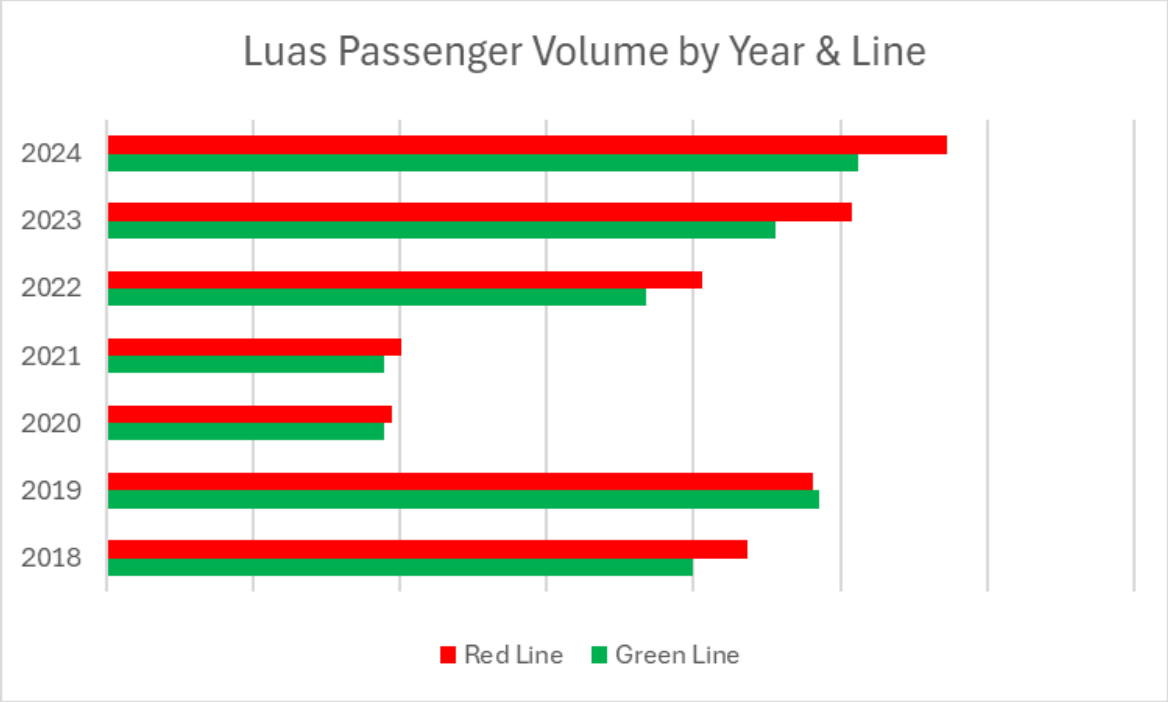
2.4.2 Amenities



2.5 Luas

This figure details the year-on-year growth on all Luas lines in commuter post year 2021 up to 2024.

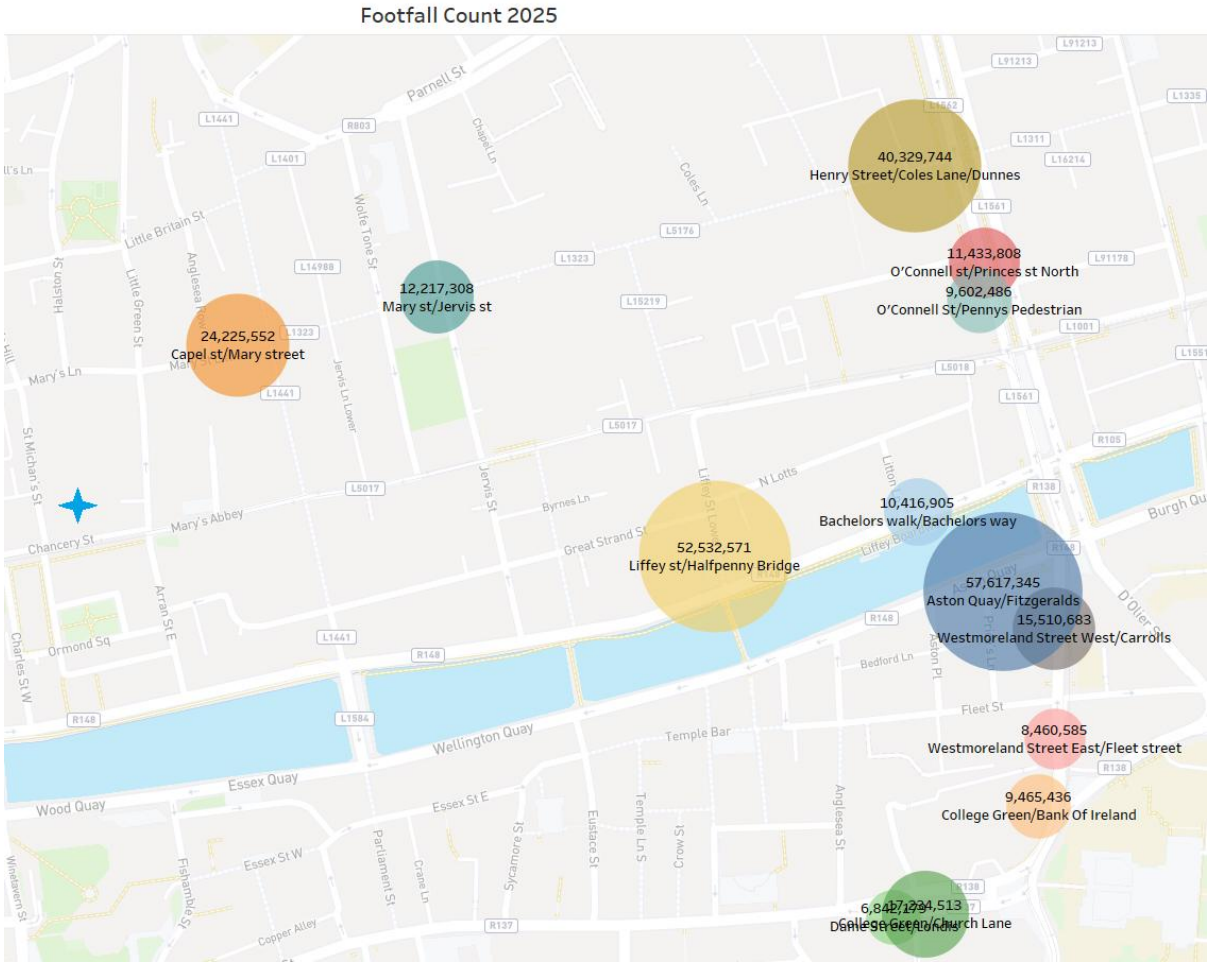




2.6 Footfall

Footfall data gathered from data.gov.ie for the year 2025, the following figure shows the sensor location and footfall volumes.

Footfall Eco Visio Footfall Sensor Locations and Volumes



Relative Size of Footfall at Sensor Locations

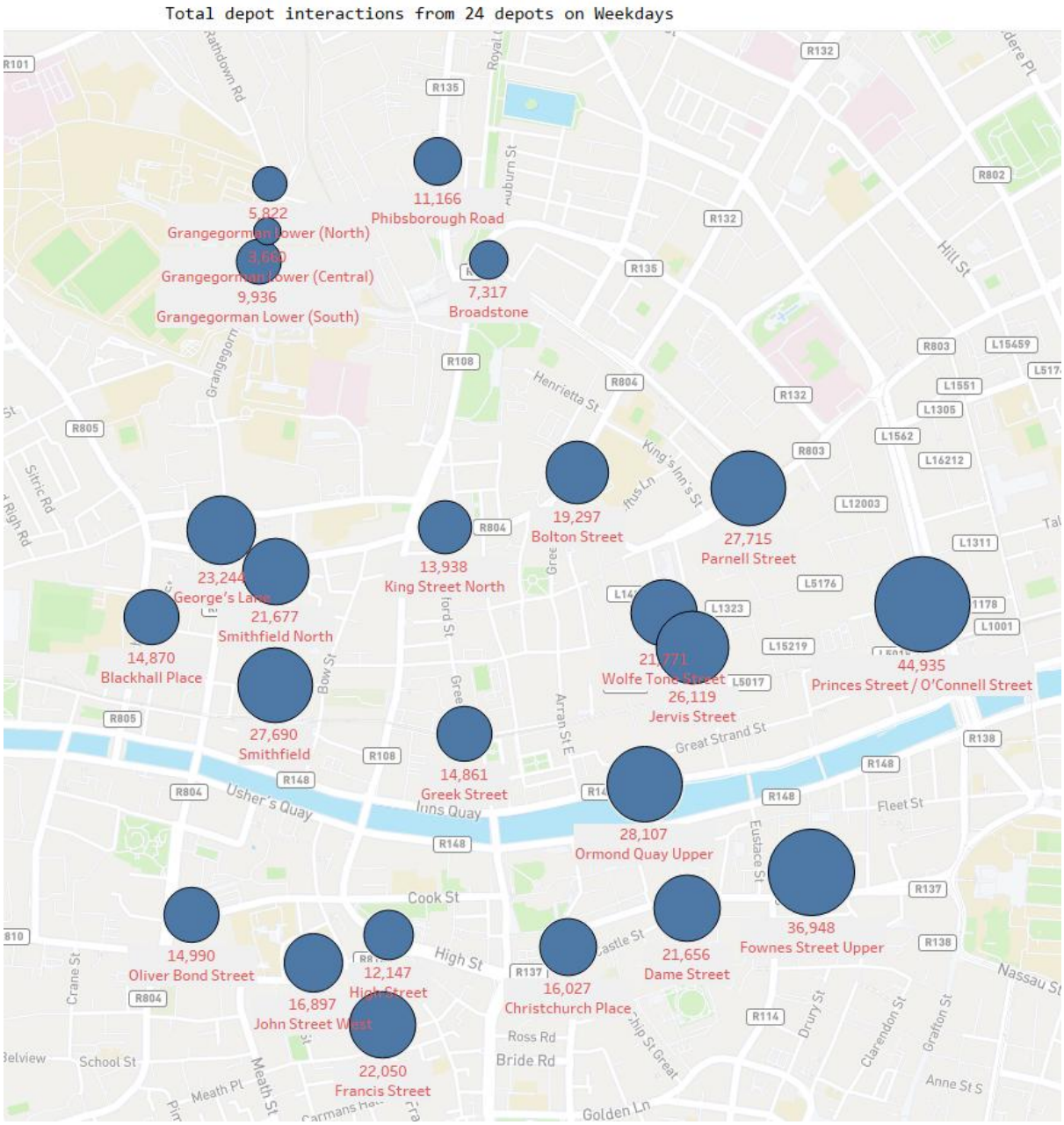
2.7 Bike

Data gathered from data.gov.ie with a date range of 1 year - 01/09/2024 to 31/10/2025

Bike Depots Locations & Volumes

Deport Interactions:

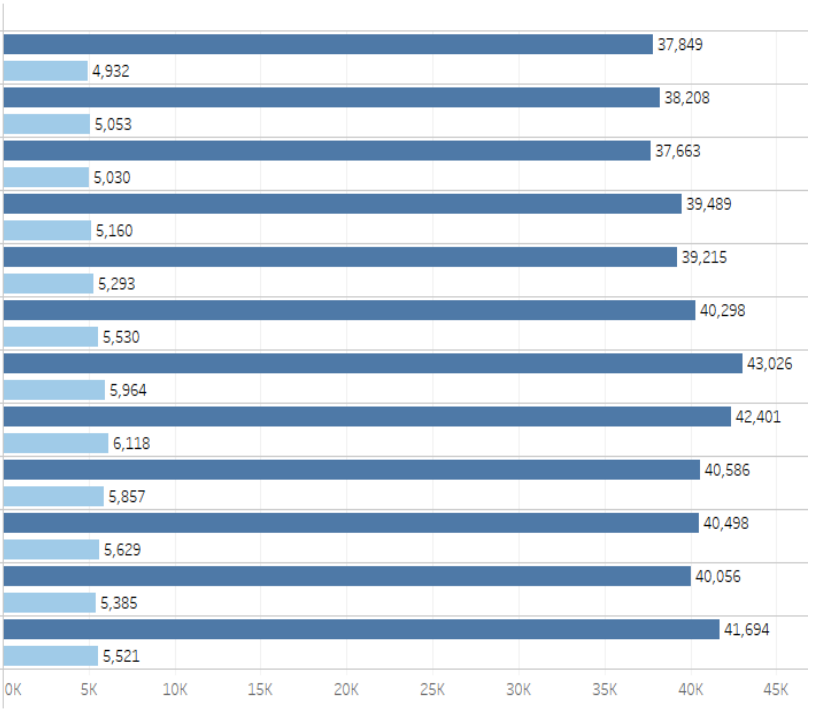
- On Weekdays: **462840**
- On Weekends: **129493**



Relative Size Showing Interactions

2.8 Live Register

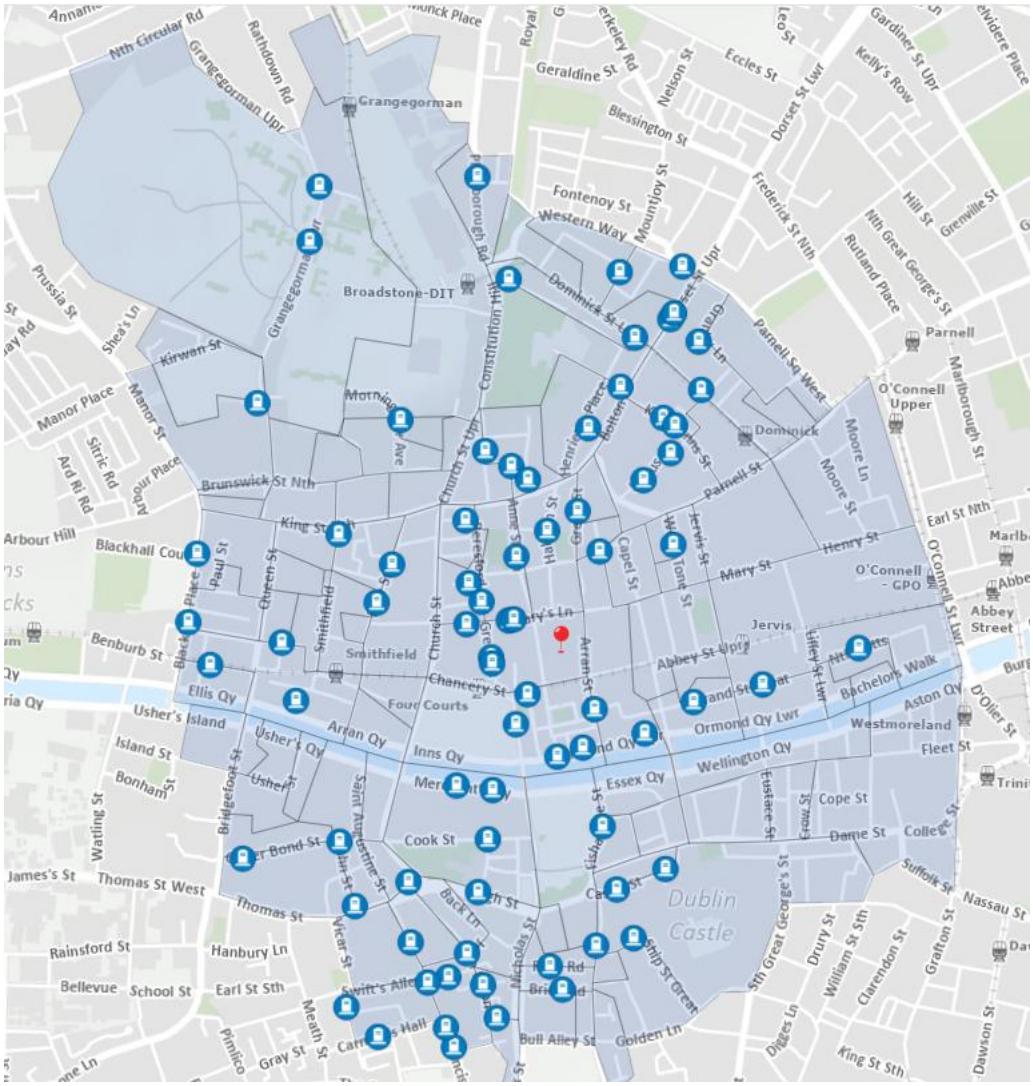
Month of Date	Sex	Age Group	
January 2025	Both sexes	25 years and over	37,849
		Under 25 years	4,932
February 2025	Both sexes	25 years and over	38,208
		Under 25 years	5,053
March 2025	Both sexes	25 years and over	37,663
		Under 25 years	5,030
April 2025	Both sexes	25 years and over	39,489
		Under 25 years	5,160
May 2025	Both sexes	25 years and over	39,215
		Under 25 years	5,293
June 2025	Both sexes	25 years and over	40,298
		Under 25 years	5,530
July 2025	Both sexes	25 years and over	43,026
		Under 25 years	5,964
August 2025	Both sexes	25 years and over	42,401
		Under 25 years	6,118
September 2025	Both sexes	25 years and over	40,586
		Under 25 years	5,857
October 2025	Both sexes	25 years and over	40,498
		Under 25 years	5,629
November 2025	Both sexes	25 years and over	40,056
		Under 25 years	5,385
December 2025	Both sexes	25 years and over	41,694
		Under 25 years	5,521



2.9 Parking Meters, Car Parks, Cycle Parking Stands

Locations of bicycle parking Meters: https://data.smartdublin.ie/dataset/parking-meters-location-tariffs-and-zones-in-dublin-city (Last data update 20th June, 2025)

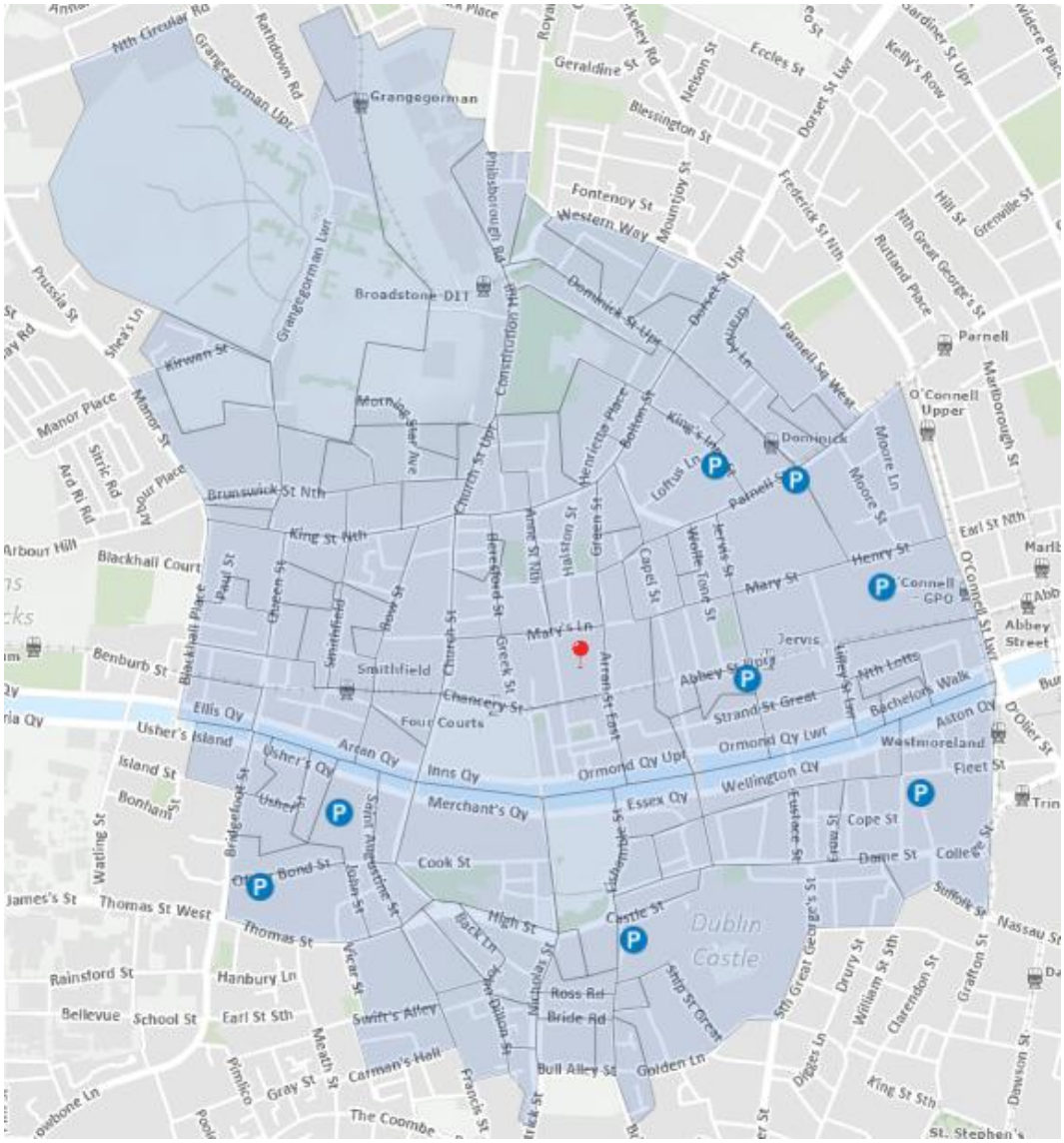
Parking Meters: (77)



2.10 Multi-Storey Car Parks

https://data.smartdublin.ie/dataset/multi-story-car-parking-space-availability (Last update 19h June, 2025)

Multistorey Car Parks (total 8)



2.11 Bicycle Parking Stands

Bike racks are located throughout the Dublin City Council area. Data provided by Dublin City Council Transportation department in September 2022 to cover new and existing bike parking infrastructure.

CAVEAT: this listing has not been updated to take account of stands subsequently removed after installation, i.e. due to Luas cross city, public realm schemes, village improvements, etc.

https://data.smartdublin.ie/dataset/dcc_public_cycle_parking_stands

Bicycle Parking Stands (Total 9)



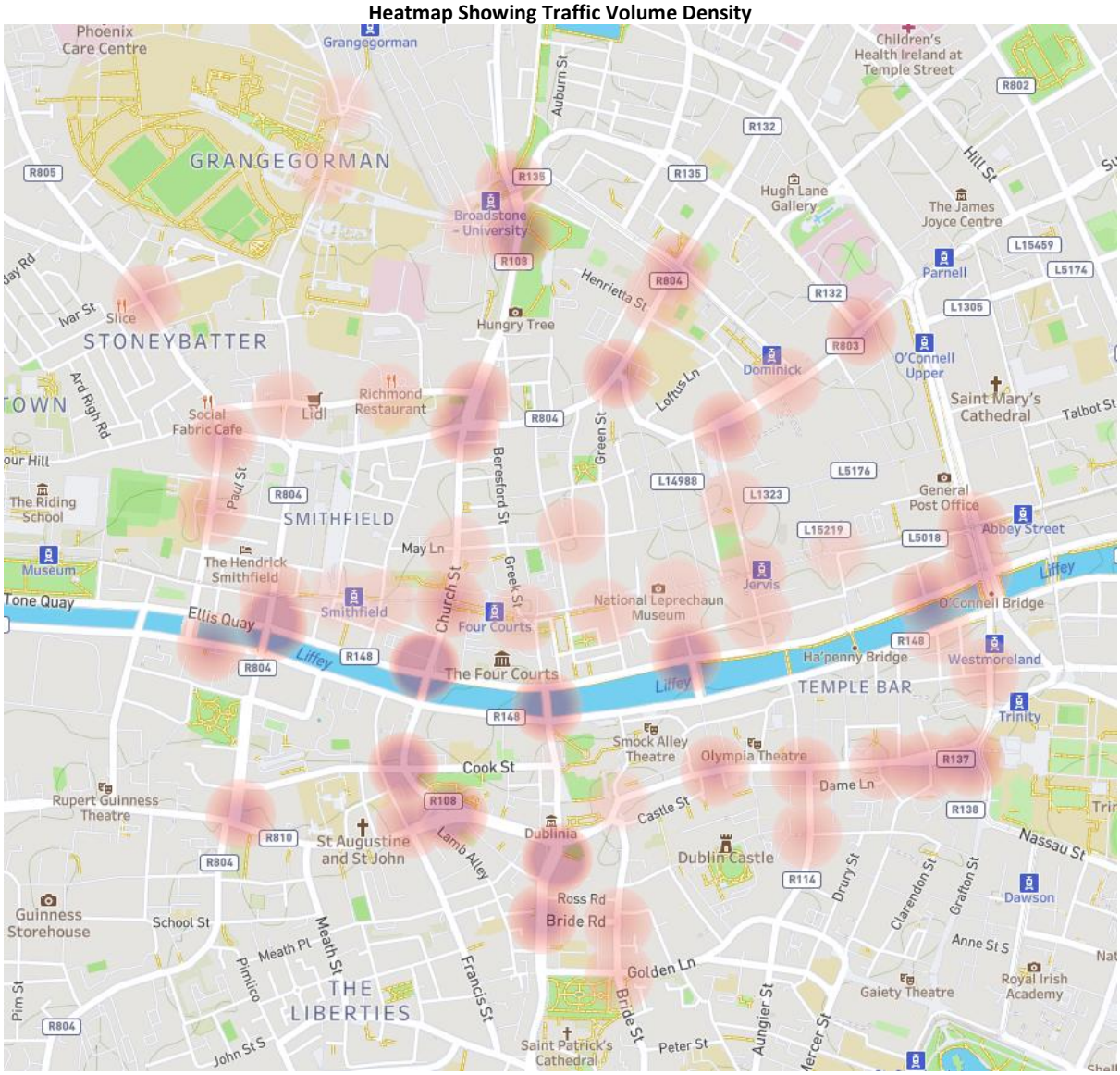
2.12 SCATS Sites

SCATS stands for Sydney Coordinated Adaptive Traffic System. It is a sophisticated system that manages traffic light timing in real-time. The latest traffic volume at SCATS sites where the volume is recorded, is pulled from the SQL Server SCATS database from the ITS department. SCATS sensor sites have loop detectors buried in the road and they record the out of vehicles passing over them. Date Range: 1st January 2025 to 31st December 2025.

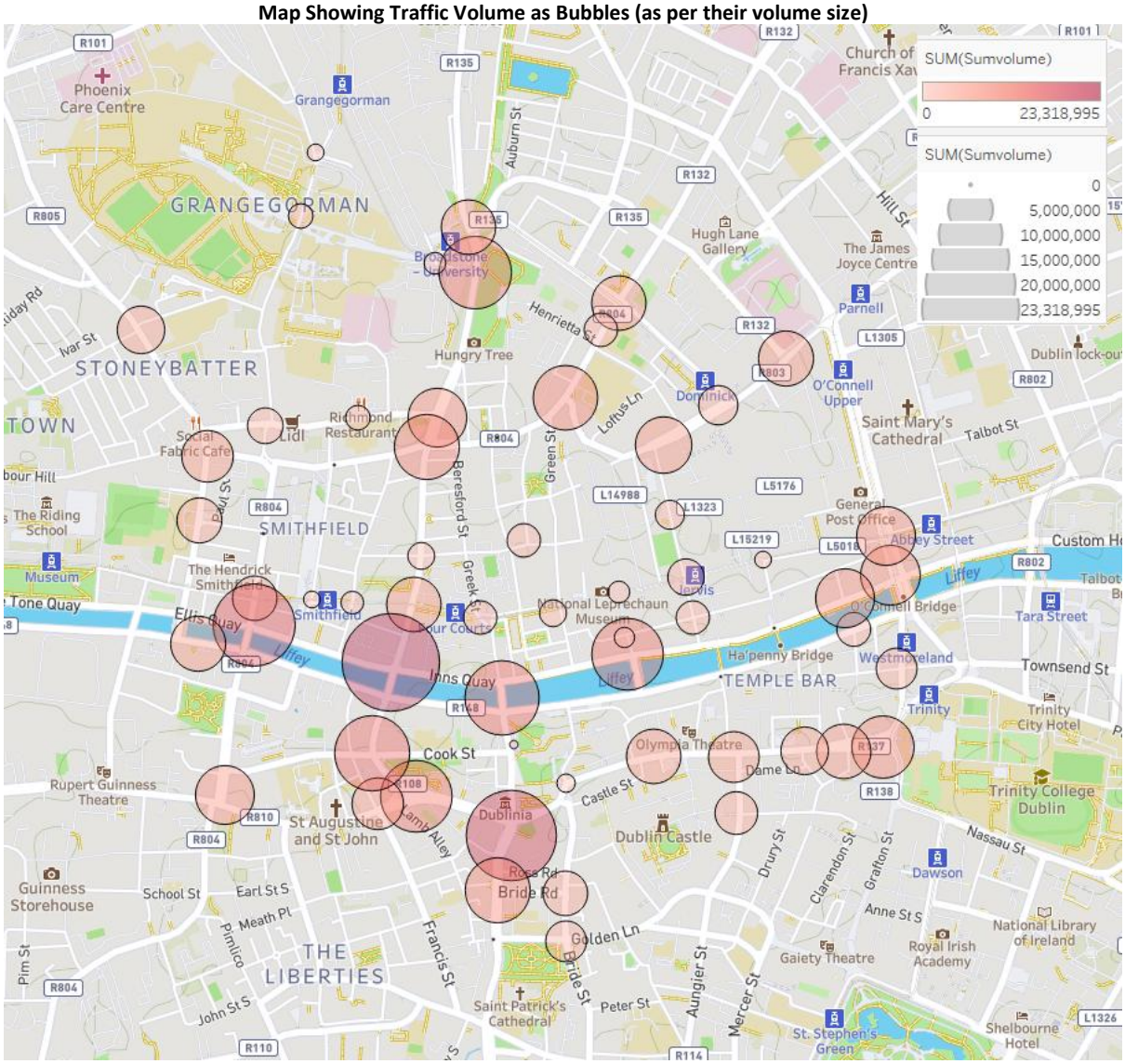
All SCATS Sites Colour Coded By their Type



Heatmap Showing Traffic Volume Density

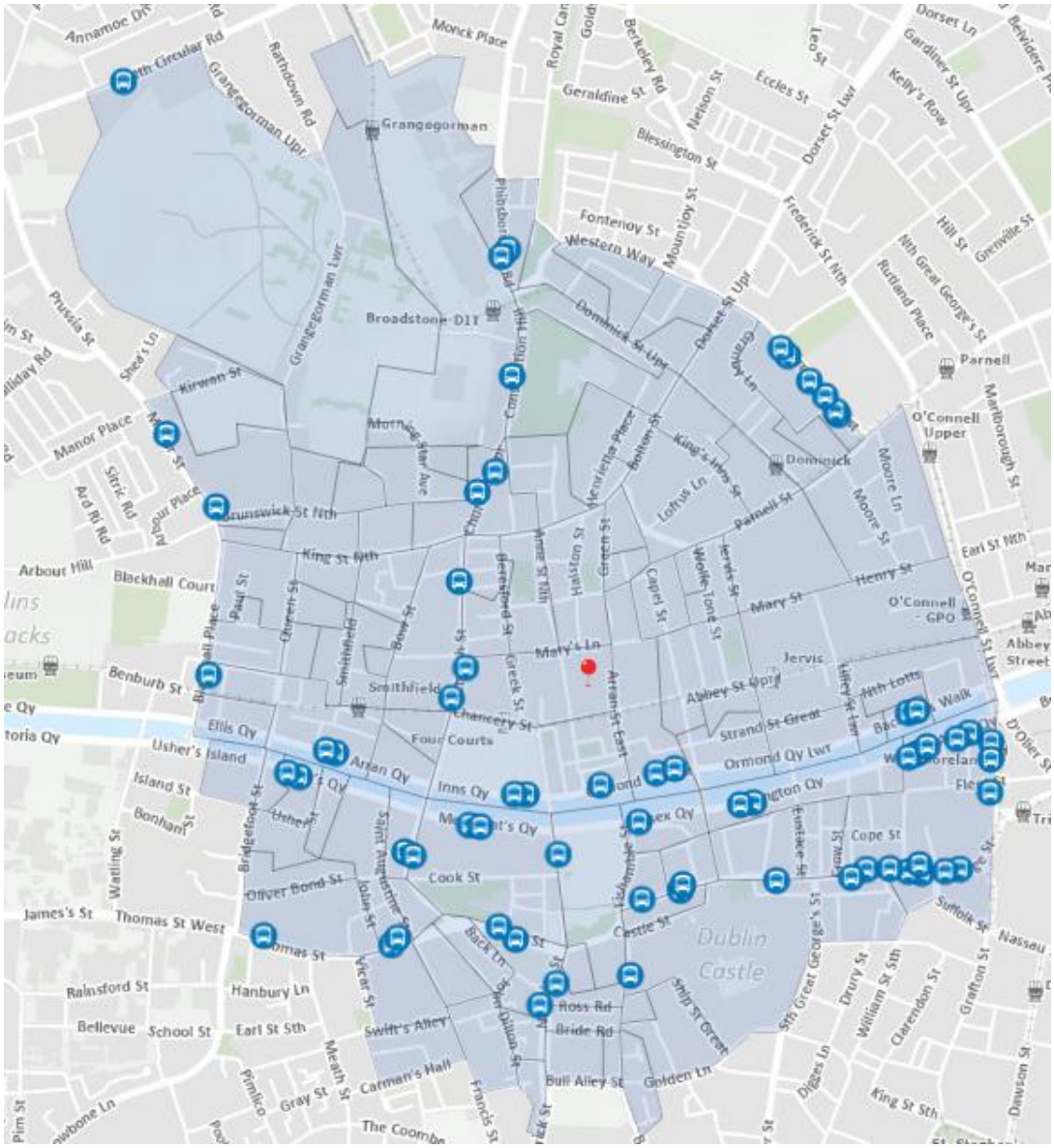


Map Showing Traffic Volume as Bubbles (as per their volume size)



2.13 Dublin Bus Stops

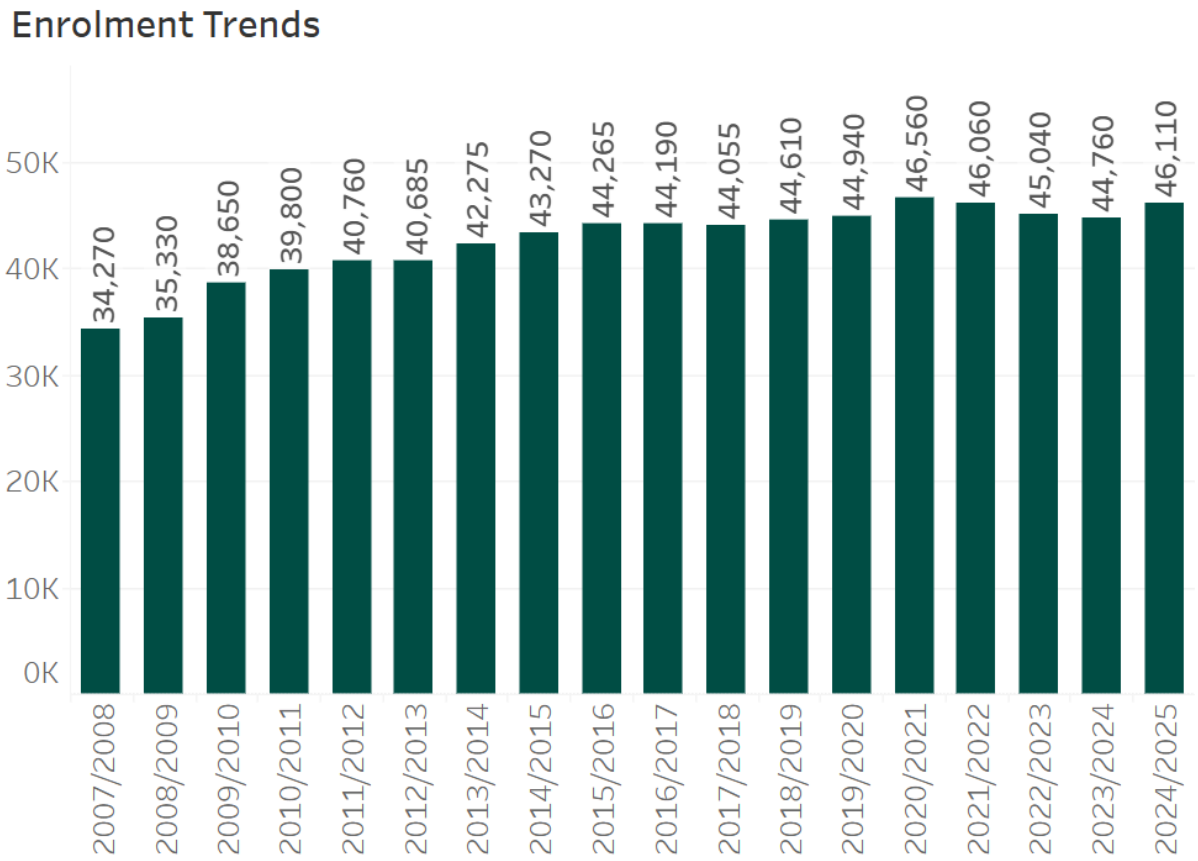
Data source: https://www.transportforireland.ie/transitData/PT_Data.html



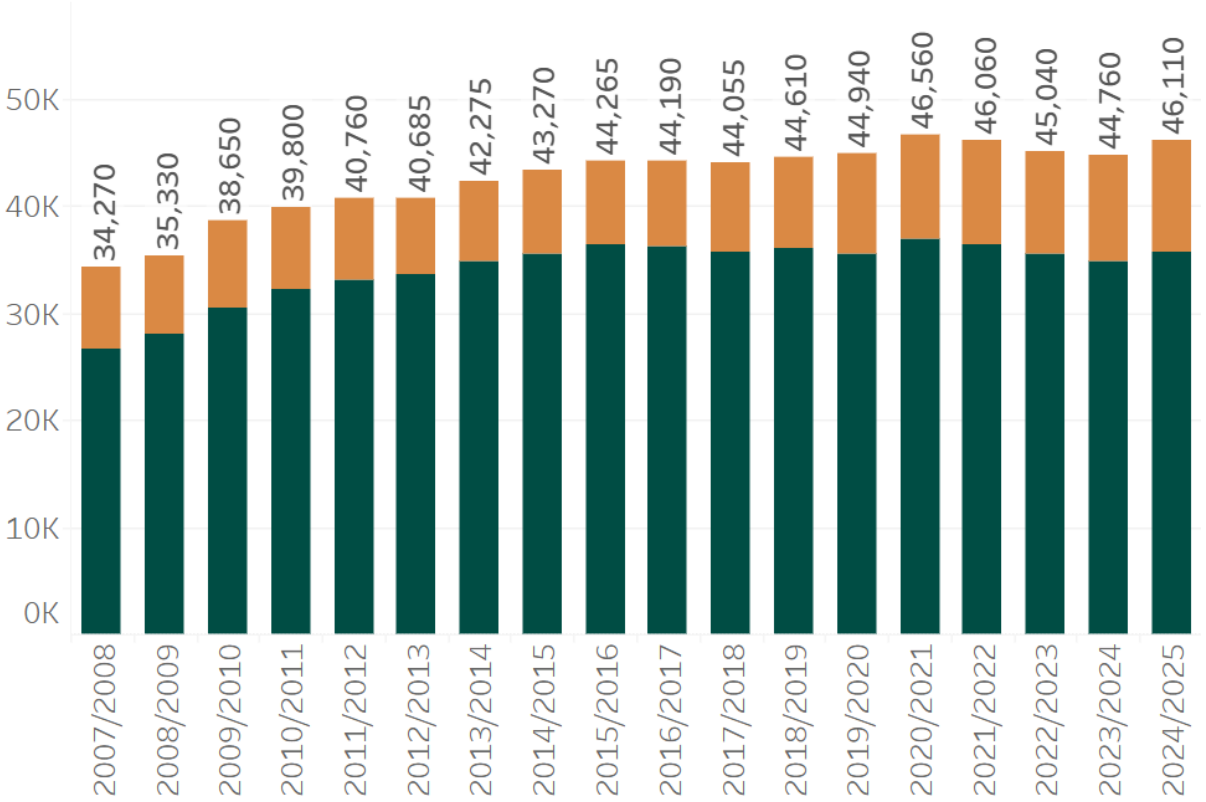
2.14 Third Level Students

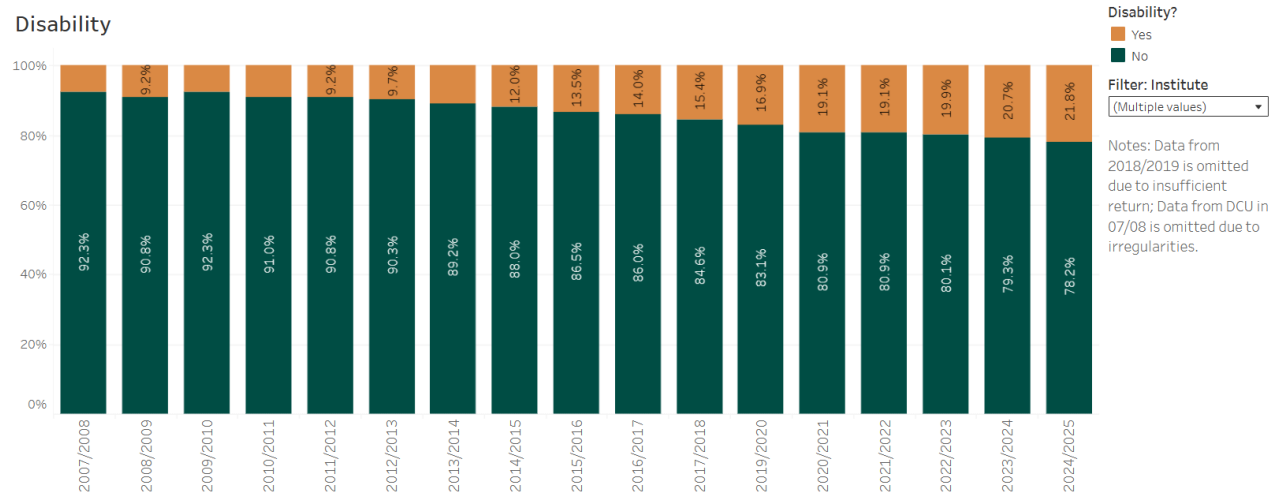
Source: https://hea.ie/statistics/data-for-download-and-visualisations/key-facts-figures-report/

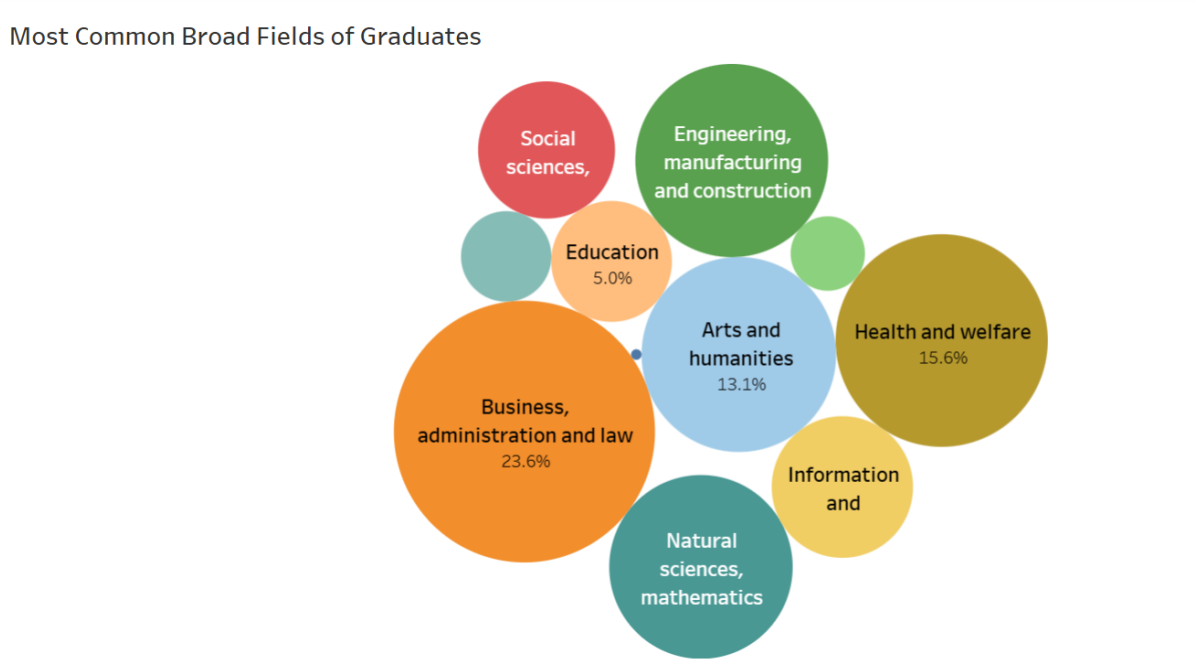
Below figures include only data for Technological University Dublin (All campuses) and Trinity College Dublin



Enrolment Trends







2.15 Conclusion

The analysis demonstrates that the Fruit & Vegetable Market is situated within a highly accessible city-centre catchment that benefits from significant transport connectivity and activity levels. The study area is served by Luas, Dublin Bus, cycling infrastructure, car parking facilities and a well-established pedestrian network. Footfall, traffic and mobility datasets indicate substantial movement throughout the area.

The proximity of TU Dublin, Trinity College Dublin and a concentration of English Language Schools contribute a significant student population within easy reach of the market. The presence of accommodation providers, hospitality amenities, dense employment centres and residential communities further supports a broad and diverse catchment.

The concentration of higher education institutions, visitor accommodation and hospitality amenities, generate activity throughout both daytime and evening periods. The variety of transport modes available within the study area, contribute to a highly connected location capable of attracting visitors from a wide range of origins.

From a spatial perspective, the market's location at the intersection of residential, educational, commercial retail and visitor-focused activity represents a key strength.

The findings presented in this report demonstrate that the surrounding catchment contains the characteristics typically associated with a vibrant city-centre destination, supporting the continued importance of the Fruit & Vegetable Market as a commercial, cultural and community asset within Dublin's urban environment.