

Reimagining Dublin One



Dublin, Ireland R/UDAT Report

QUALIFICATION

The ideas represented in the following report are those of the design assistance team, based on our observations of the community, the significant public participation and insights the community shared with us about Dublin One and your aspirations for it. The process has informed our thoughts about Dublin One, and this report represents our best professional recommendations in the public interest. We do not serve a client in this endeavor. The report, and the process that produced it, is a public service to the Dublin One community.

This is “community jazz” – we expect you to riff on these ideas and invent new takes on them to make it your own. We expect the ideas to evolve and change as you use the report.



Table of Contents

INTRODUCTION	1
DUBLIN ONE TODAY	7
CONCEPT PLAN	12
LIGHTER QUICKER CHEAPER	15
LIFE IN THE LANES	33
THE PUBLIC REALM	47
IMPLEMENTATION	64
NEXT STEPS	69
TEAM ROSTER & THANKS	73

OUR SHARED (URBAN) HERITAGE – AND FUTURE

Our society is undergoing a profound transformation. Every week, 1.4 million people move into cities across the globe. And this trend will only intensify. The current world population of 7.3 billion is expected to reach 8.5 billion by 2030, and over 9.7 billion in 2050. Our world faces an abundance of crises today, driven by global urbanization. The tradition of city building has never been more important. Cities are united in the great urban challenge of our times. As the World Economic Forum has noted, “Cities are evolving faster than at any point in our history, putting them on the cusp of major transformation which, if managed well, could lead to unprecedented economic growth and prosperity for all, but if managed in an uncoordinated manner could drive social, economic and environmental decline.”

When it comes to city building, the United States and Ireland have a special shared experience. Irish immigrants have played an important role in the development of America’s greatest cities during the past two centuries. For instance, Irish hands built New York City, from the ground up. Some of our most iconic urban symbols were designed or made by Irish hands, including the Brooklyn Bridge, the Empire State Building and New York City’s subway and tunnels. Other American cities have benefited similarly. The places that we most associate with being American bear the fingerprints of our Irish brethren. Your ancestor’s fingerprints are all over the most important symbols of what we consider American. Thus, what is American is also often very Irish. We are bound together through this experience. Connected urban places have also played an important role for the sons and daughters of Ireland, many of whom pursued economic mobility and a path to opportunity through the urban networks cities have provided.

This experience has been a defining democratic characteristic of American cities over time, as newcomers have enriched and contributed to the civic life of great global cities while pursuing a better life. It is the defining American dream, and the Irish people have played a huge role in it.

Today, our two countries also share a great cultural challenge related to 21st century urbanism. Both countries have roots in an agrarian ideal which holds up cultural norms about the purity of national identity being tied to its land. Both countries face significant population growth pressures and urbanization this century, which will force them to adapt to new lifestyle realities. In both countries, the majority of citizens now reside in towns and cities. In America, the population will grow by 80 million over the coming decade, 60 million of whom shall live in cities. In Ireland, the population will grow to an estimated 7 million by 2050, with similar direct consequences for the future population of urban areas. This challenge unites our cities in their search for strategies to realize successful modern communities that retain their unique character while adapting to a range of related challenges. It is within this context that we have been invited to join this task together, and in this respect Dublin One represents a symbolic opportunity to acknowledge our common heritage and future.

We hope this process has honored the memory of our ancestors’ contributions to great urban places – and that it may lay the groundwork for your contributions to the future of Dublin One. The success of our conversation will be measured in the actions you take over the years to come.

HISTORY OF DESIGN ASSISTANCE – HOW IT WORKS

Design Assistance is a strategic initiative of the American Institute of Architects. Through the Design Assistance program, over 1,000 professionals from more than 30 disciplines have provided millions of dollars in professional pro bono services to more than 200 communities, engaging tens of thousands of participants in community-driven planning processes. It has made major contributions to significant public places in America, such as the Embarcadero in San Francisco, the Pearl District in Portland and the Santa Fe Railyard Redevelopment in New Mexico. It has spurred urban transformations in cities like Austin, Texas and Seattle, Washington. The process has also been widely adapted around the world.

The Design Assistance Philosophy

The design assistance philosophy is built around a whole-systems approach to communities. While the normal public decision-making process is conducted within the parameters of representative government, design assistance transcends the political process and expands the public dialogue to include other sectors with the intent of building a platform for cross-sector collaboration, civic leadership, and a new approach to public work. The design assistance process brings together government and civic leaders, the business sector, non-profit leaders and the general public in an integrated, ‘whole-community dialogue’ to build collective action plans for the future.

The Design Assistance program operates with four key considerations:

Context. *Every community represents a unique place that is the product its own history, tradition and evolution.* There are no one-size-fits-all approaches to community building. Therefore, each project is designed as a customized approach to community assistance which incorporates local realities and the unique challenges and assets of each community. National experts are matched by subject matter expertise and contextual experience to fit each project. Public processes are designed to fit local practices, experiences and culture.

Systems Thinking. *Successful community strategies require whole systems analyses and integrated strategies.* As a result, each design assistance team includes an interdisciplinary focus and a systems approach to assessment and recommendations, incorporating and examining cross-cutting topics and relationships between issues. In order to accomplish this task, the Center forms teams that combine a range of disciplines and professions in an integrated assessment and design process.

Community Engagement and Partnership. *Community building requires collective public work.* Each design assistance project is a public event, an act of democracy. The 'citizen expert' is central to the design assistance process. The AIA has a five decade tradition of designing community-driven processes that incorporate dozens of techniques to engage the public in a multi-faceted format and involve the community across sectors. This approach allows the national team to build on the substantial local expertise already present and available within the community and leverage the best existing knowledge available in formulating its recommendations. It also provides a platform for relationship building, partnership, and collaboration for implementation of the plan.

“We aren’t going to rebuild our cities from the top down. We must rebuild them from the bottom up.”- David Lewis, FAIA

Public Interest. *Successful communities work together for the common good, moving beyond narrow agendas to serve the whole.* The goal of the design assistance team program is to provide communities with a framework for collective action. Consequently, each project team is constructed with the goal of bringing an objective perspective to the community that transcends the normal politics of community issues. Team members are deliberately selected from geographic regions outside of the host community, and national AIA teams are typically representative of a wide range of community settings. Team members all agree to serve pro bono, and do not engage in business development activity in association with their service. They do not serve a particular client. The team’s role is to listen and observe, and to provide an independent analysis and unencumbered technical advice that serves the public interest.

“Consultants work for somebody. R/UDAT works for everybody.” - Chuck Redmon, FAIA

DEMOCRATIC URBANISM

The design assistance process is a platform for democratic urbanism. Democratic urbanism is an approach to city-building that integrates democratic ideals into the urban design process and applies broader shared governance models to the implementation of community aspirations, creating places of deep meaning that are broadly “owned” in the civic mindset. It is based on the participation and involvement of all sectors of a community in the process from the beginning through implementation, often creating processes outside of the conventional notions of 20th century local democracy. The values of democratic urbanism include an emphasis on the equality of all voices, popular support for decision-making and broad civic participation in designing and implementing a collective vision.

It is not simply a reference to a participatory planning process. Democracy does not end with a planning or design exercise. It carries forth in the implementation of a collective vision, through actions small and large from all sectors of society. Ideally, it involves the intentional alignment of individual and group interests and actions in pursuit of a collective vision for the future city. Citizens volunteer to take on neighborhood projects. The public sector creates a regulatory framework to achieve the vision and incentivizes partnerships. Investors and developers bring private sector capital to bear in the pursuit of projects that fulfill a collective vision. It is city-building ‘in the whole.’

BACKGROUND: REIMAGINE DUBLIN ONE

The American Institute of Architects has had a relationship with Dublin since 2013, when City Architect Ali Grehan served as a delegate to the Remaking Cities Congress, an international convening on the future of post-industrial cities. In 2014, AIA representatives were invited to participate in Dublin’s Hidden Rooms event, at which the idea of an Irish design assistance process was discussed. In 2015, AIA representatives returned to Dublin to conduct a two-day workshop with local professionals to share the process elements and explore how they might be adapted for use in Irish communities. In 2016, the Dublin City Architects launched Framework, whose goal was defined to introduce “the Design Assistance programme to Ireland on a pilot basis to test how it can work in the Irish context.” A call for applications was made, and from those discussions a partnership emerged to produce Reimagine Dublin One. As described on the Reimagine Dublin One webpage, “The project is a collaboration between Dublin City Architects, The American Institute of Architects and a diverse community steering group led by Dublin Town. Dublin Town is Dublin City’s Business Improvement District (BID), a collective of 2,500 businesses in the city centre – north and south. After discussions with City Architects, Dublin Town applied in September 2016 to develop the programme through the Framework pilot project. A diverse community stakeholder group was established in November 2016 representing residents, cultural organisations, public transport providers, key Dublin City Council departments, Gardai and local businesses.” In March 2017, a unique collaboration between American and Irish professionals led to the formation of a joint design team for the community event.

Purpose

The following key project objectives were identified for the Reimagine Dublin One initiative, as articulated on the website and in the project brief:

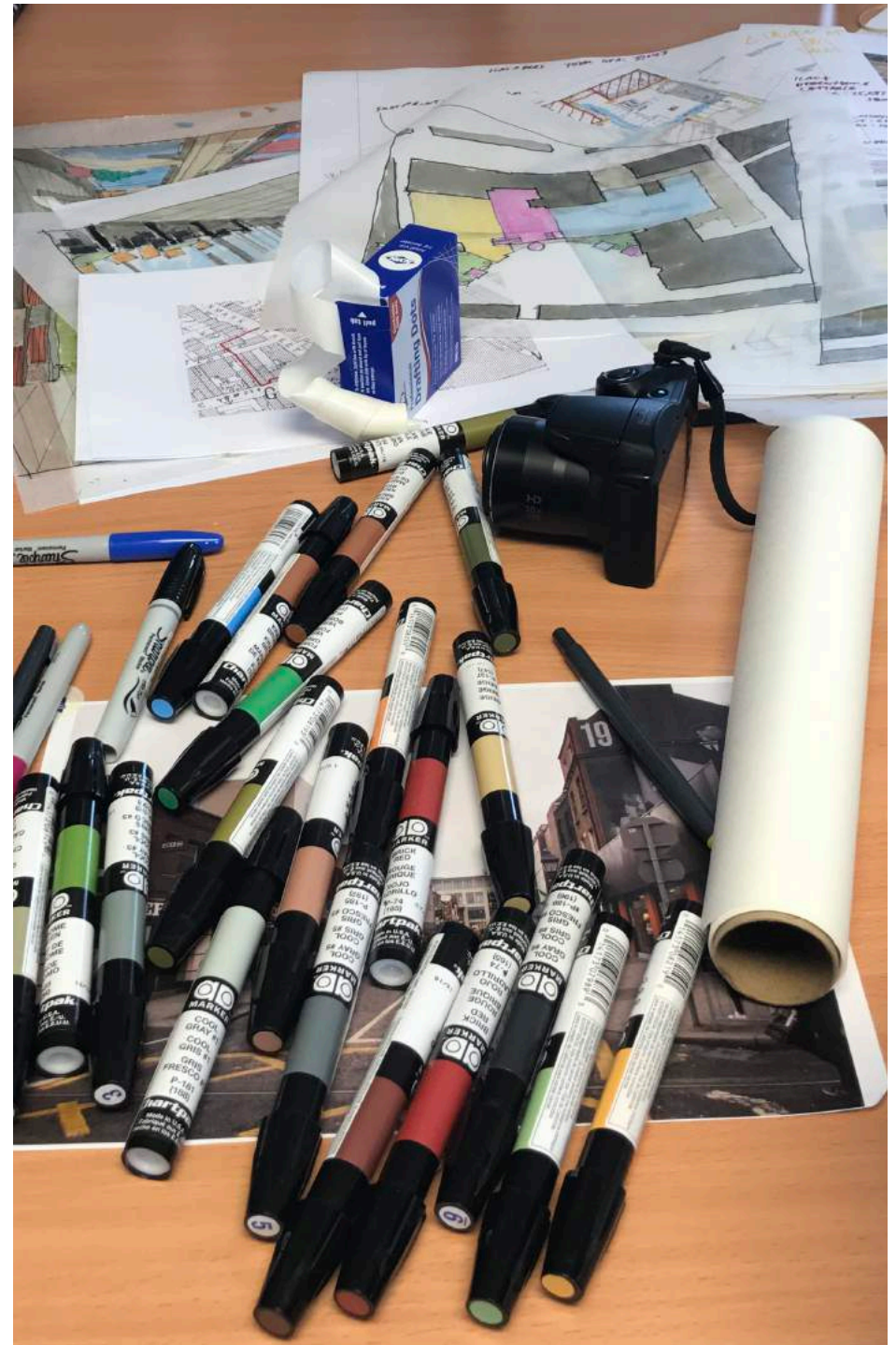
- Reimagine the area so that it regains its status as one of Dublin’s premier residential and retail urban quarters, while retaining its unique character & authentic experience. The district is not new. Dubliners have expectations for the area, some of which may belong to a bygone age & some of which have resonance for the future, so it will be important for us to take the people of Dublin on the journey with us.
- Be a catalyst for bringing different stakeholders together who are the primary agents of change.

- Enhance the quality of life for existing residents and therefore people working and visiting.
- Increase high quality employment opportunities and create a resilient and prosperous retail and commercial destination for the 21st century.
- Create a model of urban regeneration that can be replicated to future proof and ensure the economic viability of other parts of the city – socially inclusive, ethnically diverse and universally accessible.
- Enable the AIA team to bring fresh insights and solutions.

The Community Event and Process

From March 8-13, 2017, a community process was conducted with broad participation from Dublin One residents, business owners and stakeholders. It included the following key elements:

- A formal overview briefing from Dublin City Council and Dublin Town on the Dublin One area.
- A two-hour walking tour of Dublin One, led by local steering committee members, and a cultural walking tour with historian Pat Liddy.
- Stakeholder workshops of 15-20 participants were thematically organized around 4 core areas, which included Economic issues, Cultural issues, Social issues, and Environmental issues.
- A public workshop was held with approximately 150 participants from Dublin One. The event opened with a welcome and introduction from Dublin City Council, and multiple cultural performances that highlighted the unique assets and identity of Dublin One. At the event, participants worked to answer several key questions posed by the design assistance team:
 1. Dublin One is...
 2. What are Dublin One's key assets?
 3. Where do you gather or meet people in Dublin One?
 4. What characteristics would attract you to a great urban place?
 5. Twenty years from now, if your dreams are realized for this neighborhood, and we were to return to Dublin One, what would we find? How would you have achieved those dreams?
 6. If you could do one thing to catalyze change in Dublin One, what would you do?
- A weekend studio workshop was organized by Irish and American professionals to produce a series of design recommendations, captured in this report.







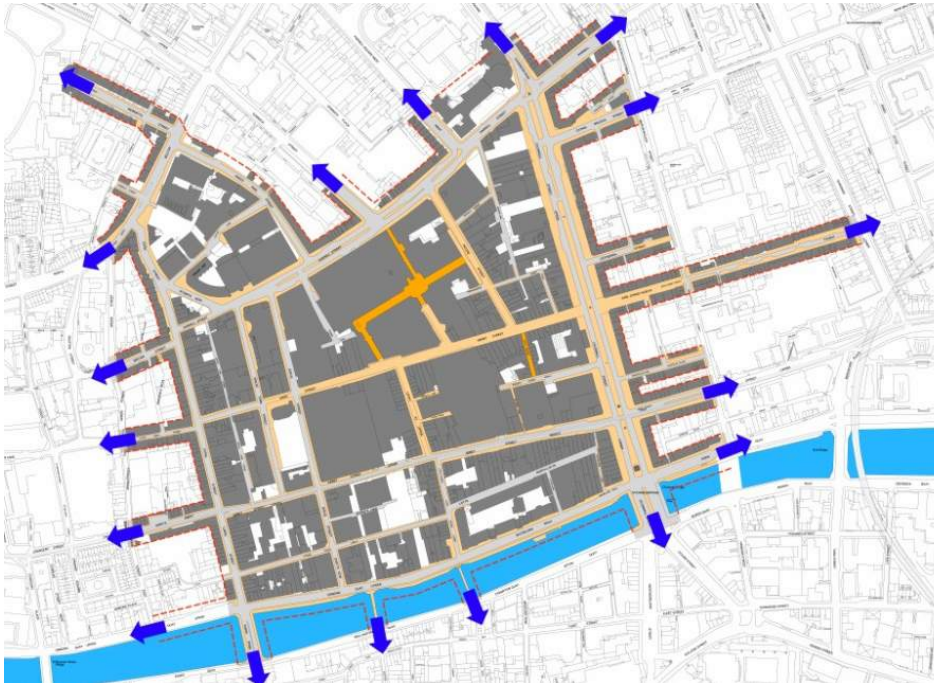




Dublin One Today

DUBLIN ONE EXISTING CONDITIONS

Dublin City Architects, working with Dublin Town, requested the American Institute of Architects (AIA) to bring a Regional and Urban Design Assessment Team (RUDAT) to engage the community and provide recommendations for a revitalization strategy for Dublin One in collaboration with a “shadow team” of collaborating Irish architects and planners.



The project study area, on the north side of the River Liffey, constitutes much of Dublin One. The area provides authentic and diverse experiences unmatched in most of the rest of the city.

Dublin One has a rich historical character, with many of the buildings and much of the remaining street grid dating back to the 17th and 18th century Georgian period, landmark buildings from the 18th, 19th, and early 20th centuries, including the majestic General Post Office (GPO), and both memories and scars from the Easter Rising (1919) and the Irish War of Independence (1919-1921). Much of this history has been lost with the disinvestment during the rise of the suburbs, the War of Independence, and with commercial modernization. Rich historical buildings and features remain to define Dublin One and makes the area unique and authentic.

The River Liffey is Dublin One’s defining natural feature, abutted by historic quays, footpaths and a boardwalk, and crossed by architecturally significant bridges. The river is the southerly boundary of Dublin One, one of its most defining and valuable features, and the link to Temple Bar, Dublin’s primary food and hospitality hub.

Channelized by stone quays and fill, framed by a three lane one-way arterial road couplets, and defined by a perception of anti-social behavior, the river plays a smaller role in Dublin One than would be ideal. For visitors it is still a pleasure, however, and its unfulfilled potential remains. Other natural features are the former tidal flats adjacent to the river, filled and developed centuries ago, and the gradual rise to the northerly part of Dublin One. Outside of the river and geographic landforms, there is little celebration of nature and almost a complete lack of trees and surface water features in many if not most areas of Dublin One.

There are an estimated 4,000 residents (although there may be some undercounting) with nearly all of the residents living in apartments. The area is the most multicultural and ethnically diverse neighborhood in Dublin and in Ireland. This diversity is represented in the population mix, the food, and the local shopping opportunities. It is also represented in both newer residents and families with multi-generational commitments to the neighborhood, and the shops and businesses. This diversity is also an extremely strong part of the neighborhood identity and a draw for both residents and visitors. In addition to the local cultural richness, Dublin One hosts key cultural institutions, including the Gate and the Abbey Theatres.

The low rents from smaller shops on streets with lower footfall has allowed local residents to provide a wide range of commercial opportunities serving local needs, even while the high rent malls, Mary, Henry, and O’Connell Streets focus on mid-market shopping for Dublin’s middle class.



Footfall figures for O’Connell and Henry Streets and some of the routes across the river are impressive. Footfall drops in other parts of Dublin One and, not reflected on the footfall image above, drops dramatically in the evening when other commercial areas are at their most vibrant.

Commercially, the Dublin One study area is one of the highest volume shopping areas in the City. The modern shopping environment is very successful at attracting shoppers from much of Dublin, even suburbanites and rural residents who have access to suburban shopping malls. These areas, however, focus almost exclusively at daytime and early shopping hours, and provide dead walls that face the street, extremely limited permeability across mega-blocks, car parks, and closed malls, and very little evening food and hospitality. For all the vibrancy, economic activity, and huge footfall they generate during the day the modern shopping areas are a huge barrier to pedestrian movement, vibrancy, and the perception of safety at night. The vacant and derelict buildings and sites, partially a result of earlier 20th century decline, partially a result of failed projects during the Recession and the collapse of the Celtic Tiger, and partially from barriers to foot traffic that make areas undesirable, are a large drag on Dublin One. Older shops in multistory buildings have huge structural vacancies in the upper floors, creating an enormous waste of resources, lost opportunities, and fewer eyes on the street that are critical for nighttime safety.



Drug needle finds (left image) and Rough sleeping (right image) create safety perceptions and reduce the vibrancy of those areas.

Public perception appears to be that Dublin One has some safety problems, reinforced by those blank walls, vacant and un-programmed spaces, rubbish piles and bags, evidence of hard sleeping, and clear evidence of drug use. Crime does not define the area and much of the problems are isolated and not a real threat to visitors, but it clearly colors perception and discourages footfall so that perception becomes the reality. There are, however, some very real problems of gaps in safe high traffic pedestrian areas, leading to disinvested and problematic areas.

There is also a perception that entertainment and cultural night life and the heavy residential character are in conflict. Experience in other communities, however, indicates that if uses are well designed and managed, they are far from being in conflict. These two users can complement each other, working together to make neighborhood safe and desirable and crowding out anti-social behavior. Some components of the Dublin Institute of Technology (DIT) will be moving out of the study area to the new DIT campus in the coming years, and other institutions are also in flux. These transitions create threats only if Dublin One is not a vibrant area with new opportunities to attract new commercial, institutional and residential activities.

Public transit is extremely strong, with heavy rail, the Luas tram system, and bus hubs. Vehicle arterials that cut through Dublin One, especially along the river Quays, create barriers to pedestrian and bicycle traffic and decrease the quality of life. Narrow footpaths and difficult street crossings can make walking difficult for the very young (and especially their parents), the elderly and those with disabilities. Likewise, while there are some cycle lanes in Dublin One, they are often discontinuous, rough sometimes with difficult pavement, misplaced and drainage structures and other challenges.

WHAT WE LEARNED: KEY OBSERVATIONS

The Real Dublin One: The City's Heart & Soul

The team learned much about the identity of Dublin One during the process. Dublin One is the heart of the city – physically, and culturally. It is in the center of everything, adjacent to everything. It is authentic. It is diverse. It is real. It is the only part of the city in which you might speak Chinese, Polish or Portuguese - all on the same street. As one participant noted, "it is the most diverse neighborhood in Ireland." Where it concerns history, arts and culture, Dublin One is among the richest neighborhoods in the world. It is a neighborhood where you can pay homage to both Handel and Bono. In Dublin One, you can follow the footsteps of James Joyce or visit the famed Abbey Theatre to ponder the contributions of William Butler Yeats. Here you can delve into the events of the Easter Uprising, the most dramatic event in the history of Ireland's struggle for independence. From the standpoint of democratic expression, the importance of O'Connell Street as a grand space for a range of activity from demonstration to celebration is critically important to the civic life of Dublin, and Ireland. Dublin One is a neighborhood of incredible assets and profound meaning. Most importantly, Dublin One features an incredible range of people – "the salt of the earth," as one participant noted. People from all walks of life claim Dublin One as their own. Unfortunately, its physical framework doesn't honor or connect these components. It falls short of its greatest assets. It has "all the pieces, but lacks the whole."

A Challenged Physical Framework

During the public process, it was noted repeatedly that the physical framework of the neighborhood is fragmented, disconnected, and difficult to navigate. One participant described Dublin



Dublin one serves as the heart of the city, both geographically and culturally.

One as a “no-man’s-land to most Dubliners.” Another noted that it is “full of empty buildings,” and “derelict sites.” The upper floor vacancy contributes to a lack of street life after dark, and vacant sites create gaps in neighborhood fabric where anti-social activity can take place. A participant noted that Dublin One is “very impermeable on the map,” and difficult to navigate after dark given that many pass-through buildings close and create barriers to pedestrian connectivity. The information provided by participants during the process reflected broad consensus about existing challenges and is reinforced by previous work, including the findings of a Dublin Town study last year:

“In 2016, Dublin Town undertook research to establish why Dublin city’s south side exited recession sooner than the north side. The findings – lack of connectivity and permeability, poor public realm, perceptions of safety and general lack of awareness of what the area offered – led Dublin Town to initiate a programme to boost the northern quarter, called ‘Dublin One.’”

It is clear that these characteristics are a strong contributing factor in the pervading misperceptions about safety and comfort in the area.

Resulting Perceptions: A Jekyll & Hyde Experience

Public input presented the team with a sense of a neighborhood facing civic schizophrenia – a split personality of sorts. Who you are and where you are seems to carry an outsized and determinant influence over prevailing descriptions of the neighborhood. Dublin One has been described to the team as “inside out” physically, and that carried over into perceptions – particularly for those living inside and outside the area. For instance, what might be classified as “lingering” on the South Side of the river could be perceived as “loitering” on the North Side, reflecting embedded images about Dublin One that carry misperceptions about safety and community. In the most extreme case, the team heard one story about a group of kids from ethnic minorities that was gathering on Henry Street after school – and those observations quickly spiraled into false rumors of a riot. As Pat Leahy, Chief Superintendent of Store Street Garda Station has noted, public perceptions “have been an issue for the district for some considerable time. We need to get more people using the district after dark to dispel the perception that it is unsafe. In reality all available statistics confirm that it is indeed a safe district.” The physical fabric of the neighborhood is contributing to these perceptions.

To be sure, there is also a reality to some of the safety concerns, and this is reinforced by a difficult physical context that presents dark laneways, dead-ends, difficult urban navigation, and some physical barriers to being connected. The vacancy rate on upper floors of buildings contributes to a lack of “eyes on the street,” and a pervading feeling of insecurity, particularly after dark. Pedestrians after dark can feel completely alone and vulnerable on unlit laneways and side streets. Changing these misperceptions and creating opportunities for more street activity – economic and social – is a key goal. In the short term there are likely programmatic interventions that could improve impressions, but in the long-term changes to the physical fabric and connectivity of the neighborhood are required.



In some areas, the physical environment can lend itself to a perception of danger, leading to a sort of civic schizophrenia.

Gathering Places: Where Community Meets

The team's inquiry into community gathering spaces identified several key assets, such as the Garden of Remembrance, Ryders Row, Parnell Square, Jervis Shopping Centre, a variety of pubs, and Wolfe Tone Square. Towards the edges, Capel Street and O'Connell Street offered several places, such as Cleary's Clock. However, the larger discussion more accurately represented an indictment of the existing quality and access to public space, and the general lack of quality gathering places throughout the study area. When asked what place people gather, one participant responded, "There isn't!" Another person said, "Nowhere – it's a stupid question." Others observed that they "keep moving." This led to a broader dialogue about a series of concerns, which included safety, comfort, poor lighting, lack of public space and benches, and related concerns about the quality of the public realm.

Public Aspirations

When asked about their aspirations for the future of Dublin One, many people expressed a desire to see a more complete community – one that features a mix of uses, is family-oriented, where diversity is celebrated, and where opportunities for meaningful community interaction are pervasive. People want to experience more green space. They want to see upper floor vacancy replaced with great urban living. There is broad support for creating an active community lifecycle that extends into the evening and includes a range of community offerings and activities. Public comments supported "decentralizing retail" and opening retail opportunities to new streets in Dublin One. Participants want to see new public spaces and offerings. As one participant suggested, "Redevelop the Ilac Centre into an urban square with shops and housing over." The community also wants to make sure that new development "represents the people and culture" of Dublin One, and authenticity is not lost as the neighborhood evolves. New development must enhance, connect and strengthen the city's heart and soul. It was clear that many people are searching for more opportunities to meet, interact, and build social capital with their neighbors, customers, business partners, and others. This was evident in the incredible discussions that participants engaged in during this process – the team observed that community participants would often stay past the end of an event and continue talking and socializing, even after asking so much of their time. There is a clear community desire to discuss its future and plan it together.



The community envisions Dublin One as diverse and family-friendly.

Dublin One Community: Wholeness Incorporating Diversity

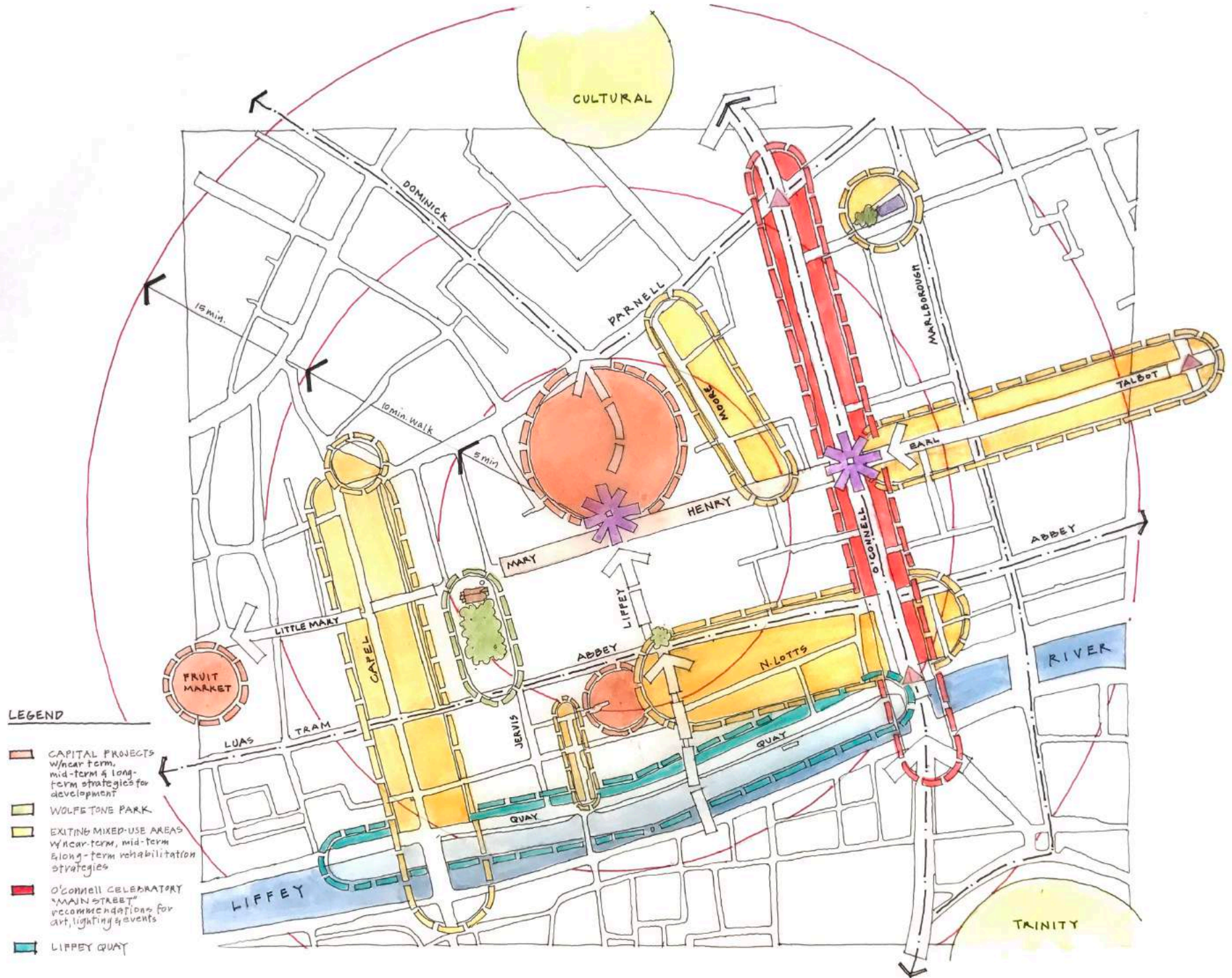
One of the key characteristics of Dublin One that participants noted was its identity as the most diverse community in Ireland. Given the neighborhood's central location, its incredible cultural assets, and its rich ethnic diversity, Dublin One has a built-in strategic advantage in creating a unique and special place that attracts people from all over the country. No other neighborhood is so well positioned. This is an opportunity that Dublin One cannot pass on. It puts a premium on the need for intentional community efforts to invite participation and integrate various cultural traditions into the "whole" that will represent who you are in the 21st century. The design team was heartened by the explicit desire of residents and business owners to become a more inclusive, integrated community. As one workshop participant observed, "people need to be included. Their voice needs to be heard." Social capital carries special importance to the future of the Dublin One community. Experience in other cities has demonstrated that new immigrant communities often exhibit strong levels of social capital within their group, but the need to build "bridging" social capital across the variety of groups in Dublin One should be a key focus moving forward. Dublin One faces an unprecedented opportunity to define for all of Ireland what culture and community means in the 21st century. The future heart and soul of Dublin can find a home here – leveraging the rich cultural identity presents a potentially transformative asset for the neighborhood. The need for the supportive neighborhood infrastructure and organizational umbrella to bring these groups together is pertinent to address this opportunity fully.

People Want Change

People in Dublin One are ready for change. They want to see visual, tangible progress taking place. There was a shared sense of urgency about the need to begin the work. As one participant declared, "We need commitment in terms of resources and funding to re-imagine D1, i.e. enough talking!" Another offered, "Don't compromise – make the vision happen." The general public sentiment was enthusiastic about the possibilities for Dublin One if the community works together. Many of the comments people offered referred to simple interventions that can begin to improve the quality of the area, including more benches, public toilets, art installations, more walkable, people-friendly streets.



Concept Plan



FOCUS AREAS OF THIS STUDY

Proposals in this study for near-term, mid-term and long-term engagement in Dublin One are focused in five key areas illustrated in the diagram on the previous page.

However, the importance of the “public realm” and how people connect to place and each other as well as how they move through and across Dublin One are the primary ordering ideas. This can be seen in the emphasis on the two east-west axis and the three north-south axis.

EAST | WEST

The Liffey River

The Liffey is Dublin’s reason for being and Dublin One has the Liffey’s sunny prospect. There is potential for more engagement with the River: on the river, along more enlivened Quay’s, and in building improvements that include activation of upper floors. *[aqua/blue zone in the diagram]*

The small laneways and streets paralleling N Lotts are implicitly part of this zone.

Henry Street

The Henry Street axis including Talbott to the east and Mary to the west is vibrant with people and activity whether coming from the Connolly Station or shopping for the latest fashions or day-to-day needs. Despite being pedestrian only along Henry there are few places where the community has a real opportunity to do more than pass; there are few benches, gathering places or places that invite one to linger. Wolfe Tone at the eastern end of Henry *[green in this diagram]* offers potential for this but currently seems cold and uninviting.

NORTH | SOUTH

O’Connell

O’Connell is Dublin’s and Ireland’s “MAIN STREET.” *[red zone in this diagram]*

You celebrate your heroes and heritage and come together here for parades and special events. It links Trinity College and your Cultural District. And the enhanced LUAS will make it easy for people to come to and move through O’Connell. But, like Henry Street there is more potential. In addition to more places to greet and rendezvous and linger there are also more opportunities to make this street a place of celebratory enhancements and engagements beyond parades and festivals with art, lighting and interpretive telling “of your story.”

The Spire appropriately makes the intersection of O’Connell and Henry!

Capel Street

Capel, at the western edge of Dublin One, has a beautiful scale, authenticity and mix of uses. There is also potential to be more. Many upper stories are vacant and many buildings need “TLC.” The laneways to the east are naturally part of harvesting this potential.

Liffey Street

Liffey connects the beautiful and historic Ha’ penney Bridge on the Liffey with the heart of Dublin One on Henry. Moving north-south all the way to Parnell was once a natural part of traversing the area and people are nostalgic for this option.

Moore Street parallels this area and is an important part of the north-south patterns of movement as well as the City’s history.

- The gold zones in this diagram are mixed-use areas where this study makes near-term, mid-term and long-term recommendations for rehabilitation and harnessing the potential and opportunities we see available.
- The terracotta zones in this diagram are near-term, mid-term and long-term areas of focus where both public and private investment can leverage opportunities that enhance the value and quality of life in the entirety of Dublin One.
- The pink triangles mark key intersections where it is important to balance the movement patterns of people and vehicles.



Lighter | Quicker | Cheaper

LIGHTER, QUICKER, CHEAPER: CHANGING OUR MENTAL MAP

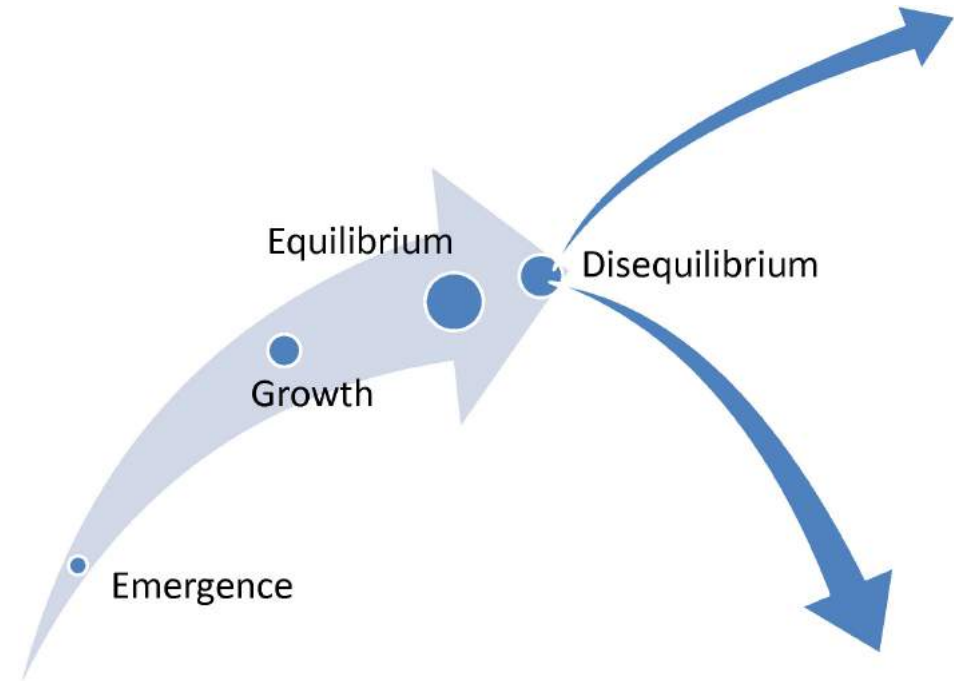
Dublin One has an authenticity, diversity, and texture that make it worthy of being Dublin's ONE. It has, however, a deficit of park space and public lingering space, dead spaces in the urban fabric, pockets of drug use and other anti-social behavior, and it loses much of its vibrancy in the evening.

Participants in the Reimagining Dublin One public process cried out for improvements to the public realm and the private realm. Many of these improvements will take years, but there are strategic lighter, quicker, cheaper actions—lower cost improvements can soften the build environment, address needs, and, for the most part, can happen within 18 months. These projects create immediate benefits, positive tipping points, and momentum for more capital and time intensive interventions.

Lighter, quicker, cheaper actions build on the strengths (e.g., authenticity, uniqueness, history, diversity, premier and day-to-day shopping, and mixed use) and address the weaknesses (e.g., limited social opportunities and local public spaces, limited evening offerings, and drug use and anti-social challenges) we heard during the Reimagining Dublin One public process. Many of the strengths and weaknesses addressed were also reflected in the Dublin Town Henry Street Research stakeholder interviews (March 2016).



Our lighter, quicker, cheaper improvements focus on streetscapes and local spaces, footpaths, laneways, and the River Liffey.



Dublin One will be changing significantly in coming years, with more traffic in the city center, dramatically changing retail patterns, and an increasing vibrancy in the city center. Local actions will control whether the city is ready for these changes. (Graphic: USDN)

STREETSCAPES, LOCAL SPACES, AND FOOTPATHS

Lack of life on the street, blank facades, and underutilized and un-programmed spaces inevitably lead to the death of street life in some locations, especially in the evening, an increase in drug use and anti-social behavior, and a decrease in the perception of safety. Pedestrians avoid these holes in the urban fabric, reducing footfall and leading to further disinvestment. Successful indoor mall owners understand that and are brilliant at preventing dead indoor spaces. This lesson, however, is often lost in Dublin One outside of the indoor malls.

Addressing these gaps will create new attractions from the areas where there are pedestrians, O'Connell Street, Henry Street, the Luas tram, car parks, and other traffic generators. Small investments can leverage large increases in traffic and business.



One of the most striking impressions of Dublin One is the rubbish and the closed shutters on many of the streets and the dead areas and negative perceptions this creates. If the traders and residents do not show their love for the streetscape no visitor or shopper will.

Recommendation 1: Address the storage and disposal of rubbish on the streets. To a visitor, the bags of trash hide drug use, rough sleeping, anti-social behavior, and generally portray an undesirable area. No mall would ever tolerate such activity; why should the city?

The simplest option is a no tolerance approach to allowing rubbish to be stored outside or out more than a few hours before collection. The preferred option, however, that will minimize future enforcement burdens and avoid rubbish needing to be kept indoors prior to pickup is to create underground and hidden rubbish storage, allowing tenants to dispose of their trash without the negative effects.

Recommendation 2: End the use of shutters, at least before midnight or later. For buildings with tenants, a culture and a regulatory system should develop that dissuade shutters, at least until very late, and demonstrate the limited risk to storefronts. For vacant buildings that need shutters for safety, art installations should hide the shutters from footpaths. Many communities with far higher crime rates have found very limited problems with ending the use of shutters.

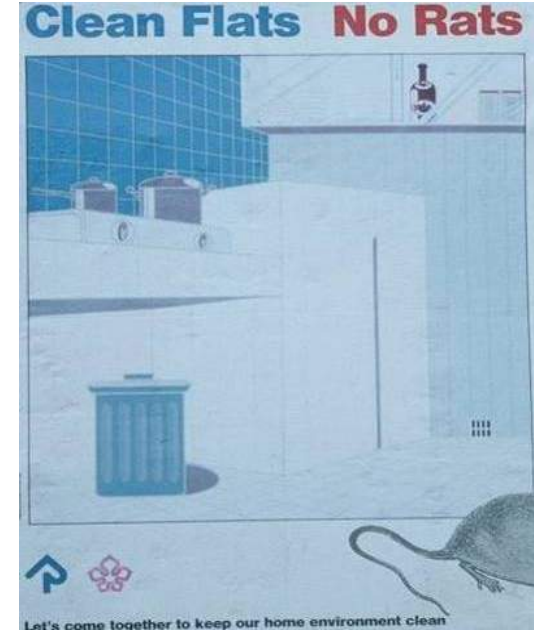


Amsterdam residents can put out their rubbish, and recycling, whenever they please and regardless of pickup schedules there are no side effects of the rubbish. Large storage capacity can also limit the needed frequency of pickups.

Recommendation 3: Creation or preservation of attractive vistas from busy shopping streets, especially the vistas where a street ends especially the westerly end of Mary Street can generate significant increases in footfall. These points which pedestrians view at the end of the street while walking down the street (“terminated vistas”) can, if well done, invite pedestrians to travel a little further and explore and shop in more areas. Lighter, quicker, cheaper interventions include simple installation of vertical elements. As one participant at the Dublin One public process said, “Art gets people where they would not have gone.”

Art and banners can provide a positive view when only blight is otherwise apparent.

Recommendation 4: Provide shared streets (woonerf) as partially pedestrianised experience on low volume and narrow streets (for example Liffey Street Lower), without raised footpaths and curbs. Such streets can promote extremely slow speed and provide more safe space for pedestrians. Full shared streets installation can be expensive (and not lighter, quicker, cheaper), depending on infrastructure, but some elements can often easily be done.





Recommendation 5: Provide parklets (converting some car parking spaces to micro parks) on Capel Street, which has narrow footpaths and limited space for street life. Very temporary installations (e.g., built of pallets or other materials) can be used to test locations and concepts, and can be hardened with more capital investments later or always kept in a simple form.



Temporary or permanent installations, as in Fredericia, Denmark and San Francisco, can be light, quick, cheap. They can build momentum for more permanent installations, or stay “temporary” forever.



Shared streets, such as in Auckland, New Zealand, aggressive street entrance traffic calming, such as in Derry, and temporary measures to reclaim a portion of a street, such as on Clarendon Street in Dublin, can expand on The Heart of Dublin: City Center Public Realm Master Plan’s for a partially pedestrianised Liffey Street Lower.

Recommendation 6: Provide parklet standards as a guide for getting parklets approved. Provide parts that can be loaned to help build or activate parklets.



San Francisco’s Parklet Manual, created after the first few pilot parklets, helps guide non-city council parklet developers.



Capel Street parklets can provide a variety of lingering and street activating opportunities, both public opportunities (which support business to local take-aways) and privatized opportunities (available for café use).



Capel Street parklets can provide a variety of lingering and street activating opportunities, both public opportunities (which support business to local take-aways) and privatized opportunities (available for café use).



Capel Street parklets can provide a variety of lingering and street activating opportunities, both public opportunities (which support business to local take-aways) and privatized opportunities (available for café use).

Recommendation 7: Provide small low cost local places on high volume and wide footpaths, such as Henry Street, Mary Street, O’Connell Street for people to play, linger, and relax. Parks do not need to be on every block, but ideally there should be something, however small, at least every 100 meters. The Heart of Dublin: City Center Public Realm Master Plan (Dublin City Council 2016) identifies the need for lingering in public realm, small scale spaces and free play and interactive spaces for all ages. That plan leaves a large gap for free play and interactive spaces east of Wolfe Tone Park. This intervention will help address that gap.



Rocks in a pedestrianised street provide texture, free play, and interactive space for all ages, and especially for children who otherwise might have limited play opportunities in an urban environment (Burlington, Vermont, USA). The large chess board in Chur, Switzerland, provides an example of relatively easy interventions that encourage lingering.



Henry Street/Mary Street/Liffey Street is an opportunity for an installation that encourages free play and lingering for all ages, performance events, and buskers to enliven the street. This can help extend Henry Street’s high footfall onto Mary, Liffey, and Capel Streets. Such an approach could be replicated on O’Connell Street Upper where footfall begins to fall off.



Wolfe Tone Street Upper is an opportunity for another kind of play installation that can support families and children in a residential area.

Recommendation 8: Provide a temporary event(s) to change community perception, their mental map, of Wolfe Tone Park that would help build momentum for future activities. A large pile of sand and lawn chairs has been extremely successful both for very low cost temporary and permanent installations.



Sand attracts people of all ages, especially families, to play. Permanent installations in a Detroit city square and a former Toronto parking lot, and one day installation in a tiny US city, North Adams, draw people in. Other temporary installations simply take advantage of unique opportunities and attract people, for example the Copenhagen Sofa Project.

Recommendation 9: Reduce long signal timing cycles. Total signal cycles that take significantly longer than one minute tend to be optimized for vehicles and not pedestrians, dramatically slow the speed of pedestrian traffic, increase unsafe jaywalking, and divert pedestrians from certain walking paths. Signals at Talbot, O'Connell/Quays, and O'Connell/Parnell, for example, all have two-plus minute cycles, creating pedestrian barriers.

Recommendation 10: Many crosswalks are substandard and need improvement. While these needs are addressed in The Heart of Dublin: City Center Public Realm Master Plan (Dublin City Council 2016), lighter, quicker, cheaper fixes such as improved signage and pavement markings will make these more pedestrian friendly.

Recommendation 11: When there is no room for a park, a parklet, a lingering street feature, create opportunities for temporary tree installations to soften the landscape without requiring any utility work or excavations. Temporary tree installations can be moved if they are replaced by a permanent tree.

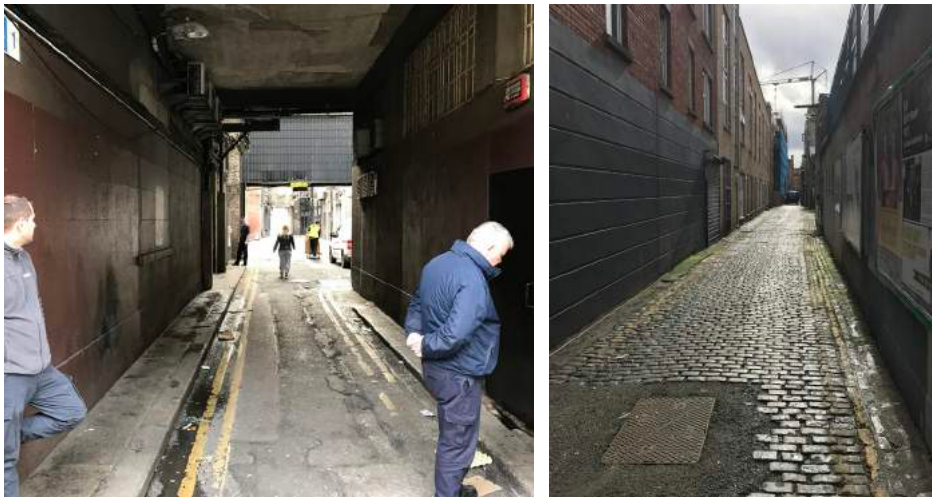


LANEWAYS

One of Dublin One's assets is its laneways (alleys). Laneways provide walking shortcuts, increase permeability through blocks, and improve access to properties. In some cases they also create opportunities for low rent shopping and services and highlight texturally rich historic cobblestones and buildings. Unfortunately there is a perception of safety hazards, undesirable collection of rubbish, poorly maintained facades, rough sleeping, and drug needle use.

Bloom Fringe, with support from the Dublin City Council and Board Bia, has helped shine the light on laneway opportunities, with "pop-up forests and street art transforming our unloved gritty spaces into pretty urban oases in the heart of Dublin." There are more short-term and inexpensive opportunities for pop-ups and permanent interventions.

Achieving the full potential of the laneways requires changing land use, activating the laneway, investing in facades, and ensuring heavier pedestrian traffic. A few actions, however, will make an immediate difference.



Said one relatively young Reimagining Dublin participant, "In my younger days I would cut through" a laneway. Changes are needed so that at least during the day most people are happy to cut through the laneways, especially when doing so shortens walking distance and brings life to the street.

The recommendation for storage and disposal of rubbish in the streetscape section also applies to laneways.



Laneway treatment, in this case off a shopping street in Vejle, Denmark, can help transform a laneway into an inviting place and make eventual land use changes and street level activation possible.



Ireland has experience bringing laneways and neglected public spaces alive (Crampton Court, Dublin, Blue Anchor Lane, Clonmel and the Waterford Walls project).

Recommendation 1: Similar to parklets (see streetscape recommendations), create a laneways manual and parts for loan to assist community groups and landowners with taming laneways.



Many communities have adopted laneway or alley design guidelines as part of larger street design (graphic: NACTO.org)

Recommendation 2: Establish as top priorities those laneways that create permeability to the River Liffey and have the potential for high footfall that will change the perception of the laneways and, by the existence of people, make the laneways safe.

The lighter, quicker, cheaper approach involves providing attention to the laneway and changing perception. This may be adequate for short desirable paths like Bachelor Lane. Longer laneways and those with less of a desire-line will also require activating the space and creating defensible space where abutters take responsibility for the alley, which are longer term improvements.

These measures can best be designed with some kind of public event to announce the changes, the sand installation discussed in the streetscape section, a hidden music concert, or other arts and cultural events that works in the hidden alcove of a laneway.

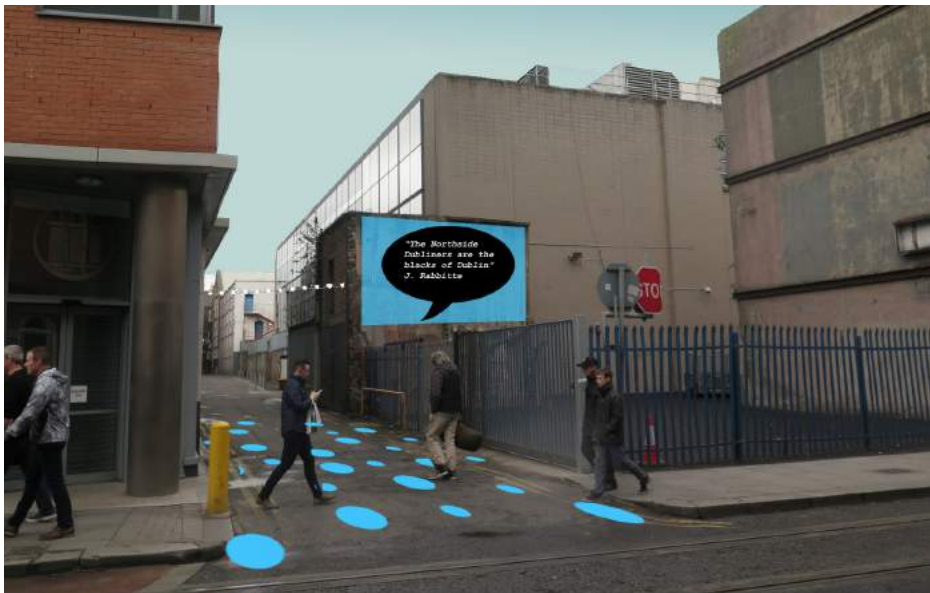


Relatively modest improvements to relatively short lanes can provide opportunities to connect from Dublin One to the river (Harbour Court and Bachelors Way) and can change users' mental maps of the best way to walk and dramatically improve footfall.





Recommendation 3: Start the process of taming longer laneways with weaker desire-lines, especially those that serve users or have a rich texture. Jarvis Lane Upper, for example, serves residential uses and has a rich and attractive cobblestone path. While the space activation and defensible spaces are critical to the long term success, lighter, quicker, cheaper approaches will change perceptions of the laneway, especially at their intersection with crosscutting streets.



Jarvis Lane Upper has a rich texture that can be enhanced and become one of Dublin One's hidden gems.

RIVER LIFFEY

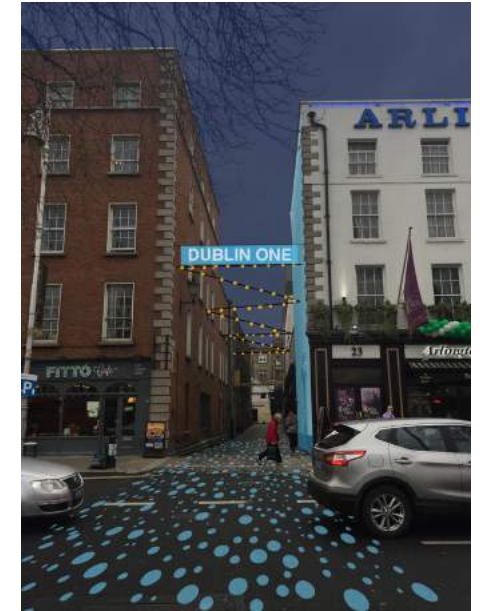
The River Liffey is one of the most underutilized resources in Dublin One. It should be a major drawing card for residents and visitors, but instead it sometimes acts as a barrier and a moat.

Recommendation 1: Improve the gateway to Dublin One from the River Liffey bridges, with art and other installations at street and laneways intersections when building facades are not serving this purpose. The lighter, quicker, cheaper intervention is painting building facades, removing vegetation growing on facades, using temporary art installations and pavement markings to highlight strengths and downplay blight. These gateways invite or repel people. Let's invite them in.



The permanently shuttered view from Grattan Bridge does not invite the visitor into Dublin One, but cleaning it up a little, an investment that could be made by the owners or others, can make a dramatic difference and fill the gap in the urban fabric.

Recommendation 2: Install additional benches on the Liffey Street bridges, boardwalk, and the river side of the Quays. Some of these areas, especially the boardwalk, have a negative perception from some residents, but they are highly desirable assets for many visitors. Providing more benches will provide more opportunities for visitor enjoyment and, equally importantly, to provide more use that will drive away anti-social behavior. Link those bridges into Dublin One



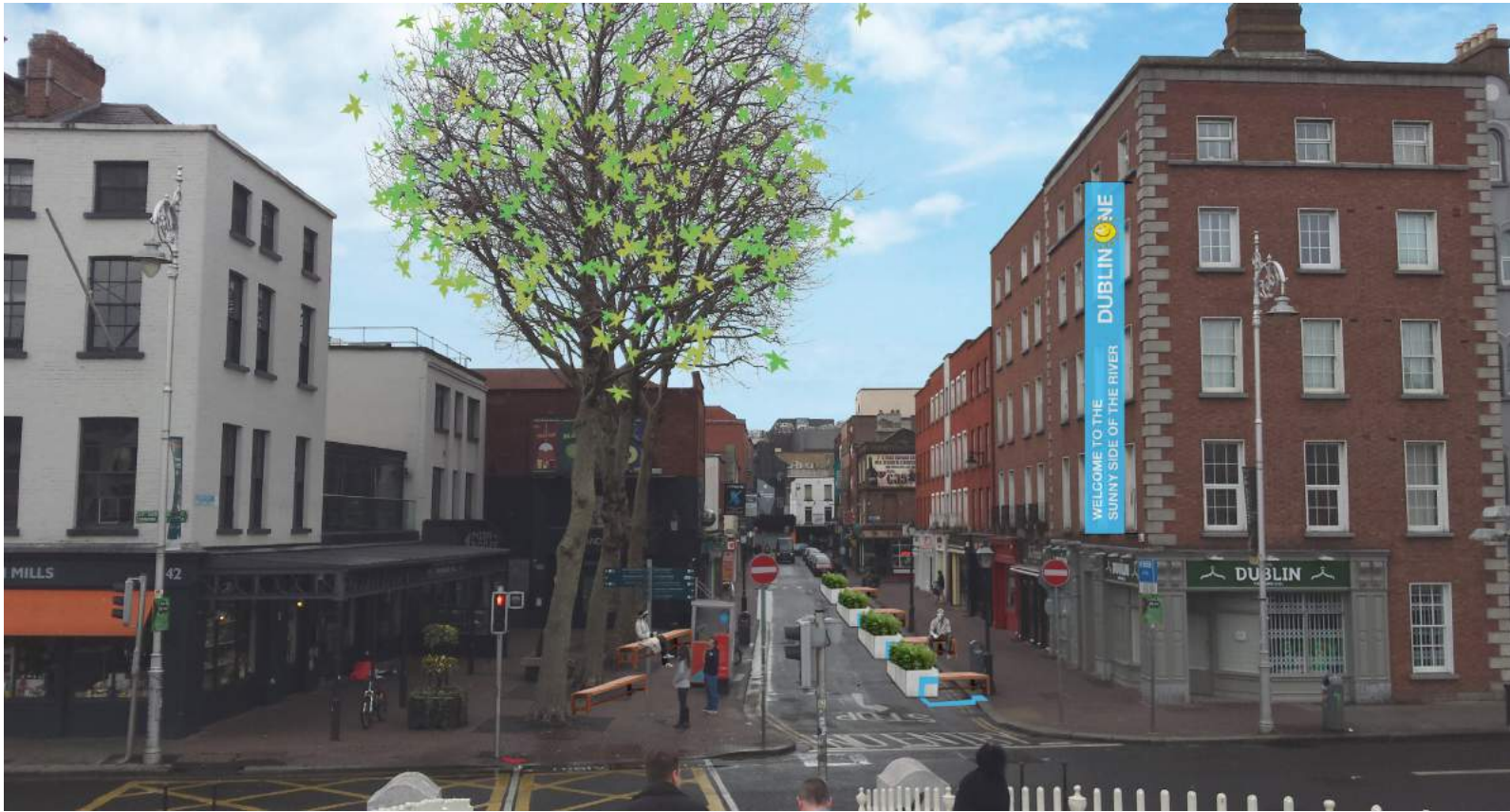
Recommendation 3: Install floating parklet on the River Liffey. The river is one of Dublin One's greatest assets, but other than tourist boats, it is not accessible to visitors unless one travels to the Docklands. River access will provide river enjoyment and the potential for kayak and canoe concessions.





Recommendation 4: Improve crosswalks and footpaths across and on Bachelors Way and Ommond Quay Lower. While there are some wide crosswalks and other needs are addressed in The Heart of Dublin: City Center Public Realm Master Plan (Dublin City Council 2016) the challenges of provided needed optimization for buses

and not conflicting with the operation of the Luas tram make any solution difficult. Unlike the plan to ban private cars on Eden Quay, the need for access to car parks has led to opposition to ban cars on Bachelors Way. Raised crosswalks, at the level of the footpath instead of the street level, would provide improved connections.





Life In The Lanes

DEVELOPING MORE PERMANENT SOLUTIONS

After learning lighter, quicker, cheaper methods for some immediate activation of space, it will be important to create building blocks for more substantial permanent improvements. This includes the activation of blank walls and programming of spaces.

Improving Blank Spaces

There are a several long expanses of blank wall (often the backs of large anchor shops) along several streets throughout Dublin One. As an example, the side of Penney's alongside Jervis Street, along with Toymaster store across the street create a long expanse of formerly windowed walls that have been blocked up and no longer provide any visual interest to passersby. As a result, people are not drawn into the block unless they are simply passing through. In order to create some lingering opportunities, there are several options for enlivening these window openings and insets. Certainly one of the easier things to do is to create art on panels that fit into the openings. A variety of media and art styles could encourage people to linger along the street. The development of kinetic art, movable pieces that interact with passersby may generate even greater interest. Periodic art competitions or installation of vertical landscaping would create a change in the panels from season to season. If successful enough, the entire block could be closed off for an installation on both the Penneys and Toymaster buildings.

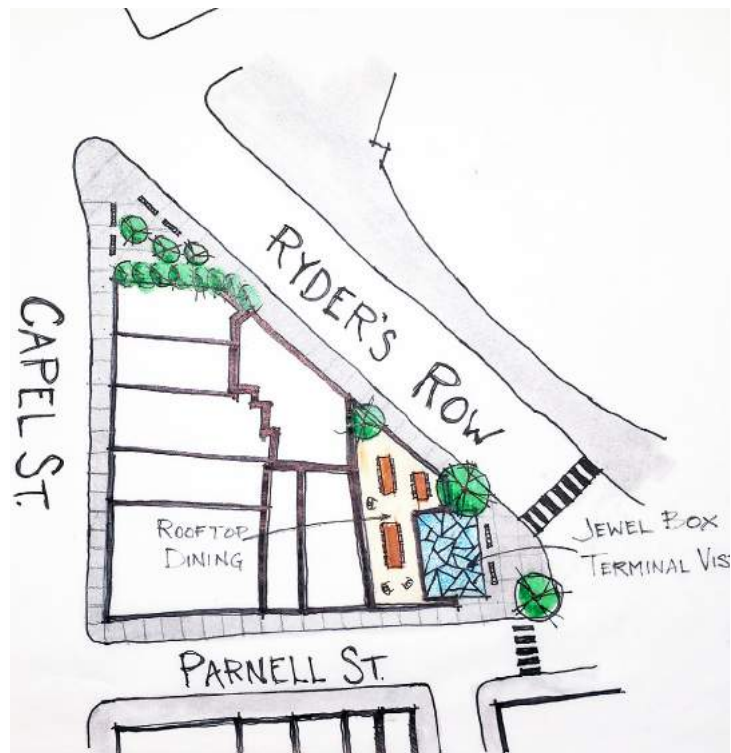
A more intensive alternative to attached art or plant panels is to work with the building or shop owner to allow for the re-opening of one or two windows and the ability to capture a small square footage within the building itself, for a small retail or service opportunity. If thirty or forty square feet could be captured inside the building without seriously impacting the functionality of the major tenant, a small coffee service or pastry shop could open, just through an existing window.

Creating Terminal Vistas

There are several locations within Dublin One where streets terminate in a building façade. These buildings require a little more attention to detail because they are visible from afar and really assist in drawing people into the district. One



of the more significant of these terminal vistas is the Ryder's Row triangle at the west end of Parnell Street. Several dilapidated buildings, a bicycle shop, and an opaque fence with graffiti signage result in an appearance of ruin, and don't inspire adjacent owners to make improvements, or encourage pedestrians to walk in that direction, even though there are popular restaurants and bars just on the other side. The ability to create new buildings in this location, incorporating the remnants of one or two listed buildings is a good opportunity to create not only an attractive terminal vista, but also a more pleasant crosswalk, and a small area for landscaping and outdoor seating.



Programming Various Spaces

It will be important for a number of these smaller public realm spaces to be programmed occasionally. While numerous festivals and events are held in Dublin One, many sponsored by Dublin Town, there are a number of other organizations can work in partnership with both Dublin Town and Dublin City to program a number of these smaller spaces. Vacant lots become temporary markets, parking spaces become parklets, small niches in buildings become stages for busker performances, and empty laneways become an opportunity to participate in street theater or set up a large screen to watch a rugby match. Engaging local vendors, arts organizations, sporting clubs, or even groups such as Bloom Fringe can create valuable partnerships to keep a multitude of activities happening in Dublin One.



Comprehensive Public Realm Improvements

There is a general need to make significant public realm improvements throughout Dublin One. This includes wider sidewalks, more significant green spaces and small pocket parks, the introduction of benches and other permanent street furniture. Whenever there is an opportunity to make these improvements it should be encouraged. The Heart of Dublin – City Centre Public Realm Masterplan is a good resource for identifying best practices, but may not cover all the little opportunities that exist.

It is clear that generally the condition of the public realm is not particularly well maintained or coordinated across Dublin One. During the day this damages the retail experience of visitors and the long term environment for residents in the area.

DUBLIN ONE PEOPLE'S ART

Architects imagine and create the work and then make it. With artists, it is the other way around. Artists haven't made the work until it is made. Artists are unpredictable. This is their value. Esteemed American theorist Arthur C Danto opus says "After the End of Art". Everything has been made already. Let's take this further and say "After the End of Public Art". Since the '60s, in a move away from iconic, spectacular, monolithic or commemorative public sculpture, many artists whose practice is based outside of a gallery, a museum or a civic space have chosen to work in 'expanded' ways. They are choosing to work in social contexts, in a time specific way. They make work which provokes, highlights or responds to, issues. And the art they make is not knowable until it is finished. Contemporary art in the public domain is often temporary. It has an agenda and it aspires to having agency. For this document, let's call it 'Dublin One People's Art'

In order for a city to support its artists working in expanded practices, it must resource and trust artists and curators/cultural producers. The city must allow for risks. This means that the artist chooses the place/context in which to work. The city will not know where (physically, socially, conceptually) or how, an artist might work in Dublin One until the artist knows themselves. The work emerges through a curatorial process and period of research. Such support could lead to public spaces (physical, virtual or conceptual) being animated in new, unexpected and pertinent ways.

One of the first projects will be to ask artists to research and create artworks that are sometimes discreet, but always meaningful and of its time. Through a process of community and stakeholder engagement artists could be asked to make combinations of text based work, neon lighting installations, illuminated 2 dimensional light-box works, or light projection artworks which could be installed in the lanes and alleyways east and west of O'Connell St. These artworks would engage with audiences and collaborators while serving to illuminate these dark, but intriguing alley ways. They would complement existing visual icons in Dublin such as the iconic "Why Go Bald?" sign on Dame Lane and the ROCK sign on Capel St, but would be new iterations made by artists.

Programming and curating Dublin One People's Art would rely on new tools and new resourcing, along with building stronger partnerships with, and recognition of the significant work being made by, artists, curators, art institutions, theatre makers, gallerists, and city arts officers already working in the area.

At night it feeds the perception that Dublin One is at least unwelcoming after shops are closed. The smaller back lanes appear to be left over spaces, used for back access for the shops on the main street fronts, but also for illegal parking, rough sleeping and drug use. Many of these spaces are adjacent to some of the most populated and attractive streets in the area. They form part of the mid-scale buildings that make up the city fabric of the area. Is there a way these back spaces can be brought back in to the active urban fabric creating a safer environment for all? Could these spaces be reprogrammed to create more opportunities and more sense of ownership and protection?

Turning Back to Front

Taking two selected back areas with similar characteristics the following are possible scenarios to reanimate them in slightly different ways to turn the 'backs' into 'fronts' and bring them back into part of the active pleasant urban environment. One example uses new housing and another uses a re-programming for hospitality, food and recreation to reconnect these areas with existing food and culture that already exists within Dublin One.

Example One – cultivate North Lotts as the new food and restaurant quarter for Dublin.

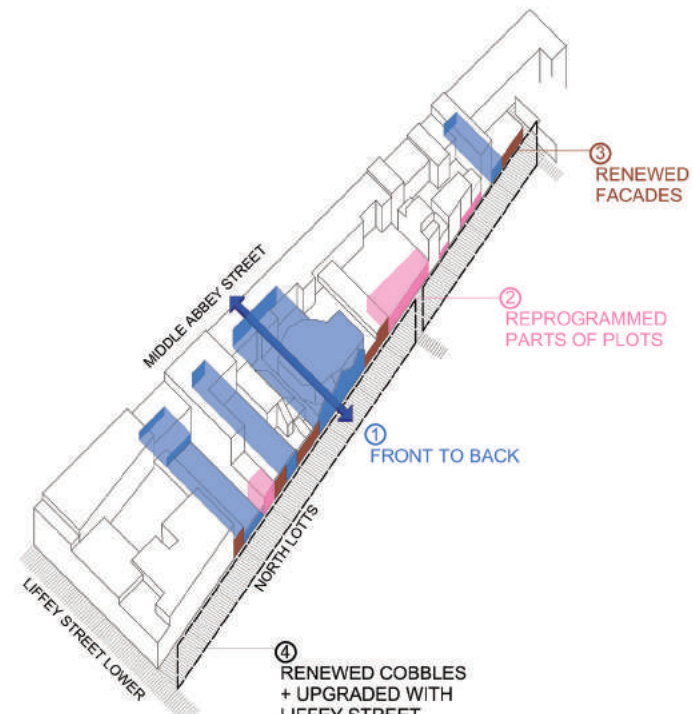
Dublin One is the culinary centre of the capital. The eastern stretch of Parnell St and the entire length of Capel St is home to Dublin's best Korean, Japanese and Chinese restaurants in particular. The Italian street (Bloom Lane) and the Millennium Walk have many excellent restaurants. Dublin One also has many excellent contemporary Irish restaurants, including Chapter One, considered Ireland's top restaurant and the North Quays are home to many excellent restaurants. Moore St and the Markets are historic hubs for purveying fresh produce.

Liffey Street is a key threshold into Dublin One from the south. It is crossed by North Lotts and Strand Street. This axis could be turned into a shared street area, access but no parking throughout. North Lotts to the East as you enter Liffey Street is a prime example of a neglected back space. Here are a variety of empty, semi – derelict, badly maintained, spaces. Some of these are used as parking lots with ugly, badly maintained gate fronts and damaged doorways. Some are the back access to shops and cafes or clubs on Abbey Street and hotel restaurants on Bachelors Walk. In order to turn the backs into fronts it is proposed to re-programme empty unused property to public new food café use. Shops that run through the whole plot from front (Abbey Street) to back (North Lotts) are asked to make a secondary front onto North Lotts. Plots that connect to Litton Lane when improved, reinforce a better connection back to the river and Bachelors Walk. Derelict parking lots will be re-programmed for a pocket park or outside eating area perhaps under the management of the adjacent club.

The quality of the ground surface of the outside space plus a significant improvement

to public lighting linked to installation light art pieces must also take place (as in Jervis Street). A re-programming for hospitality, recreation and eating, makes North Lotts a defended space during the day and into the evening by users and owners. The new programme connects with longer established food outlets from Bachelors Walk all the way through to the Moore Street Market as well as the more established ethnic food of new Dubliners outlets on Parnell Street.

This new eating quarter is easily accessible from O'Connell St, Liffey St and Bachelor's Walk on the Quays through two narrow and interesting lanes. North Lotts will be better lit and will have canopies, rain cover and street tables and chairs and parking will no longer be permitted. To explore this idea and to start making relations and connections with the existing members of the Lotts communities (the Chinese Church and the Turkish Cultural Centre for example), a kickstarter event could take the form of a street party on 11th June 2017, National Street Feast Day. <http://streetfeast.ie/>. A large free banquet would be held with a table running the length of the Lotts. Produce sourced and cooked in Dublin One would feature. Members of the Parnell, Capel and Moore Street communities would be asked to participate. It is central to the success of the event that people (residents, business people, shoppers, etc.) from the northern reaches of Dublin One are stitched into the cultural activities of the southern, quayside of the area. We see it as important that the many Asian and African people who live and work in the northern part of Dublin One are integrated more into the area and are encouraged to come Southwards and open up businesses, faith centres and schools in the Lotts, Liffey St. and Middle Abbey St. areas.









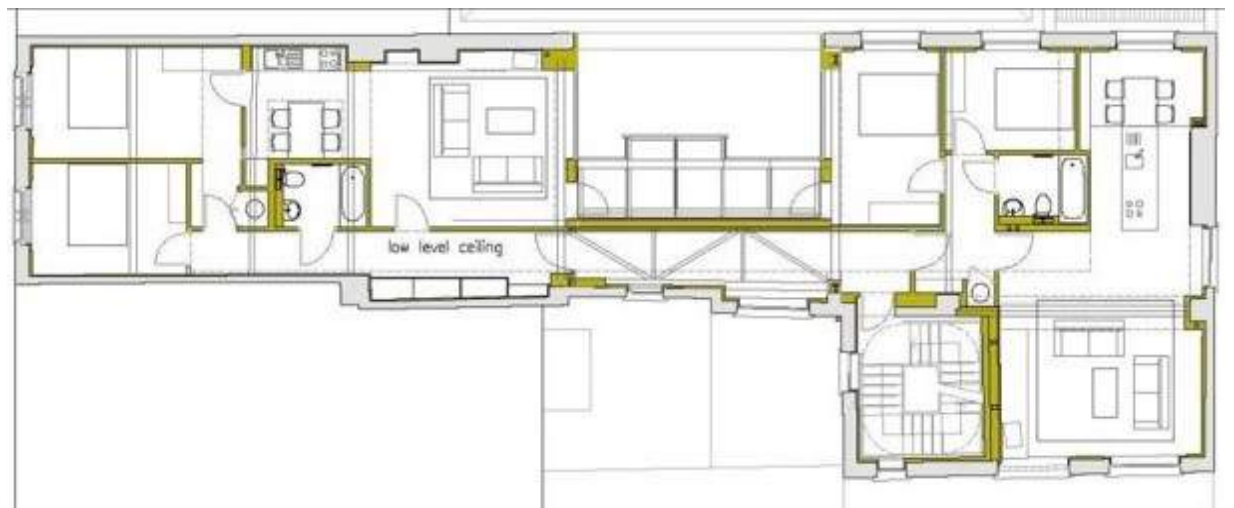


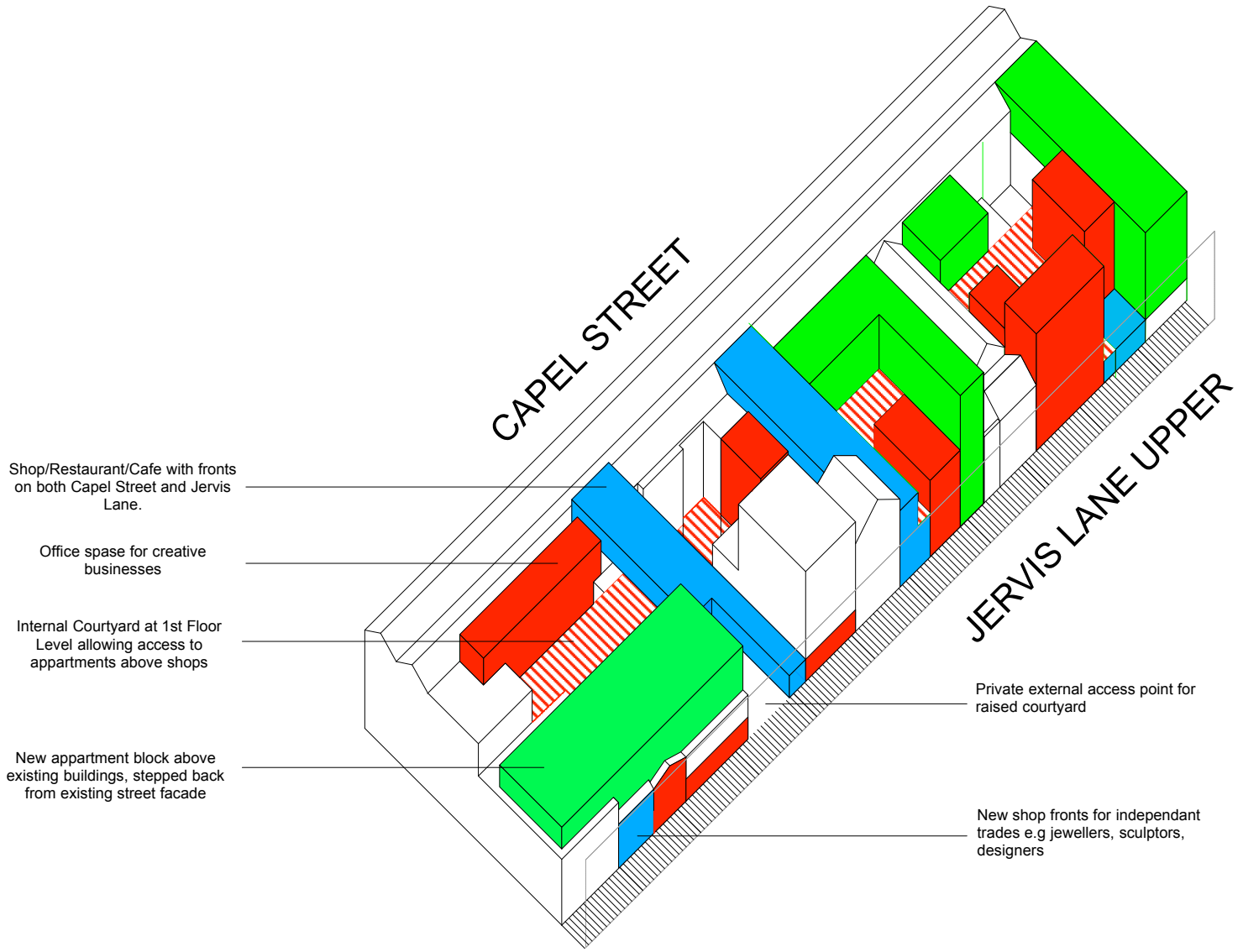
Example Two - Jervis Lane - Upper floor housing and mixed use

There appears to be large numbers of vacant upper floors in Dublin One. In order to provide greater vitality and a 24 hour neighborhood, redevelopment of these vacancies should be encouraged. Behind the developing hip cafes and lively shops of Capel Street is a prime opportunity to transform the back area of the shops into housing and offices.

By identifying the various back additions that offer blind facades or semi derelict structures we propose, to a maximum of four levels, apartments and offices along the back of the shop strips facing onto Jervis Lane. Housing structures can be relatively shallow in the plot and natural light at higher level, can be gained from the west. This will knit into the existing structure in such a way that some shops will and can maintain their back access when and if necessary. This provides for a varied, lively and mixed street face and use. Access for residences can be from this lane and essentially although still a public highway it becomes defensible space by local residents and active shop users. Vehicular access is maintained but for access only there is no parking. The quality of public lighting and ground cover, plus, the relationship of the ground cover to the edge of buildings must also be improved. Public lighting can be further enhanced by artist lighting installations that co-ordinate with public lighting.

Recently the Living City Initiative was somewhat relaxed in order to encourage more participation in upper floor redevelopment. It may be additionally effective to provide permitting or planning assistance through the development of a one-stop shop to resolve issues of fire/life safety, universal accessibility, energy efficiency requirements, and historic preservation criteria. The Jervis Lane/Capel Street corridor is not the only area of Dublin One that could benefit from significant upper floor redevelopment. Talbot and Henrietta Streets along with Lower Ormond Quay seem ripe for this type of activity. Focusing on these upper floors not only adds to the potential tax base for the city, it increases the likelihood of a safer 24 hour Dublin One, with residents watching the streets at night, spending more time in cafes and pubs, and going to the theatre.





O'Connell Street | Moore Street Development

There is currently a plan to make significant improvements to the west side of O'Connell Street very large section of Dublin One. Every effort should be made to minimize the impact of the development on the historic public rights-of-way along Henry Place and Moore Lane. It is appropriate for these lanes to remain, but an increase in density in a fashion similar to that previously described for Capel/Jervis would be a good solution. Impacts of the new development on O'Connell should also be minimized, although the development of throughways from O'Connell to Moore Lane would be appropriate, particularly in areas where there are missing buildings. The historic character of the O'Connell Street elevation should be maintained and any infill development should meet appropriate design principles and criteria.

Design Principles

Ultimately a set of design principles should guide future infill development, rehabilitations, and public realm improvements. Quality of the built environment is a determinant for quality of life. Core objectives of a quality urban environment tend to include the following:

Quality of edge. Buildings and structures are critical components from which urban places are made. In order to achieve urban quality, we must 'consider places before buildings' in order to achieve quality of edge to the public realm.

Excellence in the ordinary. We must achieve excellence in and value the ordinary. Most buildings work quietly and collectively as a backdrop or foil, providing a setting for those buildings that have legitimate call to be distinctive. Only through achieving excellence in the ordinary will we achieve magnificence as a city.

Learn from the past. Dublin, our inherited city, is remarkable in terms of scale and setting. The Georgian core is unique yet, in places, undervalued and fragile; the inner Victorian and Edwardian suburbs generally robust, successful and worthy of maintenance; the outer suburbs very much places of potential. Contemporary architectural intervention and expression must match the quality and longevity of earlier models while serving to strengthen or remake place as appropriate.

Facilitate contemporary architecture in both substance and style. Architecture performing to the highest environmental standards and clearly reflecting the spirit of our age, concerned with climate change and culturally cosmopolitan.

These principles, which are overlapping and interdependent, could be established as more specific criteria to be considered and applied in all development proposals. There are already a number of good criteria being used, such as DMURS (Design Manual for Urban Roads and Streets), and the City Centre Public Realm Masterplan,

but these principles provide an additional level of quality for Dublin One. If there are conflicts with architectural conservation area criteria, the ACA prevails. Below are the principles and a just a few examples of how each could develop into criteria for Dublin One.

Clarity – of meaning, intent and purpose; of articulation, form and scale; of material and detail.

- Building setback - purely residential streets such as Henrietta require some defensible space between the sidewalk and the front door
- Recess entries and shopfronts – this allows space for window shopping and minimizes conflicts between those entering the shops and those walking by
- Articulate façade elements – a certain amount of depth is needed for window openings and other architectural elements to provide richer detail and visual interest
- Awnings and canopies - proportionate to the building and don't obscure architectural details, including pilasters or columns

Generosity – in consideration of routine elements and delivery of functional requirements; through discovery of opportunities for enhanced enjoyment in use; in creation of distinctive and memorable places.

- Transparency - ground level elevations facing a street should maintain a consistent proportion of transparency
- Blank walls - adjacent to a public sidewalk are discouraged
- Public realm – broad sidewalks, plenty of sidewalk seating, adequate rubbish bins
- Utility cabinets - integrate into building design rather than simply hanging them on the side of a building or erecting them on the sidewalk.

Order – of scale responsive to the individual the communal and the transcendent; of composition of plan, section, elevation and components; of articulation of sequence.

- Building height – respects the context of neighbouring buildings
- Building width – also respects the context and grain of the adjacent streetscape; if too wide it should incorporate a rhythmic division of the façade more in keeping with the contextual scale

Fit – a response to context that is positive, enriching, well-mannered and considered; an expression of time; for life-cycle and intended use.

- Size/relationship of new elements – should be visually compatible with the original architectural character of the building
- Sustainability – incorporate elements of energy efficient design but it may be more appropriate to apply those to an entire block rather than each individual building
- Materials – should be durable and long lasting
- Craft – applied to design, detailing, and construction.
- Rehabilitation projects should incorporate original design elements previously removed or covered over
- Corners– are highly abused and should be built with durable materials and appropriately detailed

SOFT DEVELOPMENTS - BUILDING STRONGER & MORE EMOTIVE ASSOCIATIONS AND CONNECTIONS

A trawl through travel forums (with most references on Trip Advisor) allowed a gathering of insights about the area from the international visitor perspective. The intention here was to supplement data gathered from those who attended the public meetings as they were considered most likely to have an invested interest in Dublin One. This helped understand how external perspective shapes the perception of the area, and how these perceptions can be affected in a way that retains the character of the area, dialing up positive over negative traits.

Findings from the international visitor indicate a very reductionist view of the area, namely, as a shopping district with reference to Henry Street (occasionally to Arnott's) and as an area synonymous with drugs. A view that is often (though not always) compounded by replies from people familiar to the area, resident in Ireland. The Liffey Boardwalk in particular was regarded negatively as people drew a connection between drugs and the boardwalk. Often direct warnings from both international and local voices were given to visitors, such as, 'Stay away from the boardwalk!'

These perceptions hamper the visitability of the area, but emerging and future consumer retail trends provide possible suggestions that could help offset negative perceptions, whilst pushing towards a new identity that retains the true character of the area. A brief reference to those trends that are likely to be most influential are referred to, and recommendations follow.

Euromonitor International (world's leading independent provider of strategic market research) Global consumer trends 2017:

1. Disruptive ageing - Midorexia - lifestyle interests are being adapted that are generally associated with younger groups;
2. Extraordinary - atypical consumer categories, e.g. fashion for real people;
3. Meeting needs of people that have been traditionally displaced, a good example of which is Milan InGalera (Italian slang for prison) that is staffed by inmates;
4. Authenticity - emphasising the real vs the marketing hype;
5. Real world holidaying - shift from synthetic digital to real OR social impact holidaying - grittier experience sought.

McKinsey, 2016 - (Global firm, comprising more than 10,000 consultants and nearly 2,000 research and information professionals). The consumer sector in 2030: General trends and questions to consider

1. Changing Face of the Consumer will include an aging population, global tripling of spending amongst middle-class consumers, and a strong millennial presence
2. New Patterns of Personal Consumption including an increase in convenience, focus on health and wellness, personalisation, shopping experience remaining key, buying local, simplification of choice (curation)
3. Tech advancements - social media driven consumption, advanced analytics for marketing.

As an aside, Deloitte in their Retail Trends 2017, indicate the leisure experience will dominate the high street.

Recommendations

In light of the above, i.e. the existing perceptions of the area and the consumer trends going forward, the following recommendations are made:

1. Extending existing tours to include history and events associated with 1916 that is untold. Building upon the existing tourism offer in the area by signposting people to the areas of historic and cultural interest. Revealing the invisible treasures, stories, histories.
2. Building upon the perception that exists vs ignoring it, by using the realities to enhance the tourism offer. As an example early tourism initiatives promoting Ireland drew attention to the drizzle and rain, making it a focal point of

discovery and experience. Go to Ireland, get a break from the sun!! Embracing the darker aspects.

3. Conflict Tourism has been used a way for people to access invisible areas and hidden local histories that been thought to carry negative connotations. An example of this would be the murals in Belfast that are visited and enjoyed as part of coveted local history that is unsanitised.
4. Grittier experiences are emerging as a future trend for tourists exploring new places, as is the trend for 'real holidaying experience'. Dublin One lends itself to this kind of experience / visitor encounter. The 'real Dublin One'.
5. The emergence of midorexia (lifestyle trends generally associated with younger groups that are being embraced by older consumers) may create opportunities for this area to increase markets amongst this group given this area is regarded in certain instances for a younger cohort. Likewise younger consumers have increasing power over purchase as parents outsource decision making around what to buy for their children to their children.
6. General trends relating to the changing consumer will be important to communicate to businesses in Dublin One to help keep ahead of these trends that consumers will seek elsewhere as consumer loyalty continues to waver.
7. In addition, there is a general trend for experiences over stuff, this works in favour for Dublin One.
8. Building on momentum, people have illustrated pride in 1916 commemorations, cashing in on the great feelings around that - pride in formation of nation state. Shifting identity towards a more positive direction.



The Public Realm

FRUIT AND VEGETABLE MARKET

The wholesale fruit and vegetable market that fronts Little Mary Street on the western edge of the Dublin One District is owned by Dublin Council. There is a detailed study for the integration of a public market that would share the building with the wholesalers. <https://consultation.dublincity.ie/planning/part-viii-application-for-redevelopment-of-the-who/>

The idea of a public destination that activates the western end of the Henry Street axis through Dublin North is a strong one. The team saw the potential to launch the public use of the Market on a smaller scale than the current proposal. This is in keeping with our other near-term proposals that focus on: lighter | quicker | cheaper.

This study opens the two northern bays of the existing market's beautiful sky lite building for small private vendors. The array of offerings will undoubtedly include fresh fruit and vegetables but should also feature specialty prepared and packaged foods - teas, wine, spices, cheeses, breads - as well as eateries and shops for crafts/makers. A mix of 15 to 20 vendors is essential for a critical mass to attract customers. Important additions illustrated in this plan are a area for child care [labeled D.C. on the plan on the following page] and back of house storage for the vendors. There is also ample room for seating and gathering with friends over food and beverage.

About three quarters of the building remains in active use by the wholesale market.

On the adjacent car park site [to the west] is a proposal for a 'village' of shipping container pop-up shops. The pea gravel court has ample room for push-carts and other ad-hoc vending that will vary on every visit to the site.

The triangular street area north of the market can provide a large area for special events/festivals with day-of-event street closures.



Interior view of the market hall aligned with the building's beautiful wrought iron trusses and skylights.



Plan view of the market hall and adjacent shipping container village.



Existing Site



Existing Mary's Lane Elevation - Unchanged

Scale 1:100

View of the Market Hall from Little Mary Street looking south. The arched bays have been opened-up to allow visibility for vendors from the street side. This enlivens the street and provides the potential for vendors to sell from an open window to a customer on the streetside.



Examples of shipping container pop-up shops in other cities.

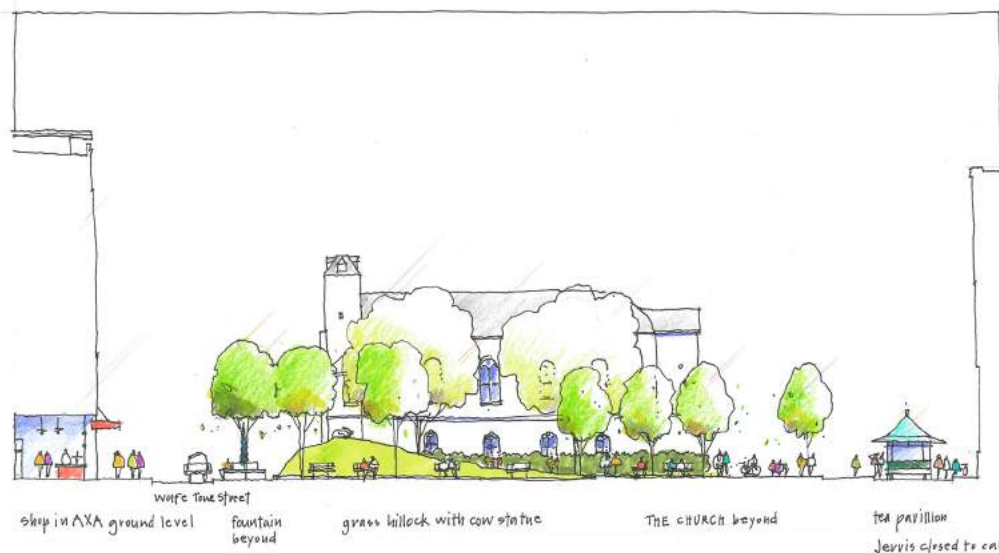
WOLFE TONE PARK

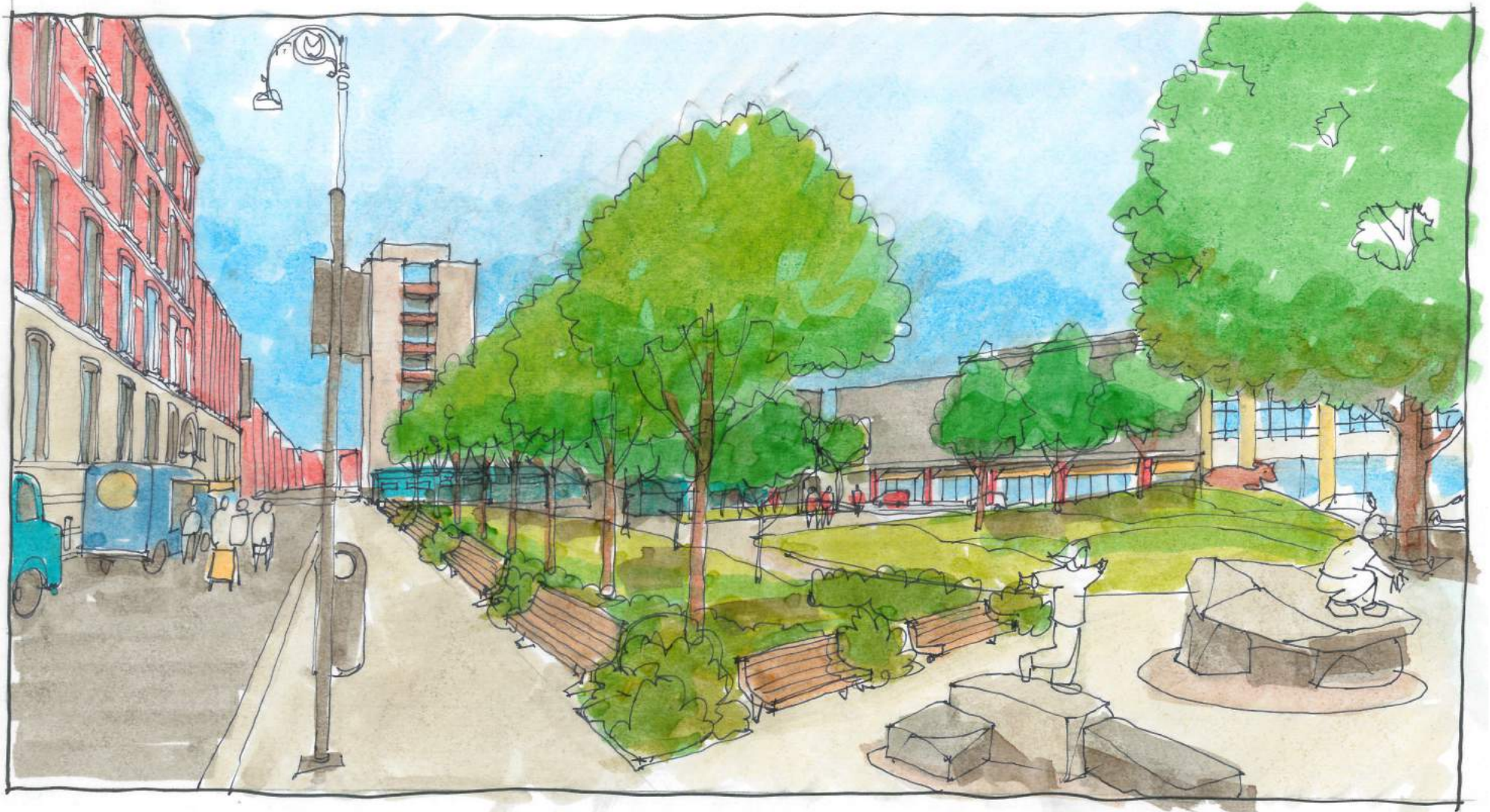
Wolfe Tone Park is at an important node along the east/west people-corridor at the heart of Dublin One. It also represents an opportunity to provide a place for gathering, respite and rendezvousing with friends, family and community. The need for enhancements to Wolfe Tone Park was a clear outcome of our meetings with stakeholders and the public.

The current park is hard, cold and uninviting. It is a place to pass through rather than a place to linger. The addition of the Tram Cafe has provided a significant shift in the park's sense of welcoming and vitality. It has also improved the sense of safety and well being in and around the park.

Still, there is a need for softening and more opportunities to engage with place and people at Wolfe Tone Park. There is a proposal for the Park but in many ways it has left the current diagram of the park unchanged and has only added a small area of grass. The study, illustrated to the left, recommends more grass, more traditional bench seating and zones that encourage a variety of activities in the Park. These zones include a children's play area on the northeast corner of the Park; a hillock presided over by the cow sculpture that now resides in the Park; a water feature that anchors the southwest corner; and an undulating path moving from southeast to northwest. A fountain anchors the northwest corner.

Activating the edges of the Park is also important to making the Park a lively and safe destination. The section shows shops tucked into the ground floor of the AXA insurance building and a tea pavillion in the ride-of-way of Jervis which has been closed to vehicular traffic between Mary and north of the car park entry/exit on Abbey. Food trucks can also come and go to enliven this edge. A proposed hotel's bar and cafe can overlook the Park and an additional cafe in the Park can be supported in the Park's southern zone. This area should also have public facilities that are monitored by the Park's warden.





STRAND STREET VACANT LOT

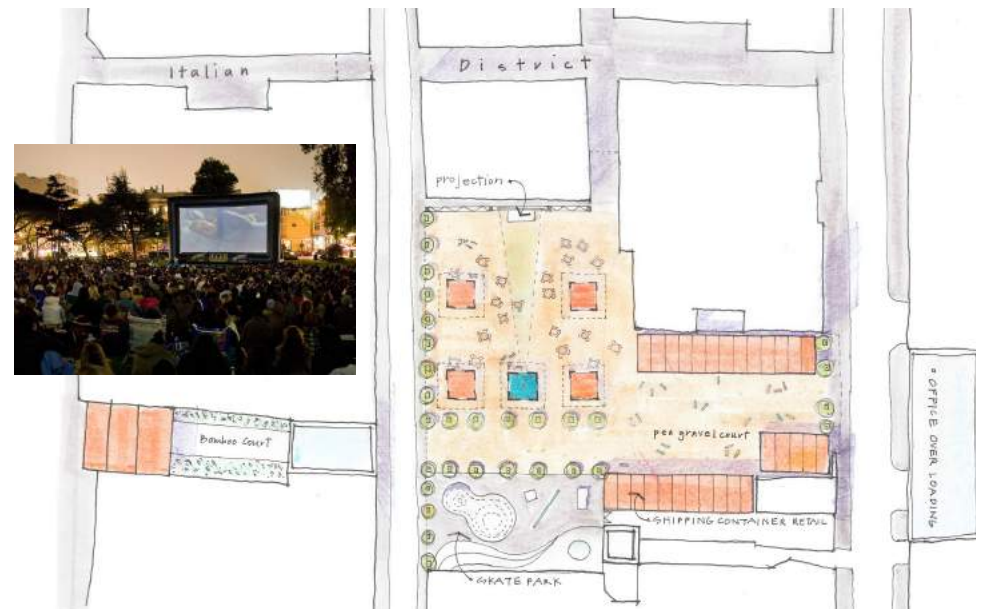
This prominent long-term vacant site is bounded by Abbey Street to the north, Abbey Cottages to the east, Strand Street to the south and the Italian Quarter to the West. Apart from being a poor use of prime city land, the prominent frontages of the site have a negative effect on the adjoining streets and property values and encourages antisocial behaviour, particularly in Abbey Cottages. The proposed intervention also addresses two adjoining under-utilised properties; the loading bay yard to the north and the largely vacant plot to the south, fronting onto the quays.

It is understood that development of the site may take a number of years, so the intervention proposes not just long term re-development uses, but also short term uses which can activate the site and its immediate environs for public use in the interim.

SHORT-TERM USE PROPOSAL: Makers, Skaters & Containers

Immediate activation of the site is proposed by craning in shipping containers and small pavilions including a projection/sound booth to allow performance and AV uses against the gable of the Italian Quarter development. "Makers" could include AV / film making, editing and events, 3D printers, PechaKucha (Presenting 10 slides in 10 minutes) and the synergies resulting from combining such activities together. This would be complimented by free wi-fi and café / bar pavilions which would provide the stage for maker and public interaction. A further dynamic would be added by encouraging skaters into the lot with an area of smooth bitumen surfaced areas and space to build their own skate bowl. The variety of dynamic uses would attract the public to use the space, passively and interactively; i.e. watching and engaging with an ongoing stream of makers, skaters, vendors, AV presentations and live performances.

These activities could remain in-situ and continue to evolve until the long term site use was ready to be constructed, at which time the container elements could be removed from the site and re-erected in another vacant lot to continue this dynamic use in another under-utilised area awaiting redevelopment.

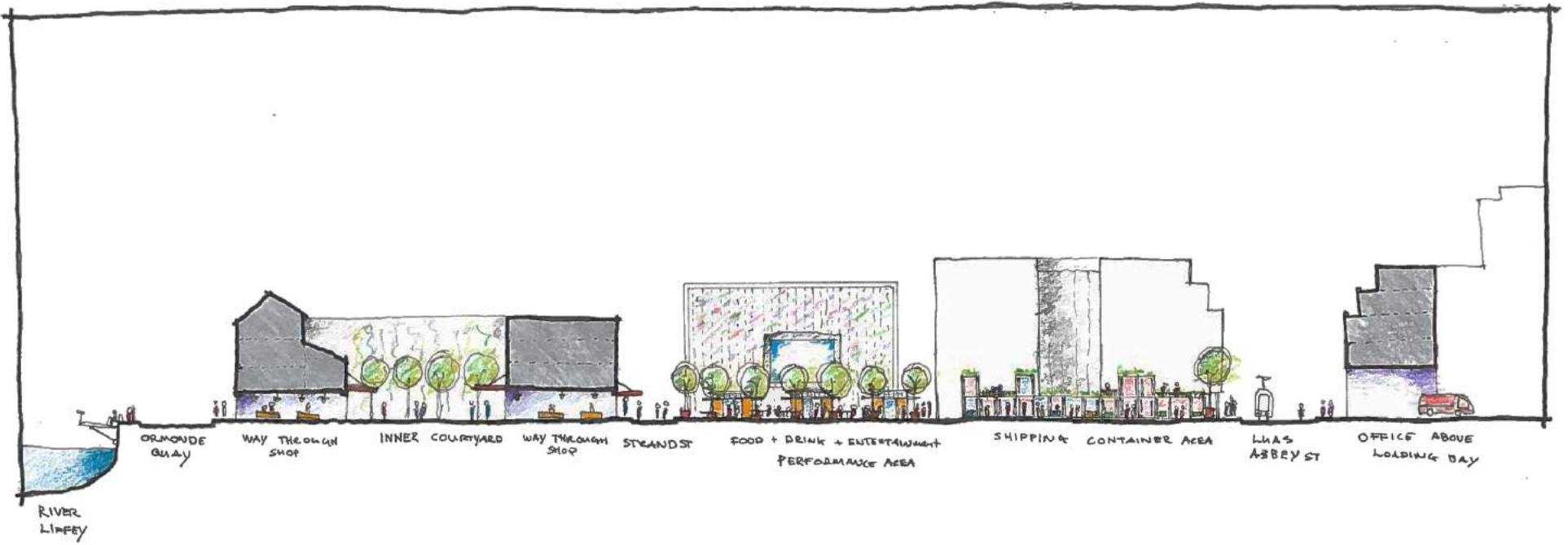


LONG-TERM USE PROPOSAL: Family-friendly Mixed-use

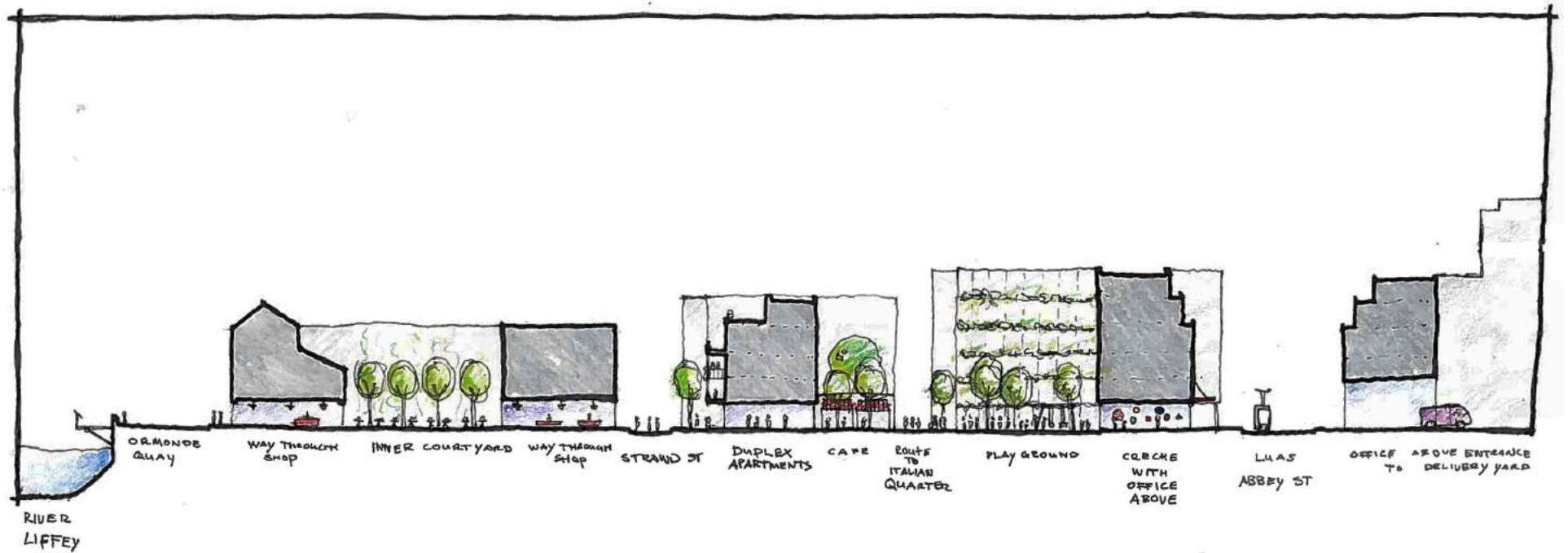
Family-friendly mixed-use development comprising office use to both sides of Abbey Street; over the loading bay, and over a proposed crèche at ground level which would be convenient for commuters using the adjoining Luas. Fronting Strand Street would be a continuation of The Italian Quarter type café and bar uses with some office space, with family-sized duplex apartments with generous south facing balconies above. The centre of the site would be a pair of safe, overlooked, semi-public courtyards, the larger of which would include the crèche play area and which would form the hub of three new pedestrian routes linking Abbey Street (via Abbey Cottages), the Italian Quarter and Strand Street. This route could continue through the vacant lot onto Ormond Quay, linking through a café / bar / shop and internal courtyard. In this way the lot could provide for families who wish to live in the city centre, while also becoming a positive contributor to the locale and the people who use it.

These investigations are but two of the many ways this site might be used and developed. It is hoped that these examples will stimulate and motivate occupancy and uses that take away the current blight and it's negative impacts on the wider area.





Short-term use.



Long-term use.

THE DISTRICT'S CROSSROADS

This portion of the report focuses on the primary pedestrian routes leading to and through the center of the district. These include the north/south access route beginning at the Ha'penny bridge over Upper and Lower Liffey Street coming eventually or Parnell Street, and the east/west route beginning at the Spire down Henry Street to Mary Street.

We observed that these very important routes have a “default” public realm character shaped primarily by the retailers. They lack even basic streetscape amenities such as seating and greenery and are without significant gathering places.

In our assessment, the north/south route needs to be better-defined and enhanced. The charmingly misaligned intersection of Liffey and Middle Abbey Streets is identified on the Reimagine Dublin One FrameWork diagrams as an important public node, but it lacks a space of clear figural character.

The design team produced two sketches that describe enhancements to this route. One sketch is a view from Lower Liffey Street looking at the south-facing facades of Abbey Street before the continuation of Liffey to Henry is fully apparent. Here, we have suggested replacing a small one-story building with a pocket park. The sketch shows the interesting multi-story side wall and chimney volume of the adjacent building fully exposed and then adorned with a vegetative green or “living” wall which also faces south. This element would also serve to visually “draw” pedestrians from the foot of the Ha'penny Bridge. The ground plane of this space is simply treated with benches, landscaped forms, and contrasting paving.

The next sketch is on Liffey Street approaching Henry. Here, we are suggesting addressing the lack of greenery, seating, and street lighting with the introduction of a single street furniture unit that would contain all three of these elements. The tree pot reflects the challenges that the district's sub-surface infrastructure poses to conventional tree planting wells. Note that we do not advocate managing or standardizing the signage or storefront design on these streets as we feel the idiosyncratic nature of the streetscape contributes to the district's “authenticity”.



For the district’s major interior east/west route, however, we clearly heard in our stakeholder interviews that Henry Street needed more than enhancement. It needed to be “fixed”.

Some of the fix for Henry Street is functional, operational, and programmatic. The fact that virtually all the street-level businesses are retailers that close simultaneously in the early evening is certainly a problem. This could be remedied by the presence of a greater mix of uses. The near-universal use of opaque roll-down security grates contributes significantly to the perception that Henry Street is unsafe after dark. Dublin One should consider an incentive or regulatory program – perhaps signage and storefront design guidelines – that prohibit the use of security grates and build awareness of the fact that good views into a retail space and an adequately-lit storefront display zone are actually better for security than opaque barriers.

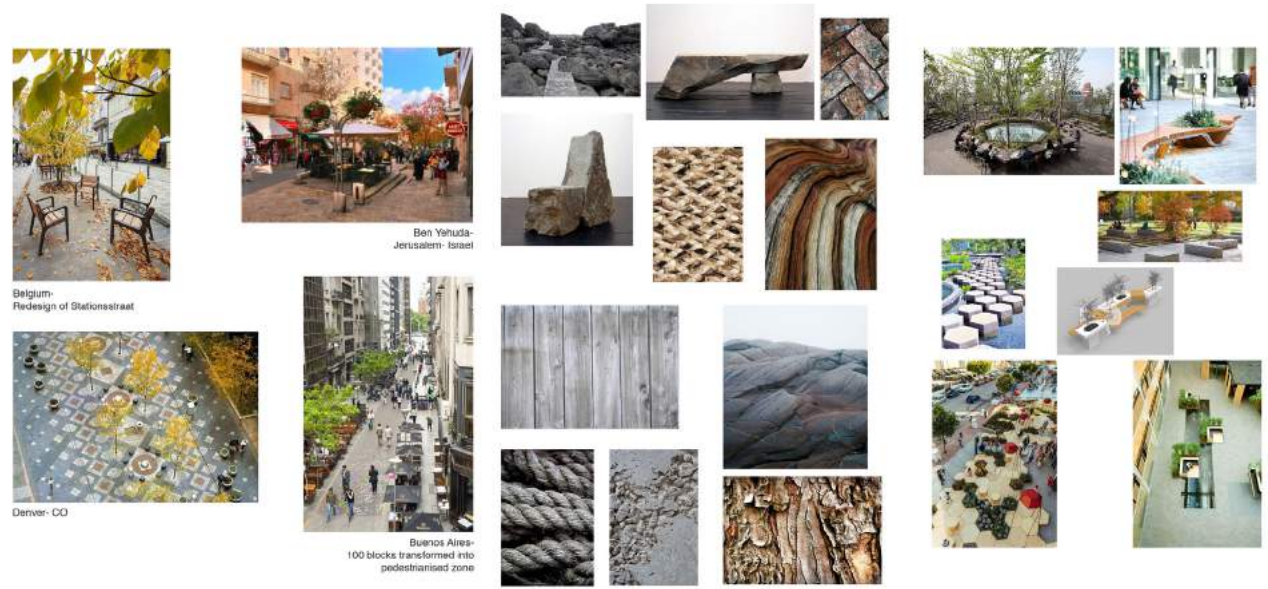
But much of what is disliked about Henry Street can be addressed through design improvements in the public realm. This street is quite broad. At approximately 15 meters between building facades, it is no doubt the widest thoroughfare within the study area. Yet it is featureless. Except for peak shopping hours (such as mid-day on a Saturday), the space feels vast and underutilized. Despite whatever benefits may have been accrued by closing the street to vehicular traffic, repaving it without the distinction of sidewalks and curbs contributed to this perception, as does the complete absence of seating and greenery.

To address this, the design team looked to precedents of other very broad pedestrianized commercial streets that had been laterally “zoned”. From edges to center, these delineations typically include three types of spaces. Narrow zones along the commercial storefronts reserved for outdoor seating or merchandising. Adjacent to those are clear zones for pedestrian traffic and access to storefront entries and crosswalks. In the middle of these streets is a generous zone of public amenity

the nature of which varies widely depending upon the urban context.

In our study to enhance the public realm on Henry Street, we sought to address three of the streets greatest perceived deficiencies: its lack of seating, its lack of greenery, and its lack of character.

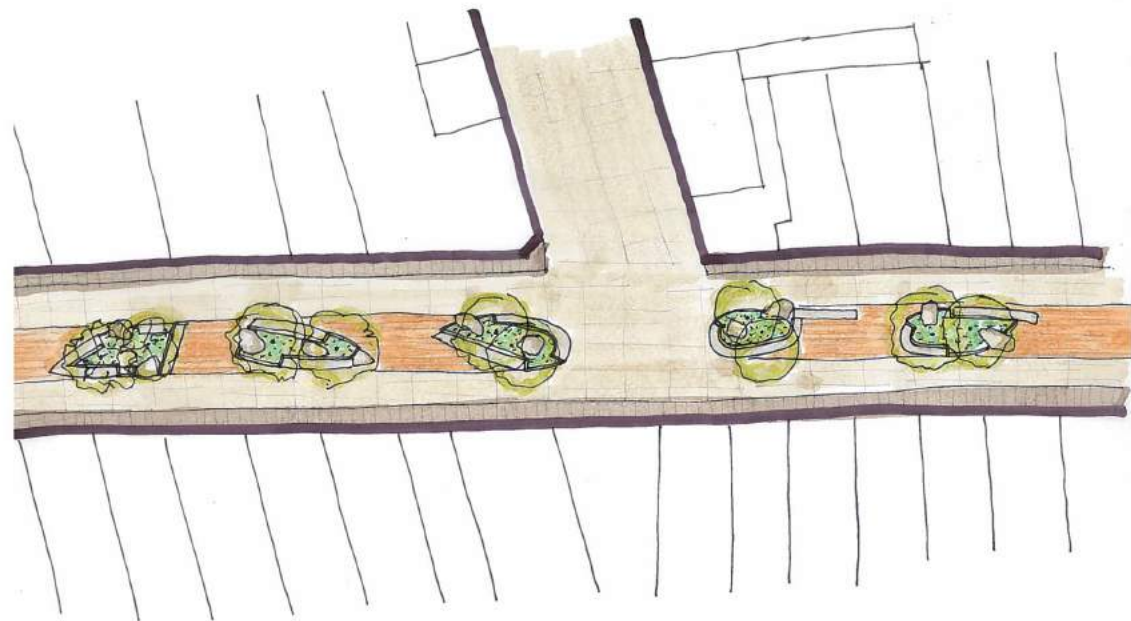
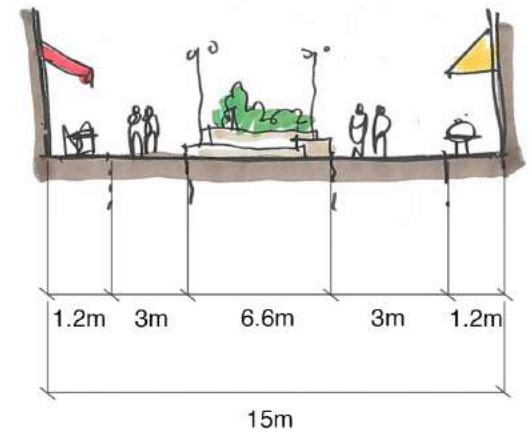
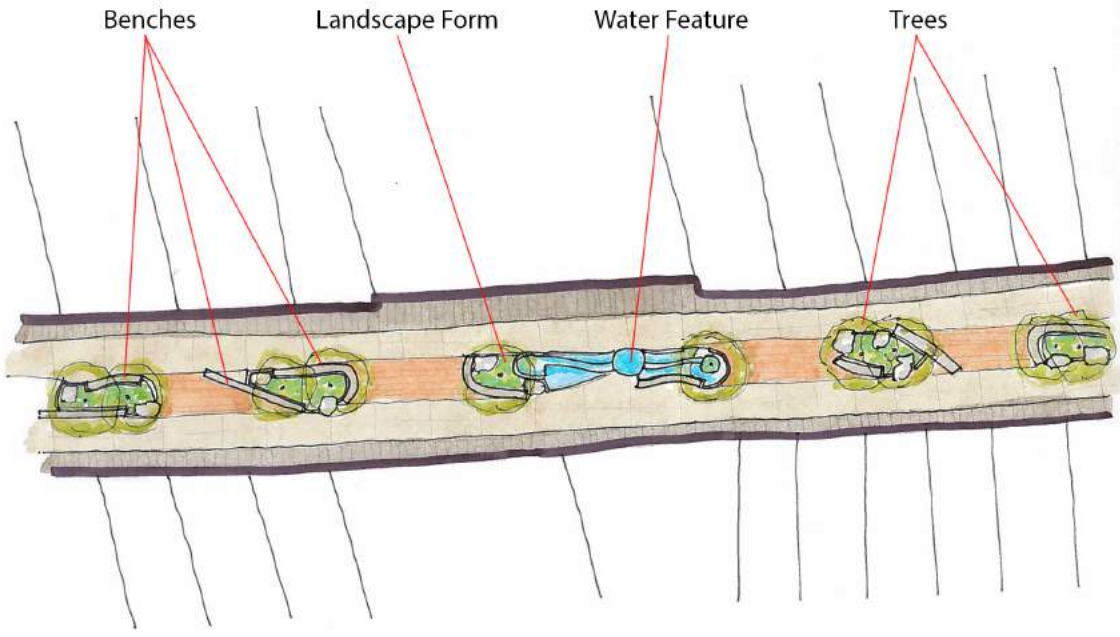
We saw the introduction of newly designed elements on Henry Street as an opportunity to reinforce the qualities that define Dublin One such as its “authenticity”, “grittiness”, and historic significance. To do this, we looked for appropriate design references: a rocky coastline, native and natural landscapes, and traditional building methods and materials. The specific design choices we made and the features depicted are less important than this process recommendation – that design decisions should be based on precedents that re-inforce the district’s unique character.



The design team produced plan diagrams and two sketches of proposed enhancements to Henry Street. Dimensionally, we allocated slightly over 1 meter for the storefront merchandising zones, 3 meters minimum for each of the pedestrian zones, and the balance of over 6 meters for the center amenity zone. Although 1.2 meters is not adequate for extensive outdoor café seating, if restaurant uses on the south-facing side of Henry Street were ever anticipated, we would recommend taking space from the amenity zone and allocating it to outdoor seating.

The amenity zones we have depicted include permanent benches of slab granite and/or heavy timbers, irregular mounds planted with resilient native grasses and ground cover, traditional pedestrian-scaled street lighting, and interesting ornamental trees. Water features or “green” stormwater management infrastructure may be part of these elements as well. It should be noted in the plan that these elements should not be intermittent rather than continuous allowing pedestrians to cross easily from street side to side. A parade route should be able to snake playfully through this enhanced public realm.

Henry St
Details



A CIVIC LIVING ROOM

This report section is about the importance of placemaking.

Perhaps the thing most frequently described as being lacking in Dublin One is a useable, programmable public outdoor space. The frequent public events, seasonal programs, cultural activities, and occasions to gather or assemble are how people participate in a community. The lack of spaces for these things to happen inhibit the formation of community. Were Dublin One merely a convenient locus of transactional commerce, placemaking would not be necessary. But it is not. It is a community waiting to happen.

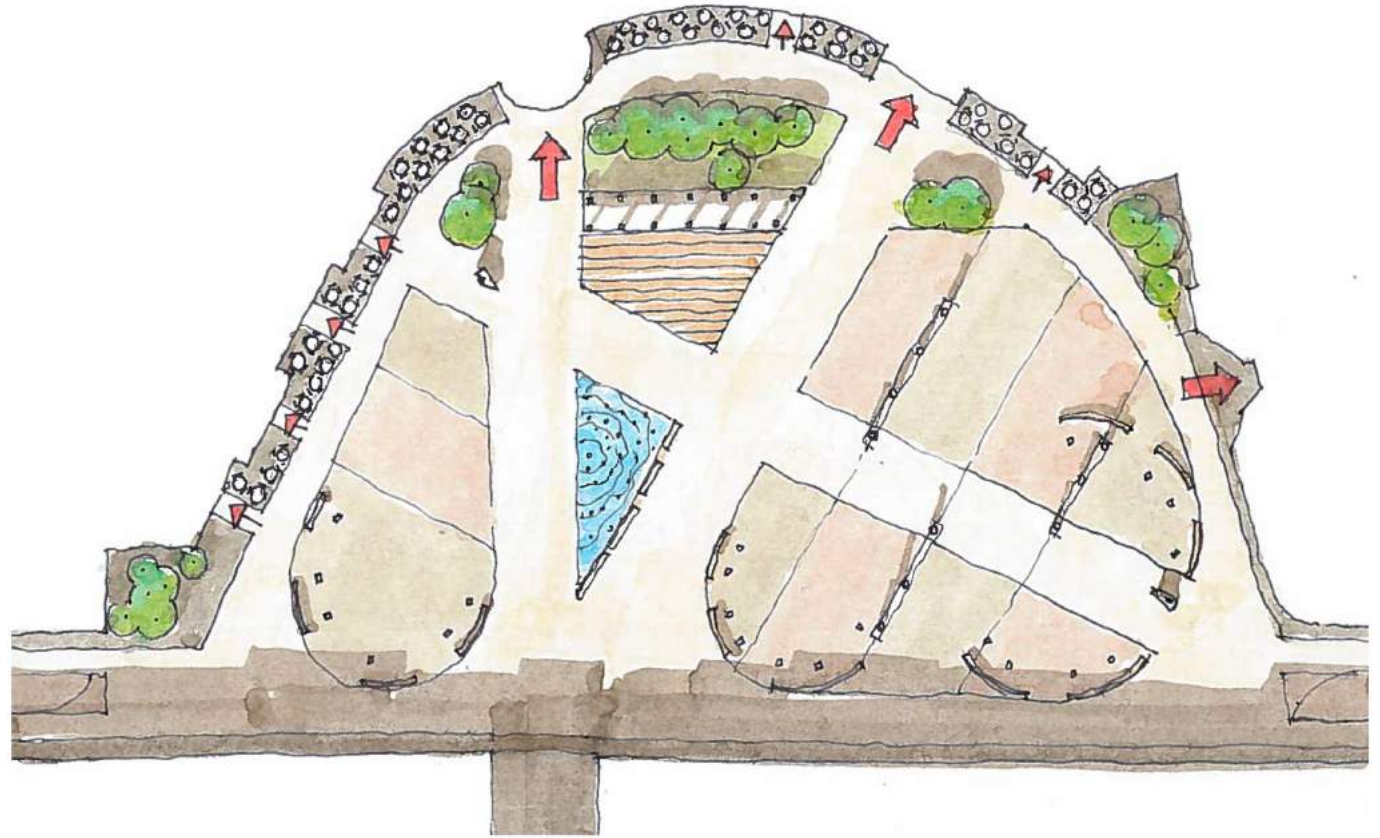
Impelled by what we heard loudly and clearly from the stakeholder interviews, we began this exploration by looking at other well-known spaces in Dublin that function as civic living rooms. We looked for spaces that were dimensionally compact enough (approximately 75 meters by 150 meters) to feel singular and figural but large enough to accommodate multiple activities at once, porous and widely accessible but well defined by streets or buildings at their edges, embedded in a neighborhood, and not overly “designed” in a way that inhibited flexible programming.

The precedents we identified included Central Bank Square on Dame Street, Mountjoy Square, the Garden of Remembrance on Parnell Square, and Grand Canal Dock.

The next challenge was finding a location for such a space within Dublin One. Although Wolfe Tone Park is already present, its slightly peripheral location and its great number of ever-so-rare mature trees suggested it was better suited for passive recreational uses.

The most natural place to locate such a civic living room would seem to be at or near the intersection of two aforementioned crossroads: on Henry Street at





the heart of the neighborhood. Making this location work would require creating ten to twelve thousand square meters of new open space and reconfiguring or relocating commercial building program. To test this premise, the design team looked for a theoretical location that fit three additional criteria: a site on the street's north side allowing the space to be oriented towards the south, a site where the existing building density was less than the typical and desired four or five stories, and a site with a minimal number of different ownerships.

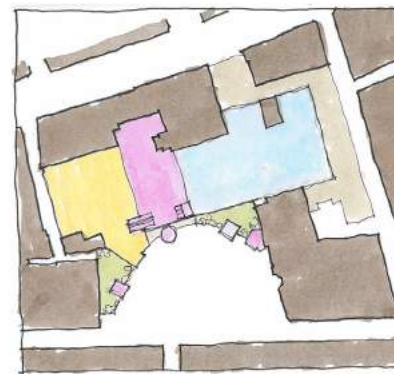
Once a theoretical site was identified, the design team tested the idea by studying the reconfiguration of gross leasable floor area. If the floor area in question could be reconfigured to free up enough open space and increase building density and efficiency – possibly even increasing the amount of GLA – and configuring multiple tenant entries so they faced and activated this new civic living room, it was posited that benefits would accrue to the commercial building owners, their tenants, and the general public.

The plan and axonometric diagrams the design team produced illustrate such a theoretical reconfiguration. We began by describing angled sides and a built crescent of ground floor area. Second and third levels are added so that the building edge facing the open space varies in height and massing in a way that recalls Dublin One's historic streetscapes. In the back of the site, an efficient rectangular of space on the fourth and fifth floors is set back from the crescent, a part of which forms a screen to a nearby parking garage. Special attention is given to creating a ground floor tower or entry element for this upper tenant space. This tower is also located to function as a "high reader" or landmark on axis with Liffey Street. Another of these new building elements functions as an entry for an enclosed public connection through the block to Parnell Street.

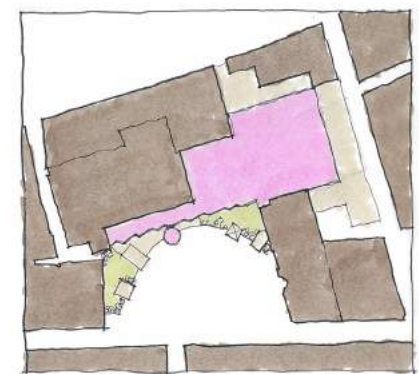
The character of the space itself is divided into rooms that are undefined enough to allow the plaza to function as a coherent whole. A few suggested



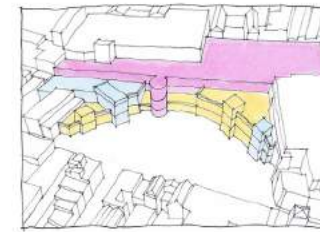
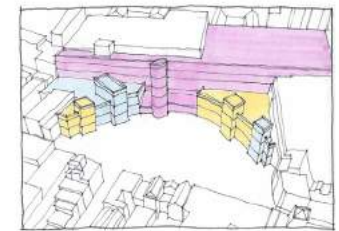
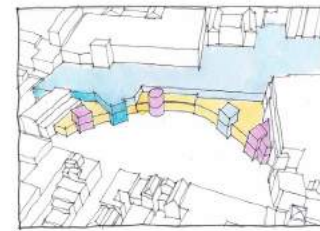
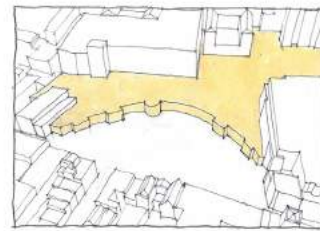
Ground Floor Plan & 3D



First /Second Floor Plan & 3D

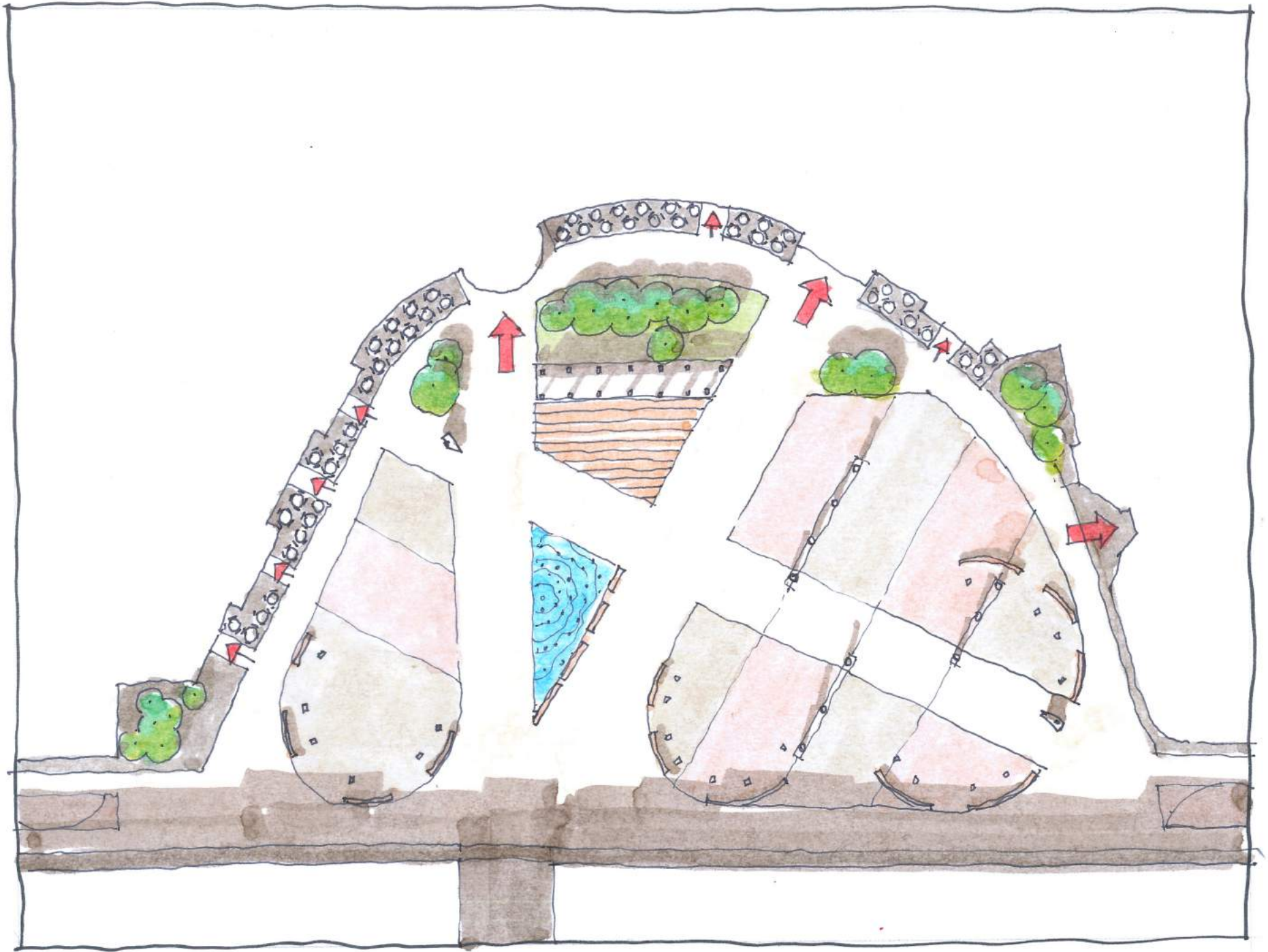


Remaining Floor Plans & 3D



features include a "speakers' corner" pavilion, a small "splash pad", a limited amount of trees on the periphery, enough architectural lighting to serve as stanchions for tents or temporary canopies, much fixed seating, and a peripheral zone adequate for outdoor seating for patrons to observe the passers-by.

We wish to conclude this section by reiterating that the specific images and renderings we have generated are far less important than the idea and the approach we have described. We also wish to endorse the suggestion made at one of our working sessions that this entire concept be presented as a brief for a local design competition. Finally, we wish to emphatically state that – whatever the outcomes – It's not all about the architecture. Buildings are far less important than the beneficial public realm they shape and support and the vital human functions that they enable.







Implementation

DUBLIN ONE IMPLEMENTATION STRATEGY

Dublin has become a city of choice for people and businesses from around the world. It's now the fastest growing city in Europe.

While that designation has brought many benefits to the city (corporate headquarters, higher paying jobs, greater population diversity, additional public revenues, expanding educational and cultural institutions, etc.) it has also contributed to growing pains and strains. Dublin has a critical housing shortage across economic spectrums, its social service delivery systems are coping with a surge of people in need, and many new residents have struggled to find gainful employment.

Dublin One, which many would contend is the heart and soul of the city, is a neighborhood that's both benefiting from and convulsed by these growth pressures. It's a community that wrestles with the desire to retain its heritage and historic fabric while accommodating new populations and 21st century development.

The community has numerous assets that include:

- Dublin's most diverse neighborhood
- Rich array of cultural, higher education and health care institutions
- Strong mix of private uses – diverse retail, residential, office (and accompanying tax generation)
- High retail footfall
- Historic character and fabric
- Proximity to river, Docklands and Dublin Two
- Luas (tram)
- Continuous flow of private investment
- Effective BID (Dublin Town)

It's also a community that faces a number of challenges and threats to its wellbeing:

- Very high (excessive) upper floor vacancy rate
- Shadowy perception (even though it's the sunnier side of river)
- High concentration of social services
- Insufficient open spaces (green and hard scape)
- Lack of job opportunities for growing diverse population
- Shifts in retail preferences (appetite for online)

While some of these are not restricted to Dublin One (e.g., very high upper floor vacancies, and shifting retail preferences), others are present there to a more extensive degree than elsewhere in the city (e.g., high concentration of social services, very limited number of green or hard surface open spaces).

Residents, employees, and businesses within the district realize their circumstances and have for years endeavored to improve conditions there. Bringing the Luas through the area and now expanding it, and development of new mixed use developments offer concrete examples of investments from the private and public sectors that illustrate successes. But the area needs significantly more to achieve both its potential and to assist the larger city in effectively absorbing a growing population. Quality housing, gainful employment and business opportunities, and maintaining/enhancing the array of cultural, health care and educational institutions are needed for the ongoing nurturing of its citizens.

Aspirations for Dublin One include but are not limited to:

- Crafting a compelling agreed upon vision for area
- Securing sustainable public realm improvements (open space, streetscape, laneways)
- Preserving and adaptively reusing more older buildings
- Increasing upper floor occupancy for residents and businesses
- Increasing public safety and social services support
- Improving perception of Dublin One
- Providing spaces for new and expanding businesses
- Expanding job and business start-up opportunities for area's growing diverse population
- Enhancing residential amenities to attract and retain more families

Realizing such a needed but ambitious bundle of aspirations is a daunting task for any neighborhood, it is even more pronounced when that neighborhood is undergoing the transformation evident in Dublin One and the environment for resources is so competitive. Success will take time and will be incremental. There will be opportunities for lower cost smaller scale projects and more expensive longer term public improvements in addition to on-going new building development and existing building rehabilitations. These will have multiple beneficial economic, fiscal and social impacts on the neighborhood and for the larger city. Achievement will be much more likely, however, when the community establishes a revitalization entity dedicated to advocating for and implementing these changes.

IMPLEMENTATION ENTITY AND PATH FORWARD

Dublin One is a unique area with special circumstances. To achieve its potential requires special treatment and the creation of an implementing entity to assure that this is achieved.

Special District Revitalization Agency

We recommend that Dublin One establish a special district revitalization agency tentatively named ReDO (Reimagine Dublin One), a community-based non-profit organization.

ReDO would be governed by a democratically selected board composed of not more than 12 members (a manageable number), with representation from the following: neighborhood residents; small and large property owners and businesses; cultural, educational and health care organizations; service providers; Dublin Town; DCC; and a respected good citizen of the larger community. The ReDO board would hire an executive and nimble talented staff (no more than three total). If needed it may appoint ad hoc committees to assist staff for selected efforts (e.g., cultivating philanthropic support). ReDO would receive annual evaluations to assess progress and suggest adjustments in the work plan if needed. We suggest the AIA create criteria for and oversee the initial annual evaluation. A more in depth formal review to evaluate the future of the entity would occur at the end of year five.

Establishing ReDO will require a commitment to fund the organization for an initial five year period. While funding could come from the public or private sectors alone, we strongly recommend that the public and private sectors jointly fund this operation. The primary reasoning is this assures that both parties are committed while also reducing the monetary obligations of each.

Mission and Roles

While the chosen board will ultimately decide ReDO's mission and roles, we suggest it start by considering the following:

- Refine, enhance and adopt compelling conceptual vision and framework
- Serve as champion/advocate for comprehensive revitalization implementation
- Secure a Special District designation for Dublin One crafted to help achieve area goals
- Advocate and secure funding (public, philanthropic, failte Ireland grants, etc.) for open space, streetscape, laneway improvements
- Promote collaboration among property owners to collectively help achieve the area's vision: explore "by right" development (as used in US) that recognizes

collaborative efforts

- Use existing and explore additional enabling tool kit – e.g., rate/tax deferral scheme for building owners with unoccupied upper floors (as used in other countries). See below box for more information.
- Advise constituents on navigating the planning and regulatory process, and in pursuing tax incentives as well as conservation, and other pre-development grants
- Market assistance programs
- Expand Dublin One tourism potential

Sample Implementation Initiative – Property Tax Incentives

One of the most impactful roles for ReDO will be to help increase occupancy of upper floors in older buildings for residential (rental and ownership) and business uses. Dublin One has hundreds of thousands (if not more) of vacant square meters on building upper floors. Filling even a fraction of these can help alleviate the housing shortage, provide living and business spaces for those persons and firms desiring to live in vibrant, close-in neighborhoods (which is a rapidly growing preference in cities around the world). Many other benefits flow from this including economic and social.

- Expand utilization of tools for economically viable rehabilitation and occupancy of upper floors of protected and older Dublin One buildings (regulatory and finance incentives)
- Use recently adjusted City Living Initiative where appropriate
- Explore and if viable adapt/adopt additional incentives

US Example:

- Establish quality redevelopment guidelines/standards for residential (rental or owner) and commercial (office) improvements
- Provide rate freeze for 5 – 7 years (informed by test pro formas for various building types)
- Adjust rate after freeze term (one time or graduated)
- Consider modified program for residential – actually reducing current rate for unit production up to a maximum percentage (e.g., 25%)
- Consider adding an additional setback floor if appropriate and height limit allows

Economic, Fiscal, Social Impacts of ReDO for Dublin One

Empowering a viable implementation agency to focus on phased realization of short and longer term objectives will result in numerous positive impacts for the area and the larger city of Dublin.

- Increased attraction of private development investment
- Occupied upper floors that generate tax revenues (property, personal income, corporate)
- Provision of housing units to address severe shortage
- Hedonic benefits of quality open space proximity (higher rents/building values/rates)
- Spaces for creative firms (software, tech, design, etc.)
- Expanded employment and business creation opportunities for Dublin One's expanding diverse population
- Enhanced safety (eyes and activity on the street)
- Reinforced commitments to sustainability and reuse
- Improved perception and image of Dublin One
- Enhanced alternative mode utilization (pedestrian, bike, mass transit)
- Increased tourism appeal

As momentum is gained and significant progress achieved, Dublin One will become a strong community of choice for residents, businesses and visitors.

Draft ReDO Road to Implementation Chart

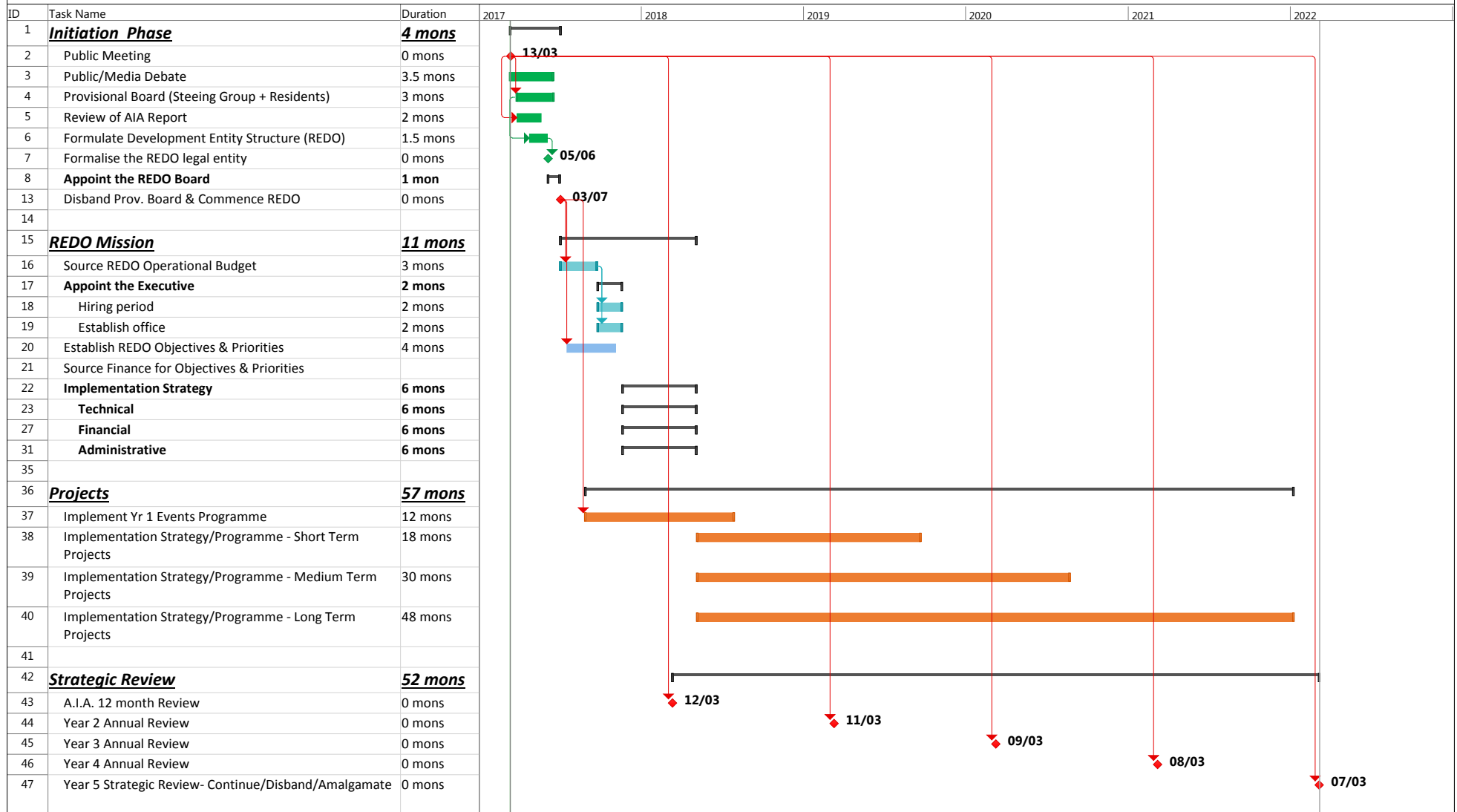
A suggested schedule for establishing ReDO and projecting its work program can be found on the next page. This is a challenging endeavor which can benefit numerous stakeholders. It should be noted that addressing the area's revitalization needs won't get any easier or less costly as the clock rolls along.



REIMAGINE DUBLIN ONE

Road to Implementation

DRAFT





Next Steps

THE PATH FORWARD

The path to success is laid with small actions that build momentum for the community. The range of ideas in this report is not dissimilar from other design assistance reports in other communities. There are many ideas represented here, and it may seem overwhelming as a whole. However, by starting with the small steps and building momentum for Dublin One, your collective aspirations for the future will become more feasible over time. In the near term, it's important to avoid paralyzing debates over the big ideas in this vision, or spend unnecessary energy considering the biggest investments that will be required in the long-term. Start with the small things.

Common civic barriers communities must overcome include the following:

- **Nostalgia.** Some communities – particularly those rich in history, struggle to think as boldly about their future as they have in their past. As a result, their ideas can be artificially rooted in notions that have outlived their useful lifecycles. Change comes to all communities, but the opportunity this process provides is to seize control of your future by directing change to strengthen those qualities you value and to build momentum for the realization of your collective aspirations for Dublin One.
- **Institutional Sclerosis.** These processes often require changes in how public business is organized, innovation in the collective investment and ownership of the process, novel partnerships, and new ways of working together – both formal and informal. Breaking out of old ways of business is a tough task, but holds incredible rewards.
- **Conflict.** Too many communities focus on areas that are controversial rather than the things they agree on. The idea here is to start with the comparatively easy pieces of the strategy and build momentum for bigger, bolder actions further in the future – whether they are articulated in this report or not. If Dublin One is successful in building momentum, this implementation process will take on a life of its own, and bolder steps will suddenly become achievable as new partners and resources come to the process.
- **Apathy.** In many communities, citizens and institutions have become cynical about what is achievable because past experiences have been disappointing or led to little change. Overcoming apathy takes time, and requires a focused approach to visual, tangible and achievable steps in the near term to build confidence in the long-term vision.

The above dynamics and others contribute to a collective inertia that must be addressed if a community is to realize its highest aspirations.

What Has Been Achieved by Other Communities Through This Process

Over the 50 year history of the design assistance program, a clear pattern has emerged with how communities achieve implementation success. There are some common elements present in the success stories we see in community processes:

- Place-based approach
- Public Shared Vision
- Civic Leadership & Shared Governance
- Innovative Partnerships and Financing
- Grassroots Activism
- Supportive Regulatory Framework
- Integrative Approach
- Importance Placed on the Public Realm

The “snowball effect” is the way one community described the process dynamic that successful momentum creates for transformative change over time. San Angelo, Texas, on the 20th anniversary of its design assistance process, wrote an open letter to the team that had assisted their community. As they noted, “When I tell my younger friends about the part you played in revitalizing our city, they think it's an urban fairy tale: “Once upon a time, a group of architects, planners and urban design experts from around the nation volunteered to travel to San Angelo and work day and night to find ways to change the future of the city...Many San Angeloans worked many years to transform the Historic City Center. But you affirmed our ideas, planted seeds and sketched a possible map for our future. And you gave us hope. Back in 1992, your ideas seemed like dreams. Now we are living those dreams.” Lee Pfluger, who served as the chair of the local steering committee for the process, described the conditions then: “Back in 1991 you could have shot a cannon in downtown San Angelo on a Saturday night and not hit a soul — it was that dead — not a car in sight. The effort started with Celebration Bridge (with funds raised from the community) and the revitalization of the Paseo de Santa Angela as public space, and each success stimulated new interest in downtown. [...] All the vacant buildings that were underutilized in 1991 have all enhanced their utilization to a higher use.”

Portland, Oregon has had a similar experience over time. As they reported, “Ever squinted your eyes and tried to imagine something that's only in your head? That's how it was for those of us who looked over the rail yards and abandoned warehouses of inner northwest Portland some 20 years ago. Rundown and dilapidated, it was a sight that even the best of us squinters had trouble overcoming. And yet, slowly, a largely forgotten part of Portland's past became an urban icon of living unlike anything the country had ever seen: A unique blend of verve and vibrancy, with more than a

passing nod to Portland's uncommon brand of originality. Today, the Pearl District has earned a worldwide reputation for urban renaissance." The Pearl District is recognized as one of the hippest neighborhoods in America today, and its unique urban fabric and character has served as a template for similar strategies in London and other major cities around the world. In the late 1990s,

East Nashville, Tennessee – like Dublin One – struggled with perceptions about its safety. The neighborhood was located across the Cumberland River from the downtown. Many locals referred to it as "the wrong side of the river," and most Nashville citizens never crossed the bridge into East Nashville. As one local plan described it, "For years, East Nashville was considered a rough part of town, cut off from the urban core by the river and an interstate highway." A major event catalyzed transformation in the neighborhood. As one local report describes it, "On April 16, 1998, a tornado touched down in Nashville. It tore through downtown before hopping across the Cumberland River to East Nashville, toppling some 20,000 trees citywide and damaging hundreds of homes and businesses. East Nashville, a patchwork of quirky neighborhoods and about 25,000 people, took the brunt." In response, the community hosted a design assistance process. The first public workshop was held in the social housing complex, and drew 350 participants – mainly local residents of the neighborhood. However, by the final presentation night, almost 1,000 people had turned out – and from all over the city. Many of them had crossed the bridge into the neighborhood for the first time, curious about the regeneration effort and eager to help support it. The strategy that the process produced was based on the connecting the assets present in the community and strengthening the urban fabric and public realm, particularly in the neighborhood's heart – an area called "Five Points." As a result of the process, a new organization was born, called "Rediscover East!" The non-profit organization played a critical role in the implementation effort, mobilizing hundreds of volunteers to re-plant trees and green the area, marshaling resources for redevelopment efforts, serving as an advocate for neighborhood interests, and building momentum for change. Reflecting on the neighborhood's transformation some 15 years later, the former Mayor noted that, "For all its fury in tearing things apart, the tornado — for the first time in many decades — built a bridge across the Cumberland and brought our entire city together." Today, East Nashville – like the Pearl District – is listed as one of the hippest neighborhoods in America, and draws artists and creative professionals from across the country to live and work in the community. It is the site of major art festivals and cultural events, home to unique retail experiences and social gathering places, and a thriving and family-friendly place.

In Santa Fe, New Mexico, the community created a special district and a unique public-private organization to implement its vision for urban regeneration. As they describe their achievement, "The Santa Fe Railyard Redevelopment is a testament to the power of community involvement in the realization of great civic spaces. When the 40-acre rail yard was threatened by private development in the early 1990s, the city mobilized to purchase and protect the historic site for a local vision. With involvement from over 6,000 community members, a master plan was developed and implemented over

the next decade through a unique partnership between a non-profit community corporation and the Trust for Public Land. Today, Santa Fe enjoys a vibrant, multi-use civic space that preserves the industrial heritage of the rail line while strengthening the city's future. The historic rail depot now serves as the northern terminus of New Mexico's commuter rail, and the Railyard's cultural and commercial amenities draw new visitors every year."

Port Angeles, Washington hosted a process to catalyze urban regeneration efforts in its downtown in 2009. At the time, it faced rampant vacancy and a declining retail experience, and a long-standing and beloved department store had just closed as a result. Some of the immediate outcomes there included an implementation committee and a public workshop to prioritize the first actions the community would implement. The process generated considerable excitement, and over the first 3 months, dozens of citizen volunteers joined an effort to signal commitment to change. With donated supplies, they re-painted 43 buildings in their downtown, providing an instant sign of visual momentum. This effort led to a façade improvement program, which sparked additional private investment in new businesses. The community designed and completed construction on the first phase of a new waterfront development within just 5 years, and that effort created tremendous value in the public realm and attracted considerable private investment, sparking a transformative wave of change in the downtown. As the City's Community Development Director reported, "A primary outcome has been that the process awakened community pride and inspired a "together we can" attitude. Today the inspiration remains and the elements and recommendations of the program continue to be the driver for publicly endorsed capital projects and investments in our community. More importantly this sustainable approach has tapped into the core values and priorities of our citizens to ensure a better and more balanced future for our City." Dublin One has greater civic capacity and assets than any of the above communities had at the time of their processes. Your ability to achieve great things as a community has no ceiling beyond the limits of your imagination and commitment to working together.

CONCLUSION: DUBLIN ONE IS YOURS

Dublin One is yours. You live here, you work here. You own its businesses. You walk its streets and laneways. You give it life. You make it what it is today – and it is a unique, authentic place that represents the heart and soul of Dublin. You don't need to wait on change – you can start today. You can build energy for a more connected, welcoming neighborhood framework by creating the civic infrastructure to support people-to-people connections. You can begin to change the prevailing misperceptions about Dublin One by creating civic collaborations that bring new voices into the life of the neighborhood, activate existing public spaces by programming new events that bring people together to socialize, continue the conversation about the future of the area and your aspirations, and – most importantly – engage in collective public work on neighborhood improvements. Given the current disconnected physical framework, there is a special premium applied to the importance of making the

human connections to pull new immigrant community voices and contributions into the process moving forward. This work requires no monetary resource; only human effort to connect with one another, build the organizational and civic infrastructure to work across sector effectively, and broaden the ideas present in conversations about the neighborhood's future.

Your Historic Opportunity

Dublin One's central place in the city, both geographically and culturally, presents it with a rare prospect. Re-imagine Dublin One provides nothing short of a generational opportunity to define this neighborhood and its importance to the city for the next century. This is a community that is equal to the historic opportunity in front of it. By engaging the whole community in this effort, Dublin One can add a new chapter to the proud Irish tradition of remarkable urban transformations and achievement.

This project represents an opportunity for you to take control of your collective future. Ireland is yours – Dublin is yours – and Dublin One is most certainly yours. This is your chance to define its future, to make a statement about your direction and aspirations, and to define what it means to be Irish in the 21st century, and what Irish urbanism means to country. While many communities struggle to overcome challenges in resources and capacity, the team believes Dublin One has the opportunity to act from a position of incredible civic strength – if you work together. Dublin One has remarkable assets, institutions, and citizens. The community's unique identity as the most culturally diverse neighborhood in the country provides an unprecedented opportunity to engage in the creation of a remarkably valuable place. During the public process, the sense of excitement across the community was evident. There was remarkable clarity and consensus exhibited by citizens regarding what aspects of the community they most value here, and what they want it to be in the future. The stage is set to build the broad partnerships necessary to achieve these dreams. While much work lies ahead, the citizens of Dublin One are clearly ready. Broad civic leadership will be required to move the public agenda forward. Now is the time to leverage community excitement into action, and build momentum for a dramatic transformation in Dublin One. Twenty years from now, it is our hope that the citizens of Dublin One will be able to reflect back on this time and say, "this is when we came together; this is the moment when it all began." Today, one can walk the neighborhood of Dublin One and see the impact of great figures that helped shape the narrative of who you are today. This initiative represents nothing short of your opportunity to become not only part of the present Dublin One, but part of its future heritage. The future of Irish urbanism can be defined in Dublin One. You have the opportunity to be at least as influential to Dublin's future as the great historical city figures were to your present. It's up to you.

Excerpted From "Dublin You Are" - Stephen James Smith

Dublin are you dynamic?

Struggling with identity?

Changing for the better?

Changing for us?

Dublin don't be scared

to change.

Don't be

scared!

We're

with you.

Always.



Team & Thanks

AMERICAN INSTITUTE OF ARCHITECTS TEAM

Cheryl Morgan, FAIA, Birmingham, Alabama

Cheryl is a licensed architect and Emerita Professor of Architecture in the School of Architecture, Planning and Landscape Architecture of Auburn University. In thirty years of teaching she worked with architectural programs at Georgia Institute of Technology, Oklahoma State and California College of Arts and Crafts. For the last 12 years of her teaching career she was the Director of Auburn's Urban Studio in Birmingham, Alabama. Under Cheryl's leadership, the Urban Studio's Small Town Design Initiative Program worked with over 75 small towns and neighborhoods in Alabama. Morgan practiced architecture and urban design in the San Francisco Bay Area. She worked with a number of firms including Environmental Planning and Research, Gensler, and the Gruzen Partnership. Before coming to Auburn in 1992 she was an associate with the Berkeley firm of ELS/Elbasani and Logan. Morgan's professional practice now focuses on urban design, community revitalization and graphic design. She is also an experienced facilitator. Cheryl holds two degrees from Auburn University: a Bachelor of Architecture and a Bachelor of Arts (Sociology). Her Master of Architecture degree is from the University of Illinois, Champaign/Urbana. She is certified by the National Council of Architectural Registration Boards and is a member and Fellow of the American Institute of Architects. In 2010 she received the Thomas Jefferson Award from the Jefferson County Historical Commission as well as being named to a Woman of Distinction Leadership Award by Auburn's Women's Resource Center. In 2011 she was presented with the Alabama Chapter of the American Planning Association's Distinguished Leadership Award recognizing her as a "Friend of Planning." In 2012 she received one of Auburn University's highest awards for Achievement in Outreach. She is a member of the Rotary Club of Birmingham which honored her in 2016 with the Spain Hickman Service Award.

Mike Davis, FAIA, Boston, Massachusetts

Michael R. Davis, FAIA, LEED AP, Principal and President at Bergmeyer Associates, Inc., is a practicing architect and an advocate for sustainable public policy. Mr. Davis advises the Boston Planning and Development Agency (formerly BRA) as Chair of the Boston Civic Design Commission and served on Boston Mayor Thomas Menino's Green Building Task Force and Massachusetts Governor Deval Patrick's Net

Zero Energy Building Task Force. He was 2013 President of the Boston Society of Architects and 2015-2016 Chair of the Board of Trustees of the BSA Foundation. For the American Institute of Architects, Mike has participated on or led AIA Sustainable Design Assessment Team (SDAT) charrettes in Ithaca, NY, DeKalb County, GA, Augusta, GA, Tremonton, UT, St. Helens, OR, Louisville, KY, and Bath, ME, and currently serves on national AIA Material Transparency and AIA 2030 Commitment working groups. Mike's recent projects include a modular student residence hall at Endicott College, a LEED Certified facility for Hostelling International Boston in an adaptively-reused historic building, and a deep-energy retrofit of public housing units for the Boston Housing Authority at the Cathedral Family Development, which achieved LEED Platinum certification. He blogs about his firm's work as signatory to the AIA 2030 Commitment at <http://mikedavisfaia.wordpress.com>. He holds a Bachelor Degree in Architecture from the Pennsylvania State University and a Master of Architecture from Yale University.

Abe Farkas, EcoNorthwest, Portland, Oregon

Abe Farkas, Senior Director at ECONorthwest, has over three decades of experience in crafting and implementing sustainable redevelopment and economic development strategies utilizing public-private partnerships to improve downtowns, neighborhoods, business districts, and educational environments. Through collaboration and innovation Abe has been instrumental in assisting public and private clients in cities such as Austin, TX, Seattle, WA, Burlington, VT, Dallas, TX, Tulsa, OK, Baton Rouge, LA and Kashiwa, Japan with a variety of sustainable mixed-use and mixed-income redevelopments. Prior to joining ECONorthwest, Abe was the Development Director for the Portland Development Commission where he oversaw more than \$3 billion of public private partnership redevelopment that incorporated new urban open spaces, streetcar and aerial tram transportation systems as well as mixed-use mixed income projects in areas such as the Pearl District and South Waterfront. Many of these developments have achieved high level sustainability certifications and were recipients of regional or national awards. Other positions held by Abe include Planning and Development Director for the City of Eugene, OR; Economic Development Manager for the City of Seattle, WA; and assistant professor of Housing and Public Policy at the University of Tennessee. Abe has served on numerous non-profit and professional boards and councils including the International Economic Development Council (former Board



member) and the Urban Land Institute (Inner City and Public-Private Partnerships Councils). He has made presentations on various urban, economic and sustainable development topics to communities and professional groups, and has volunteered his time to provide technical assistance in cities across the country and internationally.

Wayne Feiden, FAICP, Northampton, Massachusetts

Wayne Feiden is Director of Planning and Sustainability for Northampton, MA and a part-time Lecturer of Practice at the University of Massachusetts. He led Northampton to earn the nation's first 5-STAR Community rating for sustainability and the highest "Commonwealth Capital" score, the former Massachusetts scoring of municipal sustainability efforts, as well as "Bicycle-Friendly," "Pedestrian-Friendly," "APA Great Streets," and "National Historic Trust Distinctive Communities" designations. In this role, he has helped address transportation, amenities, land use and other aspects of downtown revitalization. Wayne's areas of interest include downtown and urban revitalization, multi-modal transportation, open space preservation, sustainability and resiliency, and assessing sustainability. Wayne has also led or served on 25 design assessment teams as well as other assessment efforts from Vermont to Haiti. He has authored American Planning Association PAS Reports on Local Agency Planning Management (in press), Assessing Sustainability, Planning Issues of Onsite and Decentralized Wastewater, and Performance Guarantees. Wayne's German Marshall Fund fellowship (Northern Ireland, England and Denmark), Fulbright Specialist fellowships (South Africa and New Zealand), and Eisenhower Fellowship (Hungary) all focused on urban revitalization and sustainability. Wayne is a fellow of the American Institute of Certified Planners. His other awards include honorary member of Western Mass AIA, professional planner and advocacy planner awards from APA-MA, and American Trails Advocacy Award.

Todd Scott, AIA, Seattle, Washington

Todd is a licensed architect who specializes in historic preservation and downtown revitalization. His preservation experience includes stints with Oklahoma City, as historic preservation officer, and with King County, Washington, where he currently provides assistance for historic properties in that county and sixteen suburban and rural communities. He recently completed the intensive level survey of 175 historic barns

on the Enumclaw Plateau and 200 historic residential and commercial properties in Kent, both in King County. He has been involved in the rehabilitation of hundreds of structures in dozens of small downtowns as the state architect for Oklahoma Main Street and for DesignWorks, an arts-based design charrette program. Todd also served as community development director and assistant city manager for the city of Astoria, Oregon. He has presented at numerous state, regional, and national conferences on topics ranging from sustainability in design to mounting grass roots campaigns for endangered structures. Todd has served on the boards of various non-profit agencies including heritage organizations, community development corporations, urban renewal authorities, and architectural foundations.

Terri S. Stewart, Hon. AIA, CAE

Terri Stewart is Executive Director, College of Fellows and Senior Vice President of Knowledge & Practice at the American Institute of Architects. Terri has been an association executive for 25 years in various finance, administration and operations roles. The industries represented by these associations are varied including biotechnology, green building and now architecture. She had one short stint with a high technology software company for 2 years as their Chief Financial Officer. Terri graduated from the Mississippi University for Women with a degree in Business and minor in Accounting and moved to DC. After working a few years, in 1990 she went back to school part-time for an MBA from George Mason University and graduated in 1993. Terri grew up in a military family and moved around during her childhood. She is married and has two sons.

Joel Mills

Joel Mills is Senior Director of the American Institute of Architects' Center for Communities by Design. The Center is a leading provider of pro bono technical assistance and democratic design for community success. Its programs have catalyzed billions of dollars in sustainable development across the country, helping to create some of the most vibrant places in America today. The Center's design assistance process has been recognized with numerous awards and has been replicated and adapted across the world. Joel's 24-year career has been focused on strengthening civic capacity and civic institutions around the world. This work has helped millions of



people participate in democratic processes, visioning efforts, and community planning initiatives across four continents. In the United States, Joel has worked with over 100 communities, leading participatory processes that facilitated community-generated strategies for success. His past work has been featured in over 1,000 media stories, including ABC World News Tonight, Nightline, CNN, The Next American City, The National Civic Review, The Washington Post, and dozens of other sources. He has served on numerous expert working groups, boards, juries, and panels focused on civic discourse and participation, sustainability, and design. He has also spoken at dozens of national and international conferences and events, including the Remaking Cities Congress, the World Eco-City Summit, the Global Democracy Conference, the National Conference on Citizenship, and many others.

Erin Simmons

Erin Simmons is the Senior Director of Design Assistance at the Center for Communities by Design at the American Institute of Architects in Washington, DC. The Center is a leading provider of pro bono technical assistance and participatory planning for community revitalization. Through its design assistance programs, the AIA has worked in over 250 communities across 47 states, and has been the recipient of numerous awards including "Organization of the Year" by the International Association for Public Participation (IAP2) and the "Outstanding Program Award" from the Community Development Society. Erin is a leading practitioner of the design assistance process, providing expertise, facilitation, and support for the Center's Sustainable Design Assistance Team (SDAT) and Regional and Urban Design Assistance Team (R/UDAT) programs. In this capacity, she works with AIA components, members, partner organizations and community leaders to provide technical design assistance to communities across the country. Her portfolio includes work in over 100 communities across the United States. A frequent lecturer on the subject of creating livable communities and sustainability, Erin contributed to the recent publication "Assessing Sustainability: A guide for Local Governments". Prior to joining the AIA, Erin worked as historic preservationist and architectural historian for an environmental and engineering firm, where she practiced preservation planning, created historic district design guidelines and zoning ordinances, and conducted historic resource surveys. She holds a Bachelor of Arts degree in History from Florida State University and a Master's degree in Historic Preservation from the University of Georgia.

EUROPEAN TEAM

Aisling Prior

Independent curator Aisling Prior has worked with many artists and public bodies, implementing innovative approaches to curating artists to work in new contexts. Working with artists to produce projects which have the capacity to challenge received understandings of autonomy, auteurship, ownership, taste and connoisseurship particularly interests her as a curator and she commits to including the work of lesser known artists in projects and exhibitions. As Curator of internationally acclaimed Breaking Ground, Ballymun Regeneration's art programme 2001-2008, she produced over 40 projects across art forms and led by the community. After graduating from UCD in 1984, Aisling lived in Paris, where she was a founder member of Centre Culturel Irlandais under the aegis of which she co-organised a retrospective of Irish cinema at the Centre Georges Pompidou in 1987. A founder of the Galway Film Centre in 1988, she was also the director of Visual Artists Ireland 1991-1997 and director of the Sculptors' Society of Ireland (VAI). She was Public Art Advisor to the Arts Council of Ireland from 2011- 2014 and Editor of its website www.publicart.ie. She holds a 1st Class MA in Visual Arts Practices, Curatorial Studies, IADT.

Anne König

Anne König established Architekturbüro Anne König, Berlin, in 2005. The practice's work ranges from delicately placed new buildings, to the intimate additions of existing structures along with the careful design of public spaces in addition to collaborations with artists on works in the cultural domain. Previous to 2005, Anne worked with OMA London and Müller Reimann in Berlin. She has been a guest critic at the Technische Universität Berlin, Bauhaus Universität Weimar, Germany, the Architectural Association London, and Wentworth Institute of Technology USA / Berlin program. She has a BA in Theatre Science and German Literature, from Freie Universität, Berlin and is a graduate of Architectural Association, London

Brenda Duggan

Brenda Duggan has an MA in digital media and teaches design at Dublin Institute of



Technology's BA visual communication programme. Brenda's areas of interest include design for social innovation, co-design and experience design. As a communication designer she is interested in visible languages - how do we make the multiple inscribed meanings in a city visible and how can this enhance people's experience in it. She has presented internationally on a wide range of communication design issues. In 2015, Brenda co-convened a symposium at DIT on Design for Social Innovation and Sustainability (DESIS) with the University of Limerick and NCAD, marking the start of an Irish DESIS lab as part of the wider international network. Presently, she is studying for a PhD, questioning the role of designer in society and ways communication design can contribute to increased civic engagement in a city.

Darragh Lynch

Darragh studied Architecture in UCD and graduated in 1994. He has worked in London, India and Dublin on a wide range of social and commercial projects. For over 10 years he worked in Ballymun Regeneration where he developed social housing and community projects and also developed a low energy and sustainable spec for social housing. Since 2013 he has been running his own architectural practice which specialises in sustainability and community development.

Darren Carroll

Darren Carroll is a chartered town planner (MRTPI) and urban designer with over 10 years experience in planning and built environment across private, public, educational, and voluntary sectors. He has been involved in numerous large-scale regeneration and development schemes across London in addition to preparation of local Neighbourhood Plans and Village Character Assessments in the UK. As an Urban Planner at Tibbalds Planning and Urban Design, Darren provided planning advice on several local authority-led estate regeneration projects in Camden, Hackney and Enfield. Prior to this he worked at Richard Coleman City designer, a specialist urban design and architectural conservation advisor with particular expertise in assessing the visual impact of tall buildings within sensitive contexts. In recent years Darren's work has become more focused on supporting and empowering local communities, first as a Planning Advisor with Planning Aid England, and more recently through his own consultancy, Carroll Planning + Design.

Donagh Horgan

Donagh Horgan is a multidisciplinary design strategist - service designer, innovation planner and architect working mainly in Europe and South America. His practice sits at the crossroads of design, technology and social change - connecting the dots. He works cross sector on mainly social innovation projects, consulting on transformational change for organisations. Donagh previously led on strategy and engagement for FutureGov in London, working with NESTA, Google, local and national authorities. He is an expert in design thinking, agile development and participatory projects with clients from diverse public and private sectors. He led strategic development on 'This for That' in Glasgow, a social exchange technology start-up designed to match resource with need, and develop sustainable connections across sector. He is currently based at the Institute for Future Cities in the University of Strathclyde where he is pursuing a PhD on resilience.

Elizabeth Meehan

Elizabeth Meehan is a Service Designer Sociologist, trained in Milan with PhD in Sociology from Queens University Belfast, whose work helps businesses identify the gap between the service they work hard to deliver and the reality of the customer experience. Looking at the tangible and intangible elements that make up the service experience, including; the physical environment, the processes and systems, the people and their interactions, the service touch-points and the proposition, to create services that are useful, usable, and desirable for customers; with the end goal of increasing efficiency, profitability, customer satisfaction and sustainability for businesses. At the heart of her work is the desire to gain insight to effect change, problem solve and identify real solutions grounded in people's needs and experiences. Recently she's moved from Europe to set up a Service Design Clinic in Northern Ireland & Dublin.

Jo Barnett

Jo Barnett founded Berger Barnett Architecten Amsterdam in 2006. The practice has a diverse portfolio of work across residential, commercial and education sectors and ranging in scale from private houses to shared housing blocks, small inner city restaurants to business park developments. The practice is currently involved in a ground breaking new humanist school that combines children with special



educational needs with main stream children and a nursery under one roof sharing many facilities. Alongside practice Jo regularly teaches at graduate and post graduate level in London and Amsterdam. Jo became involved in the programme when City Architects presented at the WHAT DESIGN CAN DO conference in Amsterdam. She participated in early brain storming sessions with the AIA in Dublin in 2016 which led to the formation of FRAMEWORK. Jo has a B.A. in Fine Art and a Diploma in Architecture from Architectural Association, London

John Begley

John Begley is a senior project manager employed by Interactive Project Managers on the 'Dublin Landings' scheme in Dublin's docklands. An architect by trade, John has worked in the Middle East, North Africa, Australia and Germany, in addition to running his own practice in Wexford for 10 years. Recent experience has focused on large scale mixed use developments, and the hospitality sector. He studied architecture & architectural technology at D.I.T, The University of Liverpool and The University of Washington. He has undertaken further studies in conservation (he is a Grade 3 conservation architect), Health & Safety (PSDP), Insurance (APA), and Fire Engineering. He is a member of the Royal Institute of Architects of Ireland since 2001 and the U.A.E. Institute of Engineers. John participated in early brain storming sessions with the AIA in Dublin in 2016 which led to the formation of FRAMEWORK.

Maliha Rafique

Maliha is a recent part 2 architecture graduate (August 2016) from the School of Architecture in the University of Limerick. She is now living in Dublin and completing a masters in Urban Design in University College Dublin, (Graduating in Oct 2017). Her final year thesis at UL was nominated by UL for the YTAA 2016 (Young Talent Architecture Award). It was also nominated to be presented at the 2017 thesis symposium held in the Waterford Institute of Technology. A particular area of research conducted by Maliha at UL was into Limerick's Georgian Quarter, and how to make it a more attractive place for people to live/work.

Nicholas Cunningham

Nick Cunningham is a student in the Masters of Architecture course in University College Dublin. The focus of his studio work with fellow students, called 'Rising Home', is to understand and react to the omnipresent housing and homelessness problem in Dublin. In particular, this semester he is focused on the reoccupation and reuse of vacant buildings in the Dublin One area. Nicholas has been involved in some charitable work relating to homelessness, but believes that as an architect he will have a more substantial role to play in addressing this issue. Nick has worked in the city intermittently while pursuing his studies in Architecture and for the past year he has been working in retail on Mary Street in Dublin One. Outside the realm of architecture, he has a great passion for live music and believes himself lucky to live in a city which fosters such incredible home-grown talent.

Tadhg Daly

Tadhg Daly is an urban designer and planner with experience at both strategic and site specific level. He has provided urban design and planning advice, master planning, developing urban design strategies and guidelines, both within a developed and a developing world context. Clients have included community groups, private developers, non-governmental organisations, local councils and regional governments. He returned to Dublin in 2015 and lives on Capel Street, where he has advised members of the local community on design and planning matters. He has continued to work for UK Councils inputting into their Neighbourhood Plan process, essentially working with communities to help them formulate plans for their settlements. He holds an MSc Urban and Rural Design from Queens University Belfast, an MSc Sustainability, Planning and Env. Policy from Cardiff University and a B Sc Government and Public Policy University College Cork. He is a Member of Royal Town Planning Institute.

CITY ARCHITECT TEAM

Ali Grehan

Ali Grehan is Dublin City Architect and leads a team responsible for developing a broad urban design agenda including the delivery of diverse projects in relation to the civic



realm, housing, community and cultural infrastructure. Her career has included private practice in Dublin, London and Bilbao, as well as the Public Service. A particular focus has been on large-scale urban regeneration, housing and infrastructure projects. Prior to becoming City Architect in 2008, Ali was Chief Architect with Ballymun Regeneration Ltd; a regeneration project which encompassed the full spectrum of development required for a sustainable town for 30,000 people. She also worked with the RPA delivering Dublin's first LUAS Light Rail system which has changed the face of public transport in Dublin. Ali devised and coordinated Dublin's bid for World Design Capital 2014, now continuing as the design platform, PIVOT Dublin., through which has emerged FRAMEWORK. She lives in Dublin city centre with her family.

Francis Shier

Francis Shier is an Architect and has worked with Dublin City Council since 2016. Following graduation from Cork School of Architecture, Francis took up a residency with The National Sculpture Factory in Cork where he collaborated with artists and other practitioners on a wide range of projects. While at the NSF he designed and produced an installation at the Crawford Gallery Cork, for the international symposium "Dreams of Freedom? Conversations on Aesthetics, Ethics & European Democracies". Francis has worked in private practice with de Blacam and Meagher Architects and Avanti Architects. He previously worked in the public sector with Dún Laoighaire - Rathdown County Council Architects department where he was involved in housing, civic and urban design projects. Francis is interested in the broader cultural landscape of architecture and its potential influence on society.

Iseult Kirwan

Iseult Kirwan is an Architect working with Dublin City Council since 2016. Prior to working for DCC, Iseult worked for the Building Unit of the Department of Education where she was involved in the design and construction of numerous school projects. Iseult has also worked for private architectural practices in France and Australia, working mainly on residential and tourism schemes. She also holds a Bachelor of Arts from Trinity College Dublin in History of Art & Architecture and French.

Jeremy Wales

Jeremy Wales graduated as an architect from the School of Architecture, DIT, Dublin. He worked in private practice for over 14 years including 6 years in London, Paris, Sydney and in Berlin where he worked for Daniel Libeskind Architects on masterplanning projects. He has a Masters in Urban Design from University College Dublin, is a member of the Royal Institute of Architects of Ireland, and has further qualifications in conservation architecture, building energy rating and local government studies. He has been working in the City Architects Division in Dublin City Council since 2005 on a number of social housing, urban regeneration and strategic projects.

Jill McGovern

Jill McGovern studied architecture at University College Dublin, School of Architecture and the Arkitektskolen Aarhus, Denmark. Jill is an RIAI registered architect with 10 years of professional experience. Prior to joining City Architects in 2016, Jill held the role of Associate at Moloney O'Beirne Architects. Prior to this she worked for the award winning Dublin firm, McCullough Mulvin Architects, where she was project architect on a number of high profile projects including the Long Room Hub in Trinity College. Jill worked for a period in the role of Development Coordinator for a Budapest based, English property investment company, Portico Investments, where she gained invaluable experience relating to retail property development and management. Jill also worked with Gensler in New York as a junior architect where she worked on the Tadao Ando designed Clark Art Institute in Massachusetts.

Margret Glupker

Margret Glupker is a member of the RIAI and a Grade 2 accredited conservation architect with over 10 years work experience in both private practice and the public service. Margret graduated with a degree in Architecture in 2005, having studied at the RWTH Aachen, Germany and the Universidad Politecnica de Valencia, Spain. She has worked on a variety of projects, from large scale conservation projects such as Leinster House and St. Mel's Cathedral Restoration to small scale social housing projects. Margret joined Dublin City Architects as an Executive Architect in 2016. She is a member of the RIAI International Affairs committee.



Olivia Goff

Olivia joined DCC in 2016, previous to this she was Project architect & Associate in private practice in Dublin, working on a range of projects from residential, commercial, office, retail, mixed use, educational and feasibilities. While with the company she also travelled while working on northern European projects dealing with different Local Authorities and Local Regulations. Previous to this she worked for a number of years in Los Angeles, Californian firm Koning Eizenberg, as project architect working on the downtown historical "Imperial Oil" building award winning "La Standard" hotel. She has also worked in Sydney, Australia.

Patrick Stanley

Patrick Stanley is an Executive Architect at City Architects, working on the Housing Regeneration programme. From Dublin, he is an honours graduate of Edinburgh College of Art and Edinburgh University in Scotland, having completed his final year on scholarship to Kinki University, Japan. He also holds a Degree in Building Surveying (Dundalk Institute of Technology); a Masters in Architecture (Edinburgh University); and a Professional Diploma in Architecture (University College Dublin). Patrick previously worked for Murray O'Laoire Architects / MOLA in both its Limerick and Dublin offices (2002-2003 and 2005-2009). In 2010 Patrick worked for an NGO in Nepal improving sanitary facilities in a remote mountain village. He then worked on small sustainable residential projects in Brisbane, Australia (2011-2012). Between 2012 and 2016 Patrick worked part time at Solearth Architecture in Dublin and completed the Airfield Evolution urban farm and visitor centre winner RIAI Best Cultural Building, and Best Sustainable Building, 2014. He also undertook private commissions including a large passiv-standard house in Carton Demesne, Co. Kildare and a series of brick bus shelters in Kiltale village, County Meath.

ADDITIONAL MAPPING & RESEARCH

Samuel Teo Eoin O'Dwyer Madeline Hallinan

Lenzie O'Sullivan Gary Loughlin

DUBLIN CITY COUNCIL

Lord Mayor Brendan Carr Owen Keegan, Chief Executive Dublin City Council

PROJECT STEERING COMMITTEE

Cllr Ciaran Cuffe, Chair Central Area Committee	John McPartlan, Dublin City Council Central Area Office
Andy Walsh, Dublin City Council Roads and Traffic Department	Lorcan O'Connor, Carroll's Gifts
Billy Reid, Ilac Centre	Mark Kelly, Dublin Bus
Brendan Flynn, The Church	Mary Teresa Cahill Kennedy, Local Resident
Philip Bergin, Penneys	Chief Superintendent Pat Leahy, An Garda Siochana
Dara O'Daly, Dublin City Council Parks Department	Sergeant Paul Maher, An Garda Siochana
Dave Clements, National Transport Authority	Peter Leonard, Dublin City Council Parks Department
Ed Dobbs, Hammerson	Sean Harrington, Sean Harrington Architects
Eileen Collins, The Abbey Theatre	Sheena Barrett, Dublin City Council Arts Office
Erin Zhong, Emerald Media	Sunnie Sun, Emerald Media
John Keane, Easons	

CENTRAL AREA COMMITTEE MEMBERS

Cllr Ciaran Cuffe	Cllr Gary Gannon	Cllr Nial Ring
Cllr Christy Burke	Cllr Gaye Fagan	Cllr Ray McAdam
Cllr Eilis Ryan	Cllr Janice Boylan	Cllr Andrew Montague

PROJECT CO-ORDINATORS

Richard Guiney, Dublin Town	Ali Grehan, Dublin City Council
Gerry Farrell, Dublin Town	Jeremy Wales, Dublin City Council
Clyde Carroll, Dublin Town	Jill McGovern, Dublin City Council
Laura Webb, Dublin Town	

