

**Variation No. 1**

**of the**

**Dublin City Development Plan**

**2011-2017**



**The Statutory Display of this Variation (No. 1)  
to the Dublin City Development Plan 2011-2017  
was on view to the public from  
3<sup>rd</sup> February 2012 to 2<sup>nd</sup> March 2012 inclusive  
Monday to Friday  
between the hours of 9.30 a.m. and 4.30 p.m. at the**

**Dublin City Council  
Civic Offices,  
Ground Floor, Block 4,  
Wood Quay,  
Dublin 8.**

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**(A) VARIATION (NO. 1) OF THE DUBLIN CITY DEVELOPMENT PLAN 2011 – 2017**

**(B) AMENDMENT TO THE LIBERTIES LOCAL AREA PLAN**

**RE: Site at the DIAGEO – GUINNESS North Lands, Dublin 8**

**(A) Variation of Dublin City Development Plan 2011-2017 (Section 13 of the Planning and Development Act 2000, as amended) and**

**(B) Amendment to the Liberties Local Area Plan (Section 20 of the Planning and Development Act 2000, as amended)**

**(A) PROPOSAL:**

The Dublin City Development Plan 2011-2017 has been varied by changing the zoning of the subject lands (as shown on the attached map) at the Guinness Brewery complex, located to the north of James's Street, Dublin 8 and contained within the boundary of the Liberties Local Area Plan.

**The area hatched with diagonal lines has been rezoned:**

**From Zoning Objective Z5 – To consolidate and facilitate the development of the central area, and to identify, reinforce and strengthen and protect its civic design character and dignity**

**To Zoning Objective Z7 – To provide for the protection and creation of industrial uses, and facilitate opportunities for employment creation.**

**The area cross-hatched has been rezoned:**

**From Zoning Objective Z7 – To provide for the protection and creation of industrial uses, and facilitate opportunities for employment creation**

**To Zoning Objective Z5 - To consolidate and facilitate the development of the central area, and to identify, reinforce and strengthen and protect its civic design character and dignity**

## **(B) PROPOSAL:**

The Liberties Local Area Plan is amended as follows:

1. The zoning map at page 22 of the LAP which is an extract from Dublin City Development Plan 2005 – 2011, has been amended and updated to make it consistent with the Dublin City Development Plan 2011 – 2017 (as varied under the 2000 Planning Act – see above).
2. The submitted Masterplan has been integrated into the LAP, by the introduction of additional wording as follows, (after 1<sup>st</sup> paragraph, page 185)  
“The Masterplan for the North Lands, dated 29<sup>th</sup> November 2011, was submitted to the South Central Area Committee for its consideration, and was noted that the Masterplan meets strategic objectives of the Liberties Local Area Plan whilst also providing for the achievement of community, public realm, urban design and conservation objectives in the Local Area Plan.”

The Masterplan was prepared in response to a key requirement of the Liberties Local Area Plan (approved by the City Council in May 2009) which stated that:

“A comprehensive Masterplan is to be prepared as a pre-requisite to any application for the Guinness North Lands”.

The Masterplan was considered and noted by the South Central Area Committee at its monthly meeting in December 2011.

The purpose of this report was to briefly describe the essential features of the Masterplan, appraise its relationship to both the Liberties Local Area Plan (LAP) and the City Development Plan 2011-2017 and finally make a recommendation by way of a proposed variation to the Development Plan and proposed amendments to the LAP.

### **Background**

Diageo Ireland has submitted a Masterplan for the Guinness/ Diageo North Lands, i.e. the site located between James's Street, Victoria Quay, Watling Street and Steevens Lane. The Masterplan contains the following key features:

- a) The relocation of the existing brewhouses on the south lands to create a new and upgraded brewing plant on the northern site towards the Victoria Quay frontage.
- b) An extension to the fermentation and beer pressing plant, utilities plant, and water treatment plant towards the centre and east side of the north site, and
- c) A second, yet integrated, phase which will involve the construction of a major new export warehouse etc. towards the western side of the north site near the Steevens Lane/ Victoria Quay frontages.
- d) The erection of a high quality civic space at the corner of Victoria Quay and Heuston Station, to allow full views of the station façade from the quays. All new structures will comply with the height policies of the City Development Plan.
- e) A range of public realm improvements including the upgrading of Steevens Lane and the retention of the granite piers and Guinness building on the quay, both of which are Protected Structures.
- f) To retain and actively explore the reuse a number of social, cultural and recreational uses in the North site, including, the Rupert Guinness Theatre, swimming pool/ gym, medical facility and an educational faculty/ residential in the protected structures on the James's Street frontage.

- g) In addition the Masterplan proposes to enhance the setting of St. James's Graveyard in association with DCC.

**Purpose of the Variation:**

The submitted Masterplan, which was centred on the consolidation and modernisation of the Guinness brewery on the north lands, fully accords with the written statement of the Development Plan. One of the central tenets of the Core Strategy was to facilitate real long term economic recovery of the city. Section 16.3 of the Development Plan state that Dublin City Council "seeks to support the Guinness brewery in their continued development to safeguard employment, industry and tourism in the south-west inner city".

The north site currently had two zoning objectives Z7 (industry and employment) in the mid-south of the site and Z5 (city centre use and character) over a large portion of the site fronting Victoria Quay and Steevens Lane. These zonings reflected both Diageo recent plans to relocate to Leixlip and the City Council's ambition to extend the central area of the city eastwards towards the Docklands and westwards to the Heuston Quarter.

However, given Diageo's intention to consolidate brewing activities over the majority of the northern site, together with the slowdown in the east-west expansion of the central area mixed uses, it was considered appropriate that the Z7 zone (which was the primary zoning objective for the site in previous development plans) should be re-instated over most of the site, with the exception of the buildings fronting Saint James Street (e.g. Medical Department, Rupert Guinness Hall and a number of Protected Structures). These buildings have been rezoned from Z7 to Z5, to reflect the community and cultural uses proposed in the Masterplan.

Another reason for the Z7 zoning was that whilst some expansion to the brewery could take place on the Z5 area without compromising the overall Z5 objective, the consolidation of the brewery including new buildings over most of the site would conflict with the primary Z5 City Centre objective, notwithstanding Development Plan policy to allow for non conforming uses in certain circumstances.

These amendments to the configuration of Z5 and Z7 on the subject lands were considered necessary to deliver both the consolidation of the Guinness brewery operation on the northern lands and community / cultural mixed uses along James Street and to enable the objectives of the Masterplan to be delivered as expediently as possible for the benefit of the city. It should also be noted that the south lands around Guinness Store House are already zoned Z5 in the Development Plan to facilitate a new urban quarter there.

The zoning map also identified a number of Protected Structures on the north lands, and a Conservation Area along Victoria Quay, which it was proposed to retain.

Both the amendment to the LAP and the variation were subject to the SEA and Natura Appropriate Assessment procedures.

**Purpose of the Amendment to the Liberties Local Area Plan**

The Liberties LAP was made by Dublin City Council in May 2009, at a time when Diageo were actively considering relocating out of Dublin, whilst retaining brewing on a small part of the site. As such the LAP was prepared on the basis of creating a new mixed use urban quarter on both the south lands and on an L-shaped site along Victoria Quay/Steevens Lane on the north lands. The LAP also recognised that the boundaries of the proposed urban

quarter needed much further work and as such were indicative only. (page 178 and 180 of LAP)

In the circumstances the LAP identified that a comprehensive Masterplan was to be prepared, which would demonstrate how the proposed development could meet the strategic objectives of the LAP, and certain key site objectives to support the new urban mixed use quarter. This proposed quarter included a public park, educational facilities and a new street parallel to Victoria Quay.

The new submitted Masterplan is based on Diageo's decision to consolidate its Irish operation on the northern site. As such two of the key strategic objectives of the LAP, (to support the retention of brewing at Saint James Gate and to create a critical mass of employment, with associated spin-offs) are being achieved. However, the more local key objectives of the LAP can be achieved in a different manner, in both the north and south lands. In particular the relocation of brewing activity from the south site to the north site frees up sites to expedite new mixed use area with three civic spaces in the Rainsford Street area. The indicative location of the proposed public park to the rear of James Church graveyard is partly compensated by the new proposed public space fronting the Quay. In addition the Masterplan has proposals to retain a range of community facilities along the James Street frontage e.g. the Theatre.

Whilst it was concluded that the Masterplan accords with the broad strategic objectives of the LAP to consolidate employment and spin-off activities in the area and expediting the reuse of brownfield sites, it was considered the LAP required amendments in two key respects.

1. The zoning map at page 22 of the LAP which is an extract from the 2005 – 2011 City Development Plan, has been amended and updated to make it consistent with the 2011 – 2017 City Development Plan (as and when varied under the 2000 Planning Act – see above)
2. The submitted Masterplan has been integrated into the LAP, by the introduction of additional wording as follows, (after 1<sup>st</sup> paragraph, page 185)  
“The Masterplan for the North Lands, dated 29<sup>th</sup> November 2011, was submitted to the South Central Area Committee for its consideration, and was noted that the Masterplan meets strategic objectives of the Liberties Local Area Plan whilst also providing for the achievement of community, public realm, urban design and conservation objectives in the Local Area Plan”

## **Strategic Environmental Assessment (SEA) and Appropriate Assessment (AA)**

### **SEA**

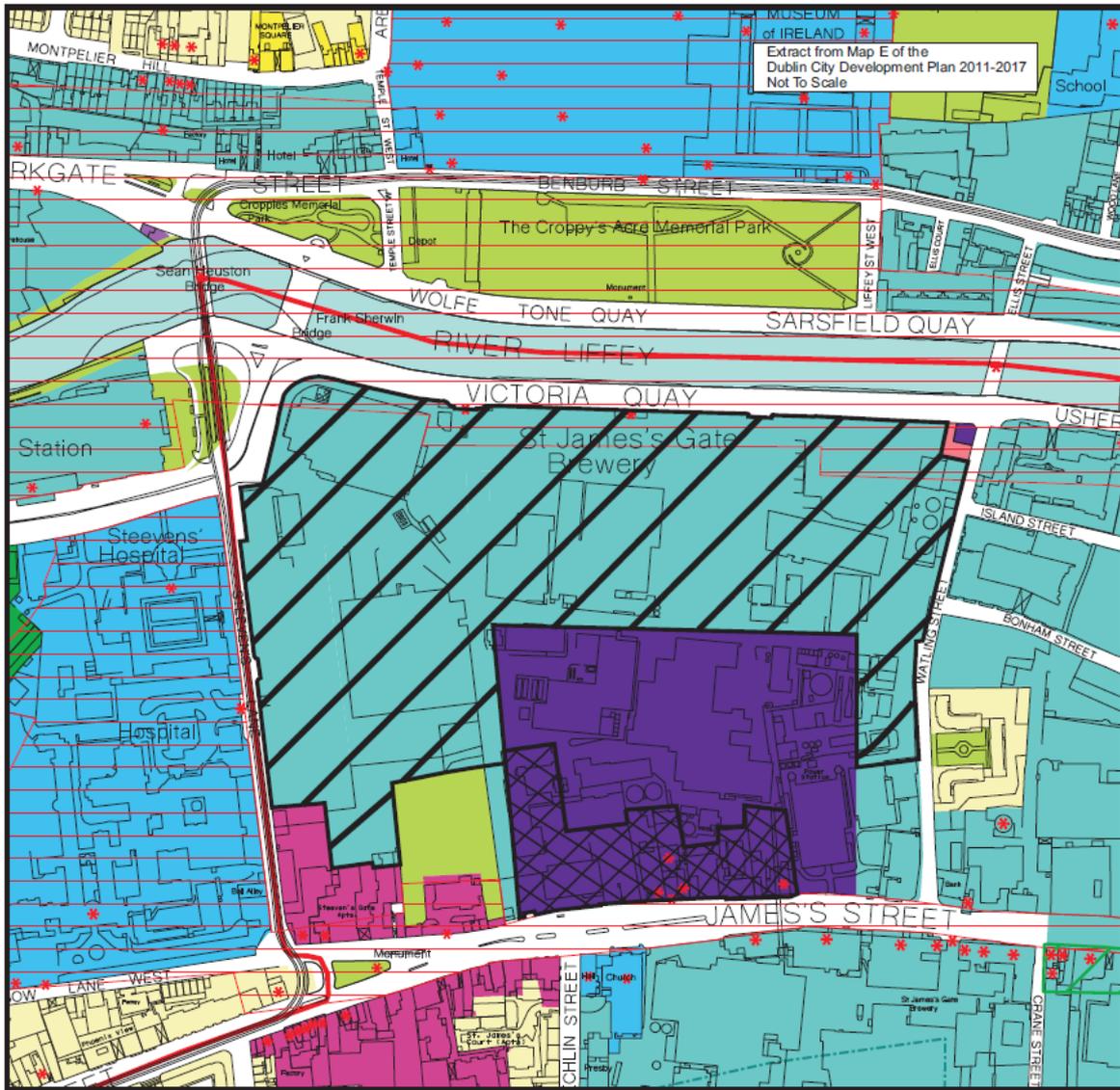
The Planning Authority determined, using the criteria set in Annexe 11 of the Directive 2001/42/EC and Schedule 2A of Planning and Development Regulations 2001 as amended, that an SEA was not necessary for the variation of the Dublin City Development Plan 2011 – 2017, or the amendment to the Liberties Local Area Plan. This was notified to the prescribed bodies, which, in the appropriate period, did not object to the determination.

### **AA**

The Planning Authority has determined, through a screening exercise under the EU Habitats Directive that there will be no significant cumulative, direct or indirect impacts on any Natura 2000 sites or pNHAs within 15 km of the site, and that it was not necessary to undertake any further stages of the Appropriate Assessment process, in relation to the variation to the Dublin City Development 2011 – 2017, or the amendment to the Liberties Local Area Plan

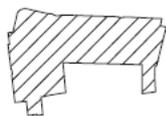
### **Conclusion:**

It is considered that the optimum strategy is now to consolidate the major part of Diageo Irish brewery activities on the north lands rather than outside Dublin. This consolidation will have major benefits for Dublin City in that a modern brewing operation is a major long-term investment which will retain a significant employment base in Dublin City, with associated cultural, community and public realm improvements. The consolidation of the brewing plant on the north lands will also free-up significant areas of lands to the south of James Street, which will enable these lands to be more readily developed in the future.



**VARIATION No: 1 OF THE  
DUBLIN CITY DEVELOPMENT PLAN 2011-2017**  
Site located between Diageo - Guinness North Lands,  
James's Street, Victoria Quay, Watling Street and Steevens Lane, Dublin 8.

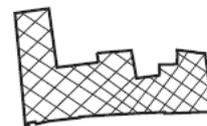
**AREA HIGHLIGHTED REZONED FROM :**



Z5 : To consolidate and facilitate the development of the central area, and to identify, reinforce and strengthen and protect its civic design character and dignity

TO

Z7 : To provide for the protection and creation of industrial uses and facilitate opportunities for employment creation



Z7 : To provide for the protection and creation of industrial uses and facilitate opportunities for employment creation

TO

Z5 : To consolidate and facilitate the development of the central area, and to identify, reinforce and strengthen and protect its civic design character and dignity