

## 2.00 REGENERATION STRATEGY



The Regeneration Strategy is a generalised statement of intent by Dublin City Council for development in the study area.

- As the gateway to the capital city the Heuston Station Environs balances the docklands to the east of the historic city centre area and is characterised by the transition from parkland to a high density urban environment.  
**The contrasting conditions within the Heuston Station Environs should be appropriately preserved and strengthened.**
- The quality of services and environment in and around the station is crucial to presenting a positive impression of Dublin as it is the first experience of the city for a large number of visitors.  
**The facilities in and around the station should be upgraded to cope with present and future demands.**
- The area houses numerous national institutions, sites of historic significance and key elements of the national transport infrastructure. The production site of Guinness is also located in the area.  
**Existing facilities must be maintained and developed to provide outstanding facilities. Additional facilities must also be encouraged and developed. Access and connections to all facilities must be optimized.**

- The Heuston Gateway must be accepted by the wider public as a desirable and important destination that effectively extends the city centre core to the west.  
**The profile of the Heuston Gateway should be appropriate to a place of national importance. The Heuston Station Environs must therefore provide a high quality and safe public domain with excellent connections to efficient transport nodes. High profile, high quality, mixed use and high density development must be facilitated.**

**The vision for the Heuston Gateway is to create a coherent and vibrant quarter of the city that captures the public imagination with high quality services, development, design and public spaces that consolidate and improve the existing strengths of the area.**

The aims of the Regeneration Strategy are to:

- reconfigure transport and movement
- establish public domain
- attract significant mixed development
- consolidate existing uses
- manage change and development

These aims are described in more detail in the following pages.



## 2.1 reconfigure transport and movement

Heuston Station is one of the country's principal transport hubs. The full potential of this transport interchange must be realized.

1. Priority must be given to public transport in the Heuston Station Environs. High quality environments should be created to support and encourage public transport use.
2. Traffic conflict must be resolved.
3. Traffic moving across Heuston Square in front of the Great Western Railway Headquarters Building must be reduced.
4. Traffic should be allowed to flow efficiently through the area at controlled speeds and without significant negative impact on the pedestrian public domain.
5. Developments should not cause any significant increase to traffic loading. This can be achieved by low provision of parking spaces and optimizing connections to public transport.
6. The pedestrian environment connecting public transport nodes should be of the highest quality and adequate public space should be provided throughout the Heuston Station Environs connecting all areas to the Heuston Hub by safe and high quality pedestrian routes.
7. The Heuston Gateway should provide high quality cycle lanes that are clearly separated from vehicular lanes and allow safe cycle movement across the area. Cycling should be encouraged as a safe and efficient method of transport throughout the area.
8. Pedestrian and cycle routes must link into the wider city and national networks, and provide a new benchmark for the quality of pedestrian and cycle environments in Ireland.



## 2.2 establish public domain

As previously mentioned the Heuston Gateway must be developed around a high quality public domain providing new spaces, amenities and connections.

1. All public spaces should be pedestrian dominant, of a high quality, and provide a new benchmark for design and specification in Ireland.  
The Heuston Gateway should be dominated by and structured around new public spaces. The principal public spaces should directly relate to the station to enable efficient functioning of the transport interchange.
2. The River Liffey is the principal connecting element through the site. The pedestrian environment along the Quays should be upgraded with safer crossings and improved separation from vehicular lanes. The pedestrian access should be continued into the contrasting natural environment of the river to the west of Heuston Station, connecting the city to the Memorial Gardens and Chapelizod.
3. High quality pedestrian dominant connections should be developed across the site linking into the wider context. Principal connections should be the Phoenix Park to Kilmainham; The National Museum at Collins Barracks to IMMA; and all destinations in and around the study area to the city.
4. Existing and new amenity spaces should be of a high quality and provide recreation areas for the city and local communities with adequate facilities for children and disabled users. Parks should be distributed throughout the study area.

public domain:

- a. Memorial Gardens, Dublin
- b. Memorial Gardens, Dublin
- c. boulevard, Lyons
- d. public space, Copenhagen



a.

b.

c.

d.

### 2.3 attract significant mixed use development

The Heuston Gateway must establish itself as a commercial hub, expanding the defined city core to the west. The area is predominantly made up of large single ownership sites. The individual sites are discussed in detail in section 4.00. The Heuston Gateway have been identified as suitable for the development of tall buildings in "Managing Intensification and Change: A strategy for Dublin Building Height".

1. The large impermeable sites must be developed and integrated into the city fabric.
2. The zoning of central sites must be adjusted as necessary to create the planning context for appropriate development.
3. Mixed use development across the study area should be encouraged.
4. The position of high buildings must be carefully considered in relation to protected structures, visual connections and significant views.
5. High buildings should address major public spaces and should not cause any adverse environmental conditions.

existing enclosing walls:  
 a. enclosing walls: St John's Road sites  
 b. enclosing walls: Hickeys, Parkgate Street  
 c. enclosing walls: Croppies Acre, Benburb Street  
 d. enclosing walls: Guinness UDV, Victoria Quay



a. b. c. d.



public spaces, Berlin

## 2.4 consolidate existing uses

The area is home to many important cultural and national institutions in addition to one of the principal transport hubs in the country and the Guinness UDV Brewery.

1. The connections between the institutions, the public domain and the transport hub should be improved.
2. New development should respect the views and positions of existing institutions.
3. New institutions and additions to existing institutions should be encouraged in the study area by provision of high profile and well connected sites within the context of a high quality public domain.
- 3 All buildings should be of the highest quality in terms of design, specification and build. All high profile buildings should be subject to international architectural competition.

existing uses:

- a. National Museum at Collins Barracks
- b. Phoenix Park
- c. IMMA at Royal Hospital Kilmainham to Phoenix Park
- d. Heuston Station
- e. National Museum at Collins Barracks to Heuston station
- f. Guinness UDV: flaking house



## 2.5 manage change and development

The effective implementation of the Development Framework Plan should be managed by Dublin City Council:

1. Dublin City Council should establish a focus group of stakeholders, residents, representatives of interested parties and consultants. This group should consider mechanisms for the delivery of the Development Framework Plan for the study area.
2. Stakeholders must be engaged in the overall development. Key stakeholders should be encouraged to develop sites as anchors for the future development and investment in the area.
3. The area should be marketed as a vibrant and dynamic quarter of the city in order to attract investment and encourage stakeholders to develop land in line with the overall Development Framework Plan.
4. The area should capture the public imagination through 3d visuals and modelling on public exhibition.
5. More detailed Development Framework Plans for individual sites should be developed that ensure new development and public domain integrate fully into the wider Development Framework Plan for the Heuston Gateway.







