4.0 Public Spaces and Associated Development

The Guinness lands are adjacent to 3 of the principal public spaces of the Development Framework Plan for the Heuston Gateway as described below.

4.1 Heuston Square

The space to the front of the Headquarters Building of the Great Western Railway is considered to be in the centre of the Heuston Gateway. All destinations in the area radiate from this space and it is the main arrival space from the city centre. Heuston Square has river frontage along the north edge and therefore links Victoria Quay to the section of Quay north of the station building (River Terrace). This is identified as a principal pedestrian desire line and must therefore be appropriately detailed to allow safe and controlled flow.

Heuston Square is the site of the three Luas platforms for Heuston. The square provides access to the bridges at the end of the one-way system on the quays. Traffic must therefore be carefully managed with pedestrian and cycle paths protected.

Character:
• It is proposed that the space should be an active and central urban square for the Heuston Gateway.
• The space must provide clear legibility for the entire area. The views up to IMMA and across to the National Museum at Collins Barracks are important in terms of orientation.
• The choice of hard landscaping surface should contrast with the standard materials used throughout the city. The surface should be of a high quality.
• The square will benefit from excellent views and light due to the relatively low existing protected structures to the south and west.

Associated development:
• The Guinness site on Victoria Quay and Heuston Square opposite the Headquarters Building should be developed with a high profile building of the highest architectural standards. General building height should be approximately equivalent to six floors of commercial use.
• Part of the site should be developed as a landmark tall building with appropriate slenderness and transparency.

The development of the Caskworks on Steevens Lane provides an opportunity for high-density commercial development. The northern block will have frontage onto Heuston Square and Dr Steevens’ Hospital Park. Again six floors of commercial or equivalent is proposed.
4.2 Victoria Quay

Victoria Quay is the most direct pedestrian route to the city centre from the station. The current environment is very hostile and should be refigured to provide a safe and amenable walkway and cycle track alongside the traffic lanes. It is proposed to split traffic along Victoria Quay allowing westbound traffic to divert back one block onto St. Johns Road, reducing conflict on Heuston Square. The west section of Victoria quay will be only two lanes, significantly reducing traffic impact.

Pedestrian access along the area of the new development on Victoria Quay between Watling Street and Heuston Square would provide a direct link between the station and the Digital Hub. Victoria Quay is part of an aspirational pedestrian link between Chapelizod and the South Wall at Poolbeg, linking all parts of the city via the river.

Character:
- Victoria Quay has uninterrupted views of the National Museum to the north, and views up and down the Liffey.
- The quay should be hard landscaped to provide clear demarcation between vehicular lanes and pedestrian / cycle paths. A buffer zone should be installed with appropriate planting on both sides of the carriageway.
- A more recreational character should be developed where the road is only two lanes, perhaps with increased planting and provision of seating.

Associated development:
- The Guinness lands on Victoria quay should be developed to provide a new elevation to the quays. Any development should be a mix of commercial uses and be equivalent to six storeys commercial.
- The building blocks should be broken at regular intervals to allow south light onto quays and views to and out of the Guinness lands.
- The entry into the Guinness lands and gatehouse should be preserved or repositioned. The existing pub on the corner with Watling street should be the subject of a conservation assessment.
- The building line should be adjusted to allow for the appropriate width for the hard landscaped area on the quay.
- The building on the corner site with Heuston Square would be suitable for a cultural or institutional use.
4.3 Dr Steevens' Hospital Park

Dr. Steevens' Hospital, presently occupied by the Eastern Regional Health Authority, is set back from St John’s Road (N4). The space to the front of the building is currently planted and it is proposed that this space should be extended and re-landscaped. The park should be an integral part of the route from the National Museum at Collins Barracks to Irish Museum of Modern Art (IMMA)

Character:

- The park should contrast with Heuston Square. The space should be heavily planted while allowing views up to IMMA and over to Collins Barracks. The park should have provision for seating and relaxation.
- The park should be for pedestrians and cyclists only, with limited access for service vehicles.
- The park should not conform to the symmetry of the facade of Dr Steevens’ Hospital facade or the south facade of the station. The park should bring together a wider collection of existing and new buildings.
- The Luas will run along the eastern edge of the park.

Associated development:

- All new buildings on the perimeter of the park must address the space and create an appropriate relationship with the landscape.
- The development of the Caskworks fronting onto the park should be six storeys of commercial use.
5.0 Building Height and Views

General building height is to be six storeys commercial or equivalent. The more open context of this presently under-developed land justifies an increase in building height along the quays. This height should be restricted to allow the profile of the higher Guinness structures near St. James’s Gate to be viewed from the Museum Terrace. This should be investigated in a visual impact assessment of any proposed development.

The development should continue the building line of the Quays. The tall structure onto Heuston Square is one of three proposed tall buildings around the Heuston Station. The building will locate the Guinness UDV lands from the wider city. The prominence of this building necessitates the highest architectural design standards and materials. Height and slenderness is subject to a visual impact assessment. The building should have a high level of transparency. The Guinness UDV lands development lies within the line of visual connection between the axis of the Phoenix Park, Chesterfield Avenue, and the Guinness UDV Brewery. The connection should be maintained. The new tall building should become a new element in the view.
6.0 Connections

The Guinness UDV site is an integral part of the following connections through the Heuston Gateway:

1. Pedestrian / cycle route: Victoria Quay
Victoria Quay is the most direct pedestrian route to the city centre from Heuston Station. The current environment is very hostile and should be re-figured to provide safe and amenable walkway and cycling provision. This will therefore reduce dependency on public and private transport. Victoria Quay is the principal linking space between Heuston Station and the Digital Hub. There is a potential for a link to the rear of the new development.

2. Pedestrian / cycle route: Steevens Lane
Steevens Lane is the principal and most direct connection from James’s Street to Heuston Station. The pedestrian/cycle environment on this lane should be upgraded as part of any development on the site of the old Caskworks. A set back should provide for improved pedestrian /cycle lane-ways.
Car use is limited to access only. Steevens lane is part of the Luas line phase 1.

3. Westbound traffic: Victoria Quay
It is proposed to split traffic along the Victoria Quay allowing westbound traffic to divert back one block onto St. John’s Road. This should reduce conflict on Heuston Square and allow more ordered queuing at the LUAS crossing. The west section of Victoria Quay will only have two lanes, which will significantly reduce traffic impact.
7.0 Sustainability Strategy

The Development Framework Plan for the Guinness UDV lands should incorporate a sustainability strategy for appropriate development. All development should follow the basic guidelines and recommendations for sustainable urban design as described in this section. The sustainability strategy is in line with the National Sustainable Development Strategy of the Government of Ireland, The Strategic Planning Guidelines for the Greater Dublin Area (2000), DTO: A Platform for Change and the Dublin City Development Plan 1999.

The aims of the sustainability strategy for the Heuston Gateway should be:

• create an appropriate balance between dense urban development and preservation or creation of green amenity areas
• to encourage development of high density mixed use areas for living and working
• to integrate large underused stakeholders’ sites into the urban grain of Dublin
• to reduce car dependency and provide efficient public transport
• to control noise pollution
• to manage waste and recycling
• to preserve natural landscapes and ecosystems
• to protect architecturally or historically significant structures

The sustainability strategy is described in the areas of
1. Density and Mixed Use
2. Transport
3. Environmental Quality
4. Conservation

7.1 Density and Mixed Use

The Development Framework Plan aims to reduce urban sprawl and expansion by:

• remodelling of public spaces and amenity
• development of vacant infill sites
• regeneration of industrial sites
• increased density


The Development Framework Plan promotes mixed use development with close proximity of housing, jobs, services and amenities. Development should create an attractive and vibrant environment that appeals to a wide range of people including the elderly and families. Mixed use areas should allow synergies to be developed between non residential uses.

The developers should be encouraged to use new systems and techniques to allow greater output, higher standards and reduce site time.
7.2 transport

The Development Framework Plan aims to reduce dependency on the car and promote use of public transport, cycling and walking. The high density, mixed use developments proposed around the station will reduce distances travelled between home, workplace and services. Cars currently dominate the area creating a compromised environment due to:

- air and noise pollution
- tiredness and stress
- danger of accidents
- visual disamenity
- occupied space

Transport and parking policies should be designed to promote public transport use. Park and ride schemes at out of town locations should reduce the numbers of cars being brought into the city. Initiatives such as car-sharing should be investigated.

New and improved public transport services should be introduced as necessary with well designed timetables and tariff structures, and increased safety and security. New services are not required for Guinness UDV sites due to the close proximity to Heuston Station. However Watling Street and Steevens Lane might be considered for new public transport provision.

The new streets should be designed to give less space to the car and increased space for pedestrians, cyclists and public transport. Areas for different modes of transport should be clearly defined using materials and sectional changes.

Cycling is a sustainable form of urban transport due to:

- quality of life and health issues
- independence, speed and versatility
- physical size of transport mode (low occupied space)
- ability to integrate into all environments without dominating or causing an adverse impact

Adequate provision of cycle tracks and parking should be provided. Initiatives such as bicycle loan schemes should be investigated.

An appropriate balance between pedestrian and vehicular traffic should be created with generous provision for pedestrians and cyclists on Victoria Quay and Steevens Lane.
7.3 environmental quality

The strategy for maintaining a high quality and sustainable environment in the Heuston Gateway is described in terms of energy management, water management and green spaces.

7.3.1 energy management
The development on the Guinness UDV site should aim to reduce energy consumption by:
- high density development
- site design orientation to ensure optimum passive solar gain
- use of a rational energy supply and efficient use
- high levels of insulation and thermal capacity in building fabric

7.3.2 water management
Groundwater and surface water should be protected and waste water minimized.
Diverting surface water to reservoirs within green spaces can have the following positive effects:
- improvement in air quality by helping evaporation and therefore increasing air humidity
- improvement in microclimate
- aiding slow soaking and restoration of natural water table
- improvement in social and visual amenity

Flooding risk should be minimized by retaining permeable ground areas and improving surface drainage.
It is essential to avoid loss of soil permeability by:
- maximising areas of green roofs
- use of permeable surfaces in car parks
- promotion of grassed areas in courtyards

Rainwater collection can be an economical solution to applications such as toilet flushing, washing machines, cleaning and production processes. Rainwater recovery systems should be used in all developments.
The Potsdamer Platz development in central Berlin has 17000 sq.m of planted roof and cistems collecting water used for toilet flushing, plant irrigation and external pools. Water is treated by bio-chemical purification.
External pools can add character and improve the microclimate in urban developments. This is particularly applicable to the Guinness UDV site.

7.3.3 green spaces
The Development Framework Plan for the Heuston Gateway promotes:
- preservation of open spaces
- protection of plant life
- biodiversity
- regeneration of river banks

The provision of green spaces is considered essential for the following reasons:
- to increase air water content
- absorption of CO2 and release of O2
- absorption of dust
- regulation and regeneration of natural water balance
- natural filtration of water
- absorption of sound
- positive physical and psychological effects
- provision of social and leisure space
- economic opportunities
- preservation of natural environment, wildlife and plant conservation

Meadow areas in gardens and parks should be promoted to encourage a wide variety of wild flowers, grasses and wildlife. Courtyards and open spaces should be green and used for energy and water conservation, waste management and amenity.
7.4 conservation

The original Gate Lodge is protected (Dublin Cty Development Plan 1999 ref 2086). The position of this small building on the quay is restrictive to development. The pub at the corner of Watling Street is also listed (DCDP 1999 ref 2087) although the original structure is presently obscured. Again the location is not conducive to effective and sustainable development. The status of these structures should be reviewed and the possibilities of retaining and/or relocating should be investigated.