

GEORGE'S QUAY

LOCAL AREA PLAN

2012



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



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LOCAL AREA PLAN

GEORGE'S QUAY



George's Quay

1

Introduction & Policy Context

- 1.1 Introduction
- 1.2 LAP Preparation Process
- 1.3 Statutory Context for LAP



Located on the quays on the south side of the Liffey, the George's Quay area is framed by the iconic river Liffey to the north and by the unique built heritage footprint of Trinity Campus to the south. The area is highly connected to other parts of Dublin and beyond with two of the busiest heavy rail stations in Dublin, Tara Street Station and Pearse Street station serving the area. Further improvements to transport infrastructure serving the area are proposed with a new Luas linking the red and green lines (BXD Luas) running along Hawkins Street with a Luas station at College Street and a new bridge connection across the Liffey at Hawkins Street across to Marlborough Street.

The City Development Plan identifies this area as a location suitable for a Local Area Plan (LAP). This area was the subject of Local Plan prepared in 2008-2009 for consideration by the Council. It was decided to defer the George's Quay Plan at the Dublin City Council meeting of June 2010 until the conclusion of the new City Development Plan 2011-2017 and to use it as the basis for preparing this document.

The George's Quay area of the City, (i) with its role as a location of headquarter and Government departments, (ii) adjoining Trinity College and its associated innovation centres and (iii) located at the bridging point between the City centre and Docklands, means that this area is of significant economic importance to both the City, the Region and the State. The LAP area has capacity to facilitate significant new employment centres as it can provide locations for high quality new office, mixed use and innovation space in the heart of the City centre, attracting new economic activity and headquarter facilities. Its location at one of the most accessible locations in the City, served by a wide range of high quality public transport, and its juxtaposition with residential uses both within the LAP and in adjoining areas in Docklands and also (amongst others) the Georgian city, Ballsbridge and Ringsend areas, makes it a highly sustainable location for economic activity.

There are excellent opportunities presented by the current vacant and under-utilised sites within the area for the LAP to create a distinctive economic and residential cluster, within the context of valued historic and riverside settings. The LAP presents the opportunity to shape new spaces, create new pedestrian links and to encourage a more active mixed use urban environment that is attractive, busy and delivers better integration across the heart of the city.



Fig:1 LAP & Context Area

There are a number of challenges within the area which the LAP aims to address. These include the current impact of the vacant and underutilised sites; the weak visual and pedestrian connectivity within the area and the lack of integration of this area with surrounding character areas to the east and west.

Extent of the LAP

The area identified for the (LAP) extends from Hawkins Street on the west side to Lombard Street to the east and from the banks of the Liffey to Pearse Street north to south, (see figure 1). Also identified is the related context area, including the Custom House, College Green and Trinity College. Each of these surrounding areas has particular significance on how the LAP is developed and shaped.

Role of the LAP

LAP are generally prepared for areas which need economic, physical or social renewal and for areas subject to large scale development during the lifetime of the plan. The identification of the George's Quay area in the City Development Plan for an LAP reflects the need to approach the future development of this area in an integrated manner. The George's Quay area includes a number of brownfield sites which suitable development will be promoted the lifetime of the plan.

The setting of a policy approach for these sites presents an opportunity for such development to contribute to the re-creation and re-enforcement of this area as a successful, sustainable and attractive quarter of the City.

The making of an LAP is the most appropriate tool to achieve this. This LAP also has an important role in providing a framework for an integrated approach between the City Council, national / local agencies, and local communities in deciding the objective of the plan.

1.2 LAP Preparation Process

Making a LAP

The process of making an LAP can be summarised in three stages.-

- (i) pre-draft stage of research and consultation;
- (ii) preparation of a draft plan and putting it on display and
- (iii) considering the draft plan, making changes and adoption of the Plan.

These Stages were followed in the preparation of the George's Quay LAP and are described below.

(I) Pre-Draft Stage/Issue Paper

Preparing the LAP began with initial research and discussion with Elected Councillors, culminating in the launch of the pre-draft public consultation process and the associated Issues Paper- a publicity document identifying key issues and posing a series of policy questions to stimulate interest and submissions. Interested people and organisations were invited to make submissions on what the LAP should address. For this LAP the consultation period ran from May 5th to 16th of June 2011.

As part of this consultation, the Issues Paper was circulated to a wide variety of organisations, and a public display in Pearse Street Library, was staffed over a number of days. In total 26 submissions were received, with the issues covering a variety of issues which can be categorised into four broad themes. These are (a) the proposed built form, scale and land uses, (b) movement, (c) public space and (d) water services and biodiversity. A Report on these submissions was presented to Dublin City Council in July 2011.

(II) Draft LAP Stage

The current stage of the LAP is the process and publication of the Draft LAP. The submissions made earlier, along with national, regional and Council policy have all been taken into account in the preparation of this Draft LAP. The text is also informed by other important processes, such as Flood Risk Assessment. The consultation stage on the Draft Plan will run for a total of 6 weeks, during which comments and observations are invited in relation to the Draft LAP. The consultation period runs from the 17th February to the 30th March 2012. Once this consultation period is closed, a report will be prepared on the submissions received and this will be presented to the Council. The Council will consider the Draft Plan, and the submissions, and can make changes to the Plan. If changes are made these changes will be placed on public display seeking comments for 4 weeks.

[This section 1.2 of the LAP will be revised in the final document to include details of the process and what issues were raised during the Draft stage of public consultation.]

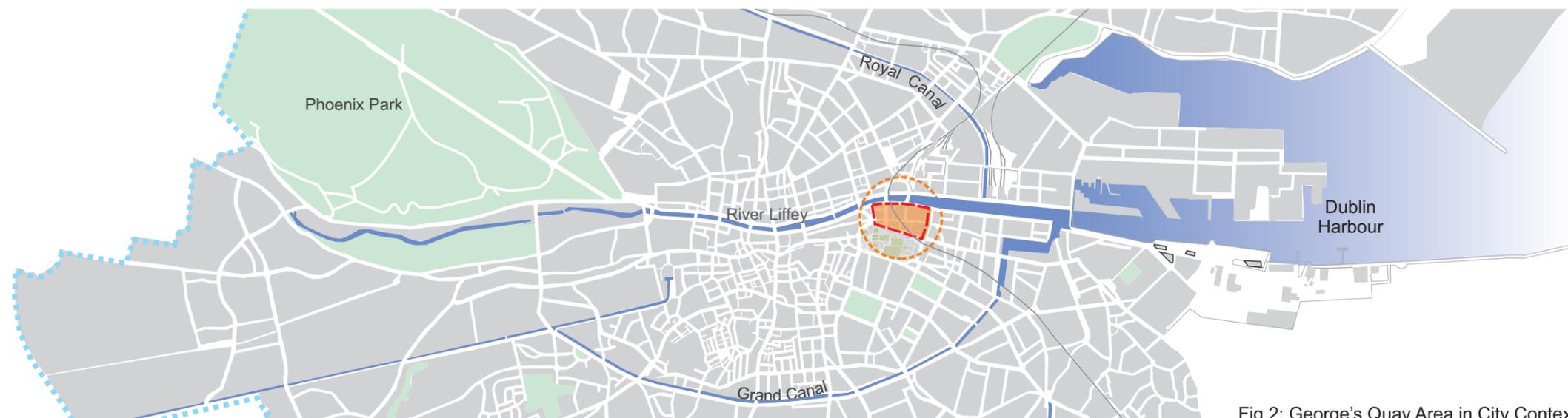


Fig 2: George's Quay Area in City Context

(III) Making the Adopted Plan

Following consideration by the Council of the alterations placed on public display and the submissions that were received the Council decided on the 2nd of July 2012 to make the Georges Quay LAP.

Vital to the success of the LAP is that steps are taken to ensure the implementation of the policies and objectives contained within. In recognition of the importance in seeking delivery of the plan, the LAP includes a section dedicated to its implementation. A number of the policies and objectives contained in the plan require coordination, both between various Council departments and also with other agencies, public and private. The LAP is a policy structure for achieving an integrated approach to managing change in this area and providing clarity as to how this change is intended to be delivered.

An LAP is a six year document, which can be extended to 10 years by the Council. During its life the LAP may be amended or revoked following statutory public consultation processes.

Public Consultation

Consultation is a critical part of the process of preparing a LAP. For this plan a number of special dedicated consultation events have and will take place, at pre-draft and draft stage of the process. Below is a summary of a workshop held at pre-draft stage with children attending City Quay National School. During both the pre-draft and draft public consultation stages a series of public information sessions were held locally over various times both daytime and evening. At these sessions staff working on the LAP attended to answer questions and give information on making a submission.

Workshop with Pupils of City Quay National School.

As part of the public consultation process for the George's Quay LAP, the LAP team had a session with 6th class in City Quay National School. Prior to visiting the school questionnaires and large maps were delivered to the school so the teacher could discuss the basic concepts of the LAP and the input needed from the students. A more detailed description of the event and outcomes are included in Appendix A4.

1.3 Statutory Context for the LAP

The overarching theme of national planning policy which informs this LAP is the consolidation and sustainable use of land in urban areas, particularly urban environments well served by public transport.

Urban consolidation is a key component in the achievement of sustainable development, economic competitiveness, community well-being, environmental protection and in order to achieve full economic value from investment in public infrastructure.

This LAP is informed by, and in keeping with, the policy hierarchy of national, regional and City planning policy, the key provisions of which are detailed below. The purpose of this LAP is to translate national and regional policy to the local level, in accordance with the provisions of the Dublin City Development Plan 2011-2017.

The National Spatial Strategy 2002-2020

The National Spatial Strategy 2002-2020 is the national planning framework designed to coordinate future development and planning in Ireland in a sustainable manner. The strategy recognises the critical importance of Dublin as a national and international economic driver, and promotes the continued growth and development of the Greater Dublin Area.

The National Spatial Strategy states that in order to promote sustainable development, it is essential to consolidate the physical growth of Dublin City. This should be supported by effective land-use policies for the urban area which underpin increased investment in high quality public transport infrastructure. It outlines a number of requirements that are key to creating a compact and economically vibrant city including;

- The effective integration of land use and transportation policy
- Facilitating the movement of people and goods through an effective public transport system
- Supporting the city's capacity for innovation
- Maintaining a high quality environment and providing opportunities for outdoor recreation within easy access
- Maintaining and investing in the quality-of-life attractions of the city, especially in terms of education, healthcare and cultural and entertainment facilities
- Eliminating areas of social deprivation and ensuring the integrated development of areas.

National Development Plan 2007-2013

The National Development Plan 2007-2013 sets out a regionalised development strategy supported by a multi-annual investment commitment in the key areas of education and training, infrastructural development, the productive sector and the promotion of social inclusion.

The National Development Plan supports a strong and competitive Greater Dublin Area so that it continues to drive its own development and that of the State through improved and greater public transport mobility, development of more compact and sustainable communities and high quality international transportation connections.



Regional Planning Guidelines for the Greater Dublin Area 2010-2022

The Regional Planning Guidelines for the Greater Dublin Area (GDA) 2010-2022 provide a long term planning framework for the development of the Greater Dublin Area (the four Dublin Authorities, Meath, Kildare and Wicklow) by giving regional effect to national planning policy under the National Spatial Strategy. The Regional Planning Guidelines promote the consolidation of development within the metropolitan area, and the achievement of sustainable densities in tandem with a much enhanced multi-modal transport system.

The guidelines set out a strategic vision for the GDA, emphasising the role of Dublin as a major European city region, and as the driver of economic activity in the State. The guidelines highlights the importance of the City core to economic activity and the importance of the area as a high quality urban environment with a mix of retail, housing and economic activity with potential for regeneration.

Smarter Travel

The Government launched 'Smarter Travel – A Sustainable Transport Future' in 2009. This policy document sets out how the Government's vision of sustainable travel and transport in Ireland by year 2020 can be achieved. It sets a target of reducing car based commuting from 65% to 45% nationally by 2020.

The five key goals of 'Smarter Travel – A Sustainable Transport Future' are;

1. To reduce overall travel demand.
2. To maximise the efficiency of the transport network.
3. To reduce reliance on fossil fuels.
4. To reduce transport emissions.
5. To improve accessibility to public transport.

The document promotes the use of consolidation as a planning approach to deliver these key goals by making more sustainable modes of travel viable and available.

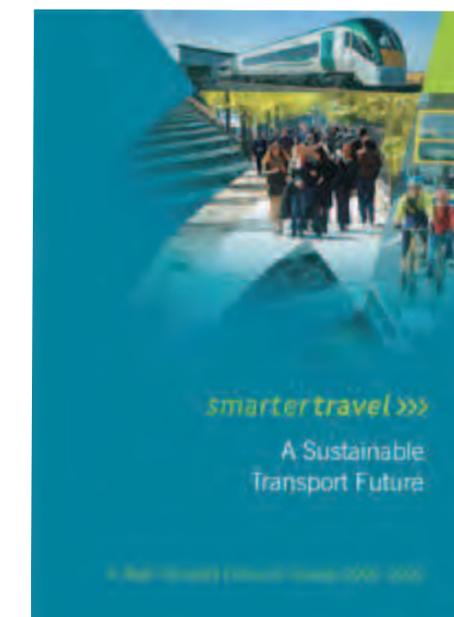
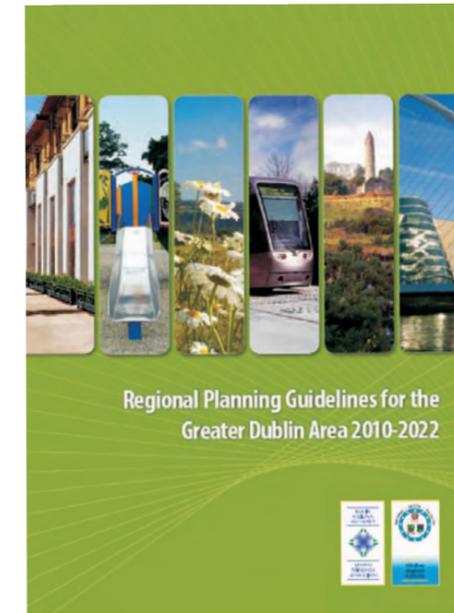
Greater Dublin Area Draft Transport Strategy 2011-2030 “2030 Vision”

The National Transport Authority has published a draft strategic transport strategy for Greater Dublin Area for the period up to 2030. The goal of the Strategy is to support the Greater Dublin Area in meeting its potential as a competitive, sustainable city region with a good quality of life for all.

The strategy represents the top level of transport plans within the regional hierarchy that will include an Implementation Plan and a Strategic Traffic Management Plan. The Strategy identifies key transport principles that are important to quality of life:

- strong focus on pedestrian and cycling movement for local trips,
- exploring the ability of public transport to cater for the mass movement of people while using a fraction of the fuel and street space required for cars,
- balancing the demand for car travel with other modes so that walking and cycling are the dominant modes and public transport is dominant for longer trips,
- favouring and incentivising cleaner, quieter safer vehicles for delivering goods in urban areas,
- Provision of lively central areas which focus retail at ground floor levels and offices and residential above, so streets are vibrant,
- intensification and consolidation of towns and cities by building on brownfield and vacant land or reusing underutilised lands
- enhancing the unique culture of the GDA, and recognising local culture and natural amenity
- increasing connectivity and permeability, to make walking and cycling more appealing,
- making sure that streets and public spaces are well designed and built and can be well managed.

These principles are incorporated into the approach adopted in shaping this LAP, as it seeks to support sustainable transport and improve quality of life and the urban experience within the George's Quay area; the LAP supports the delivery of and is consistent with the Strategy.



Dublin City Development Plan 2011-2017

The Dublin City Development Plan 2011-2017 provides a clear spatial framework to guide the future growth and development of the city in a coherent, orderly and sustainable way, framed on a vision of sustainable city living and a core strategy seeking-

- A compact, quality, green connected city;
- Real economic recovery, creative networks, smart innovative city;
- To create sustainable neighbourhoods and communities.

The Development Plan seeks to promote the consolidation and enhancement of the inner city (including the George's Quay area) by linking existing and emerging clusters and communities with each other. The Plan also provides guidance in relation to development principles regarding height and density for George's Quay LAP specifically:

- To strengthen and make key public realm nodes throughout the area, including an improved concourse at Tara Street Station at the end of the new diagonal route across the "Hawkins House" site; and new civic spaces around City Quay Church and School.
- To provide for a high building at Tara Street Station, in the context of a 6-storey quayside "shoulder" line. The landmark building at this point would acknowledge the station as a key city centre transport node, while responding to the change of the character of the Liffey and views along it at this point. Any high building at Tara Street Station should not intrude on the character of the main square at Trinity College.
- To provide for 1-2 mid-rise buildings combined with a new public realm around the City Quay Church/School, which would support the residential communities of the City Quay area, well set back from the river 6-8 storey shoulder height.
- A mid-rise marker building could be incorporated in the Hawkins House redevelopment to announce the entrance to the new diagonal civic route.

The zoning objective in the Development Plan for the LAP is for the most part zoned 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'.

On the eastern side, there are two residentially zoned areas (one zoned Z1 and the second zoned Z2, the residential conservation zoning); St. Mark's Church is zoned Z8- to protect the existing architectural and civic design character and to allow only for limited expansion consistent with the conservation objective. The surrounding church yard is zoned Z9 - 'To preserve, provide and improve recreational amenity and open space and green networks'

The Development Plan also contains a list of protected structures within the LAP area, including a small number of buildings facing the Quay, Countess Markievicz House, St. Mark's Church and a number of buildings facing Pearse Street (See Figure 2).

The Pearse Street area and the western most urban blocks of the LAP are identified as being part of the Georgian core of the City.

The river Liffey and the campshires form part of a proposed green route for the Strategic Green Network the City, linking the Phoenix Park and Islandbridge Gardens to Dublin Bay. This route also incorporates the Strategic Green Cycle Route which connects a number of cycle ways passing through the Quay area.

This LAP has an important role in delivering the Core Strategy of the Development Plan. The LAP contributes to meeting identified targets for the inner city (see Table 3.3 of the Development Plan) providing for approximately 600-1,000 new residential units and 120,000-150,000 sq m of commercial space, comprising of offices/ R & D/incubation with some retail, leisure and restaurant/café uses.



Fig 3: George's Quay Zoning Objectives

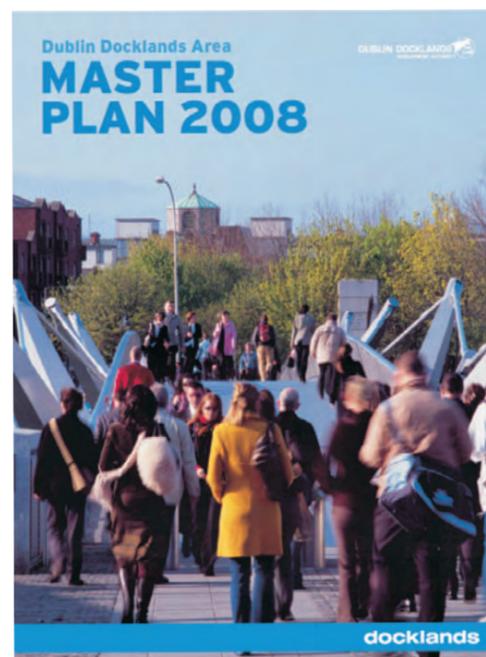
The Development Plan identifies six over-arching themes which it are integral to the sustainable growth and development of the city. The application of the themes at all levels, from plan-making to urban projects and development management will help to deliver a better quality of life for all. The six themes constitute inter-related and essential elements of a sustainable approach to the future development of the city and have been utilised in the formulation of this local area plan.

The city's six over-arching themes for the future development of Dublin are as follows:

1. Economic – Developing Dublin City as the heart of the Dublin region and the engine of the Irish economy with a network of thriving spatial and sectoral clusters, a focus for creative talent and creative assets.
2. Social – Developing Dublin City as a compact city with a network of sustainable neighbourhoods which have a range of facilities and a choice of tenure and house types, promoting social inclusion and integration of all ethnic communities.
3. Cultural – Making provision for cultural facilities and protection of our built heritage throughout the city and increasing our awareness of our cultural heritage and built heritage promoting safe and active streets through design of buildings and the public realm.
4. Urban Form and Spatial – Creating a connected and legible city based on active streets and quality public spaces with a distinctive sense of place.
5. Movement – Helping to build an integrated transport network and encouraging the provision of greater choice of transport. Planning and zoning objectives will be brought together to increase the opportunities to live and work close to transport hubs and corridors.
6. Environmental – Providing for an overall framework involving key principles, strategies and objectives to drive a vision of 'Sustainable Dublin' over the next 25 to 30 years, making sure that buildings can adapt to changing needs and encouraging better waste management strategies.

Dublin Docklands Development Authority Master Plan 2008

The Dublin Docklands Development Authority was established under the Dublin Docklands Development Authority Act, 1997 and has responsibility for the preparation and implementation of a master plan to promote regeneration, and guide the social, economic and physical development of the Docklands area. The majority of this LAP is located within the boundary of the Dublin Docklands area. This LAP is consistent with the 2008 Docklands Master Plan.



LOCAL AREA PLAN

GEORGE'S QUAY



George's Quay

2

Site & Context Analysis

- 2.1 Current Environment
- 2.2 Character Appraisal
- 2.3 Opportunities Analysis
- 2.4 Conclusion



Description of the Area

The George's Quay area occupies a city-centre location on the south bank of the River Liffey directly opposite the Custom House. The area is strategically located between O'Connell Street, College Green and Dublin Docklands. It is well connected, in close proximity to a number of transportation hubs providing mainline rail, suburban and commuter train services at Tara Street and Connolly Stations, and to the proposed Dart Underground service. The Red Luas Line runs nearby with stops at Busarus and Connolly and the planned extension of the Luas Green Line is proposed to cross the Liffey on a new bridge aligned with Hawkins Street. It is part of the city which has undergone significant change and redevelopment in the past and contains a number of taller buildings e.g Hawkins House, Apollo House and the George's Quay Development. In terms of use, the area has a strong commercial office component. In addition, the area retains a residential population and a number of community activities.

Land Use

Land use in the George's Quay LAP comprises of a range of commercial, retail, transport, leisure, residential, hotel, media, community, schools and religious uses. Generally the largest use within the area is employment, weighted more to the western end of the LAP with the eastern area largely residential, forming part of the City Quay/ Pearse Street community.

Figure 4 -George's Quay Land Use; sets out the ground floor land uses for each block area. It is evident that a number of blocks in the LAP are characterised by large office buildings with inactive ground floor frontages, including the 'Hawkins House' site and other sites extending to Moss Street. East of Moss Street, the scale and character of these recent developments are more akin to similar developments further east in the south Docklands. The height of these developments is of the order of five to six floors, with almost 100 percent site coverage interspersed with recently developed apartment blocks. The Ulster Bank office complex on George's Quay forms the largest single corporate office complex in the immediate vicinity with structures rising from six to thirteen storeys in a series of eleven buildings. On the east side of Tara Street, the Irish Times headquarters is an example of a more recent office development.

The eastern end of the LAP area is predominantly residential. The City Quay scheme located on both sides of Lombard Street East form part of the established Pearse Street residential community.

There have been some recently developed private residential apartment schemes adjacent to the City Quay scheme at Hyde Court and at Gloucester Street South.

The traditional narrow grained street frontage has survived in part to provide the animation associated with mixed use development along Burgh/ George's Quay and Pearse Street. These mixed-use activities include a variety of uses such as retail, licensed premises, small scale offices, residential, niche retail uses, convenience stores, shoe repair, a language school and cafés.

These traditional mixed use street areas also accommodate the majority of licensed premises.

Arts, recreation and culture and community uses are also identifiable land uses within the area. The Screen Cinema is located at Hawkins Street while the Markievicz Leisure facility, operated by Dublin City Council, provides one of the most modern sports facilities in the City. The Gloucester Street Community Centre is also located in the area. City Quay primary school and two churches contribute to the local community infrastructure.

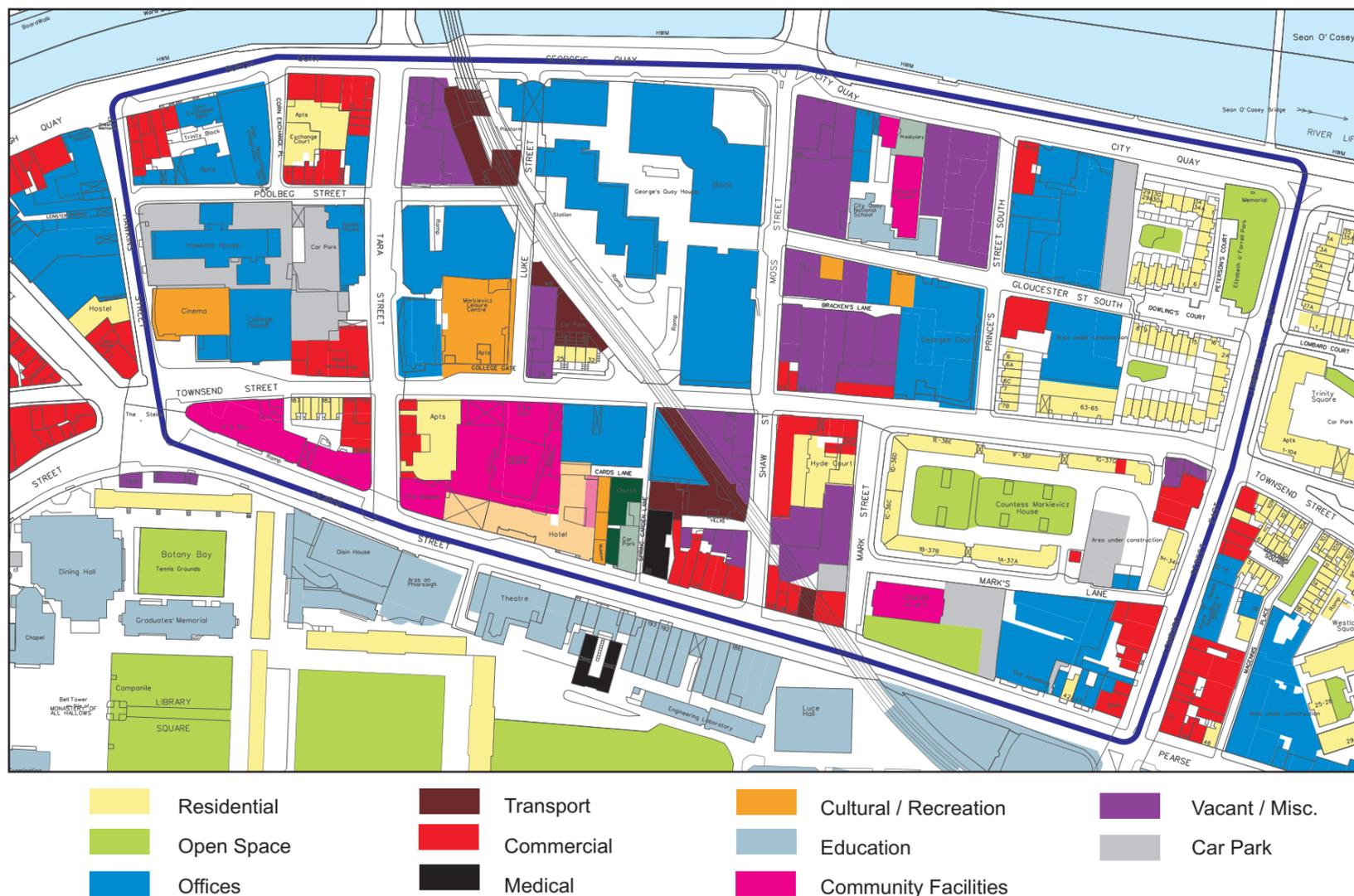


Fig 4: George's Quay Land Use

Population / Demographics

Between 1996-2011 the population of the LAP area and adjoining areas has increased significantly.

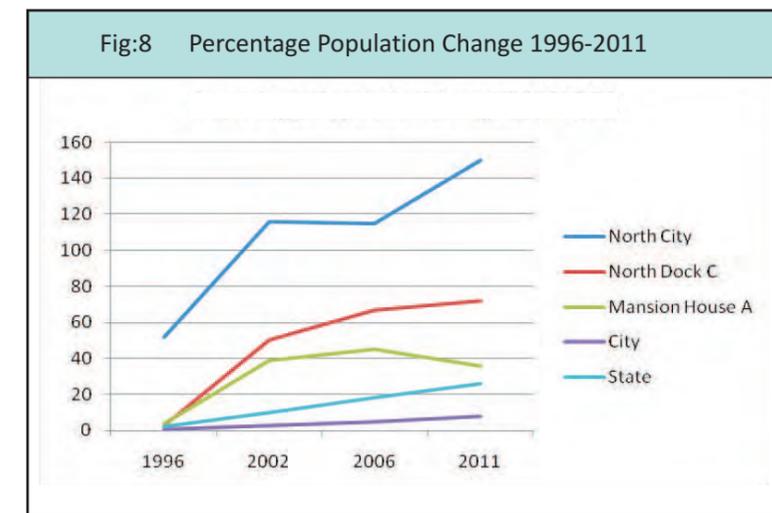
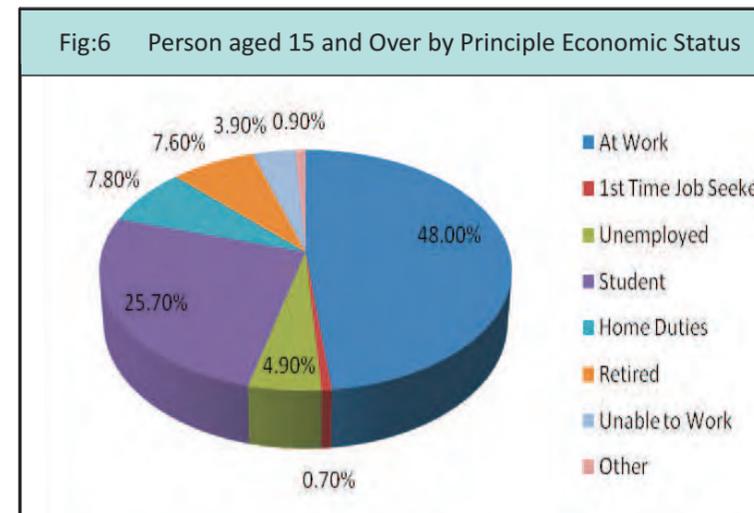
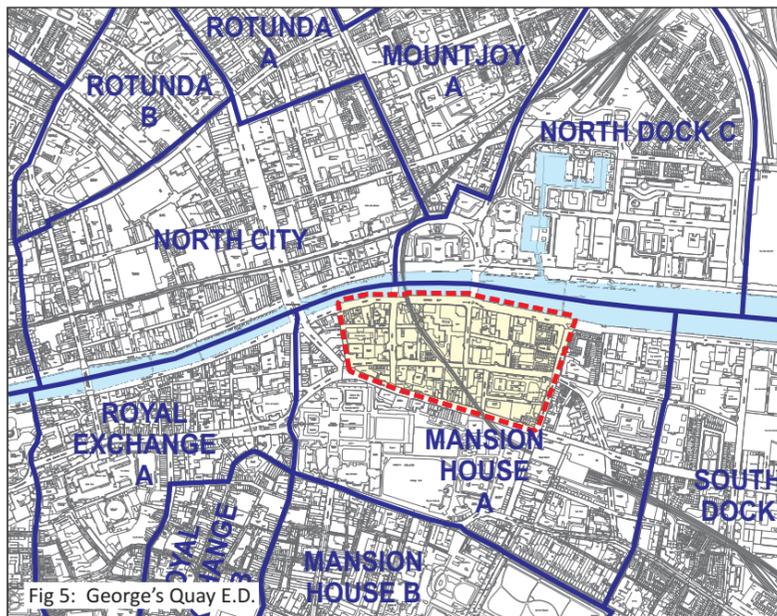
The LAP area (Figure: 5) is situated within the Mansion House A Electoral Division (ED). The preliminary figures for the Census 2011 indicate that Mansion House A ED has a population of 4,148 persons; an increase of 32% on the 2006 Census.

The LAP area is estimated as having 667 permanent private households and an approximate population of 1,500 persons. The population of Mansion House A ED North Dock C ED increased by 83% and North City ED increased by 119%.

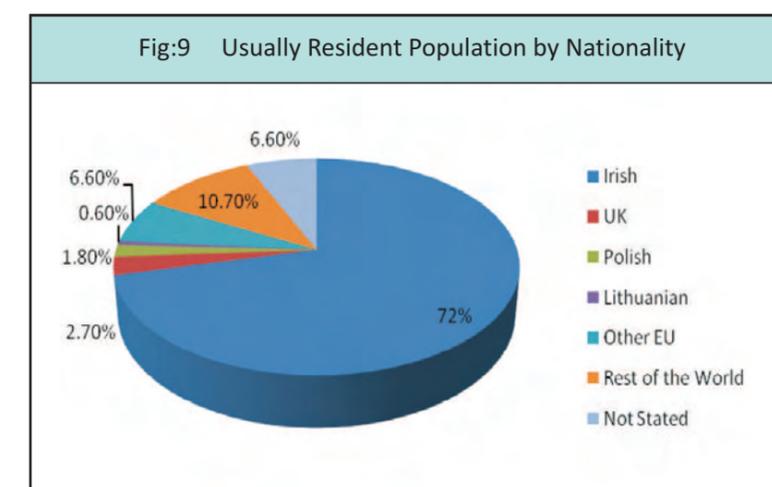
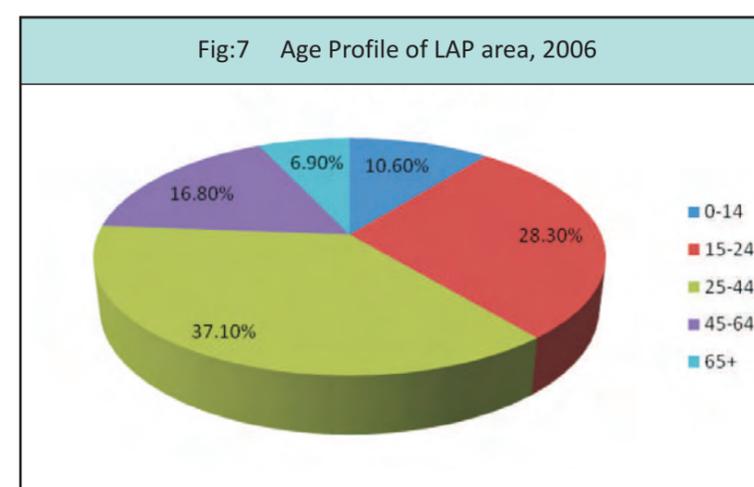
An examination of available population figures shows that this area is characterised by a relatively young population. According to figures from the Census 2006, 65% of the population is between 15 and 44. This is a much higher figure than that age group in the rest of Dublin City and the State. Just 10.6% of the population is under 15 as compared to the national average of 20%. These figures reveal that the population of the LAP area is dominated by established families, young workers and students with a very low proportion of young families, children, or people over the age of 65. (Figure 6,7 & 8)

More than 80% of the people in the area live in flats or apartments, reflecting the highly urbanised character of this area of the City. The population of Mansion House A ED predominately reside in rented accommodation (75%), which includes those renting from the Local Authority, from other voluntary bodies and from the private sector. This percentage is again significantly higher than both the percentage in Dublin City (35%) and the State (20%). (Figure: 9)

The Census 2006 reveals that just over 72% of the population of the LAP area are Irish and 22% are foreign nationals.(Table 1)



Accommodation type	Study Area	Related Area	Dublin City	The State
House/Bungalow	13.2	28.2	65.6	87.2
Flat/Apartment	80.4	61.7	28.4	9.5
Bed sit	1.4	1.48	2.5	0.5
Caravan/Mobile	0	0.3	0.1	0.4
Not Stated	4.8	8.1	3.2	2.1



Community Facilities

Community, leisure and recreation infrastructure play a vital role that in the life of any area. To inform the LAP a community audit was undertaken to find out how many community facilities were serving the area of the LAP by looking at all facilities within 500m (5mins walking distance) and between 500-800m (10mins walking distance) of the LAP area.

The facilities were split into four categories and are indicated on Figure: 10. The first category, shown as green squares on the map, contains all playgrounds, parks and sporting facilities in the area. The second category, shown as purple circles on the map, contains all the education facilities in the area, including primary, secondary and third level institutions. The third category, shown as pink stars on the map, contains all the arts, cultural and entertainment facilities in the area, including cinemas, galleries, theatres and museums. The final category, shown as blue triangles on the map, contains all the community service facilities in the area, including crèche/pre-school facilities, churches, fire stations, Garda stations, libraries, medical facilities, post offices and youth clubs.

There are 46 community facilities within 500m (or 5mins walking distance) of the plan area comprising - 11 Playgrounds, Parks or Sporting facilities, 19 Community Services facilities, 9 Educational facilities and 7 Arts, Cultural and Entertainment facilities. A further 38 facilities are located between 500m and 800m from the area (up to 10mins walking distance), comprising 8 Playgrounds, Parks or Sporting facilities, 16 Community Services facilities, 8 Educational facilities and 6 Arts, Culture or Entertainment facilities. Social, community and cultural development plays a vital role in contributing to the quality of life for all.

City Quay National School, a co-educational primary school for over 150 children, is the only primary school located within the LAP area. Third level institutions are represented by DIT and Trinity College.

There are a number of public and private childcare facilities (crèche, nursery, Montessori) within 800m of the LAP area providing approximately 450 childcare places at present. It has been noted that several facilities are at capacity and have waiting lists for future admissions.

The Townsend Street Health Centre and Dublin Dental Hospital are located within 500m of the LAP area. The National Maternity Hospital, Holles Street is within 800m of George's Quay.

The Markievicz Leisure Centre, Gloucester Street Sport Centre and Elizabeth O' Farrell Park are all located within the LAP area. There are 6 other playgrounds, parks or sporting facilities within 500, of the LAP area and a further 10 facilities within 800m.

Fig:10 Map of Existing Community Facilities



500m Range	800m Range	500m Range	800m Range
<p>■ Playgrounds, Parks, Sporting Facilities</p> <ol style="list-style-type: none"> 1. Markievicz Leisure Centre 2. Elizabeth O'Farrell Park 3. Gloucester Street Sport Centre 4. Markievicz House Playground 5. Dublin University Lawn Tennis Club 6. Dublin University Cricket Club 7. Trinity College Sports Centre 8. Housing Playground Magennis Place 9. Housing Playground Pearse House 	<ol style="list-style-type: none"> 10. Merrion Square Park 11. Merrion Square Playground 12. Housing Playground Leo Fitzgerald House 13. Leo Fitzgerald House Multi Sport 14. Pearse Square Park 15. Housing Playground Sheriff Street Lower 16. Sheriff Street Pitch 17. Liberty Park 18. Liberty Park Playground 19. Housing Playground Liberty House 	<p>▲ Community Services Facilities</p> <ol style="list-style-type: none"> 1. St. Mary's Creche & Pre School 2. Immaculate Heart of Mary, City Quay Church 3. St. Marks Pentecostal Church 4. Hyde & Seek Creche & Montessori 5. Grace Bible Fellowship (Evangelical) 6. Tara Street Fire Station 7. Pearse Street Garda Station 8. Trinity College Day Nursery 9. Chapel Trinity College 10. Trinity College Library 11. Dublin Dental School and Hospital 12. St. Andrews Church 13. Townsend Street Health Centre 14. Store Street Garda Station 15. Methodist Church in Ireland 	<ol style="list-style-type: none"> 16. St. Andrew's Street Post Office 17. St. Teresa's Church 18. St. Ann's Parish Church 19. Freemasons Hall 20. Kids Inc Daycare 21. National Library of Ireland 22. Merrion Montessori & Nursery 23. Laethe Greine Creche 24. National Maternity Hospital, Holles Street 25. St. Andrews Resource Centre 26. Earne Street Post Office 27. Pearse Street Library 28. Giraffe NCI Creche 29. Giraffe @ IFSC Creche 30. Sherrif Youth Club 31. St. Laurence O'Toole Community Centre, Sheriff Street 32. Dublin Buddhist Centre 33. Nurture Childcare & Early Learning 34. Pro Cathedral 35. G.P.O.
<p>● Educational Facilities</p> <ol style="list-style-type: none"> 1. Griffith College Dublin 2. City Quay National School 3. Trinity College Dublin 4. Alliance Francaise 5. Instituto Cervantes 6. Royal Academy of Music 7. Christian Brothers School Westland Row 8. Trinity College Pearse Street 9. Trinity College D'Olier Street 	<ol style="list-style-type: none"> 10. Trinity College Dublin, Foster Place 11. Independent Colleges 12. Royal Irish Academy 13. National College of Ireland 14. Central Model Senior National School 15. Larkin Community College 16. Cathal Bruagha Street DIT 17. Scoil Chaoimhin 		
<p>✨ Arts and Entertainment</p> <ol style="list-style-type: none"> 1. Screen Cinema 2. Green on Red Gallery 3. The Science Gallery 4. Liberty Hall Theatre 5. Abbey and Peacock Theatre 	<ol style="list-style-type: none"> 6. The National Wax Museum 7. National Museum of Ireland - Archaeology and History 8. Natural History Museum 9. National Gallery of Ireland 10. Stone Gallery 11. Oscar Wilde House 12. The LAB 13. DanceHouse, Foley Street 14. Savoy Cinema 		

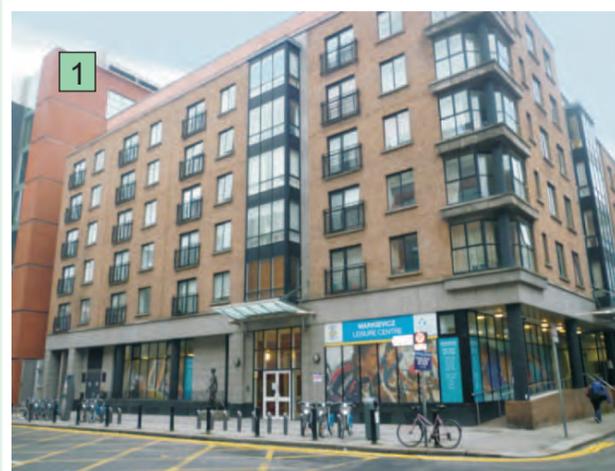


Table 2 : Local Facilities

Historical Evolution

The history of settlement and development in the George's Quay area is as long as Dublin City itself in that it extends from the time of the Vikings.

The landed at the mouth of a small river and sandy bank on the south shore of the Liffey estuary (present junction of Hawkins Street and Townsend Street) in 837 AD before advancing westwards to establish a permanent settlement which became the City of Dublin in 841 AD. The landing place of the Vikings was marked by a standing stone (Long Stone) which gave the Steine River and the district its name from 'steine' the Norse word for stone.

During the middle ages the Steine district and the site of present day Trinity College were within the mud flats of the Liffey and Dodder River lying further east of the medieval walled city. A hostel for pilgrims to the shrine of St. James at Santiago de Compostela was established in 1220, known as the St. James / Steyne or Lazars Hospital (lazar meaning leper) on a ridge of land running from the Steine eastwards. The ridge of land was named Lazars Hill (now Townsend Street). Lazars Hill / Luke Street was also the site of the first Hospital for Incurables in 1745, and later Townsend Street Lock Hospital 1792 (at site of present day Marcievicz Leisure Centre).

The priory of All Hallows established by Dermott McMurrough in 1166, became the site of Trinity College when it was established in 1592.

Through the 1600's the Corporation of Dublin progressively reclaimed shallow areas of the Liffey estuary creating quays on the south bank of the Liffey. Alderman Hawkins, who was granted a lease on some of the Steine lands, built a seawall from the Long Stone to the present Burgh Quay in 1662-63. The Steine River was culverted at about this time and flows into the Liffey at the site of present day Burgh Quay. By 1670's substantial town houses had been developed on Lazars Hill.

A key part of the history of this area is the development of the port. Throughout the 17th century access by shipping to the City had become increasingly problematic due to the silting of the Liffey channel, the increase in the size of vessels and the exposed nature of Dublin Bay. In order to provide access to shipping and trade, construction commenced on north and south retaining quay walls to channel the river Liffey. Silt from the dredging of the channel was used to backfill lands behind the quay embankments and lots were laid out by the Corporation for leasing and development.

By the early 18th century George's Quay, City Quay, and Sir John Rogerson's Quay had been built on lands reclaimed from the estuary by John Mercer, Dublin Corporation and Sir John Rogerson respectively. The Port of Dublin moved steadily downstream towards the sea and in its wake the City expanded eastwards. The new Custom House constructed in 1707 to a design by Thomas Burgh at Wellington Quay was itself replaced by James Gandon's Custom House, built a kilometre further downstream in 1791.

The Wide Streets Commission (WSC) was a planning body set up by Act of Parliament in 1757. The WSC laid out a new street pattern, which included D'Olier Street and Great Brunswick Street (now Pearse Street) in 1791. The Sweetmans brewery at Burgh Quay, which had blocked the quay route creating a 'blind' quay was demolished; opening the quays to views and traffic along its length creating the principal vista of the new Custom House. From the early 18th century the Burgh Quay, George's Quay and City Quay became the principal docks area on the south bank of the Liffey. The streets to the rear of the quays accommodated a resident population employed on the docks and in the many port related industries found throughout the district.



Fig. 11 : Historical Evolution

Churches

The new parish of St. Marks (established Church of Ireland) was created in 1706 to facilitate an expanding population and a Church was completed at Great Brunswick Street (now Pearse Street) and Mark Street. Following the repeal of the Penal Laws in 1829 the spiritual needs of the expanding Catholic population were served by the construction of St. Andrews Church at Westland Row in 1841. The burgeoning Catholic population was served by a new church, the Immaculate Heart of Mary at City Quay in 1863. In 1903 City Quay became an independent parish.

Railways

To provide greater connections between the north and south sides of the Liffey, Butt Bridge was constructed in 1879 by the Port and Docks Board. Initially this was a swivel bridge and was subsequently replaced in 1932 with a fixed structure. Tara Street was formed from the sites of George's Lane, Shoe Lane and the Fleet Market in 1885.

In the mid-1800s Dublin's five railway termini were constructed on the periphery of the developed city due to site acquisition cost and potential disruption to existing interests. As a consequence the various lines and termini were initially not connected. In order to facilitate the effective distribution of the Royal Mail, the Dublin Wicklow and Wexford Railway (DWWR) and the Great Northern Railway (GNR) were connected by a railway viaduct (universally referred to as 'the Loop Line Bridge') between at Westland Row Station (now Pearse Station) and Amiens Street Station (now Connolly Station) in 1891 despite the strong objections of Dublin Corporation. Tara Street Station also opened in that year. The opening of the bridge cut off the Liffey upstream as a location for docking ships.

Theatres and Entertainment

The south docklands area was also a notable entertainment location with theatres such as the Tivoli Theatre (1843-1930) at Burgh Quay, the Queens Theatre (1821-1969) in Great Brunswick Street and the Academy Theatre building (1843-now in office use) adjacent to St. Marks Church on

Great Brunswick Street (Pearse Street) which began life as the headquarters of the Dublin Oil Gas Company in 1824. The largest and most prominent was the Theatre Royal at Hawkins Street/ Poolbeg Street where a 'Theatre Royal' had stood since 1821. Following a fire in 1880 this structure was replaced by a new structure, which in turn was replaced by a 'new' Theatre Royal in 1935. This third Theatre Royal was the largest Art Deco building ever built in Ireland and was the largest variety hall in either Ireland or Britain at the time, seating audiences of 3,400. This building was demolished to make way for the "Hawkins House" complex.

Dublin Corporation open the Tara Street Baths in 1886 (demolished 1986) as a public bathing facilities as concerns for public health increase in the area. The Markievicz Swimming pool and Leisure centre replaced the Tara Street Baths.

Housing and Civic Buildings

The new Central Fire Station was constructed on the corner of Tara Street and Great Brunswick street in 1907 and the Dublin Metropolitan Police relocated to the corner of Great Brunswick street and Townsend Street in 1915.

Following the Housing Inquiry of 1913 and the Civic Survey of 1925, the dreadful housing conditions of Dublin's lower classes were officially recognised. The Burgh Quay/ Georges Quay/City Quay area was identified for some of the first social housing schemes. The Corporation built social housing schemes such as the Trinity Ward scheme (1917), Boyne Street (1924), Townsend Street Flats /Markievicz House (1938) and Hanover Street Flats/ Pearse House (1944) to improve the housing conditions of south docklands residents. Pearse House is the largest municipal housing structure in the state. In 1976 the Government decided not to construct any further blocks of flats for social housing. Following an architectural competition, the first scheme of inner city low rise houses of the modern era was constructed at City Quay in 1978.



The George's Quay LAP area, although encompassing only sixteen city blocks, is a complex and varied area. The George's Quay area was a former dockland area located adjacent to the retail cores, where large former industrial or entertainment sites provided the opportunity for comprehensive office development. The traditional City Centre character of fine grained, mixed use blocks with active street frontages gives way to the large grained, single use, taller office blocks of an 'office zone' at its centre. Further east the character of development is consistent with the emerging 'Docklands' of medium grained development, with a degree of mixed use and active use at ground floor level. The eastern end of the LAP area is largely residential and forms part of the City Quay/ Pearse Street community.

The presence of transportation networks remains one of the consistent features of the area. As one of the principal pedestrian gateways to the City Centre, Tara Street Station is located at the confluence of the busiest 'cross town' traffic routes on the 'Inner Orbital' traffic route. The provision of rapid rail public transport to support and facilitate the development of additional commercial floor space for employment uses in the area needs to be reconciled with the continued passage of heavy 'through traffic'.

The office zone, in particular, is a congested and inhospitable place for pedestrians during the working day and is an inactive district after working hours.

The elevated Wexford-Dublin- Belfast railway line traverses the area. The commuter train station at Tara Street (entrance onto George's Quay) served by DART has one of the highest volumes of passenger numbers of any train station in the country. The elevated nature of the rail line forms a significant visual barrier in the vicinity of the Custom House.

The LAP area contains streets characterised by heavy traffic volumes such as Burgh Quay, George's Quay, City Quay (each three lanes –one way), Lombard Street East and Pearse Street and is traversed by streets of high traffic volumes such as Tara Street (four lanes-one way) and Townsend Street.

Since the 1960s a number of large sites were assembled for comprehensive redevelopment. The redevelopment of these larger sites led to the erosion of the historic grain and the creation of single use development, characterised by inactive street frontage and lack of variety.

The combination of large footprint, single use, office buildings, heavy 'through route' traffic, the elevated railway and looline bridge, creates an overall impression of inactive street frontages, noise and pollution, hazardous pedestrian movement and visual disconnection. The area also acts as a perceived barrier to movement and legibility between the City Centre and the south Docklands.

Yet the area provides the location for employment and Tara Street Station is one of the strategic gateways to the City Centre. These seemingly inherent conflicts are the consequence of the shifting economic and geographical forces which have shaped the area and are key challenges which this LAP must address.



Character Areas

The City Development Plan identifies a number of broad character areas within the inner city. At a more fine grain level, the area of this LAP was reviewed to identify sub-character areas within this overall mixed use district. A positive feature of the George's Quay area is the diversity of land uses, building typologies and histories. In order to reflect some of this diversity and be in a position to promote and value the character of the LAP, four sub-character areas have been identified within the George's Quay LAP area, based on scale and function. These four areas are:

- (a) City Centre mixed use
- (b) Office zone
- (d) Dockland mixed use development
- (e) Inner City residential area

City Centre Mixed Use

Dublin's City centre is a varied and animated area. The George's Quay LAP study area lies at the south eastern end of the existing City Centre, almost directly adjacent to Temple Bar, Trinity College and the retail core(s). This character area is identifiable by the scale of development of four to eight storeys, the mix of land uses, and the diversity of activity. The small grain, narrow shop front promotes the diversity of uses and animation of the public realm at Burgh Quay, George's Quay (part of) and Pearse Street. The traditional narrow grained street elevation has survived to provide the animation associated with mixed use development along Burgh/ George's Quay and Pearse Street. These mixed-use activities include a variety of uses such as retail, licensed premises, small scale offices, residential, niche retail uses, convenience stores, shoe repair, a language school and café's. The character of this area is identified as a continuum of the traditional City Centre which lies directly west of the site.

Office Zone

The 'office zone' area is the most visually prominent section of the study area due to the height and bulk of the office buildings and the views afforded to them from the Liffey corridor. The prime location of the area adjacent to the Liffey and city centre has been enhanced in recent years by the improvement of public transport links and the redevelopment of the docklands to the east.

The 'office zone' section of the study area is characterised by large floor plate, single (office) use buildings, most with inactive ground floor frontages in structures significantly taller than the surrounding buildings. The initial office quarter has expanded from the 'Hawkins House' site to encompass sites as far east as Moss Street. On the east side of Tara Street, the Irish Times has established their new headquarters.

The Ulster Bank office complex on George's Quay forms the largest single corporate office complex in the immediate vicinity and rises from five to thirteen storeys in a series of eleven buildings.

Docklands Mixed Use

To the east of Moss Street the area is characterised by medium grained development of medium rise (4-6 storeys) with a mix of uses, in a similar pattern to more recent developments within the Docklands area to the east. There is a degree of active street frontages but the level of activity is lower than the City centre. While significant office development has occurred east of Moss Street, the scale and character of these recent developments are more akin to similar developments further east in the south Docklands.

The height of these developments is of the order of 5 to 6 floors, with almost 100 percent site coverage and is interspersed with recently developed apartment blocks. While some of the developments are also single use office structures such as George's Court, the mixed use developments also have ground floor retail units facing City Quay.

Inner City Residential Area

The eastern end of the LAP area is predominantly residential. Markievicz House at Townsend Street and the City Quay scheme located on both sides of Lombard Street East form part of the established Pearse Street residential community where a large number of Local Authority homes have been built since the foundation of the State. There have been some recently developed private residential apartment schemes such as the Hyde Court and at Gloucester Street South.

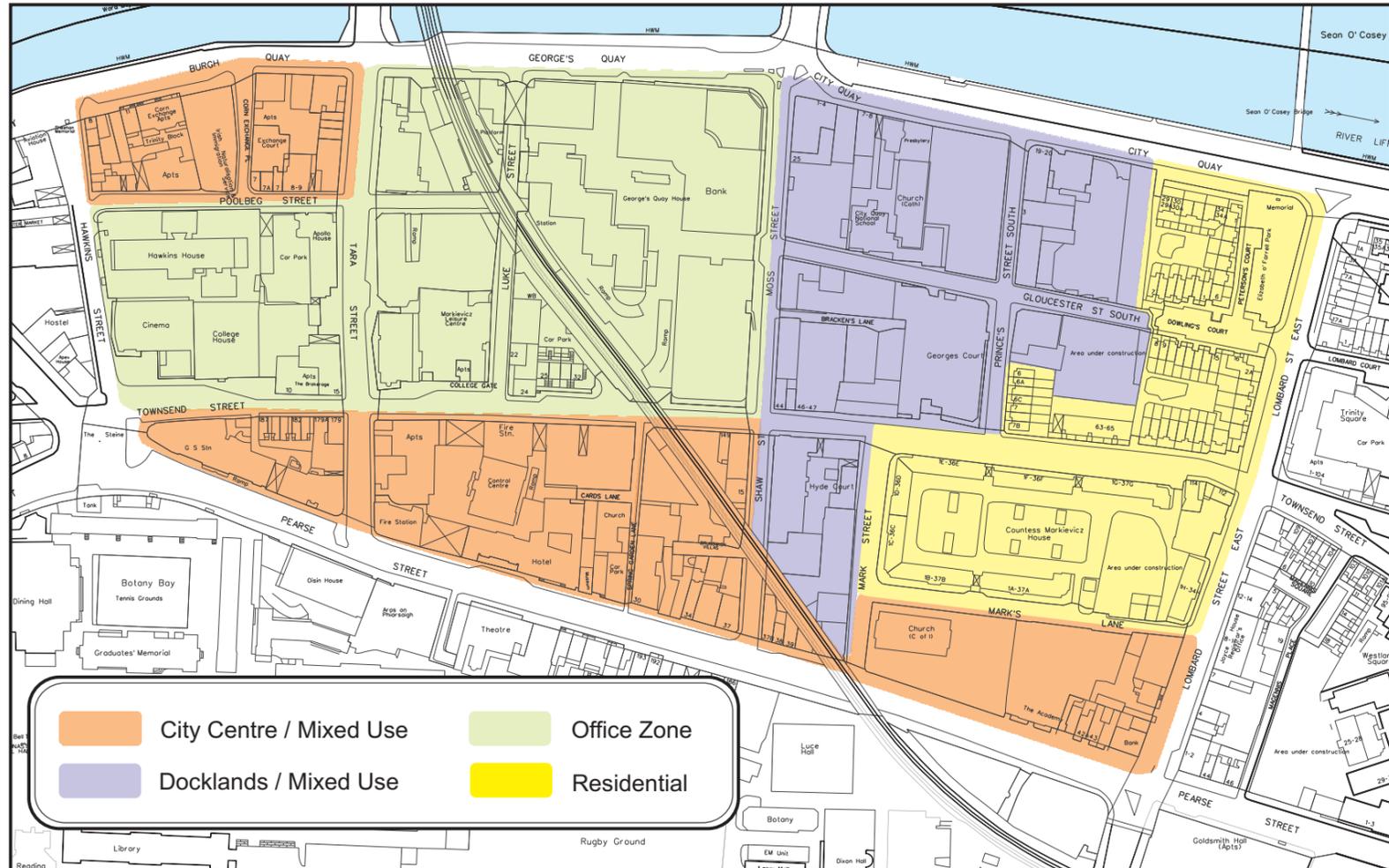


Fig: 12 George's Quay Sub Character Areas

Strengths

- (a) The George's Quay area is one of the most centrally located areas of the city, positioned at the eastern end of the City Centre, proximate to north and south retail cores, Trinity College and the south Docklands.
- (b) It has the benefits of adjoining the major historic building of the Custom House, the buildings and grounds of Trinity College and containing the Liffey and the Quayside.
- (c) Tara Street Station, located in the LAP, is the main mass transit gateway to the City Centre, with passengers passing through the LAP to access the retail, leisure and commercial areas of the City centre.
- (d) The existing grid of small city blocks is the most conducive for ease of movement for pedestrians within the area.
- (e) Is located in close proximity to mainline rail at Connolly and Tara Stations, regional bus services at Busarus and private routes, and also to a high number of Dublin Bus routes.
- (f) There is a long established residential community within the area.
- (g) The area contains important public institutions such as Central Fire Station, Pearse Street Garda Station, Department of Social Protection, Department of Health & Children, Department of Justice & Equality, Ulster Bank (southern) headquarters and The Irish Times headquarters,
- (h) The location of significant sports and recreational facilities including Markievicz Leisure Centre and Gloucester Street centre.
- (i) New LUAS line (LUAS BXD) proposed to pass through Hawkins Street to provide greater access by pedestrians to the area.

Weaknesses

- (a) Heavy traffic and poor pedestrian connections act as barriers to connectivity from the City Centre eastwards and the integration of the docklands with City centre.
- (b) The 'Loopline Bridge' severs the area both visually and physically while obscuring the view of the Custom House from Burgh Quay.
- (c) Early office developments such as the Hawkins House site, are characterised by discontinuous building lines and inconsistent building heights.
- (d) The Ulster Bank complex and sections of Trinity College act as barriers to movement within and through the LAP area.
- (e) There are a significant number of structures and street blocks with non interactive ground floor levels creating a 'dead' street frontage.
- (f) Poolbeg Street has been severed and two city blocks amalgamated.
- (g) The LAP area forms a transition zone between four separate character areas with very different predominant land uses.

Opportunities

- (a) The River Liffey widens at Burgh Quay/ George's Quay particularly east of the Matt Talbot Bridge. Burgh Quay and George's Quay form a bend in the River Liffey, marking a potential point of significance along the river.
- (b) The redevelopment of Liberty Hall, on the opposite bank of the Liffey would afford an opportunity for the development of a taller structure of similar height at Tara Street Station. The combination of the redeveloped Liberty Hall and Tara Street Station as taller structures would act as a visual gateway to the City Centre along the Liffey corridor.

- (c) Significant sites within the LAP area present opportunity to bring vitality and life into the area and to increase employment and services within the area.
- (d) Large sites allow opportunities to improve the public realm and pedestrian experience, including creation of new public spaces, improved footpaths and the new pedestrian links.
- (e) Opportunity to promote the area as part of the cultural heart of the City, creating a link between the new theatre in Grand Canal Theatre, and across Marlborough Street Bridge to the Abbey Theatre.

Threats

- (a) Risk that certain sites will not be developed in the short or medium term; thus stalling delivery of key elements of the LAP such as new public plazas and connections. Alongside this is the impact some of these large site remaining unused and the impact of this on the area.
- (b) The impact of vacant offices and retail units on the area and the poor visual impact on the area through failure to maintain unused buildings.
- (c) Lack of resources to bring forward certain key projects due to the current unfavourable economic conditions.
- (d) The need to continue to accommodate significant traffic flows on the orbital traffic route through the area pending in the short and medium term until further investment in public transport.

The above site and context analysis reveals the challenges which the LAP needs to address in order to lift the George's Quay area, so that it not only becomes a distinctive part of the city with its own character, but becomes a more vibrant place, providing high levels of accessible employment and residential communities where people will wish to live, work and visit as a matter of choice.



Theatre Royal, Hawkins Street (between 1910-1930)

LOCAL AREA PLAN

GEORGE'S QUAY



George's Quay

3

Vision

- 3.1 A Great Place to Visit, Work & Live
- 3.2 Movement & Connectivity
Throughout the Area



The vision for George's Quay LAP is responds to the distinct setting of the area. It aims to create an environment that local people and visitors alike will be able to relate to and identify with. The integration of existing features within the area such as the Custom House to the north, Trinity College to the south and numerous protected buildings within and surrounding the area will assist in providing a structure for future development that observes historic land uses.

Enabling people to move freely within and around the area, while undertaking their day to day activities, is integral to building an attractive, safe and user friendly public realm that responds to the basic needs and desires of the people who utilise the locality.

As a city centre location within the economic hub for the country, adjacent to leading business and Government offices, and within the best served location for public transport; the LAP provides new locations for world standard headquarter buildings to drive economic opportunities.

The establishment of good permeability throughout the LAP will assist the George's Quay district becoming a great place to live, work and visit. Good site access coupled with the establishment of active facades, an evening economy and a ground level mix of use will all aid in the enhancement of vibrancy and safety in the area.

Contemporary and appropriate buildings should be added to the surrounding streetscape having due consideration to the existing historical context. Any proposed development should also be of a sustainable nature, high quality, constructed with durable materials and finished to a high standard. The establishment of roof gardens wherever possible and maximising the amount of natural light will also help area to become a great place to live, work and visit.

3.2 Movement And Connectivity Throughout The Area

Fundamental to a vibrant and healthy urban area is permeability, movement and access. Accordingly, where appropriate, developments should seek to establish and/or enhance the network of pedestrian and cycle routes throughout the George's Quay Plan area. It is advantageous that these pedestrian and cycle routes form part of the wider network of links throughout the Dublin City area, promoting enhanced opportunities for movement and connectivity in the city as a whole.



Photo By: Noel McManus



A GREAT PLACE TO VISIT, WORK AND LIVE



LOCAL AREA PLAN

GEORGE'S QUAY



George's Quay



L.A.P. Development Strategy

- 4.0 Introduction
- 4.1 Land-Use Strategy
- 4.2 Economic Development & Employment
- 4.3 Movement & Access
- 4.4 Urban Form, Design & Public Realm
- 4.5 Housing
- 4.6 Built Heritage & Conservation
- 4.7 Infrastructure & Water Management
- 4.8 Green Infrastructure, Biodiversity & Natural Heritage
- 4.9 Education, Community & Tourism
- 4.10 Culture & Tourism
- 4.11 Environmental Sustainability & Sustainable Design



The overall strategy for George's Quay LAP is to support and facilitate the delivery of a strong character area, consolidating the area as a major employment hub benefiting from excellent public transport connectivity; linking the City Centre to Docklands with a focus on sustainable development. Alongside this it is intended to seek active mixed uses at street level, attractive pedestrian and cycle linkages to and through the area linking key nodes and transport interchanges, and increasing street level activity through encouraging new development, including residential, and the creation of new public spaces.

The purpose of this chapter of the LAP is to set out the policies and objectives at a local scale that will shape future development within the area. There are a number of significant sites within the area that require redevelopment, and this LAP aims to set the form and shape of future developments within an overall policy framework. Earlier chapters laid out the context and policy within which the LAP is framed. This chapter describes how it is intended to shape the future of the George's Quay area.

The following series of sections in this chapter look at the LAP area in totality under a number of themes, and through policies, objectives and action shape how the vision can be achieved. The sections address the important components for spatial planning and urban design in an inner urban context- land-use, housing, economic activity, sustainability, transport, urban form & structure, public realm and heritage. These components, while separately discussed below, should not be seen in isolation, but as interlinking building block to be considered together, with each element shaping and influencing an intergrated approach.

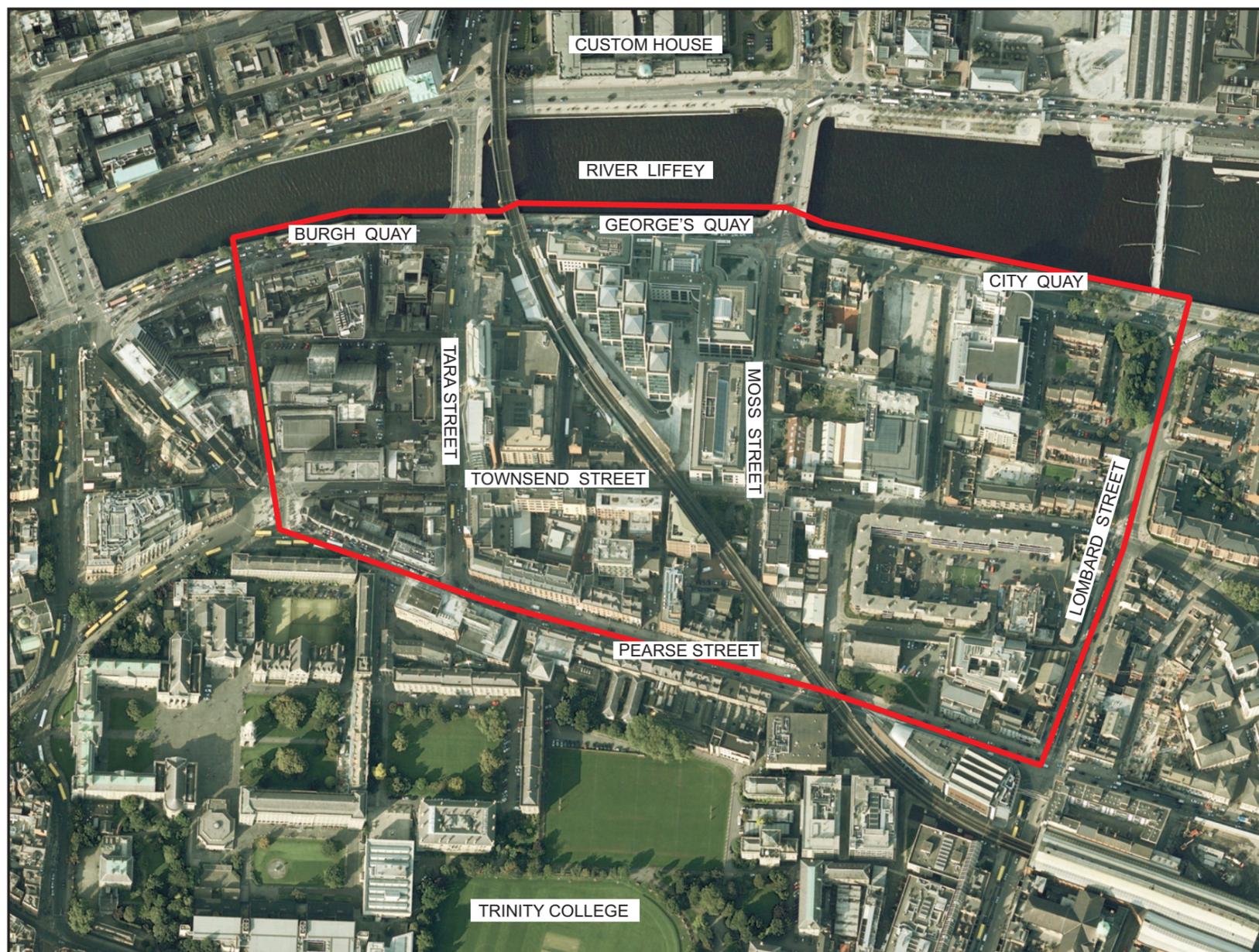


Fig 13: Aerial View of George's Quay LAP Area

To promote a mixed use character for the George's Quay area to support the creation of a vibrant central city district.

This area with its mixed development pattern (described in chapter 2) has evolved with a strong office character to the west and residential uses dominating at the eastern end, west of Moss Street.

The approach in the LAP is to support and a strengthening of the mixed use character of the area, and the different character of the street blocks through future development.

The general land use strategy for the LAP also frames the development objectives for a number of key redevelopment sites (described in Chapter 5) and also other sites they may come forward for redevelopment during the lifetime of the LAP.

The land use zoning objectives are set out in the current City Development Plan. The majority of the LAP area has been zoned Z5 with the objective 'to consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design character'.

At the eastern end of the LAP area Markievicz House is zoned Z2 with the objective 'To protect and or improve the amenities of residential conservation areas' City Quay housing is zoned Z1- 'to protect, provide and improve residential amenities'.

Several small pockets of open space are zoned Z9 –'to preserve, provide and improve recreational amenity and open space & green networks'. The overall zoning policy gives a wide range of use options for the lands within the LAP.

This LAP gives the opportunity to translate the zoning objectives to more detailed, fine grain objectives regarding land-use which would support the achievement of the vision for the LAP.

Supporting Character and Identity

The proximity of the western end of the LAP area to the City Centre, the evolution of Tara Street Station into a primary gateway to the City Centre and previous decades of office development have consolidated the western end of the LAP area as a zone of employment.

It is intended that this concentration of office uses to the west of the Loop Line should be continued, and the use of this area for high quality, attractive new office type development will extend the city centre area deeper into the LAP and support existing connections and synergy along the riverside from the city centre towards the new business areas of the Docklands, while protecting local residential communities, benefiting from the direct connections provided by rail-based public transport.

There is a contrast between the more intense and active western end of the LAP area and the quieter residential south east end, east of Shaw Street. The west elevations of Moss Street/ Shaw Street are largely commercial in character and use and it is considered that the east side of the street should reflect the scale and character of the west side, with increased active ground floor usage.

Further west and north, moving away from Moss Street/Shaw Street, it is envisaged that the entire LAP area will continue to function as a district where employment is still a significant use, particularly on the river side, creating commercial connectivity with Docklands; but within a context that the residential character of the eastern end of the LAP area will be maintained and expanded.

This will be achieved by encouraging residential infill on smaller urban sites and as part of mixed use schemes, and seeking the refurbishment and re-use of existing housing stock in the area.

The land use strategy for this LAP seeks to deliver four key elements:

1. Suitable locations for high quality, modern office uses to support city centre economic activity.
2. Mixed uses, with residential more prominent at the eastern end.
3. More active streets and mix of uses to attract people to and through the area at different times of the day and evening
4. High quality new residential units that provide attractive homes with a high level of residential amenity.



Mixed Uses

In meeting the needs of commercial scale development, but also seeking to retain the character of inner urban areas, the balance of dominant uses and other uses within a city block is critical. For large developments with more than one elevation to a block, retail and other direct door access uses at street level can re-instate the traditional pattern of individual businesses, enterprise units and other units along certain frontages, whilst still facilitating high quality new office with a full frontage and well designed framing entrance.

Some of the twentieth century commercial development in the LAP area resulted in the construction of complete blocks of mono-use office buildings. This results in low levels of activity outside of office hours or at street level. In contrast other areas of the LAP retain the historic traditional fine grain subdivision of the city block. These narrow traditional plots result in a high number of separate, individual, shop/ commercial units along a street maximising the diversity of uses on that street.

The addition of new residential schemes, mixed with other uses at ground floor level, supports the creation of an attractive and secure environment, increasing all day activity and passive supervision of the street. Other key uses, such as leisure and community uses help give locations destination status and create new centres of activity within the area- whether a cinema, arts spaces, cafes or local community meeting rooms. These uses bring vibrancy and build a sense of place, and help create urban vitality.

For all major sites for redevelopment in the LAP, achievement of a sustainable mix of appropriate land uses will be a key requirement; and smaller schemes will need to address the issue of mix within their urban block and street context.

New Commercial Uses

The George's Quay area is a highly suitable location for new high quality office type uses, located between the heart of the City and the main banking, financial and legal district in the Docklands, adjacent to Trinity College, and sited between major transport nodes serving the City.

The inner City is the most suitable location in general for new headquarter buildings, and the George's Quay area with this high level of connectivity provides a sustainable, attractive location. For this reason the LAP supports the provision of high quality new office and or research centre type development and seeks to promote the development of new buildings which are designed on sustainable principles.

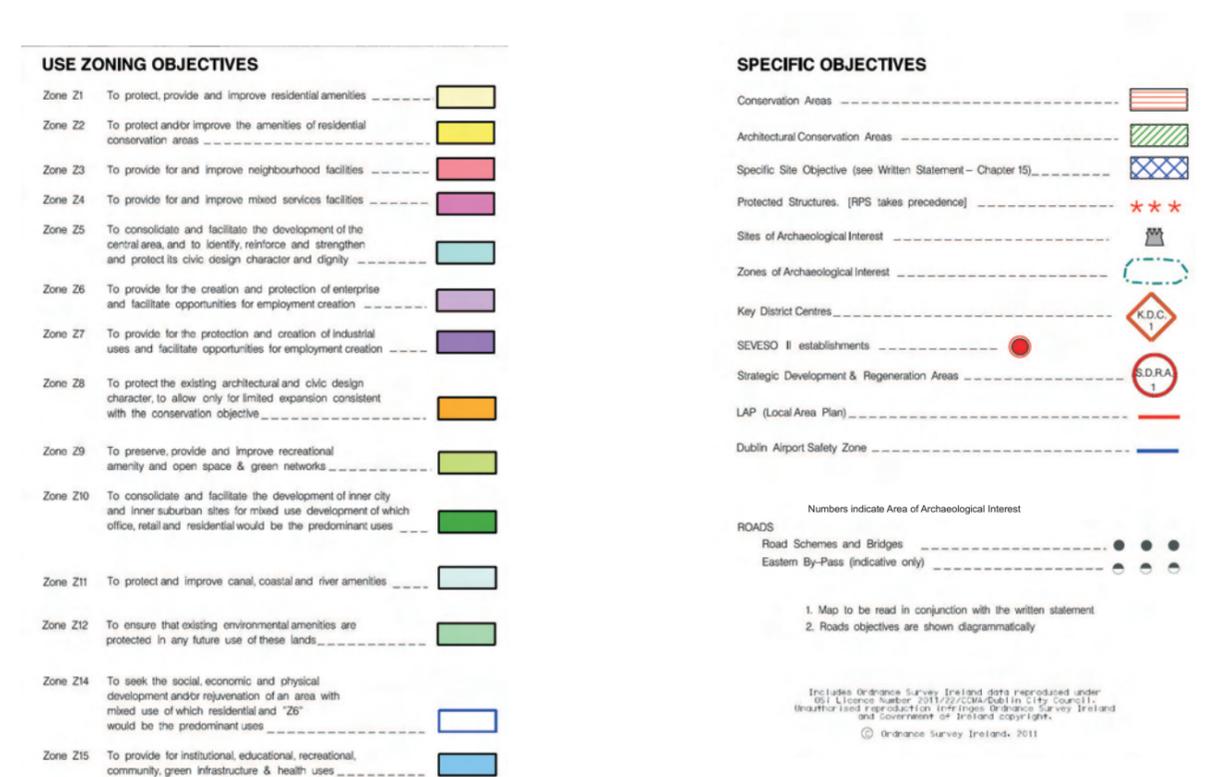
In chapter 5, certain key redevelopment sites are identified as suitable for new commercial premises, within a framework of providing attractive mixed use on certain street level elevations.

The LAP in particular is seeking the redevelopment of the Hawkins Street block into a new regenerated street block providing key linkages and a more attractive and interesting setting for College Green.

This area is considered to be a suitable location for headquarter modern office buildings, which through high design standards, will contribute to the City fabric in addressing this important urban space.



Fig 14: George's Quay Zoning Objectives



Creating More Active Streets

Activity in an area is created by delivering a mix of uses, that interact directly with the street by both day and night. The mix is a central part in achieving more active, vibrant street life.

Activity between a person and the public realm is at its maximum at public entrances. Such activity is achieved by encouraging uses where the ground floor unit interacts with the general public such as shop, café, restaurant, retail, own door offices, enterprise or craft units, art gallery, hotel, temporary exhibition space, gym, public house, entertainment venue. The quality of the street can be undermined by the concentration of certain street level uses such as ground level or undercroft car parking and car park entrances; and residential use and commercial offices which through their form and/or low access points, fail to address the public realm. To maximise the extent of activity on a street, the structures which form and address the street need to have a maximum number or extent of public entrances. In considering this issue it is also important to consider the hierarchy of streets. New buildings facing onto higher order streets should focus higher activity levels on such elevations, and other quieter lower order streets lower levels of activity are more suitable, retaining a more residential character level, but still providing passive supervision and some commercial/on street access activity at street junctions.

New Residential Development

As a city centre location, the provision of new residential schemes boosts the local population and aids the delivery of the Core Strategy of the Development Plan to promote sustainable consolidated development. In contributing to the mixed uses of the area, it provides a residential housing option in close proximity to transport, major employment centres, leisure activities and universities. The LAP seeks to promote the provision of new residential units within the George's Quay area to ensure the mixed use character of the area is supported and balanced with new office and commercial uses.

As outlined above, the City Quay area of the LAP has a stronger residential character, and contains supporting facilities including proximity to leisure facilities, local shops and cafes, and the local primary school. To support the more residential character of this area, development of new residential uses will be encouraged, including apartment and own door units, specialist supported/elderly housing, nursing/care facilities, student housing and apart-hotels.

The importance of good design is essential for residential schemes. Development at ground floor level in the inner city/urban centres can provide dwellings where the residential amenity is severely restricted due to lack of privacy, the impact of noise, pollution, and security.

New housing in the LAP should provide high quality living spaces in an attractive and secure environment. All schemes will need to meet the current Development Plan standards for residential units.

To ensure street activity and also to protect residential amenity, for all higher order streets should generally be located at first floor level at a minimum, particularly on elevations which face directly onto the public realm. Exceptions will be considered only where other approaches or particular site circumstances can ensure that residential amenity can be sufficiently protected. Ground floor residential development can be achieved in certain, quieter streets where the building is constructed above a basement level or set back which creates a privacy strip, void or similar design feature between the building and the public realm. Two storey residences on quieter streets (e.g. as part of a duplex/apartment mix), opening at street level may also be acceptable, depending on the interaction between building, public realm and residential amenity.



Land Use Policies

1. To support vision of the George's Quay area as vibrant active central city district by ensuring that each urban block contains a mix of land uses and promote the area as an attractive location for Headquarter buildings.
2. To promote the George's Quay area as an attractive location for high quality new commercial development, re-shaping streets and framing new spaces with well designed attractive new buildings benefiting from the areas high accessibility and connectivity to Docklands, adjoining business districts and the city centre.
3. To seek provision of high quality residential uses to support and benefit from local services within the LAP area, with a focus on the south east area of the LAP. Residential uses should provide attractive spaces for living, should have defensible space on quieter streets especially where such units face the public realm.

Land Use Objectives

1. To provide for active ground floor uses at the street level of new developments, particularly where the structure faces the higher order streets of Pearse Street, Townsend Street, Tara Street, Moss Street, City Quay, George's Quay, Burgh Quay and Lombard Street East. Ground floor residential uses and inaccessible elevations should be avoided on higher order streets.
2. For all significant sites within the LAP area, a mix of uses shall be included in the development, with a minimum of 20% of the floor area devoted to uses other than the primary use sought. Of this 20%, up to 10% can be provided by the site to the benefit of the public, depending on suitability and site circumstances.

To promote economic development and employment creation as part of a mixed used sustainable approach to the future development of the George's Quay area.

Dublin is the capital city of Ireland. It is also the core of an emerging eastern region that has the potential to compete at an international level with the large scale markets of mainland Europe. As the economic and creative driver of the state, it is imperative that the city continues to grow, prosper and develop. It is also vital that the city achieves the critical mass required for the Greater Dublin Area and the country as a whole to maintain and improve its position in a competitive EU market.

The George's Quay area is well placed to play a part in protecting and reinforcing the primacy of the city as an effective core at the heart of the city region. The LAP area occupies a city centre location, strategically located between O'Connell Street, Trinity College and the Dublin Docklands/IFSC. The area is well connected, in close proximity to a number of transportation hubs providing mainline rail, suburban and commuter train services at Pearse Street, Tara Street and Connolly Station. Luas City Broombridge (Line BXD) will provide direct linkage to the Dublin Institute of Technology's future campus at Grangegorman. The area also has convenient access to Dublin Airport via the Dublin Port Tunnel.

The area is located in close proximity to the traditional office core of the south east inner city and to government buildings. Importantly, the land use zoning in the plan area is primarily Z5, a mixed use city centre zoning capable of accommodating the diverse economic needs of the city. Chapter 9 of the City Development Plan sets out the citywide strategic policies that seek to revitalise the city's economy. Specifically, the city plan recognises that the city centre Z5 zoned area and inner city area including the Docklands is the crucial metropolitan and national resource for innovation, promoting the proximity and diversity of uses that foster innovation. The policies and objectives of this local area plan have been developed to be complementary to the citywide economic policies of the development plan, and importantly must not be considered in isolation to the City Plan.

The George's Quay area is a part of the city which has undergone significant change and redevelopment in the past. In terms of use, the area has a strong commercial office component with finance being the dominant private sector employer.

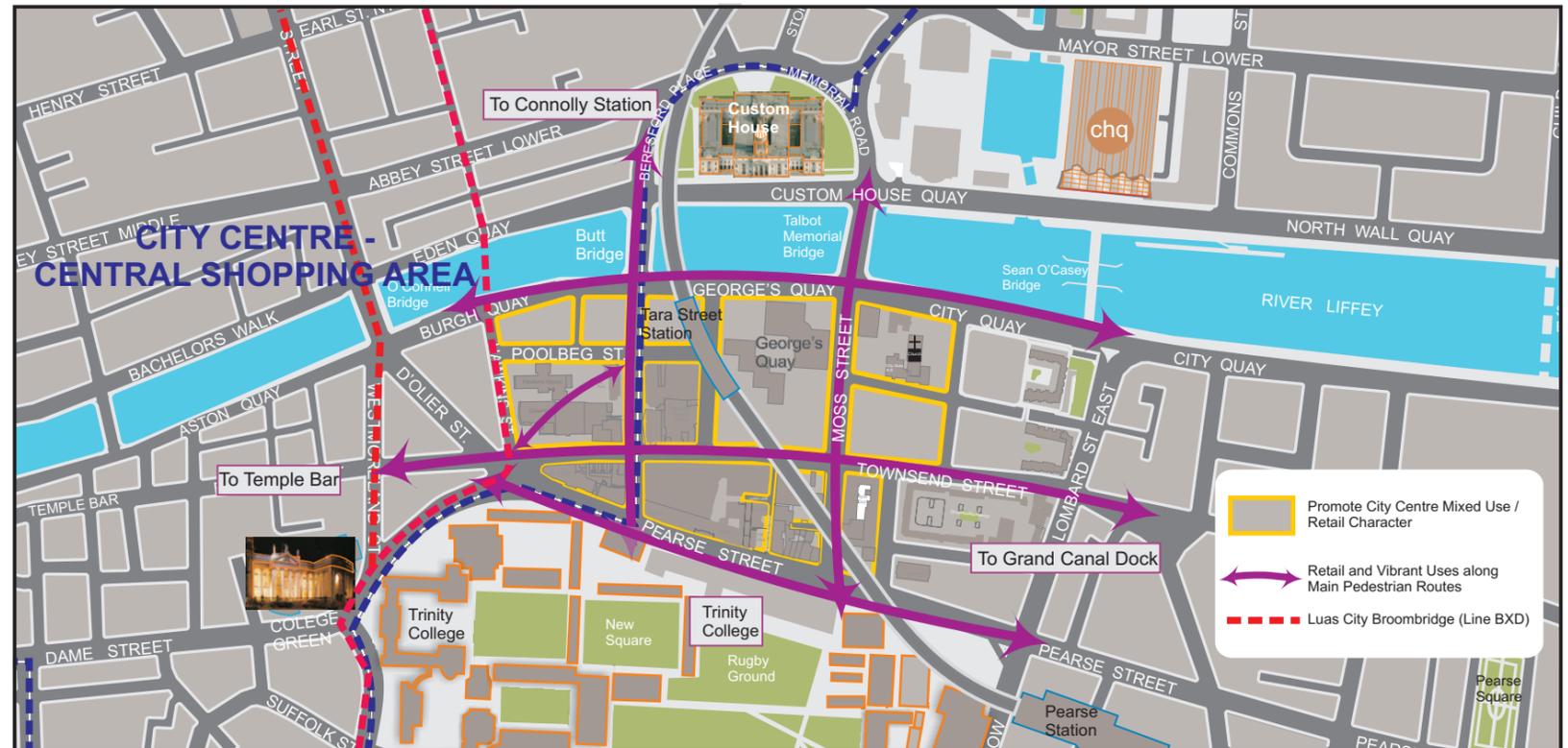


Fig15: Proposed Retail Environment

The recent relocation of the Irish Times from D'Olier Street to Tara Street reinforces the long established publishing and newspaper industry in the area that commenced in the 1930s with the Irish Press on Burgh Quay. The Government also maintains offices at several properties within the area, including the Department of Health and Children in Hawkins House, the Department of Justice and Equality on Burgh Quay, the Department of Education and Skills, and the Department of Social Protection, both located in Apollo House on Tara Street. A key challenge for the future will be to retain existing businesses and uses in the area and facilitate their growth, while continuing to attract new businesses.

The delivery of new commercial and employment floor space as part of an integrated mixed use development strategy in the George's Quay area will help drive the economic development of the area and support new investment in retail development, local employment and community and social infrastructure in accordance with the principles of sustainable development. It is not intended that new development will detract from other established locations; it will complement existing provision and support the rejuvenation of office and commercial markets in the city.

Office and Commercial Space

A choice of premium quality and cost competitive office and commercial space is critical in attracting investment and generating employment in the city. Attracting Headquarter (HQ) type uses to the city is a key part of Dublin City Council's foreign direct investment strategy. At present, there is a limited supply of accessible large floor plate offices outside of the Docklands, Heuston and a small number of individual locations. Sites of sufficient size to provide larger floor plates to accommodate HQ uses and premium office accommodation suited to top end, high value business activities have been identified in the George's Quay area and are described in detail in chapter 5. It is a key objective of the plan to provide for this necessary additional commercial floor area and to strongly encourage the high quality redevelopment of existing outdated office stock in the George's Quay area.

Coupled with Dublin's aspiration to compete and operate on an international scale, Dublin City Council also seeks to retain the important character and vitality that the city has built up over time. Therefore, while it is an objective of this plan to provide for commercial development on appropriate sites, it is important that this type of development is sensitively designed so that it integrates with the area and provides a proportion of active street frontage and mixed use where considered appropriate.

The role of planning and development policy is an increasingly critical factor in promoting economic development, employment growth and prosperity. Sustainable development has economic, environmental and social aspects and there is a need for planning to be responsive to changing economic circumstances in order to balance complex sets of economic, environmental or social goals. Appropriate strategic developments will be required to provide Economic and Employment Impact Statements as part of planning applications as required by the City Development Board. These statements are part of a proactive approach to supporting economic development and will be an integral tool to aid the assessment of strategic planning and development opportunities and will help to ensure an appropriate weighting of economic considerations in planning decision making.

Supporting the Knowledge Economy

High quality research, development and education will be critical to the success of the Dublin city region given the challenges of adapting to a knowledge and creative economy. In this context, it is important to promote and facilitate investment in these key areas.

Trinity College is located in immediate proximity to the plan area and has been very active in recent years in developing greater synergies and interaction with the wider city. The city has been greatly enriched with additional world class facilities such as the Science Gallery and Biomedical Sciences Institute on Pearse Street and also 'The Lir', National Academy of Dramatic Art at Grand Canal Dock. Dublin City Council recognises the multiple benefits such ambitious project can bring to the city, including research and development, the provision of new commercial and social spaces and the positive and striking contributions such high quality developments add to the urban fabric of the city. This local area plan promotes the creation of new synergies between Trinity College and the George's Quay area, and supports the contribution the college can make in helping the city further respond to the challenge of adapting to the knowledge and creative economy.

It is a key economic policy of the City Development Plan to promote Dublin as an International Education Centre and Student City. Given the proximity to Trinity College and the highly accessible city centre location of the area, there is great potential to support and encourage the provision of educational infrastructure such as colleges (including English language colleges) and high quality, custom built and professionally managed student accommodation. The development of such facilities has the potential to become a revitalising force for the regeneration of the George's Quay area., Attracting top international students to study in the city will contribute to the economic success and global connectivity of the city as a whole.

Retail Provision

The city centre is the main shopping, tourist and employment destination for the Greater Dublin Area. Parts of the George's Quay plan area to the west of Tara Street are located within the central shopping area (See figure 15).

Retail activity has the potential to greatly contribute to the enhancement and revitalisation of the George's Quay area and to provide employment. The existing retail environment is generally poor with the range, quality and quantity of retail provision inappropriate to serve the needs of existing residents, workers and those visiting the area. Retail provision in the area is characterised by cafés and some franchise convenience stores and small independent retailers.

Retail development must provide consumer choice, affordability, competition and accommodate future demand. The local area plan therefore seeks to promote a more intensive city centre mixed use character, including retail, west of Mark Street and Prince's Street South that will compliment the wider retail areas of city, and provide for the local retail needs of residents and workers in the plan area.

There is potential for the provision of larger floor plates on ground floors in the redevelopment of some of the major sites in the area. The changing nature of retailing means that larger floor plates are preferred by some retailers. This should be seen as an opportunity for the area to provide suitable locations for larger 'anchor units' to cater to people in the area and surrounding communities. Such units could operate as food retail, non-food, home goods or fashion related, etc. In particular, the provision of one or more neighbourhood size convenience/discount supermarkets would substantially benefit the area and importantly, would offer consumer choice and access to affordable and fresh foods.

There is potential for smaller units for specialist uses or those focused on the daily needs of the catchment area such as hairdressers, pharmacies, doctors, etc. to serve the surrounding living and working population. A mix of restaurant facilities, cafés and other complementary evening and night-time uses on ground floors will help contribute to increased vibrancy, vitality and security. Uses that facilitate vibrancy will be prioritised along main pedestrian routes.



The Importance of the Public Realm

Dublin must promote and market itself at an international level to a range of audiences including investors, employees, students and other visitors. Improving the general attractiveness of the city for such visitors and investors will help maintain competitiveness and create a vibrant city that attracts and retains creative people. It is a key philosophy of this local area plan to focus on the development of a high quality public realm in the George's Quay area that puts people first and creates an urban place where people want to live, work, meet and enjoy their leisure time as a matter of choice. This is a planning approach that values urbanism and recognises the multiple economic benefits that can be delivered through public and private investment in the public realm. Section 4.4 outlines the detailed strategy and key objectives that will be considered in the development of the public realm and key urban spaces in the George's Quay area. Any future development proposals will be required to indicate how they can make a positive contribution to the surrounding public realm and help create a successful mixed use environment.

Culture and the Economy

The creative, entrepreneurial, and cultural economies are central to economic planning in the city. This local area plan will support and facilitate the growth of these economic sectors as regeneration drivers in the George's Quay area.

Enterprise Spaces

The elevated Belfast to Rosslare railway line dissects the area of the LAP diagonally, running north-south across the River Liffey at George's Quay. It is considered that the arches of the railway line offer unrealised opportunities in terms of a range of potential uses that would aid the rejuvenation of the area and provide employment. The arches could facilitate flexible and affordable enterprise spaces, small commercial offices, exhibition or studio spaces or many other uses. Dublin City Council supports the utilisation of the arches for such uses on an individual site by site basis or as part of an overall design approach that could include larger development proposals on certain sites.

The provision of own-door spaces at ground floor levels, accessed from the street as part of new developments will also provide the opportunity to promote new innovation, micro-office and enterprise units across the LAP area; providing small scale bases for new enterprise while also supporting activity and interest at street level, benefiting the business and the local environment.

Economic Policies

1. To work with all stakeholders involved in the management of land banks in the George's Quay area in order to activate economic development and employment opportunities.
2. To promote the supply of premium quality commercial/office space including the larger floor plates and quantum suitable for HQ type uses as a means of encouraging indigenous and global companies to locate their HQs in the George's Quay area.
3. To promote office and service based employment in the George's Quay area with a focus on the delivery of high quality knowledge sector jobs.
4. To support interactive relationships with key economic generators in the wider area including the IFSC/Docklands and Trinity College Dublin to enable economic and ancillary activities in the George's Quay area.
5. To promote the development of educational infrastructure, incubator units and high quality, professionally managed and purpose built student accommodation in the area in order to support the knowledge economy of the city.
6. To support the provision of an appropriate range, quality and quantity of new retail floor space to serve the needs of existing/future residents and workers in the locality and to encourage retail and other interactive mixed uses at ground floor level along main pedestrian routes as indicated on figure 15 in order to contribute to the vitality and vibrancy of the area.

Economic Objectives

1. To seek the delivery of one or more convenience supermarkets of an appropriate scale to serve local needs, provide consumer choice and to anchor new commercial development.
2. To promote and seek inclusion of flexible cultural/entrepreneurial facilities and spaces both as smaller projects and also as part of major site redevelopments in the George's Quay area, to act as regeneration drivers and job creators.
3. To promote the use of the arches of the Belfast to Rosslare railway line as flexible enterprise spaces on an individual site by site basis or as part of an overall design approach that may include larger development proposals on certain sites.

To deliver a quality movement infrastructure which prioritises public transport, walking and cycling, which manages an appropriate role for the private car and which underpins the livelihood and liveability of the George's Quay area and the city.

The George's Quay area is ideally located to promote sustainable movement and access. It occupies a key location in the city's existing and planned movement infrastructure within easy reach of the core of the city centre. The local area plan seeks to build on this accessible location in order to promote increased use of sustainable forms of transport such as walking, cycling and public transport, and to reduce reliance on the use of private cars. Put simply, the needs and priority of pedestrians, cyclists and public transport users will be considered in advance of the requirements of private car users.

The policy and objectives of this section seek to support the sustainability principles set out in the National Spatial Strategy, the Regional Planning Guidelines for the Greater Dublin Area, the Governments 'Smarter Travel, A Sustainable Transport Future 2009-2020' and have been informed and guided by the Draft National Transportation Authority's Greater Dublin Draft Area Transport Strategy, '2030 Vision'.

Walking and Cycling

Enabling people to move freely within and around the George's Quay area while undertaking daily activities is integral to building an attractive, safe and user-friendly public realm that responds to the basic needs of the people who use the locality.

The pedestrian environment in the George's Quay area is generally of poor quality and there is a lack of permeability and connection with the city centre. An increase in public transport patronage and the number of people living, studying, working and visiting the city has contributed to a demand for increased pedestrian space and facilities. In addition, the public consultation process highlighted community concerns that heavy through-traffic makes walking and cycling difficult in the area. Existing highly congested one-way traffic movements within the area have the effect of discommoding businesses and communities and obstruct convenient access to and from public transport. Heavily trafficked streets in the plan area include Pearse Street, Lombard Street and Tara Street. The scope for extensive intervention or rerouting of this traffic flow over the life of the plan is limited as these streets function as strategic traffic management routes for the city.

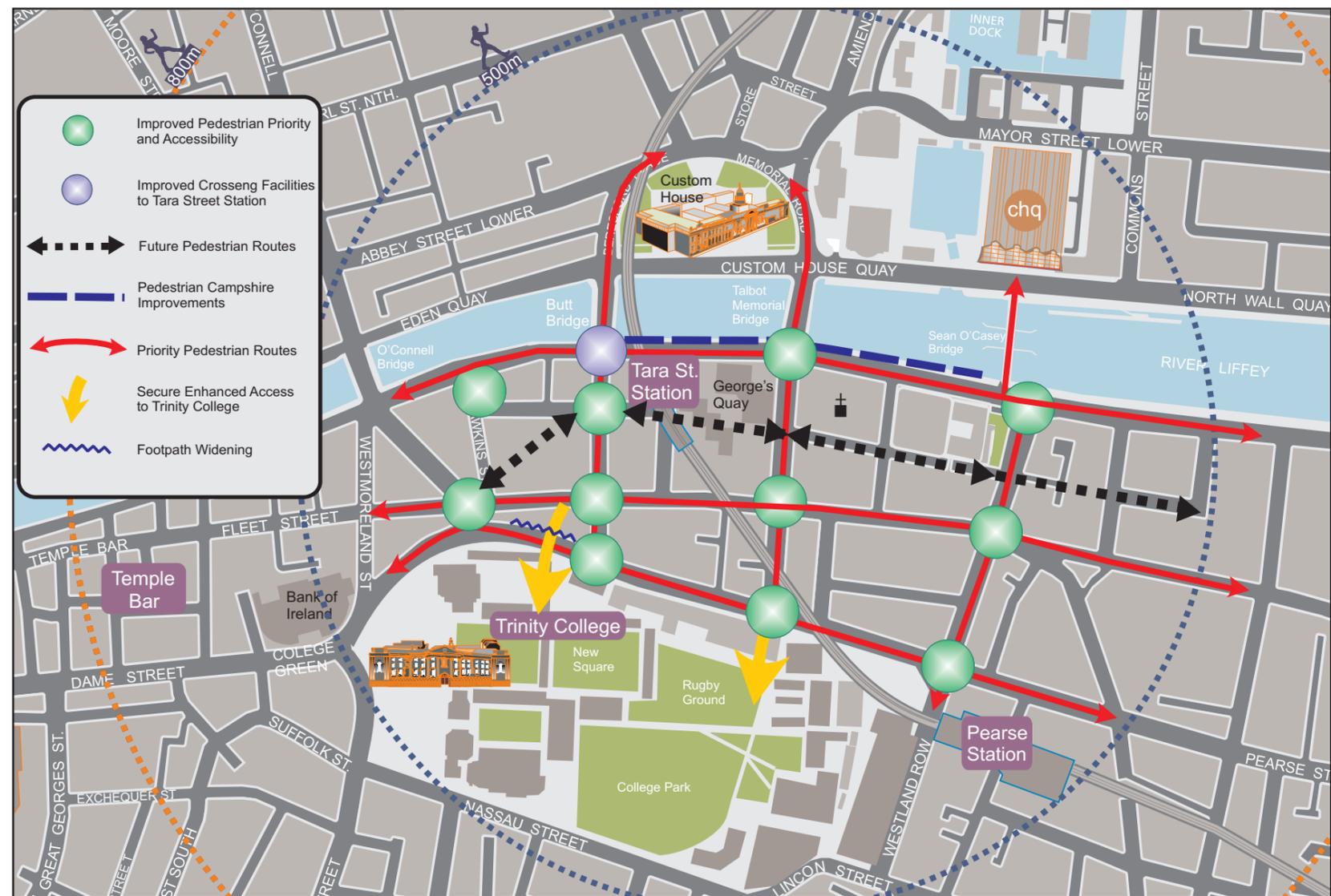


Fig 16 Proposed Pedestrian Network (indicative only)

The plan objectives therefore seek to;

- Reduce the speed differential between pedestrians, cyclists and vehicles through expansion of the city centre 30km/h zone.
- Improve general pedestrian infrastructure and priority at key crossing points and along priority routes.
- Improve and provide cycling infrastructure in line with the emerging citywide strategic cycle network along priority routes and in accordance with the Department of Transport's 'National Cycle Policy Framework'.

Lower order interventions within larger development sites will seek to promote a greater use of cycling by employees and greater pedestrian permeability and connectivity. Specific details of site specific proposals are provided in Chapter 5 for the key development sites. In general terms, there will be a strong focus on mobility management. Mobility management is a multi-dimensional approach that seeks to encourage as much travel as possible by sustainable means such as public transport, walking and cycling. While it plays an important role at a strategic level, the adoption of the mobility management approach at a site or business level can be very influential in achieving sustainable travel patterns.

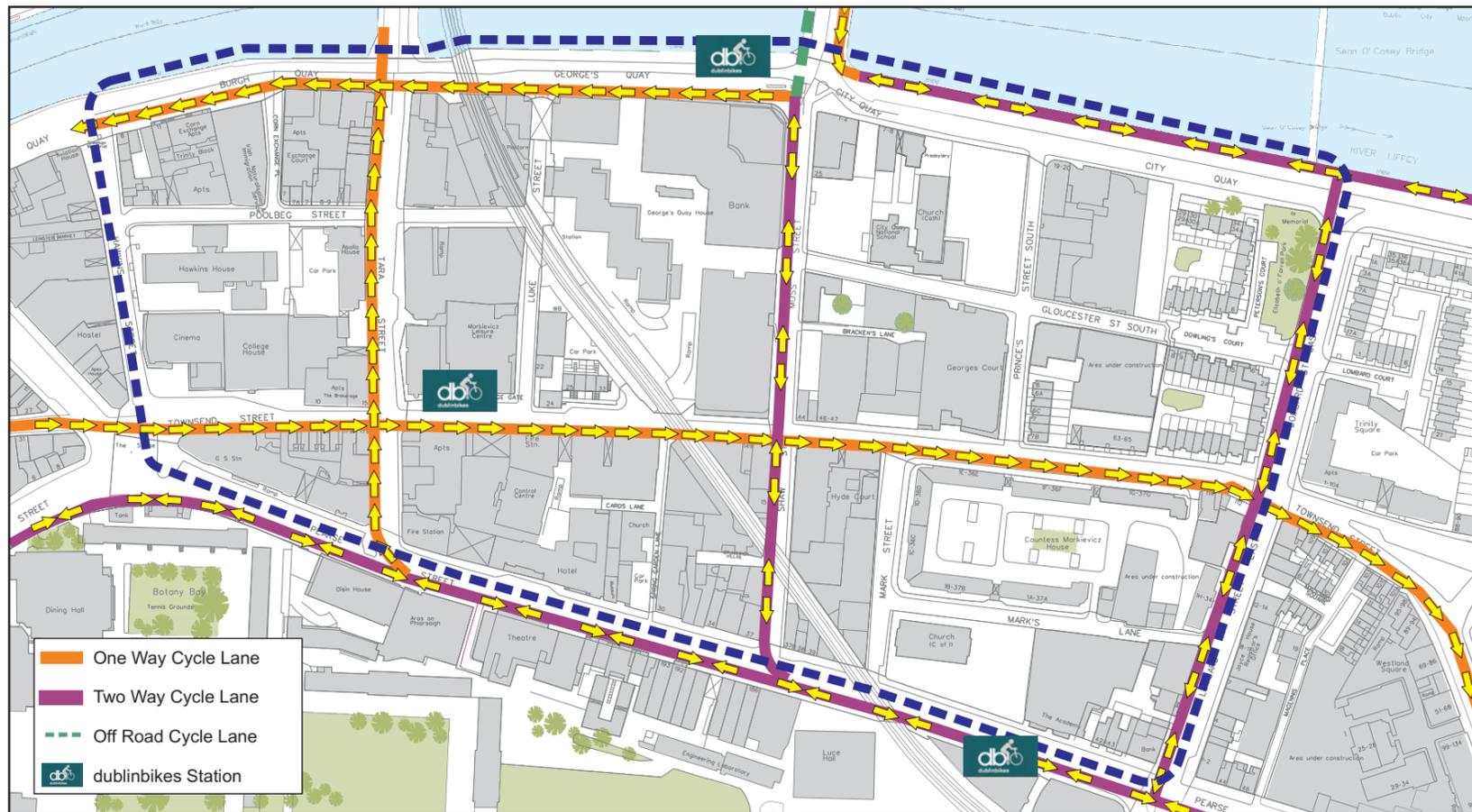


Fig17: Proposed Cycle Network (indicative only)

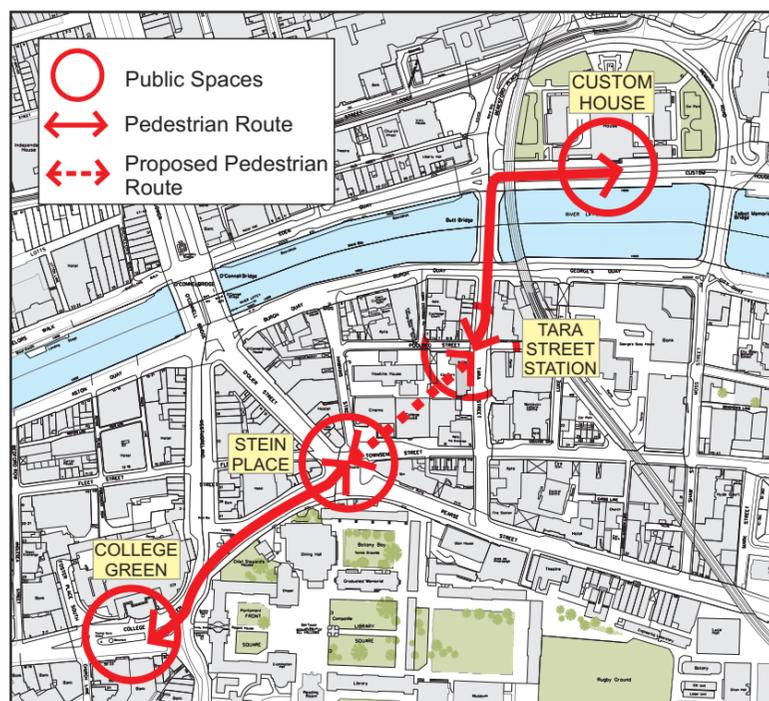
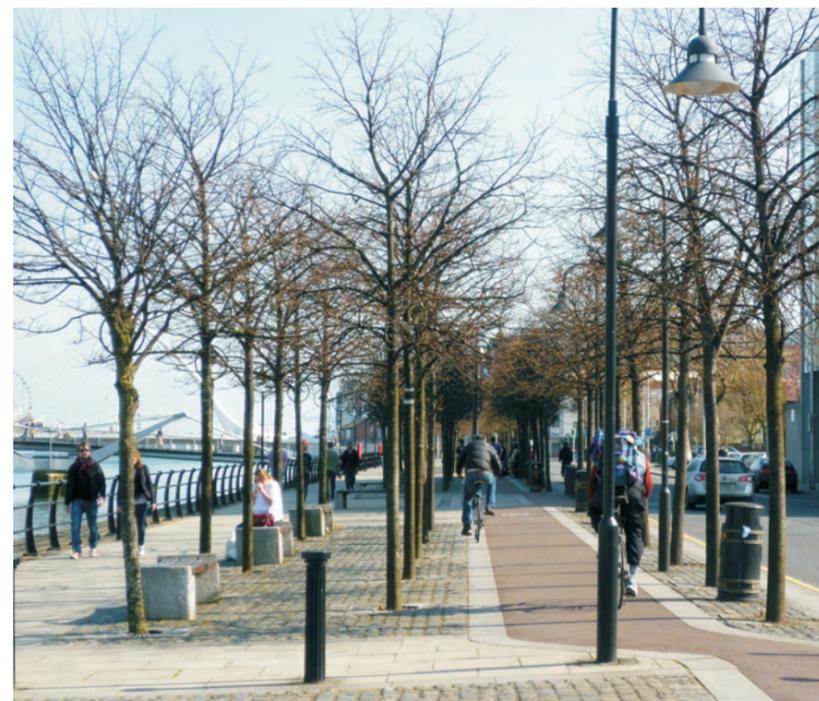


Fig17a: Proposed Pedestrian Connection



This requires designing areas and developments in a way that minimises the need to travel from the outset. Pro-active mobility management will be encouraged for staff and visitors of existing and new developments in the plan area.

Large scale interventions are also proposed within the plan area. It is proposed to create a pedestrian street from the College Green area to Tara Street Station (detailed proposals are contained in Chapter 5). This route will be realised through any future redevelopment of the 'Hawkins House' area and will improve accessibility to Tara Street Station and key attractors in close proximity to the George's Quay area.

Figure 17 illustrates where new connections and enhancements are considered essential to create a network of well connected streets and cycle routes. This network of pedestrian and cycle routes will form part of the wider network of links throughout the Dublin City area, promoting enhanced opportunities for movement and connectivity in the city as a whole.

Public Transport

There is an array of existing high quality public transport links to and through the area. DART and commuter trains service the George's Quay area at Pearse and Tara Street Stations carrying a large number of commuters into the plan area each working day. Numerous Dublin Bus routes pass through Pearse Street, Tara Street and along George's Quay. Busáras is the termination point for large numbers of daily commuters to the city from the outlying areas of the GDA and is located within walking distance of the plan area. Public and private commuter bus services also operate from George's Quay. The Luas Red and Green Lines are also located within walking distance.

In accordance with the Government's 'Transport 21' Strategy and the National Transport Authority's draft Strategy '2030 Vision', a number of initiatives have been proposed which will significantly improve public transport provision and accessibility in the area and the local environs including Metro North and DART Underground in the longer term. The proposed Luas City Broombridge (Line BXD) will link the Red and Green Lines and travel across a new public transport bridge over the River Liffey at Marlborough Street/Hawkins Street. In addition to these major rail proposals, investment in enhanced bus services will be ongoing through the life of the local area plan. This investment will be critical given the longer timeframe to the final delivery of the larger infrastructure projects, and hence the importance of quality bus services for the foreseeable future.

Dublin City Council will actively liaise with transport providers and statutory agencies to facilitate the delivery of this new public transport infrastructure to help accommodate increased public transport commuting.

The key challenge facing public transport in the area is the accommodation of increased passenger numbers within the public realm, and providing convenient access to key attractors and destination points outside the plan area to allow commuters to complete their journey as efficiently as possible. This will be achieved through public realm enhancements, the creation of new pedestrian routes and streets and the enhancement of existing connections. Full details of proposed enhancements are provided in section 4.3 and figure 18

Traffic Management and Car Parking

Dublin City Council's approach to traffic management in the city seeks to restrict through traffic and calm traffic generally within the city centre giving increased levels of priority for pedestrians, cyclists and public transport. The overall goal is to arrive at a situation where the city is more people focused, less polluted, more accessible and where travel within the city becomes easier. In this regard, Dublin City Council has already given a commitment to achieve modal share targets crossing the canal of 55% for public transport, 15% for cycling, 10% for walking and 20% for private car use by 2017.

Dublin's existing traffic system effectively caters for radial vehicle movement and a number of strategic routes are located within the plan area such as Tara Street and Pearse Street. These routes introduce significant volumes of long distance and commuter traffic into the plan area but are essential to the successful functioning of the city's overall traffic system. It is a longer term objective to restrict this non-essential and cross-city traffic from travelling through the George's Quay area, however the delivery of Transport 21 projects such as DART Underground and Metro will influence the timescale and scope of citywide traffic management measures that can be implemented in the plan area and the city centre in general. Smaller scale interventions during the life of this local area plan will therefore seek to mitigate the effects of this non-essential traffic to bring discernable benefit for the walking and cycling environment in the local area in the short term. The overall function of strategic routes in the area will be reviewed in future local area plans following the implementation of Transport 21 projects for the city and the preparation of city traffic management plans.

The George's Quay area is well served by public transport services.

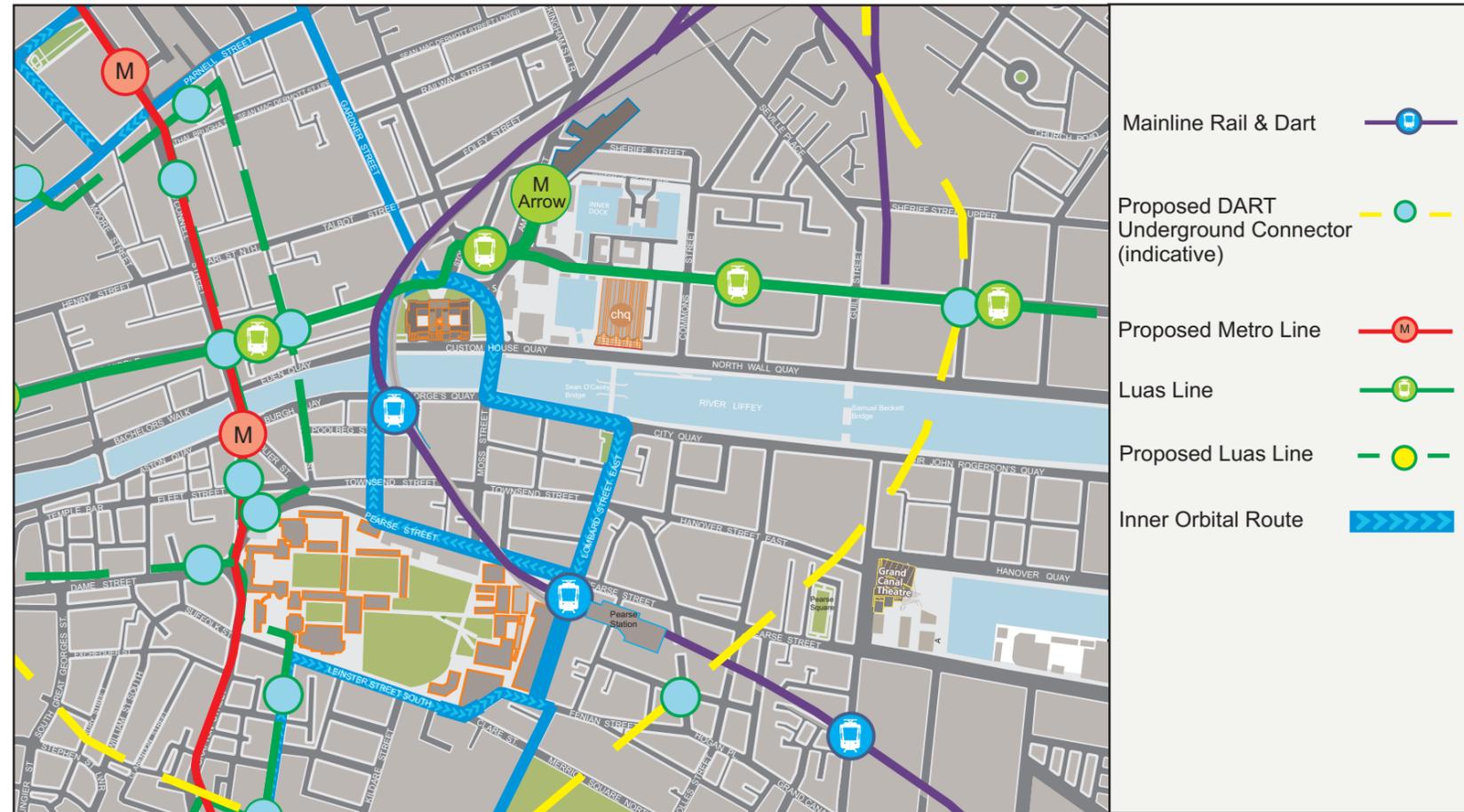


Fig18: Proposed Public Transport Network (indicative only)

The future development of the area will be weighted heavily in favour of the efficient use and patronage of public transport with a consequent reduction in the car parking requirement for significant commercial development proposals. The maximum car parking standards set out in the development plan will not be required for commercial development in the plan area as a general rule and there will be a general presumption against parking provision for office uses unless there are particular exceptional circumstances. This is in order to aid integrated land use and transportation planning, and to allow for intensification and higher density development.

In summary, the local area plan seeks to enhance the quality of streets by ensuring that the demands of vehicles for movement and access do not compromise the ability of people to walk, cycle and use public transport as a positive experience and as an alternative to the private car.





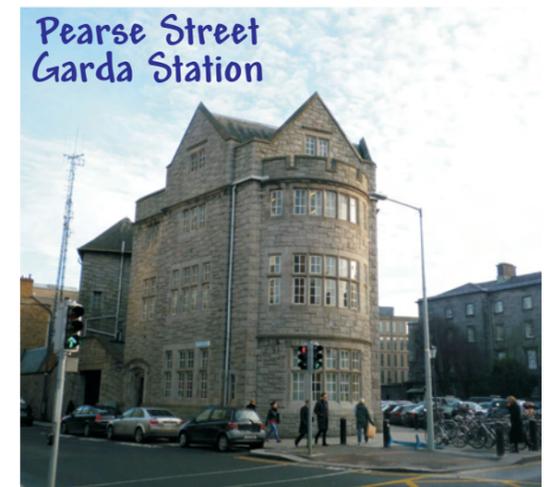
public seating areas



Luas Line



The 'Steine'



Pearse Street Garda Station

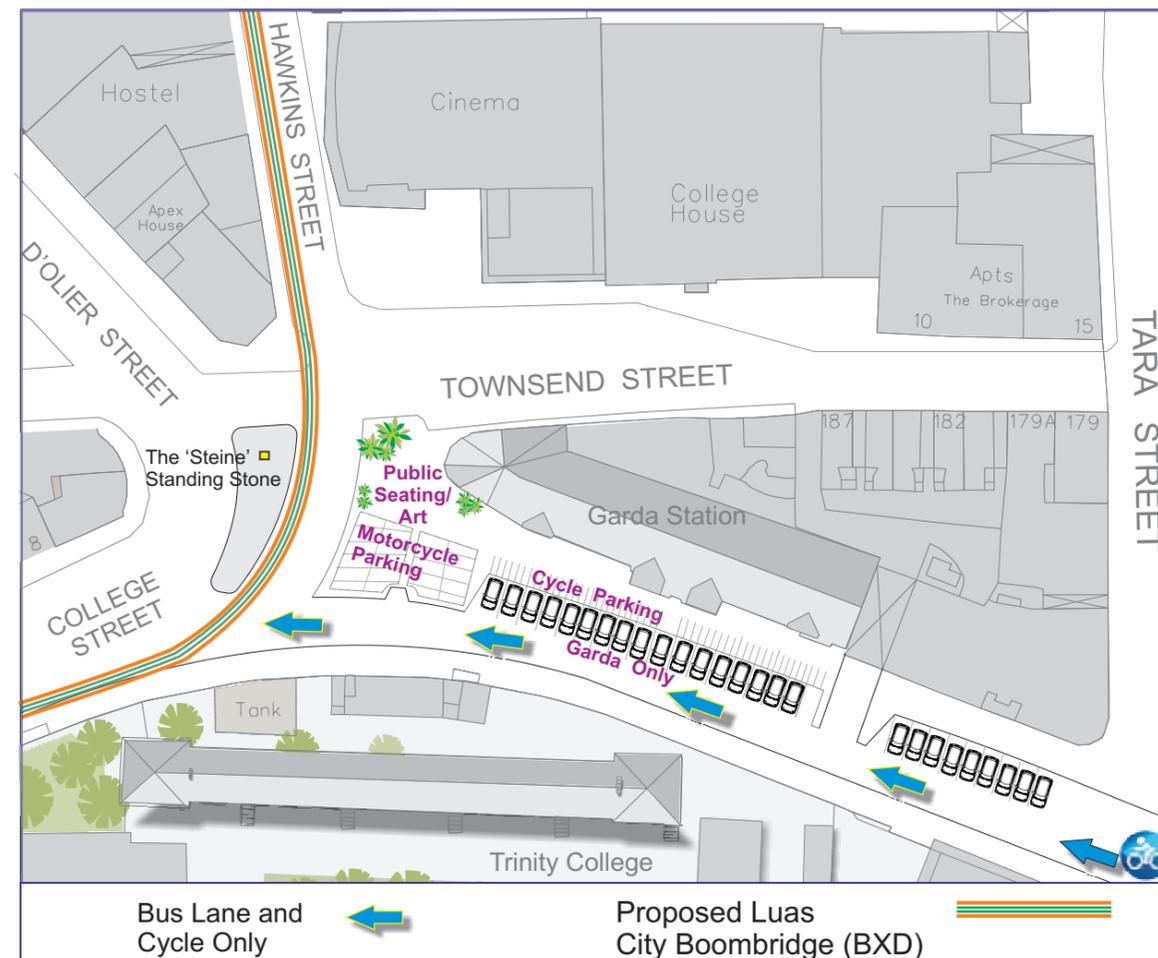


Fig 19: - Proposed Public Realm Enhancements to Pearse Street (Indicative only)

Movement & Access Policies

1. To support proposals for high quality private cycle parking facilities/clubs in close proximity to Tara Street Station. Such facilities typically provide guarded overnight cycle parking and other ancillary services such as bicycle sale/repair, showers, lockers, changing facilities, dry cleaning, cafes, etc.
2. To seek the provision of additional 'dublinbikes' docking stations/bicycles in appropriate locations as part of any proposals to enhance or expand the scheme through the city.
3. To require Travel Plans and Transport Assessments for all relevant new developments and/or extensions or alterations to existing developments as outlined in Appendices 5 and 6 of the Dublin City Development Plan 2011-2017. Dublin City Council's Mobility Management Section will have responsibility for the review and monitoring of Travel Plans.
4. The quantity of car parking proposed for significant commercial development sites shall be significantly limited reflecting the highly accessible nature of the area via public transport, with the quantity determined in consultation with the planning authority through a Transport Assessment prepared as part of the planning process.
5. To implement traffic management measures through local traffic plans that have the potential to discourage non-essential long distance and commuter traffic from travelling through the local area plan area in support of citywide strategic traffic management measures, including those developed by the National Transport Authority.
6. To identify funding for key movement and access enhancements through the 'Sustainable Transport Measures Grants' system and other measures operated by the National Transport Authority with a view to prioritising a number of projects that will support the development of an integrated transport system for the city.

Movement & Access Objectives

1. To seek amendment of the city centre 30km/h zone speed limit bye laws 2011 to include the area of the local area plan.
2. To implement pedestrian infrastructure improvements to priority routes including pedestrian priority measures and additional and enhanced crossing facilities as indicated on Figure 16. Any improvements will be subject to an approved audit of pedestrian facilities and will be consistent with the Dublin City Council Public Realm Strategy.
3. To implement short term measures to improve pedestrian crossing facilities to Tara Street Station at the junction of Tara Street and Burgh Quay as indicated on Figure 16. The overall strategic function of Tara Street and other strategic routes will be reviewed following the implementation of Transport 21 projects for the city.
4. To promote the campshires and Townsend Street as priority pedestrian routes providing connectivity between the city centre/retail core and the emerging cultural destination of Grand Canal Dock. (See Figure 16. Please also refer to Section 4.8- Green Infrastructure, Biodiversity and Natural Heritage)
5. To promote the development of a new pedestrian street between College Green and Tara Street Station as schematically indicated on Figure 16. This route will be realised through any future redevelopment of the 'Hawkins House' area and will improve accessibility to the station. (Please also refer to Section 5.1 Hawkin's Site)
6. To re-establish a pedestrian street from Poolbeg Street to Gloucester Street South in any longer term future comprehensive redevelopment of the 'Ulster Bank' site.
7. To seek enhanced and new pedestrian access to Trinity College from Pearse Street as indicated on Figure 16.

8. To widen the footpath to the northern side of Pearse Street from the junction of Tara Street to College Green as indicated on Figure: 17 in order to create an enhanced public realm and to provide for cycle and motorcycle parking.
9. To require minimum footpath widths of 5.5 metres to Tara Street and 3 metres to Poolbeg Street to provide for an improved public realm and enhanced pedestrian circulation at Tara Street Station. (Please also refer to Section 5.3)
10. To seek, as part of and overall integrated City Centre Transport Strategy, the completion of a series of cycle infrastructure improvements for the Georges Quay area. If some of the proposed improvements are not included in the City Centre Transport Strategy, the Council will examine other options for the provision of other cycling improvements to the streets to achieve the same level of improvement in safety and movement and seek their delivery during the lifetime of the LAP. The Council proposes that the following cycle improvements are examined and where feasible included in the Strategy including;
 - a. A contra flow or two-way cycle lanes to Lombard Street.
 - b. A two-way cycle lane to City Quay developed in tandem with the Liffey Campshire improvements and with potential to integrate to existing or proposed cycle lanes to Burgh Quay/George's Quay.
 - c. A cycle lane to Tara Street.
 - d. A contra flow or two-way cycle lanes to Moss Street/Shaw Street.
 - e. Two way cycle lanes to Pearse Street.
 - f. A cycle lane to Townsend Street.
11. To seek the prioritisation of specific key elements on the plan such as improving crossing facilities, which are required and which can be implemented without prejudicing the city centre transport plan.

To achieve a high quality urban environment through a network of attractive streets and public spaces framed by well designed quality buildings which contribute positively to their setting using the principles of good urban design

The George's Quay area, located between the older city centre and the new dockland areas, and fronting the iconic River Liffey, has a crucial role to play in the future urban form and structure of this part of the city. Urban structure relates to the pattern of streets, blocks, spaces and buildings and how they relate to the wider city, whereas urban design relates more to the harmonious relationship of buildings, streets and uses to create a coherent and memorable sense of place. The enhancement of the public realm, comprising the streets, footpaths and spaces which are for use by everyone, is also an important objective for the George's Quay area in the LAP.

Importance of George's Quay to the Urban Form and Structure of the City

The City Development Plan stresses the importance of the George's Quay area to the existing and emerging structure of the city. Not only does George's Quay occupy a pivotal position between the central, primarily retail, area and the evolving docklands to the east but it lies between the South Georgian zone, including the Trinity College campus, and the Custom House set-piece on the opposite side of the Liffey. Although the area is also a transport hub, with two DART stations, bus routes and four bridges over the Liffey, there is an overall perception that the urban structure is not conducive to safe and pleasant pedestrian movement or connectivity with the rest of the city.

The City Development Plan has identified a number of character areas in the central area in order to assist in shaping the city. George's Quay lies at a critical interface between the North Georgian, Trinity College, Temple Bar, and the new Docklands character areas. The challenge for this LAP is to develop a coherent, quality urban form, with its own character, which will respond to and complement these surrounding areas.

Evolution of the Urban Structure / Form of George's Quay

Dublin City has a rich history which has played a large part in shaping the urban landscape and built form which makes up to the George's Quay area today (See Figure 11). The area began to establish itself as a pivotal location in the 18th century with the relocation of the docks and associated Custom House downstream from the city centre. The area was characterised at this time by a rectangular grid of streets containing a mix of generally poor quality housing and open freight yards, with more robust buildings on the more prime frontage along the Quays and Pearse Street.

In the 19th Century one of the main changes to the urban form of the area was the construction of the Loopline Bridge which severs the area visually and in places, physically. However, new bridges were also built across the Liffey at this time, which improved connection to the north side of the Liffey.

The twentieth century interventions fundamentally affected the appearance and character of the area. The predominantly fine grained pattern of development changed to large block formats. New forms of social housing were constructed, such as the four storey Markievicz House, now a protected structure. Higher buildings on larger assembled sites also became a feature of the area from the 1960's onwards, typified by the functional Hawkins House scheme, up to 12 storeys high, with surface parking at ground level. The later Ulster Bank complex involved the amalgamation of a number of sites and the truncation of Poolbeg Street. This building cluster has nevertheless, become a landmark in this part of the city. The heavily trafficked inner orbital route, along Pearse Street, Tara Street and Lombard Street, has a significant impact on the public realm within the Plan area, especially in the vicinity of the rail stations. The form and character of the area has continued to evolve in the last ten years, with new six storey apartment blocks on Townsend Street and the new Irish Times Building on Tara Street.

There are a number of other landmark buildings in the George's Quay area, which contribute to the form and identity of the area, including the Fire Station Tower on Tara Street, City Quay Church, Saint Mark's Church and the former Academy cinema. Key citywide landmarks which have a presence on the plan area include the Custom House and Liberty Hall.

Key views and vistas are available throughout the area although sometimes curtailed by the elevated railway. Panoramic views of the river as it widens and changes direction at George's Quay impart a sense that this is an area with a different character from the historic city quays on the city centre (west) side of the Loopline bridge; with this difference apparent in the larger block structure of the Docklands area to the east of the Loopline.

Policy in Relation to the Urban Form of the George's Quay Area

The City Development Plan emphasises the importance of pursuing policies and strategies to ensure Dublin retains and builds on its renowned form and character.

These policies and strategies include the creation of a more compact, quality, green and vibrant city close to good social and physical infrastructure, and the creation of good places where citizens will seek to live and work.

The City Council has produced a draft Public Realm Strategy, "Your City, Your Space" to deliver a greatly enhanced public realm, including that within the George's Quay Area.

It is also Development Plan policy to develop the city's character, to protect the grain, scale and vitality of city streets, and create new, predominantly pedestrian, streets where the opportunity arises. Such opportunities are available in this LAP. In addition chapter 16 of the Development Plan sets out a suite of urban design guiding principles in order to achieve a quality, urban environment, and these principles are applicable to the George's Quay Plan.

The scale and height of buildings is an important element of the urban form of the George's Quay area. The Development Plan, at Chapter 16.4, sets out principles for building height, both generally, and in relation to George's Quay, which include a higher building at Tara Street Station, provided it does not intrude on the character of Trinity's Front Square; one or two mid-rise buildings to support the residential communities of City Quay; and a possible mid-rise marker building in the Hawkins House redevelopment, to announce the new civic route from College Green to Tara Street Station.

Challenges and Opportunities to repair and reshape the Urban Form of the George's Quay Area

The George's Quay Study area forms a transitional area between "Dublin City Core" and the new development of the IFSC and Dublin Docklands to the east of the city and now sits at the "Midtown" area of the city. This midtown area contains a varied building height ranging from 2 – 3 storeys through to 10 – 14 storeys. To the east a more consistent "shoulder/parapet" height of urban blocks of 6 – 8 storeys has been established in the docklands area. Unlike the balance of developed areas along the River Liffey, the George's Quay or "midtown" area currently lacks the coherent urban form that is distinctive to Dublin City.

Significantly, the George's Quay area is located where the River Liffey turns and widens. It provides a change in scale which, together with previous land uses, has resulted in larger building blocks and, more recently, in taller buildings towards the river mouth and Docklands areas. However, the built form within the George's Quay area generally remains unresponsive to its city context. The built form and urban layout of the area does not recognise or take advantage of the turning sweep of the River Liffey, the relationship with the Custom House to the north, or the strong desire lines that exist between north, south east and west. Opportunities exist to make new pedestrian streets and spaces, and also to repair and fill out damaged streetscapes.

In order for the George's Quay Plan area to function as a vibrant city centre district between the historic Dublin City core and the area of more modern Dublin (IFSC and Dublin Docklands area) permeability and accessibility must be improved and provided for within a high amenity environment; a suitable environment that encourages a diversity of uses in to the area must be provided for; and built form must respond appropriately to the surrounding local and city context. In particular, built form must be cognisant of the character described above which has developed throughout the city over time. Further, it is considered that built form and height has a fundamental link to movement, mix of use and the quality of the public realm at ground level, all of which combine to assist in creating a legible attractive and vibrant city. This approach will not only improve the urban structure and create a connected public realm, within the George's Quay area, but enhance permeability between the old and new city (with its assets such as the Grand Canal Theatre, and the new digital media cluster on Barrow Street) and the Trinity College campus.

Integrated Urban Design Strategy

The vision of the Dublin City Development Plan 2011-2017 is based on three interconnected Core Strategy strands. The first strand aims for a compact, quality, green, well-connected city, which generates a dynamic, mixed use environment for living, working and cultural interaction. The Development Plan emphasises the importance of quality urban design, based on the principles of good urban spaces, active streets, and a sustainable mix of uses to achieve this.

The aim of overall urban design strategy for the George's Quay area is to address the challenges and opportunities outlined above, by making the area a great place to live, work, and enjoy.

The strategy consists of three elements:

- 1) Addressing the public realm, focusing on structuring principles, hierarchy of streets and places, and streetscape
- 2) A coherent approach to scale and height and appropriate density
- 3) Guidelines for the future development of key sites in the LAP (contained in Chapter 5).

1) A Strategy for the Public Realm

The term 'public realm' is used to describe the spaces and places where the general public can access without restriction such as public parks, city streets and squares. The public realm is normally managed and held by Dublin City Council. This LAP seeks to make provision for the improvement of the 'Public Realm' in the Georges Quay area through improved design and management of existing public spaces and seeking the creation of new attractive spaces for people to experience.

Successful urban spaces are generally enclosed and defined by clear relationships between buildings, and between buildings and open space. The local area plan will promote and seek to create public spaces and streets which are well designed, well managed, well maintained, and which contribute to the revitalisation of the area.

Currently within the Georges Quay area there are few dedicated attractive public spaces and the domination of through traffic erodes and diminishes ancillary or incidental public spaces making it difficult to move easily between the City Centre, south Docklands and residential inner city. In addition some areas are negatively impacted upon by bus parking.

Any significant development proposals in the plan area will be required to demonstrate a positive contribution to improving the existing public realm, by for example, including well designed urban spaces, creating active ground floor uses, contributing to passive surveillance of public areas, improving the microclimate in and around new buildings and incorporating high quality surface treatments, street lighting and street furniture.

Structuring Principles

The structuring principles result in a series of key spatial nodes and connections, both within and surrounding the LAP area, See Figure 20(a). The relationship of the Custom House across the Liffey via Tara Street and Moss Street into the green squares of Trinity forms a key series of interconnected spaces and streets; with a series of east west spaces connected through this north south axis.

The first of these is the City Quays- an artery through the City linking the LAP area to the Phoenix Park to the west and to Dublin Bay to the east. It is the policy of the LAP that the amenity value of the campshires is fully exploited to create attractive spaces for people to walk and enjoy the City.

The next key public realm link comes from College Green and the City strategic routes linking to Christchurch and beyond into the LAP through revitalised space at Pearse street/Townsend Street/Hawkins Street creating a new public square, served by the Luas and connecting via new pedestrian space north east to a public plaza at Tara Street Station.

Supporting this at a lower level are the internal east west connections along Townsend street and the now truncated Poolbeg street which provide quieter east west linkages and form an important part of the grid street pattern of the area, providing legibility and movement through the LAP area.

Two other major spatial nodes within the LAP area are identified-

- (i) City Quay church and school and
- (ii) St. Marks Church and grounds.

The built form and setting surrounding these valued local landmarks currently does not make the most of these distinctive locations and there is an opportunity to re-examine policy with regard to their setting within the built environment.



Hierarchy of Streets & Places

An important part of the framework for the public realm is the categorisation of streets within the LAP area into higher order and lower order streets. By setting a hierarchy and using this to set appropriate actions and objectives regarding future development within this hierarchy allows each of these actions and/or policies be more tailored to the character of the street.

The hierarchy of streets and places are designated below and illustrated in Figure 20(b). It should be noted that the hierarchy in this LAP is a sub-category below the categorisation of the primary and secondary streets within the City, defined in the draft Public Realm Strategy “Your City, Your Space”.

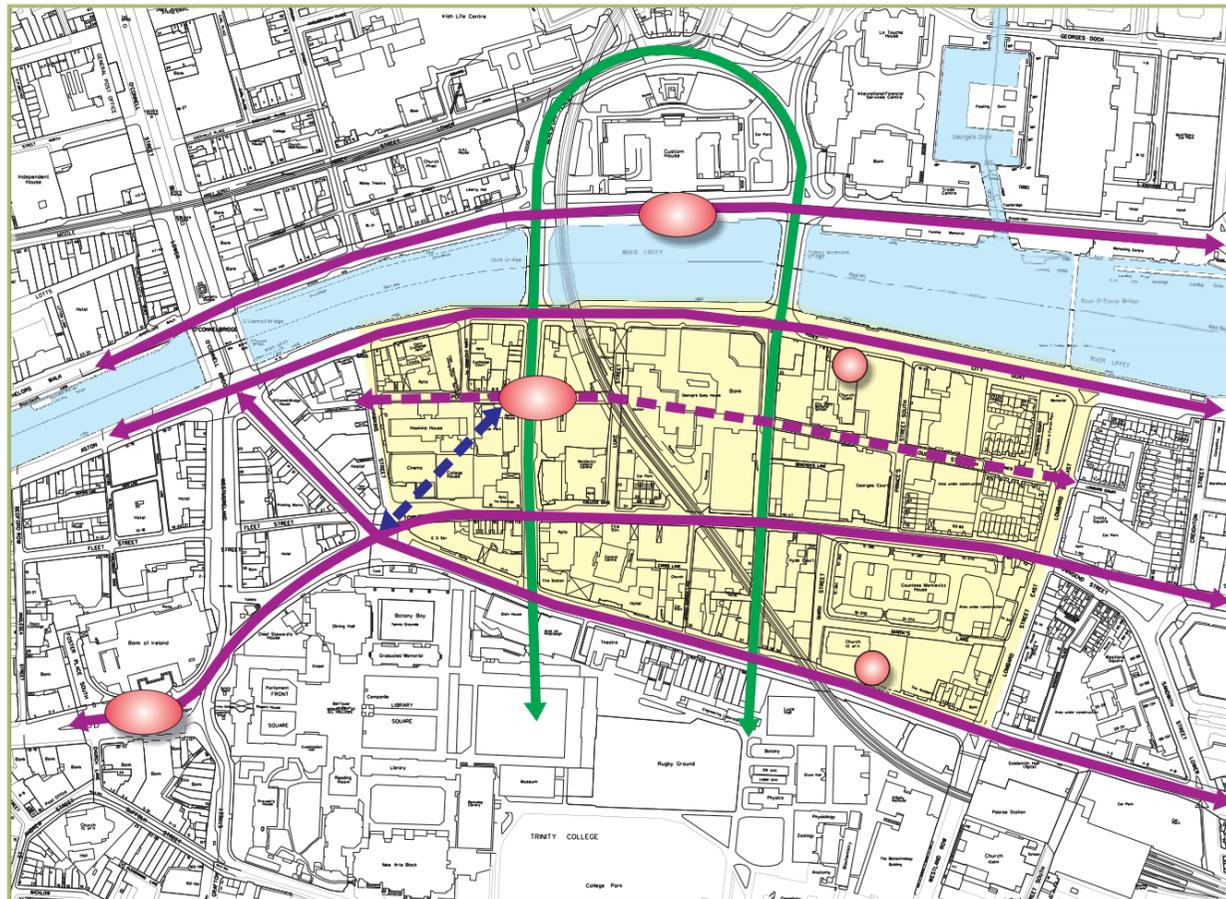


Fig 20(a): Structuring Principles

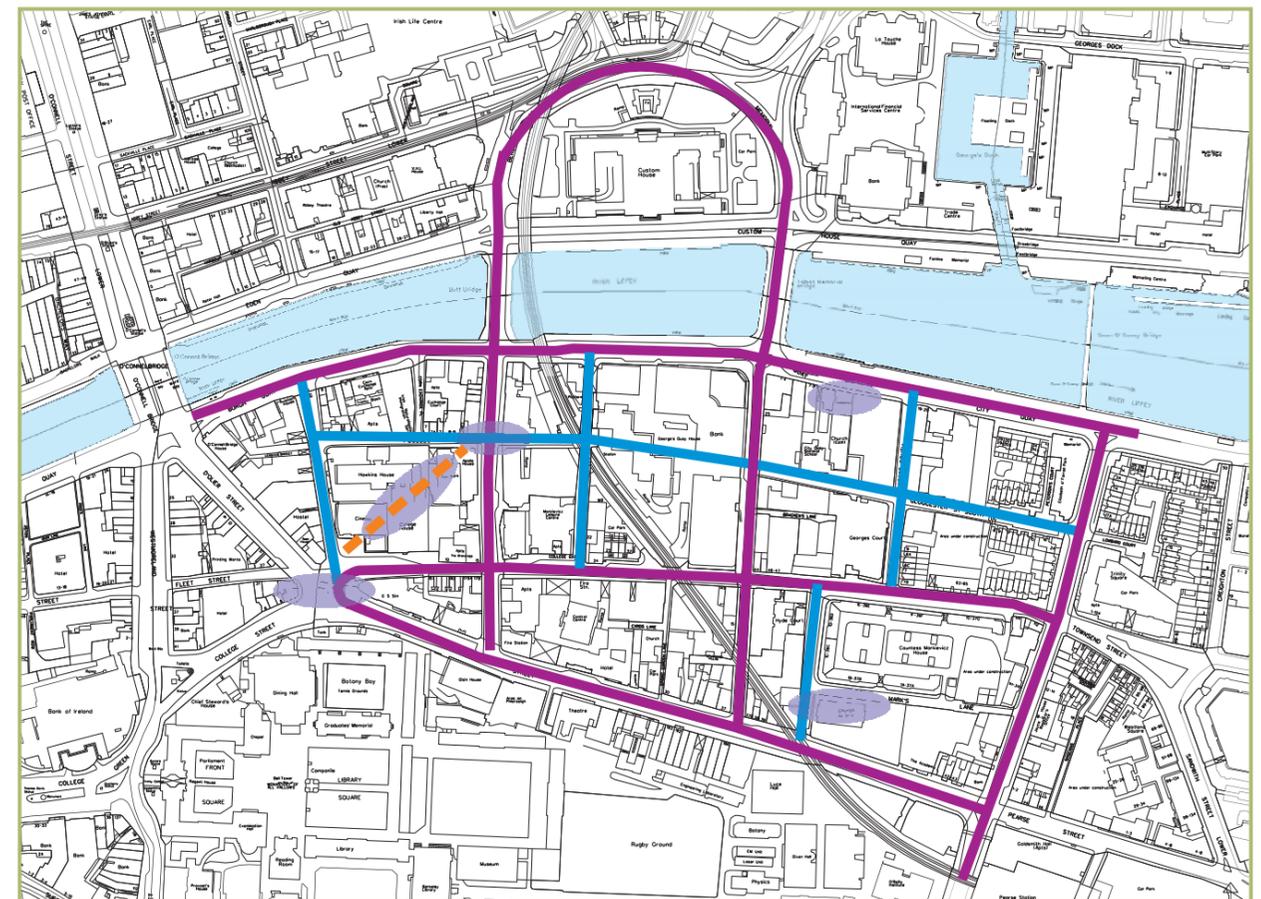
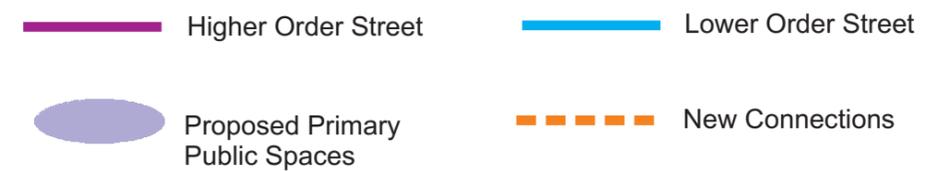
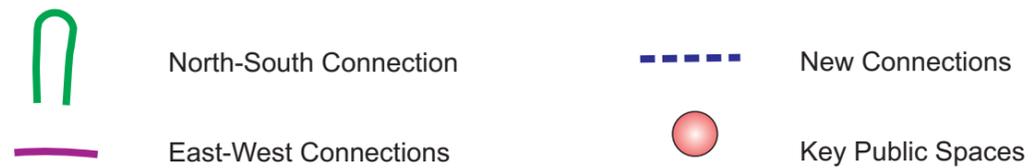


Fig 20(b): Hierarchy of Streets and Places



Higher Order Streets: Burgh Quay/ George's Quay/ City Quay, Townsend Street, Pearse Street, Tara Street, Moss Street and Lombard Street East.

Lower Order Streets: Hawkins Street, Poolbeg Street, Mark Street and Lane, Luke Street, Gloucester Street South, Prince's Street South.

Important Local Spaces & Landmarks:

- Significant public space at junction of Townsend Street and Hawkins Street
- New pedestrian street and marker building to connect from new public space through to Tara Street Station
- Tara Street Station plaza and marker building
- City Quay Church and the setting of the building including a new public space
- Setting of and St. Marks Church building

Other local public spaces of note through the area that contribute to the character of the area and public realm are Elizabeth O' Farrell Park and the forecourt of Markievicz Leisure centre.

The Streetscape.

The future shaping of the streets and spaces in the George's Quay area will be guided by the Dublin City Public Realm Strategy "Your City, Your Space." on Chapter 16 of the City Development Plan. This strategy plans to improve the city's streets and public spaces through better design and management. The strategy sets out a series of actions for delivering an agreed vision of the public realm. The objectives of this local area plan have been informed by the Public Realm Strategy.

Within the context of the Strategy, and also other sections of this LAP, (particularly movement, transport and green infrastructure) it is proposed in this LAP to seek delivery of a number of street improvements and upgrades to create more attractive urban environment to take place during the life of the LAP. These improvements, involving a palette of footpath widening, pedestrian crossing improvements; new cycle routes, tree planting and general pavement improvements and parking management will provide a more attractive setting for residential schemes, provide a more pleasant urban environment and increase biodiversity within the City heart.

This LAP seeks to use opportunities presented by the development of key sites to achieve major public realm enhancements, not just within the site itself but also to public streets and spaces and through new connections to the wider city.

This may be achieved either directly through partnership between Dublin City Council and other public/private stakeholders and agencies or by way of development contribution levies. Detailed public realm proposals for individual sites are set out in Chapter 6-Key Development Sites.

2) A strategy for appropriate scale and height

The current City Development Plan recognises the intrinsic quality of Dublin as a low rise city and that it should predominantly remain so. It also recognises that a small number of taller buildings in a limited number of locations are appropriate for the City for the promotion of identity and as a means of competing internationally with other city regions. Figure 21 in the Development Plan identifies the George's Quay area as one of 13 locations identified. The approach to taller buildings in the Development Plan has a four strand approach, specified locations; assessment criteria; development principles and a definition of height in the Dublin context (Sc 4.4.4.1) The George's Quay area is one of only four LAP areas specified in the Development Plan that has the potential to accommodate a 'high rise' building.

The aim of the height strategy for George's Quay is to provide a clear framework to strengthen the urban structure of this area; complementing the policies outlined in other sections of the LAP in relation to urban form and streets, and also reflecting the setting of the area on the bend of the river, to create a new landmark; echoing the north-side touch point of height at Liberty Hall. The approach adopted in this strategy will enhance the legibility of the city and contribute to the cityscape.

The approach has three main elements (i) shaping city blocks; (ii) riverside; (iii) specific locations where higher buildings above block heights will be considered.

(i) Shaping City Blocks.

The strong urban block pattern of the George's Quay area is a reflection of its historic evolution; and more recently site consolidation to create larger city blocks. The framing of new development within the area needs to be cognisant of the importance of consolidation within the inner core of the city, and of the proximity of many transport, employment and services uses; whilst also protecting the character of the area, and building on the existing character of streets and buildings both historic and modern.

In addressing the series of city blocks extending from Townsend St/Pearse Street junction to Lombard Street this area shall remain generally low rise and relate to the prevailing height in the locality; up to a maximum height for low rise within the inner city as defined in the City Development Plan.

This approach reflects their relationship to the existing built form, including a number of protected structures, the setting of Trinity College, and the pattern of more recent buildings.

The urban block area shaped by Townsend Street to the south; and following the line of Poolbeg Street through to Gloucester Street has greater capacity for height but within an envelope that respects the setting of the Quays and views along the river. The height allows for greater setback and an enhanced streetscape, particularly at Tara Street and Moss Street, strengthening visually these links between the Custom House and Trinity. For this reason a maximum height of 8 storeys office/mixed use is proposed. Developments which include residential/mixed use may also attain a height of 32m. This height will be read within the context of the existing built form which currently is quite varied, and the strong visual impact of the Loop Line bridge.

The only exception to this is the eastern most block, between Princes Street and Lombard Street; where, in the context of City Quay housing, the heights should be stepping down to reduce impact on this residential area, thus limiting heights to current Development Plan maximums and also in regard to the policy on transitional zoning.

It is essential that building frontages and the heights provide appropriate enclosure to the higher order public streets, in order to create a quality street environment. Parapet heights should seek to achieve a level of consistency relative to existing buildings of merit within the street and their plan form should prioritise the provision of a consistent building line, giving enclosure to the street or space. It is important that parapet heights are sufficient to adequately and appropriately frame the street. This is particularly important on the wider streets such as Street. (See Section 16.1 of the City Development Plan).

For Tara Street, which contains a number of possible redevelopment sites, the new Irish Times building provides a new and appropriate parapet height for this Street.

Should any proposal emerge during the lifetime of the LAP for a redevelopment of the Ulster Bank site, a masterplan will be required, addressing the issue of connectivity, active street frontage, public space, urban design and visual context.

In the interests of achieving quality urban spaces and coherent streets, except in exceptional circumstances, single or two storey buildings will not be permitted.

(ii) Riverside

The riverside is a defining characteristic of this area of the City. The current pattern of development extending from O'Connell Bridge along the southern quays is quite varied; rising from two storeys up to 10 storeys and currently containing a number of gap sites. Further east into the Docklands area a more consistent height framework is reflected in the new buildings facing the river.

This Plan, in line with Development Plan policy, sets a general maximum "shoulder" height of six storeys (24m) commercial (or equivalent) to the river, with the provision for one set back floor (at a minimum of 2m setback) above parapet facing the river. This height framework will complement the existing heights from Docklands, integrating the development pattern extending westwards, preserve the character and coherence of the Liffey corridor and respect the historic setting of the quays and the Custom House opposite. Alongside this maximum framework, to preserve the built form of the quays; any alteration or modification to an existing structure or new buildings shall not reduce that structure to less than 4 storeys in height.

(iii) Locations Suitable for Height

The Development Plan sets a requirement for the Local Area Plan to provide for a limited number of locations within the George's Quay area. The Plan specifies that provision should be made for a high building at Tara Street Station, one or two mid rise marker buildings as part of a future redevelopment of the Hawkins House site, and one or two mid rise buildings around City Quay. Each of these sites are addressed individually in Chapter 5, and marked on Fig 21: Height Strategy.

The LAP provides for these higher buildings, setting a maximum height within the framework which falls within the definitions of mid rise and higher buildings contained in the Development Plan.

For each of these sites, the individual section in Chapter 5 setting out specific sites policies sets the height of all built elements, so that a coherent approach to form within the full site footprint can be addressed. These specific policies have been assessed to ensure integration with the overall height strategy across the LAP area. In the interests of clarity, where a floor level is raised for a building, as part of flood risk mitigation, this must be included in the calculation of overall height of the building.

In general, the design of taller buildings should seek to:

- Allow for higher permeability of views within the area
- Minimise the effect of overshadowing onto adjacent sites

- Enable attraction of and potential for diversity of occupiers
- Assist in breaking up the mass of the building to relieve bulkiness of design
- Provide additional height in relation to area along the rail line
- Ensure that all facades are subjected to sunlight at sometime during the day
- Provide variety in built form and height
- Incorporate atriums where practical to allow natural lighting to indoor spaces.

All proposals shall be required to comply with the detailed requirement for buildings with height set out in Chapter 4, Section 16.4 and Section 17.6 of the City Development Plan.

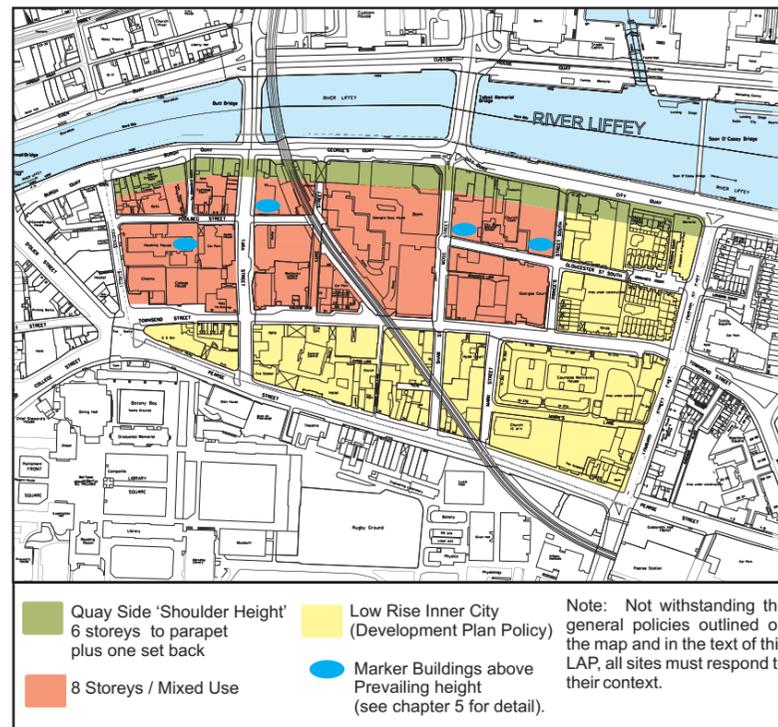


Fig 21: Height Strategy (See also Chapter 5 - Key Sites)

Urban Form, Design & Public Realm Policies

1. To ensure all new development is both cognisant of and responsive to the character of existing development in the area, and contributes positively to the public realm.

2. To facilitate development which provides continuity of existing patterns of development and clearly defines the demarcation between the public, private and semi-private realms.
3. That new buildings should re-enforce and enhance the character of the street in terms of proportion and enclosure, and provide appropriate enclosure to streets, and prioritise the provision of a consistent building line. (see also Section 16.1.3 of the Development Plan)
4. To seek through design and built form that new development has the ability to adapt over the lifetime of the structure to alternative uses.
5. To promote active and varied ground floor uses to ensure vibrant and safe streets and to enliven the area, particularly on higher order streets and facing onto public spaces.
6. To require a positive interaction between streets and spaces and the built form, e.g. building frontages, windows, and entrances should face onto and overlook the street and public spaces.
7. To encourage the provision of a number of pedestrian entrances to new development, both private and public, from the public realm/ footpath, particularly on a primary elevation to ensure enlivenment of the street.
8. To support where feasible the fine grained character of the area by protecting the historic grain and plot width where it exists as part of larger development sites.
9. Promote the greening of the city's public realm by incorporating street trees and vegetation, and by considering biodiversity in design where possible. (See also Section 4.8 on Green Infrastructure.)
10. To ensure that all new buildings within the LAP area will respect the historic precincts of Trinity College, the Custom House and the Liffey Quays, and the vistas of Georgian Dublin, and will have no negative local or city wide visual impacts.

Urban Form, Design & Public Realm Objectives

1. To seek the implementation of a attractive new pedestrian public space at the junction of Townsend Street and Hawkins Street and the new Luas tramline, which incorporates a public monument/ sculpture and promote the provision of a significant new public plaza at Tara Street Station.
2. To implement a coordinated approach to height for new development within the LAP, framed by Figure 21, so that new development must comply with the heights and design principles for both infill and larger developments.
3. To provide for three locations where buildings exceed general height maximums in order to provide civic identity and mark key locations and views within the City as follows:
 - a. One tall building at Tara Street Station
 - b. Two medium height buildings at City Quay
 - c. One or two medium height building within the Hawkins Street/Poolbeg Street site.

The detail and form of these buildings shall comply with the detailed requirements for these locations set within chapter 5 of this LAP.

4. To ensure the impact of servicing elements of new buildings are minimised, particularly those facing onto higher order streets. Vehicular access, where needed, should be through the most inactive and visually unobtrusive elevation.
5. To promote the use of vibrant public art/sculptures within the area of the Local Area Plan.



To support the continuing role of the Georges Quay area as an active mixed housing community, through provision of high quality new residential development and to value the social housing heritage of the area.

Historic Housing Fabric

The George's Quay LAP area was the busiest port area in the City during the 18th and 19th centuries and contained a mix of land uses, including low quality housing for workers in the docks. Slum clearances and housing programmes of the early 20th century removed most of this housing, ensuring that little historic built fabric exists today. Most of the historic housing in this area, excepting some Georgian and Victorian housing on Pearse Street, is more modern and mainly the result of major construction projects of Dublin Corporation in the twentieth century. The Housing Crisis Conference (1913) and the Civic Survey (1925) identified the Pearse Street/ Townsend Street area as an area requiring significant intervention. As a consequence some of the more innovative housing solutions were attempted in the George's Quay area and its immediate surrounding area including the Trinity Ward scheme (1917), Boyne Street (1924), Townsend Street Flats/Markievicz House (1938) and Hanover Street Flats/ Pearse House (1944).

Trinity Ward

The Trinity Ward scheme provided forty eight flats and cottages at Townsend Street, Moss Street, Gloucester Street South and Magennis Place and was completed in 1917. The 'module' of development is designed around two room flats, two per floor, around a central, internal staircase, in four storey blocks. This eight unit module positioned directly onto the public footpath was versatile, and could be fitted onto narrow, wide or corner sites. Ground floor retail units were also incorporated into this design. The elevations were faced by yellow brick with window and door details in red brick. A number of these blocks are now currently vacant and in need of significant refurbishment.

Markievicz House

Markievicz House/ Townsend Street Flats, located between Townsend Street and Marks Lane was completed in 1939 to a design by Herbert G Simms (1898-1948). The scheme of eight no. four storey blocks almost forms an enclosed perimeter and accommodates one hundred and seventy dwellings and four small shop units facing Townsend Street. Access from the street is via a centralised courtyard, to communal staircases running to the rear of the blocks leading to balcony type walkways serving each individual unit.

Markievicz House is one of the finer examples of Simms' interpretation of the 'South Amsterdam' model of housing where the vernacular is fused with the 'modernist' and 'international' style of design. The 'modernist' style is evidenced by projecting flat roofs, communal staircases and the geometrically curved corner elements, while the vernacular is expressed through the facing materials, particularly brick. The perimeter block layout reflects the enclosed, defensible designs characteristic of the super blocks of Vienna popular throughout Europe prior to World War II. The scheme is faced in yellow brick with red brick detailed finishes and steel framed windows. Markievicz House is a Protected Structure.



Modern Housing Developments

City Quay

The communal and enclosed character of the flats schemes in combination with the rapid decline in the physical and economic situation of the inner city resulted in the adoption of a new model for inner city social housing: low rise, low maintenance and own door accessible. The City Quay housing scheme, designed by Burke Kennedy Doyle, commenced in 1978, involves a series of houses and apartments located on both the west and east side of Lombard Street East. The scheme involves two and three storey houses with some duplex type apartments over ground level apartments in three storey structures, brick finishes, pitched roofs and narrow elevations.

Modern Private Sector Examples

Following the Urban Renewal Act 1986, tax incentives accelerated new housing provision in the inner city, including within George's Quay LAP area.

This new form of development marked a return to a more conventional urban form of mixed use buildings creating continuous elevations to the street, and saw a return to multi-storey housing.

Due to the City Centre location, many of these new housing schemes are a constituent element of a mixed use building. Two of the more inventive schemes include the partial restoration of the Corn Exchange building on Burgh Quay which includes a high proportion of apartments and the Markievicz Swimming Leisure Centre/ College Gates scheme at Townsend Street which provides seventy apartments.

Future Housing Provision

Current Policies

In recent years the Government and Dublin City Council have formulated a series of guidelines for the Planning Authorities regarding the requirements for housing. The Governmental Guidelines include Quality Housing for Sustainable Communities (2007), Delivering Homes, Sustaining Communities (2007), Sustainable Urban Housing: Design Standards for New Apartments (2007), Sustainable Development in Urban Areas. The policies of Dublin City Council with regard to housing are set out under the Dublin City Development Plan 2011-2017, Chapter 11 –Providing Quality Homes in a Compact City and seeks to ensure that new housing provision meets the needs of the City citizens throughout their lives and is adaptable to people's changing circumstances.

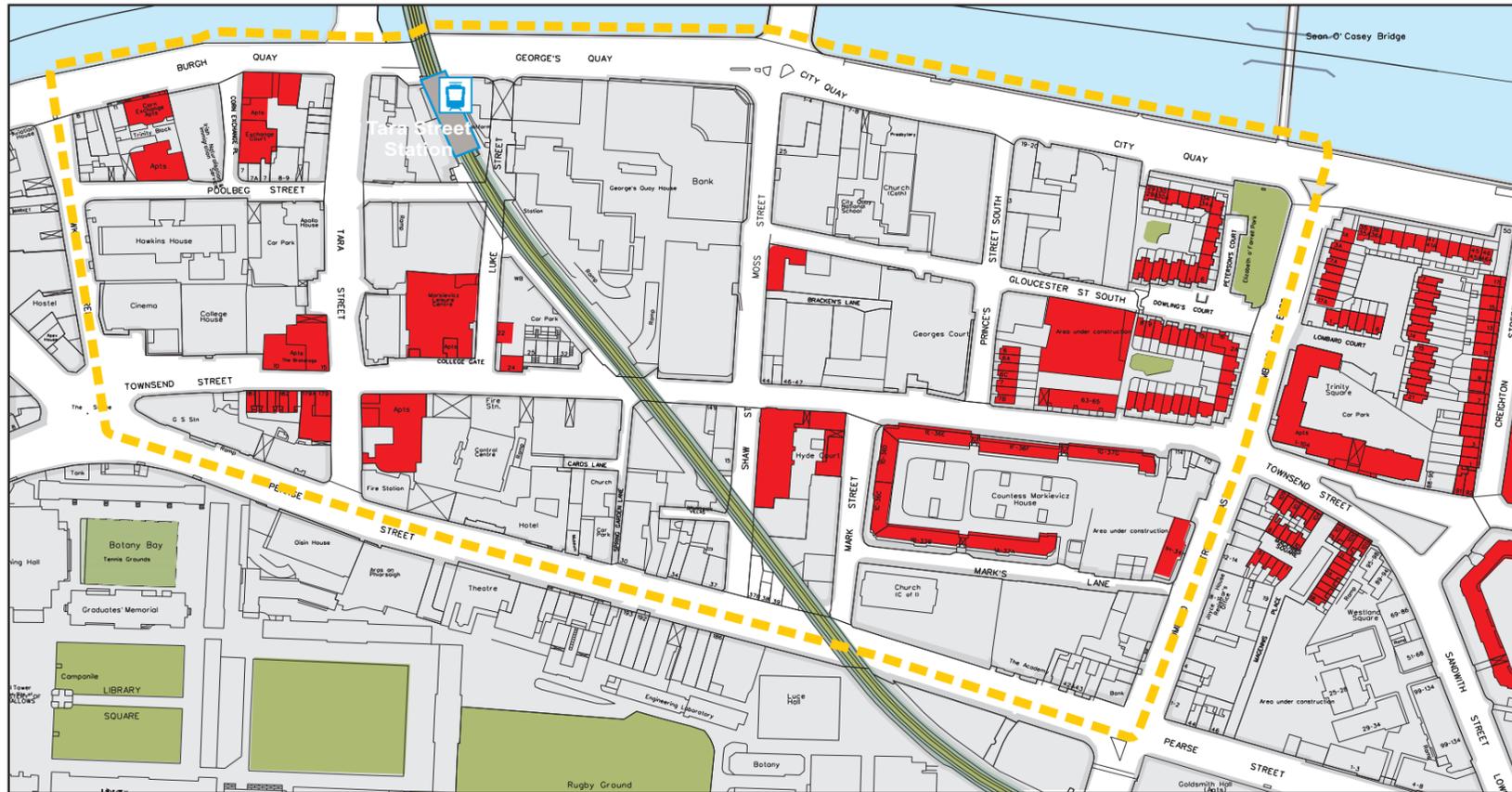


Fig 22: Existing Housing Developments

New Housing in George's Quay Area

This area forms a zone of transition where the more robust, higher value 'City Centre' commercial uses meets the more residential character areas of the inner city containing more mixed uses, including significant residential areas of the Docklands to the east. Encouraging mixed uses, including residential on the current vacant lands in the LAP will assist in creating stronger links between these character areas and restore the urban fabric of this City area. The integration of residential and commercial uses in mixed use development will promote energy, transportation and material efficiencies. Provision of additional housing in the inner city will also help consolidate and strengthen the existing residential community and support existing services

By encouraging new residential development the LAP seeks to make provision for a 'living' inner city and City Centre. The living city is safer, more attractive, accessible to services, and functions more efficiently.

Part of making the inner City an attractive place to live is seeking to improve the quality of the public realm (which is elaborated further in Section 4.3 above) and also to improve the quality and setting of existing housing; particularly the older social housing schemes.

Housing Policies

1. To seek new residential provision in the area to support and expand the existing community and local facilities.
2. To make provision for additional housing in the area at sustainable densities in order to create the critical mass of persons to support existing and additional services in the area.
3. To foster mixed use development in the area which ensures that local services and community facilities are close to people's homes, thereby achieving more sustainable neighbourhoods.

4. To ensure that all new housing provided delivers high quality residential environments and appropriately relates to existing housing, in terms of scale, design and residential amenity.
5. To avoid residential development at ground floor level where facing onto busy higher order streets. (see section 4.1 objective no.4)
6. To liaise with local educational institutions (TCD, DIT, NIC, NCI and other bodies), to encourage the housing of students within the LAP and its related context area. (see also Section 4.2- Economic Development & Employment).
7. To promote energy efficiency for existing and proposed dwellings.
8. To encourage the utilisation of vacant or unused upper floors of existing buildings for residential uses.
9. To ensure that all residential schemes are designed with adequate provision for long-term family living.

Housing Objectives

1. To promote the renewal and refurbishment of existing housing schemes while protecting the built heritage of social housing in the George's Quay area.
2. To seek the appropriate refurbishment of the Trinity Ward buildings, if feasible, in order to preserve some of the character of this quarter of the City.
3. To support the conservation, renewal and upgrading of Markievicz House to provide suitable housing. Remedial works to Markievicz House should, if funding becomes available, include improvements to the internal courtyard and creating defensible spaces to ground floor units, optimise opportunities for new amenities, biodiversity, landscaping and sustainable drainage systems. It should also address the improvement of the surrounding public realm including Marks Lane and Mark Street.