

A photograph of a street in Dublin at dusk. The street is paved with tram tracks and has a 'NO ENTRY' sign on the road. Buildings line the street, and streetlights are on. The sky is overcast and dimly lit.

The LUAS Red Line
A marginal area of the North Inner City?
or Dublin's Underperforming
City Centre

Presented to the Dublin City Council Brownfield Steering Group February 12th 2014
Designated project under European Union USEAct Programme (Local Action Plan)
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Where is the **LUAS Red Line**?

(Heuston to O'Connell Street Corridor)
.....Its one block from the River





66% of all our Stations and Track (Canal Ring) Heuston to O Connell Street (Abbey Street Station)





Collins Barracks

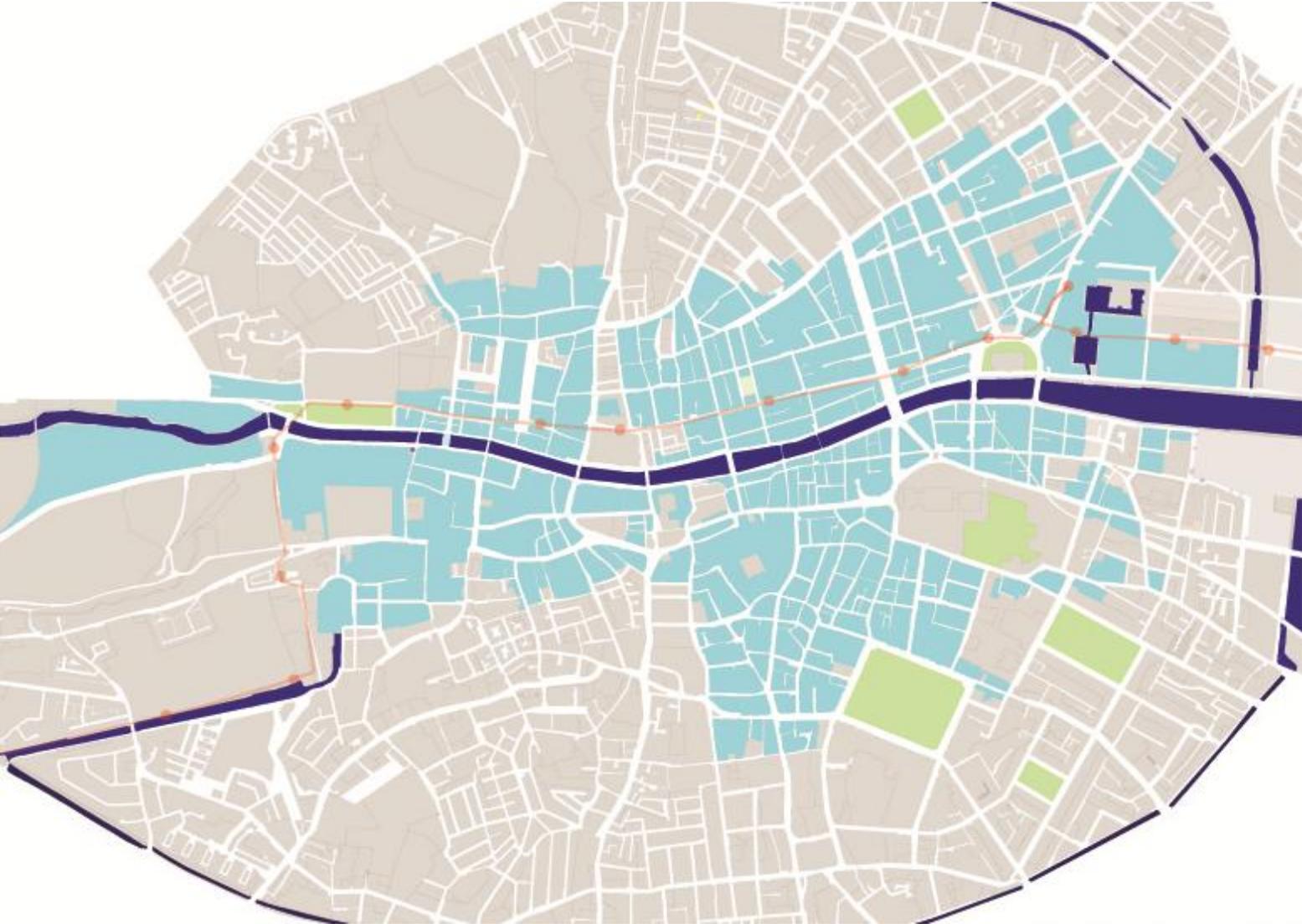
7th Largest Tourist
Destination State (free)





Smithfield Tourist destination....

it's the **HEART** of OUR **City Centre (Z5)**



it's the **HEART** of OUR City **Centre (Z5)**





The Tourist Pedestrian Experience....



**Visual Experience from LUAS ...
(17 million annual passengers)**



10.00 - 19.00
MON - SAT



Qch amhairn
Tramanna
EXCEPT
TRAMS

NO RIGHT TURN
10.00 - 19.00
MON - SAT

LOADING BAY
10.00 - 18.00
MON - SAT

FEGAN'S CASH & CARRY
OPEN -00 AM



We Cater to the
Catering Trade

FEGAN'S CASH & CARRY

The Tourist Pedestrian
Experience....





**The Tourist Pedestrian
Experience....**

ARGAIN TOWN


Luan - Sath
07.00 - 10.00
16.00 - 19.00
MON - SAT

the **GREY** LUAS LINE?



WE WILL HOLD
THE FLOOR



Building upon Success

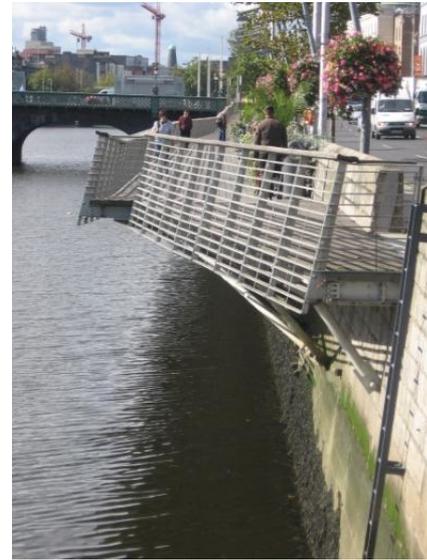




Millennium Walkway



Macro Community



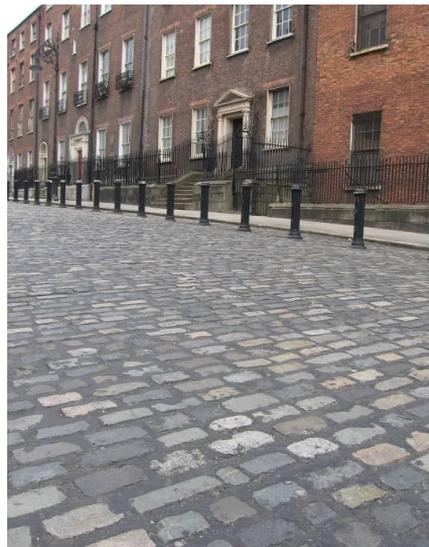
Liffey Boardwalk



Smithfield



James Joyce Bridge



Henrietta Street



Halston Square



Capel Street



Population Increase 1991 – 2011

LUAS

Red Line +256%
(study area)

City +10%

State +30%

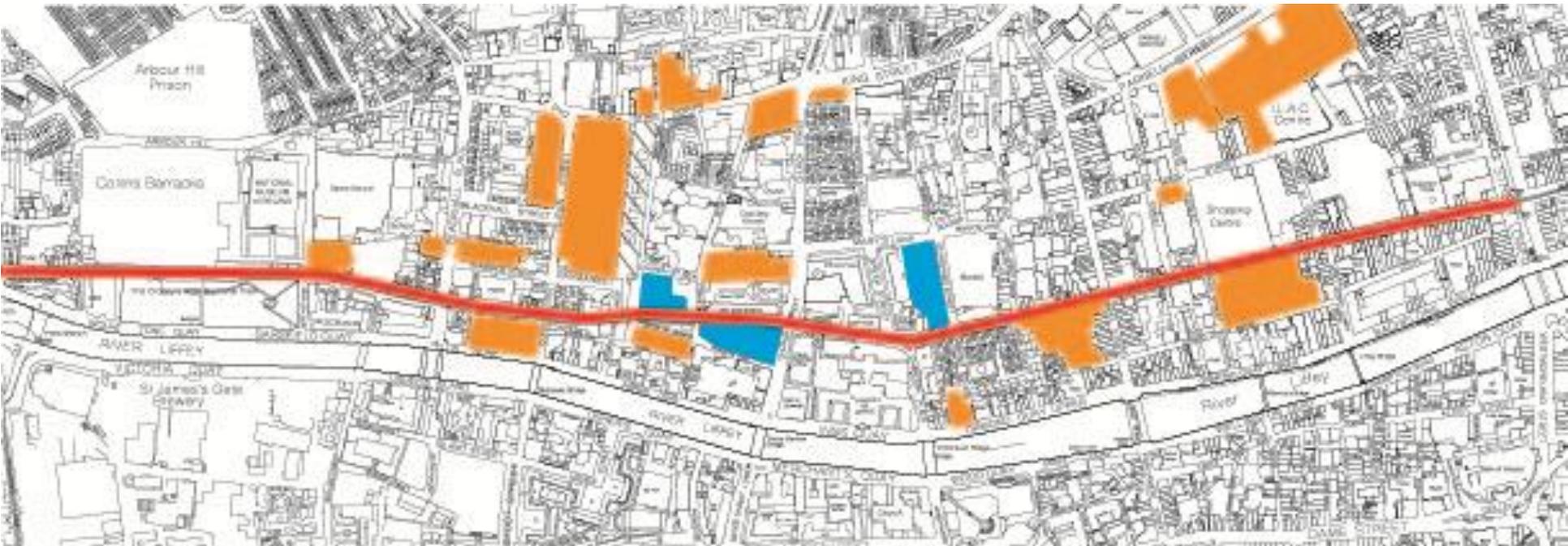


The Hidden Investment..
The Hope Value



**12,000 people
Live here**

Successful Regeneration - HARP



(HARP) Tax designated sites - DEVELOPED



(HARP) Tax designated sites - NOT DEVELOPED



Map of “Vacant” Sites



Vacant “Underperforming” Sites

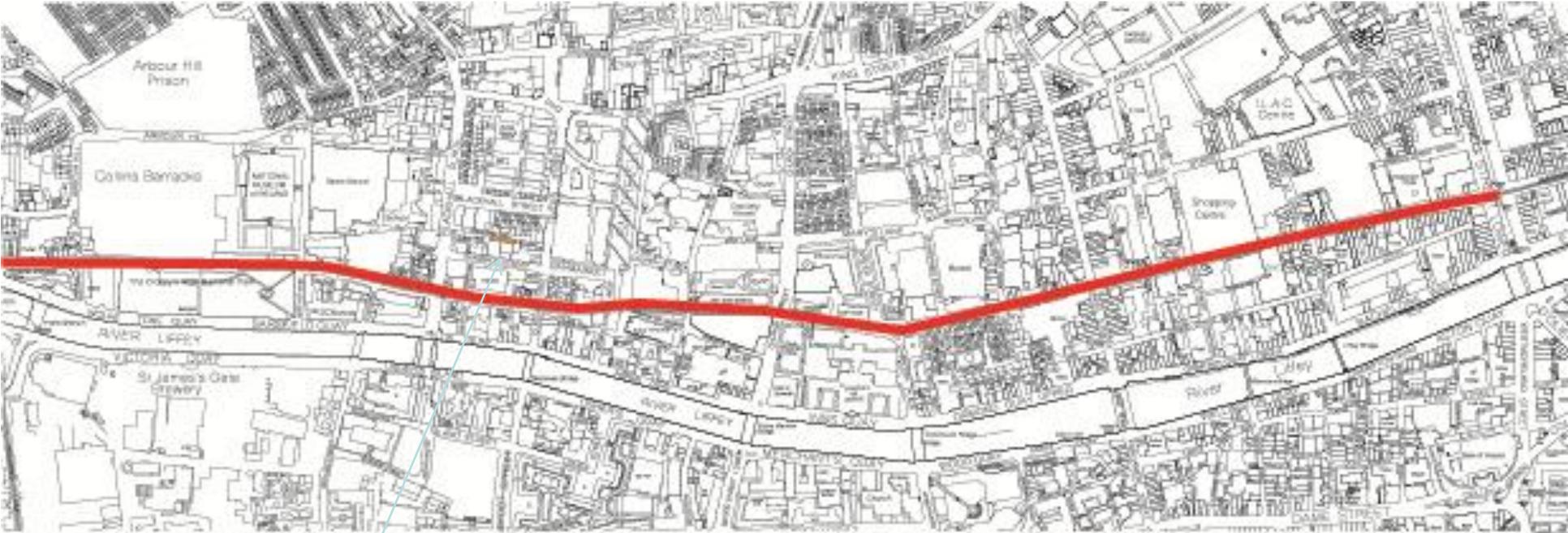


90,000c sqm of **“Lost City Development”**

10 City Library Projects
1,000 Apartment Homes

Opportunity Social, Economic cost?

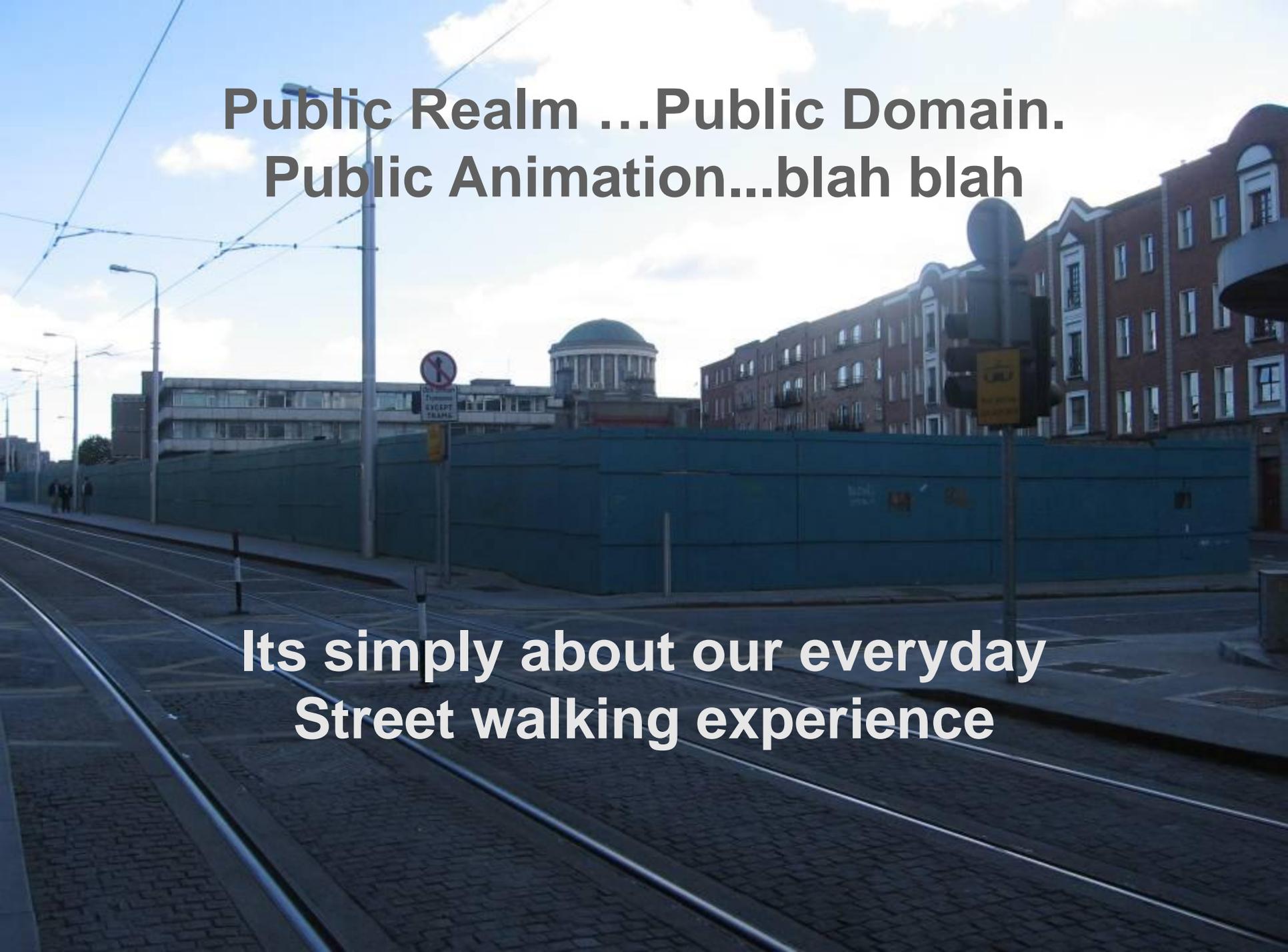
(DCC Official) 1 Derelict Site



>1% the Area of total Vacant Area

**Public Realm ...Public Domain.
Public Animation...blah blah**

**Its simply about our everyday
Street walking experience**







WART TUNNEL SMITHFIELD
www.warttunnel.com SPONSORED BY
DICE BAR
93-94 BENBURB STREET
GREAT COLLECTION OF IRISH WHISKY
AND WE BREW OUR OWN BEER
OPEN FROM 3 PM DAY

THIS IS YOUR
Garden ^{Keep on the} 
Join in! f



NAI Mason Owen & Lyons
TO LET
 SHORT TERM
YARD
 c.1 ACRE
 01 6611333 www.nai.ie



IPA

THIS IS WANTED
 A WEEKEND OF FASHION
 MUSIC ART AND FILM

THURSDAY OCT 4TH
DE LA SOUL
 + SUPPORT: KETTLE CLUB, WANTED IJ SESSIONS

FRIDAY OCT 5TH
STARBUCKET
 + SUPPORT: SQUIDWAY RECORDS TROPICAL MUSIC NIGHT, MAXIMUM JOY CLUB, WANTED FILM SCREENINGS

SATURDAY OCT 6TH
MADLIB CHALI 2NA
 + SUPPORT: JAMES CHANCE + THE FRENCH CONNECTIONS, VINYL FAIR

SUNDAY OCT 7TH
MOS DEF
 + SUPPORT: NICOLEA INUVE PRODUCTIONS, "BU BUSH SOUNDCLASH!"

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WWW.THISISWANTELEI

Challenges and Opportunities



Broadening

‘Local’ Community Participation

***Supporting*
Development Opportunities**

***Improving*
Pedestrian Experience**
“..liveable, quality, attractive, streets....”

Promoting Integration

Wider voice, Unlocking City Living

Creative Solutions E-Participation? 54% Foreign Born. 66% Renting





**•“Unlocking”
Residential
And Business
Community” support**

**12,000 residents
(pop of Castlebar or Ashbourne)**

**DCC *Derelict Sites*
EU *USEACT*
EU *TURAS Project*
UN *Safe City***

Improving the **Pedestrian Experience**



Quality



Management



Cleansing



- ***“Key” Hoardings (Incorporated Law Society)***





- ***Proliferation of obsolete signage
Extend Pilot Project..***



AO
10
325





• ***“Livable Homes”***

***Extend EHO
Pilot Project***

***On substandard
Accommodation***

- ***Existing Initiatives***



• ***(extending policy) Georgian Templates Abbey Street***



- **Successful Enforcement...**

Supports the “good guys”.. “it supports business”



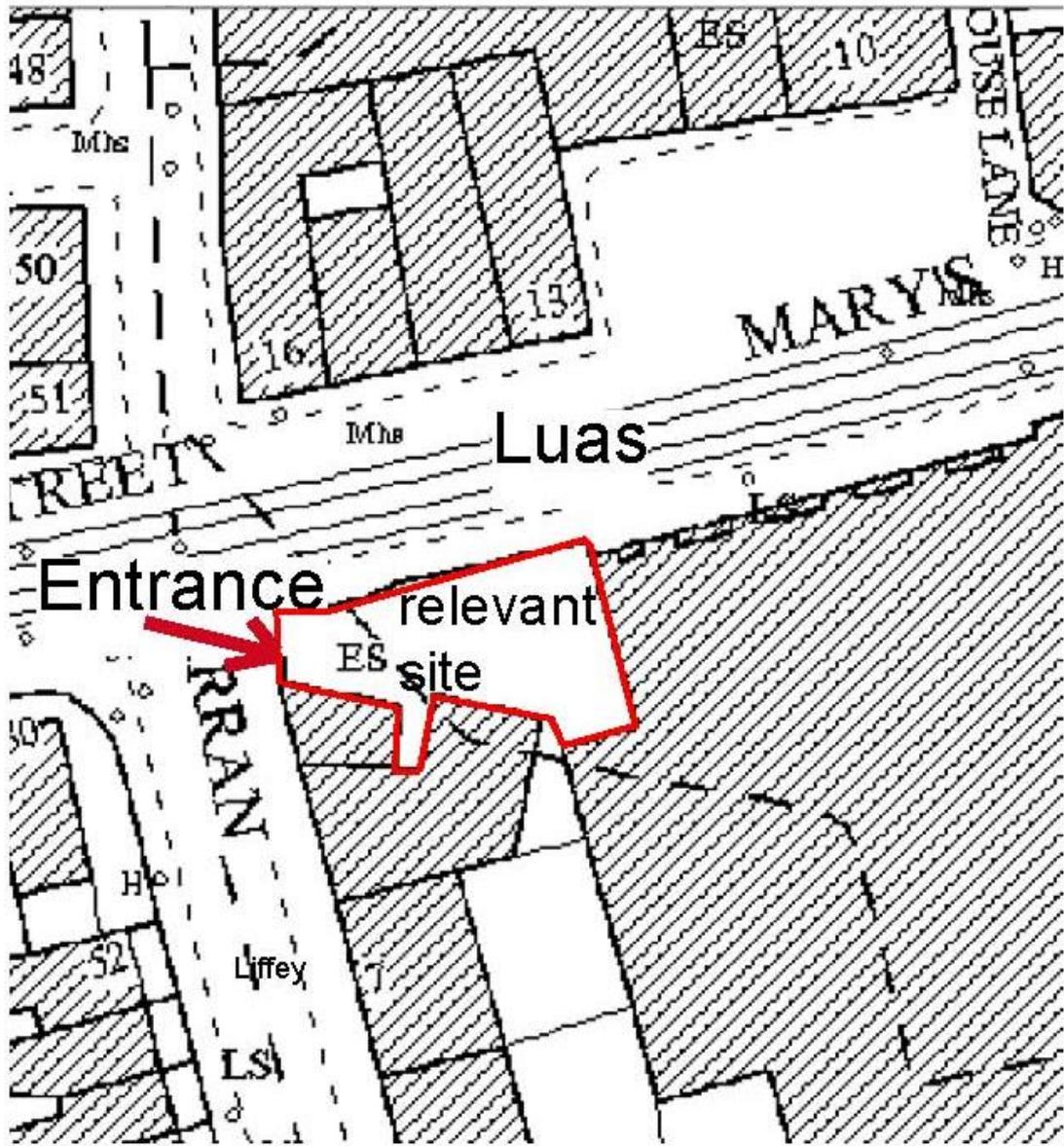


• ***“Greening Options on the Street – Grey LUAS Line?”***

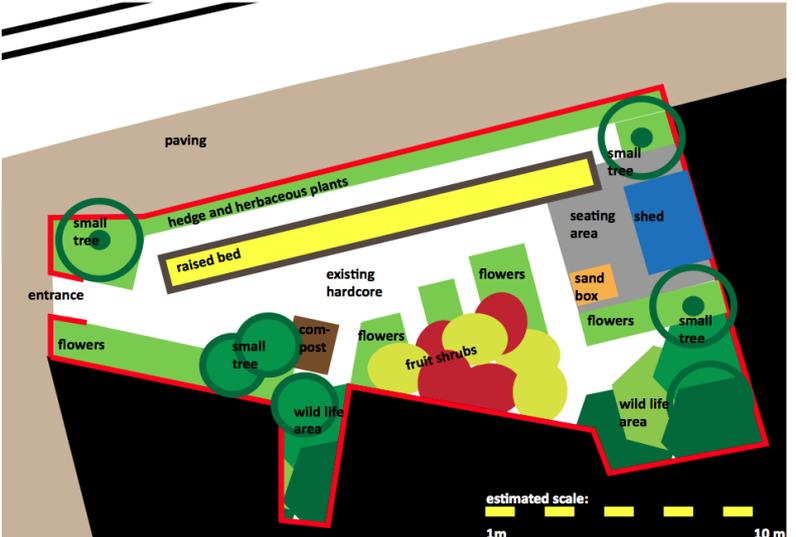


• *Temporary Solutions*
“That’s just Prettification” – And Why not?





Schematic design diagram

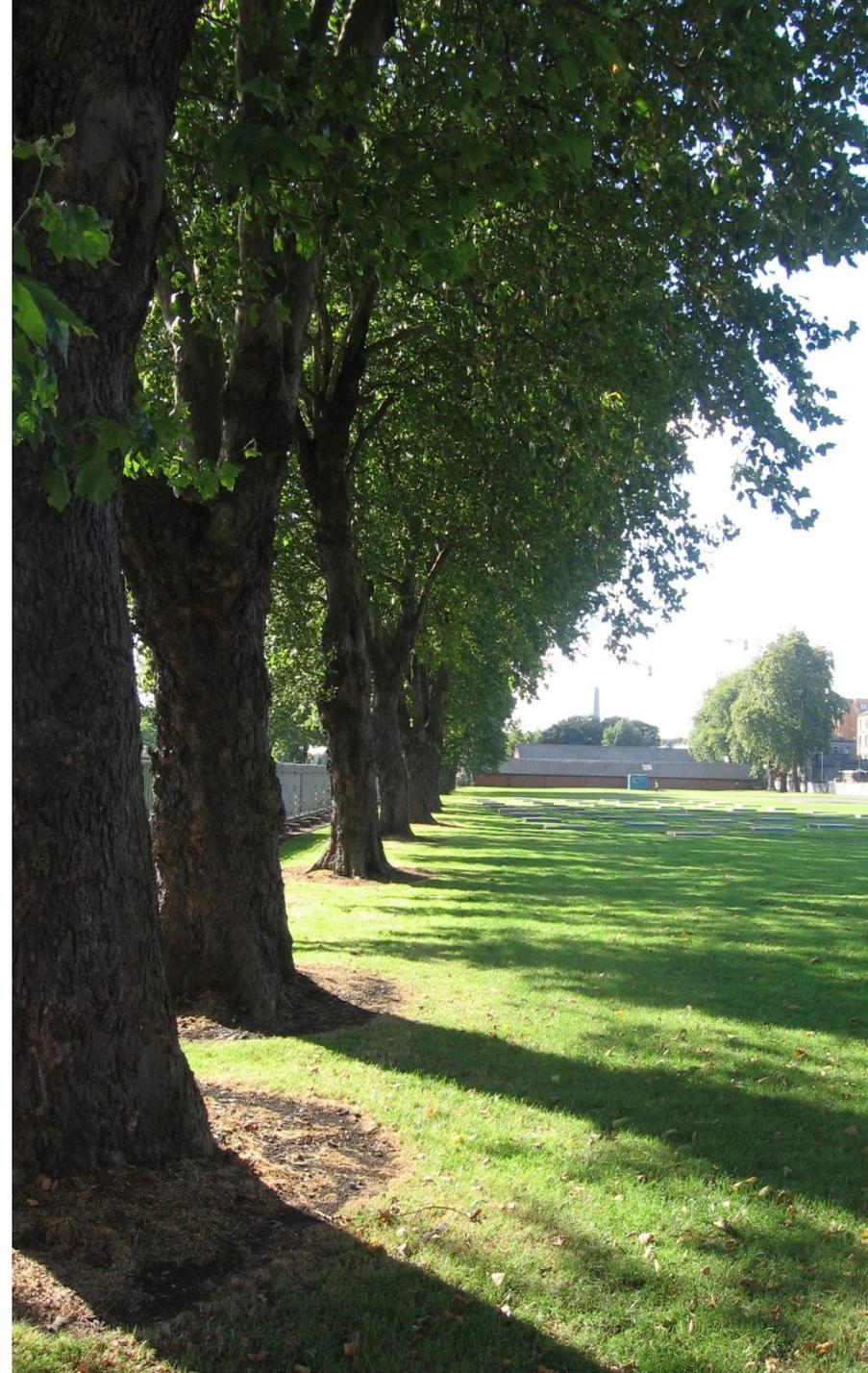




- **OPW “Freedom Park?” 2016 - Government**

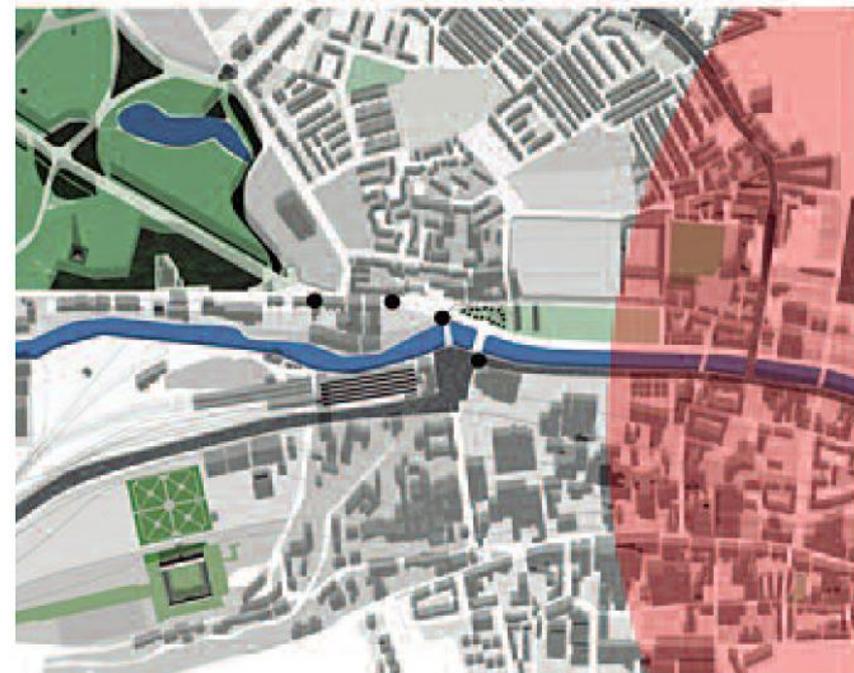
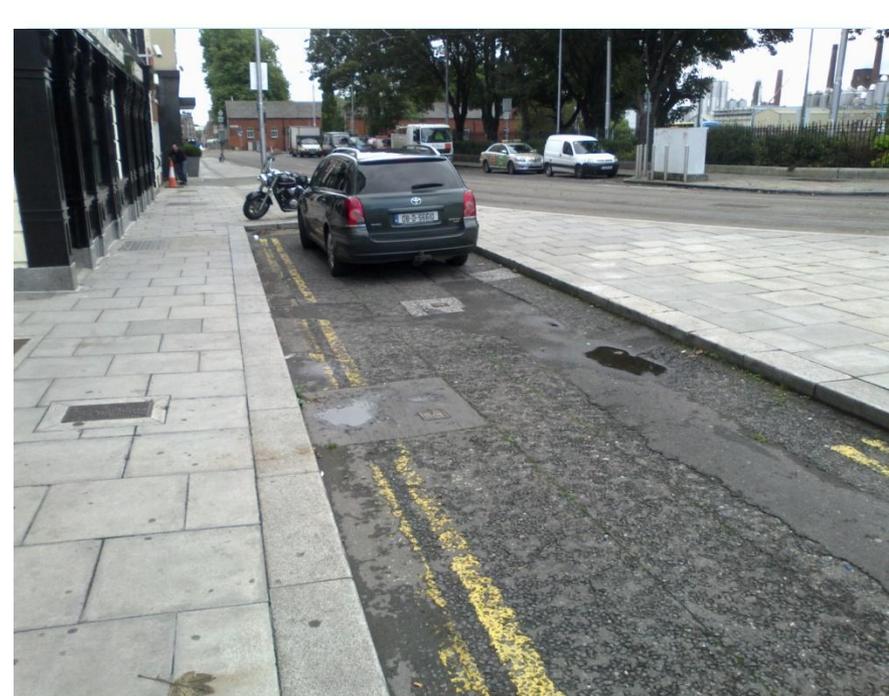


***• Croppy's Acre –
Unlocking the gate?***



- *Fruit and Vegetable Retail Market*

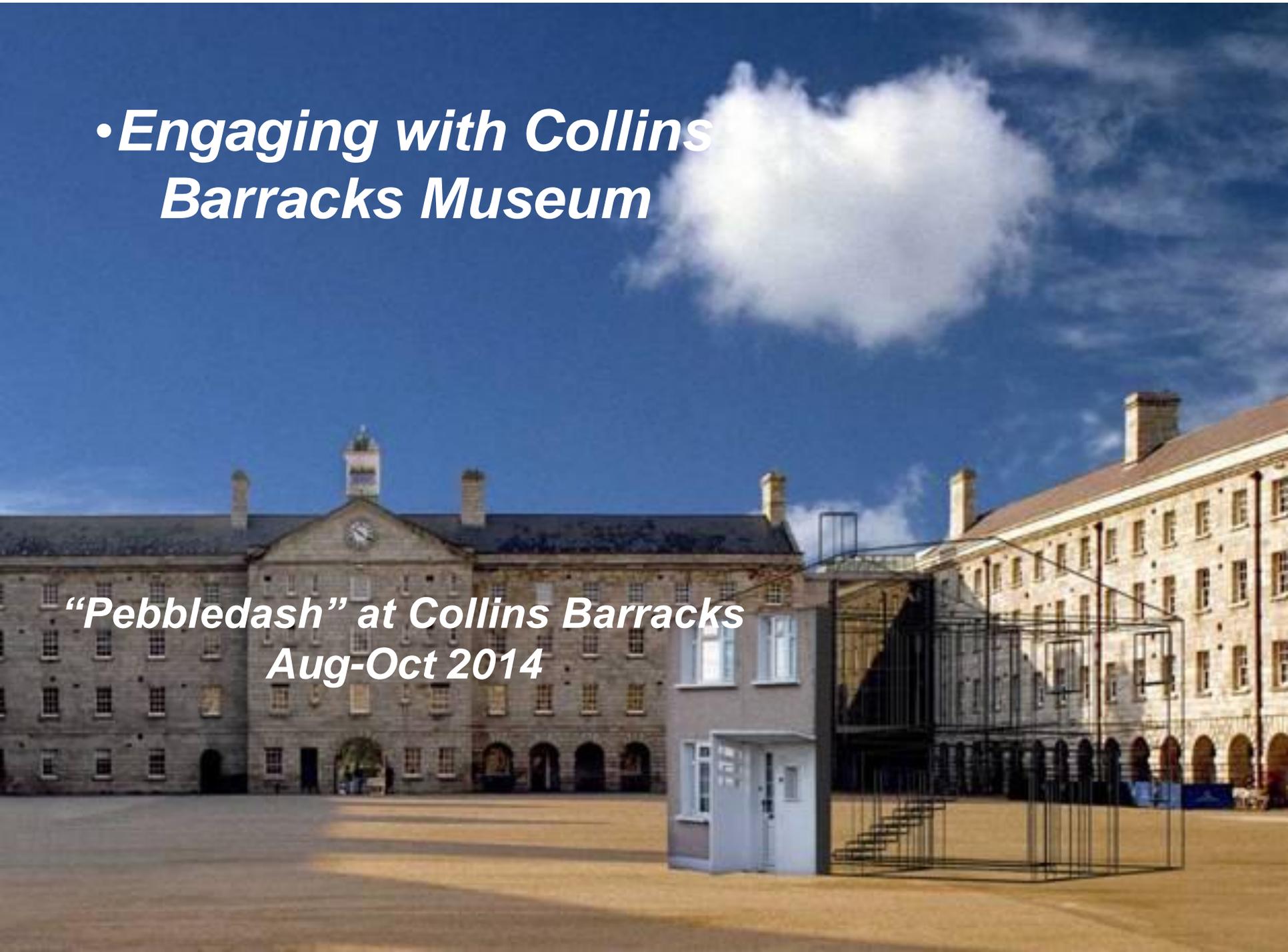




- *Link to Phoenix Park?*
Big Impact – Low Cost

• *Engaging with Collins Barracks Museum*

*“Pebbledash” at Collins Barracks
Aug-Oct 2014*





• ***Ellis Court***

Next Steps...LUAS Red Line

Heuston to O'Connell Street Corridor...

Progress on 10 point Action Plan
Delivery on the Ground.....

