Naas Road Lands Strategic Plan

Dublin City Council
Comhairle Cathrach Bhaile Átha Cliath

May 2009

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Executive Summary

The study area for the Naas Road Lands Strategic Plan is located approximately 6km to the south west of Dublin City Centre. The 'Plan area' comprises of lands along and in close proximity to the major national primary route of the N7 Naas Road and the regional routes of Long Mile Road, Kylemore Road and Walkinstown Avenue. The study area is currently experiencing developmental pressure on a number of key sites which are predominantly located adjacent to or in the immediate environs of the Naas Road, Kylemore Road/Walkinstown Avenue and Long Mile Road.

The aim of the Strategic Plan is to facilitate and co-ordinate the redevelopment of lands within the Naas Road study area and to ensure that new development interacts positively with the local and city-wide environment. It specifically aims to redefine the relationship of these lands to their immediate surrounding communities and physical environment, including the local linear elements of Naas Road, Walkinstown Avenue, Long Mile Road and northwards to the Kildare Rail Line and the Grand Canal. The Plan seeks to promote connectivity within the study area and outwards to emerging development areas in the locality as well as making provision for meaningful permeability, both physically and socially to existing local communities.

The area's existing qualities are characterised by its industrial, commercial and infrastructural land uses. It is proposed to harness and improve on these qualities while enhancing the study area with a view to becoming a significant mixed use development node in the future. It is considered that the Naas Road Land's potential will be best unlocked through a strong vision for the Plan area and through it's partial designation as a Prime Urban Centre, as defined in whole or in part by the Z14 zoning.

This strong vision aims to enrich the existing landscape, potentially connecting and contributing to Dublin City's existing Green - Blue Structure (the network of green open space and rivers, streams and water bodies that provide the landscape structure of the city); by creating new public spaces, by landscaping and enriching the road network, by identifying new routes and spaces to enhance the permeability of the area, by seeking innovative design responses to the existing landscape quality of the plan area, by achieving a greater mix of uses with vitality and diversity at street level and by proposing an attractive urban area with a sense of place. In summary, the Plan proposes a strategy to guide future sustainable development within the Naas Road Lands area, based upon the following objectives:

- **An Identification of the Big Moves for the area:** This strategic plan identifies the 'big moves' - the essential physical infrastructure, connections and urban framework required to support the redevelopment of the Plan area. The plan seeks to assist the co-ordinated integration of future development. Fundamental to the sustainable growth of any urban area is its ability to contribute to existing communities and the surrounding environment. Future redefinition of the Naas Road Strategic Plan area has a role to play in the growth of the western suburbs and, accordingly, the 'big moves' set out in the plan aim to achieve future urban growth that should ensure new and existing communities, within and surrounding the Plan area benefit as a whole.

- **A Proposal for a Prime Urban Centre:** The plan proposes that the area to the south of the Naas Road, in close proximity to the Naas Road/Walkinstown junction, has the potential to be developed as the core of the Prime Urban Centre, as defined in whole or in part by the Z14 zoning. The proposed Prime Urban Centre would provide for the protection of existing and provision of new residential activities while also providing for the ongoing creation and protection of enterprise and employment throughout the area. Dublin City Council consider a Prime Urban Centre to have the capacity to deliver on the following range of requirements:
  - Increased density of development
  - Accessibility by public transport
  - A viable retail and commercial core
  - A comprehensive range of high quality community and social services
  - A distinctive spatial identity with a high quality environment

- **A Future Movement Strategy:** The plan seeks to provide strategic movement routes for pedestrians, cyclists, public transport and vehicles that respond to the existing qualities of the Plan area and that are fundamental to healthy urban growth of the area. It is essential to the plan that movement lines respond to desire lines and integrate with transport nodes, local amenities and other areas of community interest. The Plan area is serviced by the Luas and contains a number of Quality Bus Corridors and therefore focus has been placed on the provision of integrated movement for pedestrians and cyclists.

- **A Provision of Public Realm and Collective Space:** *In addition to the creation of strategic movement routes within the area, this Plan seeks to establish key desire lines in the plan area on the north - south route from Walkinstown Park to the Grand Canal via the Prime Urban Centre. The proposed core is located between Long Mile Road and Naas Road. The area currently suffers from a lack of permeability, accessibility and from priority given to vehicular traffic. The provision of quality public realm / collective space that corresponds to key movement routes and green spaces will enhance the amenity and legibility of the area.*

- **A Rediscovering of the Areas Landscape Structure:** This strategic plan seeks to address issues such as quality of life and sustainability by rediscovering, re-establishing and, where appropriate, reinterpreting the landscape structure. The Cammock River, large open space amenities and earlier settlement and heritage qualities all contribute to the identity of the area, however existing landscape patterns within the Plan area have become fragmented over time. Open spaces are dislocated from one another, the Cammock River has become culverted in many areas, and areas such as Lansdowne Valley Park are not reaching their full potential. Addressing these issues, along with the creation of urban boulevards along existing movement routes such as Naas Road, Long Mile Road and Walkinstown Avenue, will assist in providing a robust urban design structure for future development.

- **An Identification of New Activity Areas:** A proposal for character areas has been provided in this strategic plan which responds to the distinct qualities and spatial characteristics of the Plan area. The following activity areas are proposed within the Plan area:

- Retail and Mixed Use Core
- Residential & Leisure
- Commercial & Light Industrial
- Community & School
- Residential & Industrial

This strategic plan is formulated under following chapter headings:

Introduction: States the overall outline of the document, referring to the strategic aims of the plan, the methodology and the consultation process involved in the formulation of the strategy.

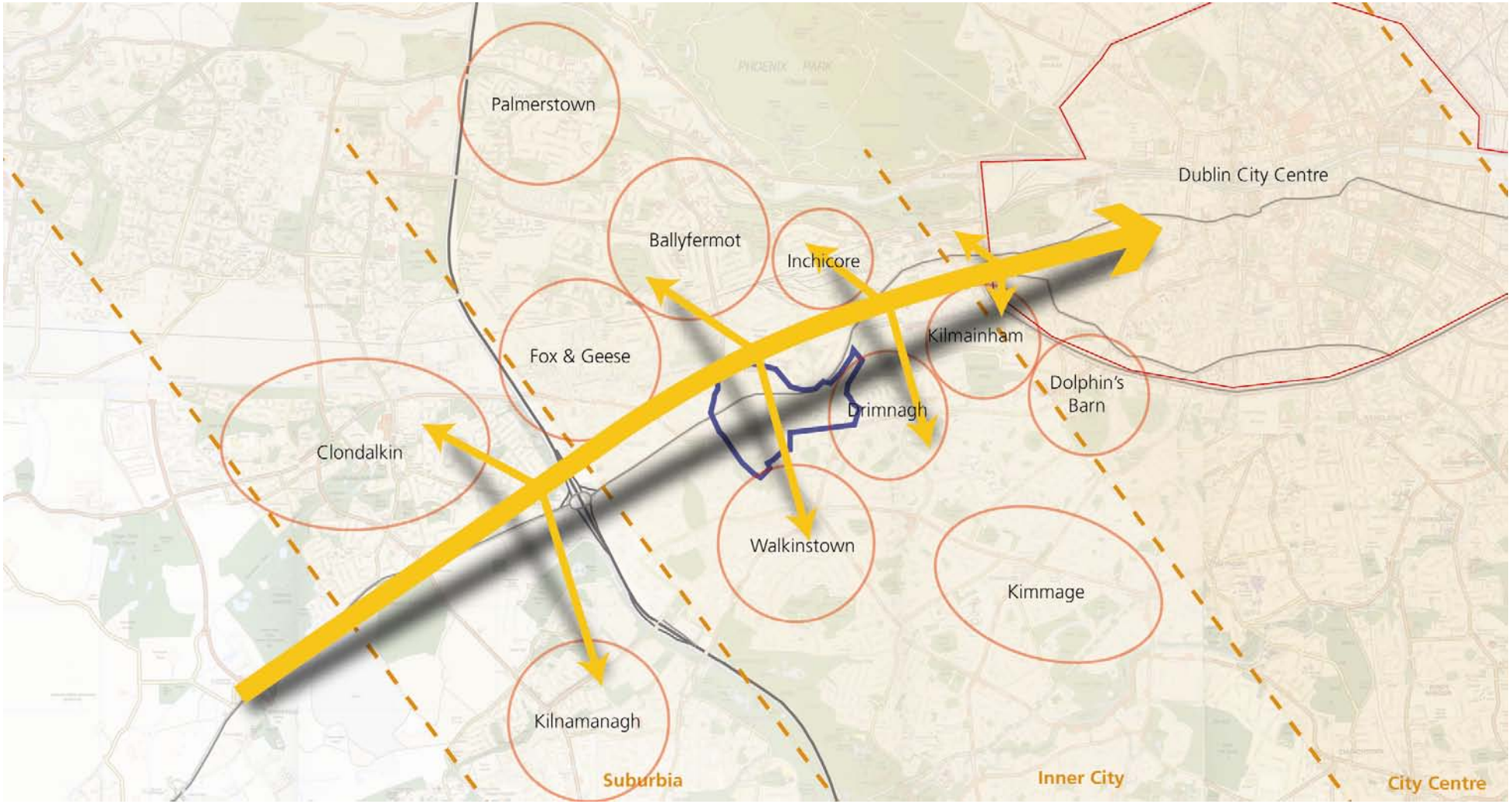
Urban Context: Outlines the location of the Naas Road Lands on a city and national scale and contains an appraisal of the plan area and surrounding environs.

Socio-Demographics and Market Demand Analysis: Provides a social-demographics and market demand analysis of the study area.

Naas Road Lands Urban Design Strategy: Refers to a 'Vision' for the study area and a land use strategy, followed by sections relating to place making and urban sustainability.

Quality of Life and Liveability – Community Infrastructure: Addresses quality of life, liveability issues, and existing and proposed community infrastructure.

Costing and Funding: Provides figures for potential costing and funding of proposals outlined in this strategic plan.



Catalyst for Connectivity

Chapter 1.0 Introduction

1.0 Introduction

1.1 The Naas Road Lands Strategic Plan Area

The Naas Road Lands Strategic Plan encompasses lands around the junctions of the Naas Road, Long Mile Road, Walkinstown Avenue and Kylemore Road. The scope of the strategic plan takes in a given 'Plan area' of approximately 60 hectares within which is contained a further cluster of 'key sites' that are currently experiencing developmental pressure.

The Plan area is situated approximately 6km from Dublin City Centre and in close proximity to the major road networks of the M50 and the N7. The area is located close to the communities of Bluebell, Drimnagh, Walkinstown, Crumlin, Inchicore, Ballyfermot, Parkwest and Cherry Orchard, and with good connections to Citywest and Naas.

The Plan area has the potential to offer high quality public transportation links to the wider metropolitan area including the city centre and Dublin airport. The red Luas line runs through the area connecting with the city centre, Heuston Station and other key destinations. The Kildare rail line lies only a short distance to the north, providing connectivity nationally.

The Plan area currently houses a significant number of large commercial/retail and light industry firms that cover a large proportion of the site. These 'landbanks' currently contain an array of car dealerships (Mercedes, Nissan, Citroen and Peugeot) and offices and large retail warehouses such as Homebase, Atlantic Homecare, Reids, Bargaintown and Harry Corry.

Included within the Plan area are significant community assets such as Drimnagh Castle, Landsdowne Valley Park and Walkinstown Avenue Park. The Grand Canal forms a boundary to the north of the Strategic Plan area and is an amenity that is currently limited in use due to poor connections and access. Lansdowne Valley Park and Walkinstown Avenue Park also suffer from a lack of connectivity.

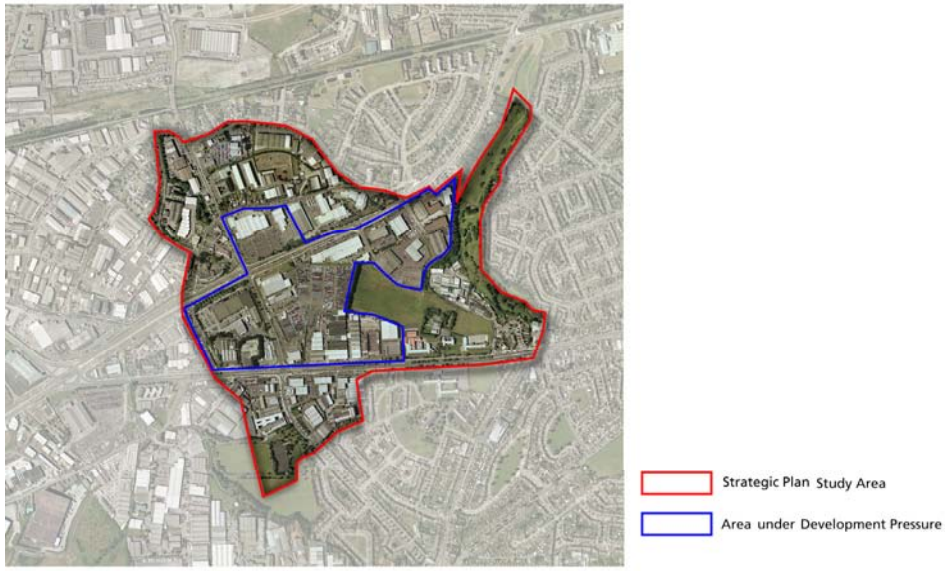


Figure 1.1 Site Aerial Photograph

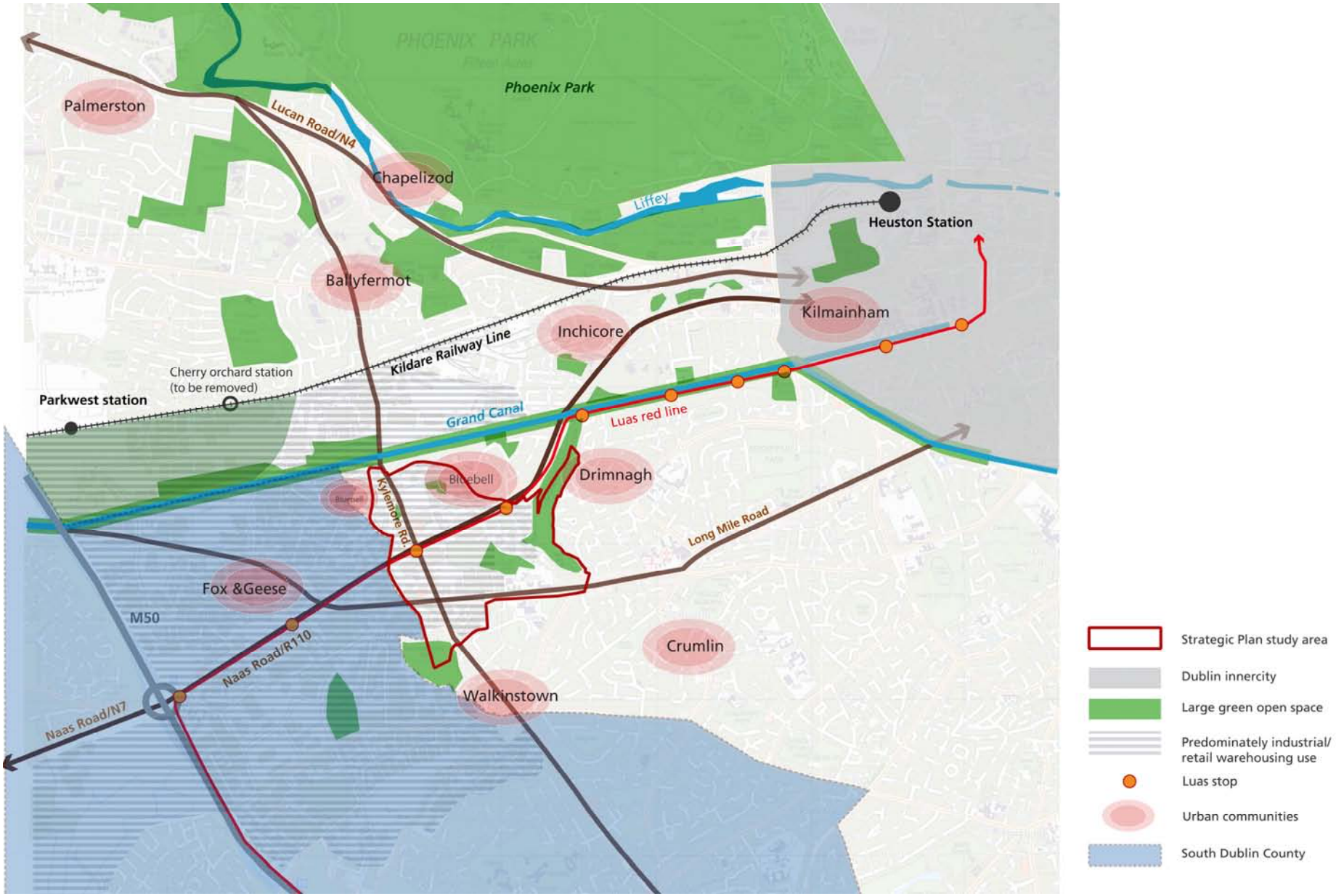


Figure 1.2 Naas Strategic Plan Area Context

Dublin City Council Dublin Development Plan

The subject area falls under the jurisdiction of the Dublin City Development Plan 2005 – 2011. Land use zoning for the majority of the subject site is:

Zoning Objective Z6

To provide for the creation and protection of enterprise and facilitate opportunities for employment creation

A range of other uses including residential are open for consideration on lands zoned Objective Z6 but are seen as ancillary to their primary use as employment zones.

Other land use zoning within the Plan area include:

- Z9 – To preserve, provide and improve recreational amenity and open space. Drimnagh Castle, the surrounding open space and Lansdowne Valley Park are included within this zoning.
- Z15 – To provide for institutional and community uses The Plan area includes Z15 to the southeast.
- Z1 – To protect, provide and improve residential amenities. The Plan area includes Z1 lands to the north, east and south.
- Z3 – To provide for and improve neighbourhood facilities – located on lands within the southeast part of the Plan area.

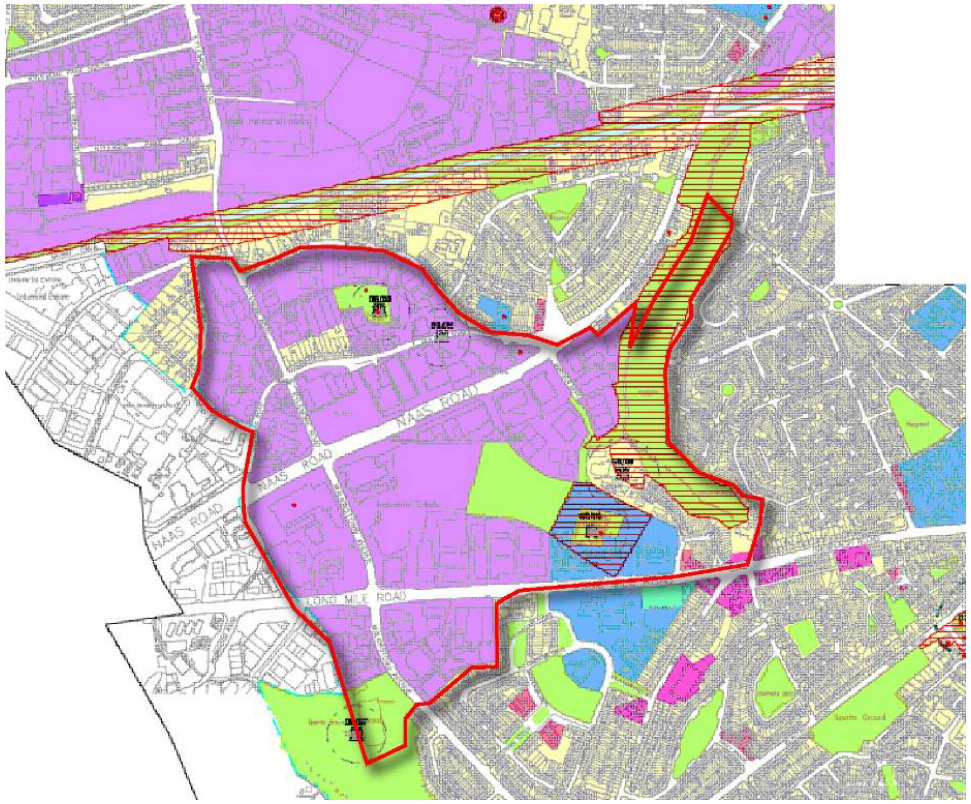


Figure 1.3 City Development Plan Zoning Context

1.2 Strategic Aims of the Naas Road Lands Strategic Plan

The primary purpose of this Plan is to facilitate and co-ordinate the redevelopment of lands, located in and around the junctions of Naas Road, Long Mile Road, Walkinstown Avenue and Kylemore Road. Specifically, its role will be to redefine the relationship of these lands to their immediate physical environment, including the local road network, the Grand Canal and the Kildare Railway Line. It also has a potential to connect the various land parcels to each other and to other emerging development areas in the vicinity as well as to form physical and social bridges with long standing local communities.

The Plan area is located on the edge of the Dublin City core, forming part of a strategic gateway into the city from the west. It is considered that the Naas Road Lands potential will be best realised through a strong vision for the Plan area, encapsulated within a number of strategic aims:

- Linking the Plan area with the surrounding environment, to assist in enhancing a living community in and around the area;
- Creating connectivity throughout the Plan area – removing barriers to movement and opening up attractive links between key areas;
- Using existing and proposed infrastructure to establish a strong and interactive relationship with Dublin City and the wider environment;
- Establishing new and appropriate land uses that assist in creating relationships between one another, and support a growing mixed use community; and
- Seeking innovative design responses for key sites (collectively and individually), that respond to the environmental, social, cultural and economic issues and demands facing the Plan area.

Citroen site on Naas Road

Naas Road

Royal Liver Business Park

Lansdowne Valley Park

Figure 1.4 Site Photos – Naas Road Lands Environment

In order to address the aims set out for the Plan area, key themes have been identified and are addressed throughout the development of the Strategic Plan. Responding to and carrying the following themes forward formed an integral part of the overall methodology for preparing the Naas Road Lands Strategic Plan:

Land Use

- Defining the area as a gateway to Dublin City;
- Addressing the existing and potential profile and mixed use development potential;
- Identifying key sites appropriate for infill and redevelopment that have the potential to act as a catalyst for future urban growth;
- Developing a sense of place that draws future users to the area.

Identifying the Key Infrastructural Moves

- Strategic aims to encourage the use of sustainable modes of travel with a view to relieving traffic congestion;
- Provision of attractive pedestrian links within the Plan area and adjacent neighbourhoods;
- Enhanced pedestrian connectivity throughout the Plan area;
- Adequate provision of vehicular access; and
- A clear hierarchy of road use within the Plan area.

Quality of Life / Liveability

- Retention of the Plan areas identifiable qualities, such as open space and views to the Dublin mountains;
- Developing a strategy (in relation with land use) for recreation and leisure opportunities in the Plan area, connected with the wider environment; and
- Addressing the existing and potential community and cultural opportunities in the Plan area and wider communities.

The Creation of a Sustainable Neighbourhood

- The provision of functional and attractive public realm (including open space) throughout the Plan area;
- A strategy for future integration of existing green spaces, including Lansdowne Valley Park, the Grand Canal, and Walkinstown Avenue Park;
- Establishment of new public spaces, appropriately integrated with surrounding land use;
- The establishment of pedestrian crossing throughout the area, particularly at street junctions;
- Land use and built form that contributes to passive surveillance;
- Inclusion of land uses that enhance vibrancy of the area during evening hours.

Place-making

- Appropriate form for future development that contributes to the sense of place;
- An urban strategy that contributes to an active public realm;
- Investigation of the potential for increased density through the provision of tall buildings within the Plan area;

In summary, this Plan sets out to address spatial and urban design issues at a macro level for the Plan area in the context of the five key themes outlined above and, in doing so, provides a set of recommendations in relation to the redevelopment of the key areas that responds to the overall strategic aims.

1.3 Formulation of the Naas Road Lands Strategic Plan

The Strategic Plan was prepared by the team of consultants in conjunction with Dublin City Council, including the following:

- Murray O'Laoire Architects (Lead Consultant)
- ARUP
- CB Richard Ellis
- Bruce Shaw
- CHL Consulting Group

1.4 Methodology

Preparation of the Naas Road Lands Strategic Plan was broken down into three stages, broadly summarised as:

1. **Data Collection and Analysis**: The review and analysis of the Plan Area including the key sites, and preliminary strategic concepts for the same;
2. **Vision and Urban Design Studies**: The preparation of a number of strategic development options for the Plan area, incorporating key interventions that will act as catalyst for future growth of the area; Consultation with community and residents, key stakeholders and elected members;
3. **Urban Centre Strategy Report Formulation**: The preparation of a final Naas Road Lands Strategic Plan, suitable for presentation to DCC, key stakeholders and the wider public.

1.5 Community Consultation

As part of the overall strategic plan making process, two formal consultation meetings were held. Attendance included representatives from various community and resident groups within and around the Naas Road Lands Plan area.

The first of the two meetings was held at 7pm on 28th of July 2008 in the Sheldon Park Hotel, Bluebell. The purpose of the meeting was to provide an opportunity for representatives of local resident and community groups to express their aspirations and concerns regarding the future development of the Naas Road Lands Plan area. In particular, community representatives were asked to identify positives, challenges and suggested improvements within the Plan area; and to share ideas on what urban conditions would assist in 'an ideal walk home' through the Plan area.

The second of the two meetings was held at 7pm on 2nd of September 2008, also in the Sheldon Park Hotel, Bluebell. The purpose of this meeting was to provide an update of the Strategic Plan process for the Naas Road Lands to date

and to further consult with local residents and community groups regarding the future development of the Plan area. Specifically, a presentation by the consultant team on progress and ideas to date was made, followed by an open discussion on key ideas, concerns and additional possibilities.

The outcomes of the community consultation were synthesised into the overall strategic planning process and played an important role in shaping the overall outcomes. In particular, section 5.0 of this report has regard to the community infrastructure needs and desires identified during the process and makes recommendations on the future provision of the same.

1.6 Consultation with Elected Members

Consultation was formally carried out with Dublin City Council's elected members during the initial stages of the plan preparation process. The aim of the consultation was to obtain a greater understanding of the issues and opportunities that exist in the Plan area, and a feeling for the elected members aspirations and vision for the area in the future.

A formal meeting was held at the Civic Offices in Dublin City on 2 July 2008. In attendance were elected members representing the electorates of Crumlin/Kimmage and Ballyfermot, along with Dublin City Council staff and members of the consultancy team. The meeting provided the opportunity for the members to put forward what they believed the surrounding community's would seek within the proposed Plan. In addition, they provided valuable feedback on the importance of the Plan area in its wider urban context, the issues that the area is currently contending with and the opportunities it has for the future.

1.7 Stakeholder Consultation

Further to community and resident consultation, formal consultation meetings were held with key stakeholders throughout the Plan area. These stakeholders included landowners representing significant land holdings within the Plan area.

Initial stakeholder meetings were held as part of the information gathering and data analysis stage of the project. These predominately took place on Monday 21st of July in Dublin City Council Civic Offices, Wood Quay, Dublin. The purpose of the meeting was to provide an opportunity for stakeholders to express their aspirations and concerns regarding the future development of the Naas Road Lands Plan area. Attendees were invited to make brief presentations.

A second round of stakeholder meetings was undertaken on and around 28 August, also in Dublin City Council Civic Offices. These meetings were undertaken during stage 2 of the strategic plan development process which involved the development of urban design strategies. Dublin City Council and the consultant team sought the opportunity to present key strategies that were being considered for the Naas Road Lands and open up the meeting for discussion and comments by the stakeholders in regard to the same.
Valuable feedback and comments were received from the stakeholders over the course of consultation and, as with the community and residents consultation, these were synthesised into the overall strategic planning process.

Chapter 2.0 Urban Context

2.0 Urban Context

The following sections provide:

- A description of the Naas Road Lands within the city context;
- A description of the Plan area within the local context, including growth of the city over time and existing movement infrastructure; and
- An appraisal of broad opportunities offered by the Naas Road Lands in its wider context, with specific regard to its distinct qualities.

2.1 Dublin City Context

The Naas Road Lands Plan area is located to the south west of Dublin City centre (the 'western suburbs') within Dublin City and immediately east of South Dublin County. The Plan area is a gateway along one of the national primary routes to Dublin City centre – the N7. The Plan area is also located in close proximity to the M50 motorway, thus providing high quality access to outlying areas of Dublin City along the ring-road.

As shown in figure 2.1 below, the Naas Road Lands are strategically located close to the towns of Clondalkin, Tallaght and Walkinstown and on the road network serving Naas and Citywest. Together, these areas have established a strong cultural and social environment within a primarily industrial landscape. As a cluster of towns and suburban neighbourhoods Clondalkin, Tallaght, Walkinstown and the Naas Road Lands have the potential to further develop their relationship through the sharing of resources, such that their growth can be maximised in a sustainable manner.

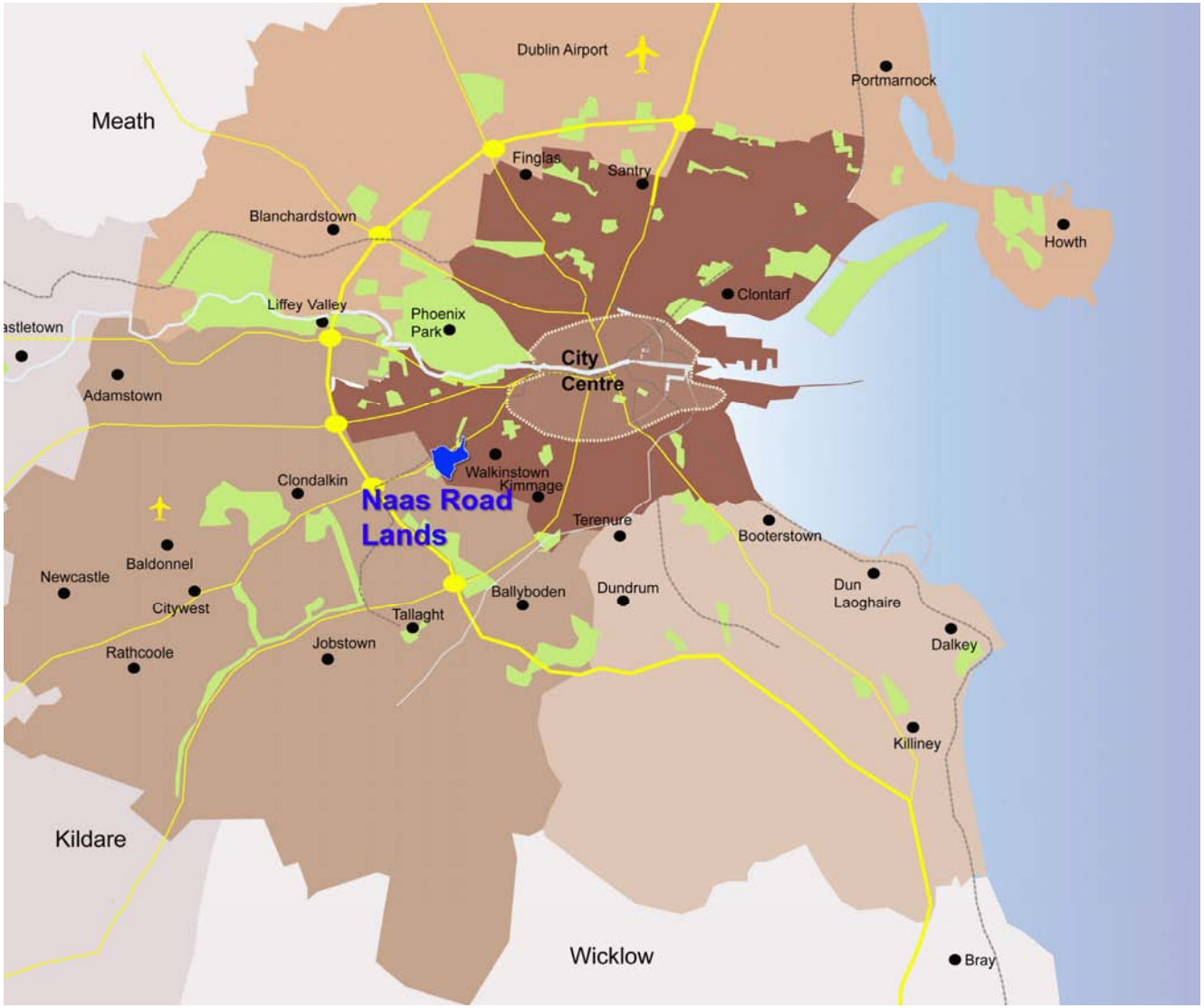


Figure 2.1 Dublin Metropolitan Area

2.2 Strategic Movement Infrastructure within the City Context

Road Infrastructure

The Naas Road Lands Plan area is intersected by three strategic routes providing accessibility to the area from all directions as shown in Figure 2.2. The Plan area is located along one of the most prominent transport routes in Dublin. The N7 Naas Road is an important route used daily by commuters travelling to Dublin City from the hinterland of Dublin and satellite towns such as Rathcoole, Naas, Newbridge and Kildare. This route forms part of the primary radial road network of Dublin focusing on the City Centre. The N7 Naas Road also links local villages and town centres to one another within the built up area of Dublin including Clondalkin, Walkinstown, Bluebell, Drimnagh and Inchicore.

The R110 Long Mile Road and the R112 Kylemore Road are also important strategic routes that follow through the Plan area. The Long Mile Road provides a direct link from Clondalkin to the City Centre via destinations such as Walkinstown, Crumlin and Dolphin's Barn.

While both the N7 Naas Road and the R110 Long Mile Road are predominantly east west routes the R112 Kylemore Road provides north south access and can be considered as an orbital route for South and West Dublin linking neighbourhoods such as Ballyfermot, Bluebell, Walkinstown, Templelogue, Rathfarnam, Churchtown, Goatstown and Stillorgan to one another, as well as providing connection to the N81 and N11 roads and public transport corridors. The Plan area is therefore considered to be highly accessible from a strategic roads point of view.

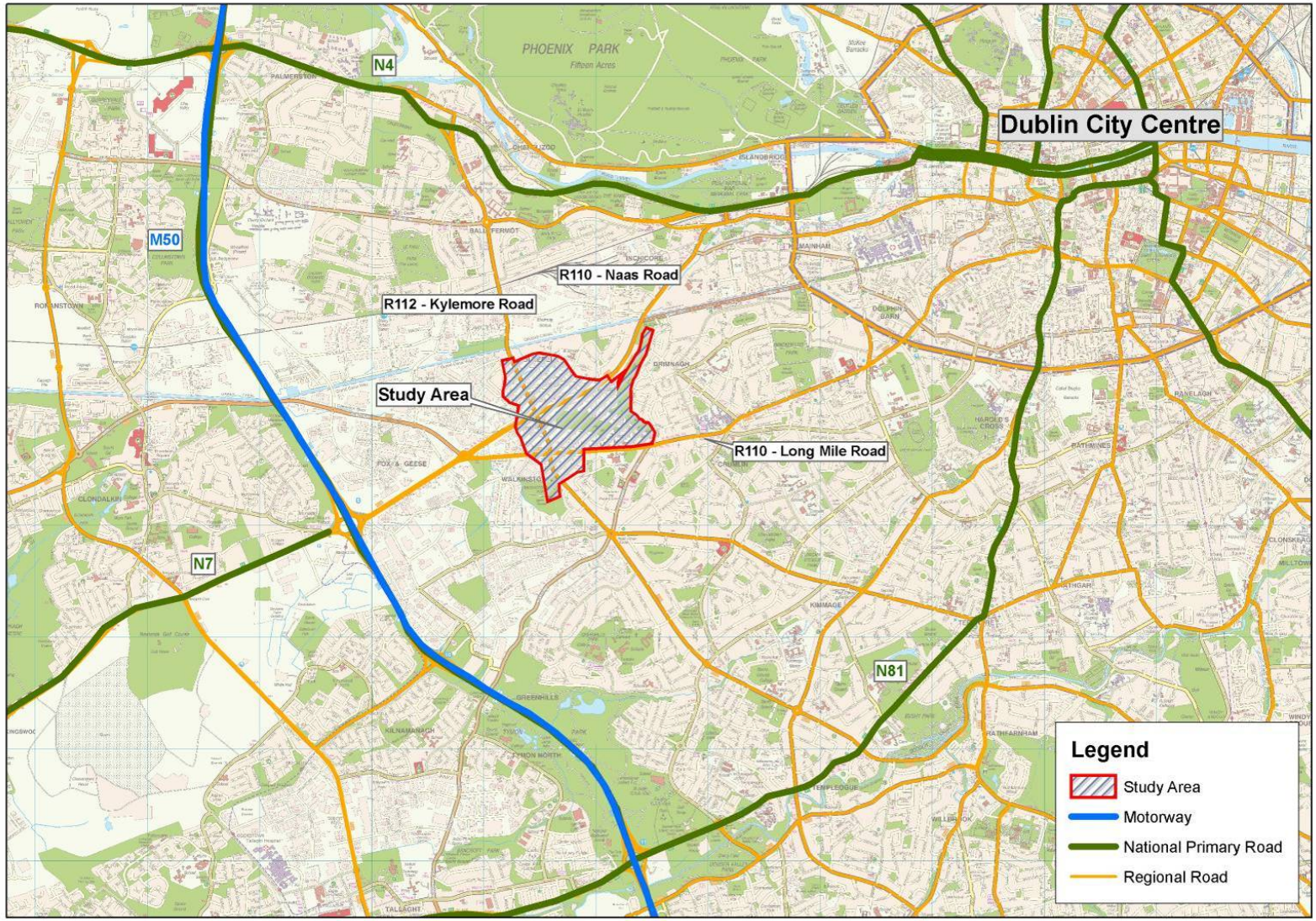


Figure 2.2 Strategic Road Network

Public Transport

Figure 2.3 presents the strategic public transport provision of the Plan area. The Plan area currently enjoys a high level of public transport provision including Luas, bus services and rail in close proximity**.**

The most significant public transport service within the area is the Luas Red Line linking Tallaght to Dublin City Centre. The Luas is a high capacity public transport link with a high level of segregation from general traffic.

The Kildare railway line is located less than 1km away from the northern boundary of the Plan area. Park West Station is the nearest station to the Plan area. There are eight bus routes directly serving the site including Dublin Bus routes 18, 51, 51B, 51C, 56A, 68, 69 and 151, providing direct linkage to Dublin City Centre and surrounding areas.

All of the above public transport services currently provides public transport that is predominantly east-west oriented, following the radial route pattern that has been established in Dublin. There is however a distinct lack of public transport services providing north-south access to the Plan area, linking for example locations such as Ballyfermot, , Palmerstown, Lucan, Castleknock, Blanchardstown, to the north and west, and Walkinstown, Templeogue, Rathfarnham, Rathgar, Dundrum, Stillorgan and Blackrock to the south and east.

Such an orbital route will be highly beneficial not only to the study area, but to the entire South Dublin and Dun Laoghaire areas. It will provide commuters with more travel choice and destinations. Travel distances and journey times will be effectively reduced by removing the need to travel to the city centre to transfer to other radial services that link to intended destinations. There is the potential to accommodate a QBC on Walkinstown Avenue / Kylemore Road that would form part of a possible orbital public transport route.

Figure 2.4 shows the estimated public transport catchment for the Plan area in 2008 and Figure 2.5 shows the same for 2016. This information was produced using accessibility modelling software Accession. Accession is a Geographic Information System based database with the ability to develop spatial representations of the accessibility of a specific site based on the surrounding population (based on CSO Census 2006 data), proximity of bus stops and railway stations, speeds of public transport vehicles, service frequency and walking distance to bus stops and railway stations.

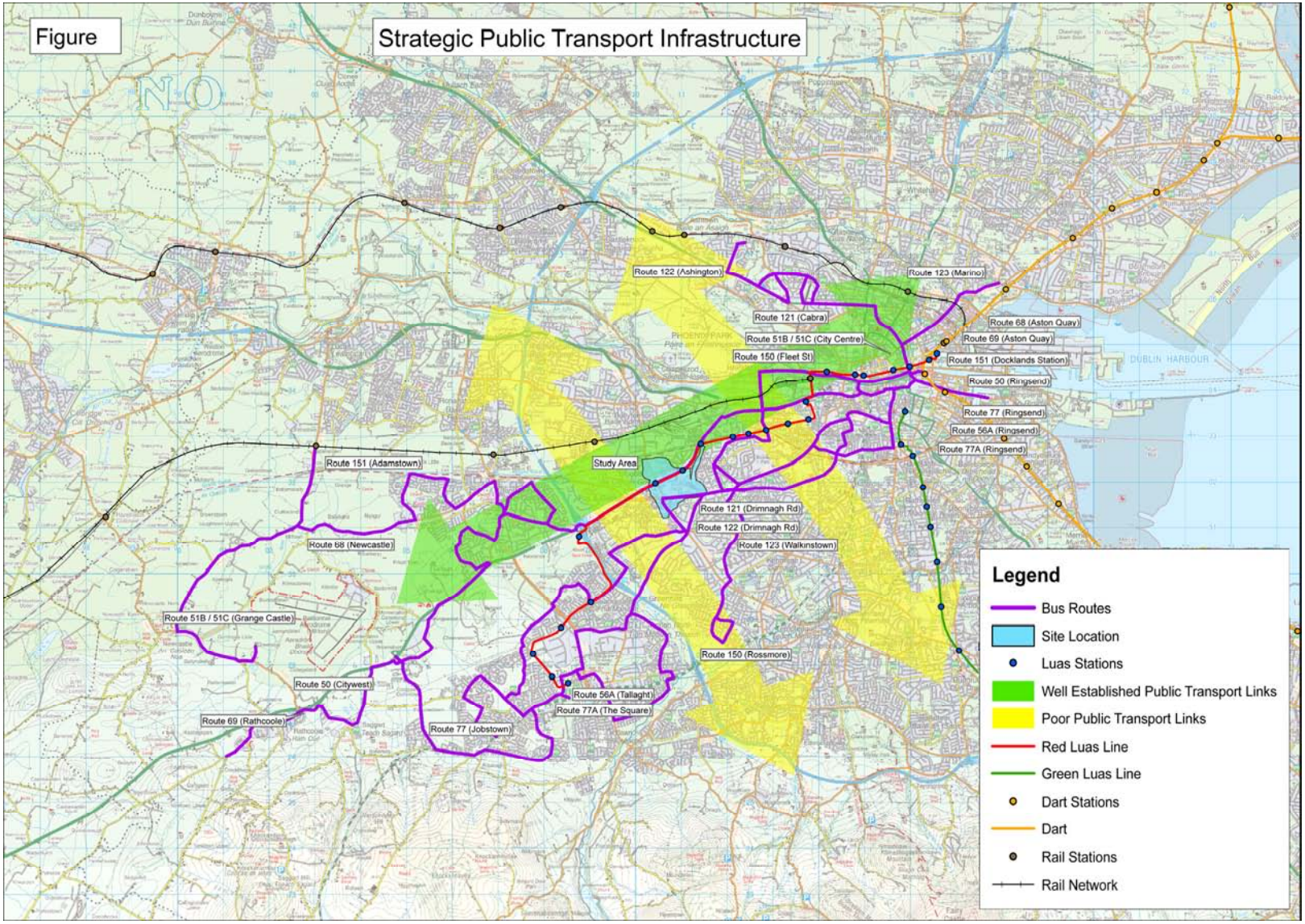


Figure 2.3 Public Transport Serving Plan Area

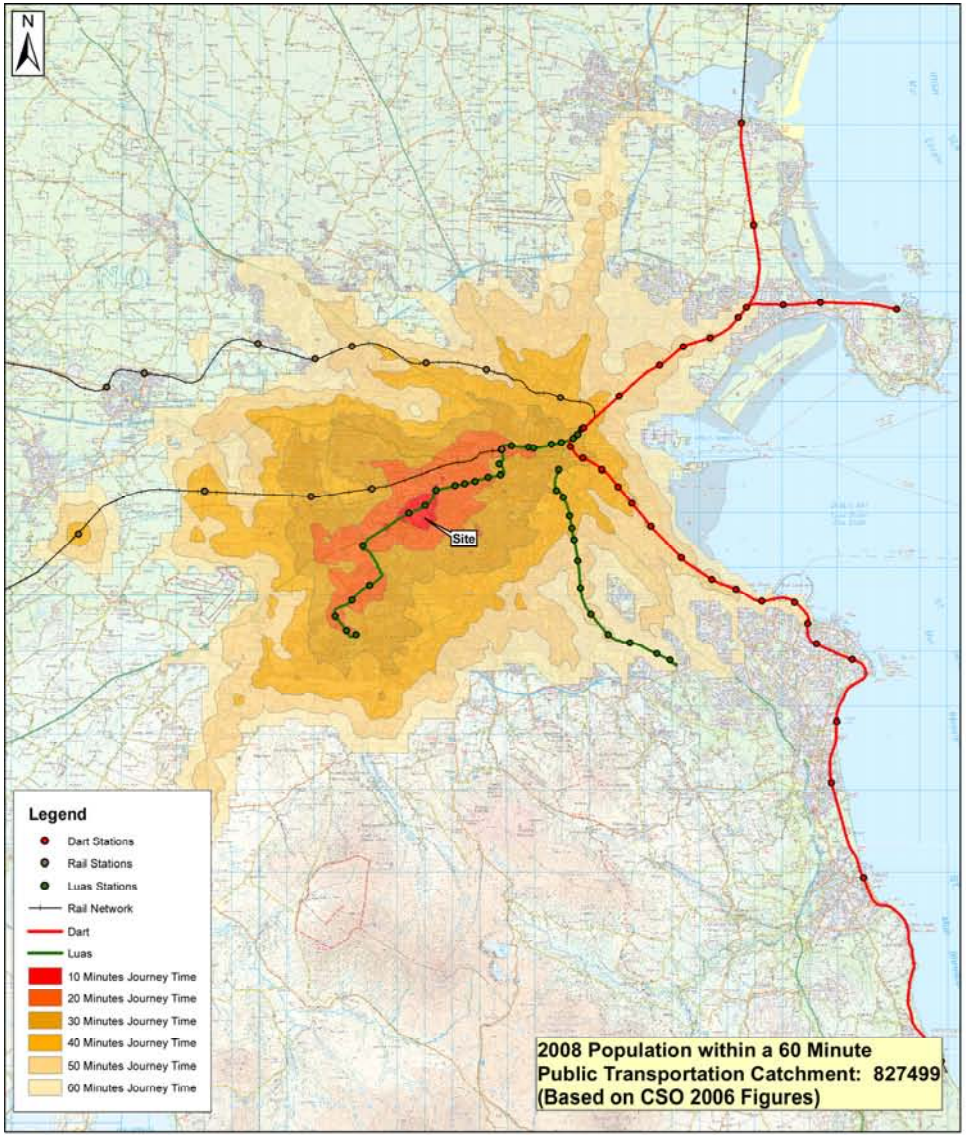


Figure 2.4 Public Transport Catchment 2008

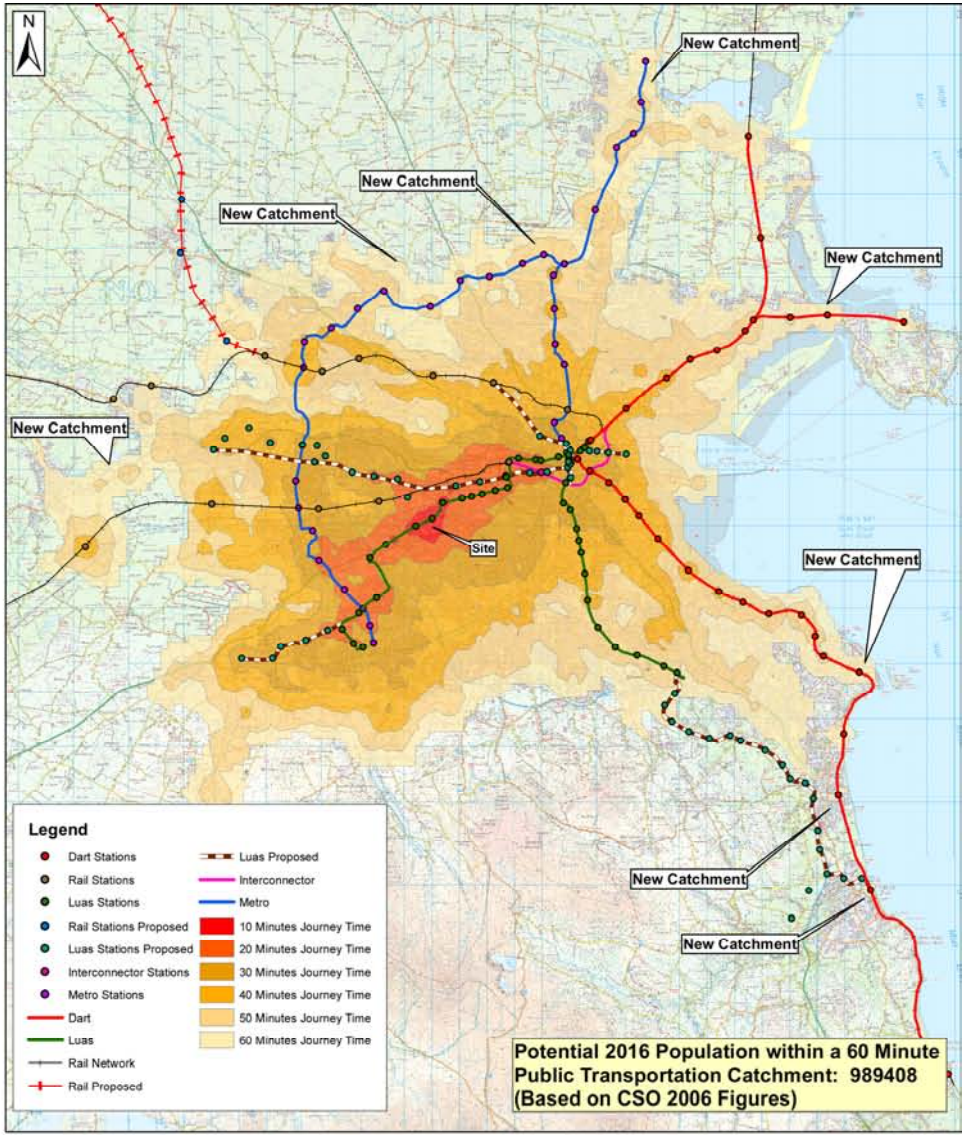


Figure 2.5 Public Transport Catchment 2016

It is estimated that currently more than 800,000 people are located within a 60 minute travel time on public transport from the Plan area. This accessibility is provided by the Luas, DART and Dublin Bus services.

Public transport services in Dublin are however expected to improve in the future. The Transport 21 Strategy proposes the provision of additional public transport infrastructure for Dublin which will improve public transport accessibility significantly. New infrastructure projects, which are scheduled to be delivered before 2016 include the rail interconnector, new Metro lines (Metro North and West), new Luas lines, increase in the number of bus services and upgrade of DART and suburban railway line services. It is also proposed that the Luas Red Line, which serves the Plan area directly, will be extended at both ends towards Citywest and the Docklands, thus increasing the direct catchment and the potential for interchanging with other modes of Transport.

Figure 2.5 shows that it is estimated that in 2016 the public transport accessibility of the site would increase to approximately 1,000,000 people due to the implementation of the Transport 21 Strategy as well as population growth.

2.3 Naas Road Lands Area Site Context

Located at the junctions of Naas Road, Long Mile Road, Walkinstown Avenue and Kylemore Road, the Naas Road Lands Plan area is bounded by the communities of Bluebell, Walkinstown, and Drimnagh. The area is also in close proximity to a number of other communities including Crumlin, Inchicore, Fox and Geese, Ballyfermot and Parkwest. Due to its proximity to the city centre and accessibility to various means of public transport, the area is currently facing development pressures that have the potential to lead to a significant transformation of the area. The existing character of the lands is the result of growth patterns of Dublin City over the past century and future transformation will see significant changes in use, requiring a change in urban scale at local and wider context. This change in scale has the potential to benefit future residents and visitors in the area as well as surrounding communities: enhancing connectivity, infrastructure and mix of use to the advantage of everyone.

2.3.1 Historic Evolution of the Naas Road Lands

The evolution of urban development around the subject lands, particularly as Dublin City has expanded over the past century, has played a defining role in present form and function of the area. Various infrastructural elements, such as Naas Road, the Grand Canal, Lansdowne Valley Park and village centres have formed structuring elements in the landscape over the years and continue to have an influence on urban growth today.

OS Mapping from the mid 19th Century shows the Plan area in agricultural use, surrounded by small villages including Wilkinstown (now Walkinstown), Jamestown and Crumlin. Drimnagh Castle, dating back beyond the 15th Century, surrounded by a small number of dwellings, formed a distinct element in the landscape, as did the Cammock River which winds through the Plan area. Located to the north of the Plan area, the Grand Canal (1790) and the Kildare Rail Line

formed strong lines linking western Ireland to Dublin. Dublin remained a small town located to the north east along the River Liffey, accessed via Naas Road running through the site.

By the mid 20th century Dublin City had expanded rapidly, reaching the Cammock River Valley (now Lansdowne Valley Park) and forming what is today the area of the Drimnagh community. Across the valley however, the Plan area lands remained primarily in agricultural use and, apart from the increased number of dwellings within the Bluebell Parish and Drimnagh Castle areas, were largely undeveloped. The Cammock River and Grand Canal remained strong elements within the landscape.

By the late 20th century the spread of Dublin City had moved beyond the Cammock River Valley. With an increasing demand for large sites suitable for large industrial and commercial uses with easy access to the city centre and the rest of Ireland, the Naas Road lands were quickly occupied by vehicle distributor yards, warehousing and industrial estates. The typology of development led to a lack of fine urban grain and saw the evolution of large block development concentrated around primary vehicle routes in and out of the city. The Cammock River, the Grand Canal, and Drimnagh Castle became disconnected from one another and surrounding communities as they were cut off by new development.

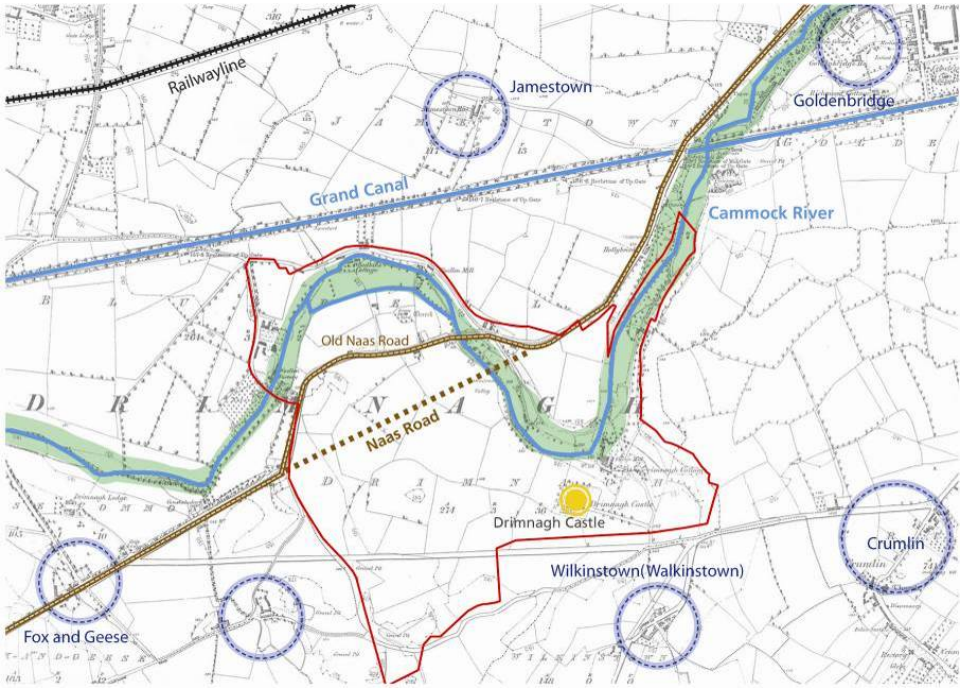


Figure 2.6 Naas Road Lands Area 1849

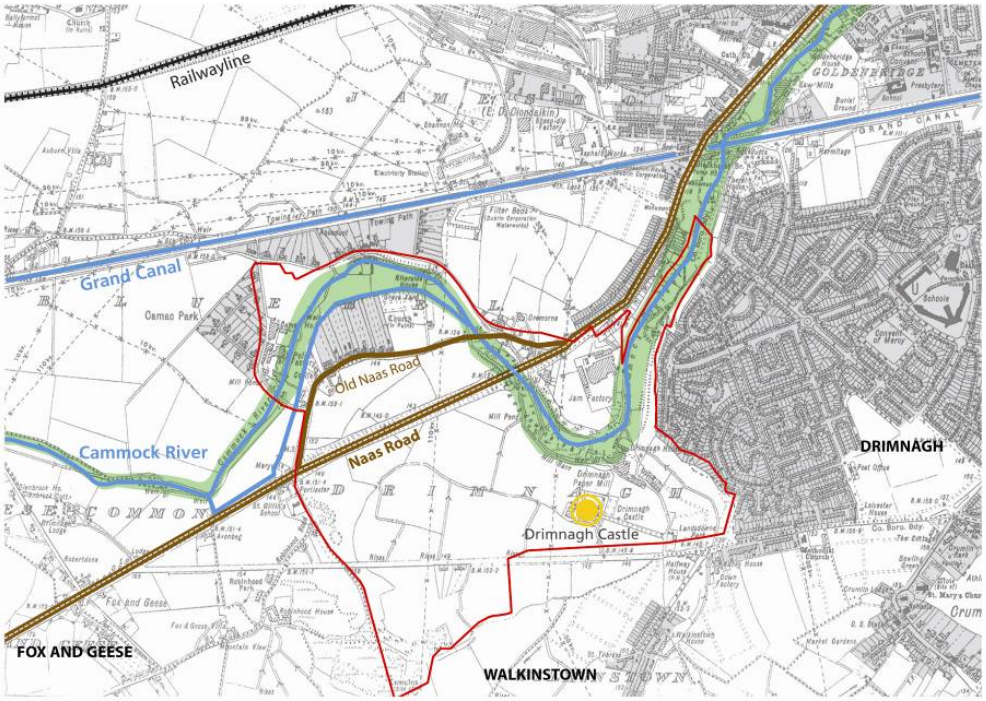


Figure 2.7 Naas Road Land Area 1946

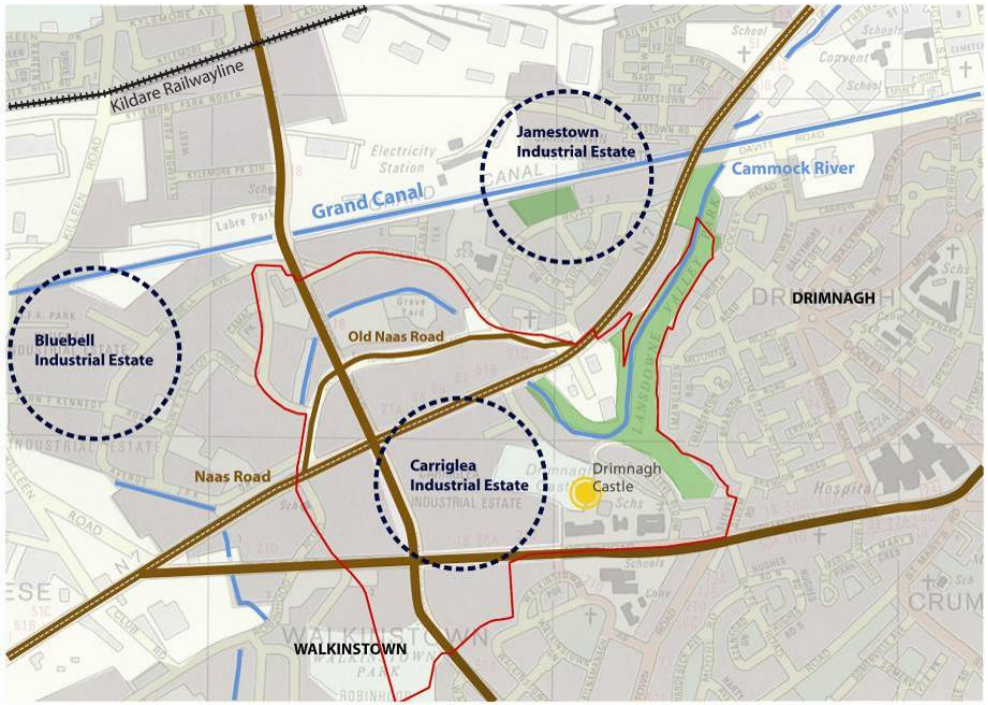


Figure 2.8 Naas Road Lands Area 1991

2.3.2 Existing Land Use & Built Form

Existing land use within the Plan area is limited largely to industrial related uses comprised of large warehouse buildings, open yards and car parking. The Plan area also includes a small number of residential units to the north (old Naas Road), retailing warehousing, schools, hotel uses, open space and other community amenities including Drimnagh Castle, Pitch and Putt at Lansdowne Valley Park and a playground in Walkinstown Park.

Of particular note within the Plan area is Drimnagh Castle and School, Lansdowne Valley Park, Bluebell Cemetery, and the Cammock River, all of which have the potential to be enhanced and integrated with the surrounding communities as future development takes place.

To the west of the Plan area South Dublin County Council's lands are primarily industrial, while to the north, east, and south lands are primarily residential, occupied by the communities of Bluebell, Drimnagh and Walkinstown, respectively. South Dublin County Council are currently preparing an Urban Design Master plan in order to improve and upgrade the Naas Road and reflect its role as a gateway corridor to Dublin City and as a pivotal location within South Dublin County. This Master plan will have a direct relationship with the Naas Road Lands Plan area immediate east of the South Dublin Lands. The current land use zoning on South Dublin County Council lands to the immediate west of the Plan area is Objective E – *To provide for enterprise, employment and related uses*.

Potential exists to connect through Bluebell to the Grand Canal. To the south large areas of open space (e.g. around Drimnagh Castle and Walkinstown Park) offer the opportunity for community amenities available to future residents and visitors to the area.

Large Car Parking Areas

Office Use

Figure 2.9 Site Photos – Use and Scale

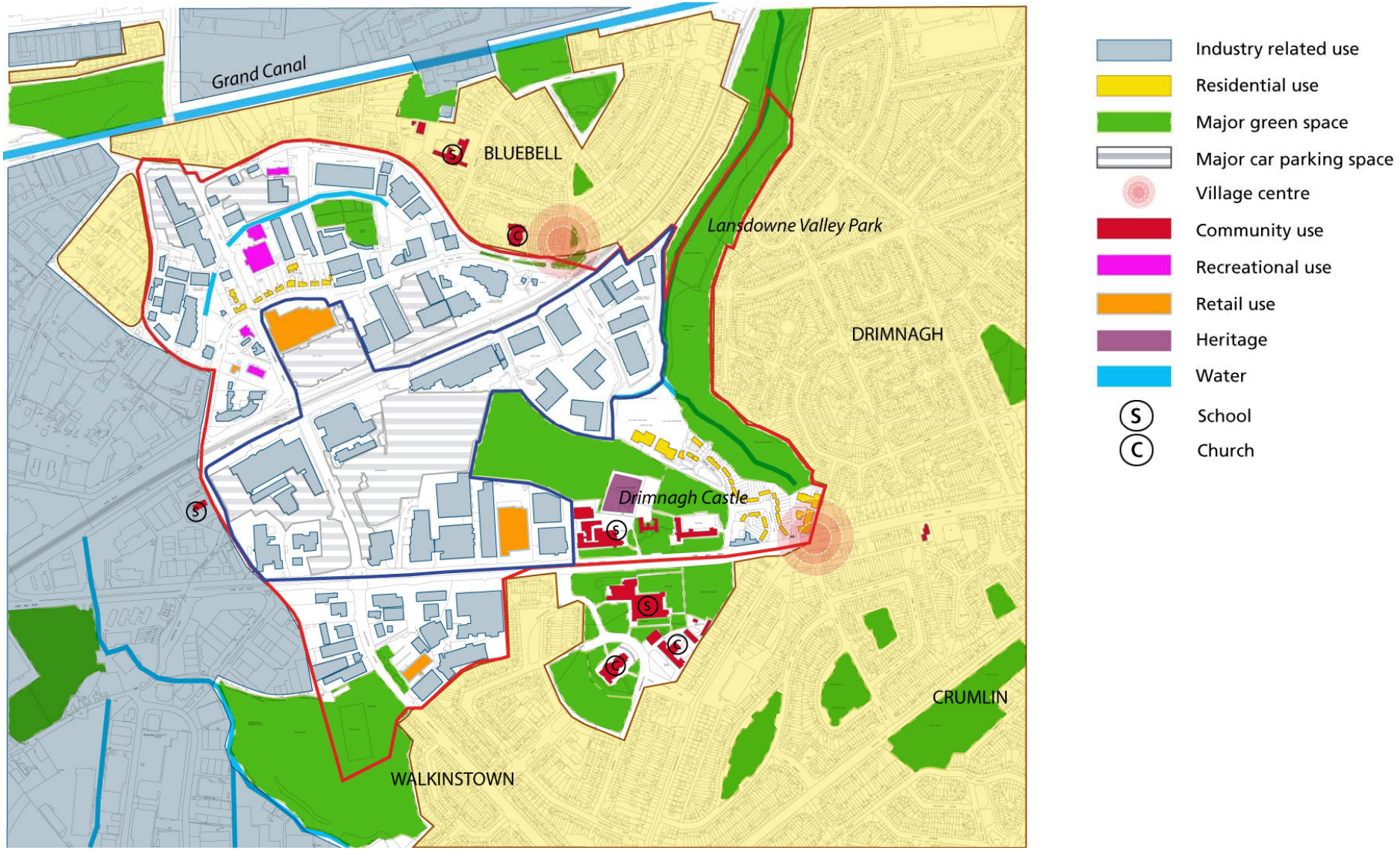


Figure 2.10 Naas Road Lands Land Use

The scale of built form is relative to the overall use of the area. The industrial uses dominating the Plan area are predominately large floor plate low rise buildings one to two storeys in height. Residential development surrounding the area to the north, east and south is predominately two storey terrace house development. Exceptions to the general built form include churches, schools and other public buildings. Notable is also the Mercedes building (located to the south of the Kylemore Luas stop) which contains a protected structure (Dublin City Council – Record of Protected Structures, 5897 Naas Road, Dublin 12 Volkswagen factory) including a small tower.

Within the current land use and built form structure within or around the Plan area, four key nodes that attract people are currently apparent:

1. The intersection of Naas Road, the Grand Canal and Luas Line, northeast of the Plan area;
2. The Bluebell Luas stop, which interfaces with the Bluebell village centre;
3. The Kylemore Luas stop, which interfaces with the Royal Liver retail warehouse centre and surrounding community uses; and
4. The Crumlin interface with Lansdowne Valley Park, Drimnagh Castle and the schools.

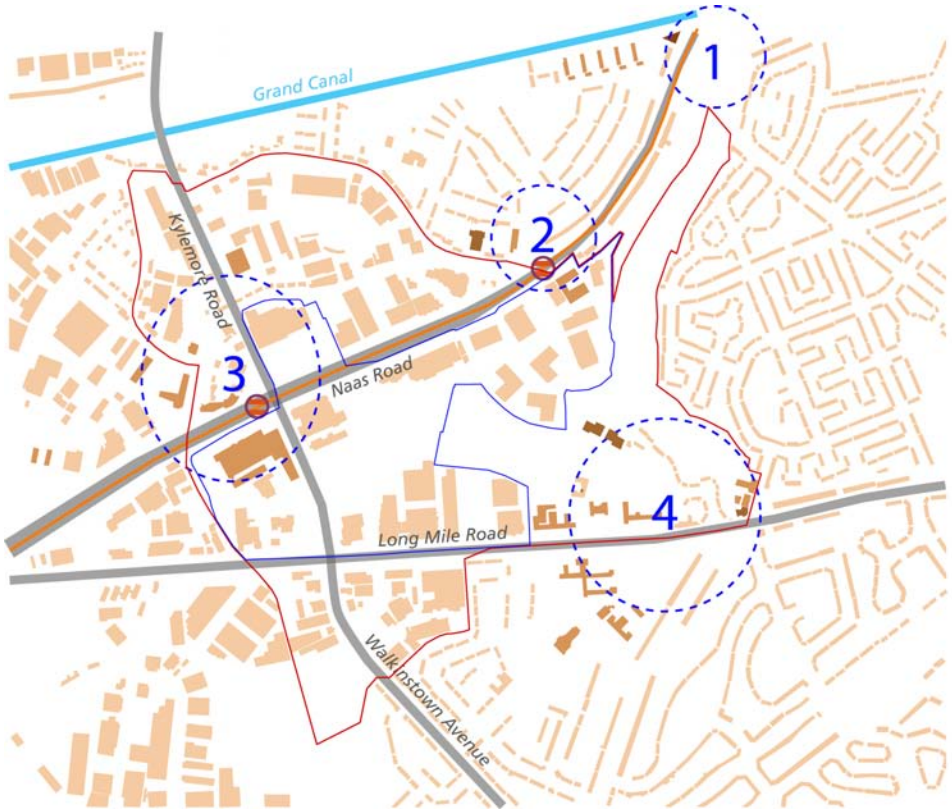


Figure 2.11 Naas Road Lands Built Form

2.3.3 Landscape

The landscape character within and around the Plan area is varied and of significant importance. The area includes:

- The Grand Canal which runs in a east west direction to the north of the Plan area and forms a strong element in the landscape;
- The Cammock River, now partially culverted, runs through the Lansdowne Valley Park to the east of the site and winds its way around much of the site to the north. The river makes appearances within the site adjacent to the Bluebell Cemetery;
- Within the Plan area Drimnagh Castle and Schools is surrounded by significant open space;
- Walkinstown Park is a large but underutilized park at the southern tip of the Plan area, with great potential for improvement and connectivity with surrounding areas;
- The site is well vegetated: many of the industrial areas have been planted in the past and contain mature trees stands. In addition, both the Lansdowne Valley Park and Walkinstown Park contain significant tree stands.

The topography is predominantly flat throughout the area with the exception of some steep slopes within and directly west of the Lansdowne Valley Park.

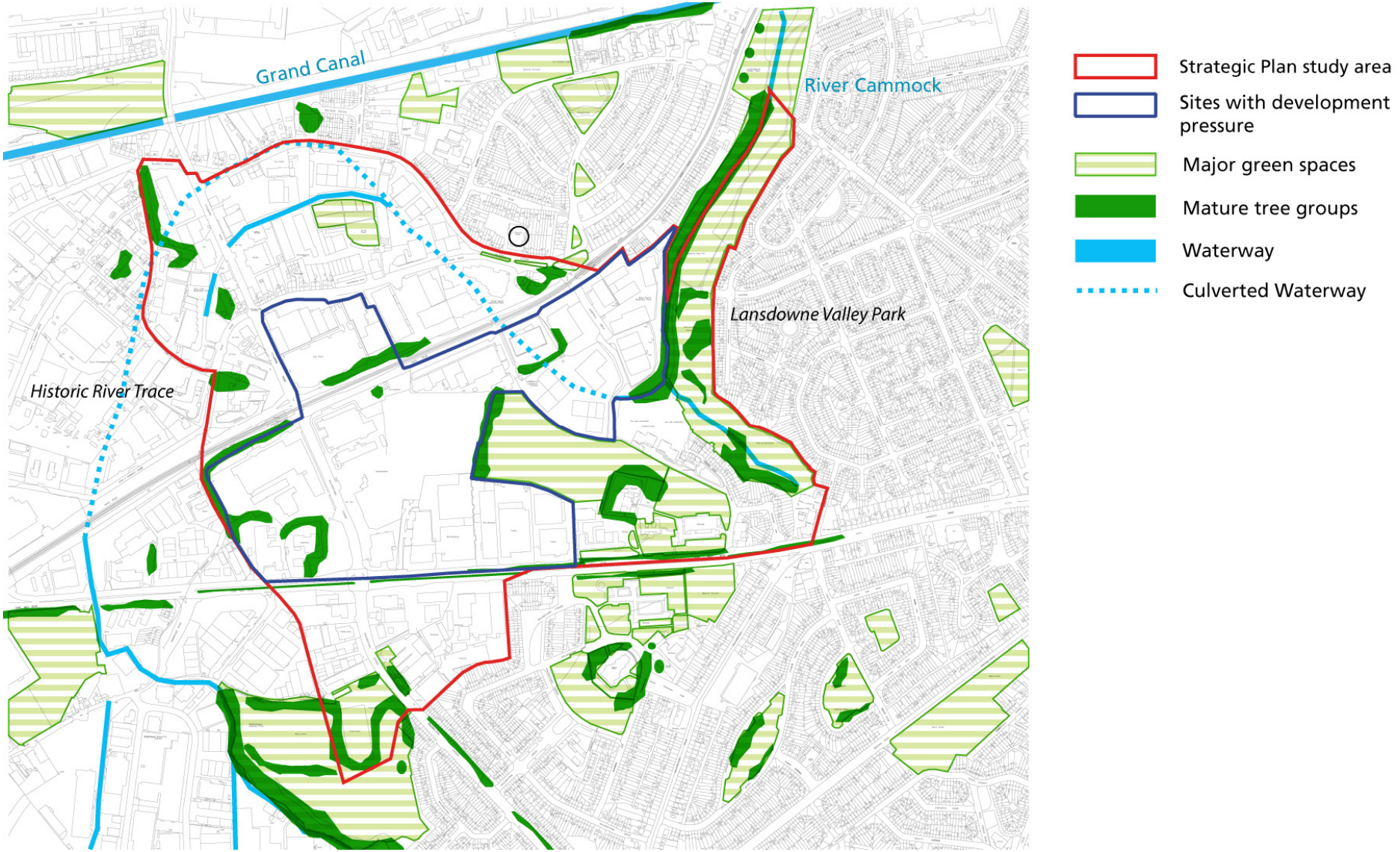


Figure 2.12 Naas Road Lands Existing Landscape

Lansdowne Valley Park

Bluebell Graveyard and Cammock River

Drimnagh Castle

Walkinstown Park

Figure 2.13 Site Photos – The Area's Landscape Quality

2.3.4 Movement Infrastructure

Roads

The existing road network within the Plan area is shown in Figure 2.14. The existing road infrastructure available within the Plan area is predominantly strategic in nature. There are three strategic arterial routes bisecting the Plan area including the N7 Naas Road, R110 Long Mile Road and the R112 Kylemore Road. These roads cater mainly for regional through traffic to and from destinations outside of the Plan area and are high capacity routes designed to accommodate high volumes of traffic.

Typical cross sections of the strategic roads are shown in Figure 2.15. The Naas Road is 64m wide on the western arm of the junction with the R112 Walkinstown Avenue. The width of the road however quickly tapers down to narrower widths travelling eastbound on the route towards the City Centre and is approximately 30m to 32m wide along most of its length within the study are and is 16m in width to the east of Bluebell.

Limited access points are available along the length of this road within the Plan area. To the west of Walkinstown Road, the N7 Naas Road accommodates two car lanes in each direction as well as a bus lane. The section of the road within the Plan area to the east of Walkinstown Road accommodates one car lane and a bus lane. The bus lane however terminates in the vicinity of Bluebell (junction with Old Naas Road) and is reduced to one general traffic lane in each direction. The traffic carrying capacity of this road therefore diminishes dramatically along the Plan area as one travels eastbound. The reverse is true for the westbound direction.

The R110 Long Mile Road is approximately 30m in width and generally accommodates one car lane and one bus lane in each direction. Many access points are available from this road to adjacent land uses. In many cases these access points serve only one development. The provision of many access points off the Long Mile Road interferes with traffic flow on the through route causing delays and friction with through traffic. The R112 Kylemore Road is generally around 20m in width and accommodates one traffic lane in each direction. Similar to the R110 Long Mile Road, many access points are provided off the R112 Kylemore Road serving single developments**.**

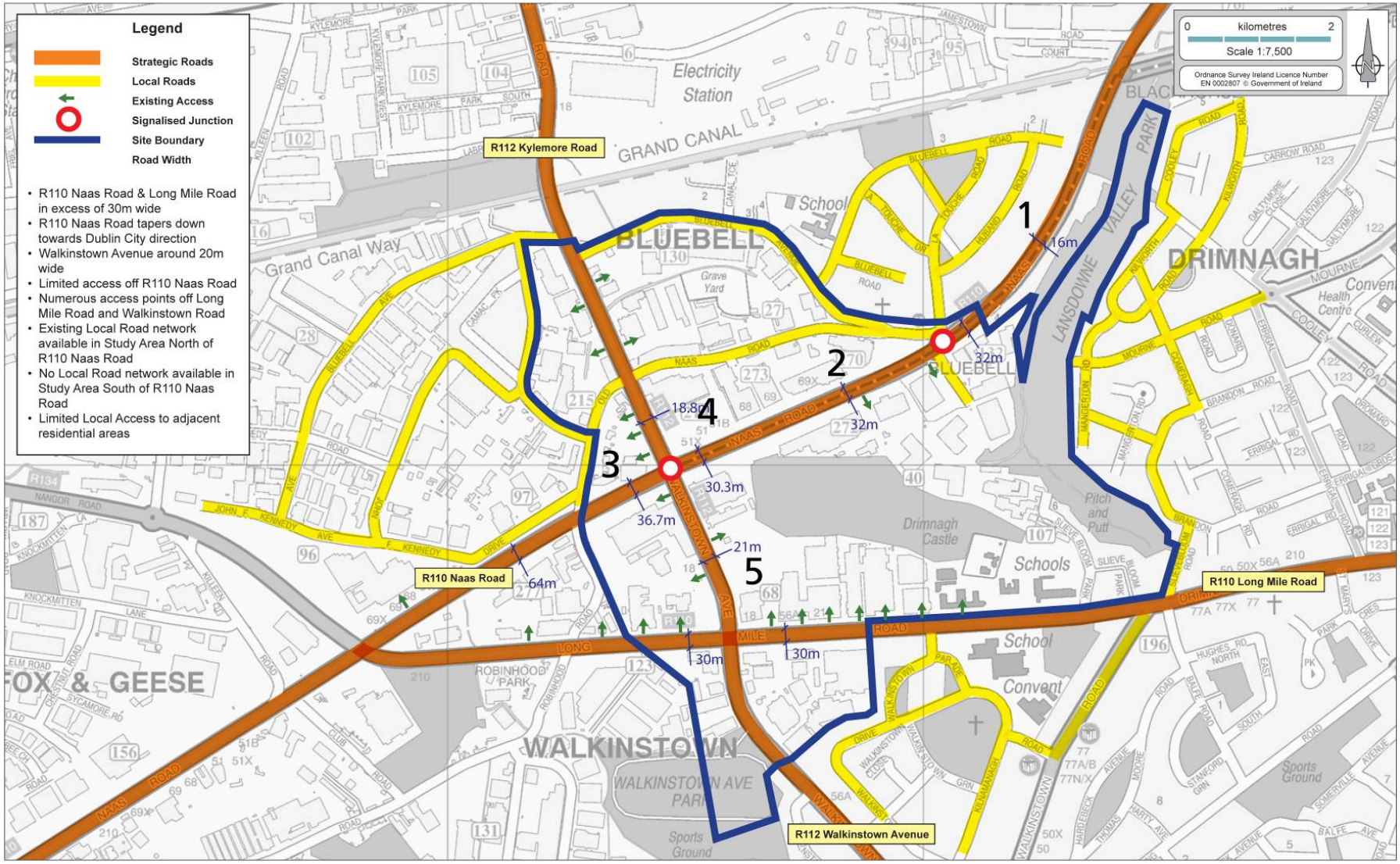
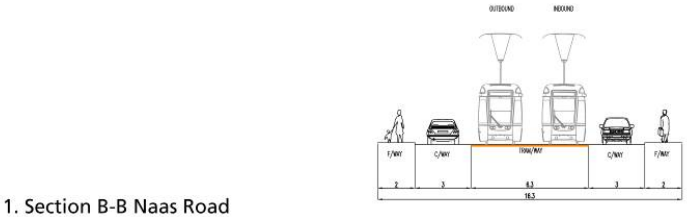


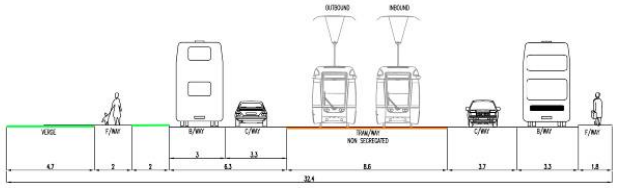
Figure 2.14 Local Roads

There is limited local road infrastructure available within the Plan area and therefore this is the likely reason why local access is provided off the strategic routes through the area. The area to the south of the N7 Naas Road is almost devoid of any local routes serving the land uses. Therefore the existing land uses are all facing outward onto the strategic roads. To the north of the N7 Naas Road, within the Bluebell area the Old Naas Road runs parallel to the N7 Naas Road and to the north of this, Bluebell Avenue runs on the boundary of the Plan area.

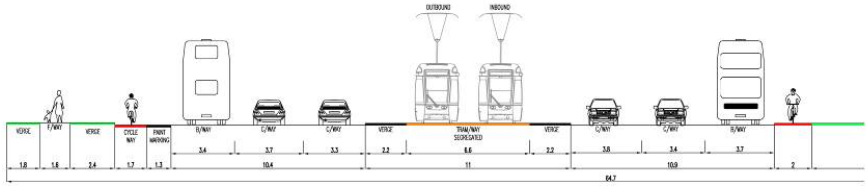
The most prominent junction within the Plan area is the N7 Naas Road / R112 Kylemore Road Junction. Other prominent junctions are the R112 Walkinstown Road / R110 Long Mile Road Junction and the Naas Road / Old Naas Road Junction. These junctions are however currently focussed on serving regional traffic movements and cater for limited local movements. All of these junctions are signal controlled junctions.



1. Section B-B Naas Road

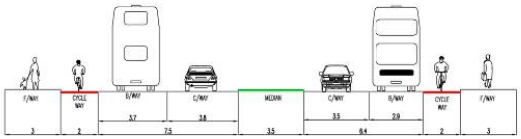


2. Section D-D Naas Road



3. Section J-J Naas Road (At JFK Drive Office Park)

4. Section J-J Naas Road (At JFK Drive Office Park)



5. Section K-K Long Mile Road(At Petrol Station)

Figure 2.15 Typical Road Sections

Public Transport

The most significant public transport service within the area is the Luas Red Line linking Tallaght to Dublin City Centre. There are two Luas stops located within the Plan area including the Bluebell stop at the Naas Road/ Bluebell Avenue Junction and the Kylemore stop to the west of the Kylemore Road Junction as shown in Figure 2.16. The high frequency of the Luas, one train every 5-6 minutes during peak periods and its reliability due to its segregation from general traffic makes Luas very popular. During the morning and afternoon peak hour periods up to 21 trains stop at these stations. Assuming a Luas vehicular capacity of 265 passengers, this equals a two directional passenger carrying capacity of over 5,500 persons making Luas the public transport service with the highest capacity in the area. Comparative public transport corridor capacity is graphically illustrated in Figure 2.17.

The Kildare railway line located less than 1km away from the northern boundary of the Plan area could further provide public transport access to the site. Cherry Orchard Station is the nearest station to the Plan area. As part of the Kildare route upgrade, it is proposed to move this station further to the west to serve the Park West development.

The Long Mile Road and the N7 Naas Road are two major bus corridors (Quality Bus Corridors) that traverse the Plan area. During peak hour periods up to 24 buses serve stops along the Long Mile Road, and approximately 20 buses serve stops along the N7 Naas Road. Other bus routes close by the Plan area include Dublin Bus numbers 77,77A, 121, 122, 123 and 150 all of which have stops within walking distance of the Plan area boundary. There are numerous bus stops within the vicinity especially along the Long Mile Road and the N7 Naas Road. Bus priority lanes are available along the Long Mile Road and sections of the Naas Road.

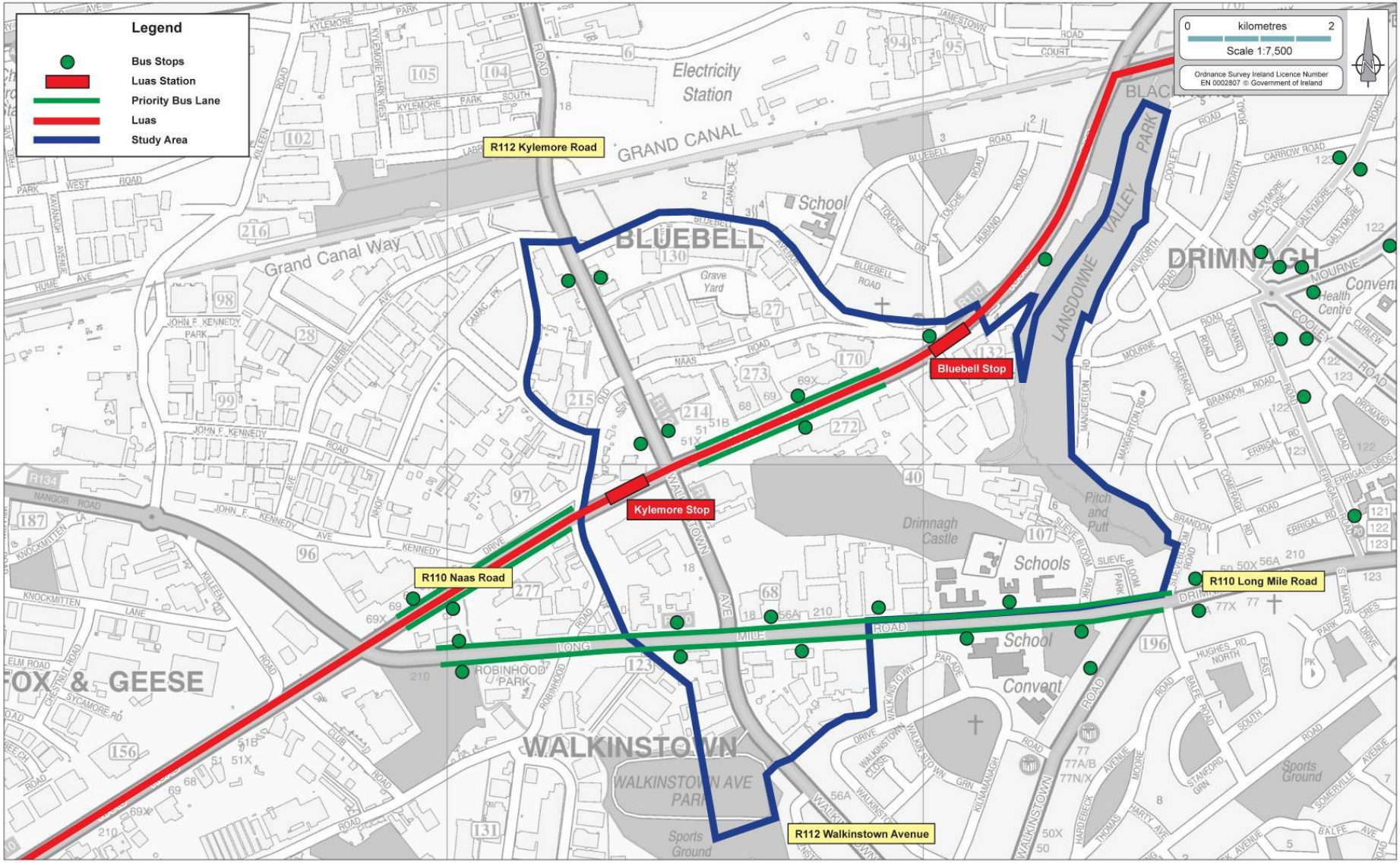


Figure 2.16 Local Public Transport Provision

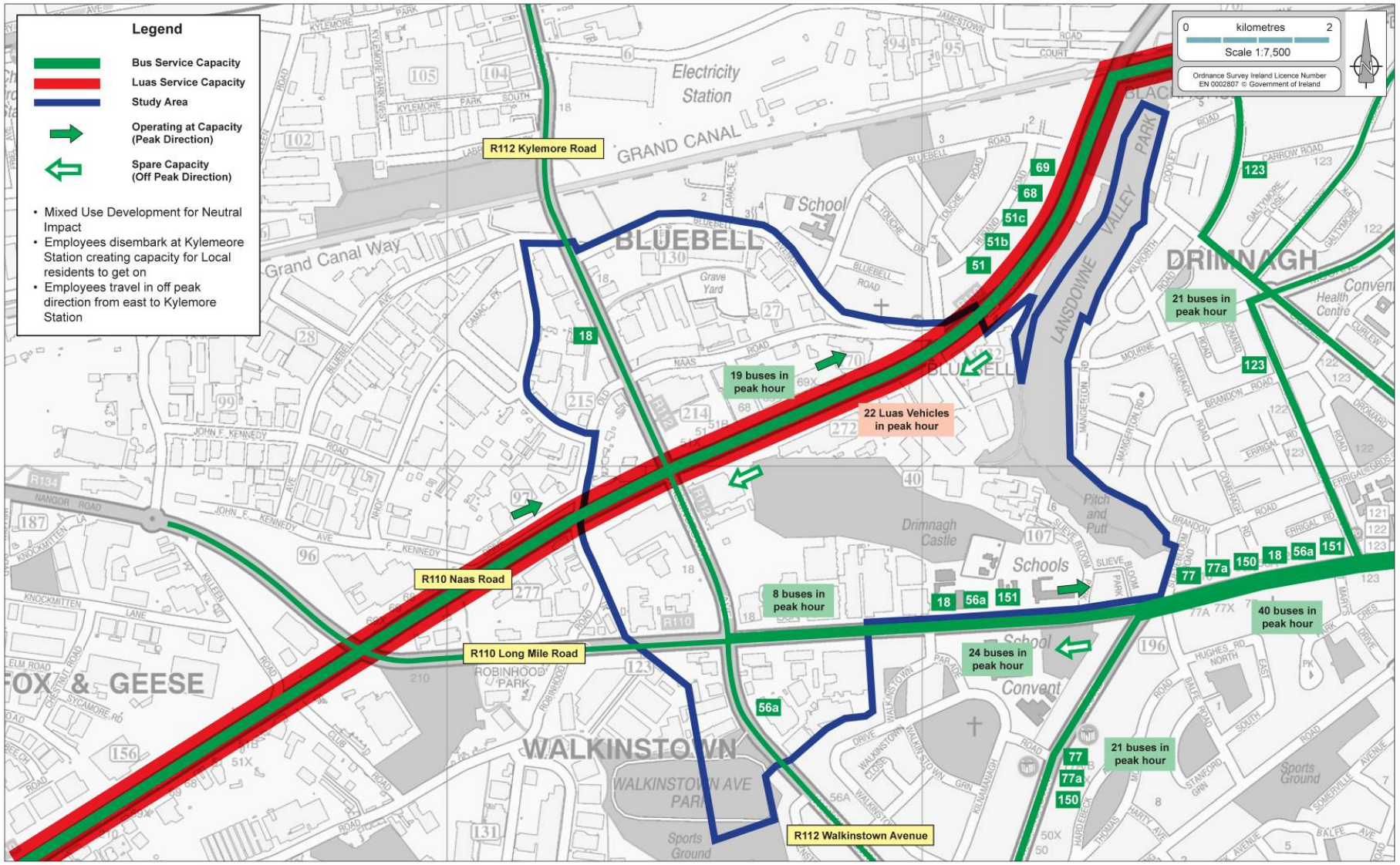


Figure 2.17 Local Public Transport Capacity

Pedestrian and Cycling

Wide pedestrian routes are available along all three of the strategic routes that traverse the Plan area. Pedestrian crossing facilities are available at the major junctions within the Plan area and are incorporated within the signal settings of signal controlled junctions.

Dedicated cycle lanes are only available along the R112 Long Mile Road and are located within the bus lanes. Bus lanes are also considered to be part of cycle lane infrastructure and are available in sections along the N7 Naas Road.

Currently however, the permeability of the Plan area for pedestrians and cyclists is considered to be poor as pedestrian and cyclist movements are mainly limited to the strategic roads traversing the Plan area. There are also poor linkages to surrounding areas such as Drimnagh to the east, where no linkages are available currently and the Lansdowne Valley Park offers no formal footpaths between the two areas.

2.3.5 Draft Drimnagh Integrated Area Plan

The draft Drimnagh Integrated Area Plan (IAP) was published in 2008 for lands encompassing the Drimnagh community, directly east of Lansdowne Valley Park and the Naas Road Lands. There were two main purposes for the preparation of the IAP by Dublin City Council: The first was to enunciate a vision for the integrated development of the Drimnagh area in the future; and the second to set out information and ideas as a framework for future integrated planning.

The draft Drimnagh IAP encompasses an area in a westward location to the proposed strategic plan for the Naas Road Lands. Drimnagh will have a strong relationship to any potential development in the Plan area given its close proximity and varied amenity space. Some key objectives in the IAP that relate to potential development of the Naas Road Lands Site include: strengthen the urban structure and create legibility; improve permeability and connections with the wider area; enhance green spaces and amenity including Landsdowne Valley Park and Brickfields Park; potential for better links to Drimnagh Castle; and create a diverse, mixed use neighborhood for the existing, future and wider communities with accessible and high quality local amenities.

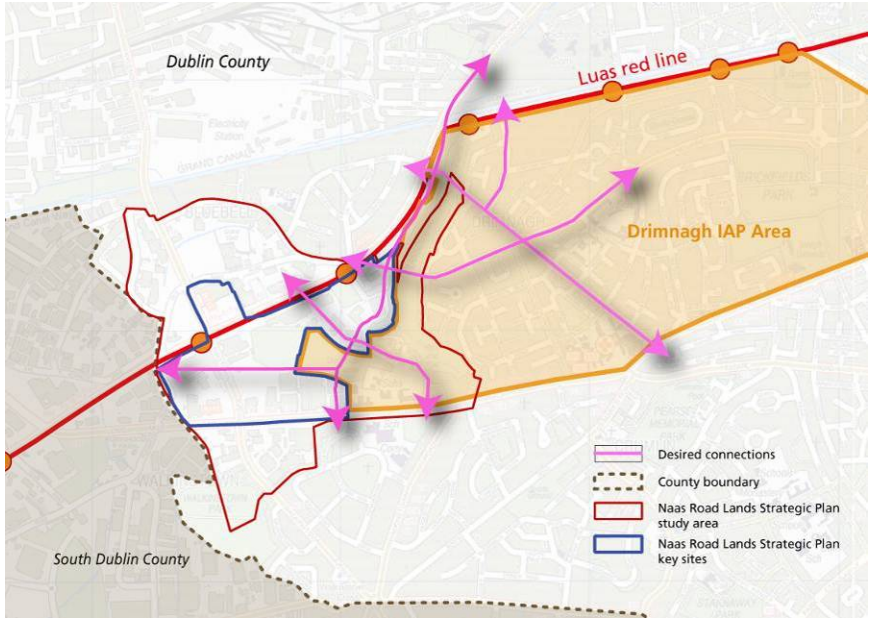


Figure 2.18 Desired Connections Outlined in Drimnagh IAP

2.3.6 Opportunities & constraints

This section outlines the key opportunities and constraints of the Plan area with an aim towards providing a basis for the proposed strategic plan for the Naas Road Lands.

Constraints

- The car dominated environment of the study area impedes pedestrian movements. The regional roads in this area are wide with many lanes and fast moving traffic or congestion, which limits and discourages north south pedestrian connection.

- Traffic flow on the regional routes traversing the area is heavy during peak traffic periods. The majority of the junctions along these routes currently operate over capacity and experience congestion, delay and vehicular queuing.

- The local road network within the Plan area is considered to be underdeveloped and a clear road hierarchy is not currently available. Additional local road infrastructure is required to improve permeability and local movement within the Plan area, especially by sustainable travel modes.

- Physical barriers currently cut the Plan area off from its environs. This includes the Lansdowne Valley Park that forms a barrier to east-west connections, and the Drimnagh area, and the school grounds and Drimnagh Castle to the south that limits local linkages to Walkinstown residential area.

- The Grand Canal runs in a west-east direction along the northern boundary of the Plan area and acts also as a physical barrier. There are therefore no local access routes linking the Plan area to Park West to the north of the Canal.

- A significant constraint to future development within the area and potentially to the amenity of the area is the 110KV / 38KV high voltage pylons that run in a north south direction directly through the centre of the site. In particular the 110KV power line in its current form is visually obtrusive and requires a substantial buffer zone between the power line and any future development (refer to section 6.3).

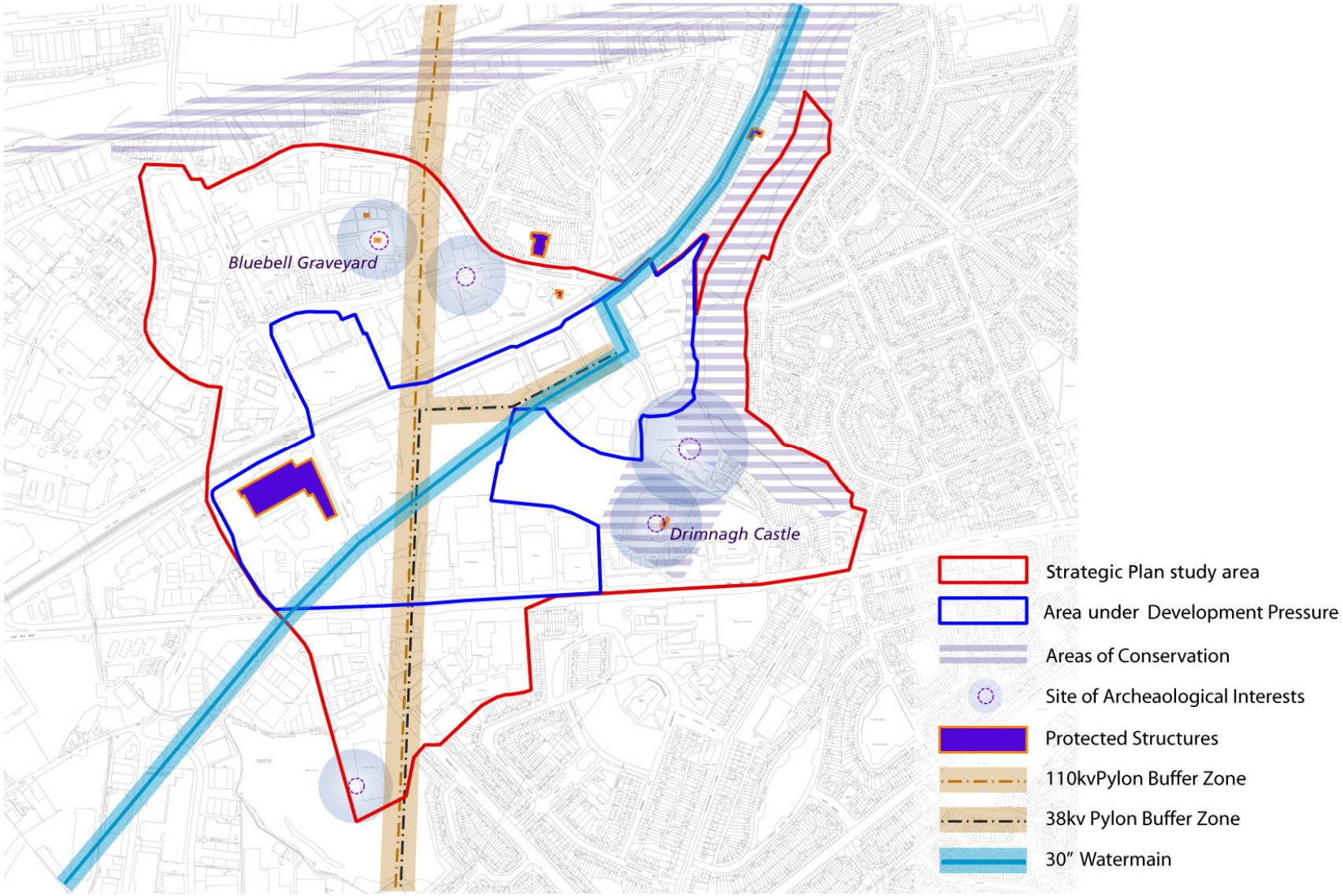


Figure 2.19 Development Parameters

Grand Canal Acting as a Physical Barrier

Lack of Permeability

110KV ESB Pylon Crossing the Area

Naas Road Separating the North and South Side of the Plan Area

Figure 2.20 Site Images – Site Constraints for Future Development

Opportunities

- The Plan area is highly accessible by motor vehicle due to the strategic roads traversing the area. These routes provide a direct link to Dublin City Centre, the M50 and the Motorway. It also provides linkage to much of the built up area of southwest Dublin.

- The Plan area is well served by public transport including the Luas, which is a high capacity transport link, and a high number of bus routes serving the site. There is an opportunity to improve the access of the Plan area by heavy rail by providing a shuttle link between the new Park West Station and the Plan area.

- There is also an opportunity to provide space to accommodate a potential full orbital bus route for South Dublin along Walkinstown Avenue/ Kylemore Road.

- Existing local roads i.e. Old Naas Road, Bluebell Avenue are available with in the northern part of the Plan area. The existing roads already form s a framework for developing a local access route network to facilitate access to adjacent land uses.

- There is an opportunity to develop the regional roads into a local connector route that will facilitate local movement. This would take the form of as an urban boulevard that will be landscaped to soften the existing car dominant environment and create a high quality pedestrian and cycle movement corridor.

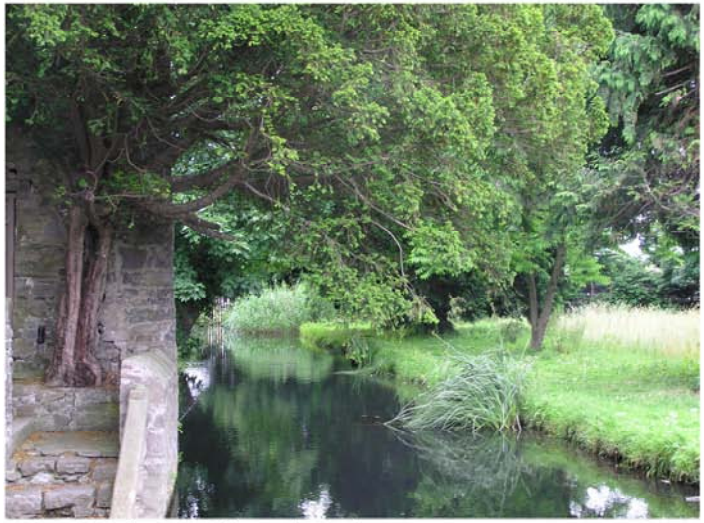
- The Grand Canal, which runs along the northern boundary of the Plan area, provides a good opportunity for an east-west pedestrian and cycle link to Park West and adjoining areas earmarked for development.

- The area contains several protected structures and sites of archaeological interest. While these may act as a constraint to some future development, they also offer opportunities to be integrated with future land use and/or movement routes, creating places of interest in the community and celebrating the areas heritage.

- In addition, the landscape of the Plan area also offers potential to create a good environment for living, working and visiting. With several large parks, water ways and mature vegetation, future development and movement strategies have the potential to integrate and provide amenities for the benefit of all users.

Luas Red Line along Naas Road

Landscape characteristics along Naas Road



Local Heritage - Drimnagh Castle

Protected Structure

Figure 2.21 Site Images – Opportunities

2.4 City Appraisal

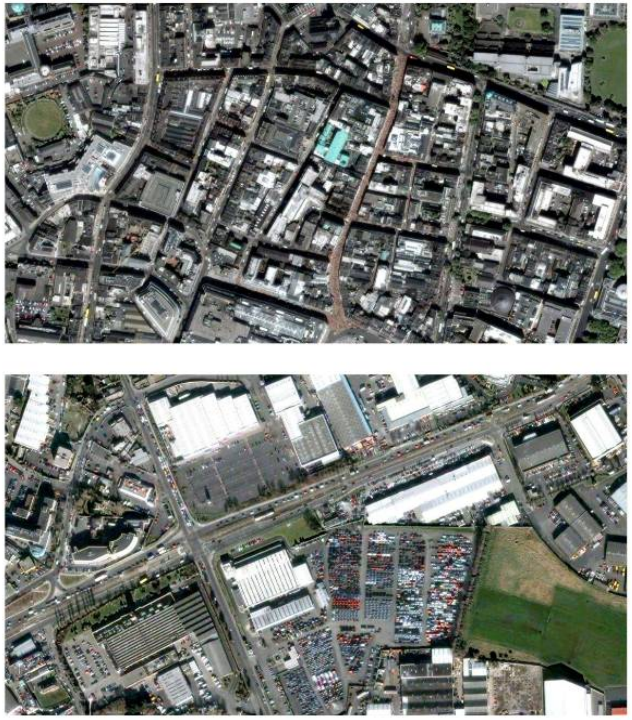
This section sets out to provide a broad appraisal of the Naas Road Lands in its wider city context and, in doing so, put forward the potential opportunities for enhanced movement and connectivity that relate to the distinct qualities of the site and provide a basis for future sustainable urban development.

2.4.1 An Area of Scale-Change

Dublin's inner city, like many European cities, is characterised by a 'fine' grain scale in urban form that provides for high permeability and leads to higher mobility and accessibility, particularly for pedestrian and cyclists. This fine grain scale is fed by arterial routes running into the city, such as the primary roads and railway networks (e.g. Naas Road and the Kildare rail line).

The typology of land use that has developed within the Naas Road Lands area is largely a result of industrial activities that were pushed to the edge of the city as it was growing. The area lacks any fine grain scale that would be associated with urban areas, but rather is currently car dominated and lacking a pedestrian friendly public realm. As a result, the area is difficult for existing users to mediate and unattractive to future users who might otherwise seek to locate there.

Notwithstanding this, the city limits have continued to expand, bringing the Naas Road Lands closer to the city centre (relatively speaking) and, along with improved public transport infrastructure, creating increased development pressure over the area. Under these circumstances it is appropriate to re-examine the city's infrastructure: the Kildare rail line, Grand Canal, Naas Road and the Luas line and establish how they would support a scale-change in the future urban form of the area. Through the promotion of interconnected transport nodes, enhanced pedestrian and cycle movement, improved public realm, and appropriate land use activities for locals and visitors to the area, there is a potential to bring about a scale-change that would bring real urban qualities to the Naas Road Lands and surrounding area.



Fine Grain in Dublin City Centre

Naas Road Lands Area Urban Grain

Figure 2.22 Urban Grain Comparison

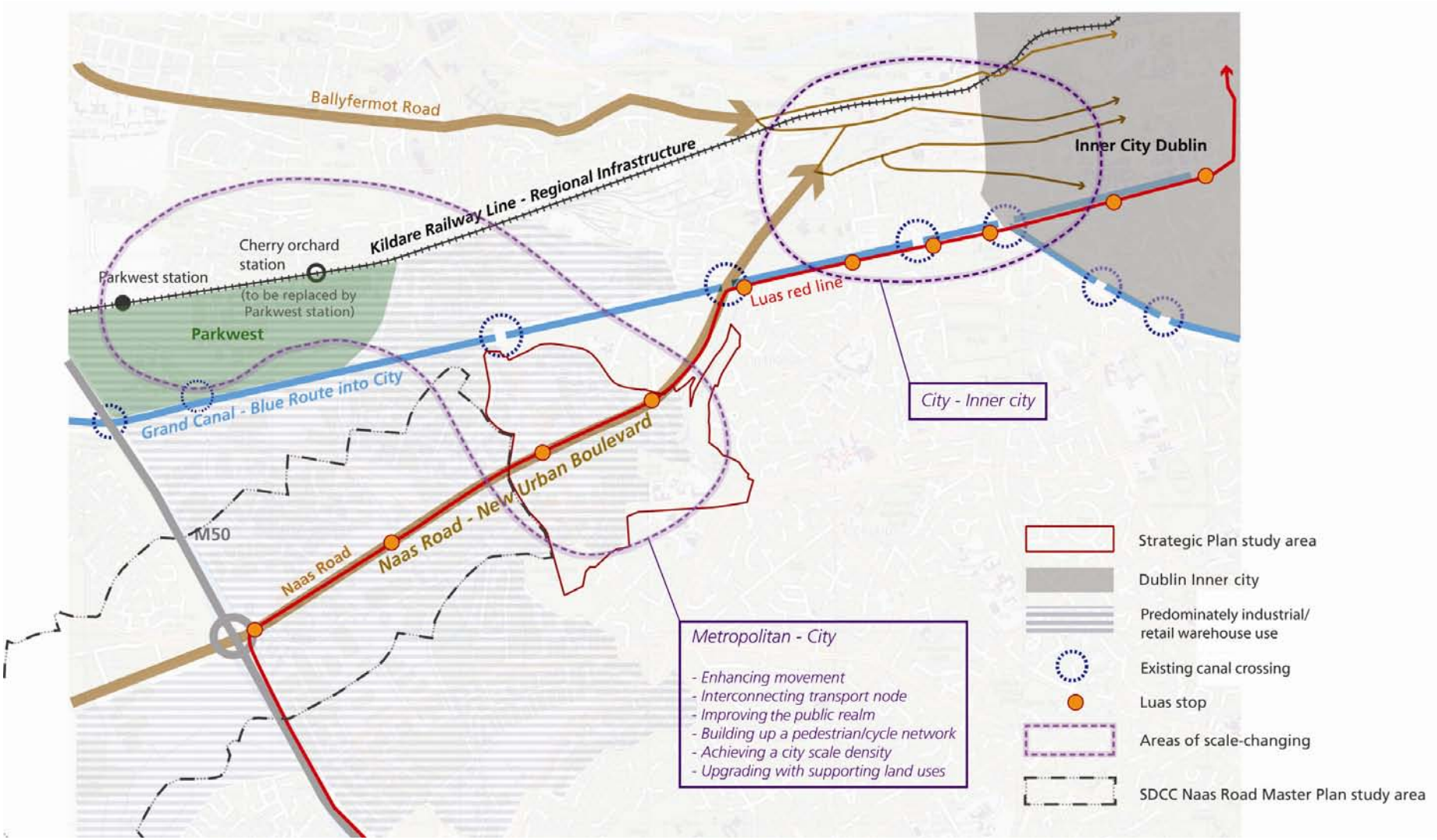


Figure 2.23 Naas Roads Lands in an Area of Scale Changing

In addition to enhancing the urban quality of the local environment, appropriate development has the potential to bring benefits to the wider environment. This may be achieved through the integration of the wider communities through the provision of improved connections and the creation of a destination hub at the Naas Road Lands. Appropriate land use will provide attractors for people living and working west of the city centre (the 'western suburbs'), including those in the vicinity of the developing urban quadrants of Phoenix Park, Parkwest and Heuston Station. Equally, the qualities offered in those areas (whether it be public transport, parks, or museums) will be opened up to more users through the provision of stronger connections supported by scale change and increased urban grain.

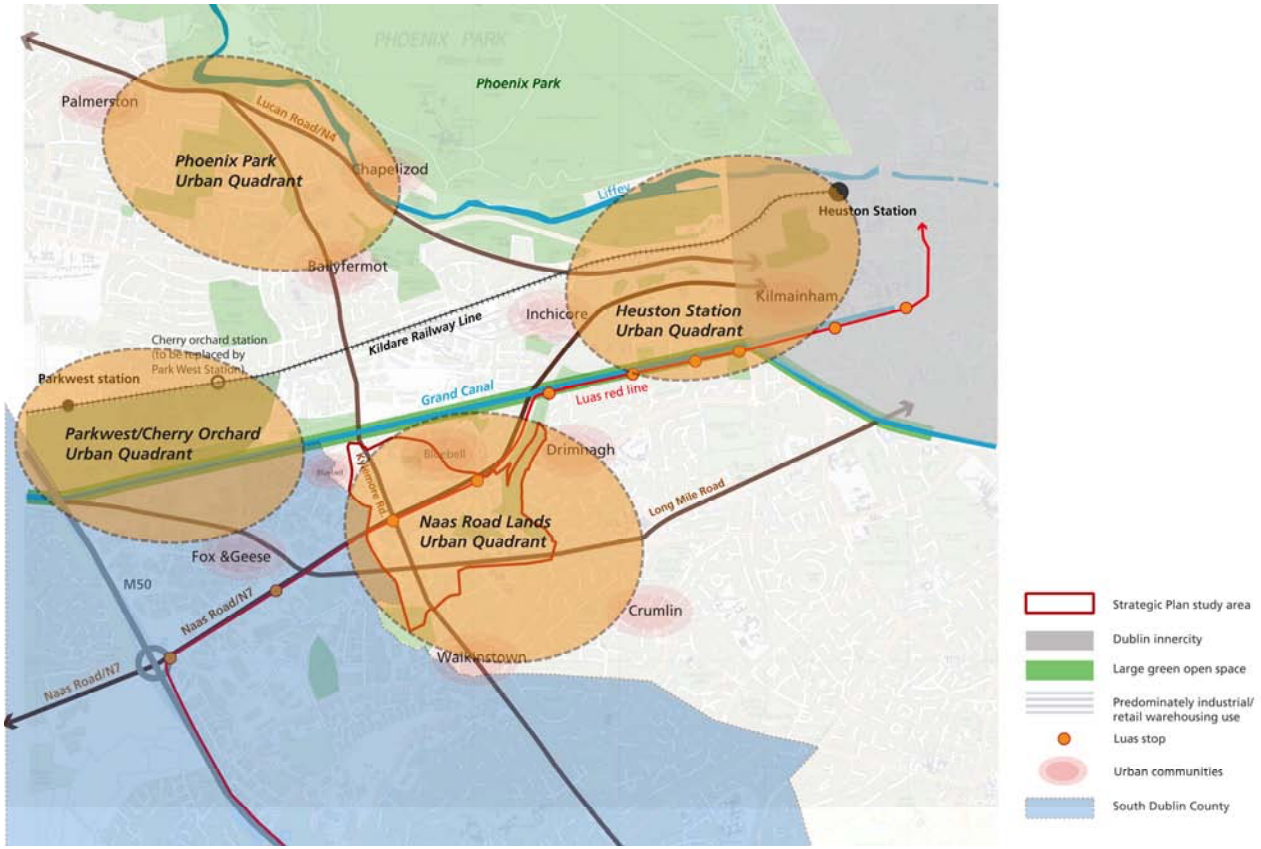


Figure 2.24 Strategic location of Naas Road Lands

2.4.2 Dublin City's Green-Blue Structure

Much of Dublin's urban form has been structured around the city's landscape: the River Liffey has provided a catalyst for past and future growth in the city centre and supports a system of city parks; Phoenix Park provides a green lung within the city; and the Grand Canal acts as an amenity with the potential to facilitate connectivity (locally and nationally), leisure and biodiversity values.

The Naas Road Lands area includes Lansdowne Valley Park and the Cammock River. While the river has been culverted in many parts, it nevertheless provides an opportunity to act as a structuring element for future movement and connections. In the same manner, the Valley Park also has the potential to play an important role in movement and connectivity. Future development within and around the Naas Road Lands area has the potential to interconnect with Dublin City's existing green and blue infrastructure, enhancing connections between communities in and around the area. Connections with the Grand Canal can offer possibilities for strong pedestrian and cycle links with the city centre, while north south connections may be facilitated by extending and connecting existing parks within and around the Plan area.

2.4.3 Connecting Existing Communities

Existing communities in close proximity to the Plan area include Bluebell, Ballyfermot, Drimnagh, Walkinstown, and Crumlin. In addition, Parkwest is fast developing as a mixed use quarter and is only a short distance from numerous transport nodes and amenities including the Kildare rail line, the Grand Canal and the River Liffey Valley.

The existing roads in the area – Naas Road, Old Naas Road, Kylemore Road, Walkinstown Avenue and Long Mile Road –act as barriers, separating existing communities as opposed to facilitating connection and interaction between them. The potential exists to upgrade and establish movement infrastructure to encourage movement between communities and amenities, both at a local and wider context. These are best considered along 'desire lines' - the shortest or most easily navigated route between an origin and destination, the origins and destinations being frequently visited nodes within the community (e.g. community facilities, amenities and public transport nodes).

The possibility also exists for links to be established between the various communities and transport nodes surrounding the Plan area and, in doing so, link people to the wider city's amenities and attractions. Enhancing and establishing connections for pedestrians, cyclists and other commuters will in turn assist in establishing a structure on which future development within the area will be able to build, developing a finer grain of urban form that will assist in making the area more people-friendly and attract further residents, employees and visitors.

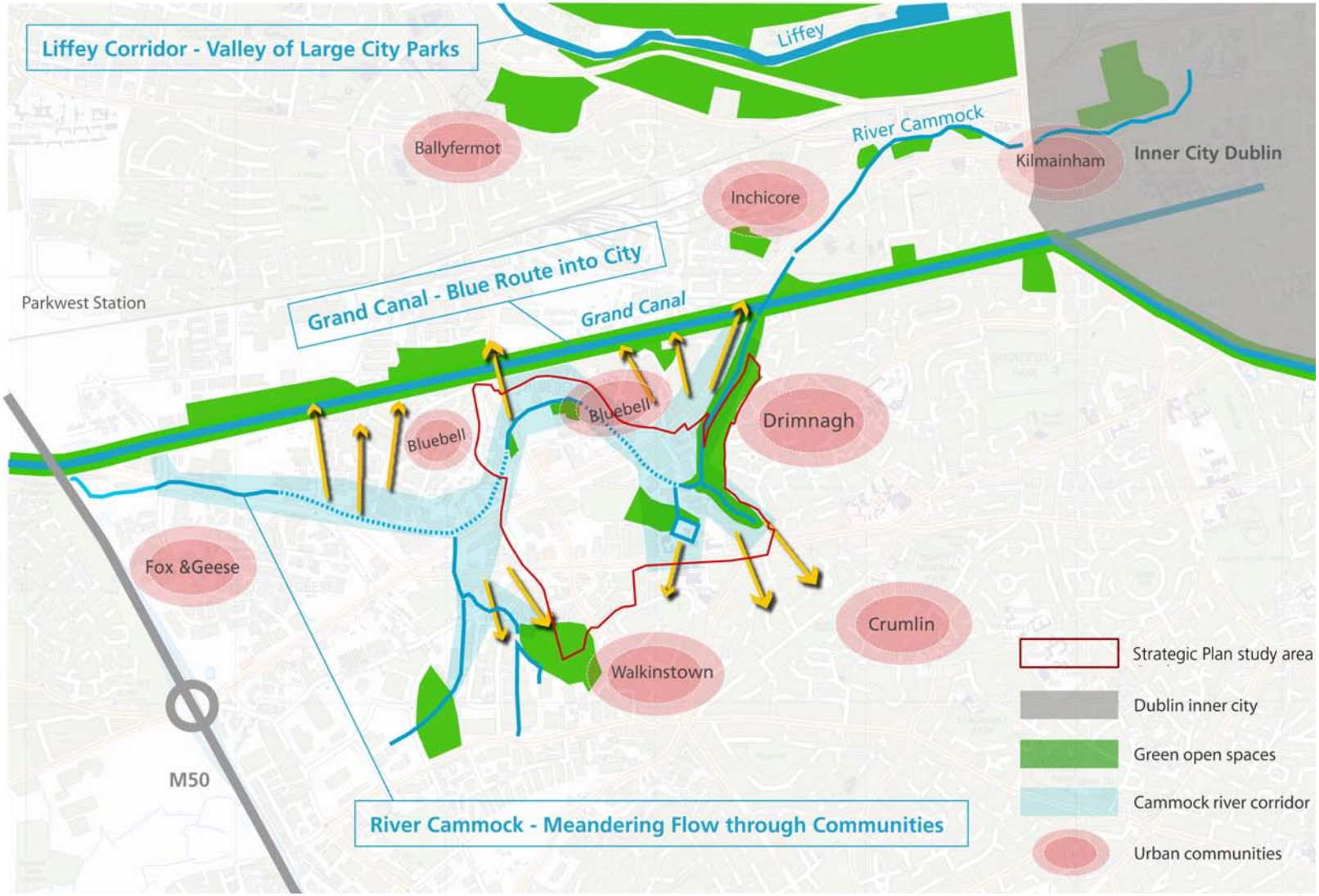


Figure 2.25 Naas Road Lands within City's Green-Blue Structure

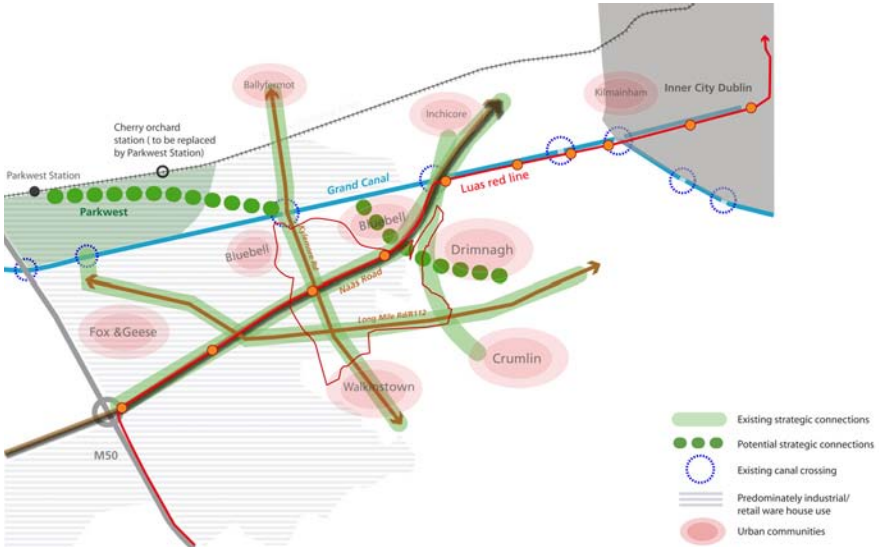


Figure 2.26 Naas Road- an area to connect existing communities

2.4.4 Establishing a New Urban Structure

Integration and connection of existing communities and developing a finer grain of urban form will assist in developing a structure for future growth of the Naas Road Lands Plan area. Combined with other qualities of the Plan area including distinctive landscape features (such as the Cammock River, Lansdowne Valley Park, Drimnagh Castle and the Grand Canal to the north) and local transport connections (such as the Luas line, Quality Bus Corridors and Kildare rail line), the area has the potential to provide a high amenity living and working environment with increased densities over and above that provided for by existing built form.

The Cammock River has the potential to act as an amenity corridor that supports the integration of existing and future living and working communities while also enhancing the amenity of the area. The River, partially culverted at present, can be implemented both literally and figuratively in the landscape, 'wrapping' around future development areas and connecting with other landscape features and key routes within and around the Plan area (as shown in figure 2.27).

The Naas Road Lands Plan outlined within this document is predicated on the establishment of strong connections between existing and future communities, transport nodes and other nodes of interest in the area. As shown in figure 2.27 these should come together to encapsulate and enhance the primary qualities of the area along side future development for mixed use, employment, leisure and community facilities. Described as the 'big moves' for the Plan area and addressed in section 4.0 of this report, it is these initiatives that are seen as integral to addressing the critical issues facing the area.

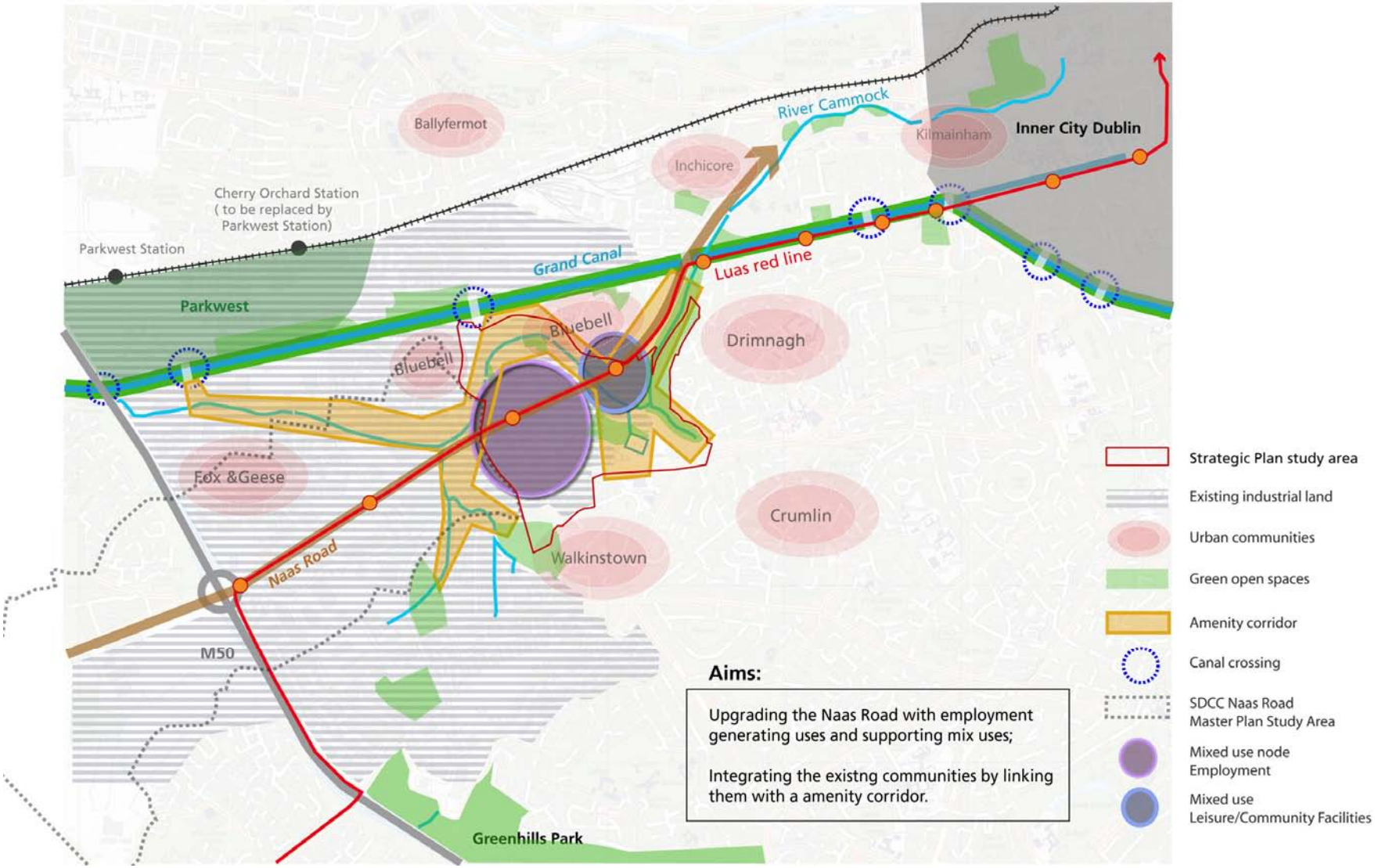


Figure 2.27 Naas Road Lands – a New Urban Structure

Chapter 3.0 Social-Demographics & Market Demand Analysis

3.0 Social-Demographics & Market Demand Analysis

Outlined below is a summary of a full Market Demand report which was provided by CB Richard Ellis to Dublin City Council. A Market Demand study was conducted at the early stage of this Strategic Plan formulation, and sets out the potential demand for commercial and residential development at the Naas Road Lands area inclusive of potential quantum, use type, floor size and development considerations. It forms the basis of the land use strategy which is articulated in the section 4.

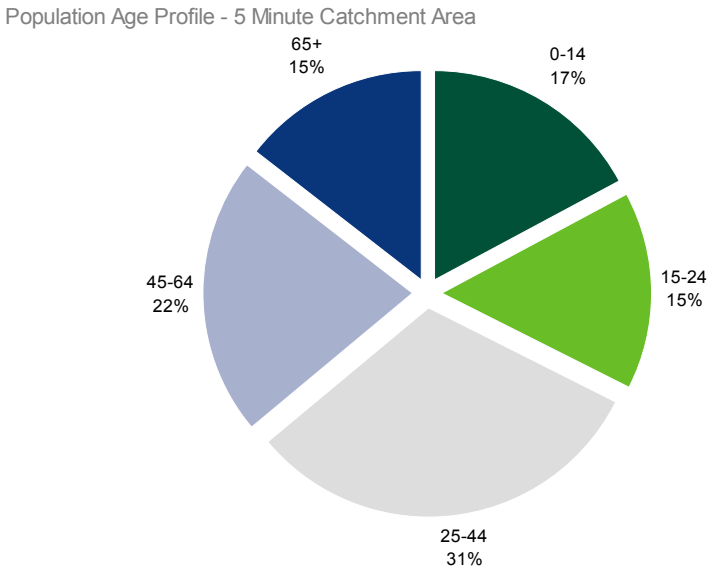
3.1 Demographics

The impact of Ireland's unique demographics has been very significant in driving demand in all sectors of the property market over the last number of years:

- In the inter-censal period between 2002 and 2006, the total population of the country increased from 3,917,203 persons to 4,239,848 persons, showing an increase of 8.2% whilst in the last 35 year period the population has grown by over 40% - an unprecedented rate of growth in European terms,
- Growth in population has increased the size of the workforce, which in turn has boosted demand for property. Indeed, the size of the working population in Ireland has grown by over 60% in the last decade alone,
- The Irish population is in sharp contrast to most EU countries, where population decline is being experienced,
- Two thirds of the population in Ireland are less than 45 years of age, the young age profile of the population is another major factor driving demand from both an economic and property perspective.

Detailed demographic breakdowns for a 5 and 10 minute catchment of the area have given some interesting insights into the age, social status and educational attainment of people living in the catchment area, all of which are useful when assessing the commercial potential of a site.

3.1.1 5 Minute Catchment Analysis



Population

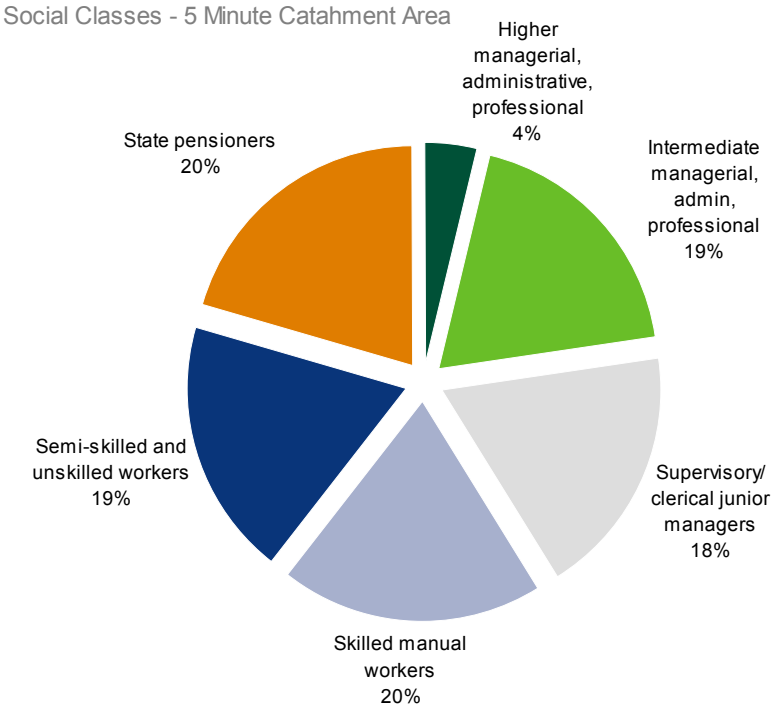
- Total population living within a 5 minute catchment was 108,265 persons (at time of 2006 Census of Population),
- 39,902 households (average of 2.7 persons per household, which is just under the national average of 2.8 persons per household in Ireland).

Age Profile

- The age profile of the population living within a 5 minute catchment is older than average,
- This catchment area has a lower percentage (23.7%) of persons less than 19 years of age, compared to the national average of 29.5%,
- 31% are aged between 25 and 44 years of age,
- 22% are aged between 45 and 64 years of age,
- 15% are aged over 65 years,
- In national terms, this catchment area has a lower than average concentration of 0-14 year olds and a higher than average concentration of individuals aged 65+,
- The Naas Road lands accommodate mature residential dwellings with older families or retired households.

Social Status

- The highest proportion of the working population is skilled manual workers (20%),
- 20% are classed as state pensioners,
- 19% are classed as semi-skilled/ unskilled workers,
- 19% as intermediate management,
- 18% are classed supervisory/ junior managers,
- The lowest proportion of workers is in higher managerial positions at a mere 4% of the social class.



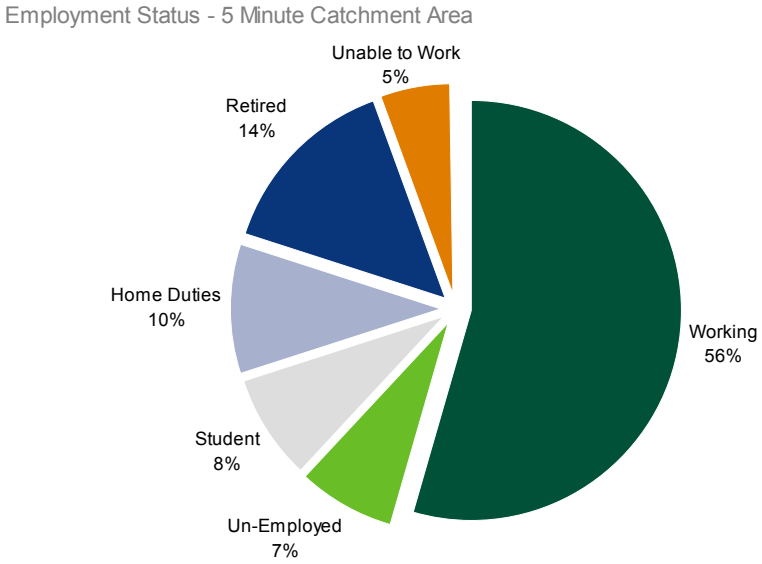
Employment Status

On analysis of the employment status of the working age population over half are classified as working, with:

- 14.3% classed as retired,
- 10.2% employed in home duties,
- 8.1% classed as students,
- 5.3% classed as unable to work,

The unemployment rate in this catchment is significantly higher than the national

- Average of 5.7% at 7.3%.



Car Ownership

- High proportion of car-ownership in the area, 44% of households in this catchment area own at least 1 car,
- 19% own two cars,
- 4% own three or more cars,
- However, one third of the households in this catchment do not own a car, and are therefore undoubtedly dependant on public transport.

Annual Household Expenditure

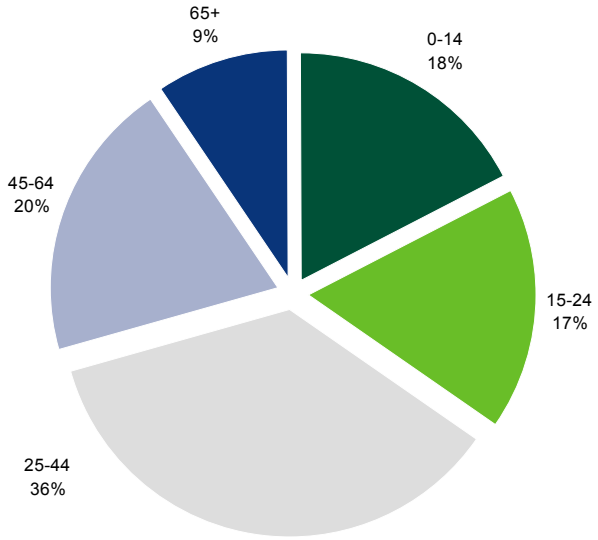
- An analysis of annual household expenditure indicates that there is strong spending power in the region; with a total annual household expenditure of approximately €806 million per annum,
- The annual household expenditure on a range of goods and services in this catchment is in line with the national average in most instances, however, expenditure on food and transport is somewhat lower than the national average.

3.1.2 10 Minute Catchment Analysis

Population

- The total population living within a 10 minute catchment area was 494,792 persons (at time of 2006 Census of Population),
- 177,803 households (an average of 2.78 persons per household, which is almost on par with the national average of 2.8 persons per household in Ireland).

Population Age Profile - 10 Minute Catchment Area



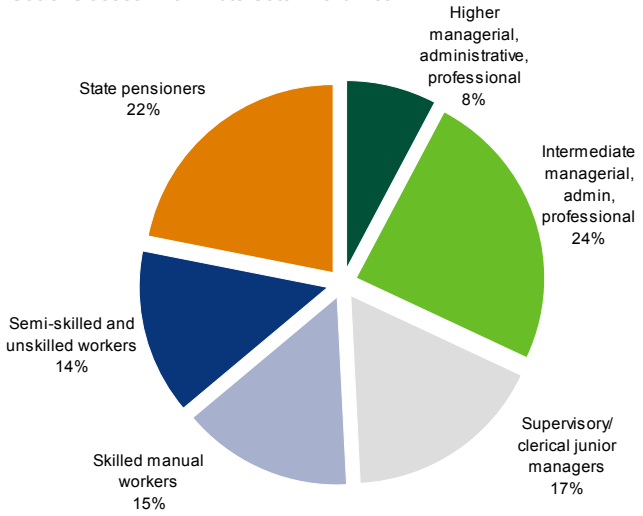
Age Profile

- The age profile of the population is younger than that in the 5 minute catchment area,
- 46.6% of the population are aged between 20 and 44 years of age where the national average is only 38.9%,
- 24.1% are aged less than 20 years of age,
- 20% are aged between 45 and 64 years of age,
- 9% are aged over 65 years,
- In national terms, this catchment has a lower than average concentration of 0-19 year olds and over 45 year olds.

Social Status

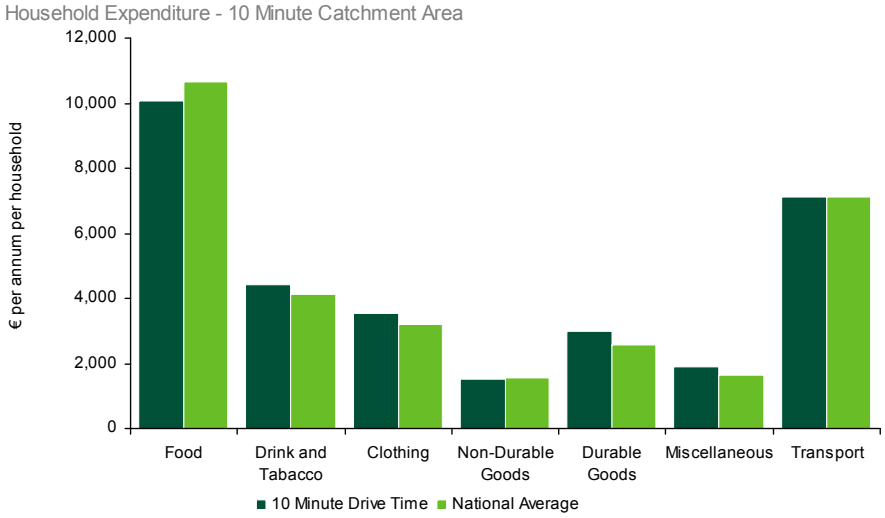
- An analysis of the social status of the population shows that a very high proportion of the working population are employed in intermediate management or supervisory/ junior management positions, with 41% of the population employed in these areas,
- In national terms this catchment has a lower than average concentration of skilled manual workers,
- A further 14% are classed as semi-skilled and unskilled workers,
- 8% are classed as higher managerial, professional,
- 22% are state pensioners, which is higher than the national average at 18%.

Social Classes - 10 Minute Catchment Area



Employment Status

- According to the catchment analysis that occurred during the course of this study, almost 60% are classified as working,
- 11% classed as students,
- 9.7% classed as retired,
- 8.6% employed in home duties,
- 3.9% classed as unable to work,
- The unemployment rate in this catchment is higher than the national average of 5.2% at 6.7%.



Car Ownership

- High proportion of car-ownership in the area,
- 39% of households in this catchment area own at least 1 car,
- 23% own two cars while 5% own three or more cars,
- One third of the households in this catchment do not own a car.

Annual Household Expenditure

- An analysis shows that the annual household expenditure on a range of goods and services in this catchment is in line with the national average in most cases, the total household expenditure is approximately €88 billion per annum,
- Expenditure on food is however lower than the national average.

3.2 Market Demand Analysis

Residential Market Trends

The pace of residential construction activity in Ireland has slowed considerably in the last twelve months for a combination of reasons. In total, over 78,000 housing units were developed in 2007 (of which 9% were located in the Dublin City Council area specifically) and it is widely expected that this level will reduce further to approximately 50,000 housing completions in 2008. In any event, a slowdown in the pace of residential construction will obviously have significant repercussions for the development sector, sectors of the construction industry and indeed the wider economy, considering the job losses that will continue to occur and the decline in Government tax receipts that will materialise as a result.

Residential Market Recommendations

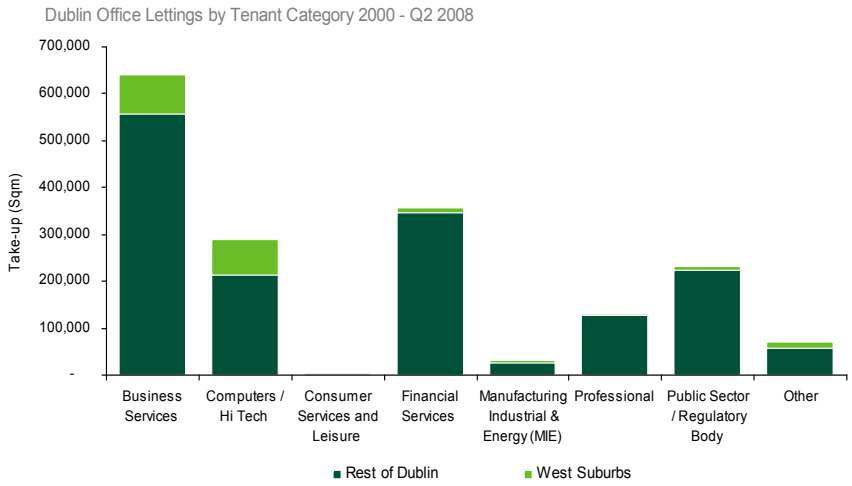
As was noted in the demographic analysis, the immediate catchment area of the Naas Road lands is mature and established with an above average concentration of individuals over 65 years and below average concentration of individuals less than 19 years of age. This is no doubt a result of the composition of housing in the area which comprises low density housing estates. In contrast, the 10 minute catchment area of the subject lands has over four times the amount of housing as the 5 minute catchment area, and as a result, a much more diversified and younger population.

- There will undoubtedly be demand for high quality and well located residential units within the Naas Road lands area over a ten year period. The residential accommodation should take advantage of the area's close proximity to the city centre with higher density dwellings to be located along the Naas Road and LUAS line into the city. This higher density accommodation will utilise two key modes of infrastructure.
- Apartments should account for between 60 - 70% of the total future residential accommodation in the area on account of its close proximity to the city centre and LUAS Red line. The size of the apartments should exceed that stated in the current guidelines in order to improve the attractiveness of the schemes and take into account the long term nature of the project. Apartment blocks should be clustered to enhance the attractiveness of the schemes by creating a sense of community and place. Future residential accommodation should be located within close proximity to current and future retail and leisure facilities in the area.

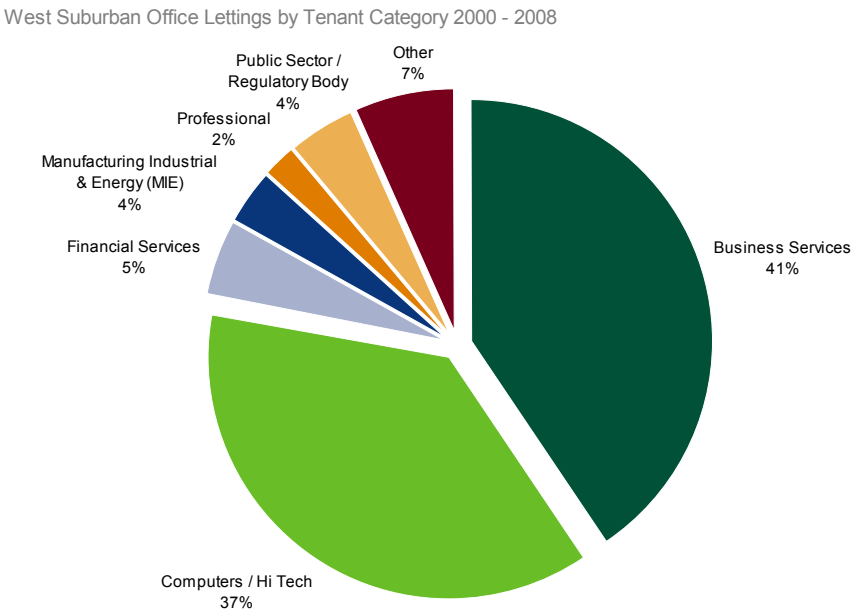
Office Market Trends

Strong economic activity in recent years boosted demand for office accommodation in Dublin from both indigenous and overseas occupiers and provided the backdrop for a significant increase in new office development in the capital. The Dublin office market can traditionally be split into a city centre office market and a suburban office market, with the south suburbs attracting the majority of suburban office activity. The Naas Road area is located in the west suburban office district, an area which has traditionally attracted less office occupiers than other areas of the city.

- Approximately over 1.75 million sqm (18,836,843 sq ft) of office accommodation has been let in the overall Dublin market since the first quarter of 2000, 61% of these lettings were located in city centre office locations,
- Suburban districts accounted for the remaining 39% of lettings signed in the period,
- The west suburbs accounted for only 11% of the offices leased in the overall Dublin market in the eight-year period, this was well below the level of lettings signed in the south suburbs, it accounted for a higher proportion of offices signed than that signed in the north suburbs in the same period.



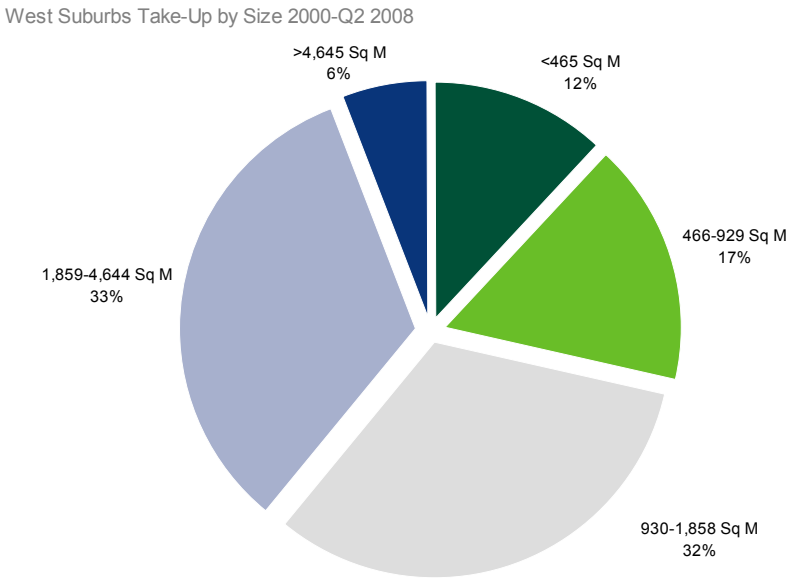
- Over the last eight year period since 2000, business services companies accounted for the majority, 36%, of office accommodation leased in the overall Dublin market, comprising over 630,000 sqm (6,781,264 sq ft) of space signed,
- This was followed by financial services companies who accounted for 20% of the office space signed in the eight year period,
- Computer / hi tech companies accounted for a further 16% of the office space signed.



- Business services companies also accounted for the majority of office accommodation signed in the west suburban office market in the last eight years, accounting for 41% or 81,600 sqm (878,355 sq ft) of the leased accommodation signed.
- Computers and hi-tech companies accounted for another large proportion of the space signed, equating to 37% of the space signed in the west suburbs since 2000. This demonstrates the relative value available in the west suburbs relative to the more expensive city centre region,
- While large office lettings of greater than 4,645 sqm (49,998 sq ft) in size are prevalent in the Dublin market, they accounted for only 6% of the

deals signed in the west suburbs in the last eight-year period,

- Medium-sized office lettings ranging between 930 sqm and 4,644 sqm (10,010 and 49,987 sq ft) in size were more common in the west suburbs accounting for 54% of deals concluded in this district since 2000,



- There is currently demand for over 320,000 sqm (3,444,451 sq ft) of office accommodation in Dublin, a level which we expect to decline over the medium-term period as occupiers put relocation decisions on hold due to the current economic climate,
- Only 1% of this total demand for office accommodation at present is focussed on the west suburbs specifically, although a further 2% of the total demand is open to any suburban location.

Office Market Recommendations

- The west suburban office district has traditionally attracted less large sized office occupiers than other areas of the city. The west suburban office market typically accounts for 10% of the annual office take-up in Dublin. It is expected that over a ten year period the subject area could account for 20% of the office take-up signed in the west suburbs on a phased basis.

- The majority of office occupiers desire profile; the most suitable location for office development is along the Naas Road. Frontage onto this main transport route into the city centre will enhance the attractiveness of any scheme to a potential occupier, as well as ensuring the best possible accessibility for future staff and clients.

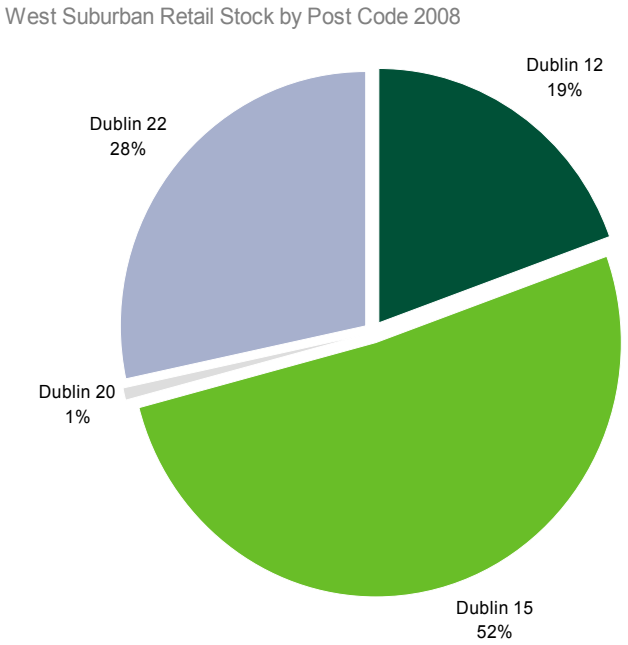
- As staff demands are always a key factor in any office relocation plan, office occupiers will require a significant proportion of amenities to be in situ in the area before they are attracted to a scheme. A retail centre consisting of a convenience food store, cafes, pub etc. will be required in close vicinity to potential office buildings in order to cater for staff needs. The present retail mix of the Royal Liver Park, retail showrooms and discount food stores will not be sufficient to attract new office occupiers to the area.

- There is currently a small presence of office accommodation along the Naas Road; however, demand is not foreseen among potential occupiers for any significant large office schemes in this location in the medium

term. However the target occupier for this location will be 'back office' type functions. Initially low rental levels will be needed to encourage office occupiers to locate in this area which it must be noted, could potentially impact on the design of the building from a developer's viewpoint.

Retail Market Trends

The Irish retail market has thrived in the last five years on the back of a combination of factors including significant population growth and strong economic fundamentals. In the period 2002-2007, retail sales increased by more than 20% in volume terms. Buoyed by exceptionally strong demand, there was a notable supply side response in the Irish market; consumer spending in Ireland will ease to some extent in 2008 on the back of slowing economic activity and weakening sentiment. However, in European terms the expected slowdown in retail spending will be marginal and is unlikely to impact negatively on the Irish expansion plans of either domestic or international retailers.



The quantum of shopping centre and retail park accommodation in Ireland quadrupled in the period 2002-2007. The bulk of this retail development activity in Ireland occurred in 2005/2006. Since then, there has been more caution exercised in an effort to curb oversupply.

- Analysis of both existing and potential retail accommodation in the west suburbs (excluding one-off retail units) shows that in total there is over 400,000 sqm (4,305,564 sq ft) of retail accommodation either existing or planned in the west suburbs,
- 70% or 280,465 sqm (3,018,900 sq ft) of this total west suburban retail accommodation is completed stock, of which more than half is located in Dublin 15, consisting primarily of the major schemes at Blanchardstown

and 28% is located in Dublin 22, including the retail schemes at Liffey Valley,

- 19% is located in Dublin 12, which encompasses the subject area and schemes such as the Royal Liver Retail Park and Ashleaf Shopping Centre in Crumlin,
- 1% is located in Dublin 20, consisting of schemes such as the Palmerstown Centre.
- Of the potential retail accommodation either planned or under construction in the west suburbs, 66% is due for completion in Dublin 15 before the end of 2009,
- 34% is due for completion in Dublin 22 before 2010. The largest scheme under construction in Dublin 15 is Tyrellstown Retail Park in which over 27,500 sqm (296,007 sq ft) of retail accommodation is due to be completed in 2009, while the largest scheme planned in Dublin 22 the Liffey Valley extension is currently seeking planning for completion of over 30,000 sqm (322,917 sq ft) of extra accommodation in 2010.

Retail Market Recommendations

- Upgrading of the Naas Road lands area to a Prime Urban Centre will further enhance its commercial viability for potential retail development. This designation would essentially diversify the mix of retail units in the area and create a retail core with surrounding streetscapes, to meet the needs of the catchment area. Having had consideration to both the current and potential demographics of the local area and the future quantum and type of retail supply planned for the west suburban market, there is undoubtedly demand for prime urban centre retail accommodation in the subject area. The immediate catchment of the area at present is mature in age, and does not have sufficient access to satisfactory retail provision, when one considers that over a third of the households within a 5 minute catchment of the area do not own a car and indeed a further 44% of households own just one car, it is clear that the lack of a supermarket or local services in the catchment area is not catering towards the needs of the current population. While there are a number of local retail units within the surrounding housing estates, and supermarkets in Ballyfermot, Walkinstown and in Crumlin at the Ashleaf and Crumlin shopping centres, these are not sufficient to serve the immediate catchment, nor are they sufficient to attract future residential and office occupiers to the area.
- Within a proposed Prime Urban Centre there is a need for a retail centre to cater for the needs of the current and future population. Within the context of the Plan area, this centre should be convenience focused rather than competing with major clothing or comparable shopping locations in the surrounding area. There would be strong demand for a large anchor unit which could be food retail specifically, while the remaining could be non-food or fashion related. There could potentially be scope for another sub-anchor within the scheme which could be occupied by a fashion or home goods occupier. There is demand within this centre for further units focused on the daily needs of the catchment area such as hairdressers, pharmacies, doctors, cafes etc.
- Within any proposed Prime Urban Centre and in addition to the retail

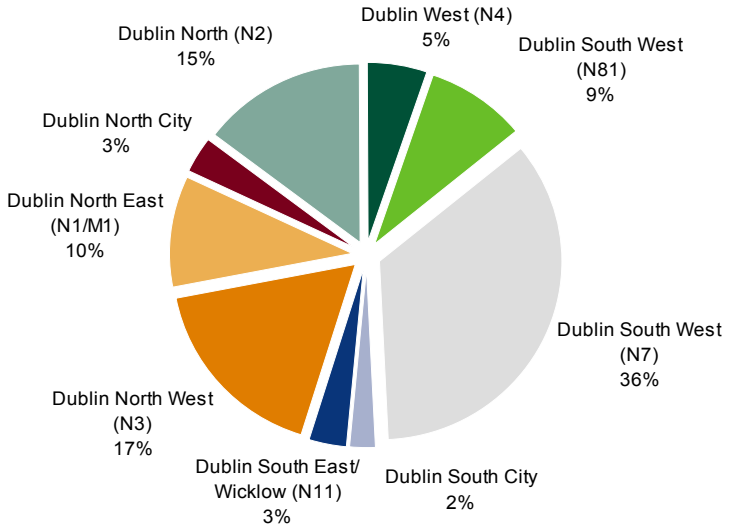
centre, there will be a requirement for a further number of units ranging in size and type which will service the convenience needs of the area. While clothing occupiers may indeed be attracted to these street units, demand is not foreseen from high street occupiers to locate in this area due to the close proximity of competing schemes such as Liffey Valley and the city centre, and the possible resultant saturation of catchment areas.

- Access to the core retail centre is key to the success of its performance, it should be located to the south of the Naas Road, given the existing constraints of the Naas Road in the short to medium term, and within close proximity to the Kylemore LUAS stop with good connections to any planned residential or office accommodation. This will ensure the potential footfall of the centre is maximised with both car traffic travelling in and out of the city, LUAS commuters and also local pedestrians and employees. Sufficient car parking and access to the centre will also be crucial, and could be provided in conjunction with a potential park and ride multi-storey facility, such as that at Balally/Dundrum Town Centre on the LUAS Green Line. There is not sufficient demand for development of a new retail park scheme within the subject area, primarily due to a significant supply of retail parks already in operation within the 5 & 10 minute catchment area. (Schemes include, Liffey Valley & Fonthill Retail Parks, Dublin 22; Belgard Retail Park, Tallaght; as well as a number of individual retail park units including Woodies on the Naas Road and individual units on the Kylemore and Long Mile Roads). There is potentially an opportunity to refurbish or replace accommodation already in existence in the area particularly if the current Royal Liver Retail Park is redeveloped into a mixed use scheme. Should this occur, there would be an opportunity to recapture the demand for this accommodation in an alternative location within the subject lands and retain this use type in the area.

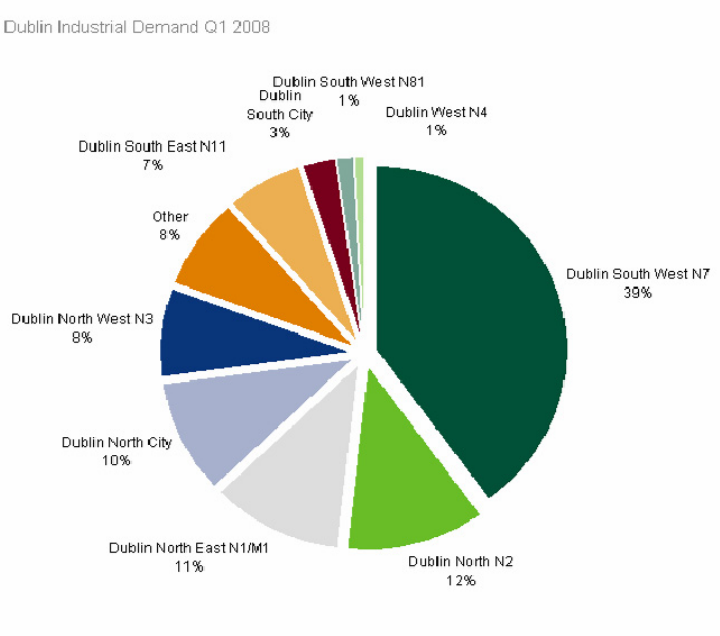
Industrial Market Trends

The industrial sector in Ireland has evolved considerably in the last number of years in tandem with improvements in the country's road infrastructure. A key trend that is now emerging is that traditional industrial or enterprise locations are being re-zoned for higher value uses and enterprise and industrial uses are moving to more cost-effective suburban locations along new motorways and key national routes.

Dublin Industrial Transactions by Location Q3 2006 - Q1 2008



- According to our analysis almost 520,000 sqm (5,597,233 sq ft) of industrial accommodation has been leased or sold in the Greater Dublin Area since Q3 2006,
- Of this accommodation transacted, the largest proportion, 36%, was located in the Dublin South West region along the N7 Naas road corridor,
- The N3 Navan road corridor in the North West region of Dublin accounted for a further 17% of industrial transactions conducted in the period, while the N2 Ashbourne road corridor accounted for a further 15% of transactions concluded in the period,
- The established N4 Dublin West road corridor on the other hand, accounted for a much smaller proportion of industrial transactions signed since Q3 2006, accounting for only 4% of transaction signed in the period.



The analysis above considers aggregate take-up over seven quarters; the take-up patterns remain relatively consistent in each quarter.

- Analysis of take-up on a quarterly basis identifies that the N7 corridor has consistently accounted for the largest proportion of industrial letting and sales transactions every quarter, except in the third quarter of 2007 when the N3 corridor attracted the majority of transactions.
- The greatest proportion of industrial letting and sales transactions occur along road networks with the greatest availability of industrial and employment zoned land,
- According to recent analysis of requirements for industrial accommodation in the Greater Dublin area, there is currently demand for

over 478,000 sqm (5,145,149 sq ft) of accommodation among potential industrial occupiers,

- These requirements include demand for speculative accommodation as well as accommodation that is built and ready to occupy. The Dublin South West N7 road corridor is the most popular industrial location with potential occupiers at present, accounting for 39% of current requirements,
- This is primarily due to the availability and quality of industrial schemes available along the corridor and land zoned for industrial or employment use in the area,
- In comparison, the Dublin West N4 road corridor accounts for only 1.0% of current occupier requirements, undoubtedly as a result of the constraint of immediate supply along the road corridor,
- Of the 478,000 sqm (5,145,149 sq ft) of current demand for industrial accommodation in the Greater Dublin area, the majority or 36% comprise requirements from storage and distribution occupiers. These occupiers are attracted to schemes with large yard areas, along established road networks. The size of the unit required by these occupiers can vary depending on the business and the maturity of the business. Typically, start-up units can begin at 929 sqm (9,999 sq ft), while more established companies can require up to 9,290 + sqm (99,996 + sq ft) of accommodation,
- Many of the properties in the subject area contain older industrial properties, typically built in the 1980's. The majority of these properties are large in size with a lower than average employee to work space ratio.

Industrial Market Recommendations

- The Naas Road lands area is a very successful industrial hub of the city with a large number of individual owner-occupiers throughout. Should redevelopment occur in the subject area in the medium to long term we recommend that industrial uses be concentrated to the north of the subject lands encompassing the areas around the Kylemore Road and Bluebell Avenue. This will ensure that residential and industrial uses are sufficiently segregated, while also providing the industrial occupiers with suitable access to the Naas Road, Long Mile Road and M50 road network.
- While maintaining this area as a traditional industrial location would not pertain to the development principles of a Prime Urban Centre, small to medium sized enterprise units could be successful in the subject area. Designed to appear similar to office units in a streetscape-style development, this type of industrial accommodation would be less intrusive to the surrounding use types and more labour intensive in function, as a result of a higher office content than traditional industrial warehouses. This use type would be more commercially viable in areas outside of the core commercial centre and in close proximity to the surrounding industrial areas located outside of the Naas Road lands boundary.
- Demand for new big-box style units in this location is not expected in the future; this style of unit is more suited to outlying locations and more importantly, not suitable for the surrounding local area. Such large units would be intrusive to any future retail or residential development as each could be greater than 1,858 sqm (19,999 sq ft) in size with eave heights of over 14 metres. The big-box type unit is also not conducive to

intensifying employment in the area with some known big-box units of greater than 3,700 sqm (39,826 sq ft) employing only 4 people in the operation.

Hotel and Leisure Market Trends

- At present, there are a significant number of hotels within the 5 minute catchment of the subject lands including the Best Western Sheldon Park, the Green Isle Hotel and Bewleys Newlands Cross. The Red Cow Hotel has also applied for an extra 450 rooms to be added to their scheme which is in close proximity to the subject area. Given this large number of competing rooms in the immediate locale of the Naas Road lands area, we do not foresee demand for further hotel accommodation at this location, not least until such time as the area has been established as a new residential and retail district of the city.
- While the subject area is strategically located within close proximity to the city centre, any hotel accommodation in this area would consider commuters and tourists from the M50 as their target visitors. As a result the aforementioned hotel schemes would be more ideally located to attract these visitors, thereby affecting the success of any new hotel scheme in the Naas Road lands area.

Leisure Recommendations

- Other uses which may prove successful in the area whilst also improving the attractiveness of the subject lands for potential residential and office occupiers include a leisure facility incorporating a swimming pool, gym and sports courts. Such a scheme would not have to be located within the key Naas Road area, rather it could be located close to proposed residential schemes with good accessibility to surrounding areas.
- It is also believed there could also be potential for a cinema and family entertainment centre in the Naas Road lands area, which would facilitate potential residential occupiers and also attract visitors into the area. Whilst there is a 9 screen cinema within the catchment area at Liffey Valley, there could also be demand for a smaller 5/6 screen cinema within the Naas Road lands area. A family entertainment centre could also be built in conjunction with this cinema with a possibility that one operator could run this combined facility or that multiple operators could run each in separate locations within the same area. Again accessibility, car parking and medium profile would be important to any potential operator of these facilities.

Chapter 4.0 Naas Road Lands Urban Design and Land Use Strategy

4.0 Naas Road Lands Urban Design and Land Use Strategy

This section sets out the proposed urban design and land use strategy for the Naas Road Lands Plan area. Having regard to the specific local and wider context of the lands, including the social demographics and market demand analysis, the urban design strategy sets out to address the aims for the Plan area and respond to the key themes outlined in section one of this report. In summary this section sets out to address:

- A Vision for Naas Road – The Big Moves
  The urban design strategy is set around a vision for future growth of the Plan predicated on a number of 'big moves'. In particular the vision sets out to provide a basis for:
  - A future movement strategy aimed at facilitating movement, connectivity and integration;
  - Addressing severance – solutions to crossing Naas Road
  - Establishing a landscape structure; and
  - Identifying key character areas, including potential for a Prime Urban Centre, as defined in whole or in part by Z14 zoning.

- Land Uses and Development of a Prime Urban Centre
  The urban design and land use strategy addresses the need to generate a critical mass of activity that can contribute to the expansion of the city's economy, as well as identifying the nature of built form necessary to facilitate appropriate mixed use growth in the area. The strategy further identifies lands within the study area as having the potential to be developed as the core of a Prime Urban Centre, as defined in whole or in part by Z14 zoning.

- Place Making
  Naas Road is a strategic movement route within the wider city and future development has the potential to contribute positively to creating a distinct destination. The urban design strategy provides guidance on the layout and form of development having regard to the need to create a coherent urban form and a distinctive sense of place. Included within this section is a strategy for height.

- Urban Sustainability
  The urban design strategy places focus on the creation of a new sustainable neighbourhood having particular regard to establishing a high amenity environment (based on an appropriate landscape strategy) and facilitating movement and connectivity through the provision of appropriately designed public realm.

4.1 A Vision for Naas Road – The Big Moves

This urban design strategy identifies the 'big moves' - the essential physical infrastructure, connections and urban framework required to support the redevelopment of the Plan area and assisting in the co-ordinated integration of future development within and around the Plan area. Fundamental to the sustainable growth of any urban area is its ability to be reconciled with existing communities and the surrounding environment. Future growth of the Naas Road Lands Plan area has a role to play in the growth of the western suburbs and, accordingly, the 'big moves' set out hereafter aim to achieve future urban growth that will be in harmony with the values of the existing communities surrounding the Naas Road Lands Plan area while also building a new community within the area.

4.1.1 Future Movement Vision

Provision of strategic movement routes for pedestrians, cyclists, public transport and vehicles that respond to the existing qualities of the Plan area are fundamental to healthy urban growth of the area. It is essential that movement lines respond to desire lines and integrate with transport nodes, local amenities and other areas of community interest. The Plan area is serviced by the Luas and contains a number of Quality Bus Corridors and therefore focus has been placed on the provision of movement for pedestrians and cyclists.

Of particular importance is the provision of additional road capacity to accommodate north – south traffic movements and to provide additional route choices for drivers, relieving traffic volumes on strategic routes.

The provision of movement routes (i.e. pedestrian and cycle paths, open spaces and shared surface roads) is achieved through the retention and upgrading of existing routes including:

- Naas Road
- Old Naas Road
- Long Mile Road
- Walkinstown Road
- Kylemore Road
- The Grand Canal

Severance

Upgrading these routes through the provision of enhanced pedestrian realm and crossing points (particularly along Naas Road) will be essential to the success of the area as a living and working environment. In addition to grade level crossings other initiatives should be considered such as podium level crossings integrated with mixed use activities. It may be necessary that such measures be implemented in the medium to long term to ensure that the Plan area develops as an integrated mixed use area.

In addition to existing routes the following new movement lines are also proposed:

- A route linking Drimnagh and Bluebell, passing the Bluebell Luas stop and village and then onto Bluebell Graveyard following the line of the historic Cammock River.

- A route from Crumlin village through to Bluebell village, passing via Drimnagh Castle.
- A series of interconnected routes connecting open spaces and future mixed use development are proposed incorporating the Grand Canal, Bluebell Community Centre, Bluebell Graveyard, and Walkinstown Park. Future mixed use activities along key development sites on this route will also play a role in its use.
- Provision of a series of new road junctions to accommodate local traffic movements within the area and relieving traffic on strategic routes.

The realisation of these routes will require appropriate cooperation from landowners within the Plan area undertaking future development. Landowners seeking to undertake significant development in the area have a responsibility for ensuring that development seeks to integrate existing and proposed land uses and therefore need to assist in implementing the proposed routes running over their lands as well as existing routes adjacent to their lands.

It is acknowledged that not all the routes lie within lands facing immediate development pressure and therefore may take time to 'unblock' and fully achieve. In this manner, it is anticipated that the overall scheme for strategic movement will be implemented alongside development over the short, medium and long term. However, it is important that where and when development is undertaken full regard is given towards achieving the wider aims for strategic movement.

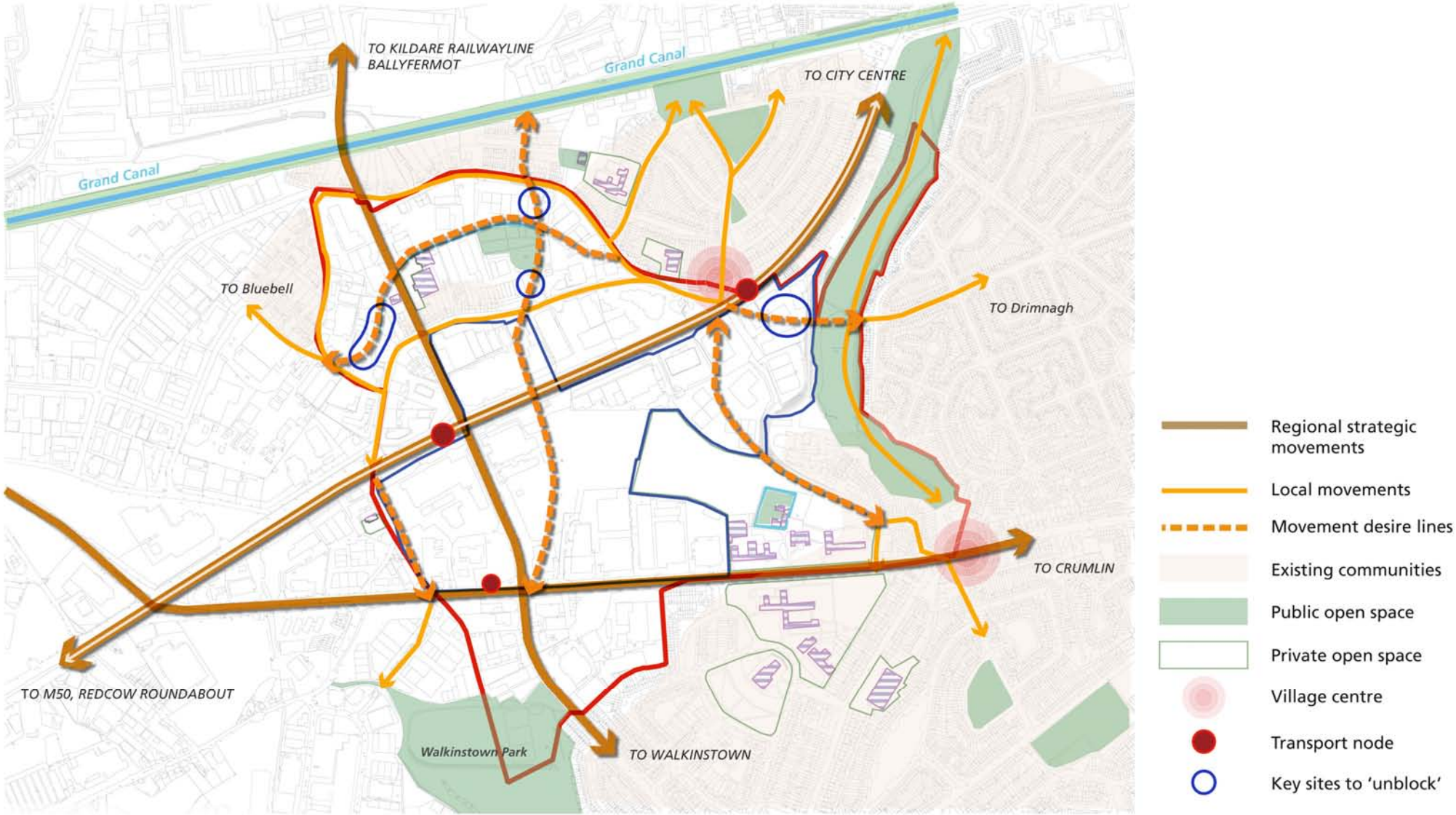


Figure 4.1 Future Movement Strategies

4.1.3 Re-discovering the Areas Landscape Structure

Intangible issues like quality of life and sustainability need to be addressed spatially within urban form. This strategic plan seeks to address these issues by rediscovering, re-establishing and, where appropriate, reinterpreting the landscape structure.

The Cammock River, large open space amenities and earlier settlement and heritage qualities all contribute to the identity of the area. However existing landscape patterns within the Plan area have become fragmented over time: open spaces are dislocated from one another, the Cammock River has become culverted in many areas, and areas such as Lansdowne Valley Park are not reaching their full potential. Addressing these issues, along with the upgrade of the urban landscape along existing movement routes such as Naas Road, Old Naas Road, Long Mile Road, Walkinstown Road, Kylemore Road and the Grand Canal, will assist in providing a robust spatial structure for future development. In particular:

- The Cammock River running through the Plan area has a potential to bring the integration of the north and south side of Naas Road and a significant benefit to the existing communities in terms of amenity and connectivity;
- Existing open spaces need to be opened up through increased connectivity and safety to existing and future residents, works and visitors to the area; and
- Existing mature trees should be incorporated into future landscape development plans to increase amenity and biodiversity values.

The existing landscape structure of Naas Road Lands contains substantial 'Green' areas. There are numerous significant mature tree clusters, open space and hedgerow elements throughout the study area. The industrial, car dominated and 'largebox' nature of Naas Road Lands detracts from an active and vibrant green landscape within the area. This perceived 'Grey' area of the city has the potential to become a noteworthy 'Green' area, thus re-discovering the areas former landscape and creating a vision for the future.

Figure 4.2 Re-discovering the Areas Landscape Structure

4.1.4 Identifying New Character Areas

Overlaid upon the proposed strategic movement network and landscape structure, a proposal for activity areas has been provided which responds to the distinct qualities and spatial characteristics of the Plan area.

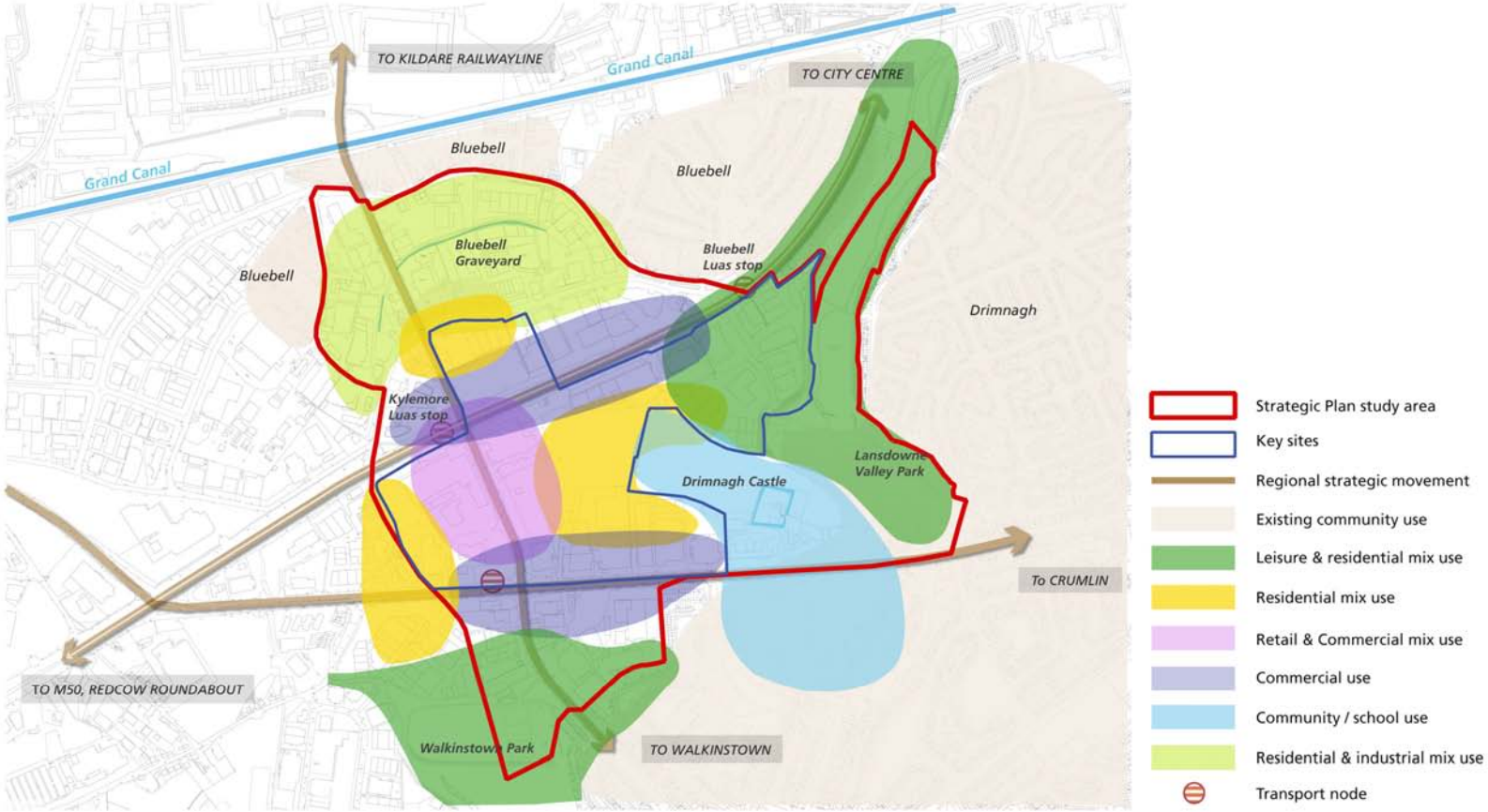


Figure 4.3 New Character Areas

4.2 Land Use Strategy

The land use strategy put forward here builds upon the character areas already identified as part of the 'big moves', and combined with the land use, movement and landscape strategies (section 4.2 and 4.3), forms an indicative layout for built form and use.

This combination of land use, movement and landscape sets out to establish a fine grain urban environment that allows for ease of movement and provides a safe environment. Key to the successful growth of the area is the relationship between built form and open space. For example, buildings should face onto main/ strategic roads and primary internal roads and where necessary and should be double sided. Service lanes and slip roads should be minimised and blank facades avoided.

The Strategic Plan also represents the development potential of the Naas Road Lands over a 10 to 15 year period and proposes the establishment of a Prime Urban Centre in conjunction with significant growth in residential use. It is anticipated that such a designation would simultaneously provide for the continued creation and protection of enterprise and employment together with the protection and provision of residential amenities through the development of a sustainable mixed-use urban neighbourhood. It is suggested that this would best meet the needs and desires of the surrounding and wider communities and the future workers and residents of the study area.

This designation would be reinforced and supported by the land use activities promoted by the land use strategy. It is acknowledged that the current Z6 zoning does not adequately provide for those activities and therefore, it may be necessary to rezone key sites.

In this respect, it is considered that a Z14 zoning would best reflect the land use activities proposed within the Plan area: *"To seek the social, economic and physical development and/or rejuvenation of an area with mixed use of which residential and Z6 zoning uses would be the predominant".*

NOTE: The designation of all or part of the study area as a Prime Urban Centre and any rezoning would require a variation(s) of the Dublin City Development Plan 2005-2011 and would be subject to a separate public consultation process in accordance with the Planning and Development Acts 2000-2006.

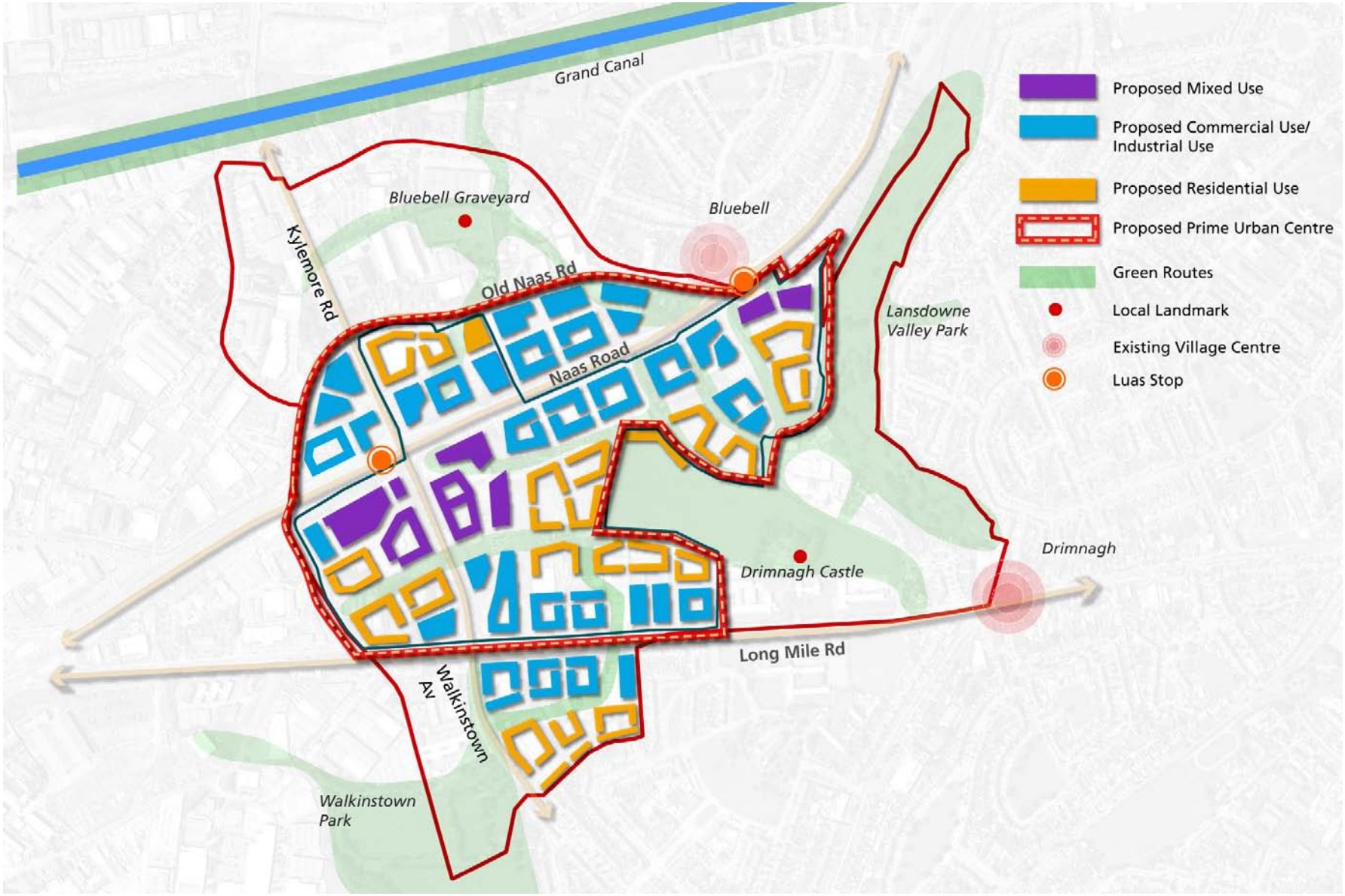


Figure 4.4 Land Use Strategy for the Naas Road Lands Plan Area

Having regard to the figure 4.4, the land use strategy sets the following uses:

Prime Urban Centre Area

The Dublin City Development Plan 2005 – 2011 identifies Prime Urban Centres,

"as higher order centres, which by reason of their existing size and/or established urban form have the potential/capacity to deliver on a range of requirements, including:

- *Increased density of development*
- *Accessibility by public transport*
- *A viable retail and commercial core*
- *A comprehensive range of high quality community and social services*
- *A distinctive spatial identity with a high quality urban environment"*

In light of the above criteria, it is considered that the area to the south of the Naas Road, in close proximity to the Naas Road/Walkinstown Avenue junction, has the potential to be developed as the core of a Prime Urban Centre, as defined in whole or in part by a Z14 zoning and guided by a set of principles (such as movement, landscape and public realm) that would guide the development of the Plan area.

It is the intention of the Council that the land use strategy set out within this Plan would inform the interpretation of the proposed Z14 zoning objective. Accordingly, land use activities (mixed use, commercial, light industrial and residential) are identified within and around the Prime Urban Centre in a manner that seeks to assist in providing for the coordinated and sustainable growth of the Plan area over time.

With regard to commercial and industrial uses, the Naas Road Strategic Plan acknowledges that light industrial uses are likely to remain viable within the area for some time to come (although these have the potential to change to higher end user industrial units) and that commercial uses will be in higher demand within and close to mixed use areas, which will contribute to higher amenity environments in the more immediate future.

Within commercial land use areas it is anticipated that small scale retail and services may be provided to the extent that these would provide for the local needs of the surrounding living and working population.

Integral to achieving the aims and objectives of the Strategic Plan will be the implementation of the landscape and movement strategies, along with the delivery of supportive community infrastructure outlined in section 5 of this Plan.

Mixed Use Core

A mixed use area has the potential to act as the core of a larger Prime Urban Centre - a core with a mix of retail, commercial, residential and community uses. It is essential that all these uses are incorporated into any future development to ensure the creation of a 'living community' of residents, workers and visitors evolves at the heart of the Naas Road Lands Plan area.

It is considered that the lands located to the south of the Naas Road, identified as mixed use, will provide the appropriate core at the centre of the study area (refer figure 4.5) that will support and underpin the larger Prime Urban Centre in the wider study area. This approach takes cognisance of the areas strategic location both at the local and wider city context with particular regard given to:

- Proximity to a variety of transport nodes including the Kylemore Luas stop, Quality Bus Corridors;
- Proximity to city wide strategic movement lines including Naas Road, the M50 and the Kildare rail line;
- Potential to provide enhanced pedestrian and cycle links to the wider city context and surrounding communities;
- Potential catalyst for north – south connection through the study area; and
- Existing constraints of the Naas Road in the short to medium term.

The potential also exists to enhance movement networks within and around the Plan area to provide for attractive and safe pedestrian environments, which are integral to the development of an urban centre. It is considered that in the short to medium term, the development of a Prime Urban Centre core on lands south of the Naas Road will respond to demands for retail development within the surrounding area. Current market analysis shows a demand for retail in a quantum that supports the provision of a Prime Urban Centre. The services provided would support not only existing communities but also new communities within the Plan area, providing services over and above local neighbourhood centres.

The availability of large land holdings suitable for significant future development is an advantage and will assist in ensuring a cohesive outcome. Essential to achieving the aims within this Plan will be the establishment of strong connections across Naas Road, which will require the assistance and co-operation of those landowners developing within the area.

Future development of the area also opens up opportunities to create a new urban landscape through the creation of a new built form and an enhanced environment. This in turn will promote the development of a destination with strong links to the greater western suburbs – the 'Naas Road Gateway'.

Any substantial extension of retail beyond the indicative boundaries of the Mixed Use Core and into the designated 'Commercial Use' areas will only be considered in the context of a detailed retail assessment prepared by Dublin City Council, and not withstanding any conclusions of the retail assessment would not result in the provision of more than 40,000 square metres of retail floor space within the designated Prime Urban Centre. Furthermore, any proposal must clearly demonstrate that it will not hinder or detract from the provision and development of an integrated and compact retail core.

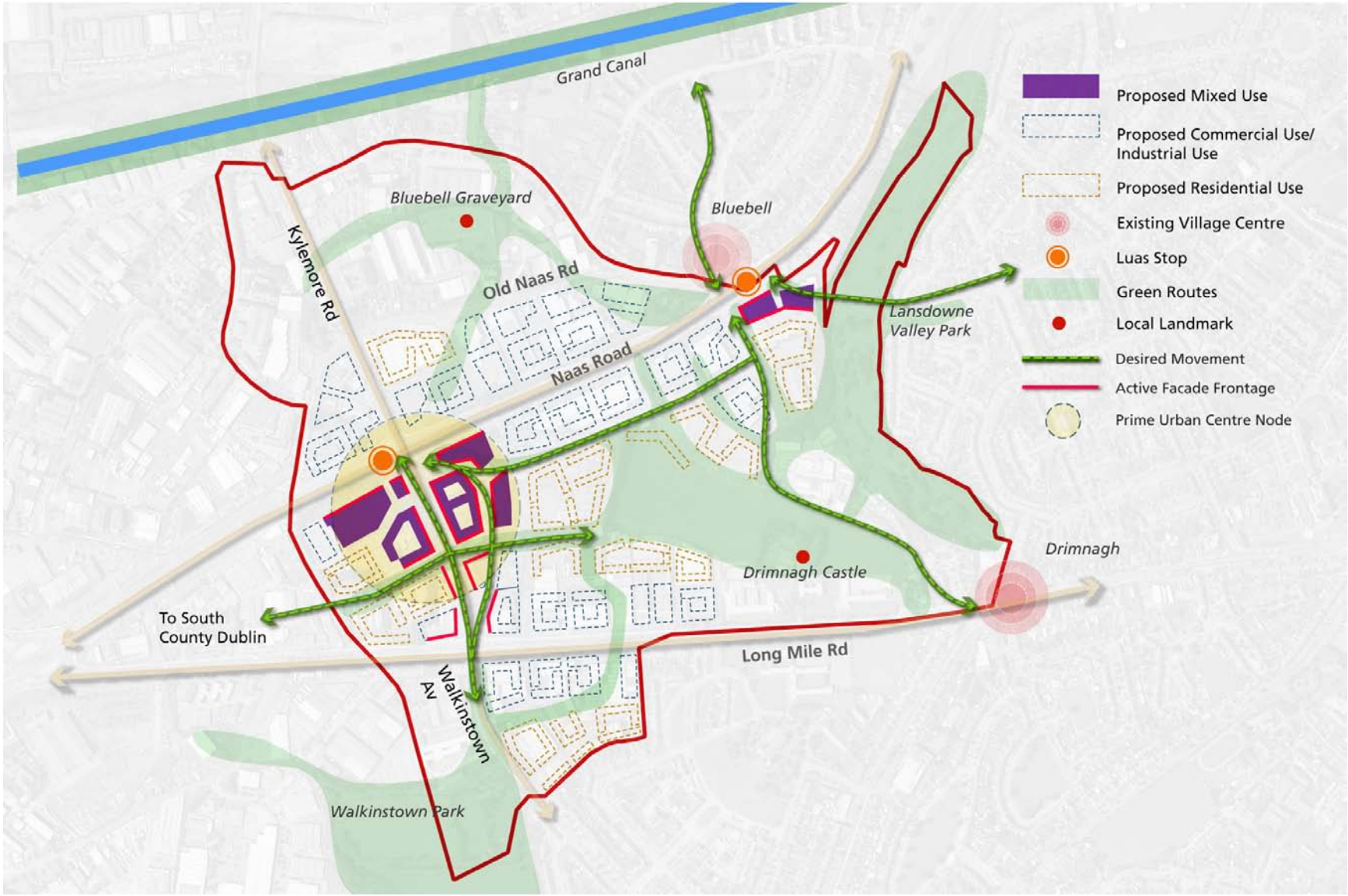


Figure 4.5 Proposed Mixed Uses and Retail in Prime Urban Centre ***Residential and Leisure***

Located to the east and south of the Plan area adjacent to Lansdowne Valley Park and Walkinstown Park respectively, these areas set out to provide primarily for residential use incorporating community activities and enhancement of existing open space. A community hub between the park and Bluebell Luas stop is proposed, aimed at providing activities that would benefit the surrounding communities, such as leisure and meeting facilities. Residential should provide for a mix of housing typologies in these areas including apartments and larger family units.

Residential Mixed

The residential mixed use area aims to provide primarily for residential use, with potential to integrate with surrounding uses where appropriate and complimenting the residential nature of the area.

The residential mixed use area is located so as to benefit from qualities of the site such as adjoining amenity areas (Drimnagh Castle and School lands), future mixed use development and easy access to public transport and future movement routes. In addition, the separation from surrounding arterial roads will assist in ensuring that the area is not adversely affected by traffic.

Figure 4.6 Proposed Residential Use

Commercial Use

It is proposed to provide for commercial development along the Naas Road and Long Mile Road corridors. These areas would retain a relationship with the adjoining retail and commercial mixed use areas to the west and benefit from surrounding public transport nodes including the Luas, Quality Bus Corridors and Kildare rail line. Appropriately designed commercial and highend industrial development along the main arteries into Dublin city, combined with significant public realm improvements, will substantially improve the image of the 'Naas Road gateway', the Long Mile Road and the entrance to Dublin City as a whole.

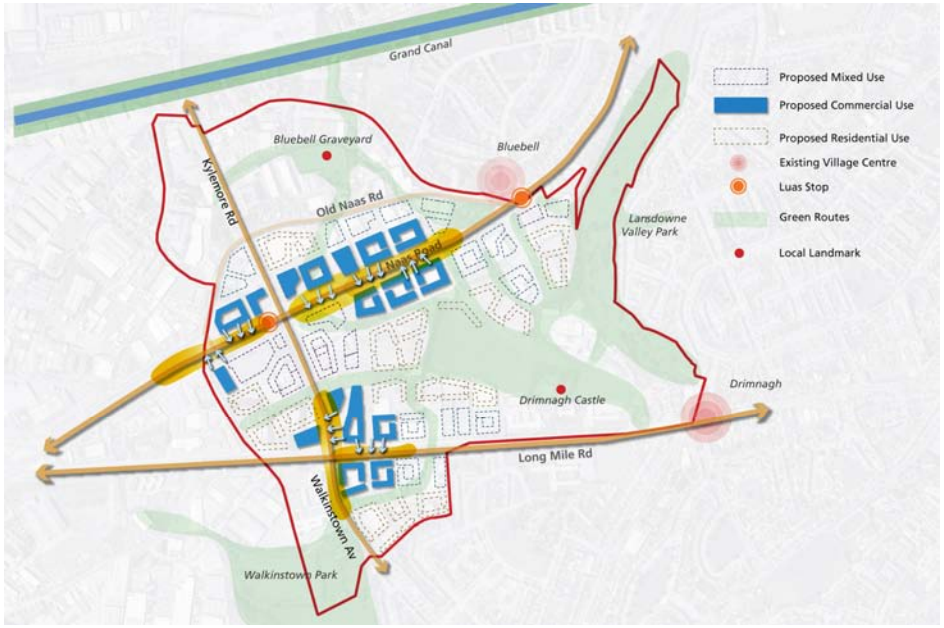


Figure 4.7 Proposed Commercial Use

Industrial Use

The industrial use area is located to the north of the Plan area in close vicinity to the Grand Canal and existing Bluebell communities. It is considered essential to provide for ongoing industrial and employment uses within the Plan area which have a strong relationship to existing communities in the area. It is also proposed to consolidate and where appropriate upgrade existing light industrial uses. The relatively low rise scale of existing industrial use buildings should be retained in this area. A high amenity environment is encouraged where appropriate integration between existing and future industrial/commercial use in close vicinity to residential uses remains viable. In this manner commercial uses that have less environmental impacts should be encouraged and residential uses are encouraged in close Proximity to the Grand Canal and the existing Bluebell communities.

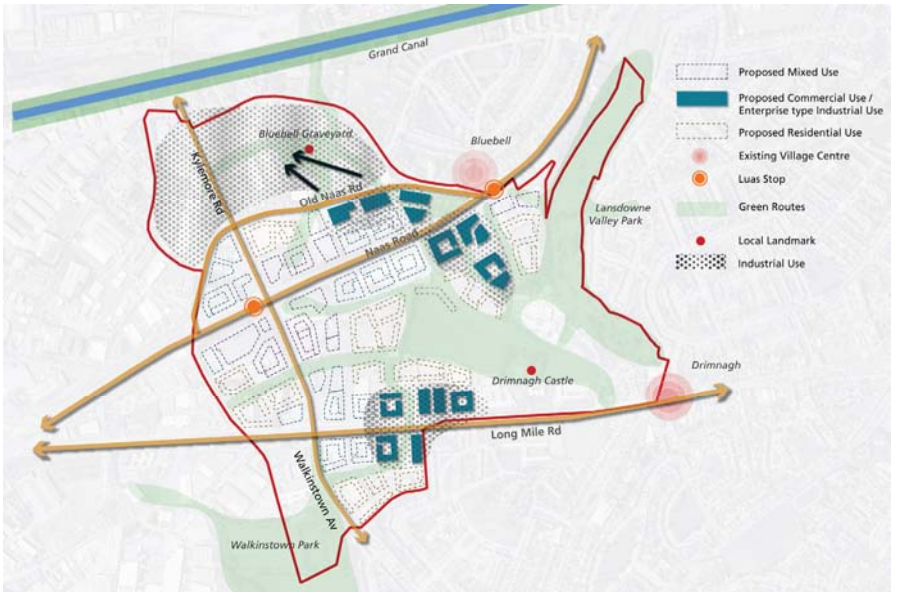


Figure 4.8 Proposed Commercial Use / Enterprise type Industrial Use

Community and School

The community and school area are located adjoining existing amenities to the south of the site. The aim is to protect the existing open space, Drimnagh Castle and School activities while also opening the opportunity to consolidate future community activities into the same area and along proposed connecting routes between the surrounding communities.

4.3 Guidelines for Prime Urban Centre Development

With regard to retail and commercial mixed use it is considered that the area to the south of Naas Road, in close proximity to the Naas Road/Walkinstown junction, has the potential to be developed as the core of the Prime Urban Centre, given the existing constraints of the Naas Road in the short to medium term. This area is well located in relation to numerous transport nodes and has the potential to benefit significantly from a future public transport orbital route should it be implemented. In addition, the surrounding lands consist of large landholdings with the potential to be developed cohesively. Each of the sites surrounding this junction has a key role to play in establishing the proposed landscape, movement and land use strategies outlined within this Plan. Within the Prime Urban Centre it is considered that the following gross floor areas (m2) can be provided for over the coming 10 to 15 years:

- Retail 40,000
- Community 15,000
- Commercial 359,454
- Industrial 231,603
- Residential 52,188
- **Total Area 698,245**

In summary, that area identified for development as a Prime Urban Centre should address the following matters:

- Enhance connections between each building block, including enhanced pedestrian crossings and connections with the Kylemore Luas stop and moving towards the potential long term goal of providing a podium level crossing over Naas Road to other commercial, retail , community and residential areas;
- Provide community facilities in accordance with recommendations made within this Plan;
- Provide retail uses in line with council policy ;
- Provision of residential use throughout the site is encouraged – where residential is specified on the plans below it should be the dominant use;
- Provide retail and community uses that create a relationship with adjoining open spaces and primary routes through the site;
- Provide building setbacks from Naas Road over and above the provision of necessary footpath and cycle way widths provided for in the movement strategy. This building setback shall assist in providing for a high amenity open space environment;
- Provide additional building setbacks from Walkinstown Avenue over and above the provision of necessary footpath and cycle way widths provided for in the movement strategy. This building setback will assist in providing for a high amenity open space environment.

The Naas Road Lands Plan aims to gain maximum benefit from improved pedestrian footfall in the area and to build an environment that will enhance vibrancy through the promotion of a living community. Layout and mix of use of each site within the retail and commercial mixed use area should seek to facilitate

vibrancy by creating an attractive, interesting and safe environment. Within those areas designated for mixed use, the following should apply:

- Land uses that facilitate vibrancy should be enabled along primary pedestrian routes. Such uses may include convenience shops, retail outlets, or reception areas providing for access to upper level uses;
- Active street facades and frontage should be provided for at street intersections and pedestrian entrances to the site;
- Design of entrances should convey openness and contribute to the vibrant nature of public realm at street level; and
- Appropriate design and use of materials (e.g. glass) should be implemented, such that visibility between street level and public space are facilitated.

With particular regard to site access, the following guidelines should be adhered to over the key sites and throughout the Plan area generally:

- Physical and visual connection of primary access points should be provided for through appropriate site lay out urban form;
- Strong connection between secondary access points and surrounding streets, such that the access ways contribute to a vibrant public realm;
- Vehicle access located away from primary pedestrian routes;
- Provision for safe bicycle parking in close proximity to pedestrian routes and key activities on site (in accordance with the DCC Development Plan 2005);
- Universal access (as provided for in Part M of the Second Schedule of the Building Regulations); and
- Use of fences, walls and blank facades should be avoided.

With specific regard to lands in the proposed core of the Prime Urban Centre (area south of the Naas Road, in close proximity to the Naas Road/ Walkinstown junction), regard shall be given to:

- Ensuring that a permeable urban grain is developed over the site, such that the fine urban grain advocated throughout this report is achieved;
- Providing an open space pedestrian route that correlates with the proposed north south route running from Long Mile Road to Naas Road; and
- Providing an east west route that enhances access between adjoining land uses and gives priority to pedestrians.

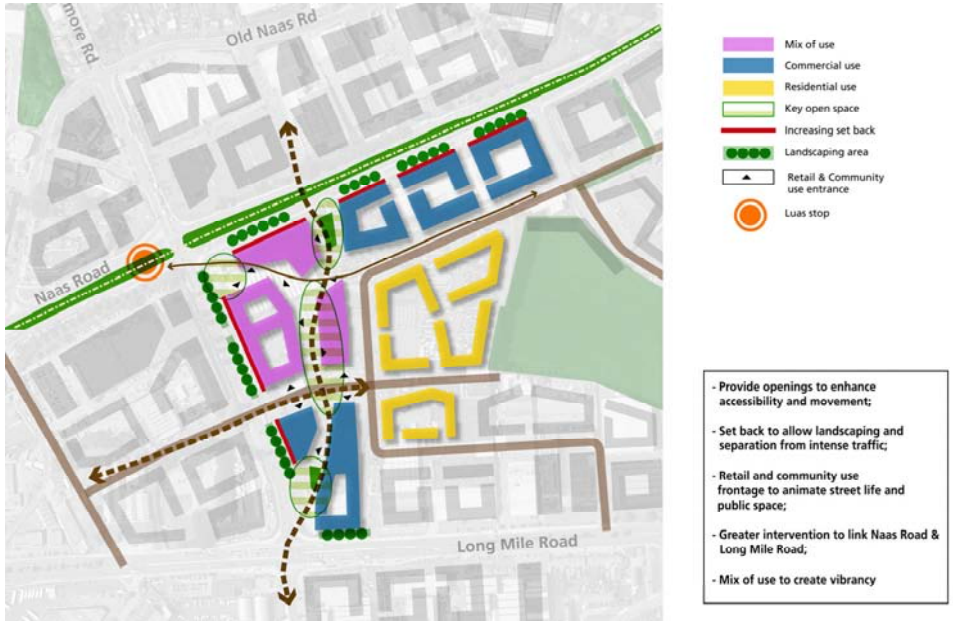


Figure 4.9 Land Use Strategy for Lands North of Naas Road and East of Kylemore Road

With regard to the lands to the north of Naas Road and east of Kylemore Road, currently occupied by retail warehousing, specific regard shall be given to:

- Implementing a north south pedestrian and cycle route, integrated with areas of open space. The route shall form part of wider future connections between retail and commercial mixed use development to the south of the site and Bluebell and the Grand Canal to the north of the site; and
- The provision of an east west route that gives priority to pedestrians and provides for integration between uses on site, future commercial uses to the east and future mixed use to the west.

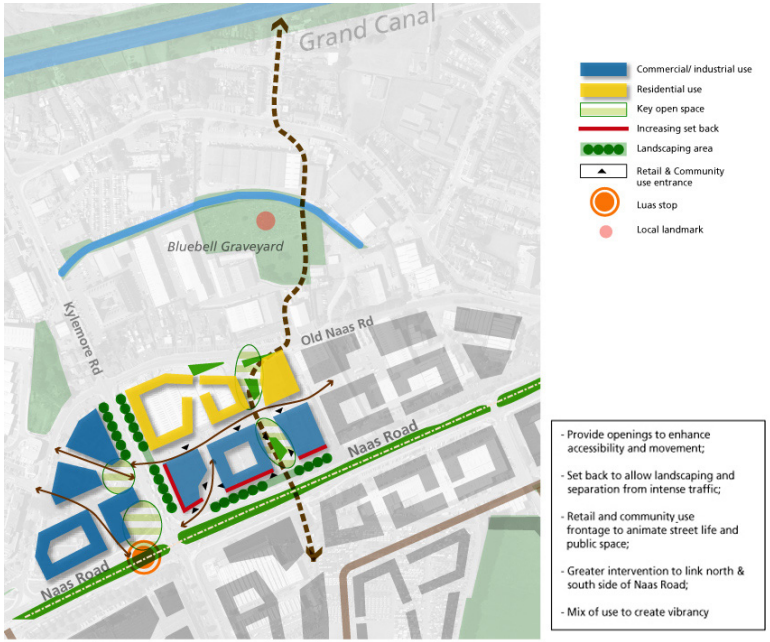


Figure 4.10 Land Use Strategy for Lands North of Naas Road and East of Kylemore Road

With regard to the lands to the south of Naas Road and west of Walkinstown Road specific regard shall be given to:

- Ensuring that a permeable urban grain is developed over the site, such that the fine urban grain advocated throughout this report is achieved;
- Providing a continuation of east west movement from lands to the west of Walkinstown Road, including enhanced pedestrian crossings and a high amenity street (pedestrian and vehicle access) through the site; and
- The provision of a north south route that gives priority to pedestrians and provides for integration between uses on site, the Kylemore Luas stop to the north and Quality Bus Corridor to the south.

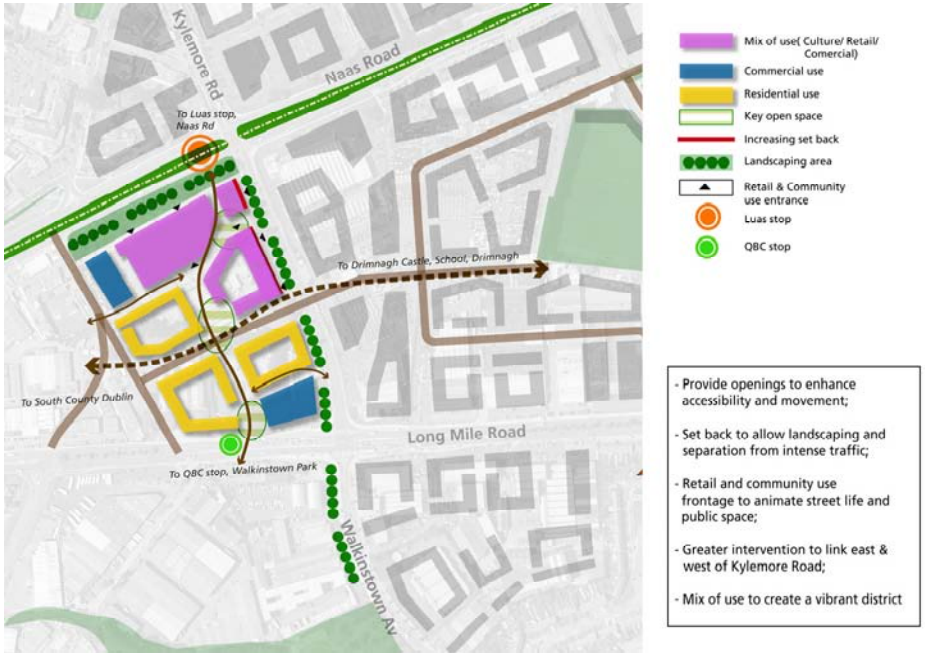


Figure 4.11 Land Use Strategy for Lands South of Naas Road and West of Walkinstown Road

4.4 Place Making

4.4.1 Public Realm and Collective Space

In addition to the creation of strategic movement routes within the area, this Plan seeks to establish key desire lines in the plan area on the north - south route from Walkinstown Park to the Grand Canal via the core of the Prime Urban Centre, located between Long Mile Road and Naas Road. As previously mentioned, the area suffers from a lack of permeability, accessibility and from priority given to vehicular traffic. The provision of quality public realm / collective space that corresponds to key movement routes and green spaces will enhance the amenity of the area.

An opportunity also exists to create a major collective space at the junction of Naas Road and Walkinstown Avenue. A strong enclosed space containing active building facades, that is less car orientated than at present would provide a collective platform for public movement through the area.

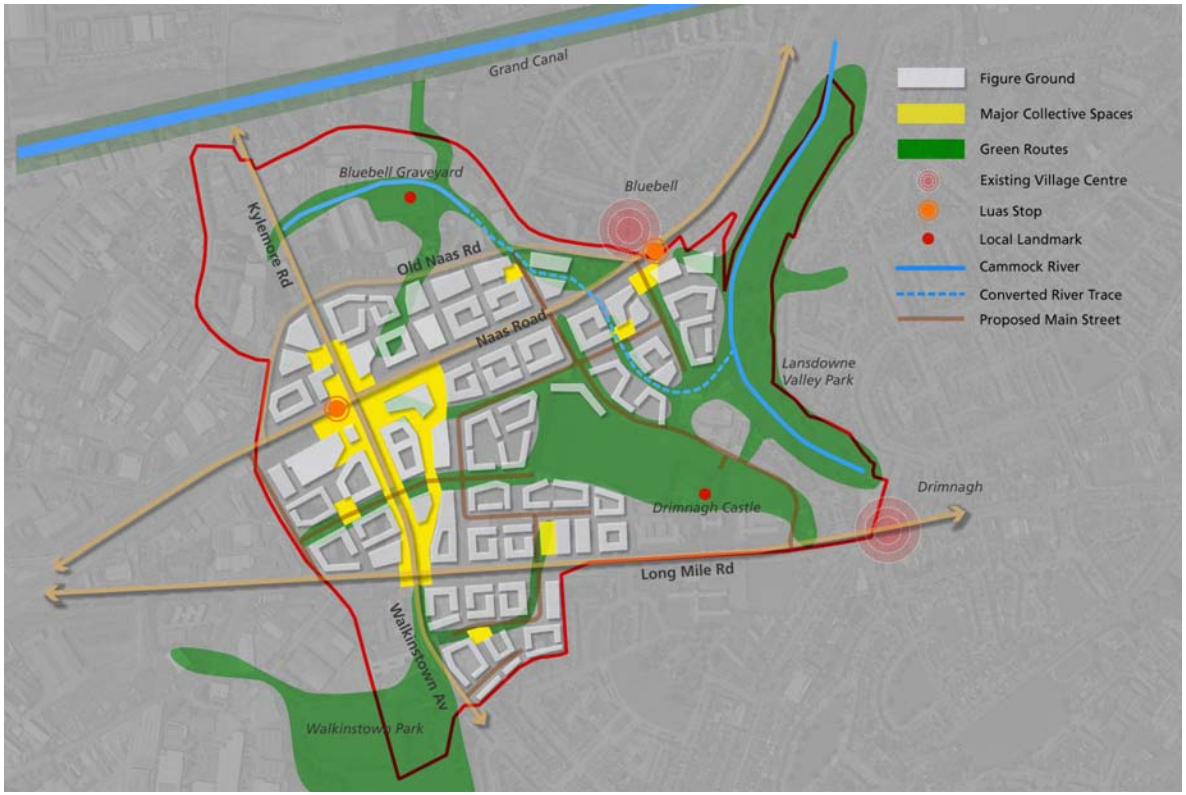


Figure 4.12 Collective Space

The urban design strategy provides guidance on the layout and form of development having regard to the need to create a coherent urban form and a distinctive sense of place. Herewith the Plan establishes scope for high buildings, which has been based upon the:

- Proposed movement strategies;
- Proposed land use strategies;
- Proposed landscape strategies;
- Social-demographic and market analysis; and
- Analysis of the site's physical qualities.

In summary, a hierarchy of height is put forward and a number of tall buildings are proposed at strategic locations within the Plan area. To set out a clear outline in relation to the terminology used within this Plan the following definitions have been applied:

- Landmarks: identifying places and key activities in the city – formerly spires and domes, now marking new centres and gateways and contributing to urban legibility, up to 15 storeys in height
- Low Rise: up to 15m, 4 stories
- Mid Rise: 15 to 60m, up to 15 stories

Built Form and Height

Contemporary buildings should be added to the surrounding streetscape with due consideration to the existing context. While new buildings should be innovative, they should also remain sensitive to the immediate surroundings: the scale, height, and position of buildings should seek to compliment and, where possible, enhance existing built elements and spaces, forming a modern response to the analysis of the historical and existing conditions of the area.

Within the Plan area it is important that building orientation be considered alongside public realm and open space. Adverse affects of shading, particularly along strategic routes, should be avoided where possible. In the same manner, it is important that alternative routes through the site be well placed to receive sunshine during different times of the day, thus offering opportunities for people to use the outdoor areas.

Built form should maximise the potential for natural light penetration throughout the area and within buildings. In addition to the height strategy (outlined below), the design should consider:

- Ensuring that all facades are subjected to sunlight at sometime during the day;
- Providing variety in built form and height, such that exposure of facades to sunlight is maximised;
- Allowing for greater setbacks of buildings adjacent to important spaces and buildings, such as strategic routes through the retail and commercial mixed use areas; and
- Incorporating atriums wherever practical to allow sunlight to allow natural lighting to indoor space.

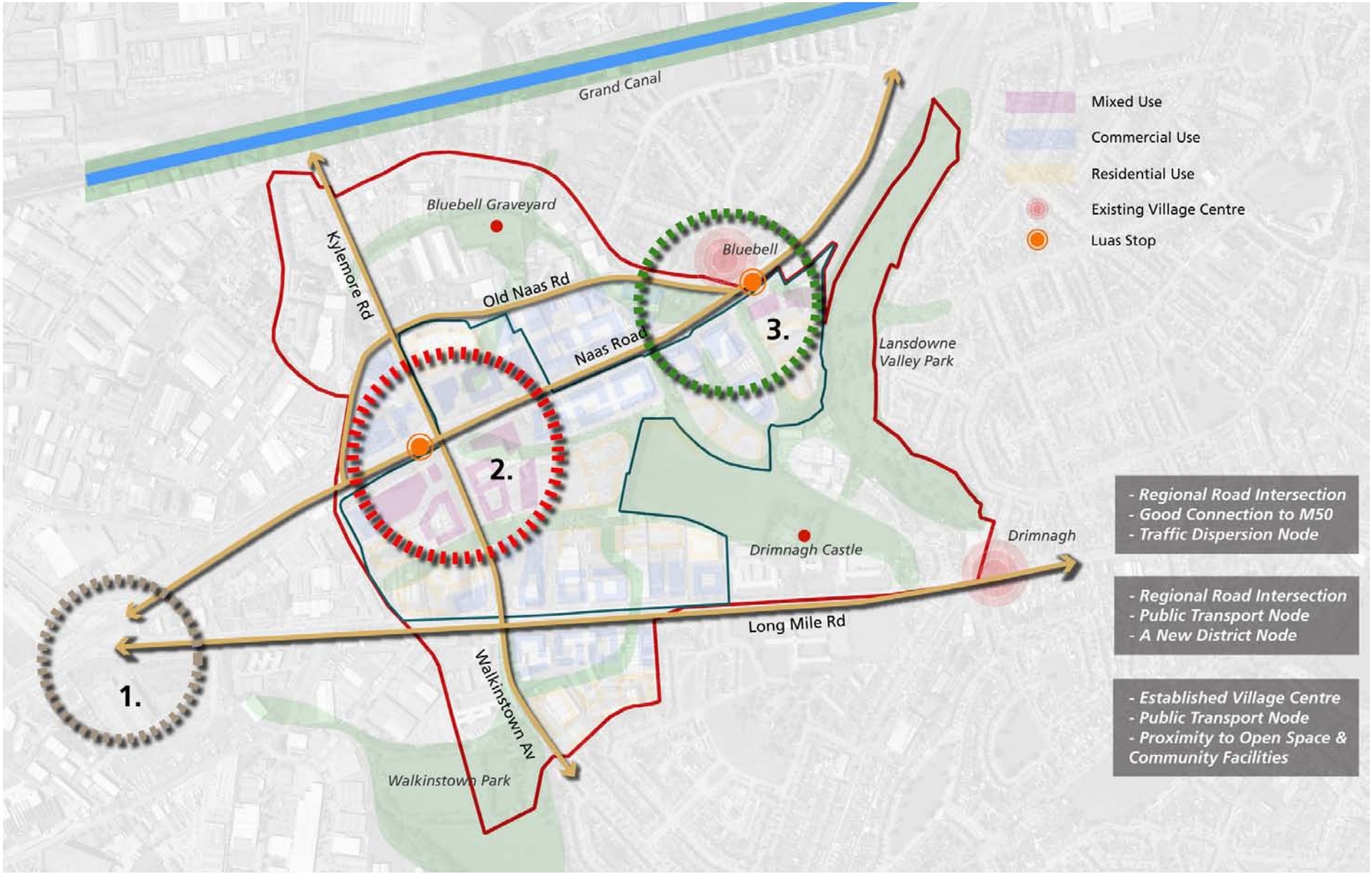


Figure 4.13 Key Intersections within and around the Plan Area

Height Strategy

Existing development within and around the Plan area consists of primarily low rise development. The height strategy set out below seeks to respond to the existing built form by providing proposed building height at the Plan area edge that is also low rise and gradually increases to mid rise at the centre of the Plan area.

Future development areas located adjacent to public open space areas, largely proposed residential, have been proposed at the lower end of mid rise (five storeys) to assist in maintaining human scale and amenity values in these areas.

Along the Naas Road 'gateway' three significant nodes have been identified, each of which has a role to place in the future urban form of the area:

- The first node is located to the west of the subject site within South Dublin City and is a significant traffic distribution node. It is likely that this junction will be recognised with future development of the area.
- The second node is at the corner of Naas Road, Walkinstown Road and Kylemore Road and includes the Kylemore Luas stop. Lands to the south east of this junction have been identified within this Plan as being appropriate for providing the heart of a future Prime Urban Centre. It is appropriate that future built form over the surrounding sites would acknowledge the junctions strategic nature both as an edge to a Prime Urban Centre and Gateway to Dublin city. Accordingly, this junction provides for mid rise, with additional mid rise landmark buildings provided for in two strategic locations.
- The third node is located at Bluebell Luas stop and village and has been identified as being appropriate for future residential, community and mixed use activities. This area is secondary to the heart or main core of the Prime Urban Centre and should concentrate on the provision of activities and built form appropriate to the surrounding community and uses. Within this node it is anticipated appropriate to provide for up to six storeys.

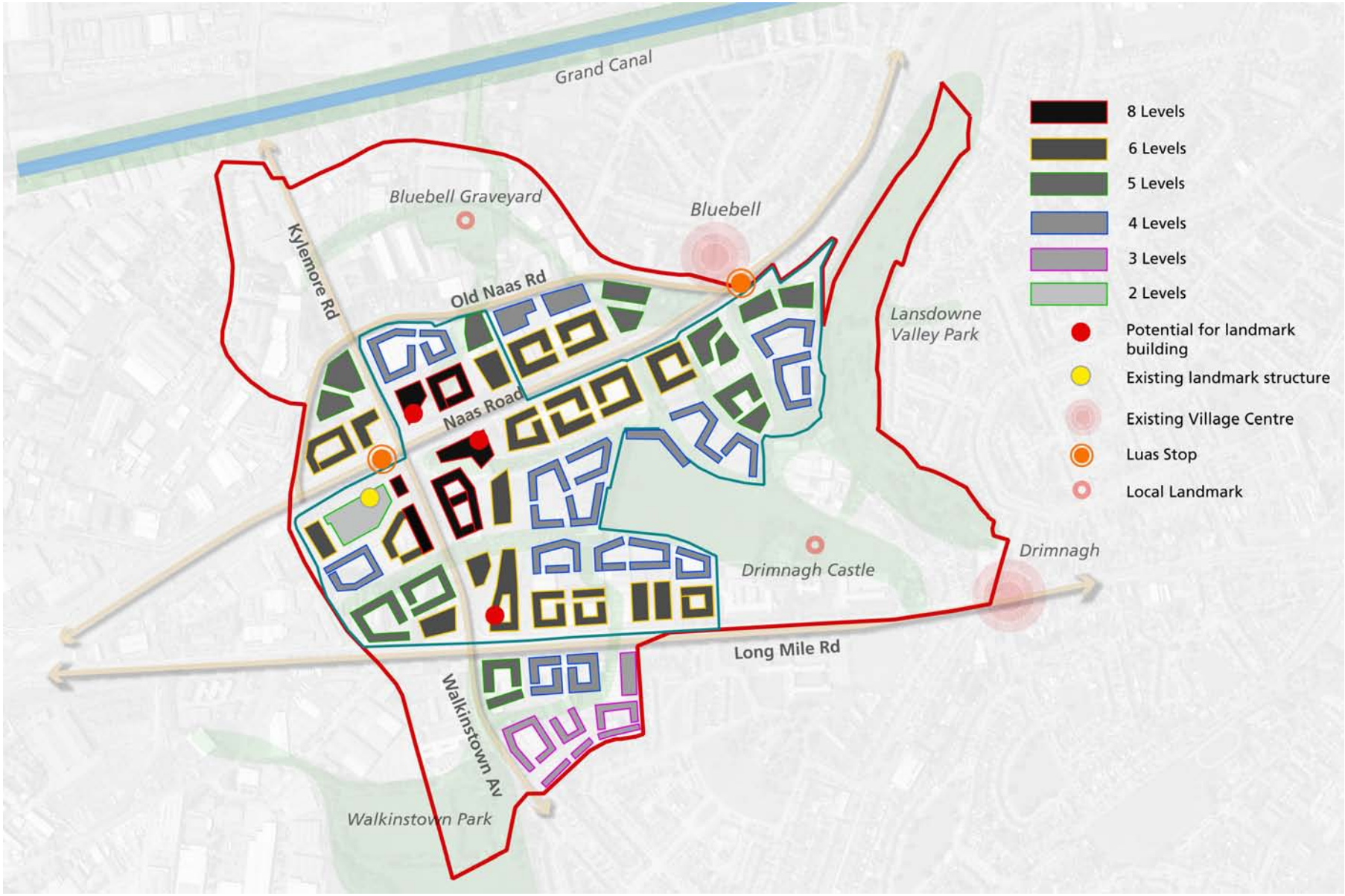


Figure 4.14 Height Strategy for Naas Road Lands Plan Area

Recognising Naas Road as a 'gateway' to Dublin and the provision of significant transport nodes along the same, mid rise commercial office development is provided for up to eight storeys.

It is considered that landmark mid rise buildings (up to a maximum of 15 storeys in height) have the potential to bring a welcome dynamic to built form within the surrounding scale. Long Mile Road is recognised as being a strategic road within the city context and provides for much of the traffic passing through the Plan area. It is considered appropriate to provide for a mid rise landmark building at the junction of Long Mile Road and Walkinstown Avenue and signifying the southern end of the proposed north south route running through the future Prime Urban Centre. Along the balance of Long Mile Road, mid rise commercial office use is provided for up to six stories.

It is acknowledged that demand for residential, commercial and industrial development will change over time. As indicated above, within the physical context of the Naas Road Lands and city, the Plan area has the capacity to develop significantly with buildings located at the heart of the Prime Urban Centre up to a eight storey datum. The strategy is also in line with current demands as portrayed by the market.

Notwithstanding the heights provided for, it is considered that following matters must be provided for over the site:

- Breaking up the mass of the building to relieve bulkiness of design;
- Allow for higher permeability of views within the area;
- Minimise the effect of overshadowing onto adjacent sites; and
- Enable potential to attract a diversity of occupiers through modern, innovative and attractive design.

NOTE: The height strategy for the site of the old Volkswagen Factory (Protected Structure with frontage onto the Naas Road, west of junction with Kylemore Road) may be subject to review in the event of all or part of this structure being deleted from the Record of Protected Structures. Any future application on this site must have regard to the setting of any remaining protected structure on site and the designated height for proposed adjoining blocks.

4.4.2 Movement Strategy

Introduction

Significant transportation infrastructure is already available within the Plan area. There are a number of primary roads traversing the area providing strategic access to the site. Light rail connecting to Dublin City Centre and bus routes also traverses the Plan area together with a number of stops to serve the local population. Footpaths and some cycle lanes are available along all of the strategic routes and crossing facilities are available.

The challenge in the development of a moving strategy is to create a town core environment with the focus on local movement that can be integrated with strategic movement. This involves the creation of a comfortable environment for pedestrians and cyclists which enables a choice of various routes that can be taken to a certain destination. It is also important to remove perceived or real barriers within or between the Plan area and areas adjacent to encourage walking and cycling. Access to public transport facilities should be enhanced and where possible new public transport links should be provided. Strategic vehicle traffic will always be present on the main routes and the challenge here is to manage and calm traffic without significantly reducing road capacity.

This section outlines a movement strategy which is considered to be appropriate for the development of a town core within the context of the site.

Road Hierarchy and Access

The existing road network within the Plan area is considered to be poorly developed to accommodate a proposed Prime Urban Centre and its core. The available road infrastructure is primarily focussed on strategic or through traffic movements with limited provision for local movements. This type of environment presents a threatening environment for pedestrians and cyclists and a distortion of the intended function of roads. For example, while the R110 Long Mile Road is essentially a strategic route catering for through traffic movements, it also provides direct access to adjacent land uses. This causes a variety of traffic operational issues including loss of road capacity on the main routes, unpredictable vehicle behaviour, uncontrolled turning movements along the road links, and an environment with little legibility due to a lack of road hierarchy to guide users and generally higher vehicle and pedestrian conflict potential.

To address the above concerns, a road hierarchy is proposed for the Plan area that would provide a movement structure that clearly defines the function of roads and the appropriate interaction with adjacent land uses. The proposed road hierarchy for the Plan area is discussed below with reference to figure 4.15 below.

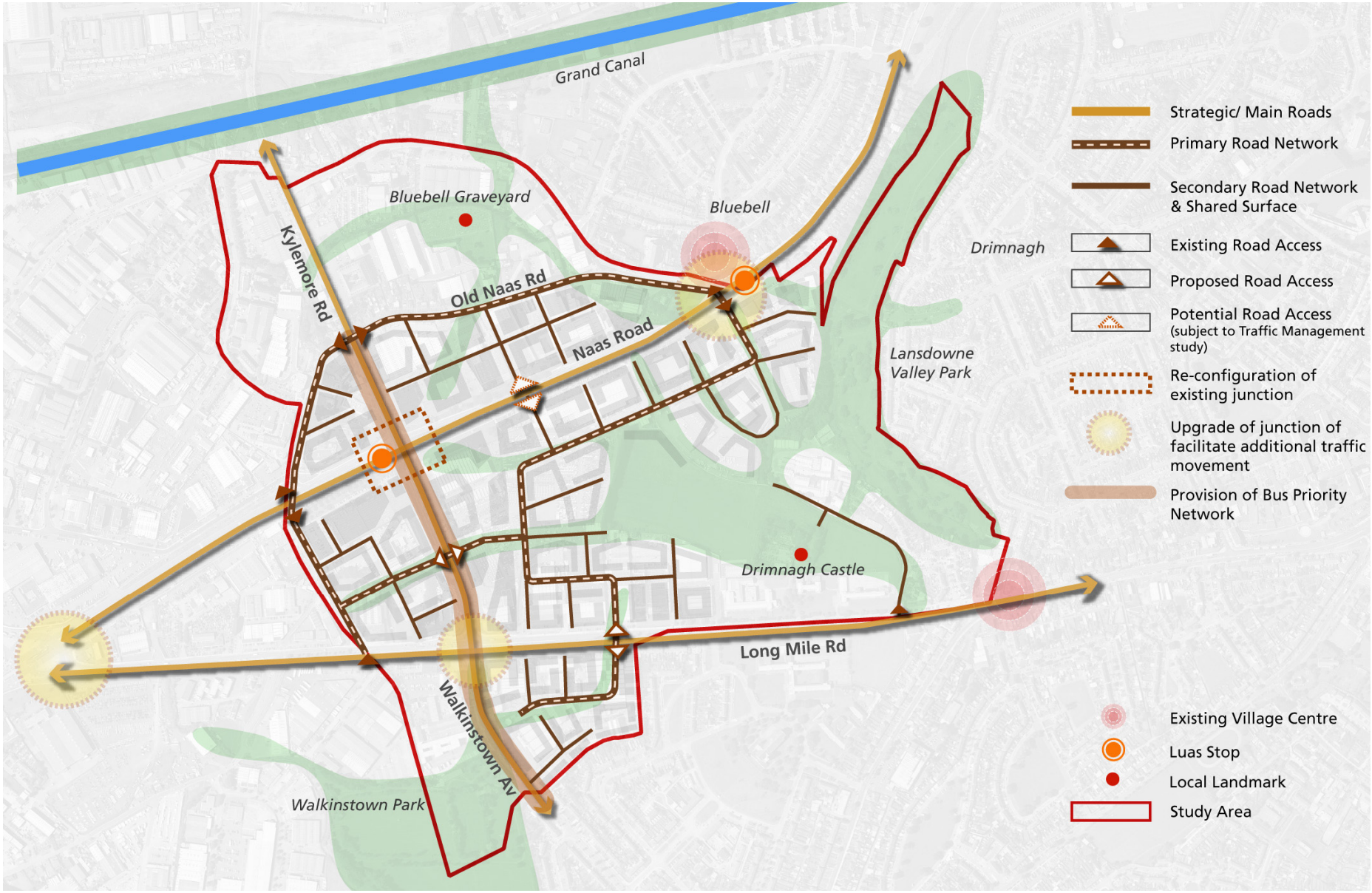


Figure 4.15 Primary Road Network

Main/Strategic Roads

The three strategic routes traversing the Plan area are considered to be important routes for movement of people and goods on a district scale in Dublin and are likely to always remain a feature of the Plan area. It is proposed that these routes continue to perform the strategic vehicle movement function that it currently performs. In order to improve the operation of these roads it is proposed that the number of access points off these roads should be rationalised. Figure 4.10 shows the proposed location of access points to be provided off these routes. The location of the access points have been selected to create a choice of options from any of the strategic routes to access the lands adjacent to it. The placement of the access points was based on the following principles:

- Making use of existing suitable road junctions where available;
- Locating access points at a reasonable distance from major road interchanges;
- Avoiding repetition of access points along the same road link serving the same function; and
- Locating access points with a view to reducing the potential for rat-running

There is currently little route choice for north south traffic movement on the local road network. It is proposed to provide road junctions that can accommodate these movements with a view to relieving the current pressure on the strategic road network, especially the N7 Naas Road / Kylemore Road / Walkinstown junction.

A series of junction upgrades and new junctions are proposed as shown in figure 4.15. These junctions would accommodate local traffic flows and internal traffic movements. Two such junctions are proposed on the N7 Naas Road, with a possible third junction to be provided subject to further investigation and traffic studies. An additional junction is also proposed on the Long Mile Road to accommodate north south movements. It is also proposed to provide one east west crossing on Walkinstown Avenue to facilitate traffic movement. The size and layout of these junctions will be determined by further investigation and subject to a traffic management study.

One of the major transport aims of the Plan area is to improve pedestrian movement across the main roads. To accommodate this, a strategy is proposed which is primarily focussed on crossing at the N7 Naas Road / R112 Kylemore Road Junction. This junction is considered to be a key focus point in the Plan area. The road treatment strategy is outlined in Section 2.5 of this report.

Primary Internal Road Infrastructure

While the function of the main roads through the Plan area is primarily to accommodate through traffic, the function of the proposed primary road network is to facilitate local vehicular movements. These routes facilitate vehicular movement between the strategic routes through the Plan area and local access roads.

To the north of the N7 Naas Road, the Old Naas Road are retained as a primary vehicular route. Limited road infrastructure is currently available in the area to the south of the N7 Naas Road. A new primary route network was therefore developed to serve future development in this area. The existing access road of the N7 Naas Road / Old Naas Road junction at Bluebell is retained and extended towards the west to form a parallel road link to the N7 Naas Road. Two additional primary routes link to both the Kylemore Road and the R110 Long Mile Road. These access points and primary road infrastructure will replace all the direct access currently available from the strategic routes to adjacent land uses. To the west of the R112 Walkinstown Avenue the existing Robin Hood Road / Old Naas Road is retained and links to the new primary route crossing Walkinstown Road.
To the south of the R112 Long Mile Road a new junction to the east of the R112 Long Mile Road / Walkinstown Avenue will provide access to future development on these lands.

Secondary Internal Road Infrastructure

A network of secondary roads is also proposed for the Plan area that will be accessible from the primary roads proposed as shown in Figure 4.15. It is proposed that these road surfaces would be shared with pedestrians and cyclists and not directly connected to strategic main routes. This road network will primarily accommodate access into car parks which is generally expected to be basement car parking. The majority of these roads would be culls-de-sac from a vehicular point of view, possibly accommodating emergency access, where appropriate.

Shared surfaces are effective elements of traffic calming, as they enable the re-balance of priority towards pedestrians along roads or across sections of roads. There are different levels of integration between pedestrian and vehicular movement within shared surfaces. These range from areas with no distinction between car and pedestrian spaces, to streets where car are kept separate from pedestrian-only spaces by means of physical barriers (generally bollards). A solution in between both of the above is the visual delimitation of car-only space by means of different materials and/or colours, often using the drainage channels as a subtle physical delineation.

The concept of a shared surface is that drivers will recognise that they are circulating through a pedestrian area with clear indication of the limits of their circulation space, and therefore will adopt lower speeds. It is important that these spaces are well used by pedestrians, so that their priority is reinforced

The width of these routes will vary and depend on the relationship with adjacent buildings. However it would be designed to allow sufficient room for service and emergency vehicles to gain access.

Public Transport

Existing public transport in the Plan area is currently focussed on radial movement patterns from the Plan area to and from the City Centre. There is a distinct lack of orbital public transport infrastructure. From a strategic point of view, it is proposed that the feasibility of an orbital public transport service be investigated to address the current lack of these services. The provision of such a service will link many existing town centres and focal points to one another and provide route choice for passengers who do not necessarily want to travel to the City Centre first on their way to an orbital location. It is unlikely that such a service will be provided by light rail and is more likely to be delivered by an orbital bus route with bus priority measures, potentially accommodated through the provision of a QBC on Walkinstown Avenue / Kylemore Road.

It is proposed that a potential public transport interchange at the Luas Red Line Kylemore Station could be located in the heart of the new proposed town core and a lot of the focus will be on this facility. The provision of a town core adjacent to the Kylemore facility will make the potential interchange a destination that could be easily accessed by public transport from various directions. The proposed land uses such as retail will provide passengers, waiting for buses the opportunity to spend time more usefully and productively and can potentially provide shelter, toilets, public phones, refreshments, cash points, litter bins, and so forth.

Pedestrian and cycle access (discussed in the next section) will ensure that the facility is highly accessible from any location within the Plan area.

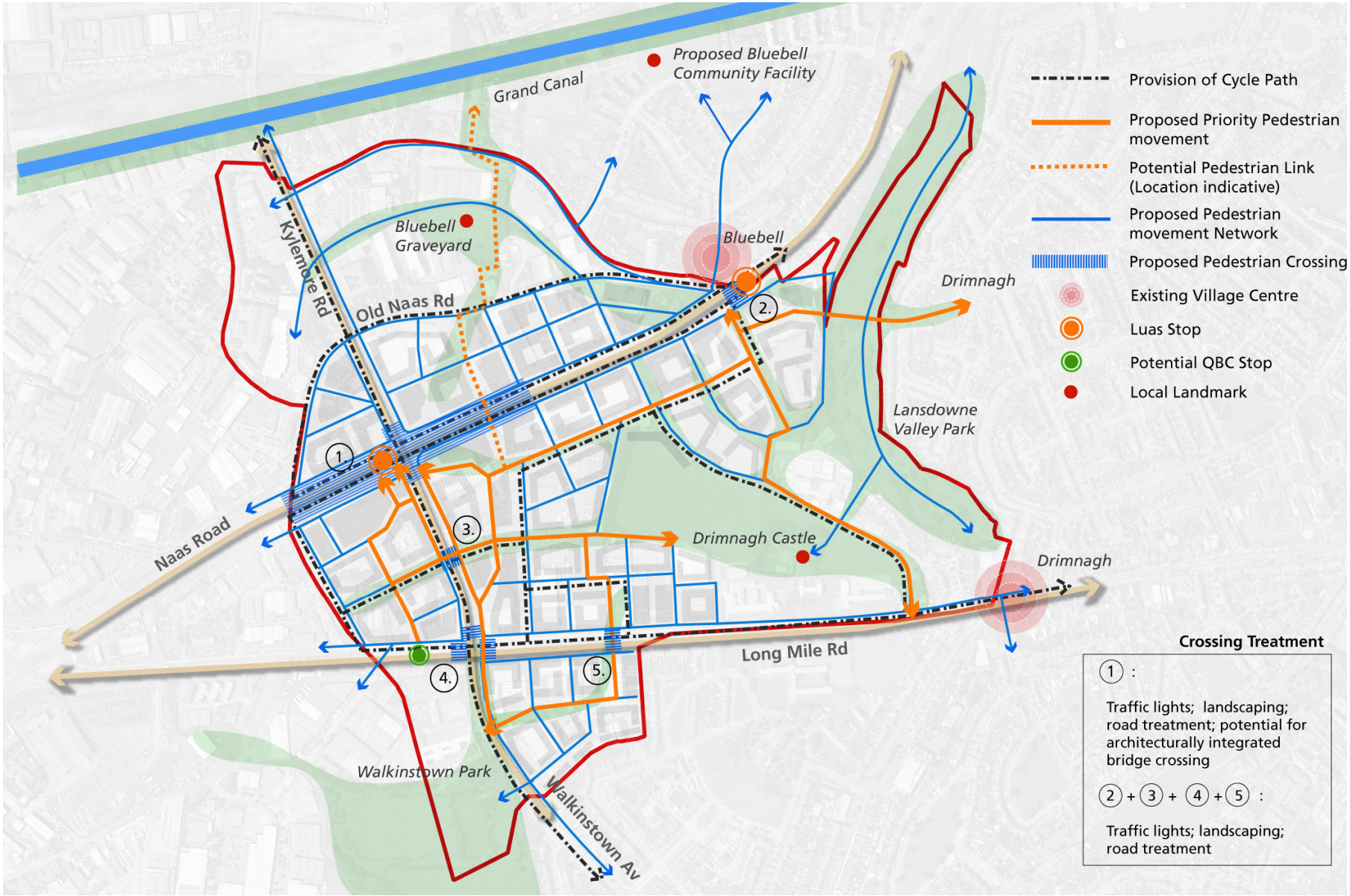


Figure 4.16 Pedestrian Movement

Pedestrian and Cycle Movement

Figure 4.16 shows the proposed pedestrian and cycle movement network for the Plan area. The objective in the development of the pedestrian and cycle movement network is to create a highly permeable movement network that allows choice of route and minimise travel distance.

Footpaths will be provided along strategic routes and the primary road network proposed for the Plan area. Pedestrians can also use the shared surfaces available on the secondary road network. While vehicles are restricted to the primary, secondary and shared surfaces roads, pedestrian and cycling routes will form a continuous and dense network addressing the main desire lines within the area and towards external attractors and generators, such as public transport nodes, schools, and retail centres. The pedestrian and cycle route network will therefore be fully integrated ensuring uninterrupted and continuous movement of the pedestrian and cyclist's choice, along high quality facilities.

Formal and high capacity pedestrian crossings are proposed at major junctions within the Plan area to accommodate movement across strategic routes. These crossings should be designed to facilitate higher pedestrian priority across the strategic routes and to make drivers aware that there are other road users to be observed. This will be achieved through a variety of measures such as landscaping, surface treatment, vehicle control measures and traffic calming which are discussed in more detail under Section 4.4.3 Road Treatment Strategies.

A cycle route network is proposed which principally follows along the strategic / main routes and the proposed primary road network as shown on Figure 4.16. No formal cycle lanes are proposed along the secondary road network (shared surfaces), which will form suitable and safe links for the undertaking of cycle journeys across the site.

The existing Slieve Bloom Park road, providing access to the residential area to the back of Drimnagh Castle currently terminates as a cul-de-sac. This is a narrow route and not suitable to carry high traffic volumes. There is little opportunity to widen this road due to the proximity of existing building and structures adjacent to it. Although this route will not be a vehicular access route, it is proposed that it is connected to the proposed route network by pedestrian and cycle route links.

Traffic Management Plan

It is proposed that a full traffic management plan is carried out for the study area subject to the approval of Dublin City Council Roads and Traffic Department. The primary purpose of this study would be to develop detailed proposals for road upgrade works to ensure that sufficient road capacity is available for both regional and local traffic in the context of the new urban core to be developed. This study will determine the shape and design of existing and new junctions proposed for the study area.

This study should also be carried out, taking into consideration sustainable modes of travel including public transport, walking and cycling. It is of particular importance that a pedestrian and cycling environment should be accommodated in the recommendations of this study in line with the principles of this report.

4.4.3 Road Treatment Strategies and Typical Cross Sections

This section deals with proposed road treatment strategies which were developed to create a more pedestrian friendly environment suitable for a town core development. It also outlines proposed typical cross sections for the road types that make up the proposed road hierarchy. Possible longer term solutions that might be implemented in time to further enhance local travel movements are also considered.

Treatment of N7 Naas Road

The N7 Naas Road is considered to be a key route within the Plan area as it currently segregates the area into two parts and acts as a barrier for local movements. Possible treatments have been considered for this road that would accommodate easier pedestrian movement across.

Figure 4.17 shows the proposed treatment of Naas Road, which is currently considered to be the most realistic option and relatively feasible from a cost point of view considering the mix, quantum and density of land uses proposed for the Plan area and the travel movements associated with it.

Figure 4.17 Naas Road Upgrade Strategy

The treatment is mainly focussed at the junction with the R112 Kylemore Road. The highest concentration of development in the Plan area is expected to occur on the four corners of this junction and therefore local movements across the arms of the junction have been given priority. The treatment of this junction as shown in Figure 4.18 is only notional and is subject to more detailed investigation and design. The treatment includes the following measures and recommendations:

- *Raised Road Surface:* It is proposed to raise the level of the roadway on each junction of the arm to the level of the kerbs adjacent to it. This serves as a traffic calming measure for vehicles on the main line and creates an area which enables pedestrians and vehicles to be at the same physical level. Such measure will readdress the balance between vehicular and pedestrian movements, influencing the drivers' perception that this section of road is not solely dedicated to cars.

- *Road Surface Material:* A different road surface colour strengthens the awareness of drivers of movements that take place adjacent to the road. As a consequence drivers slow down in order to provide themselves with more reaction time. The choice of surfacing materials can have a traffic calming influence but can often be unattractive or even inadequate for pedestrian and cycle usage. The solutions proposed will have regard for these constraints.

- *Vertical and Horizontal Deflections:* Commonly, traffic calming is achieved by the implementation of vertical deflections on the carriageways such as speed ramps or speed tables. In situations where these may have a negative impact on the circulation of buses, speed cushions are implemented.

  Apart from speed tables, which can have a positive effect in providing for improved pedestrian facilities across a road or junction, vertical deflections are generally afterthoughts and/or implemented to mitigate an existing vehicular speed issue to discourage rat-running.

- *Reduced Road Space:* In order to reduce the crossing distance for pedestrians walking across the arms of the junction the road space it is proposed to reduce road space. The reduction in road space can be achieved by removal of the left turn slip lanes at the junction and also by reducing the corner radii to a minimum standard that will still allow heavy goods vehicles and buses to negotiate turning movements.

  The removal of left turn slip lanes implies some loss of road carrying capacity of the junction. However, left turning lanes are generally not the critical turning movements at junctions. A second option that could be considered to further reduce the road space at this junction and further reducing the dominance of the car is to also remove right turning lanes at the junction. Right turning lanes are however the critical movements in the operation of a junction and the removal of it can result in a significant loss of road capacity. This option might however be considered in the context of limited road capacity of junctions upstream and downstream of this junction.

- *Pedestrian Crossings:* It is proposed to provide wider and more dominant pedestrian crossing facilities across all of the approaches of the junction. Pedestrian crossings should also be differentiated in colour and/or materials to make them more prominent and distinct.

An additional pedestrian crossing facility is proposed on the Naas Road eastern arm of the junction. It is envisaged that a pedestrian boulevard will link retail development on both sides of Naas road within the vicinity of this crossing. It is proposed that this crossing is signal controlled and that operation are synchronised with that of the main junction.

- *Cycle Lanes and Walkways:* Due to the volume of traffic and operating speeds of vehicles on the N7 Naas Road it is proposed that off road dedicated cycle tracks are provided in both directions. On road cycle lanes are proposed along the R112 Kylemore Road.

- *Building Interface Area:* It is proposed that a building interface area is provided that will accommodate street furniture, building entrances and possibly tables and chairs in front of café's and restaurants located on the street front. The intention of the interface area is to create a lively frontage which interacts with the adjacent streetscape.

- *Building Locations:* The location of buildings, urban furniture and landscaping in relation to the circulation space can also be an effective element of traffic calming. A variety of forms, materials, uses, and relative distances from the carriageway should be sought so as to provide a discontinuous visual environment along the street. Visual lines that follow and enhance the vehicular circulation direction should be avoided, and conversely the pedestrian desire lines, especially those crossing or running adjacent to the vehicular space should be emphasised.

- *Landscaping / tree lines:* It is proposed that two landscape corridors/verges are provided along the length of the N7 Naas Road to segregate the pedestrian walkway and cycle lanes from the road space and also to create distinction between the building interface area and the footpaths/cycle track. The landscaping/tree line areas would also soften the hard surface environment to be created.

- *Slip Roads:* The provision of slip roads running parallel to the N7 Naas Road is considered to have a number of negative impacts on the local environment. In the first instance it increases the overall road surface area significantly which could potentially create a more car dominated environment and a less pedestrian and cyclist friendly environment. Slip roads along a major route are particularly difficult to cross for pedestrians who have to negotiate additional traffic lanes. Traffic using slip roads also interfere with bus and cycle traffic using the outer lanes of the main road. Providing slip roads would also isolate the main route from the adjacent land uses creating an environment where drivers interpret the main road as a vehicle corridor leading to higher travel speeds.

More overall road capacity can be generated by providing a series of junctions on the main roads to accommodate local access in comparison to slip roads. Slip roads also forces land use development to be focussed on the edges of the major roads. By providing additional junctions provides the opportunity to break large plots of land into smaller development blocks and the development of an internal road network that improves permeability for all modes of transport.

Proposed Typical Cross Section of N7 Naas Road

Based on the road treatment strategy proposed for the N7 Naas Road a typical cross section has been developed which is shown in Figure 4.13. The cross section retains some of the existing elements of the road including the Luas lines and associated verges as well as car and bus lanes.

Adjacent to the bus lanes a verge is proposed that will accommodate landscaping and a tree line between the vehicle traffic lanes and the pedestrian walkways and cycle lanes adjacent. A cycle lane is proposed followed by a pedestrian walkway that will allow two wheelchairs/buggies to pass one another comfortably. Another landscape area / tree line is proposed next to the walkway. An area of a minimum of 5.0m width is proposed between the second landscape area tree line and the frontage of buildings to allow a building interface area.

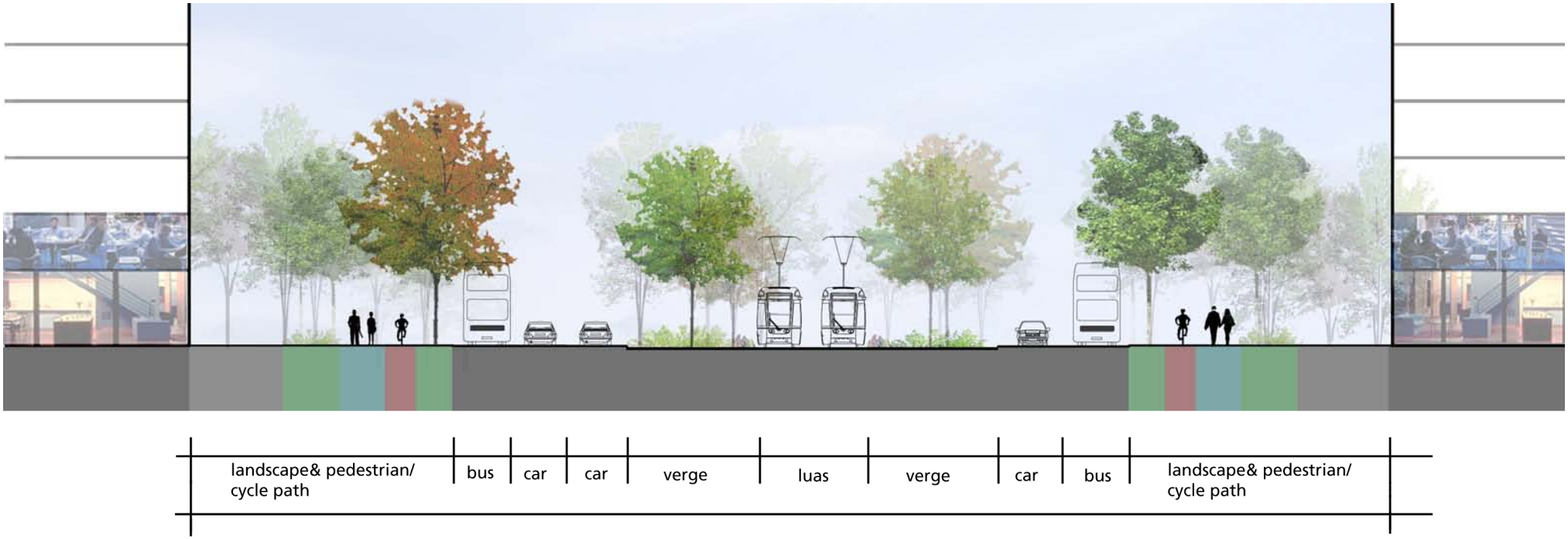


Figure 4.18 Naas Road Indicative Section

Kylemore Road/Walkinstown Avenue Boulevard

The Kylemore Road / Walkinstown Avenue corridor can potentially become an important spine road within the Plan area to accommodate local movement. It is therefore proposed to develop this route into a boulevard. It is also proposed to provide landscape verges / tree lines on both sides of the road to soften proposed hard surfaces along this route and to segregate pedestrians from traffic on the road. Walkinstown Avenue is a more intimate setting than Naas Road and has the potential to cater for active frontage that would provide front door access onto the avenue/boulevard.

- *QBC:* It is proposed to potentially accommodate a QBC on Walkinstown Avenue / Kylemore Road to address the lack of orbital public transport infrastructure. As referred to in section 4.2.2, the provision of such a service will link many existing town centres and focal points to one another and provide route choice for passengers who do not necessarily want to travel to the City Centre first on their way to an orbital location.

- *Slip Roads:* Similarly to Naas Road, the provision of slip roads running parallel to Walkinstown Avenue / Kylemore Road is considered to be have numerous negative impacts on the Naas Road Lands environment.

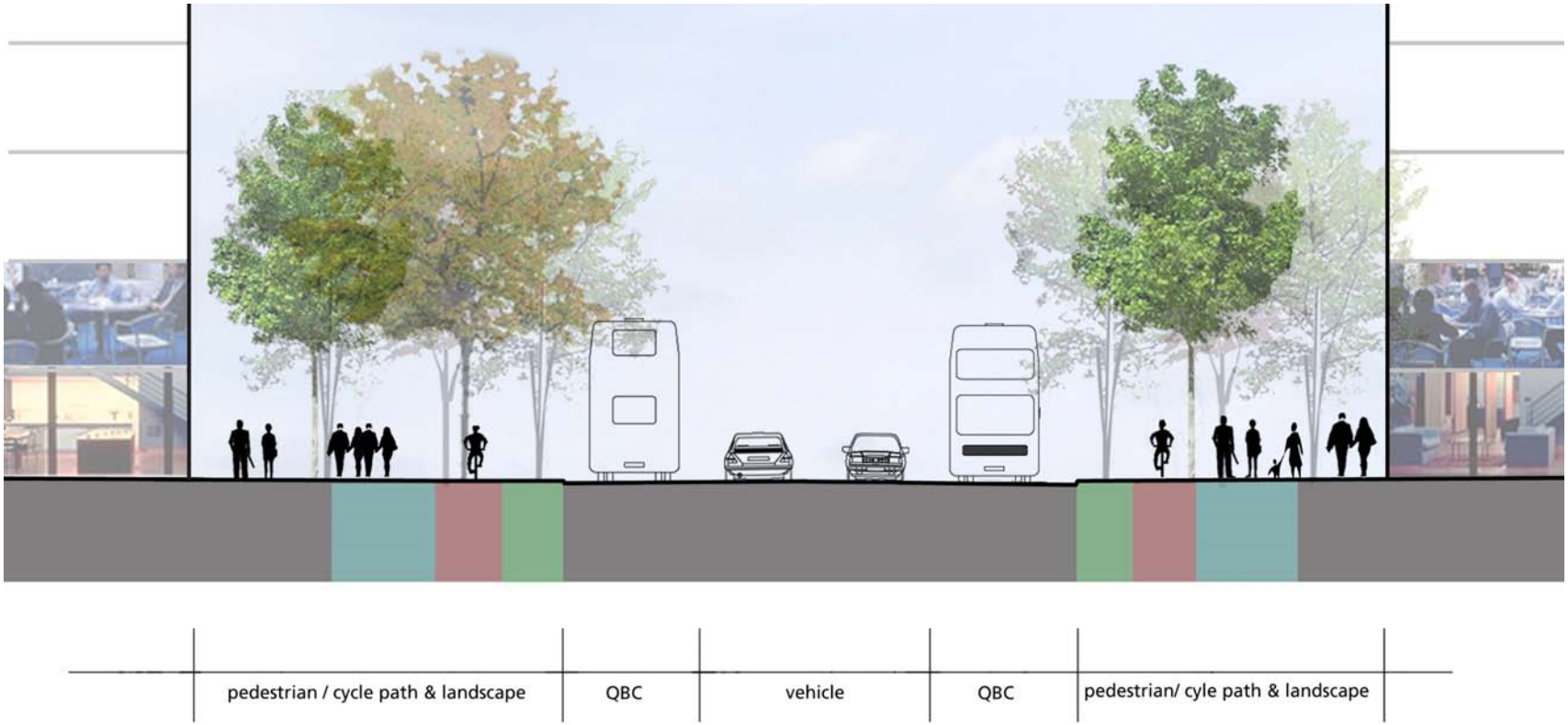


Figure 4.19 Walkinstown Road Indicative Section

Typical Cross Section for R112 Kylemore Road / Walkinstown Avenue

A typical cross section has been developed for the above road to create a boulevard along this route to provide bus priority and to break the dominance of the road space as shown in Figure 4.20. This cross section is based on the profile of the existing road space available. The cross section includes two vehicular lanes and possible bus lanes. The provision of vehicular lanes and bus lanes will be subject to a further traffic management study which would also set out recommendations on road width, reserves and provide further detailed analysis.

An on road cycle lane, is provided in each direction of the road which can be accommodated in the existing road space. The setback of the existing buildings and site boundaries also allows for the provision of generous footpaths and landscaping on either side of the road.

Typical Cross Section of Primary Road Network

The proposed typical cross section for the primary road network is shown in Figure 4.20. It is proposed that these roads should typically be single carriageway roads with a minimum road width of 6.0m to allow all types of vehicles to use these roads. On road cycle lanes should be provided in each road direction followed by a verge for landscaping. Footpaths should be provided adjacent to the verges.

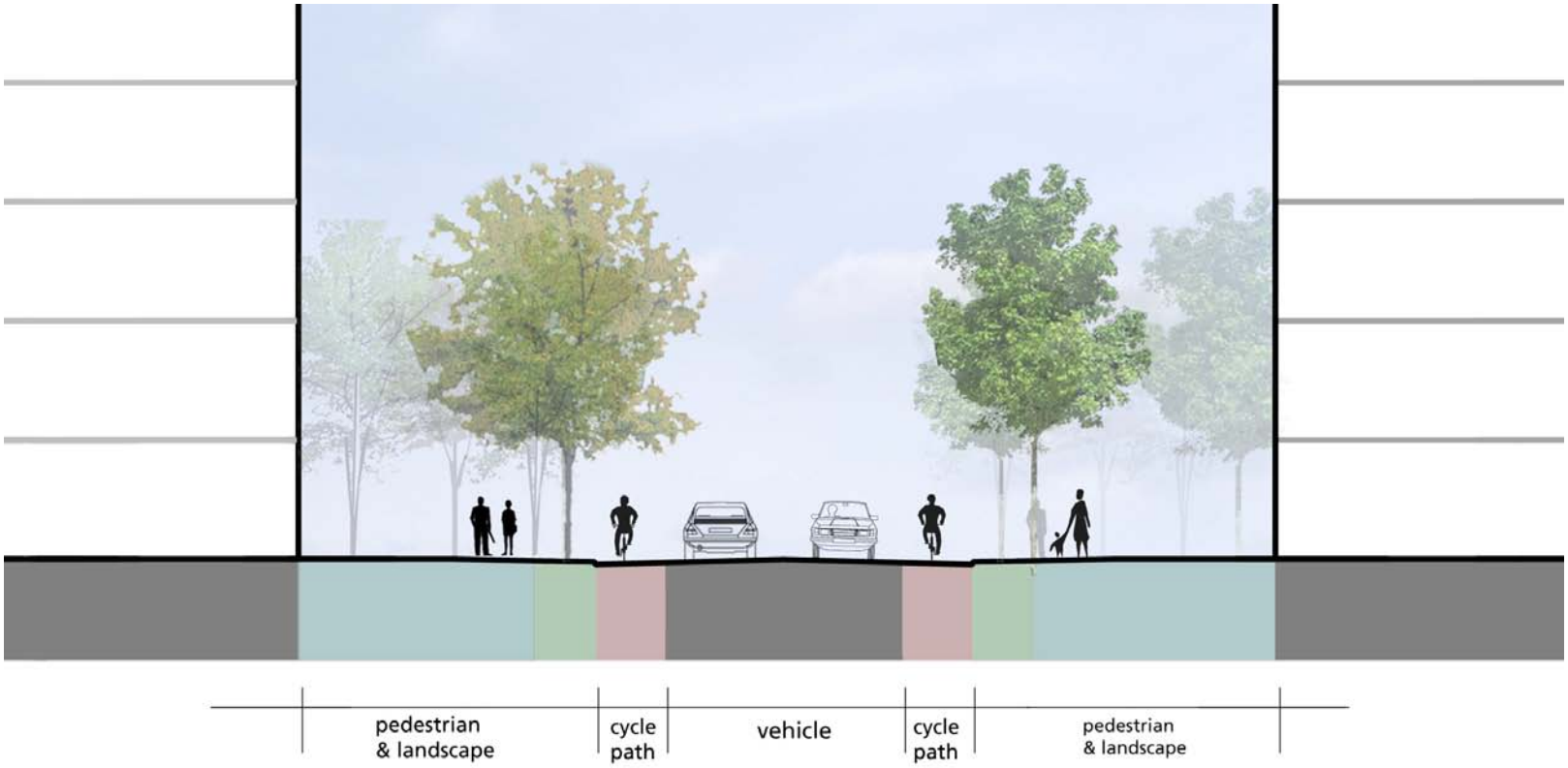


Figure 4.20 Primary Road Indicative Section

Typical Cross Section of Secondary Road Network

The proposed typical cross section for the secondary road network is shown in Figure 4.21. These roads will be shared surfaces that will be used by vehicles as well as by pedestrians and cyclists. Therefore no dedicated footpaths or cycle lanes are provided along these roads. The full width of the cross section and the building line setback is a function of building height and its relation and scale to the road. A hard surfaced area, able to carry the loading of light and heavy vehicles should be provided with a minimum width of 5.5m. This width is required to enable service and emergency vehicles to enter the shared surfaced areas safely.

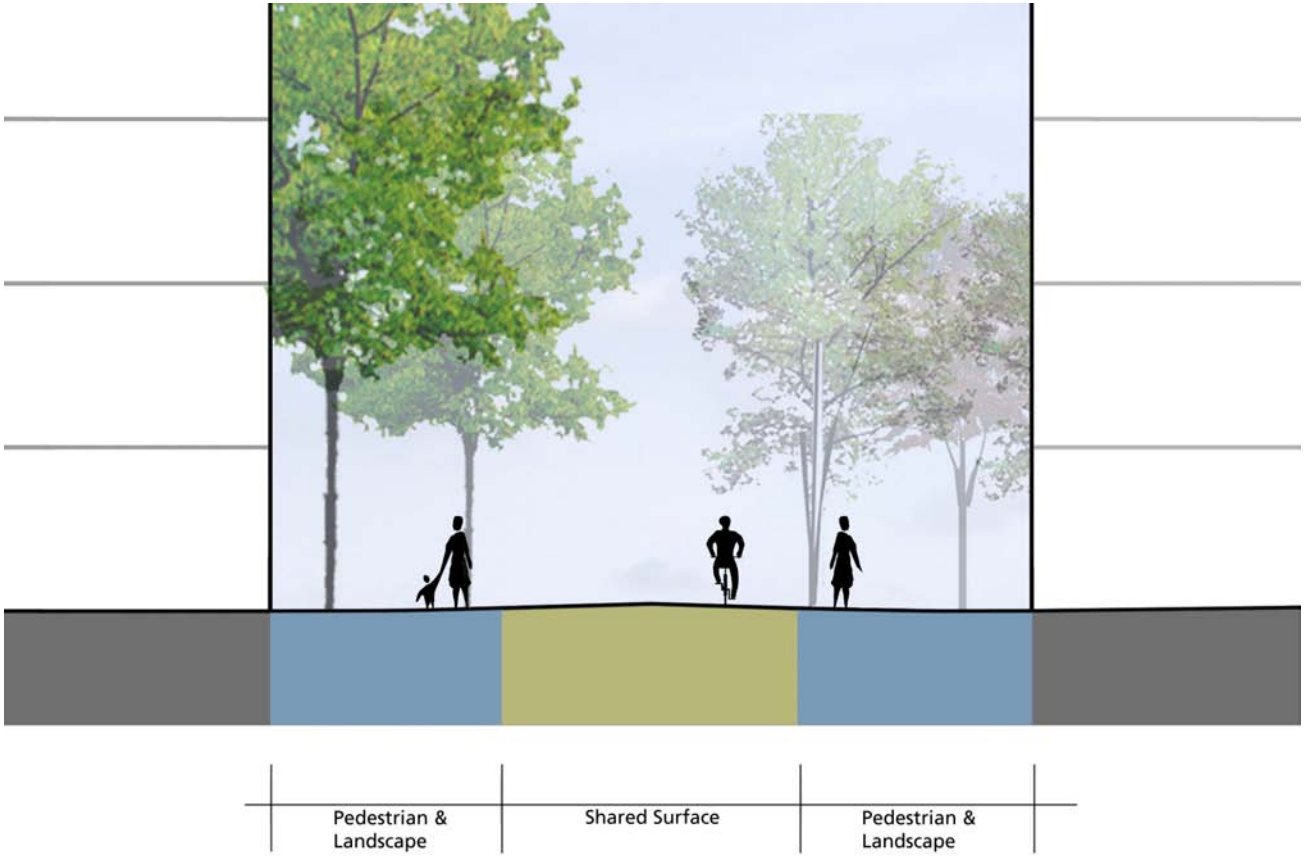


Figure 4.21 Secondary Road Shared Surface Indicative Section

4.4.4 Podium Crossing – Medium to Long Term Strategy for Crossing Naas Road

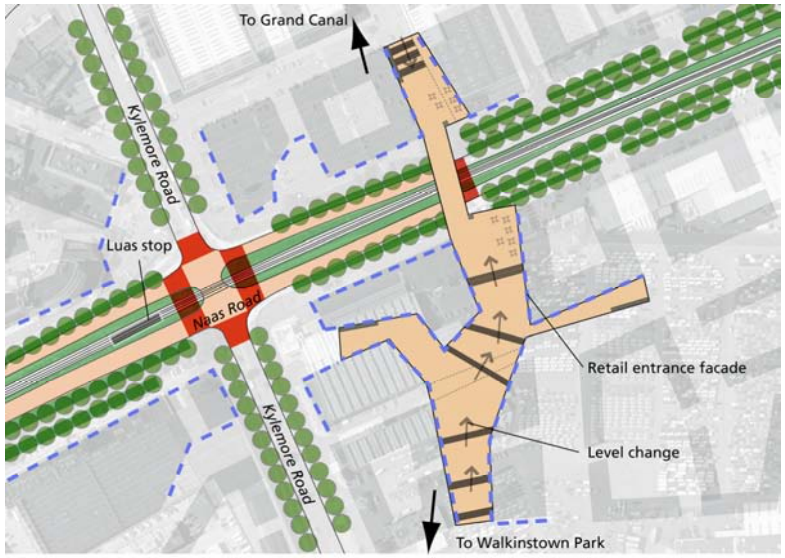
Enhancing north south connections across Naas Road is key to the long term success of the Plan area. In addition to short term strategies aimed at improving connectivity across Naas Road, medium to long term strategies are also needed. The short term strategy is landscaping and road narrowing; the medium to long term strategy is to bring the crossing into a podium level which could act as a key crossing point and bring vitality to the area.

A podium crossing over Naas Road has the potential to add positively to the area not only though enhanced connectivity, but also to engage with surrounding land use and contribute to permeability from the north of Naas Road to the proposed core of the Prime Urban Centre to the south. Appropriately designed, the podium has the potential to read as a landmark and draw people to the area from a wider network of movement routes.

Grade separated pedestrian links such as pedestrian footbridges or underpasses are rarely successful due to a number of factors. Pedestrians would in many instances ignore pedestrian bridges and cross roads at grade as it is more arduous to climb stairs or ramps to the required bridge or underpass level. In addition, these pedestrian crossing facilities provide a poor sense of security and pedestrians feel isolated and potentially trapped on such structures. Having regard to this the successful creation of a segregated pedestrian crossing should be based on the following principles:

- The bridge should be of sufficient width (in the order of 5.0 to 10.0m) to allow a sense of free movement on the bridge;
- Adjacent land uses should front onto the ramps/stairs to the bridge and space for activities such as café's and shops should be provided;
- Ramps should preferably be integrated with the urban fabric of the adjacent development so that the users are not distinctly aware that they are ascending to the bridge level. This can be achieved by starting the ramps from a long distance away from the actual bridge and providing only short sections of stairs and ramps;
- Ramps should be accessible from as many directions as possible as shown in the second image above;
- Bridges and ramps should be well lit and landscaped and provided with street furniture to encourage pedestrians to dwell longer on the bridge and treat the facility in some sense of the word as a destination;
- Buildings and frontage activity can be integrated with the approaches to the bridge or underpass.

Figure 4.22 Naas Road Crossing – Grade Crossing (Short Term Option)



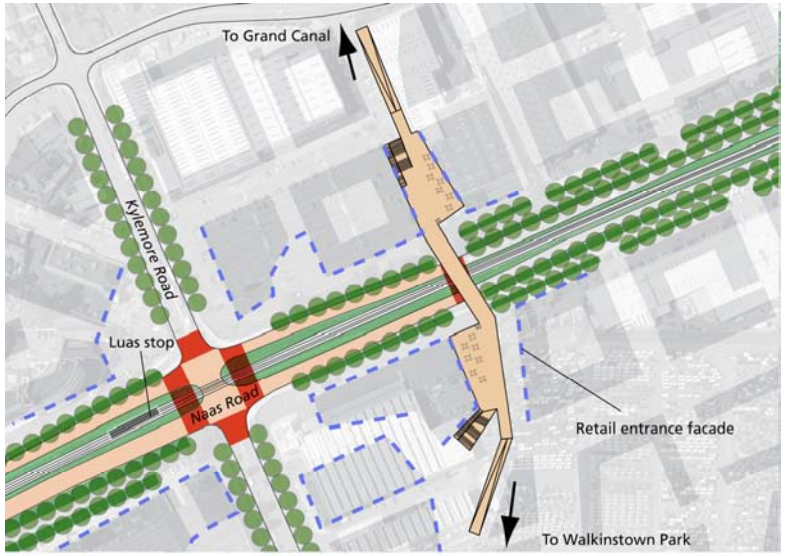


Figure 4.23 – 4.24 Naas Road Crossing – Indicative Podium Crossings (Medium to Long Term Options)

4.5 Urban Sustainability

The urban design strategy places focus on the creation of a new sustainable neighbourhood having regard to sustainability at all levels of community. In this regard, the following section builds upon the movement and landscape strategies discussed above by providing a landscape strategy and indicative pedestrian, cycle and vehicle movement structure to guide future development. In addition, guidelines for future treatment of movement routes are outlined and proposals to address severance between the north and south sides of the site.

4.5.1 Landscape Strategy

The Landscape strategy integrates aspects of the overarching movement and landscape strategies together, extending existing public spaces to bring forward the basis for the development of a permeable and high amenity environment.

Landscape as portrayed within the Landscape strategy does not only refer to open green spaces, but also includes public squares, community areas, walkways and other areas frequented by the public. These areas should be emphasised through appropriate design as being places open to the public for their enjoyment and use, serving as physical and visual connections through the site and composed of 24 hour *public space*. In particular, public space within and around the Plan area should include:

- A mix of soft and hard landscaping include trees and street furniture, and surfaces and edges designed to allow universal access;
- A strong relationship with adjoining land uses (e.g. residential and commercial uses facing onto public space);
- Pedestrian priority;
- Provision of adequate night time lighting along all pedestrian routes;
- Where appropriate, provision of mixed use activities appropriate to a busy pedestrian route; and
- Universal access (as provided for in Part M of the Second Schedule of the Building Regulations and including those recommended guidance documents referred to within the same).

Designation of a substantial and usable open space within the Plan area will assist in increasing the desirability of the area, both for residents and commercial occupiers working within the site and also those within the surrounding area.

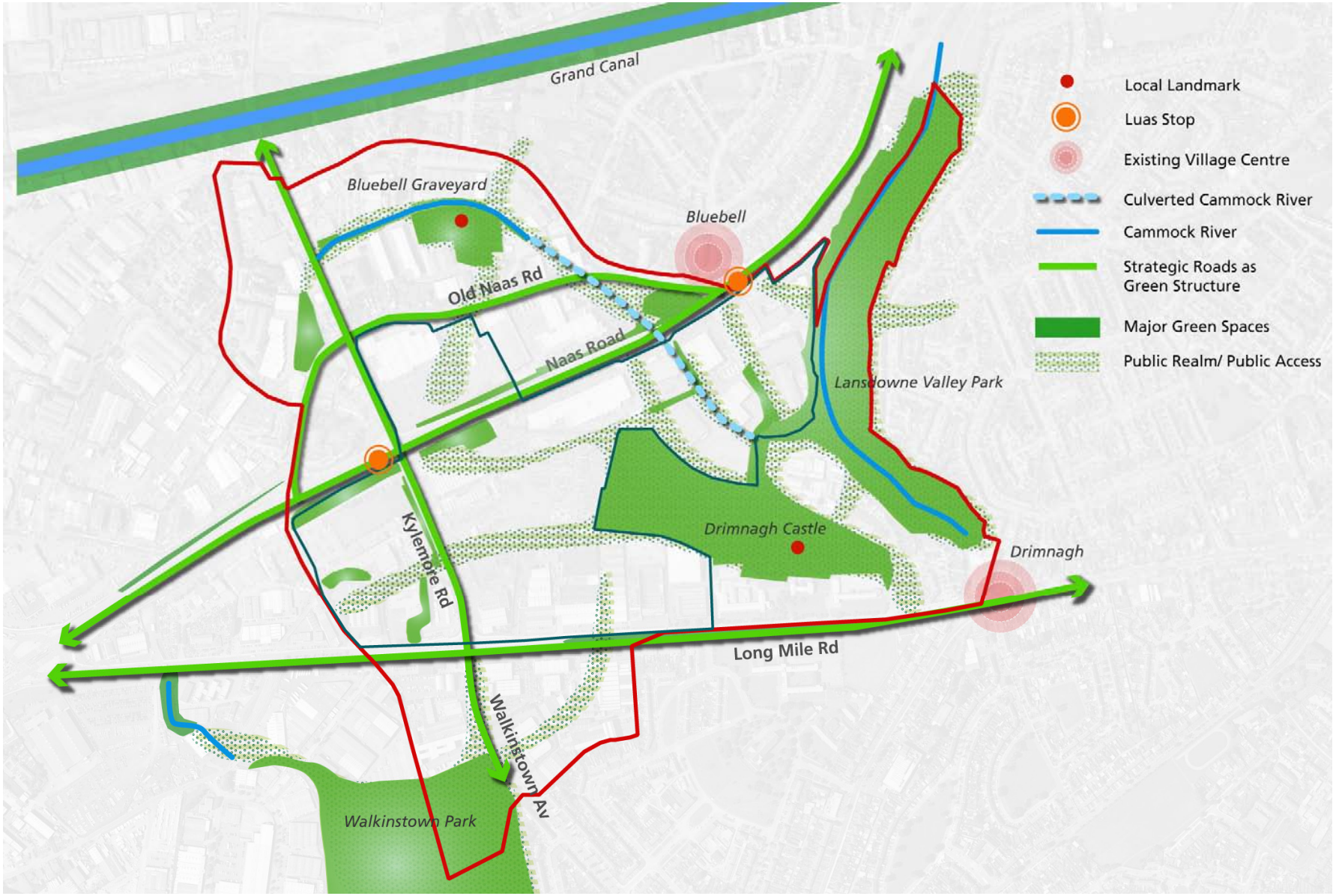


Figure 4.25 Landscape Strategy

Of particular importance to the success of the proposed scheme will be:

- The upgrade of Naas Road, Old Naas Road, Long Mile Road, Walkinstown Road and Kylemore Road need to provide for high amenity pedestrian environments. As a minimum these public routes should include:
    - Provision of enhanced streetscape;
    - The implementation of cycle ways through the area;
    - Enhanced pedestrian crossing points;
    - Provision of a quality public realm;
    - Provision of adequate night time lighting;;
    - A mix of soft and hard landscaping; and
    - Provision of a variety of community spaces, suitable for local residents and workers and visitors to the area.

      (Further detail on the treatment of Naas Road is outlined in this Plan hereafter).
- The inclusion of public space running north south from the existing retail warehouse site located at the northeast corner of Naas Road and Kylemore Road, past the Bluebell Graveyard and up to the Grand Canal.
- Extension of the existing Lansdowne Valley Park to include public space connections to the west. These connections are aimed at opening up strong relationships between communities and the proposed community hub adjacent to the Bluebell Luas stop. These connections should also provide connections to Drimnagh Castle and further east to what will become the core of the Prime Urban Centre, as defined in whole or in part by the Z14 zoning.
- High amenity connections between the centre and southern land holdings and Walkinstown Park are necessary to enhance the profile of the southern part of the Plan area. In particular, it is envisaged that the Walkinstown Park be ‘drawn out’ into a green street that connects north to Long Mile Road and integrates with Walkinstown Road.

4.5.2 Key Aims Towards Achieving Sustainable Urban Development

The aim of sustainable design is to achieve best practice levels of environmental performance at the design, planning, construction and occupation phases of development. The key urban design sustainability objectives set out here seek to establish a sustainable community and include:

- Quality of Life
- Mix of Use
- Diversity of Social Mix
- Built form
- Long Life use and Adaptability
- Microclimate

Quality of Life

Any development should look at the life patterns of people using it and seek to address ways to increase that quality in measurable steps. These would include the following headings:

- Sustainable Communities: The mix of housing and commercial should foster a balanced approach to integrate a wide variety of uses on the site.
- Housing Mix: The development should seek to ensure a balanced community comprised of private, affordable and social housing choices, as well as the retention and protection of existing community areas and their surrounding amenities.
- Adaptability: the development should allow floor plates to be changed to allow for future requirements and changing circumstances of the residents.
- Community gardens: semi private areas should be seen as an opportunity to engender a feeling of community among the residents.
- Private open space: Any intensification of the sites should look to address the positive balance of spaces in the provision of private open spaces. The availability of external space around and close to the residential units is one of the key aspects affecting the quality of life of the occupiers. The external space can be a private garden as well as a shared garden, balcony or roof terrace. The green space to the roofs should also be addressed from an urban point of view, given its prominent and strategic location within the city.
- Public open space: Streets, squares and social spaces can be enhanced through the positive integration of planting. Not only do they enliven the area, they are essential in balancing the air quality, relative humidity and sound quality of their inner city microclimate.
- Daylighting: The urban block should be modelled to take account not only of positive orientation but the optimum aspect for day long passive lighting of spaces, streets and internal floor plates.
- Integrated amenities: The ground floor activities should seek to create a range of commercial and community facilities in order to sustain urban living.

Mix of Use

The commercial and community mix on the sites should be balanced by a sustainable community residential mix to allow the area to react to its inner city location and integration into the daily pattern of inhabitants across the working and living day. The mix of use should act to enliven the area through the day and night time in order to produce a vibrant living and working environment within a the city.

Diversity of Social Mix

To achieve a sustainable community, it is essential that there is a mix of households to cater for families, single and mixed households. This requires a mix of housing units to be provided across the site to enable a healthy demographic mix and opportunity for all. Three elements can act together to further this:

- Recent piece meal developments can give way for current landowners to work together through planned development in larger blocks.
- The predominance of one and two bedroom apartments constructed in the Plan area discourage family living. Larger residential units with high quality private and public space would encourage families to live in the area.

Built Form

In addition to the above, buildings can be designed so as to respond intelligently to the existing topography and climate. For maximum effect and economy the aim should be for integration of appropriate design and technology into the overall building form and not simply to apply technology as an afterthought. Sustainable building technologies and sustainable use of resources in the construction of buildings should be demonstrated within all new development proposals within the Naas Road Lands Plan area. In this manner, new developments should, where possible, seek to maximise energy efficiency through their location, layout, design and/or make appropriate use of energy conservation techniques.

CHP (combined heat and power) on site production of heating, lighting and cooling has been shown to be the most sustainable in terms of efficiency. This should be an option to be considered for implementation. This is best suited when there is a suitable mix of uses for energy centres. In terms of sustained energy demand, the use of compatible uses such as day and night-time loads and cooling and heating - i.e. commercial and residential use respectively lends itself to the use of energy centres or CHP.

Current legislation in Building regulations is heading towards low or zero carbon developments past 2013. This is in line with EU policy to promote energy efficiency in the construction industry. Ireland has already implemented 40% energy and Carbon emissions in its building regulations, with a 60% improvement to be introduced in 2010. It is clear that sustainable building technologies as well as integrated renewable energy sources have to be incorporated in the planning of any new development. The careful selection of building materials with a low embodied energy will also reduce the emissions during the fabrication of materials and the construction.

Addressing the minimisation of heat loss, encouraging grey water recycling, minimisation of resources used to heat and light buildings, and the use of materials and construction processes that reduce the impact on environmental

resources, will all assist in leading to greater sustainability and longevity of the current and future Naas Road Lands community.

Particularly within residential developments, this strategy seeks to see opportunities for energy conservation applied within any design. As this has now been enacted into law through both Part L of the building regulations and BER (Building Energy Rating), any future development should future proof new units to aid in the conservation of energy and maximise solar gain and renewable technologies.

The embodied energy content of the materials, toxicity and the expected life of the components should be considered both at the onset of the design stage and also at the specification stage. Measurement tools such as BRE's (Building Research Establishment) green guide for housing specification provides a tool to aid specifiers in considering the environmental implications of their choices. The green guide and BRE's environmental Profiles methodology are based on a 60 year building design life. Included in this is any repair and maintenance over the 60 year life, and impacts relating to an assumed dismantling/ demolition of the building at the end of its life.

Long Life Use and Adaptability

This Plan promotes an approach to building design and technology that is flexible and allows for adaptation and for change of use in the long term. For example, the potential for office and retail space can be converted to living space and vice versa. Equally, the long term life of residential apartments should be considered through design that provides them with potential to be adapted over time. A building should not become obsolete on cessation of an activity, but should be capable of facilitating new activities without onerous renovation.

Long life use and adaptability can be assisted through application of the following:

- Floor to ceiling height for residential developments can be higher than the norm (e.g. higher than 2.45 metres) to allow for possible conversion to office or retail use later, in particular at ground floor level.
- Floorplates that would allow cross ventilation to passively ventilate the office thereby reducing office cooling loads. This will also have a future proofing role, reducing carbon emissions.
- Floor plans should take into account 'soft spots' for service risers and larger duct sizes should the ground floor uses change or residential units become amalgamated in future.
- Internal arrangements should take cognisance of changing needs of the inhabitants - i.e. provision should be made at the onset for accessibility throughout the floor plans to take account of impaired mobility of its users, thereby creating extended occupation of residential units and the positive integration of all sectors of the community.
- Good load bearing capacity in structural walls, floors and columns to facilitate change of use.

Microclimate

Urban design should be responsive to climatic factors in a manner that conserves the amount of energy used to light and heat buildings and creates sunlit and comfortable public open spaces. The design and arrangement of buildings on a

site result in the creation of a microclimate, influencing the effects of temperature, sunlight and wind movement. Certain orientations and design can enhance comfort on exposed sites and maximise the potential of daylight and solar gain. The orientation, massing and landscaping aspects of buildings can contribute significantly to the overall energy budget of a building through conservation, heating and cooling. The objective should be to optimise the amount of solar gain in developments, whilst balancing this objective against other urban design considerations including the promotion of 'live' frontage to all sides of a block, enabling active streets, supervised and well overlooked spaces. Achieving this balance will require an evaluation of the solar gain opportunities provided by development blocks through computer modelling. The evaluation should seek to optimise solar gain, minimise overheating and balance the benefits of solar gain against the other urban design considerations for site development in the Plan area.

Chapter 5.0 Quality of Life and Liveability – Community Infrastructure

5.0 Quality of Life and Liveability – Community Infrastructure

5.1 Community & Cultural Context

Quality of Life

Qualify of life is the cornerstone of vibrant, cohesive and economically prosperous communities within society. It underpins the desire for individuals and families to live in, and the decision for businesses to establish themselves, in a given area. Many factors beyond economic success are involved in fostering a high quality of life, including education and learning opportunities, healthcare, childcare, arts and culture, heritage, sports, public amenities and recreation facilities. In fact, these are themselves key elements to driving economic success within areas. The importance to the economy of these community and cultural facilities is reflected in the Dublin City Development Plan 2005 - 2011 where the economic development vision for the City outlines Dublin City Council's commitment to support and promote the necessary infrastructure for cultural and recreational activities. The Plan recognises the key role they play in promoting competitiveness within the economy and the bearing they have on the perceived attractiveness of a place in terms of employment. Indeed, it is now widely acknowledged that there is a need for both adequate and suitable community and cultural infrastructure to make an area an attractive place in which to work, live and visit.

Importantly social, community and cultural facilities enable individuals to engage with one another and to share in mutual experiences - often bringing people from diverse backgrounds together and in doing so facilitating understanding, respect and integration between and within communities. Integration of people is central to social inclusion, without which achieving a far reaching, and hence meaningful and sustainable, quality of life within society is threatened. As outlined in the integrated economic, social and cultural strategy for Dublin ("*Dublin a City of Possibilities*") all development should be sustainable. The strategy states that this means that "*given the economic, environmental, human and social resources that we have in the city, all our actions should ensure that these resources are maintained and enriched".* From a community and culture perspective, sustainability involves fostering cultural identity, promoting the arts, encouraging creativity and innovation, and protecting and enhancing community and cultural infrastructure. In doing so, it supports inward investment and entrepreneurism, creates distinct neighbourhoods unthreatened by bordering communities and leads to a better quality of life for all.

5.2 Profile of the Area

The Naas Road Lands are surrounded by the well-established residential communities of Walkinstown, Drimnagh, Inchicore and Ballyfermot, with the Lands themselves hosting a very small residential settlement amongst a largely industrial set of developments in the electoral division of Inchicore B. The immediate Plan area has over the years been affected by poor quality of life and social exclusion, with little investment in community infrastructure (aside from Drimnagh Castle School and Lansdowne Park Pitch & Putt facilities) and a lack of any significant enhancement to the two important heritage sites of Bluebell Cemetery and Drimnagh Castle. Cultural attributes of the area have been heavily affected by large scale rather monotonous industrial development, resulting in a homogenous and visually unattractive location.

	2002	2006	No. +	% +
State	3,917,203	4,239,848	322,645	8.2%
Dublin City	495,781	506,211	10,430	2.1%
Wider Area *	12,627	12,662	35	0.3%
Plan area **	1,849	1,831	-18	-1.0%

Source: CSO Census 2002 & 2006

*Notes: * Incorporates Electoral Divisions of Inchicore A & B, Crumlin A & F, and Walkinstown A*

** * Electoral Division of Inchicore B*

Table 5.1: Population Growth 2002-2006

The poor quality of life is also mirrored in the demographics of the area. The population trends between 1996 and 2006 show that, despite a national increase of over 8%, the population growth in the Plan area has remained flat and the population age profile is weighted in favour of an older rather than a younger age group. Both factors suggest that there is a long-standing residential community and reinforce the view that there is little to attract new residents into the area.

Education attainment also remains low in the area, with almost one out of every three residents not having completed any formal education or having only completed primary education, compared to one out of five for Dublin city as a whole. When examining third level education attainment these figures are reversed, with only one in five individuals from the area progressing to third level as compared to one in three for Dublin. With local business focussed on manufacturing and car dealerships, it is not surprising to find that male workers are primarily engaged in manufacturing and female workers in clerical duties.

Similarly, a high proportion of employees are classified as either semi-skilled or unskilled workers. Furthermore, in spite of its significant size and industrial character, the number of job opportunities being provided by companies in situ is relatively few. Social inequity is also revealed in the low level of car ownership, indicating that residents are highly dependent on public transport. This relative poverty is carried through to the housing situation where a disproportionately high percentage of accommodation is rented from the local authority.

(2006)

	State	Dublin City	Wider Area *	Plan area **
Population age profile < 14 y-o	20.4%	15.0%	17.0%	19.5%
Population age profile > 65 y-o	11.0%	12.7%	16.1%	14.7%
No formal education / Primary education	18.0%	20.5%	30.3%	36.3%
Third level education attainment	29.1%	33.4%	20.5%	12.3%
Housing rented from Local Authority	7.2%	11.8%	11.8%	30.3%
No car ownership	6.8%	15.3%	15.0%	16.8%

Table 5.2: Some Key National, Dublin & Naas Road Lands Statistics

Source: CSO Census 2006

*Notes: * Incorporates Electoral Divisions of Inchicore A & B, Crumlin A & F, and Walkinstown A*

*** Electoral Division of Inchicore B*

Looking beyond the immediate Plan area to the extended surrounding environment (within approximately a 30 minute walk), there is a shift in the character and demographic profile. The wider area to the east, north and south is characterised by established residential communities and local retail clusters, whereas the west is primarily devoted to industrial development. The former wider area has historical and contemporary ties with music, drama, performing arts and sports personalities providing interesting attributes that underline the locality's inherent cultural identity. Musicians range from the classical composer William Balfe through to traditional Irish with the Wolfe Tones and more recently Paddy Casey; actors and playwrights such as Gabriel Byrne and Brendan Behan; and sporting heroes Eamonn Coughlan, Robbie Keane and Michael Carruth have all been born or have lived in the neighbourhood. These iconic figures add to the area's distinct character and uniqueness, giving youngsters success stories to which they can aspire, and enrich the fabric of the community in general. In conjunction with these historical characteristics, the key to nurturing and developing a robust and vibrant identity for the developed lands will be the recognition of the influences of new cultures and nationalities. It is important that the culture of existing communities is protected and that of emerging communities and localities are given the right environment in which to flourish.

Asset Base & Gap Analysis

Cultural and social prosperity is heavily reliant on a strong asset base. An examination of the extended area demonstrates that the locality has many assets. With a combined total of 37 primary and secondary schools, and generally good availability of spaces for incoming students, the education requirements are relatively well-serviced for school-goers. Anecdotal evidence suggests that in recent years demand for primary class places can exceed supply, reflecting the higher numbers attaining primary level education in comparison to secondary level (where there is an 8% drop-off rate after primary education in the wider area), despite the equal capacity for each (see Table 5.3 overleaf).

Furthermore, post-secondary and adult education facilities are quite readily available with a number of Vocational Colleges in close proximity. The courses on offer cover a variety of topics including post-leaving certificate education; adult literacy; drama; art; yoga; and information technology amongst many others. The locality also has a good provision of healthcare facilities with six health centres and two hospitals within a 5 kilometre radius. Other community infrastructure that is in place comprises several community centres, successful boxing clubs and numerous post offices (particularly considering the decline in numbers of the latter in other areas of the City). Supporting the community – and underlying the strong community spirit - are active groups, partnerships, projects and initiatives established to address issues relating to social exclusion, education accessibility and the general well-being of residents.

Moreover, although less than six kilometres from the city centre, the area has a considerable distribution of green space which incorporates parks, playing pitches, and plenty of grass roundabouts and other public green lands dotted throughout the neighbourhood. Indeed aerial views depict a landscape that is well represented by large green expanses between which are many smaller dispersed areas of greenery. The lands are primarily available for public use and have adjoining amenities such as playgrounds, astro pitches and pedestrian pathways. These green spaces facilitate many sporting activities: the Iveagh Grounds hosts soccer, hockey, and rugby games; Galtymore Park is home to the GAA Good Counsel Club; Lansdowne Valley Park provides a pitch and putt course; Brickfields Park is in regular use by soccer clubs such as Crumlin United FC, St. James' Gate FC and Walkinstown Athletic FC; as well as soccer and GAA taking place at Benmadigan Road, Stannaway Park, Walkinstown Park, Dromord Field and Mooney's Field.

	No. of Facilities	Total Capacity
Childcare / Crèche Facilities	10	260
Primary Education	23	4,959
Secondary Education	14	4,829
Post Leaving Certificate / CDVEC	7	2,791

Table 5.3: Education Facilities within a 30 Minute Walk

Source: www.schooldays.ie & in conversation with school & college representatives

Despite the vast array of spaces available for recreation and sporting activities there is a lack of the necessary facilities to support such activities. Many green spaces are currently underutilised with little thoughtful development to encourage recreational usage. There is a marked absence of changing facilities for players at most of the pitches. Clubs have real difficulty finding suitable locations at which

to base themselves and sports are largely confined to the outdoors due to insufficient indoor facilities. Similarly, although there is considerable frontage of lands onto the Grand Canal there is little use of this wonderful amenity since there is no infrastructure to enable safe and interesting interaction with the waterway. Facilities are also lacking when it comes to childcare, with approximately 20 places available in an area that is home to a population of 795[1] children under five years of age. In addition, the locality is greatly in need of a recreational hub, a place where people can be entertained and where there are opportunities to socialise.

In terms of arts, culture and heritage, the extended Plan area is largely defined by its people, with little by way of physical infrastructure. And, what little infrastructure there is in place has faded into the background: Drimnagh Castle has become hidden on the grounds of the Christian Brother's School and Bluebell Cemetery is land-locked by industrial development. Art installations are non-existent and artists are not incentivised to relocate to the area. In fact, with the exception of the annual Drimnagh Arts & Recreation Festival there is no active promotion of the arts. Learning in relation to the arts is dependent on drama groups that have been set up by the community and to limited access to public libraries where locals rely on the mobile library service. The need for a library in the locality is recognised in the Dublin City Development Plan 2005-2011 which specifically states an objective to identify a library site at Crumlin/Drimnagh.

The lack of cultural and community infrastructure is further exacerbated by restricted movement throughout the area. The artery roads of the Long Mile Road, Naas Road and Walkinstown Avenue/Kylemore Road act as barriers to pedestrians and cyclists, and make it unsafe and uninviting to access nearby facilities. Ironically, this has resulted in underutilised resources and the consequent lapse into disrepair of facilities, such as the tennis courts in Walkinstown Park.

[1] Based on the CSO 2006 population figures for the Electoral Divisions of Crumlin A & F, Inchicore A & B and Walkinstown A

5.3 Community Consultation Process & Discussion Items

Consultation on the Naas Road Lands Strategy Plan was initiated with a meeting of community representatives on 29th July 2008 and followed up with a subsequent session on 2nd September 2008. The purpose of the meetings was to inform and gather feedback from local residents and community groups regarding the future development of the Naas Road Lands Plan area.

5.3.1 Positives, Challenges & Improvements Needed

During the consultation process community representatives were asked to explore the main positives, challenges and improvements that they viewed as being important. The items raised are summarised in Table 5.4.

Positives	Challenges	Improvements Needed
Employment	Quality of life	Environment
Regeneration	Traffic	Public transport
Community facilities	24/7 Activity	Meeting places
Community spirit	Change	Community facilities
Location - Luas	Development of lands	Childcare
Amenities – Canal	Transport / Traffic	Swimming pool
Safety	Protecting heritage	Health facilities
Co-operation	Protecting environment	Water pressure
Low density / low rise	Anti-social behaviour	Local employment
Local employment	Leisure	Quality open spaces
Sense of community	Childcare	Traffic plan
Public transport	Recreation	Public transport
Historic location	Integration of new & existing communities	Landlord responsibilities
Schools	Sustaining educational needs	Recreational hub – e.g. theatre, bowling
	Facilities for the elderly	
	Sustaining employment	

Table 5.4: Summary Positives, Challenges & Improvements Raised During Consultation Process

5.3.2 Key Concerns Raised

Over the two days of consultation, and in subsequent written submissions in September, a number of concerns were communicated. The key themes that emerged during discussion centred on education and childcare, healthcare and social well-being, employment, arts and culture, traffic and environment, sports and leisure, and the scale of the development. A summary of some of the key concerns raised is outlined below.

Education & Childcare

Representatives noted the lack of affordable childcare facilities (both crèche and pre-school) in the locality and the very limited number of places available to residents. They also reported their concern regarding the sustainability of education requirements into the future and the need for better access to secondary education in Bluebell. Proposals included improvements to existing primary schools and improved access to secondary school, either by way of a bus service or a new school.

Employment

Concerns were voiced in relation to the sustainability of employment in the locality and the need for a range of small and larger businesses so that employment opportunities would not primarily fall to a single company. It was also stated that local businesses should be supported. The concept of multi-functional start-up units was suggested as an option to encourage enterprise development.

Healthcare & Social Well-Being

The importance of social inclusion and the integration of neighbourhoods for future development were raised, particularly in light of migration that would result from new residential developments. It was conveyed that there is the need for meeting places, better medical care (with a range of medical services), a family resource centre and social housing (new and enhanced), services to support the elderly - as well as improvements in general to the quality of life for residents.

The importance of social inclusion and the integration of neighbourhoods for future development were raised, particularly in light of migration that would result from new residential developments. Furthermore, it was conveyed that there is the need for meeting places, better medical care (with a range of medical services), a family resource centre and social housing (new and enhanced), services to support the elderly - as well as improvements in general to the quality of life for residents.

Arts & Culture

Representatives raised concerns over the lack of local arts programming activities. It was also noted that there is an absence of art installations in the area and a deficiency of cultural and/or tourism attractions. Furthermore, it was reported that there is a need for a modern state-of-the-art library in the locality. Also, the suggestion was made for the provision of an arts centre or theatre space for resident artists.

Traffic & Environment

The issue of rat-running in the locality was mentioned and that any additional traffic generated by development in the Plan area would be a concern. The

problem of the high number of heavy goods vehicles circulating on the roads was mentioned and a suggestion was made to find new routes to ease the burden on neighbourhood roads. A suggestion was made to allow trucks to use the Quality Bus Corridor lanes. Other traffic management concerns included the need for improvements in terms of times and usage of Quality Bus Corridors and the difficulty in accessing transport services on the Luas and public buses due to capacity issues. With regards to the environment, the issues of poor on-street lighting, lack of managed greenery and landscaping of the neighbourhood, few cycle paths, poor pedestrian crossings and pedestrian access throughout the area were voiced. Attendees reported the need to protect the natural and built heritage and noted the disregard for important heritage sites such as Bluebell Cemetery and Drimnagh Castle. The issue of the unsightliness of the pylons was also raised as was the poor water pressure experienced in certain areas. It was proposed that space for a farmer's market should be provided in the locality.

Sports & Leisure

Concerns were raised over the general lack of sporting facilities despite the active participation in field sports. It was stated that there is a great absence of changing facilities as well as the need for additional astro turf pitches throughout the locality. Furthermore, it was noted that the neighbourhood could benefit from a good quality swimming pool and infrastructure to support activities on the Grand Canal. Recreational amenities were also reported to be in short supply and the suggestion was made for a recreational hub to address this shortage, not only as an amenity for leisure pursuits but also as a meeting place. Specific suggestions included the provision of a cinema, theatre and sports/leisure complex.

Scale & Type of Development

In terms of the potential development on the lands in question, concerns were raised relating to the overall scale of buildings. The issue of height was voiced, in particular for residents facing directly on to the lands. Unease was noted regarding the need to take a broad look at development of the localities rather than addressing the requirements in a piece-meal manner. The fear that the proposed development of the area would look good on paper but that in reality it would fail to deliver what is needed was also raised, and the examples of failed development in Tallaght and Cork Street were used. It was communicated that there is a general concern pertaining to the overall scale and type of development on the lands.

5.3.3 Suggestions from Community Groups

Further to the two consultation meetings with community groups, in September 2008 representatives were invited to respond in writing to questions concerning potential improvements that could be made to the locality. Based on feedback from these written submissions, as well as recommendations raised during the consultation sessions, a number of suggestions were put forward. These suggestions are summarised in Table 5.5 below.

Education, Childcare & Employment	Health & Social Well-Being	Arts & Culture	Traffic & Environment	Sport & Leisure	Scale / Type of Development
Repairs to primary school	Improve McAuley Centre	Modern library	Improve roads	Indoor sports facility	Appropriate height
Better access to secondary educ.	Day care centre for elderly	Arts centre	Better parking at shops	Parish / community centre	Parking solution
Affordable childcare	More parking at Children's Hosp.	Theatre space	Improve water pressure	Extend John Bosco hours	Low-rise housing
Sustainable local employment	Completion of work to flats	Protect heritage	Remove pylons	New swimming pool	Off-street parking
Business start-up units	More social housing		Inviting green space	Cinema or theatre	
	Community health services		Farmer's market	Sports & leisure complex	
	Family resource centre		Maintain mountain views	Maximise Canal amenities	
	Improved health services:		Remove QBC at junctions	Multi-purpose hall	
	Public health nurse & GP;		Surveillance	Open-air events space	
	Community welfare officer;		Better use of QBCs	Centralised comm. centre	
	Chiropodist & dentist				

Table 5.5: Summary of Suggestions Put Forward by Community Representatives

5.3.4 Feedback on Consultation Process

There were a number of comments made in terms of dissatisfaction and suggestions pertaining to the consultation process and how these should be taken into consideration for consultation sessions on similar projects in future. Comments included the following:

- Concerns were emphatically voiced regarding the tight timescale and the sense of a rushed consultation process.
- There was dissatisfaction in how the community consultation was communicated to relevant representative groups and that certain groups who should have been notified were not.
- It was requested that individual and community group names should remain confidential and that these should not be communicated in any reports or documents.
- A request was made to publish community consultation output on Dublin City Council website to facilitate open communication and keep communities informed.
- It was communicated that this study should have been undertaken many years ago.

5.4 Recommendations

In order to ensure the successful intensification of the area significant investment will need to be made in its cultural and social asset base. Investments in recent decades have focussed on industrial and commercial developments, with little investment in social infrastructure and less in cultural infrastructure. Based on the social-economic profile, the demographics, output from community consultation process and a gap analysis of the cultural and community infrastructure of the wider area, recommendations regarding proposed future infrastructure requirements from a cultural and social perspective are detailed on subsequent pages.

5.4.1 Proposed Cultural & Community Infrastructure

Based on feedback from the community consultation process and a gap analysis of the area, Table 5.6 details the proposed cultural and community infrastructure that should be put in place to support development of the Naas Road Lands.

The need for and provision of community facilities will be kept under constant review throughout the lifetime of this Plan and in the event of development taking place regard will be had to the needs of both the existing and planned communities.

Map Ref.	Facility[2]	Proposed Location
1	Library / Resource Centre	Within the Prime Urban Centre
2	Affordable childcare facilities / crèche	Within close proximity to new Bluebell Community Centre – consideration should be given to the possibility of co-locating the childcare facilities on school grounds.
3	Play spaces	• Playground to the north of the Grand Canal (focused on under 7 age group, but with the provision of facilities for 7 to 10 year olds) • Upgrading / refurbishment of unutilised tennis courts in Walkinstown Park into play space for 8 to 13 year olds (such as a basketball court)
4	All-weather playing pitches	Using lands of existing grass pitches adjacent to new Bluebell Community Centre
5	Indoor recreation/entertainment facilities (e.g. cinema, family recreation centre) – Option for theatre may also be considered, although high level of risk associated with public theatre spaces, significant resources & dynamic programming activities would be required.	Within the 'urban core' of the target area.
6	Canal leisure / recreation facilities (similar to Kilcock Canoe Polo Club)	Close proximity to a community centre / changing facilities such as the John Bosco Community Centre or the new Bluebell Community Centre.
7	Theatre / Community Hall for the arts (film, dance, music, drama, visual arts)	Within the new Bluebell Community Centre – with drop-in facility for teenagers (north east fringe of target area).
8	Incubation units (to encourage entrepreneurism)	In commercial zone / urban core area.
9	Affordable living & working space for artists	In commercial zone / urban core area.

Table 5.6: Proposed Cultural & Community Infrastructure Required to Support Development of Naas Road Lands[3]

[2] Facilities listed are not necessarily to be considered as stand-alone developments, but several facilities may be co-located.
[3] See Appendices section for the proposed mapping of the locations.

Chapter 6.0 Costing & Funding

6.0 Costing and Funding

This section outlines the indicative construction costs and funding information prepared in relation to the proposed scheme. In summary, this section includes:

- Costs prepared for the proposed road treatment strategies which were developed to create a more pedestrian friendly environment suitable for an urban core development;
- The costs for other major infrastructural works including the construction of a pedestrian podium over the Naas Road;
- Information on funding options that could be implemented to finance the works.

The following sections provide information on indicative costs for the 'big moves' that may be required in the key study area.

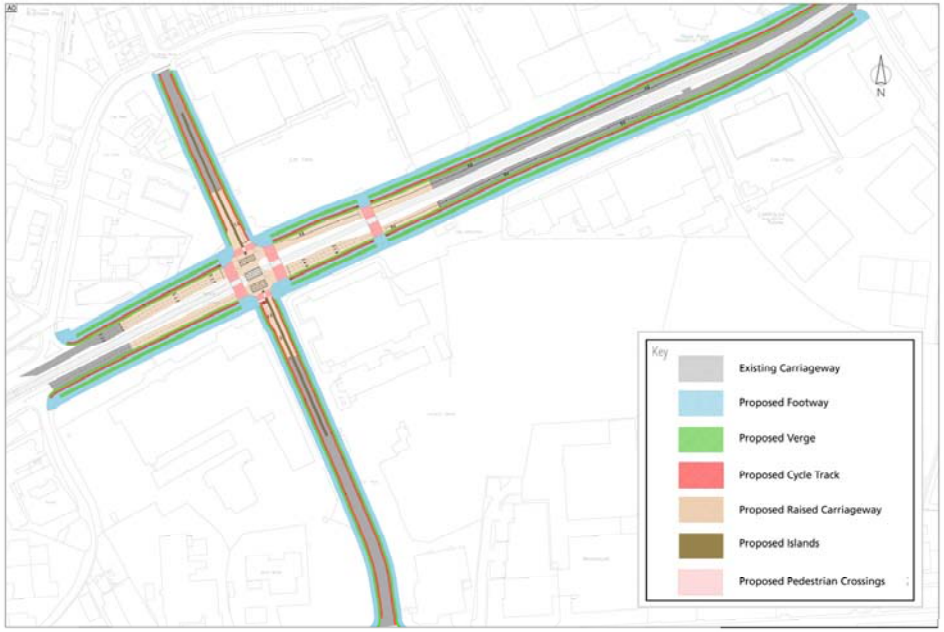


Figure 6.1 Naas Road Proposed Treatment

6.1 Proposed Road Treatment Costs

Several scenarios are put forward for a strategy for improving the Naas Road public realm, from minor improvements to podium level crossings. Minor improvements included are based on a range of interventions such as upgrading road treatment and landscaping. These road improvements aim to promote a more pedestrian friendly Naas Road, increasing pedestrian priority and strengthening links to public transport facilities.

Proposed Road Treatment Cost

Treatment is proposed to provide considerable improvement to the road infrastructure throughout the area. A new coloured Macadam surface is proposed at an indicative cost of **€ 1,500,000.**

Costs allow for the following:

- Resurfacing of sections of the Naas Road and Kylemore Road.
- Raised surface level around the junction of the Naas Road and Kylemore Road
- New designated coloured cycle lanes
- Synchronised Pedestrian Crossings

6.2 Landscaping

Landscaping is proposed to provide significant improvement to public amenity throughout the area. The upgrading of the current landscaping will bring a significant improvement to the pedestrian realm and enhance the visual appearance of roads. An indicative cost of **€500,000** for design and implementation is provided based on provision of the following:

- Coloured Bitmac Footpaths on the Naas Road and Kylemore Road
- Grass Verges on the Naas Road and Kylemore Road
- Coloured Bitmac Central Median on the Kylemore Road

Coloured Bitmac Footpath

Concrete Footpath

Granite Paving

Figure 6.2 Material Indication

6.3 110KV / 38KV Power Lines

110KV and 38KV power lines currently run through the study area, as shown in Figure 6.3 below. The 38KV and in particular the 110KV power lines impose restrictions in regards to development. The alternative of re-routing the power lines above ground was firstly considered in the Plan. The second and preferred option is the undergrounding of the power lines. This option would be beneficial to the study area in regard to planning restrictions and visual impact. Planning permission will be a requirement and major costs are to be expected.

The preferred underground route option for the 110KV power line would begin with the construction of a substation to the south of Walkinstown Park. Sub-surface cables would extend from this substation and follow alongside the public routes of Walkinstown Avenue and Kylemore Road before taking an eastern direction alongside the Old Naas Road towards Bluebell LUAS stop. The cable would then run adjacent to Bluebell Avenue prior to taking a route under the Grand Canal where the cable would enter the Inchicore substation. Note the 38KV power line could follow this route from Walkinstown Park and then branch off before Naas Road / Walkinstown Avenue junction through to the existing route of the 38KV line as indicated on figure 6.3.

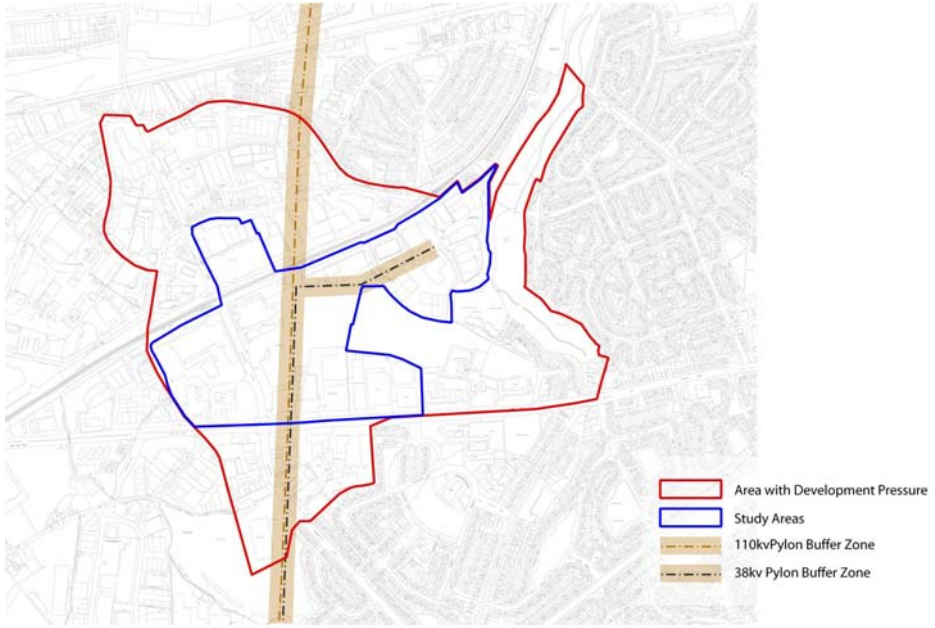


Figure 6.3 Indicative 110KV / 38KV Power Lines Buffer Zone

6.4 Indicative Future Podium Crossing

A key proposal within the overall Strategic Plan is the integration of north and south sides of the site, particularly movement across Naas Road. This issue was also raised through consultation with both residential and community organisations and stakeholders in the area.

The following indicative construction cost is based on similar podium projects. The costing allows for a range of designs and materials used during construction including a concrete frame construction.

Podium € 13,000,000 - € 22,000,000

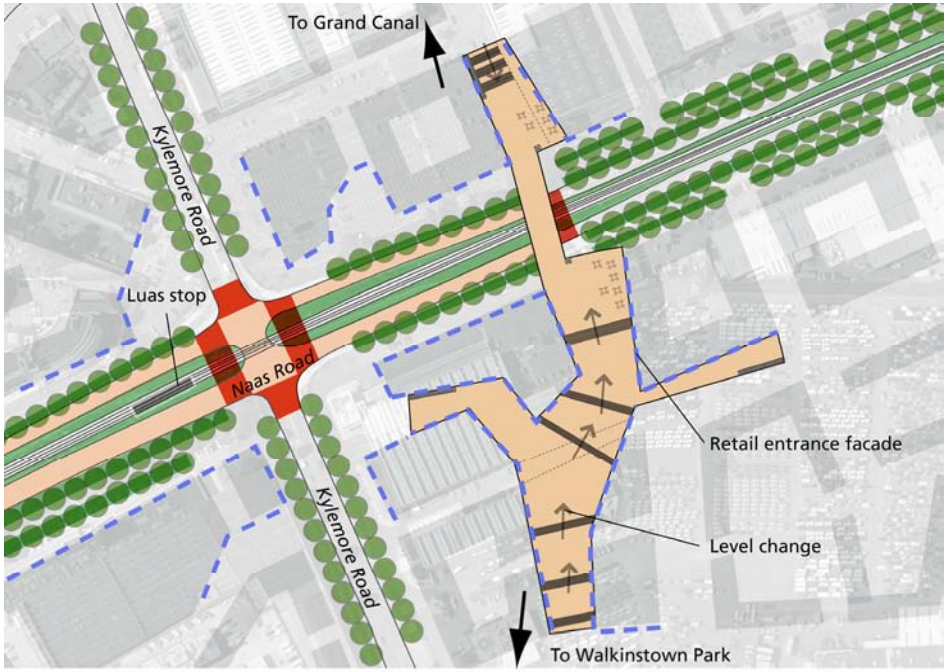


Figure 6.4 Podium €13,000,000 - €22,000,000

6.5 Summary of Infrastructure Costs

The following indicative summary of infrastructure costs takes into consideration the design, size, potential materials to be used, construction costs and professional fees.

Area of Costs	**Costs**
Roads	1,500,000
Podium	22,000,000
Landscaping	500,000
Contingency	2,300,000
Construction Costs	**26,300,000**
Professional Fees	3,000,000
VAT on Professional Fees	700,000
VAT on Construction Costs	3,400,000
Construction Costs	**33,400,000**

The above costs EXCLUDE both the diversion and upgrade of above ground and below ground services that maybe required servicing the proposed development.

6.6 Funding

There are several options considered for the sourcing of funds. The funding strategy below is at a high level based on the strategic level of the Plan and the figures outlined below are highly indicative.

The funding options shown below are divided into following sections: development contributions; special development contributions; widen the development contribution area; grant funding; and tax incentive.

Development Contributions

Section 48

Development Contributions will be made by the developers under section 48 of the Planning & Development Act 2000. Consistent with city wide planning practise all development proposals within the Naas Road area will be subject to general financial levies as set out under the Dublin City Council Contribution Scheme made under Section 48 of the Planning and Development Act 2000. Contributions will fund works to be undertaken by the City Council including roads, water and drainage schemes, open spaces, cultural/arts projects and other amenities that facilitate development.

Special Development Contributions

Section 48 (2) (c) Development Contribution Levies

In all cases, it will be the preferred approach of the Planning Authority to reach consensus with landowners by agreement with regard to the direct funding and provision of particular infrastructure which would benefit a development proposal and where there are specific exceptional costs not covered by a section 48 Scheme. However, should this not be achievable the Planning Authority will utilise its powers under Section 48 (2(c) to recover these costs.

It is also considered reasonable that the development sites should contribute to major public realm improvements together with the provision of new community and social infrastructure to serve the Naas Road area, as these will benefit development proposals. In all instances, it will be the preferred approach of the Planning Authority to require individual development proposals to contribute directly to public realm improvements and social community infrastructure. However, Dublin City Council will give consideration to the preparation of a further Section 48 Development Contribution Scheme in order to fund public realm improvements and new community and social infrastructure. Such a scheme would be based on detailed costings of all agreed works.

Section 49 Supplementary Development Contribution Scheme

Luas Line F

It is Dublin City Council's policy to promote the provision of Luas Line F from Lucan to the City Centre. The Planning Authority is cognisant that should this project be implemented, it is likely that a further Section 49 Supplementary Development Contribution Scheme will be adopted. Since at least some of the study area will be located in close proximity to and will benefit from the proposed Luas Line, all or a part of the Naas Road study area may fall within the area covered by any Supplementary Development Contribution Scheme.

Widen the Development Contribution Area

It may be possible to widen the contribution scheme to developments outside the Study area. As redeveloping the Naas/Kylemore and Long Mile roads are of significance with in the city and county, there is some merit to this option. Consideration might be given to including developments taking place around the south west of the city and county. This option would merit further investigation.

Grant Funding

There maybe a possibility of obtaining funding grants from the National Government. This would merit further investigation.

Tax Incentive

A tax incentive could be offered to encourage development to take place within the Plan area. This could take the form of zero VAT on the costs of the development. With VAT on developments currently charged at 13.5% this could potentially raise €400m over the lifetime of the scheme. However there are two significant problems with this approach:

- Tax incentives, if granted at all, are highly unlikely to be applied across the whole of the site. They are likely only to be available for the relocation of businesses and/or redevelopment of heavily contaminated sites.
- Due to the rate of development the tax incentive would only generate a small amount of the money required up front for the initial work.

Mix of the Above

Potentially a mix of funding sources are required which would include developer contributions, financial incentives and public sector grant funding in order to meet the infrastructure work required to take place.

6.7 Potential Scenario based on the Proposed Development

The scenario below provides an indicative option for developing the Naas Road Lands 'Key Sites':

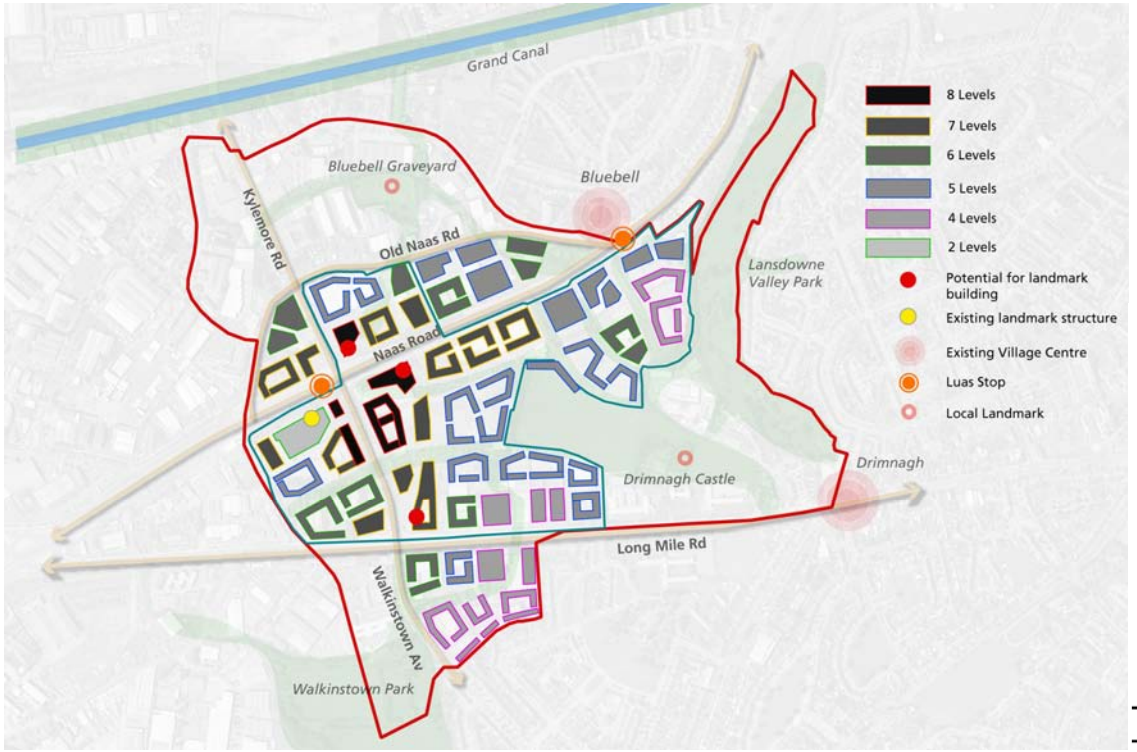
- S3: High Density Option with Mixed Industrial/Commercial Land Use (Low to Mid Rise) along Naas Road and Long Mile Road

The scenario sets out to provide for the current demand through to future demands and possibilities that have the potential to occur as the Plan area continues to grow and achieve the strategies set out in this Plan.

The scenario is based on the building footprint (i.e. the gross area of the use mix and height strategies) put forward within the overall strategy and should be read as indicative.

S3: High Density Option with Mixed Industrial/Commercial Land Use (Low to Mid Rise) along Naas Road and Long Mile Road

A range of development options were considered and assessed having regard to the character and opportunities afforded by the study area and to its context and location in the western suburbs (see Appendix A11 for details of other options). Option S3 was selected as the preferred development strategy, providing for high growth over the area, and the designation of part of the study area as a Prime Urban Centre is supported by a growth in residential use. With regard to commercial and industrial uses, this option has acknowledged that industrial uses may remain in demand throughout the area for some time or change to higher end user industrial units and the demand for commercial uses will be higher within mixed use areas which may benefit from a higher amenity environment in the more immediate future. The building height indicated in figure 6.5 reflects both the land use and height strategies. Industrial use is envisaged along Long Mile Road and along sections of Naas Road. The height of industrial buildings is generally relatively lower than that of medium to large scale/high end commercial use. Proposals for commercial/high-end enterprise/industrial use along the aforementioned routes, should have regard to section 4.3 of this report.



High Density Requirements	Area
Retail	40,000
Community	15,000
Commercial	359,454
Residential	231,603
Industrial	52,188
High Area Requirements	**698,245**

Figure 6.5 S3

6.8 Indicative Population

The following indicative living and working populations for each scenario (S1 to S5) have been prepared using the above indicative areas for retail, commercial, industrial and residential development. All working populations are based upon

employment densities provided by English Partnerships *Employment Densities: A Simple Guide.* In summary, populations are based on:

- Retail: 1 person per 20 square metres gross
- Commercial (Offices): 1 person per 19 square metres gross
- Industrial: 1 person per 34 square metres gross

Residential population is based on an average unit size of 105 square metres, with and occupancy between 2.1 and 2.5 persons per unit.

Use	**S1 Persons**	**S2 Persons**	**S3 Persons**	**S4 Persons**	**S5 Persons**
Retail	1,469	1,600	2,000	1,600	2,000
Commercial	2,164	9,919	18,919	18,584	23,988
Industrial	1,279	1,535	1,535	1,279	1,279
Residential	4700 – 5595	4,766-5,673	4,632 – 5,514	4,116- 4,900	5087 – 6056

Appendix 1

APPENDIX A Cultural and Community Infrastructure Survey

A1 - Primary Education

Name	Location	Distance from Plan area (km)	Type	Gender	Size
Muire na Dea Coirle Infants	112 Mourne Road, Drimnagh	1.8	Infants	Mixed	229
Muire na Dea Coirle Girls	Mourne Road, Drimnagh	1.8	Primary	Mixed	177
Muire Og Loreto Convent	112 Crumlin Road, Crumlin	2.2	Primary	Mixed	284
Our Lady of Assumption Boys National School	Walkinstown	0.1	Primary	Boys	184
Our Lady of Assumption Girls National School	Walkinstown	0.1	Primary	Girls	230
Our Lady of Good Counsel National School	Mourne Road, Drimnagh	1.8	Primary	Boys	186
Our Lady of the Wayside National School	Bluebell Road, Bluebell	0.2	Primary	Mixed	123
Our Lady's Hospital School	Hospital, Crumlin	1.1	Primary	Mixed	47
Scoil Colm CBS	Armagh Road, Crumlin	2.6	Primary	Boys	217
Scoil Eoin	Armagh Road, Crumlin	2.6	Primary	Boys	193
Scoil Iosagáin	Aughavannagh Road, Crumlin	3.7	Primary	Boys	122
Scoil Mhuire Ogh1 - Loreto College	Crumlin Road, Crumlin	3.7	Primary	Girls	173
Scoil Mhuire Ogh2 - Loreto College	Crumlin Road, Crumlin	3.7	Primary	Mixed	284
Scoil Náisiúnta Muire Gan Smal B	Tyrconnell Road, Inchicore	0.4	Primary	Mixed	264
St. Cillian's (Scoil Náisiúnta Naomh Cillin)	Robinhood Road, Bluebell	0.2	Primary	Mixed	34
St. Damien's National School	Beechfield Close, Walkinstown	1.9	Primary	Mixed	245
St. Paul's Junior National School	Greenhills, Walkinstown	3.4	Primary (up to 2nd class)	Girls	280
St. Paul's Senior National School	Greenhills, Walkinstown	3.4	Primary (3rd to 6th class)	Girls	317

St. Peter's Boys National School	Limekiln Road, Greenhills	3.5	Primary	Boys	238
Drimnagh Castle CBS	Long Mile Road, Drimnagh	0.0	Primary	Boys	439
St. Agnes National School	Armagh Road, Crumlin	2.6	Primary	Mixed	360
Our Lady of Lourdes NS Goldenbridge Convent	Goldenbridge, Inchicore	1.8	Primary	Mixed	270
St. Michael's CBS	108 Inchicore Street, Inchicore	1.9	Primary	Boys	63
TOTAL					**4,959**

Source: www.schoodays.ie and in conversation with school representatives

A2 - Secondary Education

Name	Location	Distance from Plan area (km)	Type	Gender	Size
Loreto College	Crumlin	3.7	Secondary	Girls	528
Meanscoil Chroimghlinne	314 Crumlin Road, Crumlin	1.7	Secondary	Boys	59
Meanscoil Chroimghlinne	314 Crumlin Road, Crumlin	1.7	Secondary	Girls	39
Meanscoil Iognaid Rís	Long Mile Road, Walkinstown	0.0	Secondary	Boys	623
Mercy Secondary School	Goldenbridge, Inchicore	1.8	Secondary	Girls	190
Our Lady of Assumption Secondary School	Walkinstown	0.1	Secondary	Girls	395
Our Lady of Mercy Secondary School	Mourne Road, Drimnagh	1.8	Secondary	Mixed	337
Rosary College	Armagh Road, Crumlin	2.6	Secondary	Mixed	199
St. Paul's Secondary School	Walkinstown	3.4	Secondary	Girls	762
Drimnagh Castle CBS Secondary School	Long Mile Road, Drimnagh	0.0	Secondary	Boys	620
Marist Secondary School	Sundrive Road, Crumlin	3.5	Secondary (5th & 6th year only)	Mixed	250
Kylemore College	Kylemore Road, Ballyfermot	1.5	Secondary courses	Mixed	380
St. Kevin's College	Clogher Road, Crumlin	3.7	Secondary courses	Mixed	172
Greenhills College	Limekiln Avenue, Greenhills	3.0	Secondary courses	Mixed	275
TOTAL					**4,829**

Source: www.schoodays.ie and in conversation with school representatives

A3 – Post Secondary Education

Name	Location	Distance from Plan area (km)	Type	Gender	Size
Greenhills College	Limekiln Avenue, Greenhills	3.0	Post leaving certificate courses	Mixed	275
Pearse College of Further Education	Clogher Road, Crumlin	3.5	CDVEC	Mixed	540
St. Kevin's College	Clogher Road, Crumlin	3.7	Post leaving certificate courses	Mixed	151
Crumlin College of Further Education	Crumlin Road, Crumlin	2.5	CDVEC	Mixed	675
Kylemore College	Kylemore Road, Ballyfermot	1.5	Post leaving certificate courses	Mixed	90
Inchicore College of Further Education	Emmet Road, Inchicore	1.6	CDVEC	Mixed	810
Marist Secondary School	Sundrive Road, Crumlin	3.5	Post leaving certificate courses	Mixed	250
TOTAL					**2,791**

Source: www.schoodays.ie and in conversation with school representatives

A4 – Childcare Facilities

Name	Location	Distance from Plan area (km)	Electoral Division	Size
Carousel Crèche	7 Bangor Drive, Crumlin	2.1	Crumlin D	25
Cosy Kids	265 Crumlin Road, Crumlin	1.9	Crumlin B	19
Pearse College Community Nursery	Clogher Road, Crumlin	3.5	Crumlin C	25
Kiddies Korner Crèche	292 Sundrive Road, Crumlin	2.8	Crumlin D	45
Stepping Stones Montessori School	23 Ardagh Road, Crumlin	2.5	Crumlin D	20
Sundrive Nursery & Montessori School	24 Sundrive Road, Crumlin	3.9	Crumlin D	30
Creative Kids & Co.	12 Old County Glen, Crumlin	2.7	Crumlin D	25
Forget-me-not Montessori	St. John Bosco Centre, Drimnagh	1.6	Crumlin A	20
Cherryfield Day Nursery & Montessori	Cherryfield Road, Walkinstown	1.5	Terenure	25
Lullaby Crèche & Montessori School	1 Innismore, Crumlin Village	0.8	Crumlin D	26
TOTAL				**260**

Source: In conversation with crèche representatives

A5 – Mapped Community Facilities

Map Ref.	Name	Facility Type	Location	Distance from Plan area (km)
1	Carousel Crèche	Crèche / Childcare	7 Bangor Drive, Crumlin	2.1
2	Cosy Kids	Crèche / Childcare	265 Crumlin Road, Crumlin	1.9
3	St. John Bosco Community Centre / Forget-me-not Montessori (St. John Bosco Centre)	Crèche / Childcare	St. John Bosco Centre, Davitt Road, Drimnagh	1.6
4	Cherryfield Day Nursery & Montessori	Crèche / Childcare	Cherryfield Road, Walkinstown	1.5
5	Lullaby Crèche & Montessori School	Crèche / Childcare	1 Innismore, Crumlin Village	0.8
6	Muire na Dea Coirle Infants / Muire na Dea Coirle Girls / Our Lady of Good Counsel NS / Our Lady of Mercy Secondary School	Primary & secondary schools	Mourne Road, Drimnagh	1.8
7	Bluebell Cemetery	Cemetery	Bluebell	0.0
8	Our Lady of Assumption Boys & Girls National Schools / Meanscoil Iognaid Rís / Our Lady of Assumption Secondary School	Primary & secondary schools	Walkinstown	0.1
9	Our Lady of the Wayside National School	Primary school	Bluebell Road, Bluebell	0.2
10	Our Lady's Hospital School / Our Lady's Hospital	Primary school / Hospital	Hospital, Crumlin	1.1
11	Scoil Colm / Youthreach St. Colm's Primary School / Scoil Eoin / Rosary College Secondary School / St. Agnes National School	Primary & secondary schools / Youthreach	Armagh Road, Crumlin	2.6
12	St. Damien's National School	Primary school	Beechfield Close, Walkinstown	1.9
13	Drimnagh Castle CBS / Drimnagh Castle	Primary school / Heritage site	Drimnagh	0.0

Map Ref.	Name	Facility Type	Location	Distance from Plan area (km)
14	Our Lady of Lourdes NS (Goldenbridge Convent) / Mercy Secondary School	Primary & secondary schools	Goldenbridge, Inchicore	1.8
15	St. Cillian's (Scoil Náisiúnta Naomh Cillin)	Primary school	Robinhood Road, Bluebell	0.8
16	St. Michael's Church	Church	Emmet Road, Inchicore	
17	Scoil Náisiúnta Muire Gan Smal B	Primary & secondary schools	Tyrconnell Road, Inchicore	0.4
18	Kylemore College	CDVEC / Adult Education	Kylemore Road, Ballyfermot	1.5
19	Inchicore College of Further Education	CDVEC / Adult Education	Emmet Road, Inchicore	1.6
20	Walkinstown Park	Public park / playground	Walkinstown Avenue	0.0
21	Walkinstown Library	Public library	Walkinstown	2.5
22	Lansdowne Valley Park	Pitch & putt & park	Drimnagh	0.0
23	Brickfields Park	Park / sports grounds / astro turf pitch	Drimnagh	2.2
24	Mooney's Field	Park / sports grounds	Bunting Road, Crumlin	1.0
25	Galtymore Park (Good Counsel GAA)	Park / sports grounds	Drimnagh	1.8
26	Willie Pearse Pool / Pearse Memorial Park	Swimming pool / park / sports grounds	Crumlin	1.4
27	Guinness RFC, Iveagh Grounds	Park / sports grounds	Crumlin	2.2
28	Mother McAuley Centre	Community facilities	Curlew Road, Drimnagh	1.2
29	Le Fanu Park	Park / sports grounds / tennis courts	Ballyfermot	2.9
30	Benmadigan Field	Sports grounds	Drimnagh	1.6
31	Labre Park	Halting site	Dublin 10	0.3

Map Ref.	Name	Facility Type	Location	Distance from Plan area (km)
32	Stannaway Park	Park / sports grounds	Stannaway Avenue, Walkinstown	2.5
33	Walkinstown Community Centre	Community centre	131 Walkinstown Avenue	0.6
34	Our Lady's Hall	Community centre	Mourne Road, Drimnagh	1.8
35	Bluebell Community Centre	Community centre	Bluebell	0.6
36	Ballyfermot Library	Public library	Ballyfermot Road, Ballyfermot	4.1
37	Meanscoil Chroimghlinne	Secondary school	314 Crumlin Road, Crumlin	1.7
38	Goldenbridge Cemetery	Cemetery	Goldenbridge, Inchicore	2.0
28	Health centre	Health centre	Curlew Road, Drimnagh	1.2
10	Health centre	Health centre	Our Lady's Hospital, Crumlin	1.1
28	Drimnagh Resource Centre	Community / resource centre	Cooley Road, Drimnagh	1.5
39	St. James' Gaels GAA	Sports grounds	Drimnagh	0.3
40	Dromard Field	Sports grounds / playground	Drimnagh	1.1

A6 – Community Groups / Projects

Name	Location	Comment
KWCD Area Partnership	KWCD	Non-governmental body to facilitate cooperation between communities in KWCD
Coras	KWCD	Administrative service for community groups in the Dublin 12 area (funded by KWCD Area Partnership)
D12 Women's Action Group	KWCD	Promoting women's issues in the community & access to information and support (funded by KWCD

		Area Partnership)
Crumlin Area Network	Crumlin	Community network
Drimnagh Area Network	Drimnagh	Community network
Walkinstown Area Network	Walkinstown	Community network
Addiction Response Crumlin (ARC)	KWCD	Community based holistic drug addiction service
Dublin 12 Community Policing Partnership	Dublin 12	Funded through the Dublin 12 Drugs Task Force
D12 Domestic Violence Service	KWCD	Support service for victims of domestic abuse
Crumlin & District Active Retirement Association	St. Agnes' Parish Hall, Crumlin	Support service for senior citizens
Drimnagh Environmental Network Group (DENT)	Drimnagh	Promote local community environmental initiatives and walking routes
Dublin 12 Disability Mainstream Access Project (DMAP)	Drimnagh	Project to investigate issues of people with disabilities
Stay in School Project	Schools in Dublin 12	Combined effort between schools in Dublin 12 to address problem of early school leaving
Back to Education Initiative (BTEI)	Greenhills College	Part-time flexible initiative for students that provides an opportunity for those wishing to return to learning on a gradual, managed basis.
KWCD Early School Leavers Project	St. John Bosco Community Centre	Programme for adolescents that leave school early

A7 – Other Community Facilities[4]

Community Centres:

[4] Sources: Citizen Information Centre, Golden Pages, community representatives, Dublin City Council & from onsite visits

Name	Location	Description
St. John Bosco Community Centre	Davitt Road, Drimnagh	Community centre providing a range of support services & activities (soccer club; IT classes; courses for early school leavers; Montessori; KWCD employment services)
St. Catherine's Sport & Community Centre	Marrowbone Lane, Dublin 8	Community centre providing a range of sports & activities
Walkinstown Community Centre	131 Walkinstown Avenue, Walkinstown	Community centre providing a range of sports & activities
Our Lady's Hall	Mourne Road, Drimnagh	Community centre providing a range of support services & activities
Bluebell Community Centre	Bluebell	Community centre providing a range of support services & activities
Drimnagh Resource Centre	Cooley Road, Drimnagh	Provides adult education; drama; yoga & other community services

Financial Services:

Name	Location
Ballyfermot Credit Union	Ballyfermot Road, Ballyfermot
Drimnagh Credit Union	Galtymore Road, Drimnagh
Greenhills & District Credit Union	St. Peter's Road, Greenhills
Sundrive Credit Union	Sundrive Road, Crumlin
Walkinstown Credit Union	Walkinstown Green, Walkinstown
COMAC Dublin 10 & 20 Money Advice & Budgeting Services (MABS)	Cherry Orchard Grove, Ballyfermot
COMAC Dublin 10 & 20 Money Advice & Budgeting Services (MABS)	Ballyfermot Library, Ballyfermot
Dublin 12 Money Advice & Budgeting Services (MABS)	Crumlin Village, Crumlin

Faith Organisations:

Name	Location	Description
Our Lady of the Wayside	Old Naas Road, Bluebell	Catholic
Our Lady of Good Counsel	Mourne Road, Drimnagh	Catholic
Holy Spirit Church	Greenhills	Catholic
Our Lady of Assumption	Walkinstown	Catholic
St. Agnes' Church	St. Agnes' Road, Crumlin	Catholic
St. Bernadette's	Clogher Road, Crumlin	Catholic
St. Mary's Church	St. Mary's Road, Crumlin	Church of Ireland
Islamic Foundation of Ireland	South Circular Road, Dublin 8	Muslim
Christian Fellowship Church	Greenhills Community Centre, Walkinstown	Christian Fellowship Church
Drimnagh Methodist Church	Drimnagh Road, Drimnagh	Drimnagh Methodist Church

5.8 Ad-hoc Community Services:

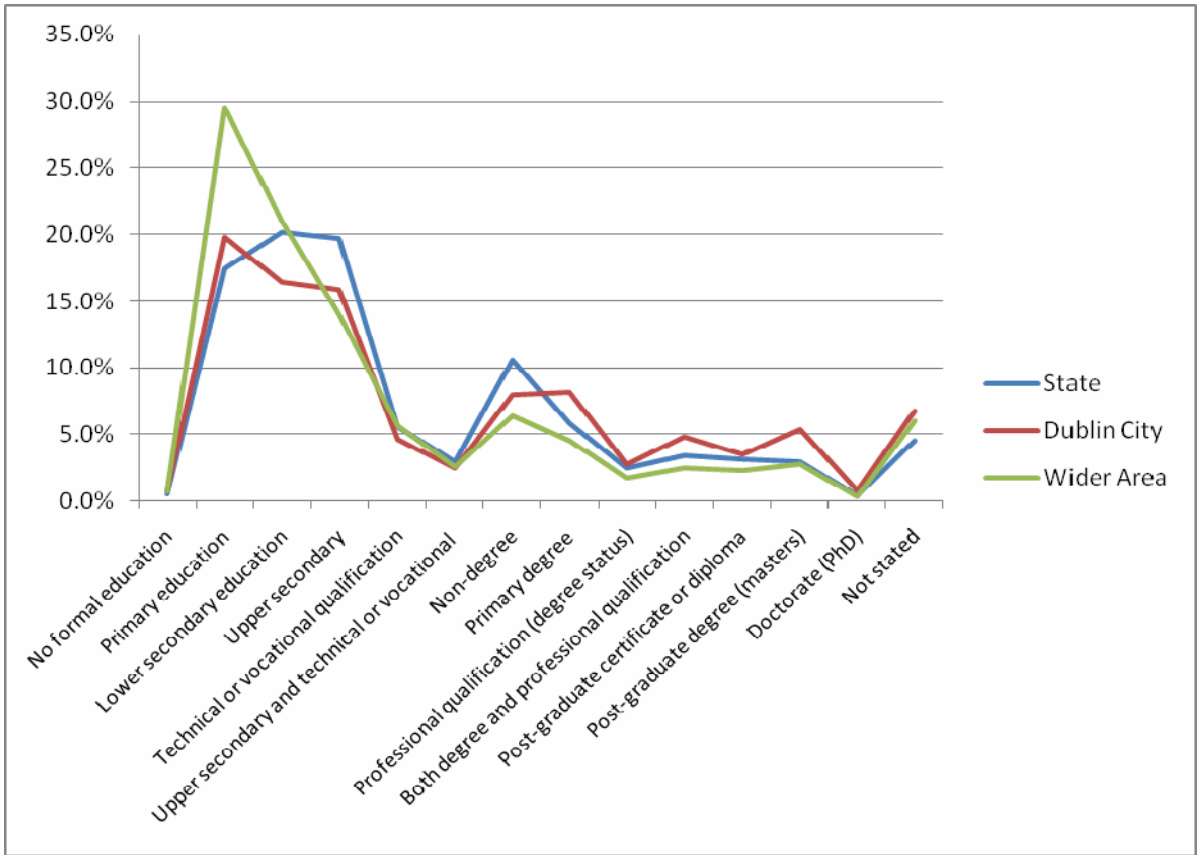
Name	Location	Description
Citizens Information Centres	• Ballyfermot Road, Ballyfermot • Sundrive Road, Crumlin	Providing a range of information to the community
Greenhills Community Centre Outreach	Rear of St. Joseph, Greenhills	
FAS - Drimnagh Castle	Drimnagh Castle, Drimnagh	FAS funded community employment initiative
Walkinstown Outreach	Walkinstown Library	
Walkinstown Social Services Centre	Religious Sisters of Charity, Walkinstown	Care for senior citizens and also houses the Kairos counselling service
Fr. Bedoni Court Senior Citizens Outreach	Ballyfermot Road, Ballyfermot	Support services for senior citizens

Name	Location	Description
Garda Stations	• Rossmore Avenue, Ballyfermot • Sundrive Road, Crumlin • Crumlin Village, Crumlin	
Public Libraries	• Ballyfermot Road, Ballyfermot • Percy French Road, Walkinstown • Mobile library in the Dublin 12 area	
Social Welfare Local Offices	Rossmore Avenue, Ballyfermot	
Order of Malta	Drimnagh	
Mother McAuley Centre	Curlew Road, Drimnagh	Services for senior citizens; some childcare; other community services
Artists studios	Jamestown Road, Inchicore	Studios for 50 artists
Alzheimer Society of Ireland Day Centre	Curlew Road, Drimnagh	Services for people with Alzheimer's
Disability Services	• Walkinstown Association, Long Mile Road, Walkinstown • St. John of Gods Menni Services - Enterprise Centre, Bluebell • St. John of Gods Menni Services - Resource Centre, Ballyfermot	Service for people with intellectual disability
Meals on Wheels	Our Lady's Hospital	Food delivery service for incapacitated people

Name	Location	Description
Health Centres	• Curlew Road, Drimnagh • Our Lady's Hospital, Crumlin • Cashel Road • Drumfinn Road, Ballyfermot • Limekiln Lane, Walkinstown • Parnell Road	
Hospitals	• Our Lady's Children's Hospital • Cherry Orchard Hospital	
Post Offices	• Decies Road, Ballyfermot • Le Fanu Shopping Centre, Ballyfermot • Claddagh Green, Ballyfermot • Sundrive Shopping Centre, Crumlin • Errigal Road, Drimnagh • Whitehall Road, Perrystown • St. James Road, Walkinstown • La Touche Road, Bluebell • Old County Road, Dublin 12 • Bunting Road, Walkinstown • Galtymore Road, Drimnagh • St. Agnes' Road, Crumlin	

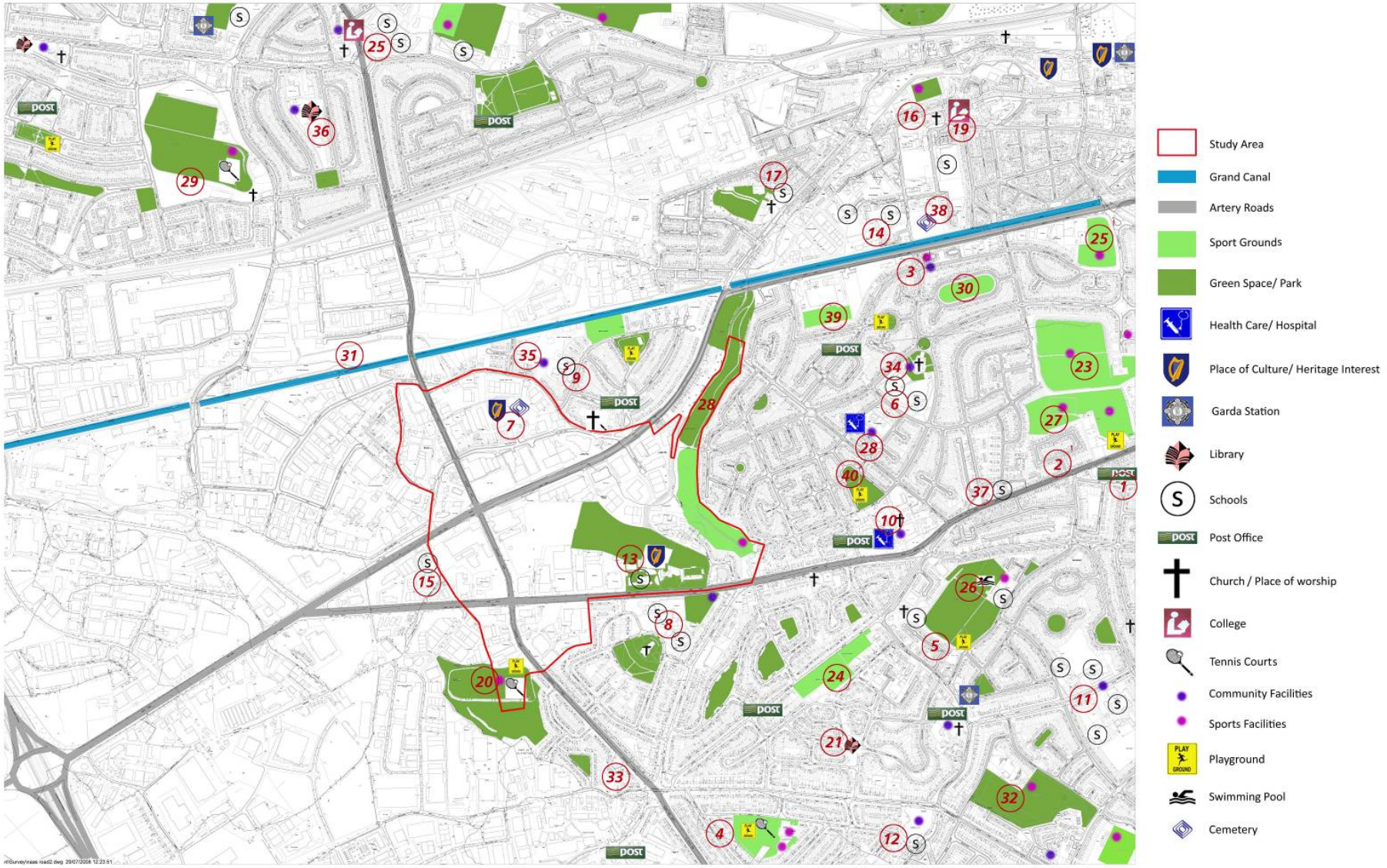
A8 – Education Attainment

Persons Aged 15 years & Over by Age Education Ceased, 2006

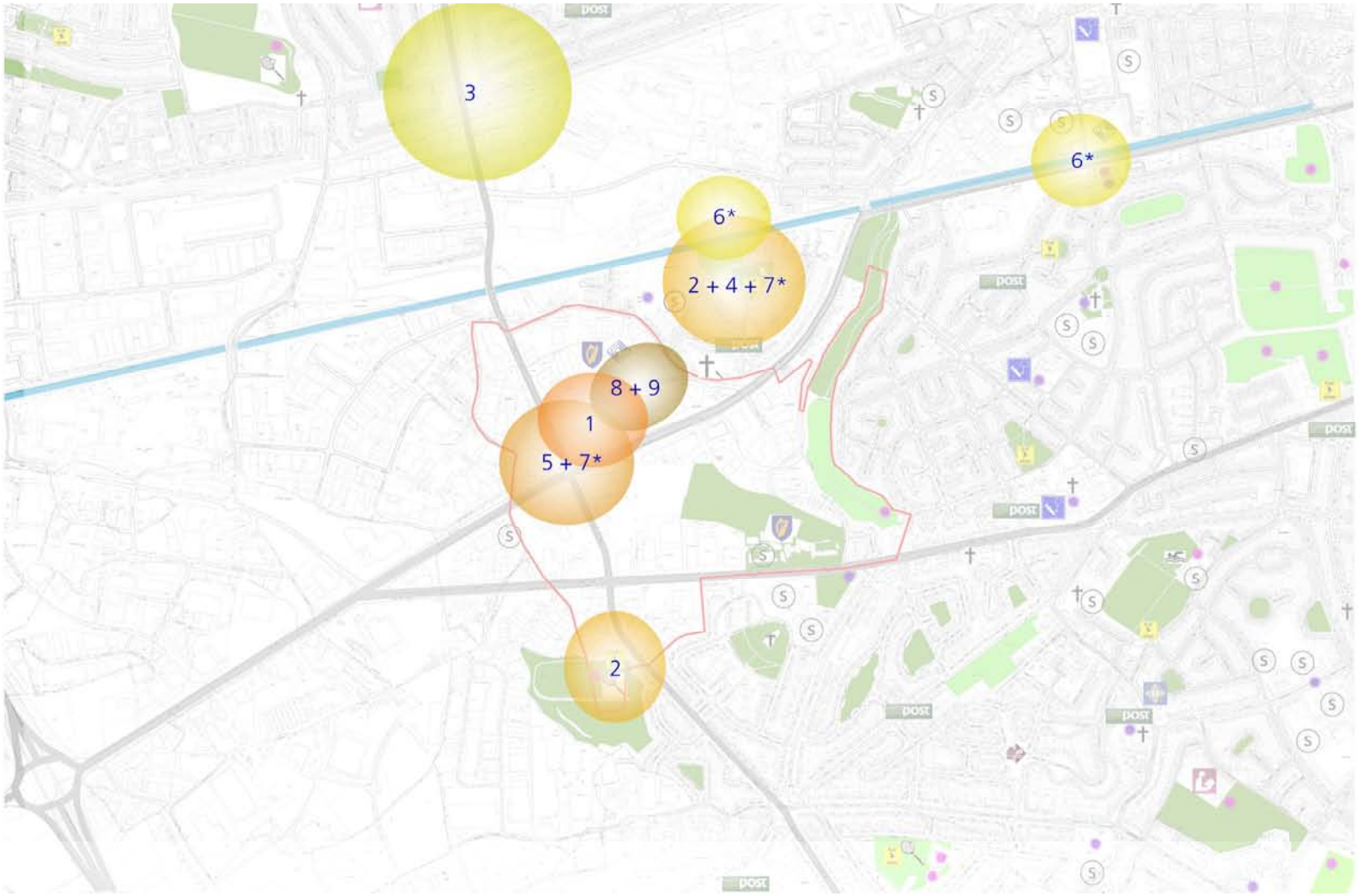


Source: CSO Census 2006

*Notes: * Wider Area incorporates the Electoral Divisions of Inchicore A & B, Crumlin A & F, and Walkinstown A*



A9– Map of Existing Cultural & Community Infrastructure & Locations



1. Library/ Resource Centre
2. Creche
3. Play spaces
4. Pitches
5. Indoor recreation
6. Canal facilities
7. Theatre/ Community hall
8. Incubation units
9. Affordable spaces for artists

A10– Potential Scenarios explored based on the Proposed Development

APPENDIX B

Potential Scenarios explored based on the Proposed Development

S1: Market Density Option – Market Demand at September 2008

The Market Density option is based on current demands at the time of writing. The market demands are based on the areas current attractiveness and do not take into account the proposed strategies for improvement or future city strategies such as improved transport initiatives. With consideration to current market demands, it is recommended that development take place around the proposed commercial mixed use core at the intersection of Naas Road and Walkinstown Road. Within this area it is anticipated that the current demand would provide for a Prime Urban Centre retail development with considerable residential and a portion of commercial and community development. Should it occur first, development of a Prime Urban Centre that works towards achieving the strategies outlined with the Plan would have the potential to act as a catalyst for future development in the study area.

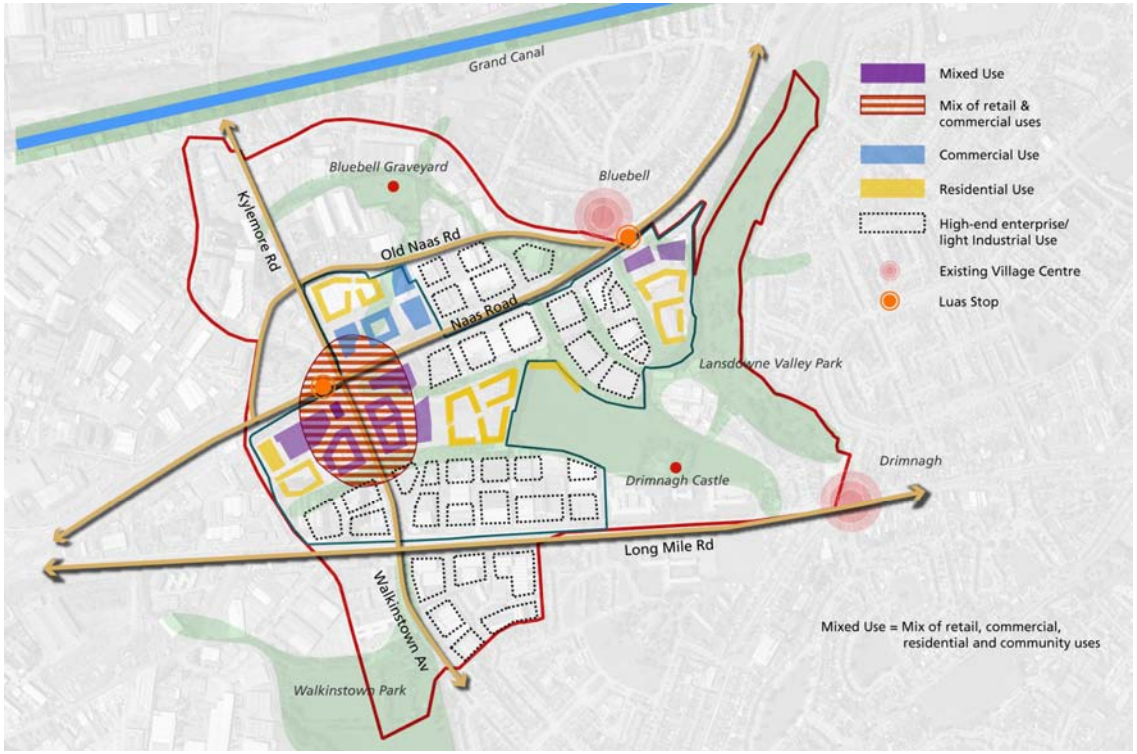


Figure S1

Potential Area Requirements	Area
Market Demand Requirements	
Retail	29,375
Community	9,400
Commercial	41,125
Residential	235,000
Industrial	43,475
Low Area Requirements	**358,375**

S2: Medium Density Option with Mixed Industrial/Commercial Land Use (Low to Mid Rise) along Naas Road and Long Mile Road

This represents an option for potential medium growth over the area which includes a Prime Urban Centre and medium growth of residential use. With regard to commercial and industrial uses, this option has regard to the potential for industrial uses to which may remain in demand throughout the area for some time (although these have the potential to change to higher end user industrial units) and that commercial uses will be in higher demand within mixed use areas which are likely to contribute to higher amenity environments in the more immediate future.

Retail	32,000
Community	10,000
Commercial	188,454
Residential	238,277
Industrial	52,188
Medium Area Requirements	**520,919**

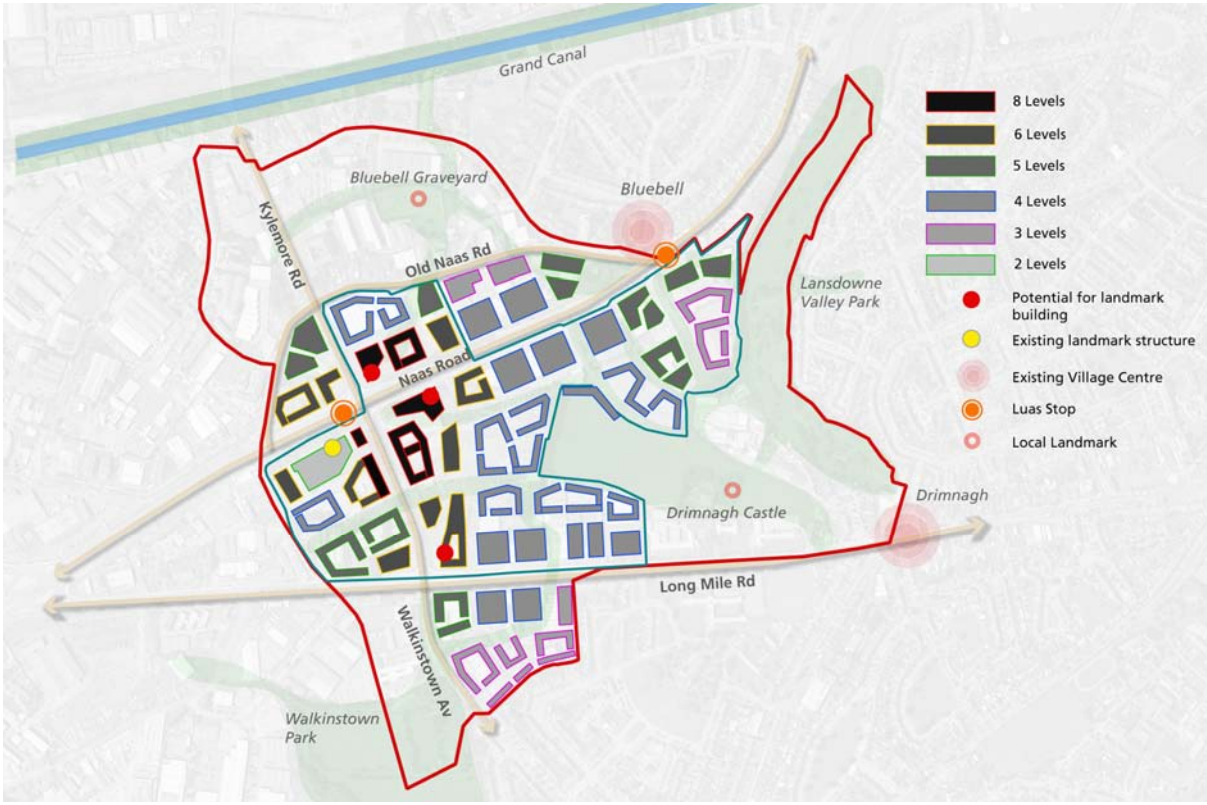


Figure S2

S4: Medium Density Option with Commercial Office Mid Rise Units along Naas Road and Long Mile Road

This represents an option for potential medium growth over the area which includes a Prime Urban Centre and medium growth of residential and commercial use. With regard to commercial and industrial uses, this option has regard to the potential for commercial use to take precedence over industrial uses over time, a potential that could be enhanced where successful movement, land use and landscape strategies are implemented within and around the area, leading to a more connected and higher amenity environment.

Potential Area Requirements	Area
Medium Density Requirements	
Retail	32,000
Community	10,000
Commercial	353,089
Residential	205,802
Industrial	43,475
Medium Area Requirements	**644,366**

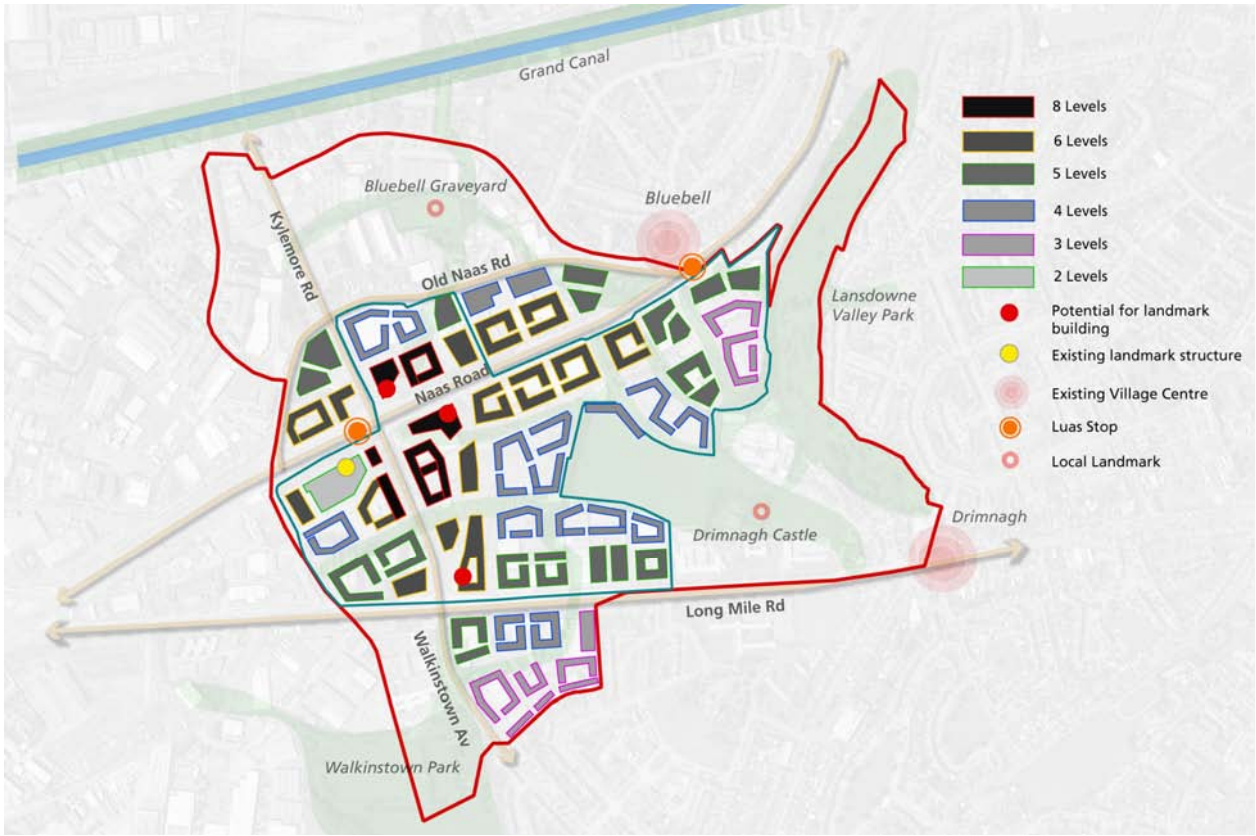


Figure S4

S5: High Density Option with Commercial Office Mid Rise Units along Naas Road and Long Mile Road

This represents an option for potential high growth over the area which includes a Prime Urban Centre and high growth of residential and commercial use. With regard to commercial and industrial uses, this option has regard to the potential for commercial use to take precedence over industrial uses over time, a potential that could be enhanced where successful movement, land use and landscape strategies are implemented within and around the area, leading to a more connected and higher amenity environment.

Potential Area Requirements	Area
High Density Requirements	
Retail	40,000
Community	15,000
Commercial	455,771
Residential	254,355
Industrial	43,475
High Area Requirements	**808,601**

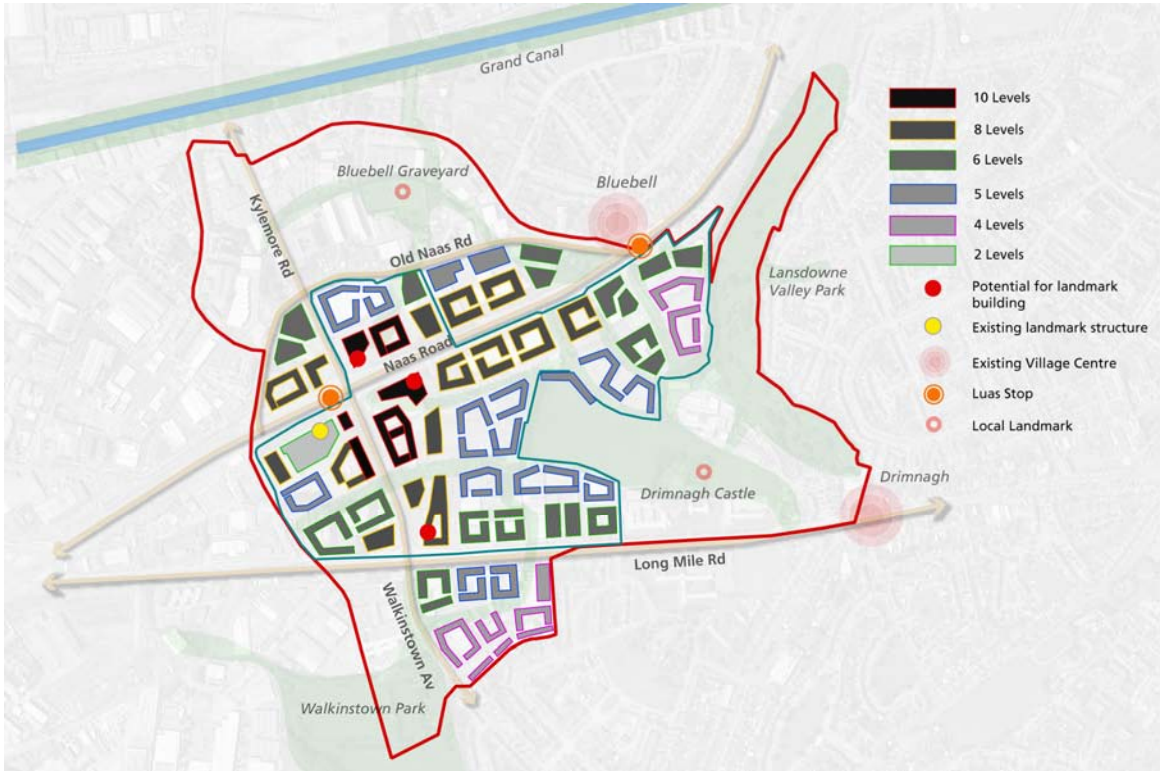


Figure S5