



CHERRYWOOD TOWN CENTRE

BUILDING HEIGHT AND DENSITY REVIEW

29.03.2023

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Introduction

Challenges & Opportunities
Introductions & Stakeholder Overview
Overview of Proposed Change



Key Guiding Principles Informing Approach

COORDINATED DESIGN	Collective and aligned Amendment Proposal from each of the Cherrywood Town Centre landowners
PROTECTING CW PS VISION	Proposal responds to and protects the existing Cherrywood Planning Scheme vision and principles
BALANCED USE MIX	More mix of uses and typologies for a vibrant, multi-functional and inclusive Town Centre supporting the 10-minute neighbourhood idea, and which achieves a suitable mix between residential and non-residential uses
APPROPRIATE HEIGHT & DENSITY	A concerted proposal which achieves an appropriate height and density for a liveable, urban Town Centre supporting vibrancy during the day and evening
CONNECTIVITY	Improved connections and public spaces for a cohesive Town Centre encouraging active mobility and sustainable transport modes / facilities
SOCIAL INFRASTRUCTURE	Prioritisation of walking and biking by providing secure and safe spaces for pedestrians and cyclists of all ages
DIVERSITY OF USES	Layering uses and mixing typologies and unit sizes to support a balance of employment types in the Town Centre and its environs
CULTURAL ACTIVITIES	The promotion of cultural and civic spaces throughout each of the Town Centre quadrants
FINE GRAIN	Diversity of scale, uses and building form enhancing urban fine grain and in turn supporting hubs and spin offs throughout the Town Centre
SUSTAINABILITY	Hines Ireland achieved a GRESB ESG score of 99/100 (5 Stars) ranking it as one of the most sustainable developments in Ireland and Europe. Hines endeavour to maintain these standards on their Town Centre developments

Town Centre Challenges

1. Density and height to be increased as per government guidance to create a vibrant and dynamic community
2. Realise a livable urban Town Centre whilst unlocking the four Town Centre quadrants
3. Elevated Town Centre results in the construction of expensive podium for car parking and servicing which must integrate seamlessly into the existing surrounding infrastructure
4. Market demand proves that there is an over provision for residential car parking within the SDZ
5. Worst housing crisis ever in Ireland which we have an opportunity to help address within the Cherrywood Town Centre





Town Centre Opportunities

1. Unlocking Town Centre will assist the roll out of the rest of Cherrywood
2. Assist with solving the Irish housing crises
3. DLR and the Town Centre landowners working together to deliver one of the best Town Centre developments in Europe
4. Continue to keep Cherrywood as the most sustainable development in Northern Europe (GRESB)
5. Provide state of the art cultural facilities for residents with access to parks, community spaces, childcare and other civic amenities



Stakeholders

Local Authority

DLRCC



Landowners

Ronan Group, DLRP, Spear Street Capital, Hines, King Street Capital, APG



Contributing Consultants

Gehl, Henry J Lyons, AE7, ARUP, Systra, BMA Planning, John Spain Associates, KSNPM, Pragma, Savills



About DLRCC



The Dún Laoghaire-Rathdown County Council covers a 125 km² area between Shankhill and Clonskeagh.

DLRCC is the authority responsible for the local government in the county of Dún Laoghaire-Rathdown. It is one of three local authorities that succeeded the former Dublin County Council.

Dún Laoghaire was awarded the best large town in Europe award in 2022 by the Academy of Urbanism. This was aided by landmark buildings such as the Lexicon.



DLR Lexicon

The DLR Lexicon, the Central Library and Cultural Centre opened in 2015. It houses a public library, a municipal gallery, a studio theatre space, extensive exhibition and performance spaces, a local history level and meeting rooms. Lexicon also has 100 study spaces, over 60 computers for public use and 80,000 items in the adult and junior libraries.



Honeypark, Glenageary

Honeypark is a recent development in Dún Laoghaire on the site of the old Dún Laoghaire Golf Club. The public open spaces in HoneyPark have been designed as multifunctional Green infrastructure. The wetland is the focal point of the open space and has been designed to provide flood storage, habitat, recreation and aesthetic functions. The wetland acts as an attenuation pond to control and store a runoff following storms.

About Hines



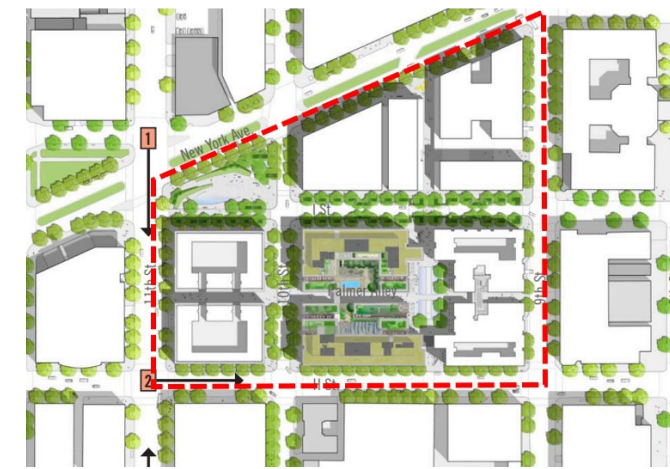
Hines is a global real estate investment, development and property manager. The firm was founded by Gerald D. Hines in 1957 and now operates in 30 countries.

We manage nearly \$96B in high-performing assets across residential, logistics, retail, office, and mixed-use strategies. Our local teams serve 480 properties totaling nearly 241 million square feet globally. We are committed to a net zero carbon target by 2040 without buying offsets.



Porto Nuova, Milan

Porto Nuova is one of the largest European urban regeneration projects realised in an historical city centre redeveloping a vast area of abandoned railway yards in northern Milan. The mixed-use master plan incorporates residential, office, retail and cultural components with a primary focus on public and green spaces at the base of the buildings, providing connections between surrounding neighborhoods.



City Centre DC, Washington

City Centre DC is a 2.5 million-square-foot mixed-use development on a 10-acre site located in the heart of downtown Washington, D.C. The development consists of substantial retail and residential development area, two office buildings, a hotel and a public park.

About Hines King Street



King Street is a leading global alternative asset manager founded in 1995 that manages more than \$22 billion across an institutional platform spanning multiple segments of the public and private markets.

Hines and King Street have been in partnership since 2014 when together they purchased 388 acres of land in Cherrywood.



Cherrywood TC1, TC2 and TC4

In partnership with King Street, Hines masterplanned the Cherrywood Town Centre and obtained the planning consents for c.1,260 Residential Units, c.50,000 sqm of retail / non-retail, HIE and Community Uses.



Beckett Park, Cherrywood

This c.5 HA park situated within the Cherrywood SDZ was built by Hines King Street in 2020. Following its completion, Beckett Park was named the winner of the Public Parks category and the President's Choice category in the Irish Landscape Institute Awards 2020.

About Hines APG



APG is a leading, privately owned Dutch based pension fund investment manager managing in excess of €50 billion of equity in real estate assets globally.

Hines and APG have a long-standing and successful relationship. APG was one of the major investors in Hines' Porta Nuova development in Milan and currently Hines and APG are successfully working as joint venture partners to construct and hold long-term 1,268 residential units in Cherrywood, Dublin.



Cherrywood TC2

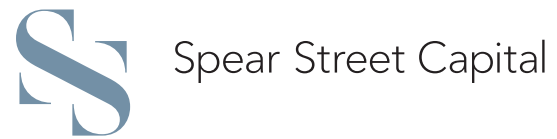
Cherrywood Town Centre 2 was completed in 2022 and consists of 431 residential units including best in class shared amenity spaces. It also incorporates retail space on the ground floor. The total area of TC2 is c. 37,500 sqm.



Player Wills / Bailey Gibson

The two components of this investment include the Player Wills and Bailey Gibson sites at a total size of 10.63 acres located on the South Circular Road in Dublin 8. The two sites have planning permission to deliver 1,148 residential units along with c.2,500 sqm of commercial space.

About Spear Street Capital



Founded in 2001, Spear Street Capital (SSC) is an owner, developer and operator of distinctive healthcare and research & technology orientated properties located in the United States, Canada and Europe.

SSC focuses on assets and portfolios greater than \$25 million in total value, targeting well-conceived and located properties DLR that can succeed through the creative leasing efforts, physical improvements, entitlement changes or realisation of adaptive re-use strategies. Properties may be located in both primary and secondary markets provided they possess, or can attain, superior appeal to quality tenants.



70 & 90 Hudson Street, New Jersey

Two adjacent office buildings totalling 862,000sq.ft located on the Hudson River waterfront in Jersey City. At acquisition, 90 Hudson was entirely leased while 70 Hudson was vacant following the expiration of a full building lease with Lehman Bros, the vacant building was then leased to major financial and technology firms.



The Campus, Cherrywood

The Campus development at Cherrywood, South Dublin, is the perfect location for a business to innovate. With brand new Grade A offices, superb facilities and excellent transport links it's already home to award-winning companies including APC, Genuity Science, Dell, Zoetis, Accenture and Avalon.

About the Ronan Group

RONAN GROUP

Headquartered in Dublin, Ronan Group is a privately owned real estate investor, developer and asset manager with a global reputation for placemaking.

Ronan Group have 3.2 million sqft of development under construction and have delivered 10 million sqft worldwide including more than 50 company HQ's.

Recent and ongoing projects include the Facebook EMEA HQ Ballsbridge, Salesforce Tower Dublin North Docks, Spencer Place Residential, Glass Bottle Sandymount, Waterfront South Central and Vertium Amazon HQ.



Glass Bottle

Located in Sandymount, the Pembroke Square project will deliver 3,800 residential units, 90,000 sqm of Commercial space as well as 21,000 sqm of Community space.



Spencer Place (Salesforce HQ)

Located in Dublin's North Docks, Spencer Place consists of a 65,000 sqm Office and Hotel development. The Office is pre-let to Salesforce and will act as their EMEA HQ, with the Hotel being operated by Dalata PLC.

About DLR Properties



DLR Properties LTD. (DLRP) is a wholly owned subsidiary of Dún Laoghaire Rathdown County Council, one of Greater Dublin's most dynamic and progressive councils.

Established in 2009, DLRP's property focus is supported by first-class facilities management expertise. They use their expertise as asset managers to create high quality places for people to work, live and play.



Block AA, Cherrywood

Block AA is a detached, fully fitted modern office building comprising 5,800 sqm with 84 surface car parking spaces. It is located only 500 metres from the Bride's Glen stop on the LUAS Green Line.



Block G2, Cherrywood

Block G2 is a brand new detached modern office building comprising 11,156sqm over four floors with 218 basement car parking spaces. This building contains excellent, high-quality specifications throughout, thereby creating the best possible working environment for occupiers. Located less than 200m from Bride's Glen LUAS which connects Cherrywood to Dublin City Centre by light rail in 40 minutes.

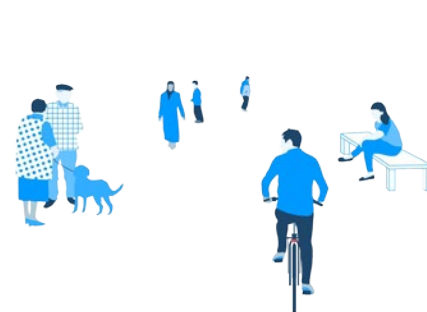
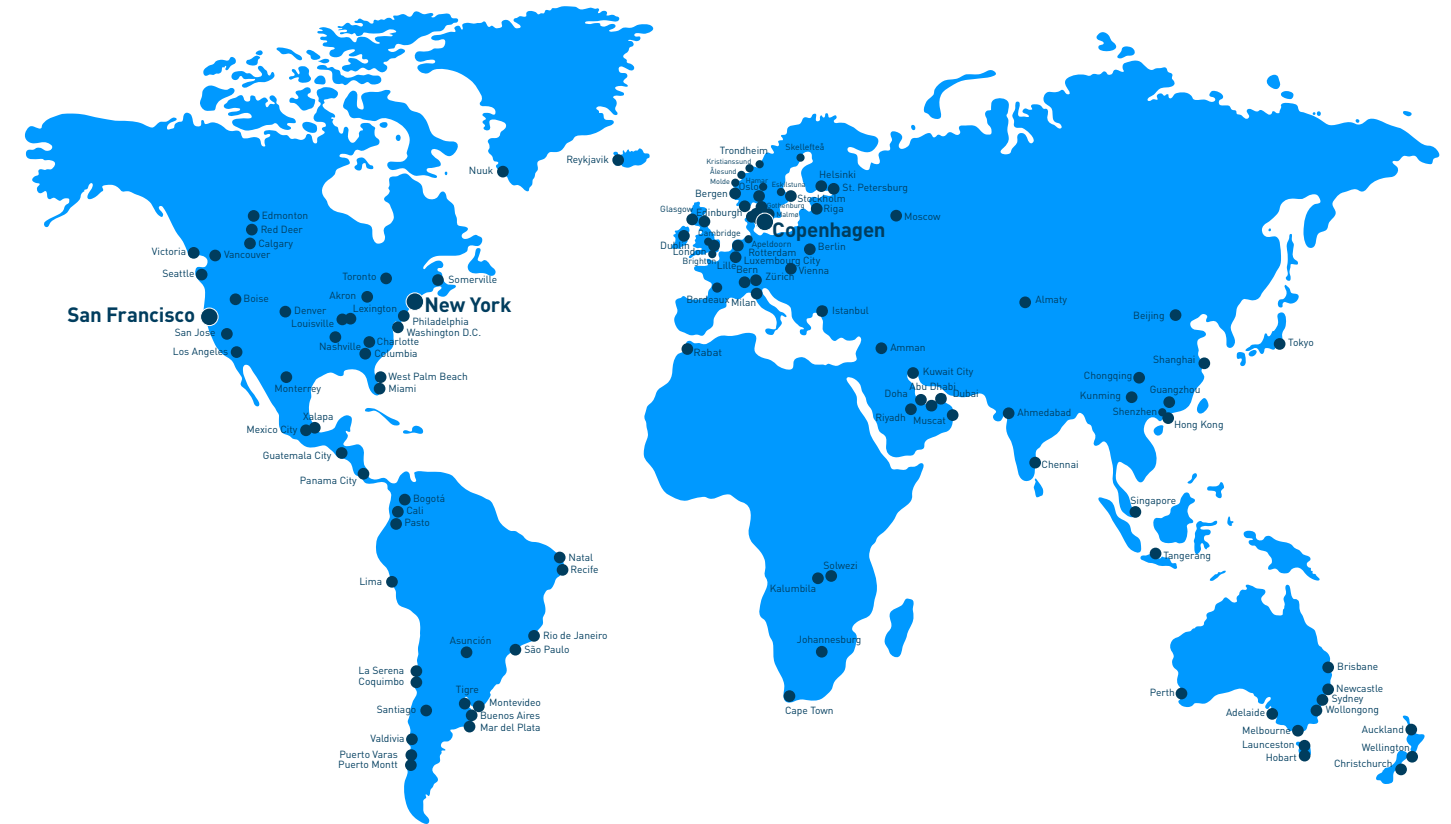
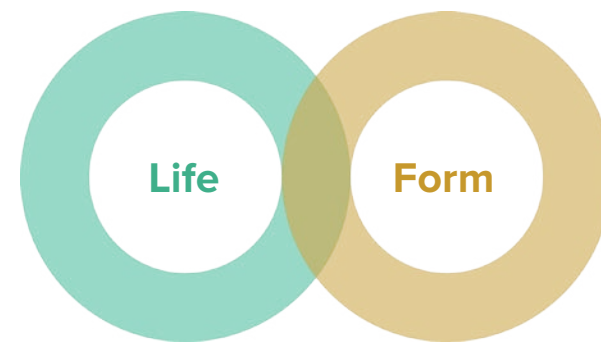
About Gehl

Gehl

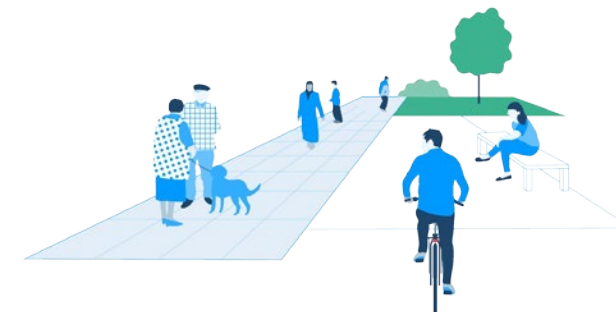
Gehl is an urban design consultancy that grew out of the multidisciplinary research of Jan Gehl. We approach our work both as social scientists and urban designers.

As social scientists we investigate and analyse public life and as designers we study the quality of the built environment. We work at the local level and at the global scale to create equitable, healthy and sustainable people-first places for cities and communities alike.

Our People-first approach: we first addresses public life before shaping the public spaces, streets, and buildings that invite this life to flourish.



Life



Space



Buildings

Gehl Exemplar Projects

Sydney, George Street Public Space Strategy



FACTS

Year(s)	2010-ongoing
Fee	\$250,000 USD
Construction budget	\$1.6 billion AUD
Project size	2 miles
Role	Public Space Design and Mobility Consultant
Principal in charge	Henriette Vamberg
Client	City of Sydney, Australia

Gehl conducted a study of George Street, in relation to the future implementation of a light rail. The light rail can carry up to 8,000 people an hour, getting more people across the city faster with lower environmental impacts. This will help reduce traffic congestion, making it easier for everyone to get around and for businesses to thrive in Sydney.

VISION

Gehl's design guidelines suggested varying street widths with a centrally placed light rail and integration of bike lanes.

Stockholm 2022 Public Space and Public Life Study

FACTS

Project	Public Space & Public Life (PSPL)
Client	City of Stockholm
Client contact	Sara Bergendorff, Kerstin Alquist
Project director	Liselott Stenfeldt
Project team	Jonna Ekholm, Martin Nelson, Nina Cecilie Højholdt, Clara McNair, Adam Eriksson
Services	PSPL, Public Life App, Mobility
Year	2022



The first public life study in Stockholm was carried out in 1990, focusing on the central business district. In later studies more of the city center was involved and finally, in the 2022 study, suburbs were included to understand human mobility patterns and conditions in all parts of the city. The latest study adds to the previous studies by highlighting different circumstances and potentials for mobility in the city.

Significant capital required to complete the Town Centre

	TOTAL AREA (SQ. M)	AREA UNDER CONSTRUCTION (SQ. M)	AREA TO BE COMPLETED (SQ. M)	DEBT (€m)	EQUITY (€m)	TOTAL (€m)
Ronan Group / DLRP	145,000	0	145,000	372	248	620
Hines APG	181,000	118,000	63,000	156	104	260
SSC	16,000	0	16,000	36	24	60
Hines King Street	98,000	0	98,000	312	208	520
Corum (Block H)	12,000	0	12,000	24	16	40
Total	452,000	118,000	334,000	900	600	1,500

Overview of Proposed Landowner Request

- ▶ Plot Ratio increases throughout the Town Centre quadrants
- ▶ Variation in Building Heights ranging from 4 - 9 storeys (Upward modifiers to facilitate buildings up to 12 storeys on each of the plots where appropriate)
- ▶ Changes to the GFA allocation of Use Types throughout the Town Centre plots
- ▶ Flexibility provided for in the proposed amendment to adapt to changing demands without undermining the urban design principles or the objective for a mix of uses

Section 1

Planning Context



TC 1-4: Overview

TC 1-4 – Mixed Use Town Centre (c.16 HA)

TC1 – Retail/ Civic Core (“District Centre”)

4 Plots Straddling WLR

2 Existing Luas Stops

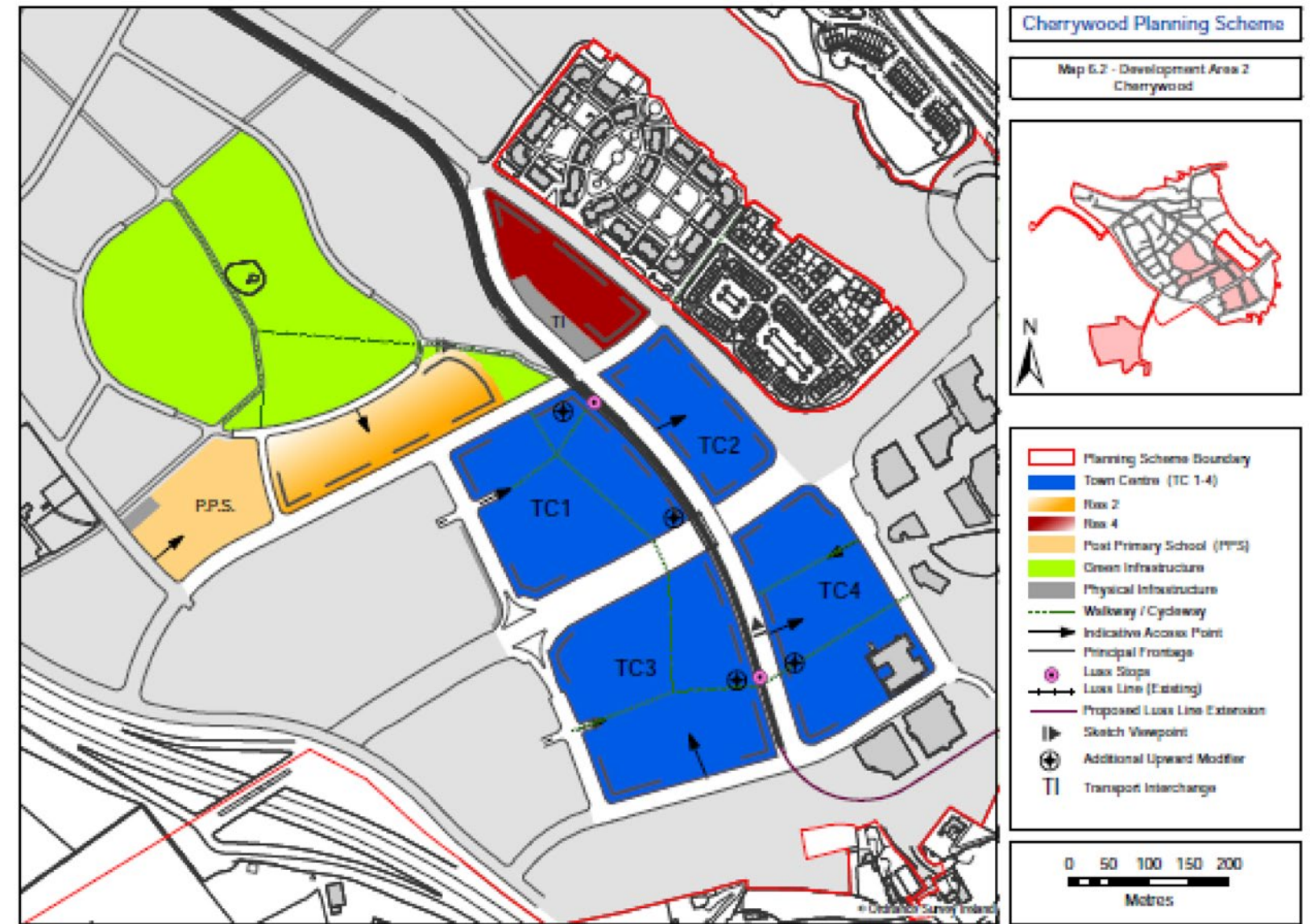
c. 27 Urban Blocks

2 Bridges

Permission Granted for TC1/2, TC4 and Part TC3

8 Blocks Under Construction / Complete

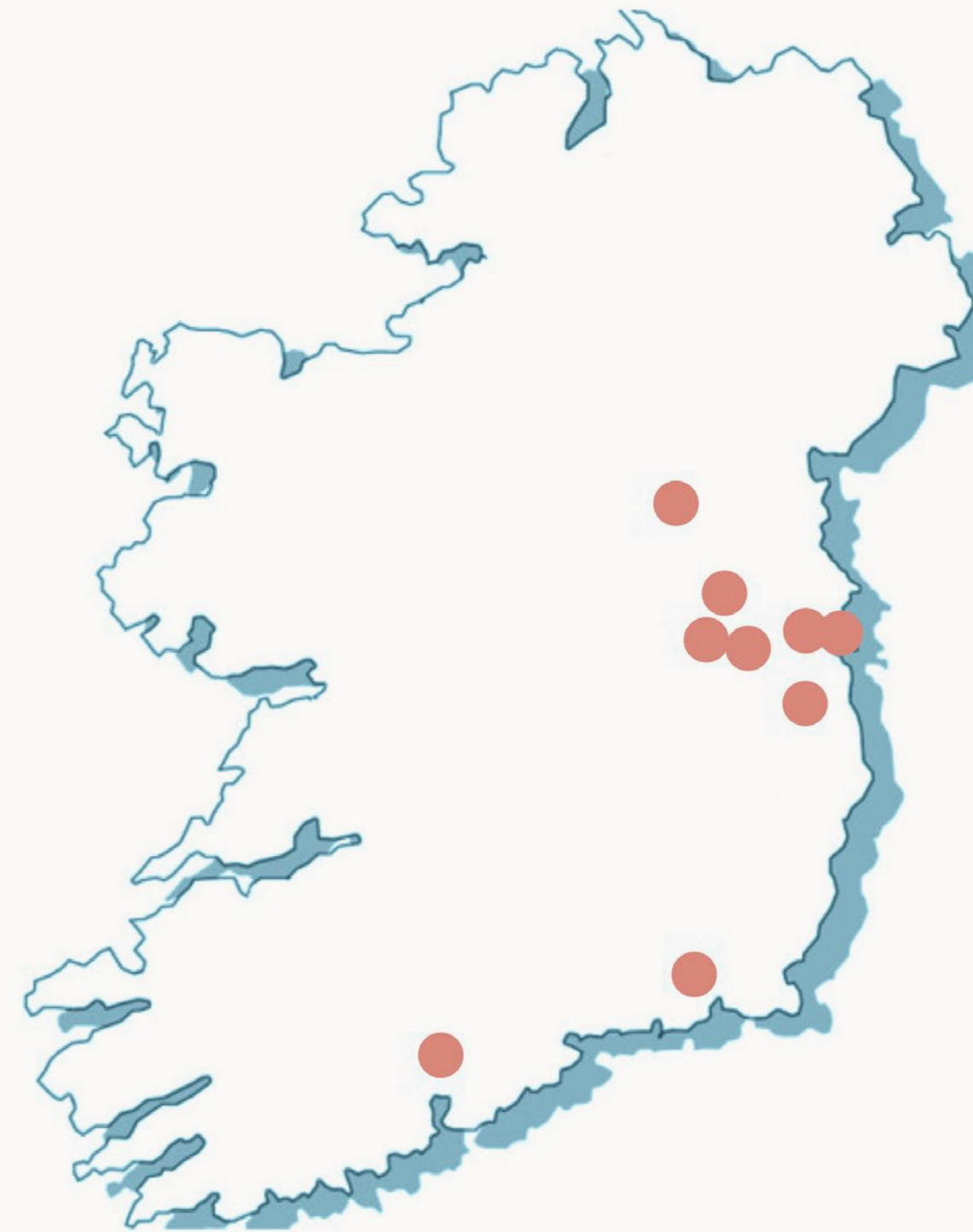
5 Landowners



SDZ - Strategic?

Section 166 — (1) Where, in the opinion of the Government, *specified development is of economic or social importance to the State*, (...) to facilitate such development.

- **Priority** - SDZ lands should be in a better position relative to “other” locations
- **Speed (“fasttrack planning”)** is paramount
- **Access to Policy** - Building Height Guidelines were given immediate effect (EXCEPT IN SDZ’s – SPPR3)
- **Ability to make a planning application** - A planning application can be made at any time (EXCEPT IN SDZ)
- **Prescription vs Guideline** - Development Plans are not prescriptive for plot ratio, building height and land use mix. What level of detail is appropriate in Planning Scheme
- **Flexibility v Certainty** - Needs to align a Planning Scheme (and UDFD?) in a constantly changing planning and development environment



What does Planning Act require of a SDZ?

168 - (1) Where a site designated under section 166, the relevant development agency or, where an agreement referred to in section 167 has been made, the relevant development agency and any person who is a party to the agreement, any, as soon as may be and in any case not later than 2 years the making of an order under section 166, prepare a draft planning scheme in respect of all or any part of the site and submit it to the relevant planning authority.

(2) A draft planning scheme under this section shall consist of a **written statement** and **a plan** indicating the manner in which it is intended that the site is to be developed and in particular



Number 30 of 2000

PLANNING AND DEVELOPMENT ACT, 2000

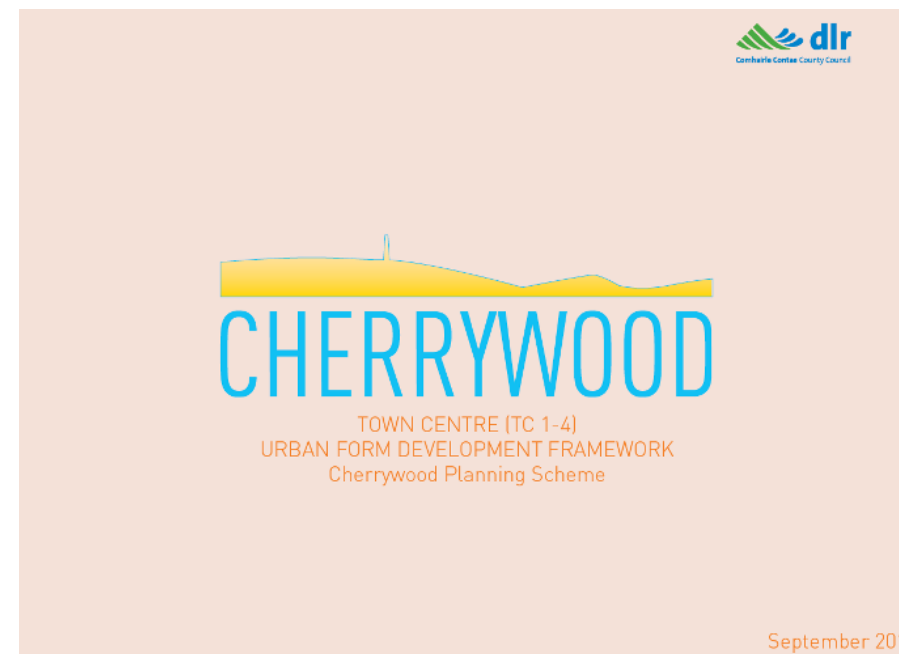
- ▶ the type or **types of development** which may be permitted to establish on the site (**subject to the order of the Government** under section 166)
- ▶ the **extent** of any such proposed development
- ▶ proposals in relation to the overall design of the proposed development, including the **maximum heights**, the **external finishes** of structures and the **general appearance and design**
- ▶ proposals relating to transportation, including **public transportation**, the **roads layout**, the provision of **parking spaces** and **traffic management**
- ▶ proposals relating to the provision of **services on the site**, including the provision of **waste and sewerage facilities** and **water, electricity** and **telecommunication services**, oil and gas pipelines, including storage facilities for oil and gas
- ▶ proposals relating to minimising any adverse effects on the **environment**, including the natural and built environment, and on the amenities of the area, and;
- ▶ where the scheme provides for residential development, proposals relating to the provision of **amenities, facilities and services** for the **community, including schools crèches and other education and childcare services**

Cherrywood SDZ Planning Scheme & UFDF

The Cherrywood Planning Scheme was conceived between 2010 and 2012 and was approved by An Bord Pleanála in 2014. **The Planning Scheme is therefore almost 10 years old and is in need of a review to reflect the very different planning and economic environment and to respond to the lessons learned from detailed design and technical exercises and planning applications.**

The 2015 Planning and Development Amendment Act provided the process to make “Amendments” to a Planning Scheme – Section 170A and Section 169

Since 2015, 7 Amendments have been approved by An Bord Pleanála under Section 170A. Amendment 8 is currently in the Section 169 process.



The delay in implementing Planning Scheme Amendments is delaying the submission of planning applications and stalling the delivery of the Cherrywood Town Centre project

The requirement for the UFDF Document stems from Section 6.2 of the CPS and was inserted by ABP to resolve disagreements at Oral Hearing on Town Centre design principles.

The key provisions of the Urban Form Development Framework (2017) can now be enshrined in the Planning Scheme (Section 6.2)

Some “Guidelines” on particular matters could supplement the PS but would not be legally binding (eg Cherrywood Amenity Space Guidance Document 2017) and would therefore allow for flexibility.

Changes in external factors since 2014

The planning and development environment has changed profoundly in the past 5 years. Cherrywood TC must respond or be left behind.

Economy

- Housing – Supply and Demand Factors
- The Shape of Retail / Non Retail “Bricks and Mortar” in the future
- Employment (HIE) in the Post-Covid World

Policy

- National Planning Framework
- Government Policy / Guidelines
- DLR Policy (2022 Development Plan)

Census Period 2016 - 2022

- Total population growth of 361,671 (8%)
- Housing stock grew by 120,945
- Irish housing policy is currently inappropriately constrained by the HNDA fueling the current housing crisis

Precedent

Including in DLR - Sandyford, Stillorgan, Dundrum, Carrickmines



Proposed Amendment 10 - Process

Planning Scheme Amendment Stage

- Planning Scheme Preparation - Section 168
- Proposed **Section 169** Amendment for Town Centre (TC1-4)
- Amendment 10 does not meet Section 170A criteria – Avoids a further 6-month delay
- Need to Review Planning Scheme – **Section 6.2**
 - **Plot Ratio Parameters**
 - **Building Height Parameters**
 - **Land Use Mix Parameters**
- Consider any other Consequential Changes to PS
- How to incorporate UFDF into Amendment 10

Planning Application Stage

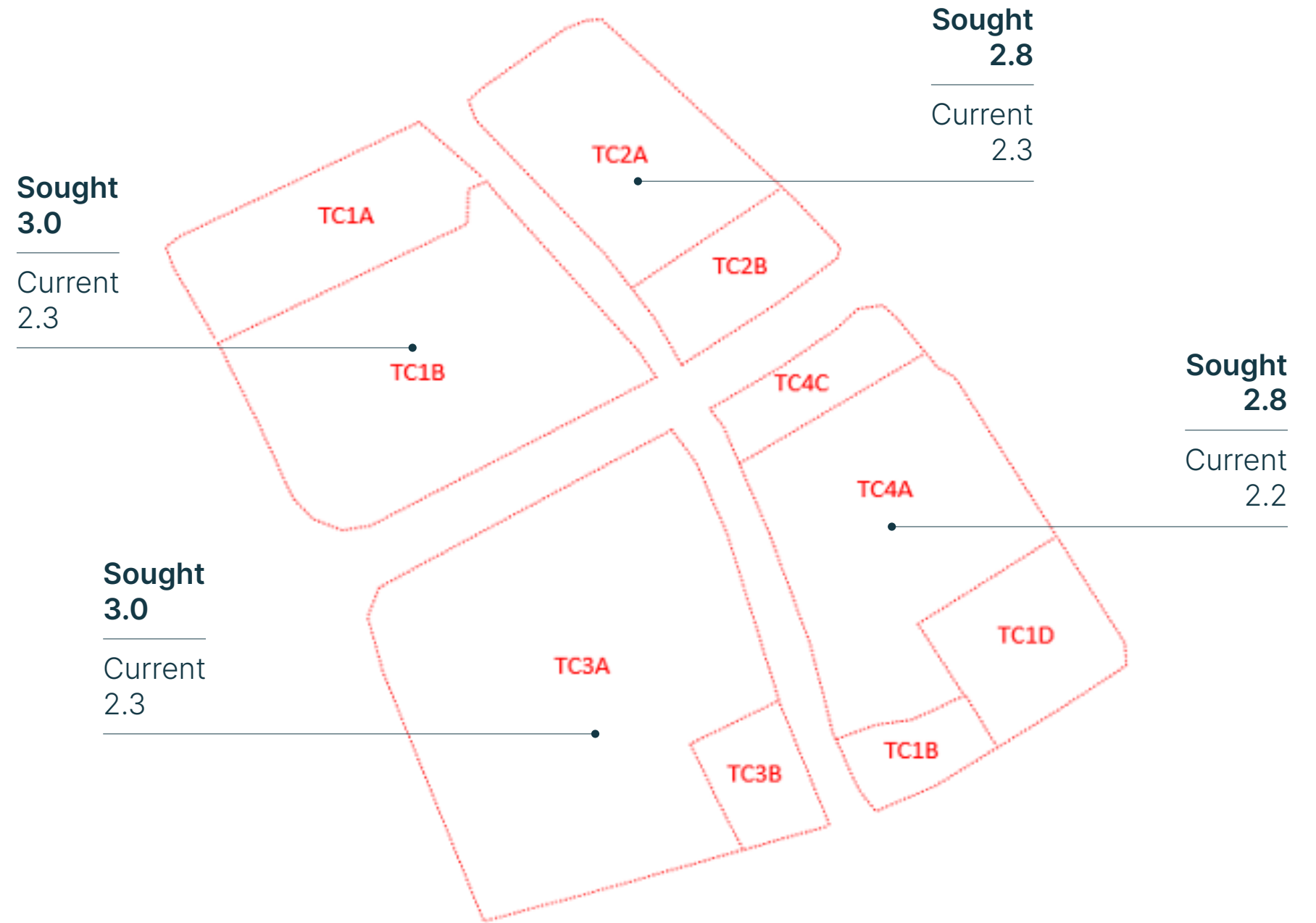
- Planning Application Stage is the appropriate forum for discussions on detailed design
- Consideration of detailed design at Planning Scheme stage only relevant insofar as it is required to inform the parameters above

Summary of Landowners requested “Amendment Sought”

Plot Ratio Sought “Max”

- The “maximum” Plot Ratios are indicated (existing CPS in brackets)
- “Minimum” is 20% less than maximum to provide a density range similar to the current CPS
- The distribution of plot ratio will be masterplanned and agreed per plot by the relevant landowners

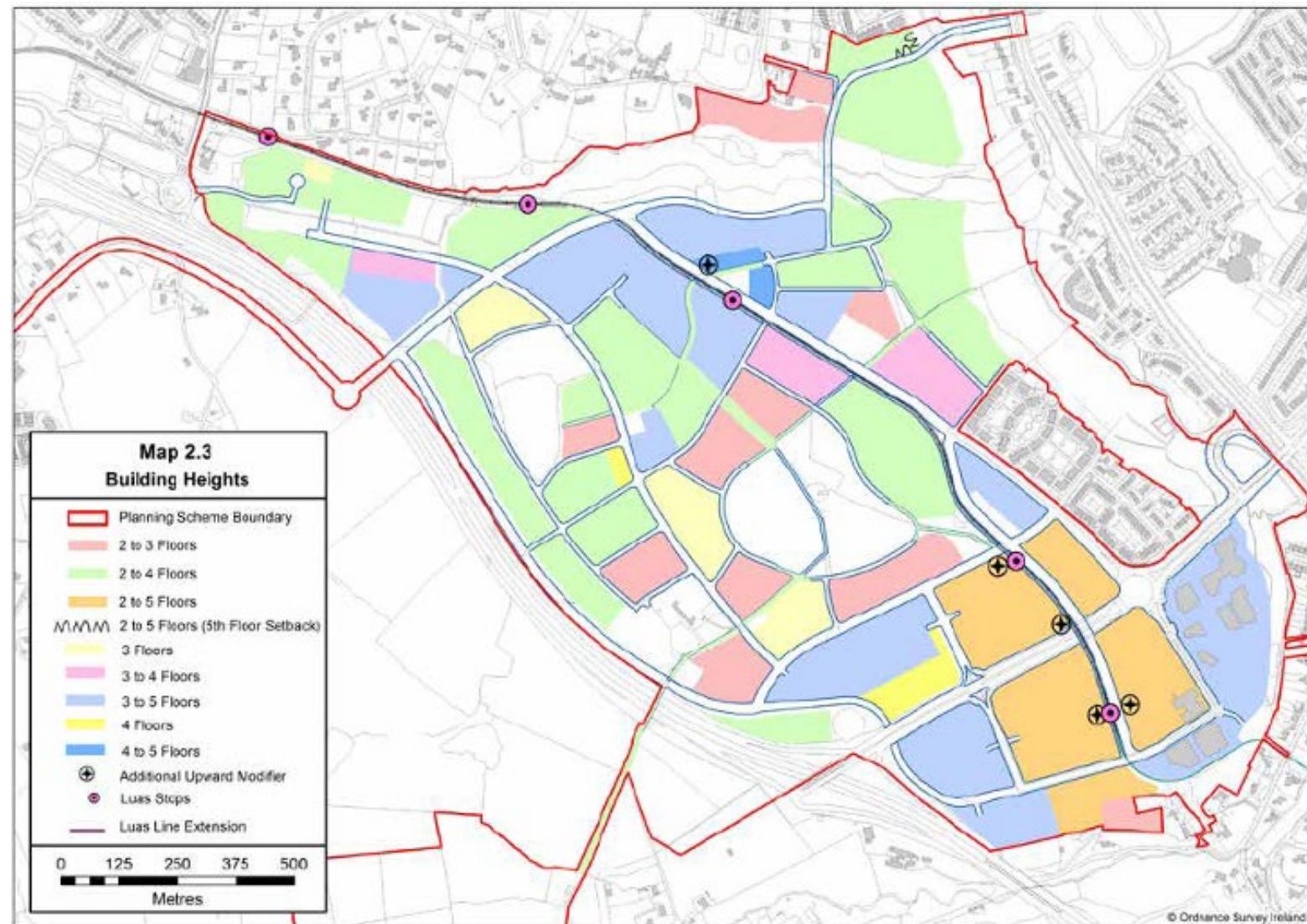
	CURRENT PLOT RATIO	SOUGHT PLOT RATIO
TC1	2.3	3.0
TC2	2.3	2.8
TC3	2.3	3.0
TC4	2.2	2.8



NOTE: The proposed plot ratios are as per the Landowners proposals.

Building Height Sought

- Building Height Guidelines and Gehl Review as you will see supports increased Building Heights across the 4 TC plots from a policy and urban design perspective
- Planning Scheme Amendment should provide for variation in building heights ranging from 4 – 9 storeys
- Upward Modifiers can facilitate buildings up to 12 storeys on each plot where appropriate based on Building Height Guidelines Criteria



PLANNING SCHEME 2014

- Current Limit : 2 – 5 floors
- 4no. Upward Modifiers

UFD 2017

- Building Height Strategy - Block by Block
- Achieved some flexibility through DA10

BUILDING HEIGHT GUIDELINES 2018 – SPPR3

AMENDMENT 8 : 2018 -

- No Change for TC 1 – 4

Land Use Mix

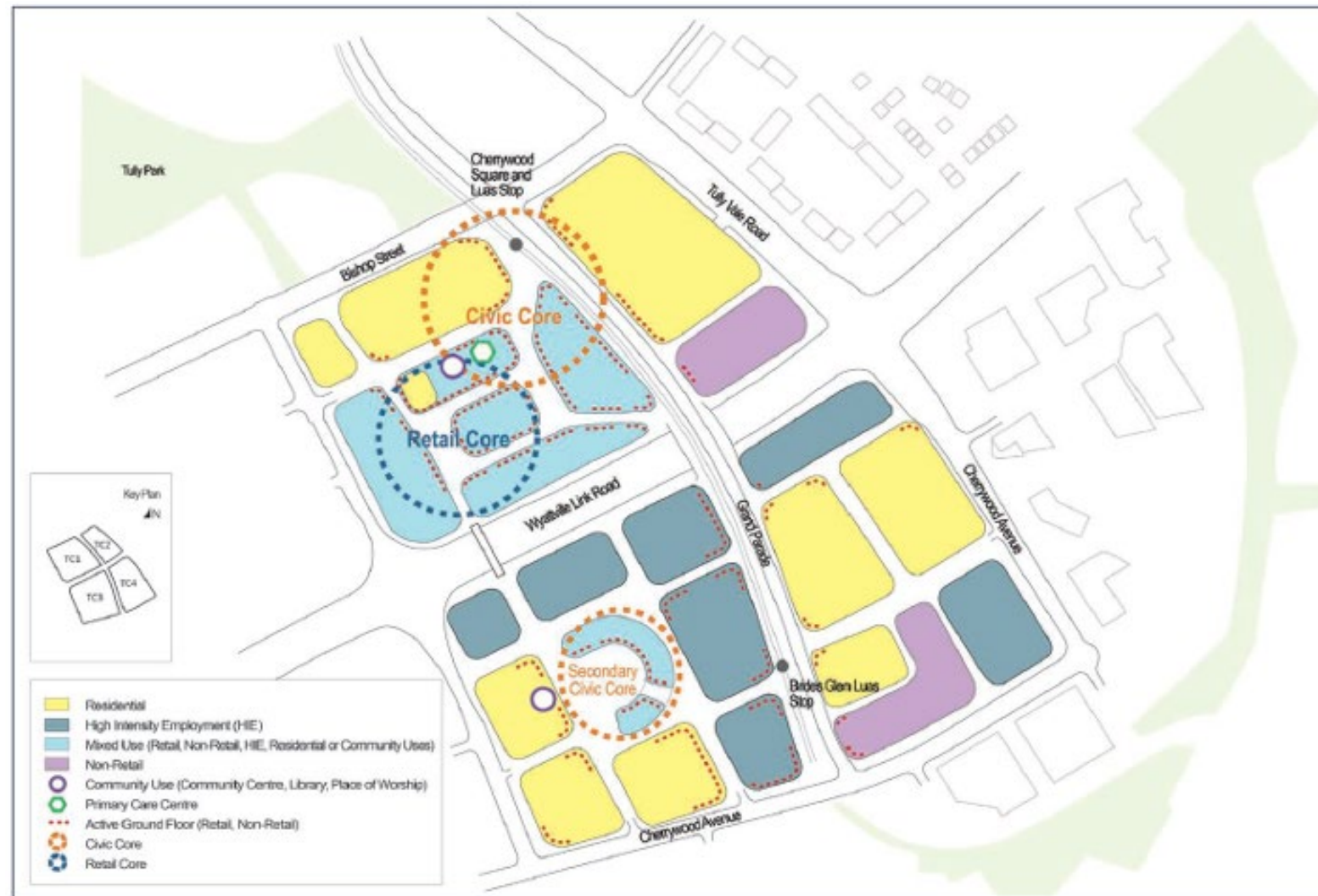
RETAIL: Floorspace Allocation in “Retail Core” to be reduced while retaining District Centre retail function and street level activity

HIE: Reduce HIE floorspace in the TC plots to reflect the level of capacity in the “HIE plots” and to support shift to residential

RESIDENTIAL: Increase in residential floorspace across the 4 TC plots will deliver housing and create a vibrant “multi-functional” town centre

NON RETAIL: Reduce Non Retail Floorspace in line with the reduction in the retail offer and to support shift to residential

COMMUNITY: Internal and external spaces to enhance community interaction



Map 2: Land Use Strategy

In terms of land use, the Cherrywood Planning Scheme is very prescriptive in a way that is not typical for a large mixed use development. For example, seeking the “minimum” allocation in a particular category means that floorspace is “lost” and there is no opportunity to transfer between categories. Similarly, the Planning Scheme should allow the Planning Authority to respond to special opportunities or circumstances that may arise.

FLEXIBILITY should and can be provided in the “Proposed Amendment” to adapt to changing demand without undermining the urban design principles or the objective for a mix of uses.

Section 2

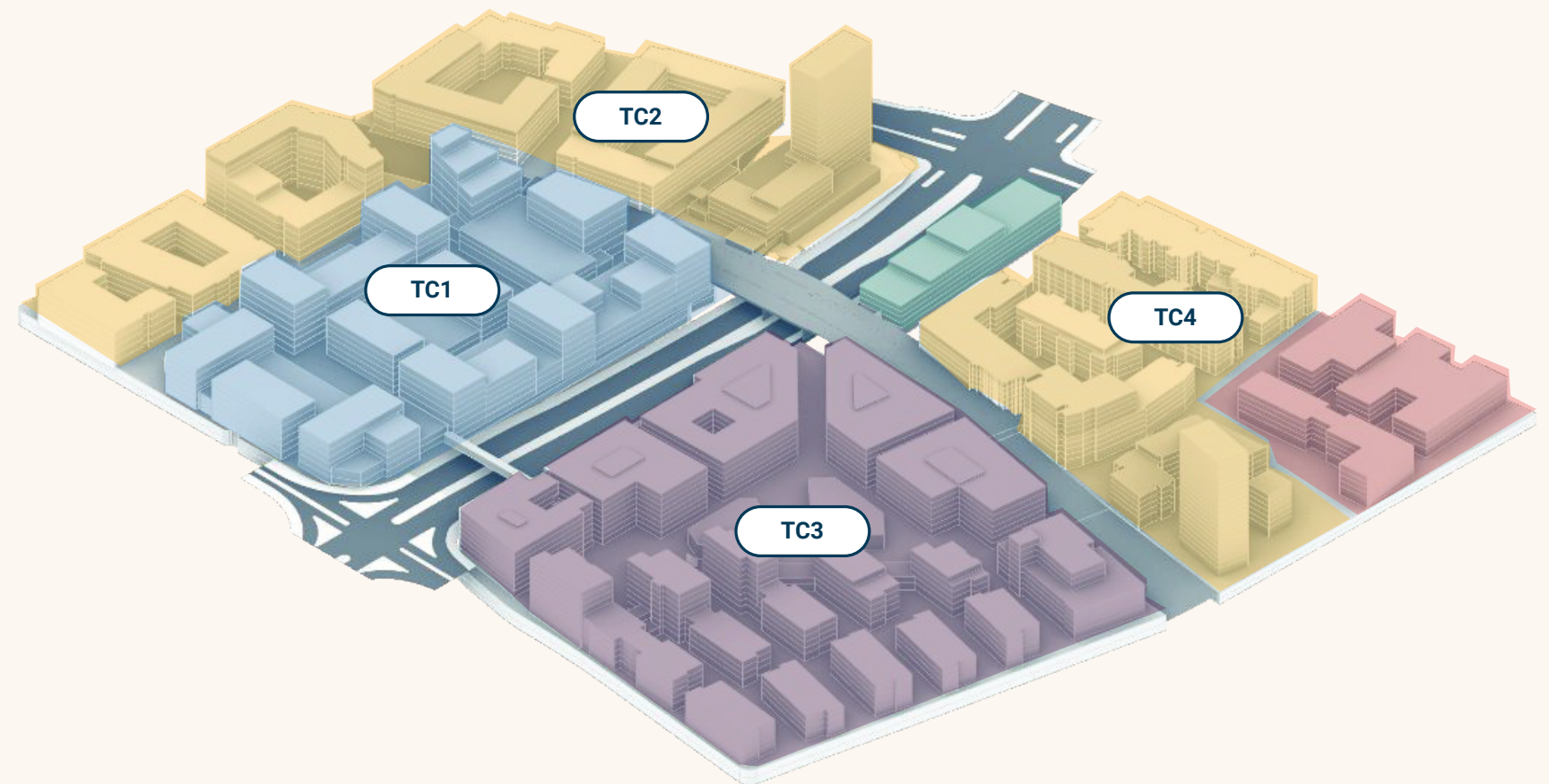
Urban Form



Cherrywood Town Centre Urban Design Review

Gehl was asked to review the concept designs developed by the individual landowners of the Town Centre site.

- Joint collaboration of the Town Centre area
- Urban design principles for livable urban density,
- Provide recommendations that strive towards planning a more cohesive TC
- Improved connections between the plots, anchored by a clear public space plan



Massing of individual landowners proposals
 Our point of view: Ownership is diverse but a good framework plan must be ownership and boundary blind.

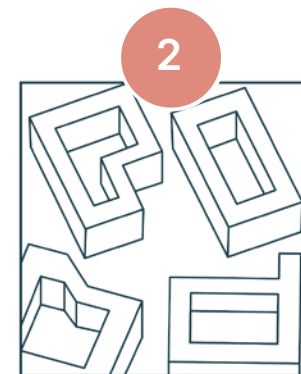
- Town Centre ownership**
- Hines King Street
 - Hines APG
 - Ronan Group / DLRP
 - Corum
 - Spear Street Capital

What do we mean by *Liveable Urban Density*?

- Not just plot ratio (size and quantity) but also qualitative criteria
- How does the build form support everyday life?
- Higher quality of life for people
- Nine criteria for livability and sustainability of dense built environments from the book *Soft City* by David Sim.



Diversity of Built Form



Diversity of Outdoor Spaces



Flexibility



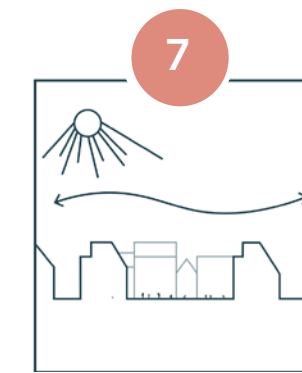
Human Scale



Walkability



A Sense of Control and Identity



A Pleasant Microclimate



Smaller Carbon Footprint



Greater Biodiversity

The vision and themes underpinning the Cherrywood Plan are solid, as are the Town Centre principles



-
- 1 Cherrywood will be unique
 - 2 Services and facilities will be available locally
 - 3 Life in Cherrywood will be inclusive
 - 4 Development will respond positively to environmental opportunities



2.1

Town Centre Review

Today, Cherrywood Town Centre is not just a vision, a series of principles, or a plan — but a place many people call home.



However, the Town Centre is still in its infancy, and the next developments will shape the future of this place for generations to come.

The Gehl review aims to be practical and constructive.



The Town Centre review DOES...

- Look at the different landowners proposals
- Revisit and adapt the public space plan and urban form to the proposed densities and uses
- Take into account that Cherrywood is a place where people live and that much effort has already been put into planning and building
- Suggest an alternative urban design approach



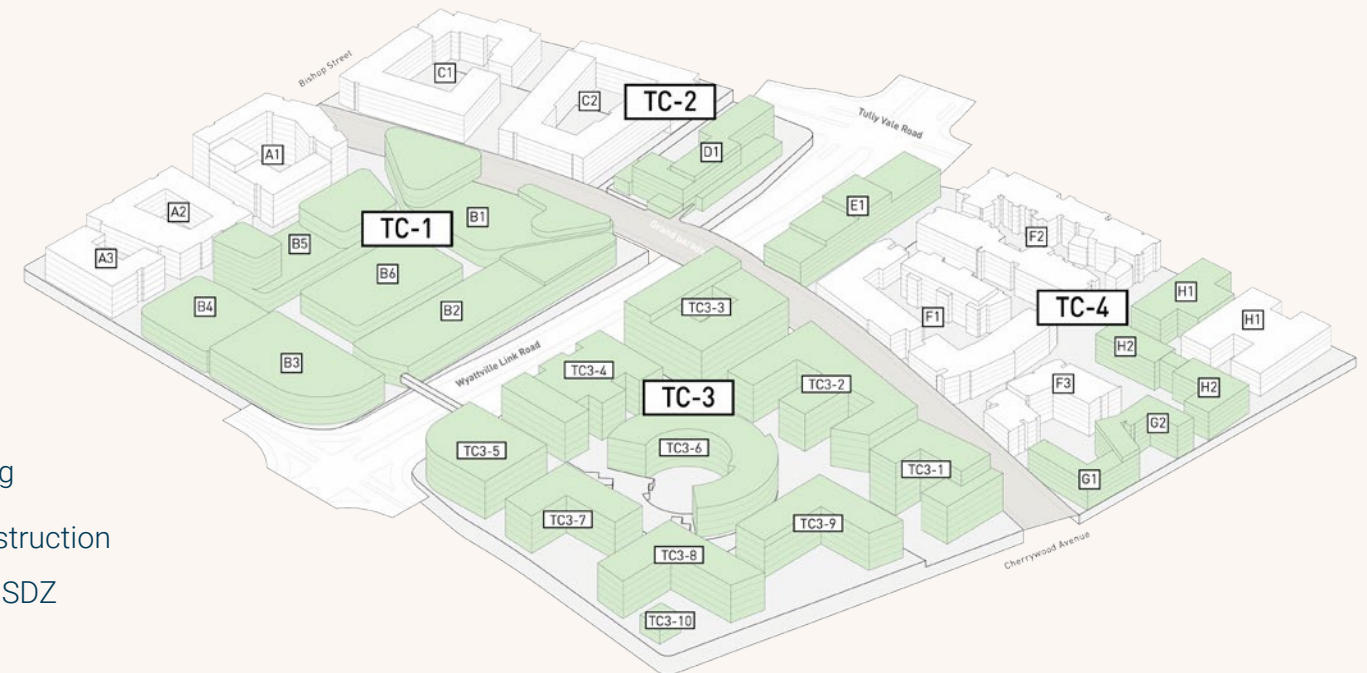
The Town Centre review DOES NOT...

- Propose a new masterplan for the Town Centre
- Start from scratch; we are broadly aligned with the DLRCC vision and principles for the Town Centre
- Propose unrealistic changes to certain things that are pretty fixed
- Endorse the current individual proposals as they stand

In this section we review the individual landowners proposals.

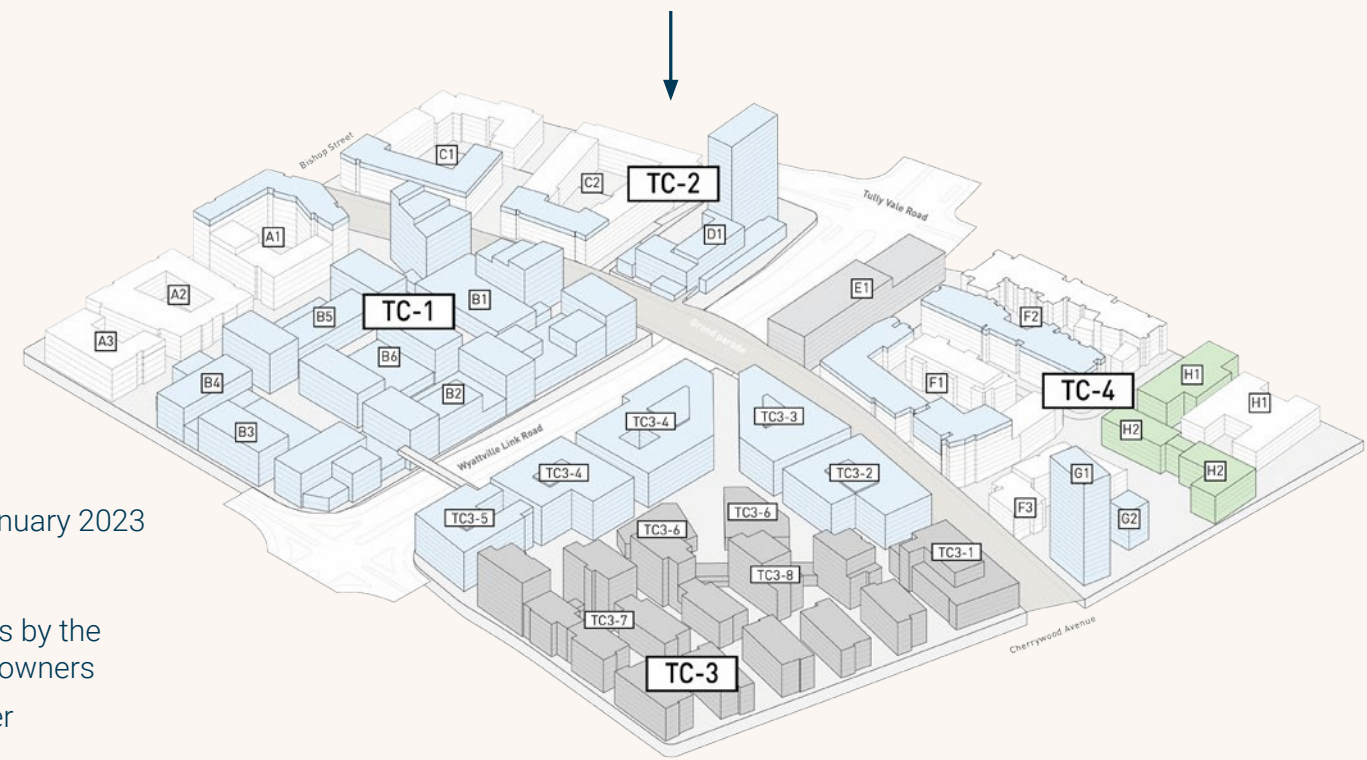
We consider:

- The Cherrywood Planning Scheme, vision and principles (SDZ)
- What is already built, permitted or under consideration and the landowner’s proposals
- Livable urban density criteria, in order to help shape a healthy and sustainable people-first place
- Height, edges and building form, as a way to positively influence the public life of the Town Centre, and spaces that support it.



Approved SDZ - Massing

- Built or under construction
- Massing from the SDZ guidelines



Landowners Proposal

as presented to Gehl January 2023

- Built
- Proposed changes by the Town Centre landowners
- Permitted or under consideration

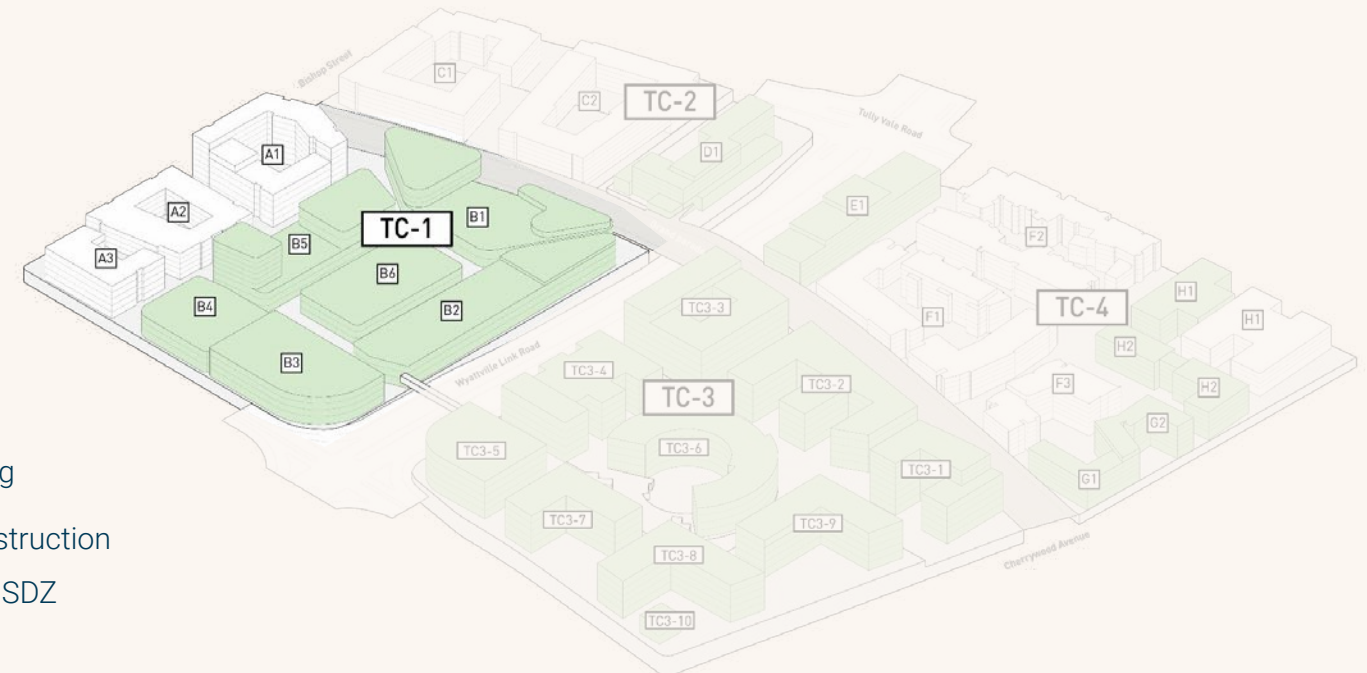
TC1

- Heart of the Town Centre
- Largest amount of retail and civic uses.
- Proposal seeks to create a more mixed area with substantial increase in residential accommodation in TC1-B maintaining the routes and public spaces
- Penthouse level proposed on Block A1

Biggest changes from the SDZ:

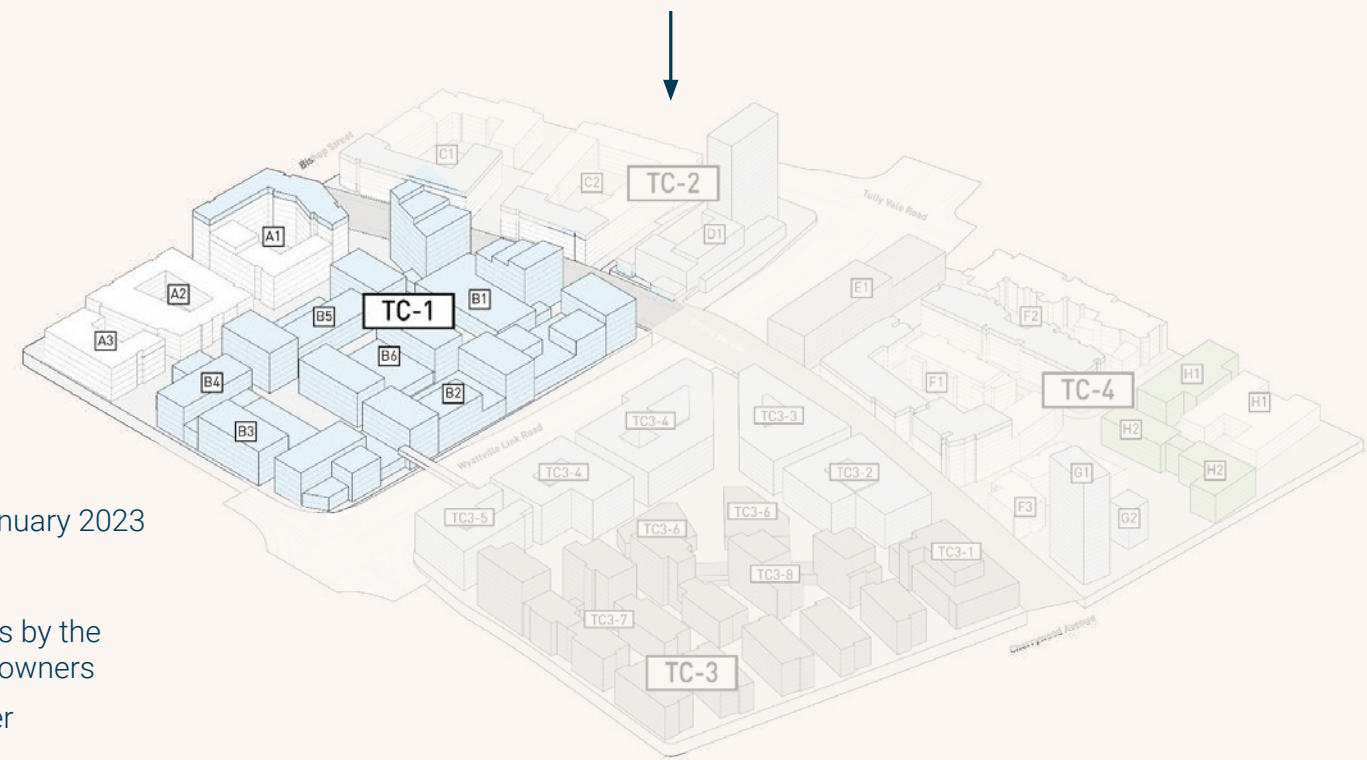
- A much more mixed use quarter with approximately 65,000m² of residential and less retail, but still substantial at 15,000-16,000m².
- No longer a covered shopping mall, the quadrant is made of streets and spaces that creates a place and prioritise pedestrian movement.

Approx. TC1-B plot size: 30,000 sq m



Approved SDZ - Massing

- Built or under construction
- Massing from the SDZ guidelines



Landowners Proposal

as presented to Gehl January 2023

- Built
- Proposed changes by the Town Centre landowners
- Permitted or under consideration

TC1-B

✓ What works well:

Public Space and Public Life

- Adding residential uses will bring the life and critical mass
- Removal of the covered spaces is positive; the lanes
- Pedestrian and bike bridge is a much needed connection to the south quadrant.

Massing and Buildings

- Increase in density feels adequate for a key Town Centre plot.
- Variation in massing and heights is positive

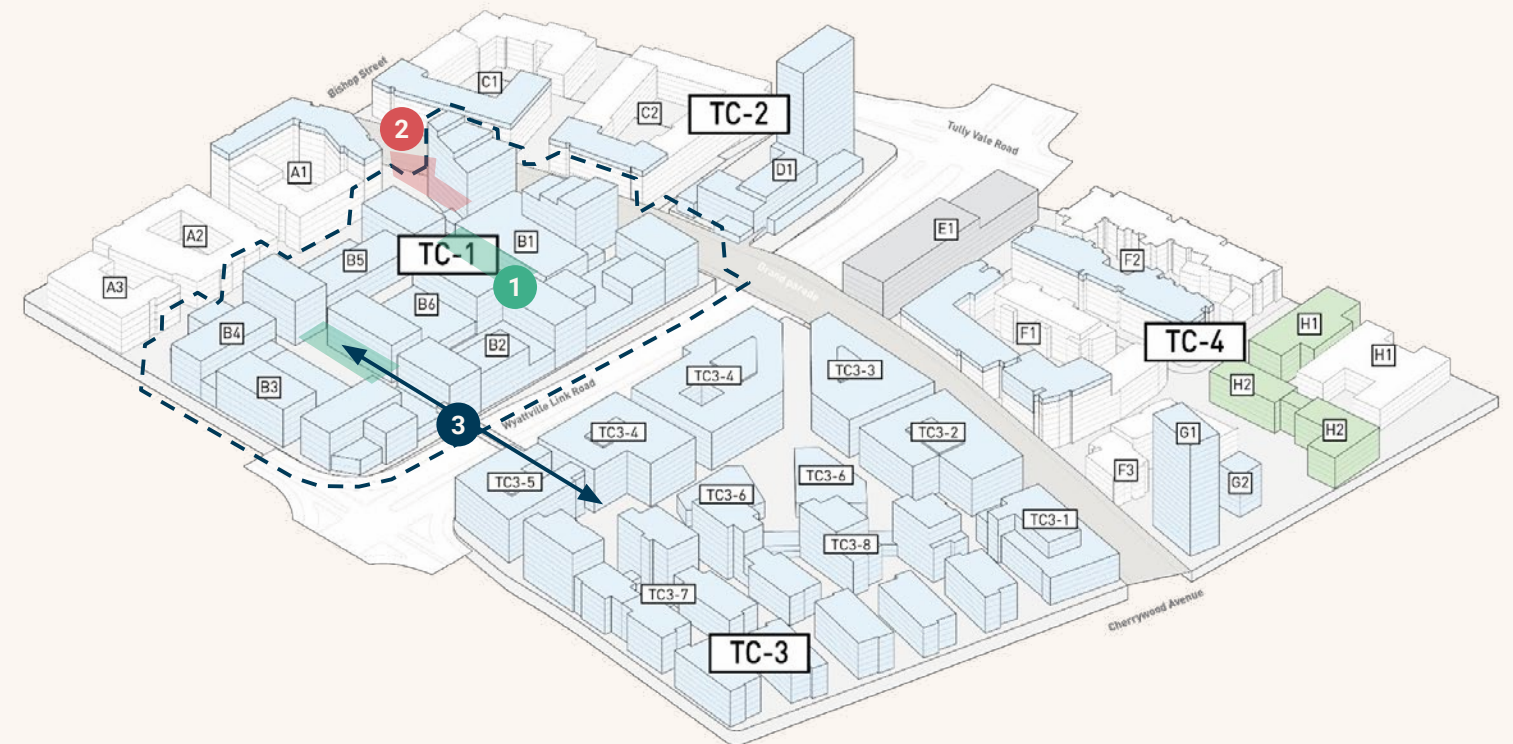
Opportunities for improvement:

Public Space and Public Life

- Public spaces are of similar size and can be improved to have distinct characters, uses, qualities. **1**
- Cherrywood Square, a main public space and gateway, needs careful design to provide more enclosure and comfortable microclimate. **2**
- More should be made of ped. and bike connection, in particular how the bridge 'lands' as it straddles changes of level. **3**

Massing and Buildings

- Adjustments to the massing, angling volumes providing variation on depths in the façades will assist microclimate, visual interest and opportunities for more typologies.



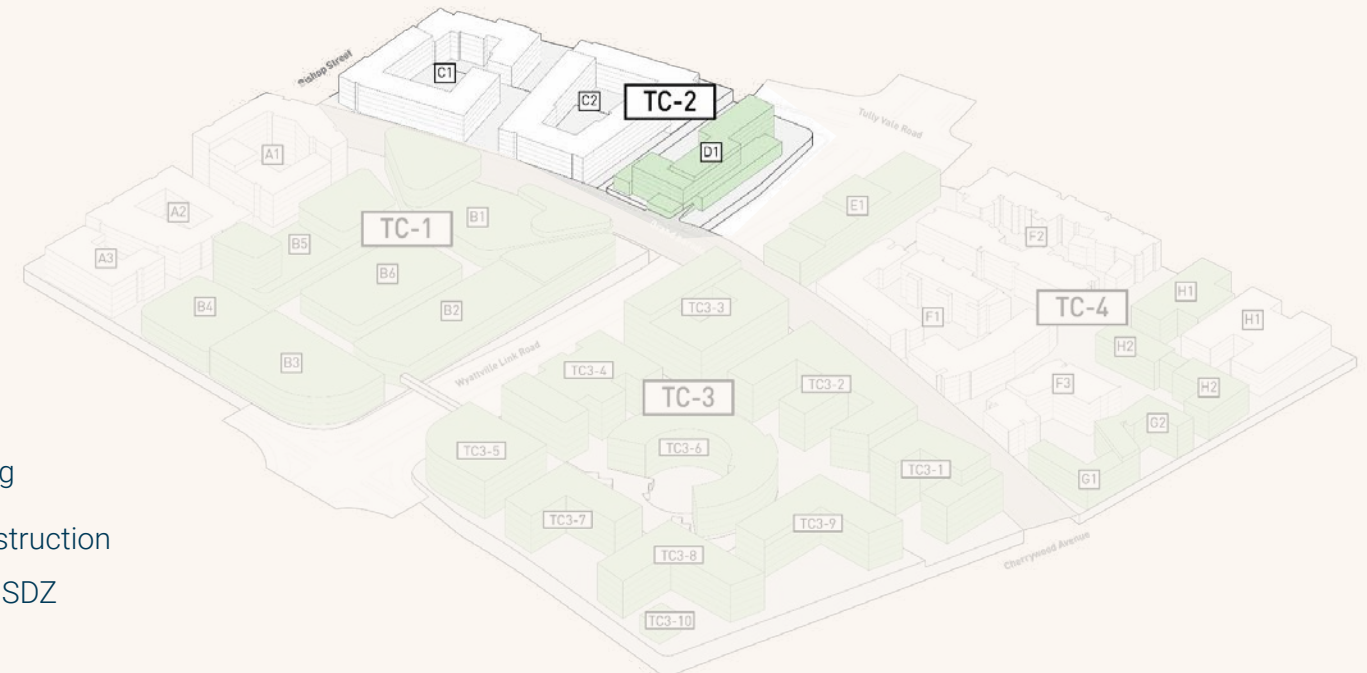
TC2

- TC2 is primarily residential active ground floors along Grand Parade.
- Majority of the TC2 plot is built and occupied
- pleasant courtyard amenities and a crèche on the site. The landowners proposal for plot D1 is for residential and hotel use, supported by a small amount of retail
- Landmark tower is proposed

Biggest changes from the SDZ:

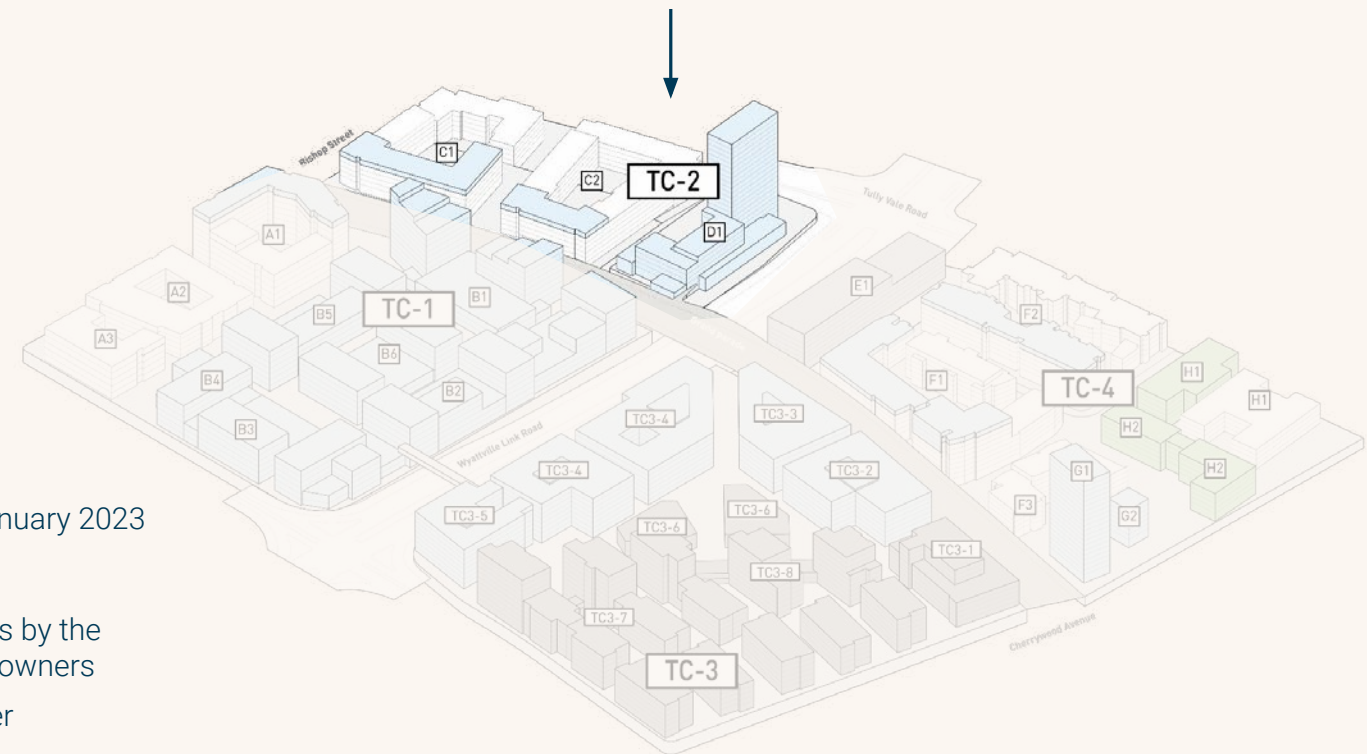
- Proposed D1 development with a mixture of residential, hotel and small amount of retail features a 20+ story tower
- One additional level in parts of blocks C1 and C2 to provide extra rooftop apartments towards Grand Parade

Approx. TC2 plot size: 21,000 sq m



Approved SDZ - Massing

- Built or under construction
- Massing from the SDZ guidelines



Landowners Proposal

as presented to Gehl January 2023

- Built
- Proposed changes by the Town Centre landowners
- Permitted or under consideration

TC2

✓ What works well:

Public Space and Public Life

- Developing this site will be critical to complete the plot's edge
- Provide a distinct character to what is a key Town Centre frontage
- Hotel use in this location makes sense

Massing and Buildings

- Increase in density in plot D1
- a tower of 20+ storeys feels excessive in this location, and an creates adverse microclimate
- The layout to separate residential and hotel uses, results in a long access corridor which compromises the quality of spaces for users

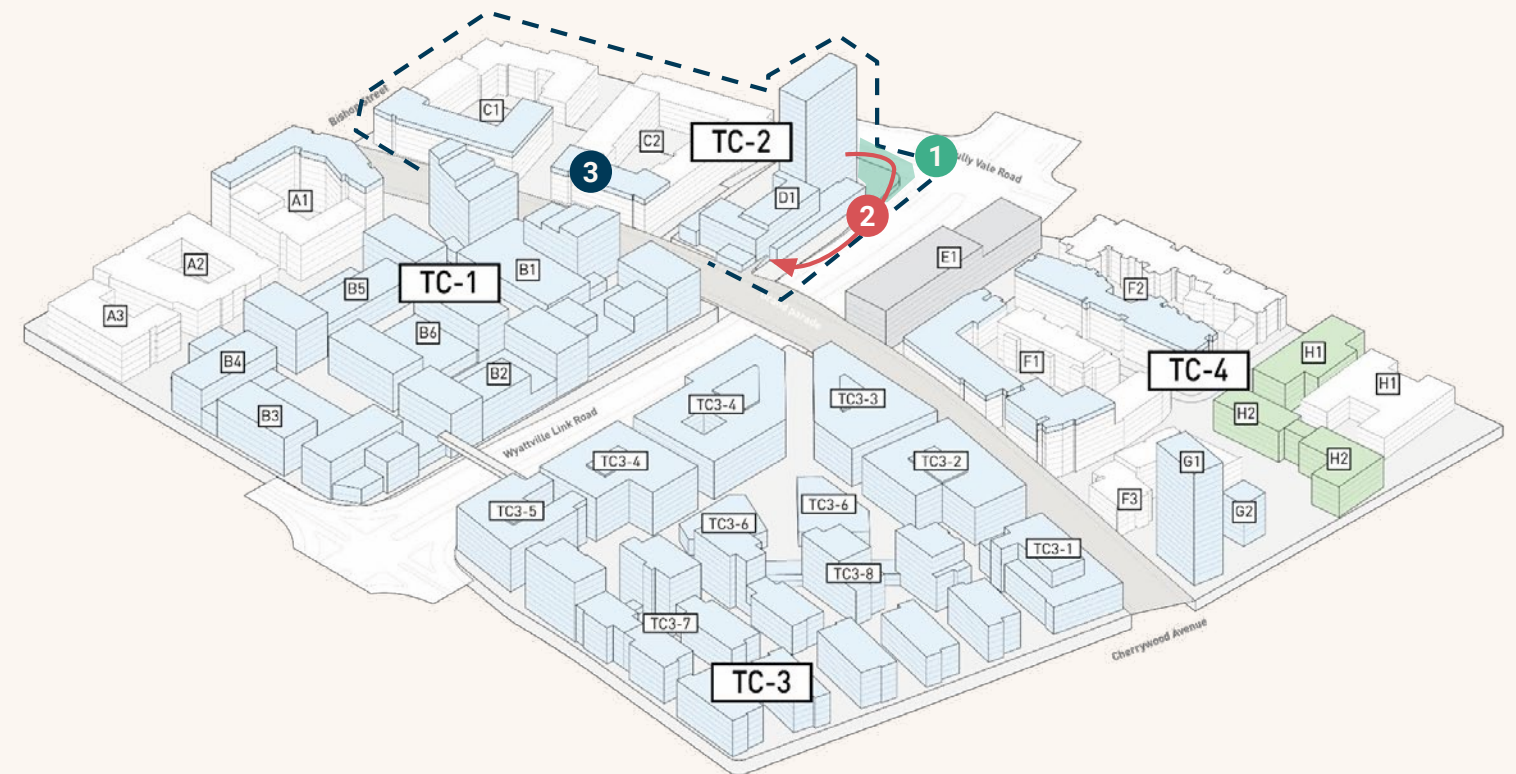
Opportunities for improvement:

Public Space and Public Life

- Pocket public space on the intersection of Tully Vale Road would benefit from being adjacent to a lower building, careful design is needed to make the most of level changes **1**
- Integrate/ conceal the large parking access ramp with the goal of minimising dull edges along Grand Parade

Massing and Buildings

- Placing the hotel, and associated uses on Grand Parade **2**
- Penthouse apartments on Grand Parade, if done well, can add variation to what is a rigid roofline **3**



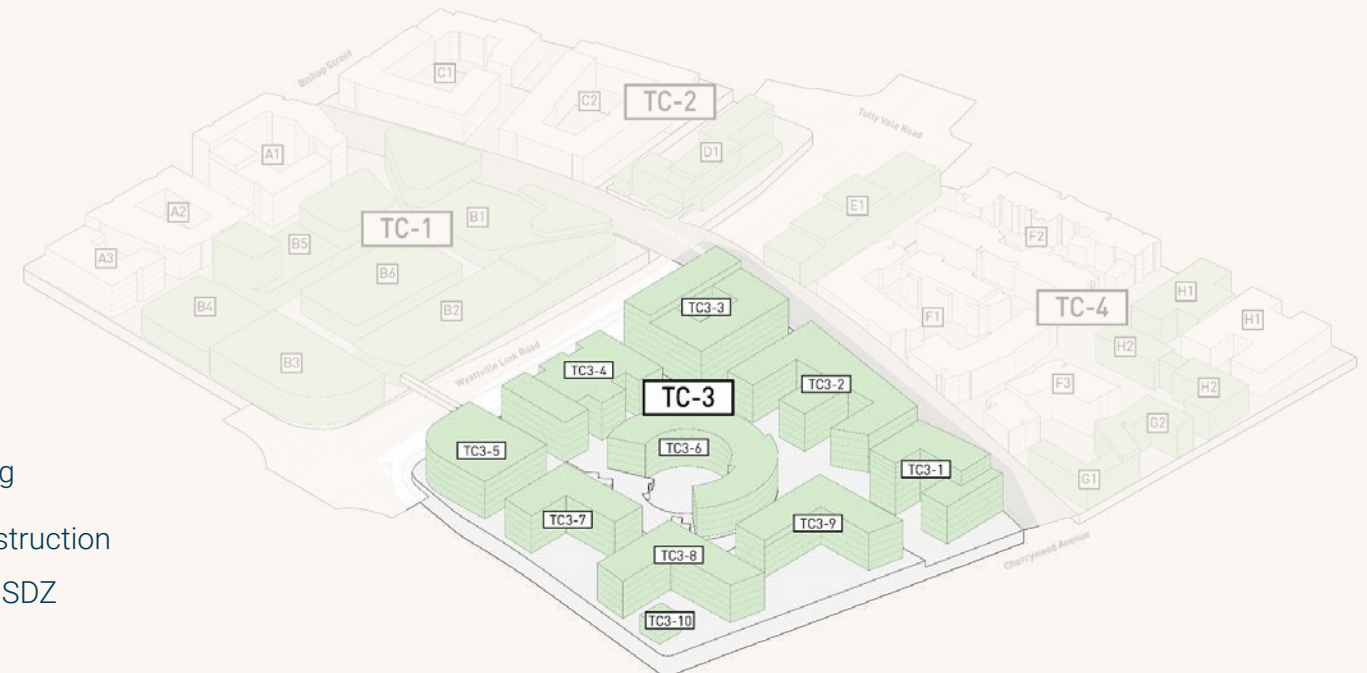
TC3

- The site has been allocated the majority of the office development, towards the Wyattville Link Road (employment cluster), and a residential area to the south.
- Some retail and community uses
- important secondary public gathering space and civic core.

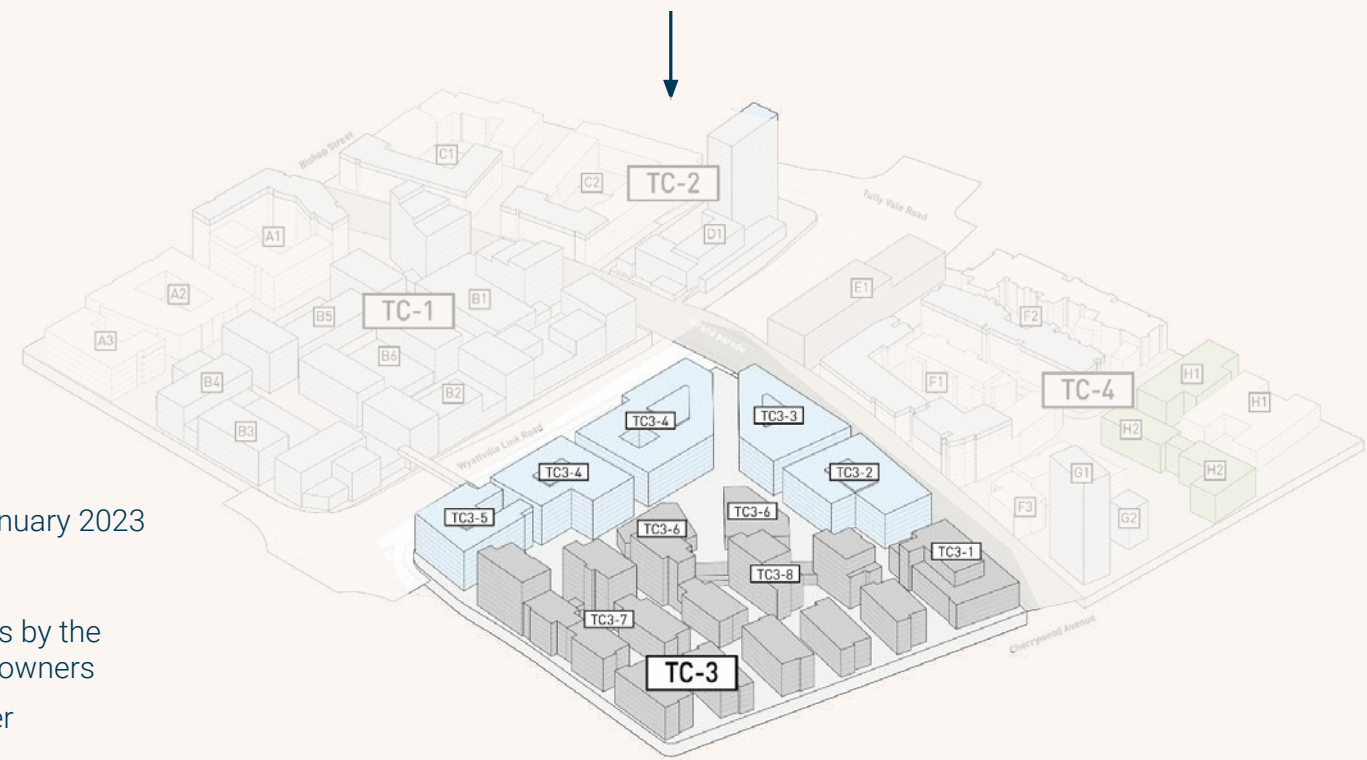
Biggest changes from the SDZ:

- Increased residential density.
- Massing and configuration of the residential blocks.
- Adjustments to the public spaces.

Approx. TC3 plot size: 53,880 sq m



Approved SDZ - Massing
 □ Built or under construction
 ■ Massing from the SDZ guidelines



Landowners Proposal
 as presented to Gehl January 2023
 □ Built
 ■ Proposed changes by the Town Centre landowners
 ■ Permitted or under consideration

TC3

✓ What works well:

Public Space and Public Life

- Provision of a substantial public space is important in this quarter.
- The pedestrian and bike bridge is a much needed connection to the north quadrant.

Massing and Buildings

- Placement of office uses along the Wyattville Link Road minimises residents' exposure to noise and pollution.

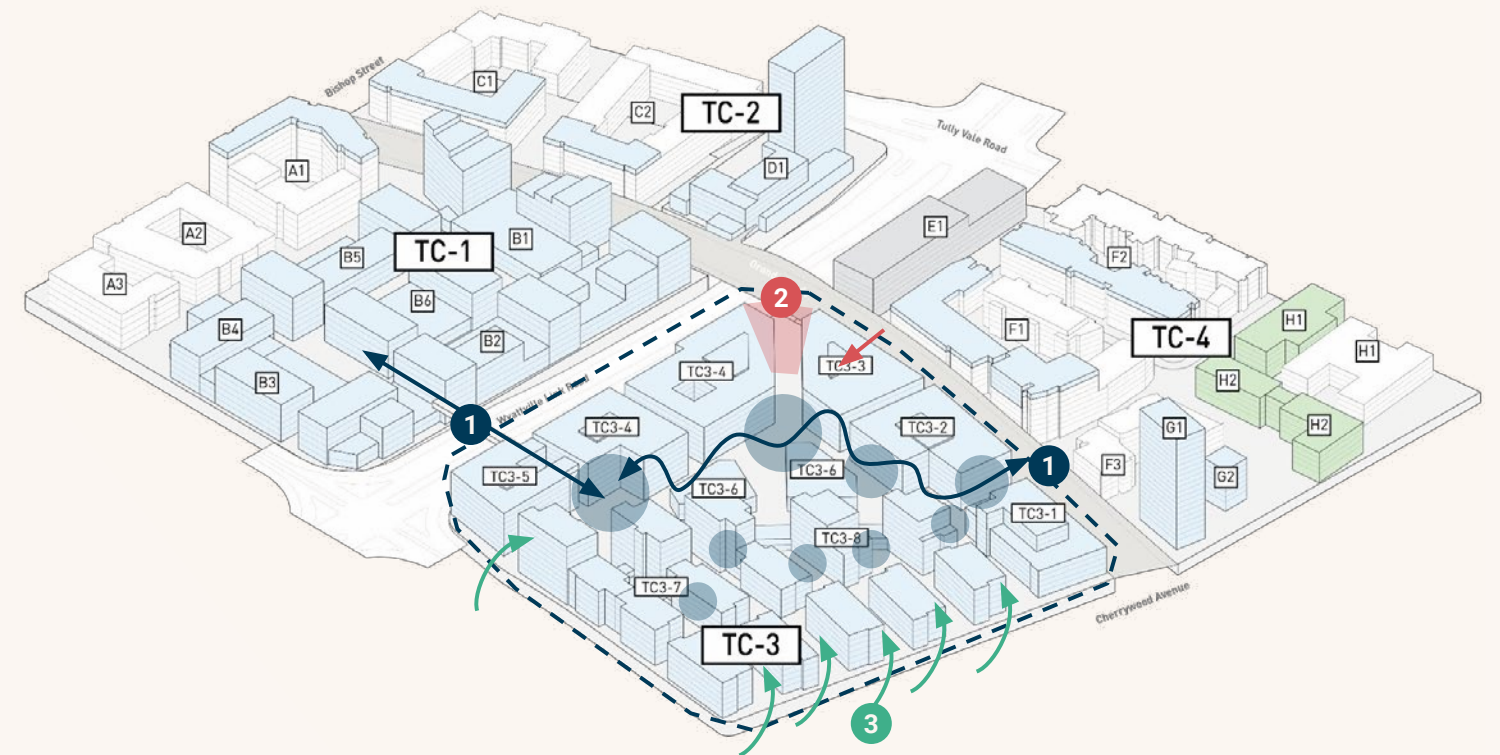
Opportunities for improvement:

Public Space and Public Life

- The public space network in this quadrant is significant: 'entrance' form the Luas stop, pocket parks for residents, larger gathering/ civic space, access to the pedestrian bridge
- Discourage the north-east diagonal opening towards the busy Wyattville Link Road

Massing and Buildings

- The commercial buildings have large footprints, limiting flexibility of adaptability of uses over time. **2**
- The residential blocks are in a linear manner exposed to the south-west winds. A robust landscape and tree planting strategy should be explored to help mitigate this. **3**



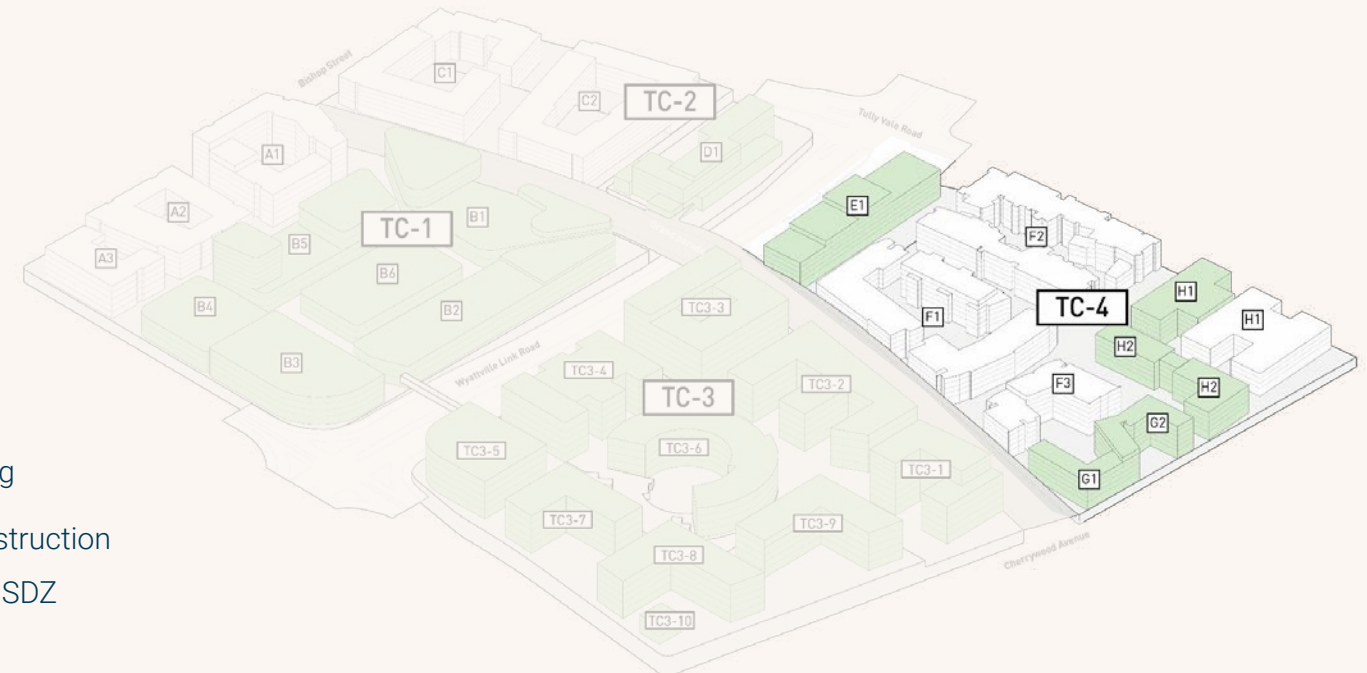
TC4

- E1** Office
- F1 / F2** Residential occupied
- H1** Established Office + Carpark
- F3** Residential
- G** Hotel

Biggest changes from the SDZ:

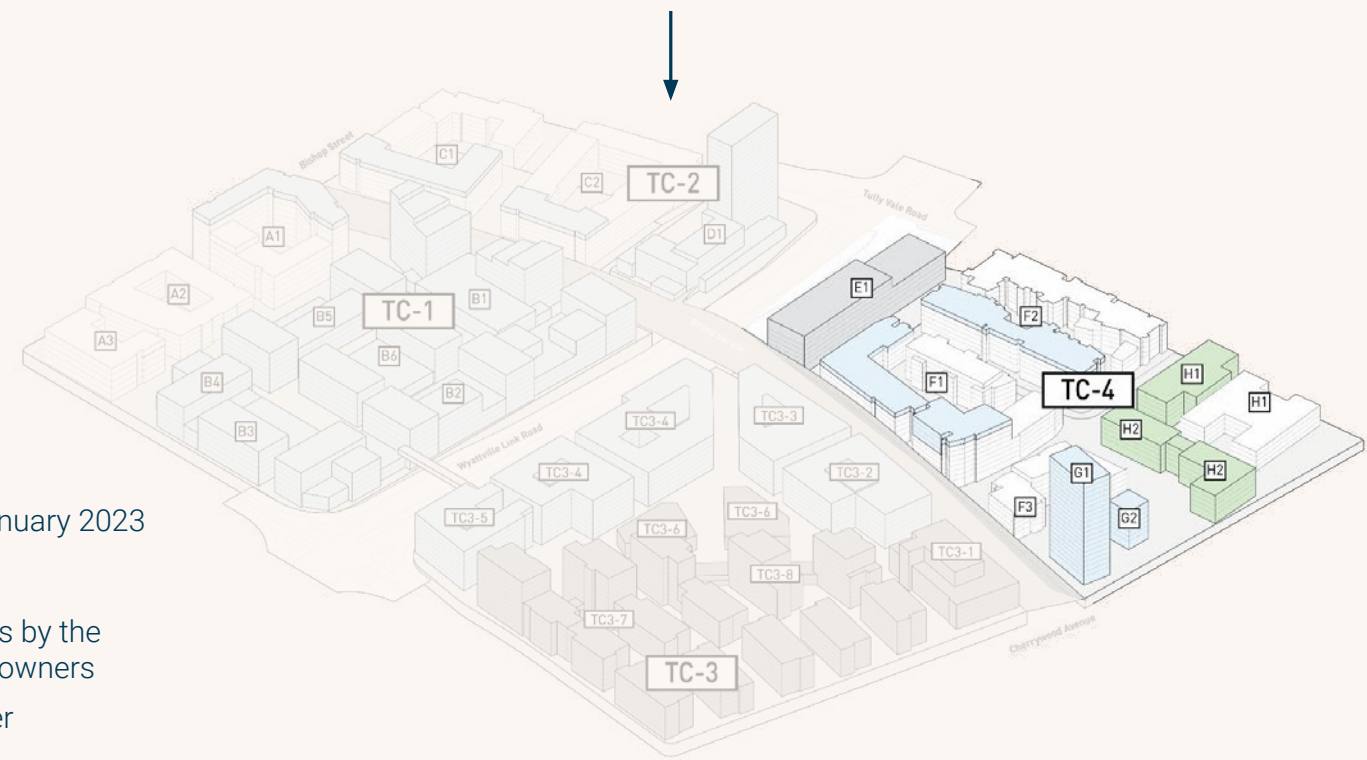
- Increased density and approach to massing in the south east area (G plots).
- One additional level in parts of blocks F1 and F2 to provide extra rooftop apartments.

Approx. TC4 plot size: 43,000 sq m



Approved SDZ - Massing

- Built or under construction
- Massing from the SDZ guidelines



Landowners Proposal
as presented to Gehl January 2023

- Built
- Proposed changes by the Town Centre landowners
- Permitted or under consideration

TC4

✓ What works well:

Public Space and Public Life

- Semi-private courtyard spaces work well
- Some public open space behind E and F blocks

Massing and Buildings

- Office block E; office use makes sense
- Densification of the south-east plot
- Proposed extra level on part of the residential blocks (particularly F1) 4

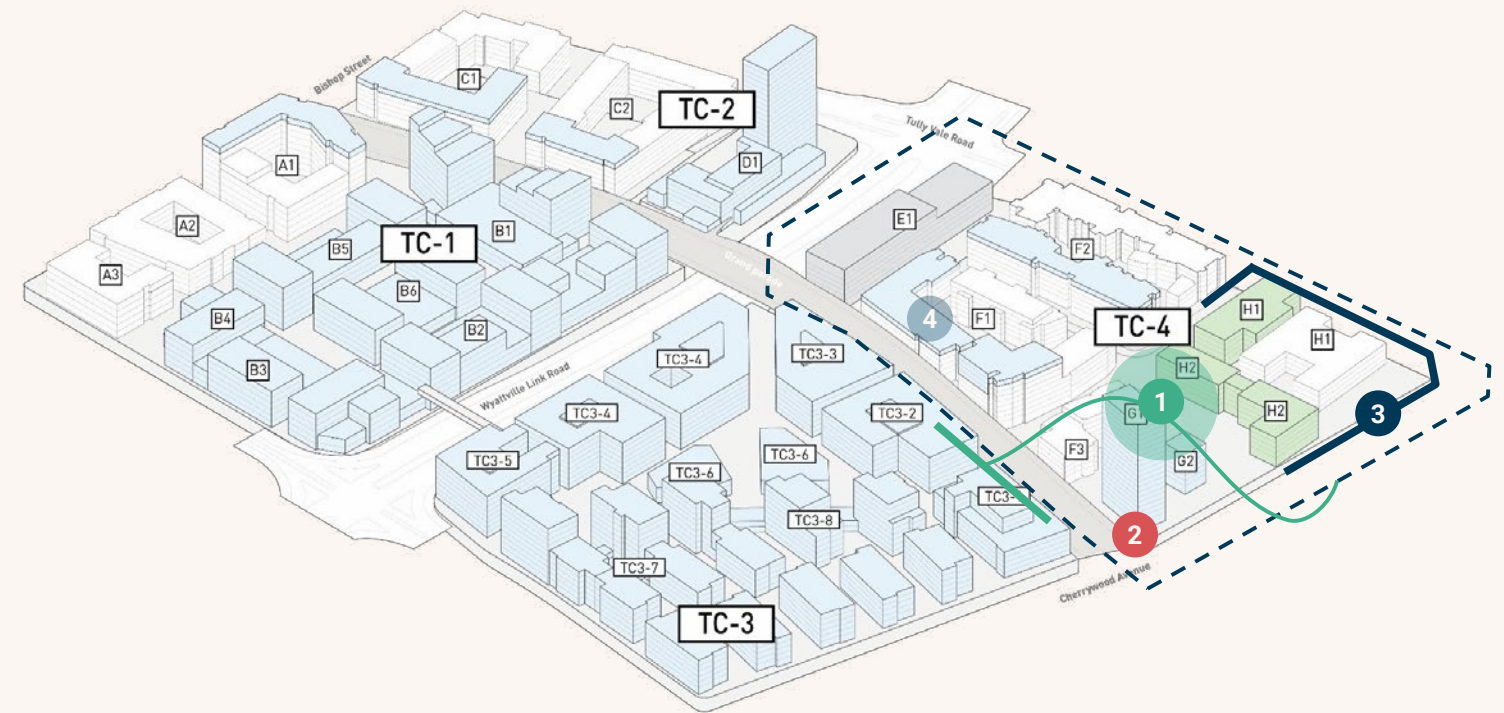
Opportunities for improvement:

Public Space and Public Life

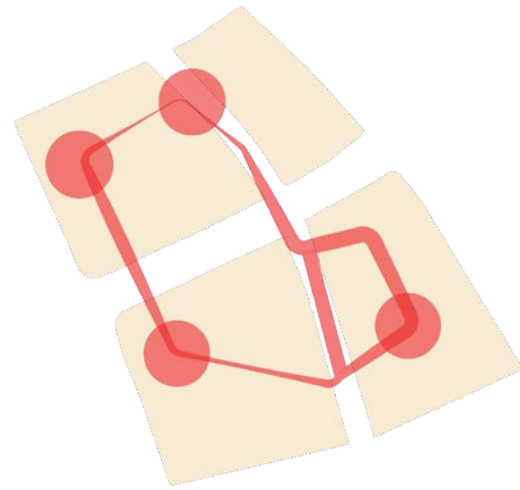
- Another public open space should be considered in this location, providing green and 'staying' space for residents and visitors. 1

Massing and Buildings

- The tower proposed in the south west corner (ca. 20 storeys) can be revisited to accommodate residential, healthcare etc at a more human scale 2
- Allowing densification of the current office building site would be beneficial in the long term 3



Summary of Opportunities



Connections and Public Spaces

- From: A fragmented district → To: **Cohesive Town Centre**
- From: Quadrants as islands → To: **Good connections and reasons to go to all quadrants**
- From: Pockets of quality → To: **Walkable district with a vibrant public life**



Mix of uses

- From: Single uses → To: **Mix of uses within each Town Centre quadrant**
- From: Active ground floors predominantly through retail uses in the TC1-B plot → To: **More active frontages and well-designed edge zones**



Town Centre density

- From: Sporadic heights → To: **Town Centre concentrated density**
- From: Single ideas → To: **Shared framework**
- From: Pockets of quality buildings → To: **Quality place**



2.2

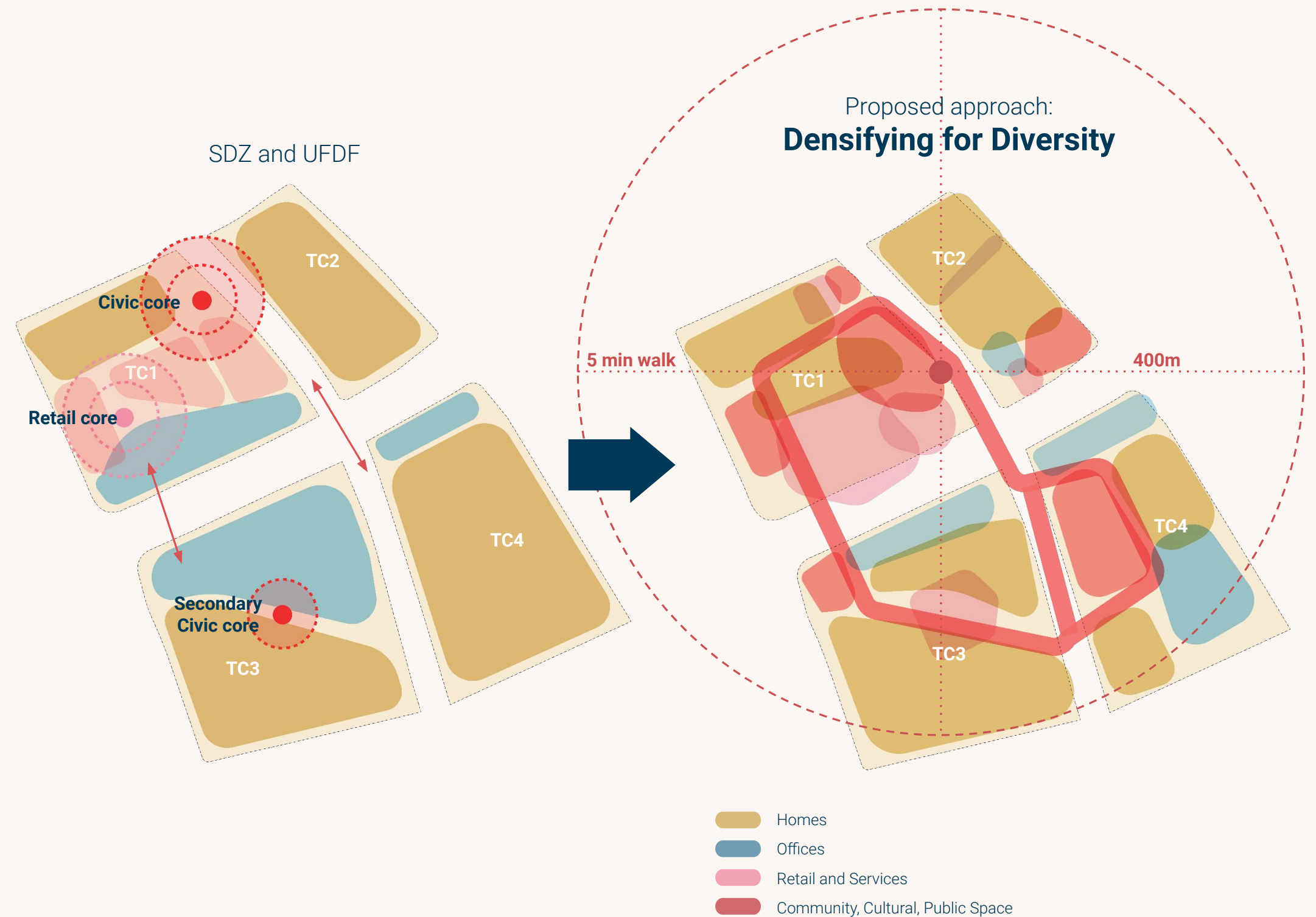
Urban Design Recommendations

Shaping the Public Space Plan

Densifying and Diversifying Uses

A truly mixed-use Town Centre is one where necessary everyday uses, including public transport, are within walking distance.

- Lack a functional mix
- A lack of community, feeling of safety, and sense of home.
- Complete Town Centre neighbourhood
- Everyday amenities / services within 400 meters



Cherrywood Town Centre Public Space Plan

The Public Space Plan for Cherrywood Town Centre can serve as a tool to guide future development of the area.

In summary:

- Increase in density calls for more public spaces and semi-private spaces
- Defining a cohesive pedestrian network is a priority
- Creating a robust sequence of diverse public spaces (L, M, S, XS)
- Permeability for residents
- Making the most of the Grand Parade
- Stitching the urban fabric, and creating streets
- Creating enclosed identifiable places.



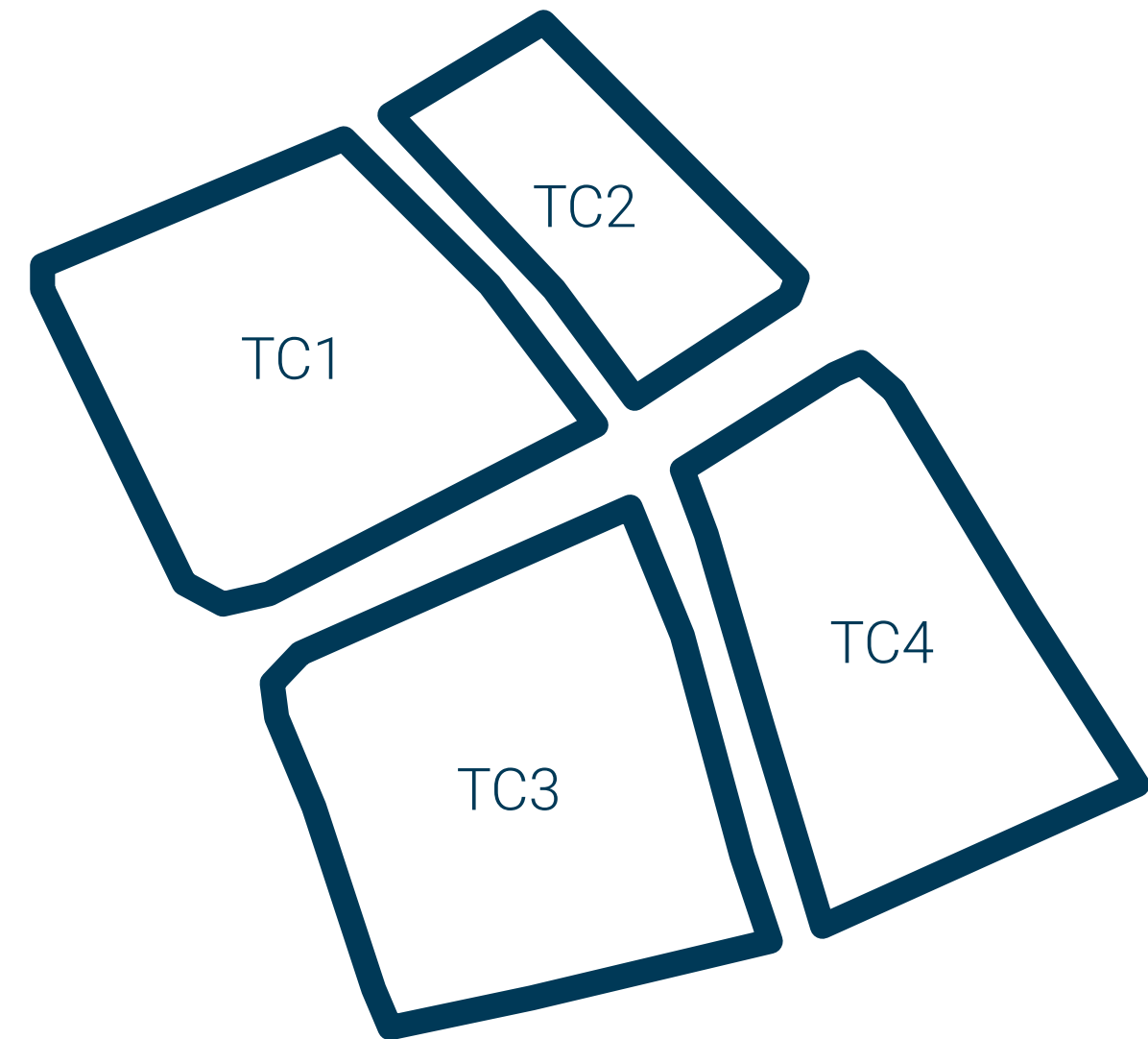
Urban Design Recommendations by Plot

Following the review of the policy documents and the information the landowners made available to Gehl, in this section we give urban design recommendations, not by ownership, but focusing on each of four quadrants - TC1, TC2, TC3 and TC4.

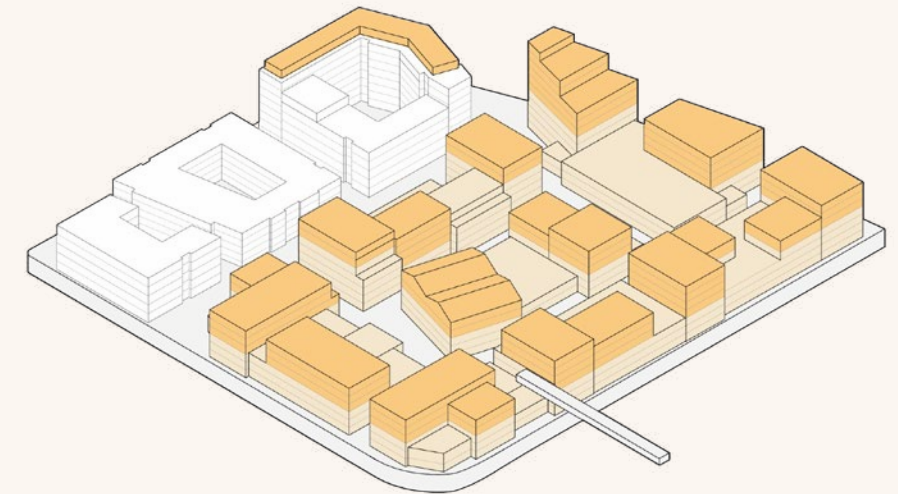
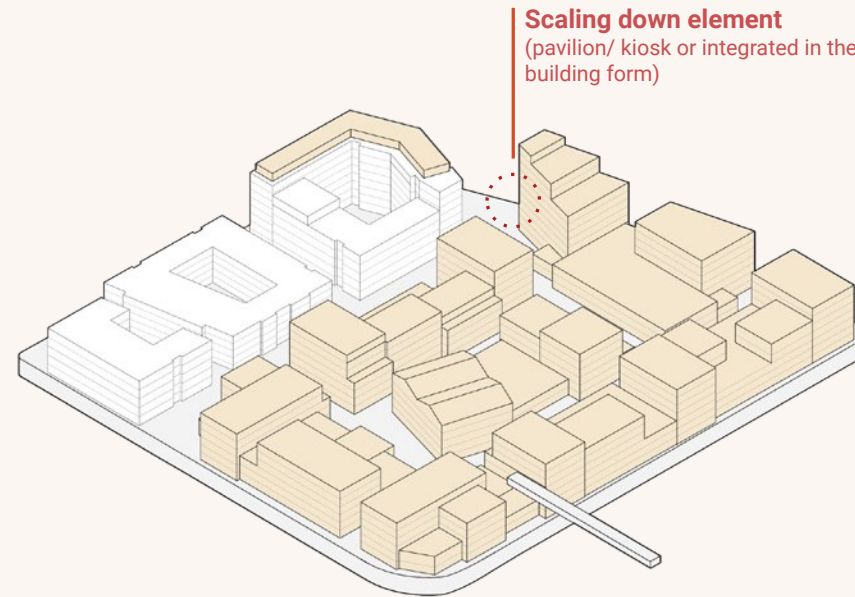
The recommendations focus primarily on density, massing, heights microclimate, location of uses, edge conditions and public spaces.

These are strategic recommendations, accompanied by illustrative massing sketches, not design proposals.

The last section within the Urban Design Recommendations outlines Strategic Design Guidelines to help guide future development.



TC1 recommendations



1 Urban form and public space

- No substantial change in block structure and routes (the block permeability is adequate)
- Clarity of the primary pedestrian and cycle network
- More differentiation of spaces
- Pedestrian and bike bridge and its 'landing' and access.

2 Urban form: massing, heights

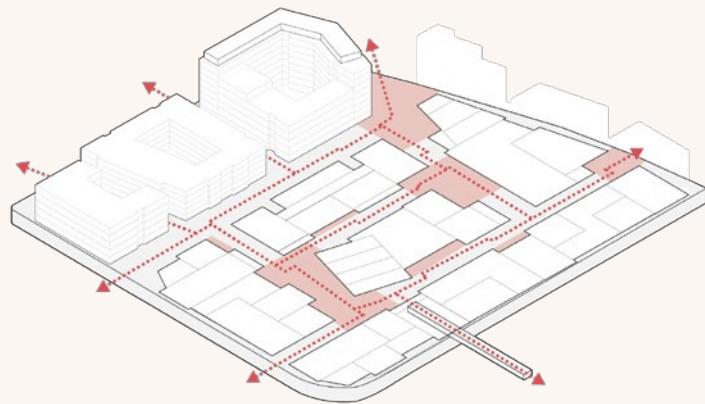
- Variation in massing and a more coherent approach to heights.
- Reducing the height of the landmark B1 block
- breaking' of the largely orthogonal block arrangement
- more variation of façade depths and roof forms is encouraged, which also helps minimise the general perceived height from eye-level

3 Uses and increase in residential

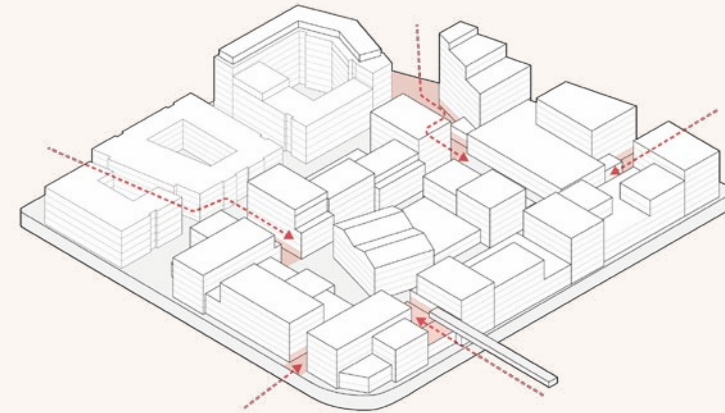
- Overall the increase in density and the addition of residential use is positive
- more residential entrances
- variation in typologies and size of units
- Podium level spaces that are useful, sheltered and comfortable for residents to make use of.

NOTE: These are illustrative sketches. Massing diagrams are indicative and the landowners are to make specific design proposals for each of the plots.

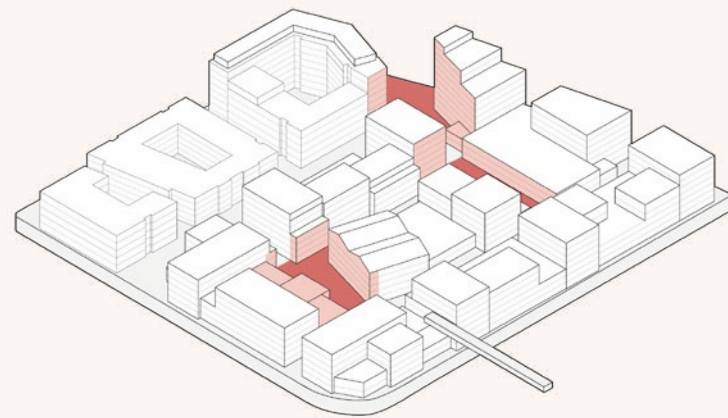
TC1 recommendations



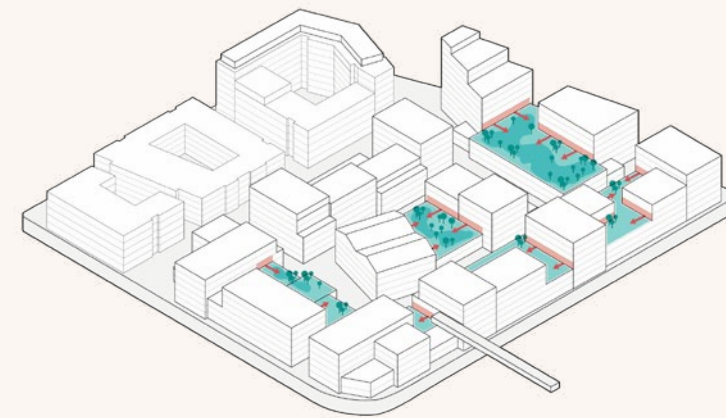
1 Paths and Spaces



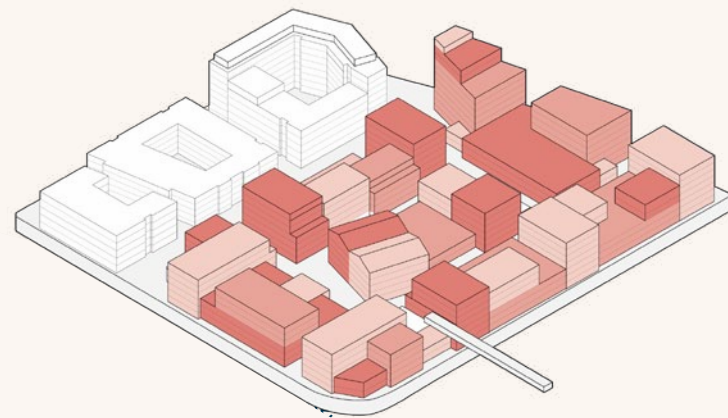
4 More entrances



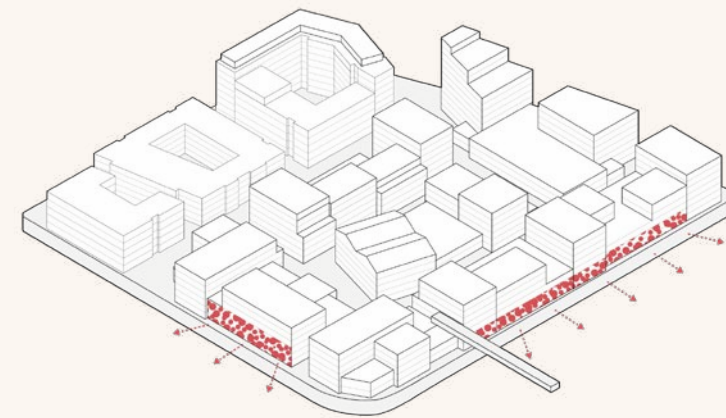
2 Identifiable Space



5 Podiums that work

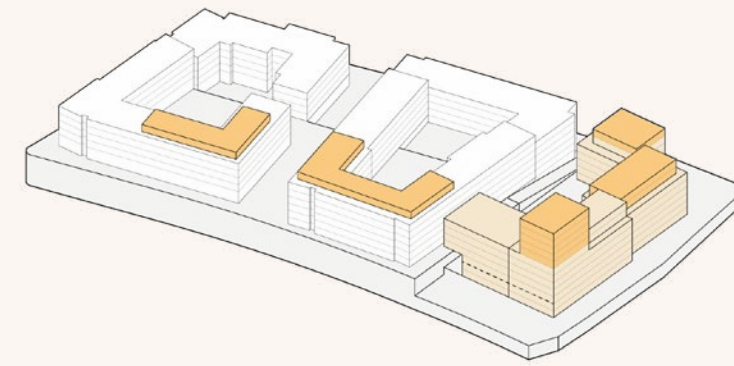
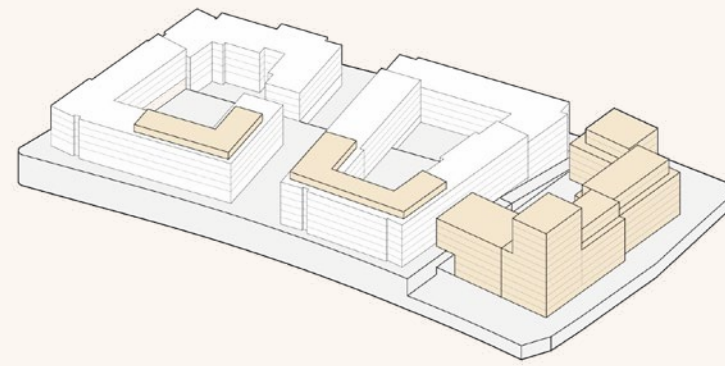
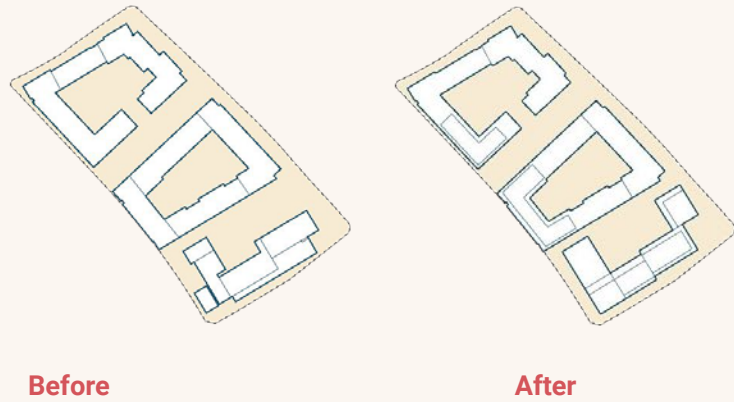


3 Breaking the massing



6 Minimise dull frontage

TC2 recommendations



This development presents an opportunity to minimise the effects of the wide parking access ramp, a creative architectural solution should be explored in order to integrate the ramp and minimise dull frontage on Grand Parade.

1 Urban form

- Southern edge can accommodate more density but needs careful design and quality finishes so it becomes a real gem on a critical corner/ frontage.
- The recommendation is to lower the overall massing proposed, for instance, to have a base block of six storeys with a set back 7th storey, and to move the taller volume from 24 storeys to a maximum of 12.

2 Frontages, Buildings and Active Uses

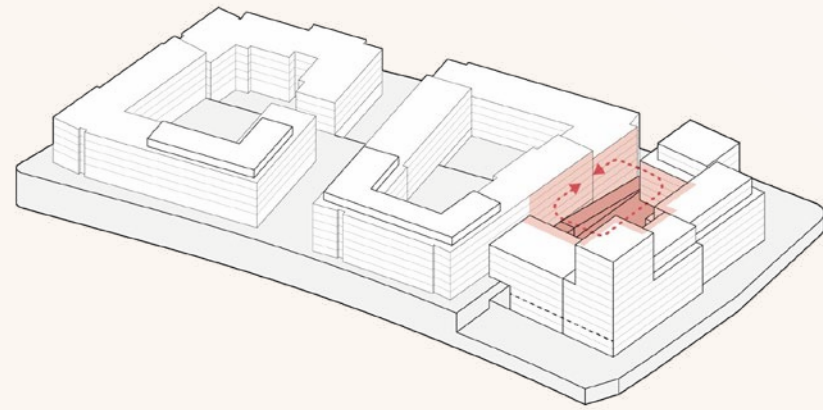
- The massing is, in essence, an end block, although we recommend not treating the form as a single volume.
- Differentiating between the three frontages
- Encouraging distinct buildings

3 Public Space and Enclosure

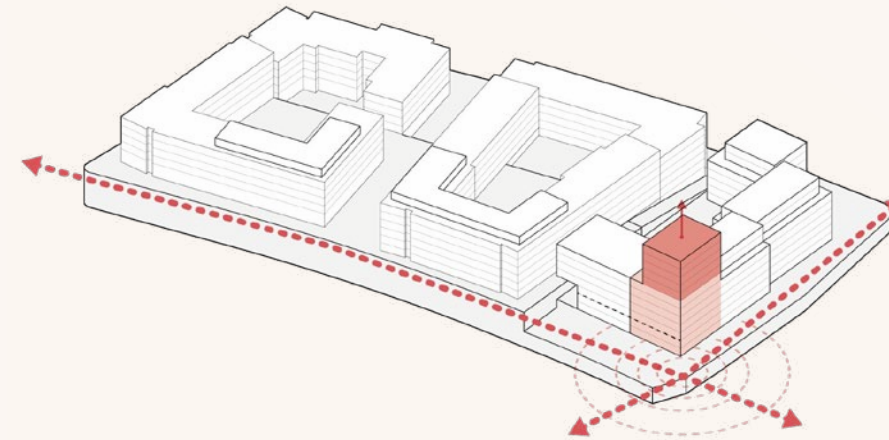
- The block encloses a semi-private space
- The Tully Vale Road corner is identified in the SDZ as the location for a pocket park

NOTE: These are illustrative sketches. Massing diagrams are indicative and the landowners are to make specific design proposals for each of the plots.

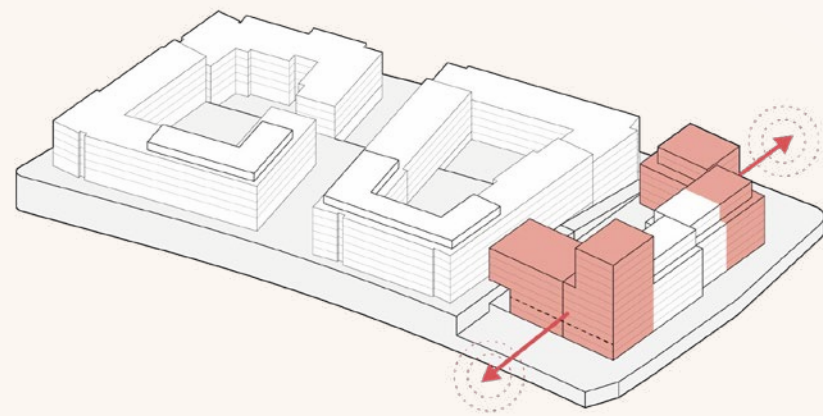
TC2 recommendations



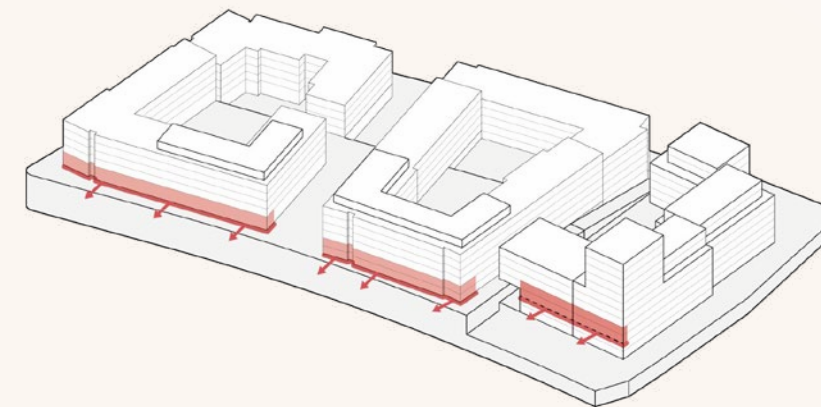
1 Enclosed Space



3 Appropriate density in the right places

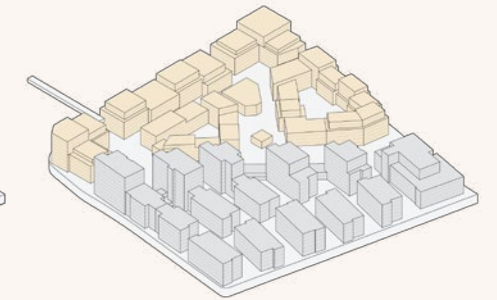
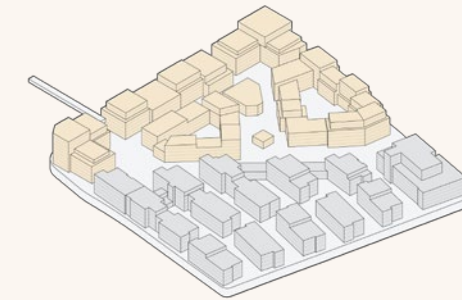
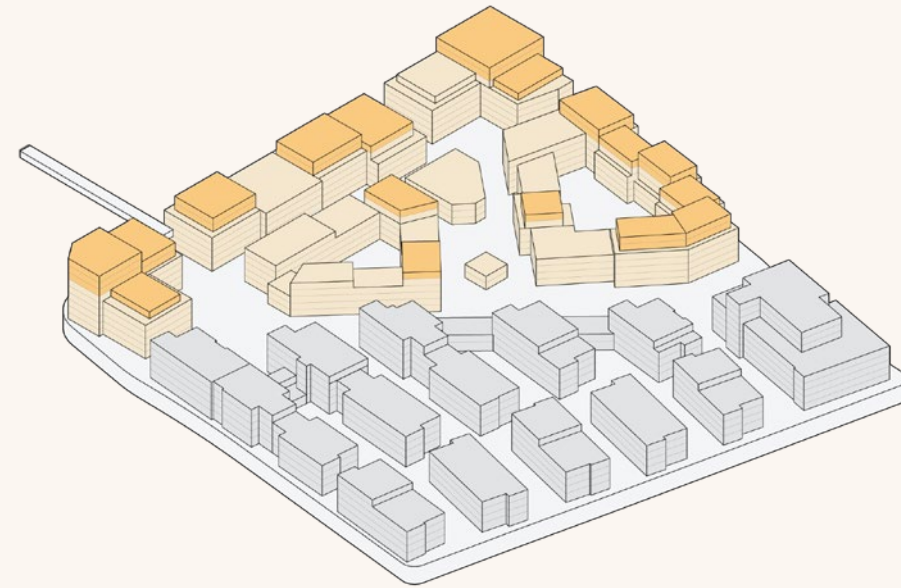


2 Two Fronts



4 Active uses on Grand Parade

TC3 recommendations



Scenario with lower density TC3 7-8 residential blocks (2-5 storeys)

Scenario with higher density TC3 7-8 residential blocks (2-10 storeys)

Height variation from the SDZ

1 Urban form

The recommendations focus on the north-east part of the quadrant as blocks 7 and 8 are currently under consideration and block 1 is permitted. Broadly, our recommendation is to explore a finer-grain and more flexible block structure, anchored by the public space network. As such:

- Buildings on the edge towards Wyattville Link Road could form a more interesting 'crust', with reduced depths and variation in roofs and façade depths.
- Courtyard blocks provide better definition between public and private spaces, and offer opportunities for different buildings within each block.
- Recommend closing and defining the corner on the busy Wyattville Link Road and Grand Parade, maintaining an entrance into the quarter further down Grand Parade.

2 Permeability, Public Space and Active Uses

The Town Centre public space network has important moments in this quadrant: from the Brides Glen Luas stop to the pedestrian bridge access square, this route should provide an excellent pedestrian experience, with stopping and gathering spaces, and invitations for active public life (play, games, sculpture).

The distinct public spaces (Brides Glen Square, Neighbourhood Square and Bridge Approach), more neighbourhood in quality than those in TC1, should be anchored by community uses, and some useful retail and F&B, with a focus on green and play elements. This should be a lovely route from the last Luas stop into the Town Centre.

A flexible programmatic edge on the non residential buildings along Wyattville Link Road (such as office headquarters but also smaller offices/ coworking spaces, some services, and cultural and civic programmes); there is an opportunity for these to be joined up buildings with distinct architectural expressions.

3 Massing and Microclimate

Although blocks 1, 7 and 8 are excluded from the assessment, it should be noted that this plot, and in particular its southern open edge, is exposed to south-west winds. Should this scheme be built, a robust landscape and tree planting strategy should be explored to help mitigate adverse microclimate, particularly around entrances and semi-private open spaces.

The courtyard blocks offer a more protected microclimate, although the internal space must be large enough in order to achieve good levels of daylight and sunlight; the massing and heights for good residential amenity space should continue to be explored at design stage.

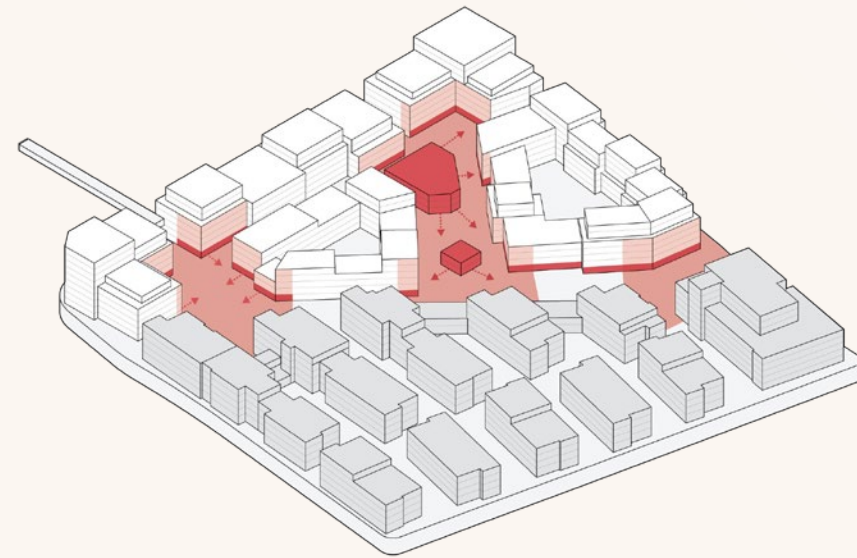
NOTE: These are illustrative sketches. Massing diagrams are indicative and the landowners are to make specific design proposals for each of the plots.

TC3 recommendations

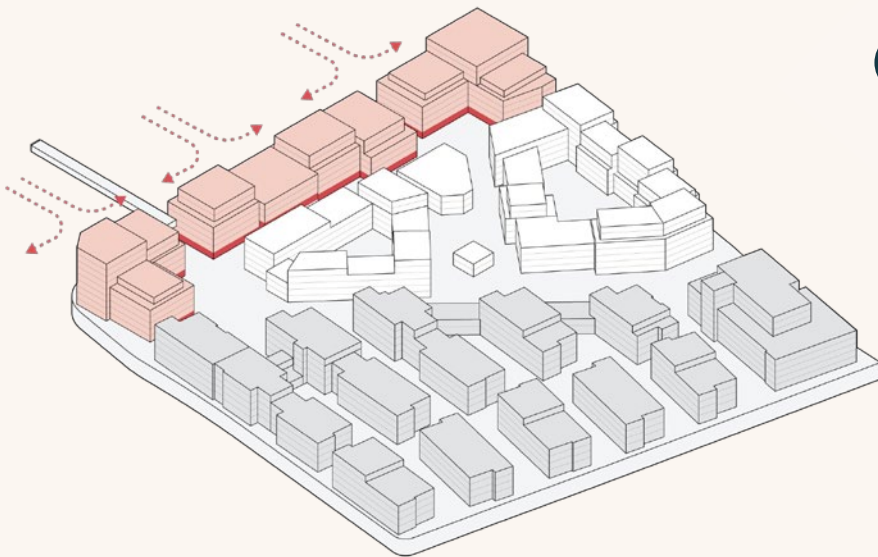
1 Distinct Courtyard Blocks



3 Distinct Community Public Spaces



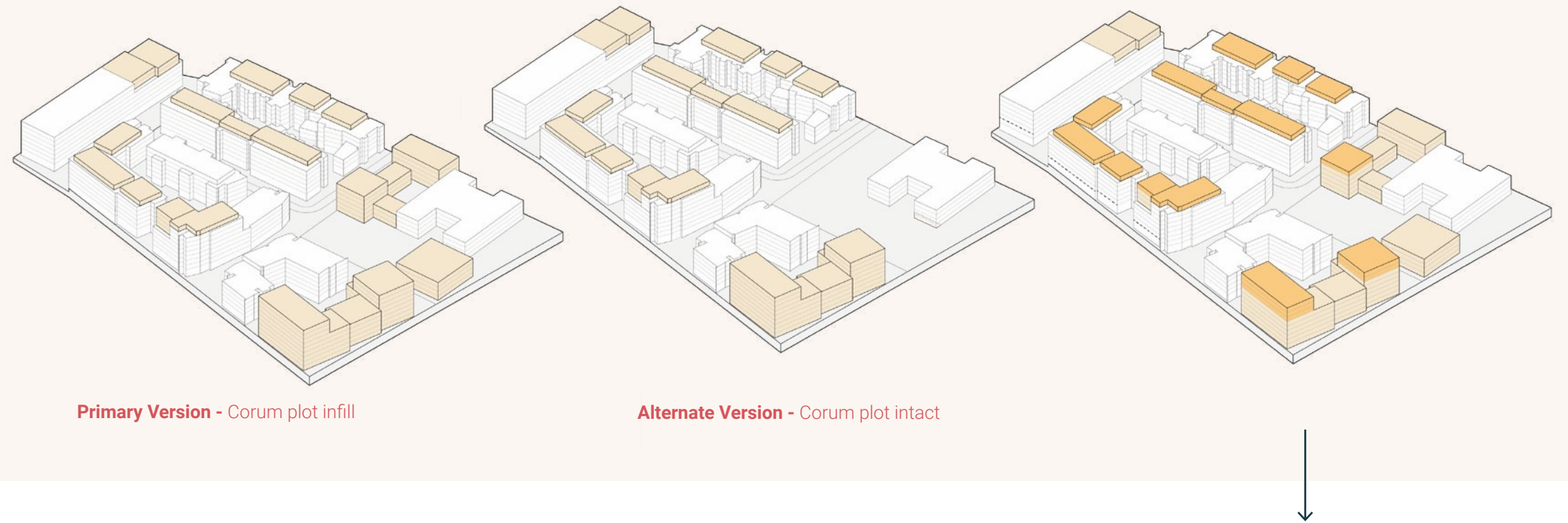
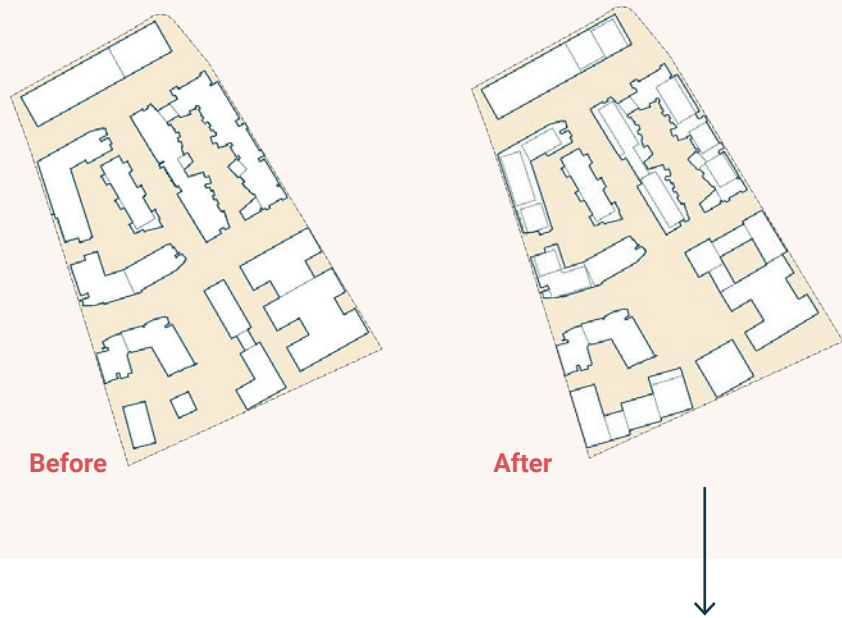
2 Programmatic Edge



4 A Better Microclimate



TC4 recommendations



1 Urban form and Public Space

- Create a semi-courtyard arrangement with block G.
- Densifying plot H street.
- Creating a neighbourhood public open space at the centre of the plot

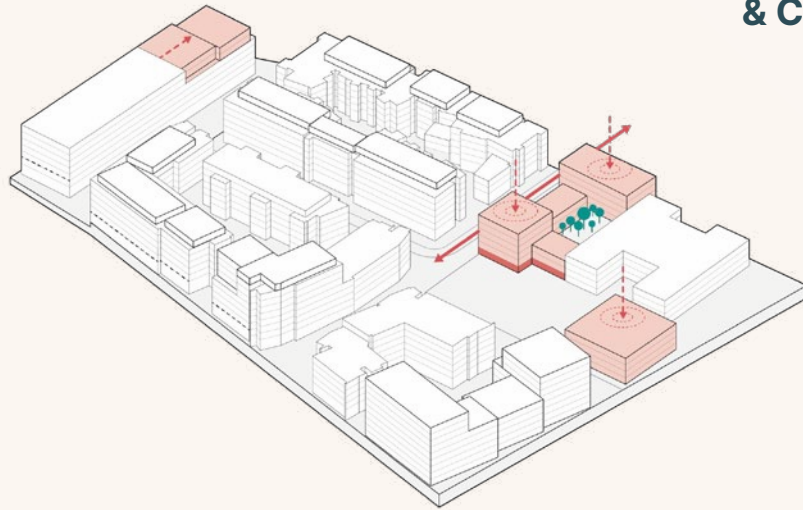
2 Massing and heights

- Southern portion of the plot does not consider a taller element
- buildings around 5-6 storeys, encouraging rooftop variations that could increase up to 2 additional storeys.
- Block G being made up of separate buildings, with variations in façade depths, treatments and roof forms.
- Similarly to residential blocks in TC1-A and TC2, subject to daylight analysis, appropriate setbacks and roof form, F1 and F2 could benefit from penthouse additions in parts of the blocks that currently have a flat and uniform roofline.

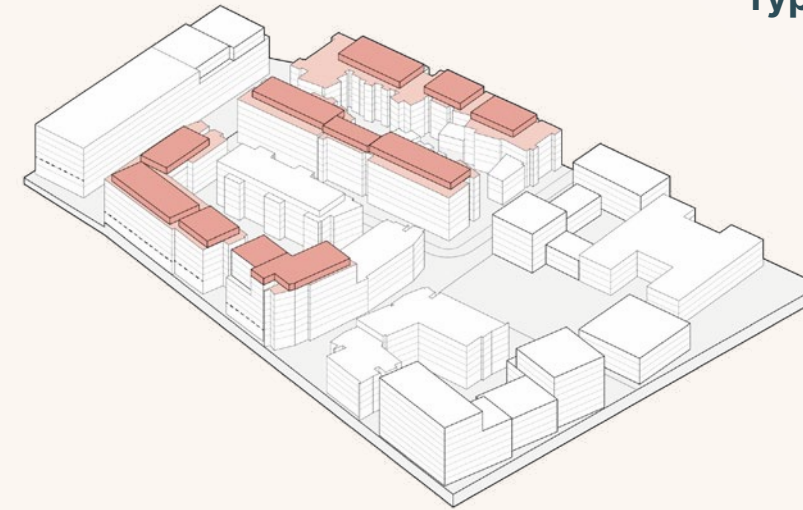
NOTE: These are illustrative sketches. Massing diagrams are indicative and the landowners are to make specific design proposals for each of the plots.

TC4 recommendations

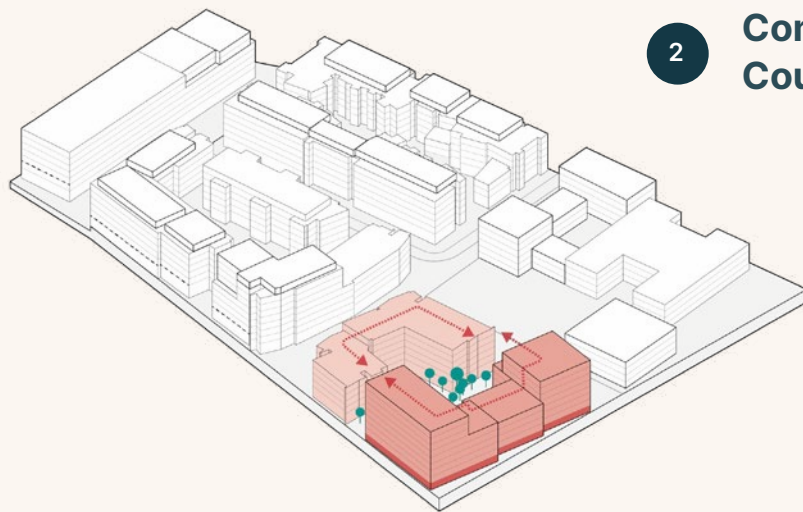
1 Filling in the Gaps & Creating street-fronts



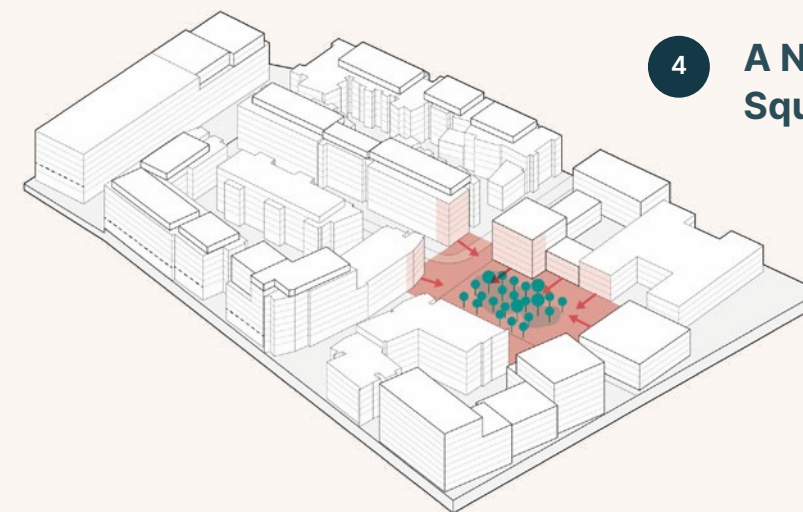
3 New Diverse Roof Typologies



2 Completing the Courtyard Block

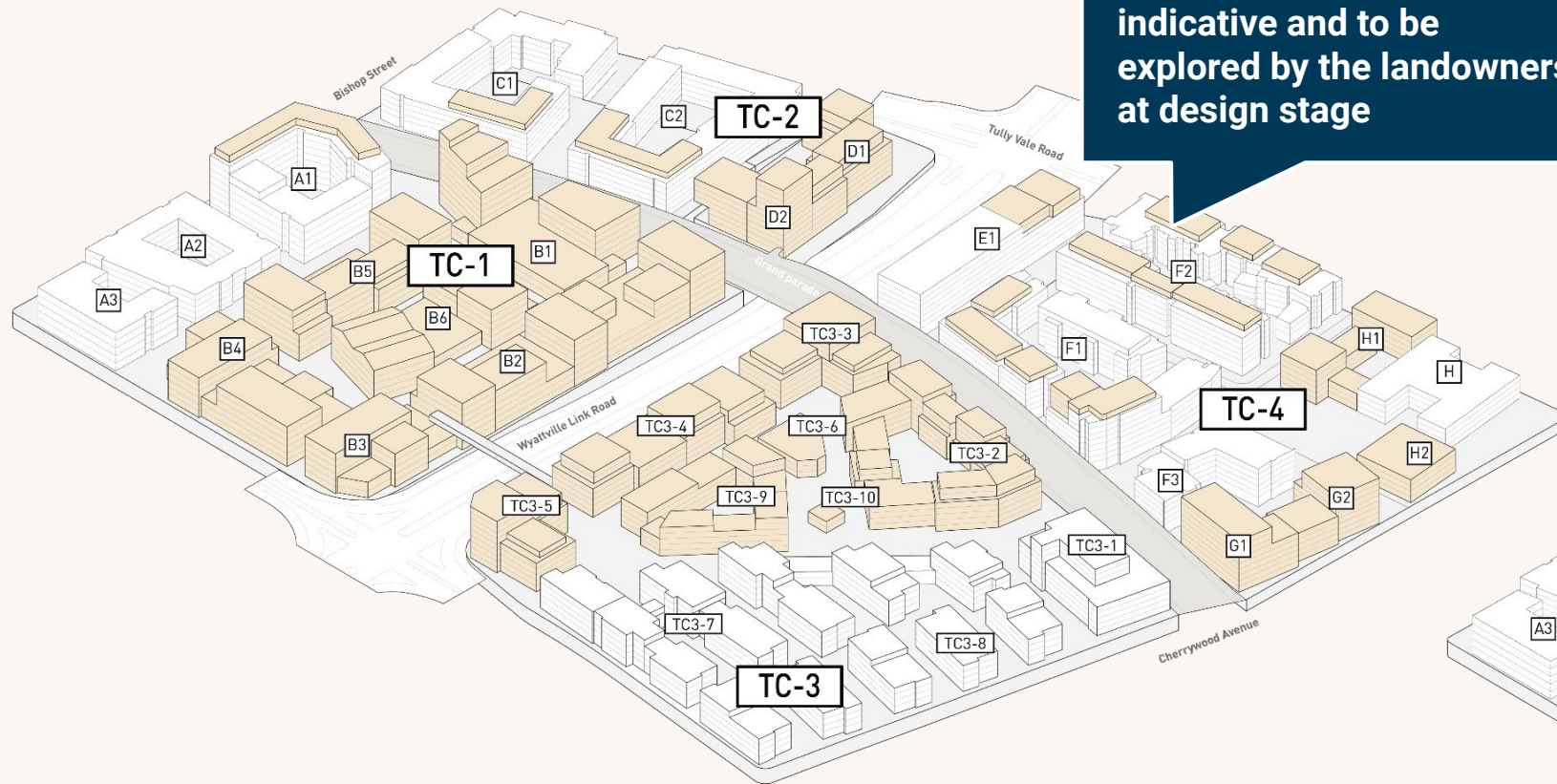


4 A Neighbourhood Square

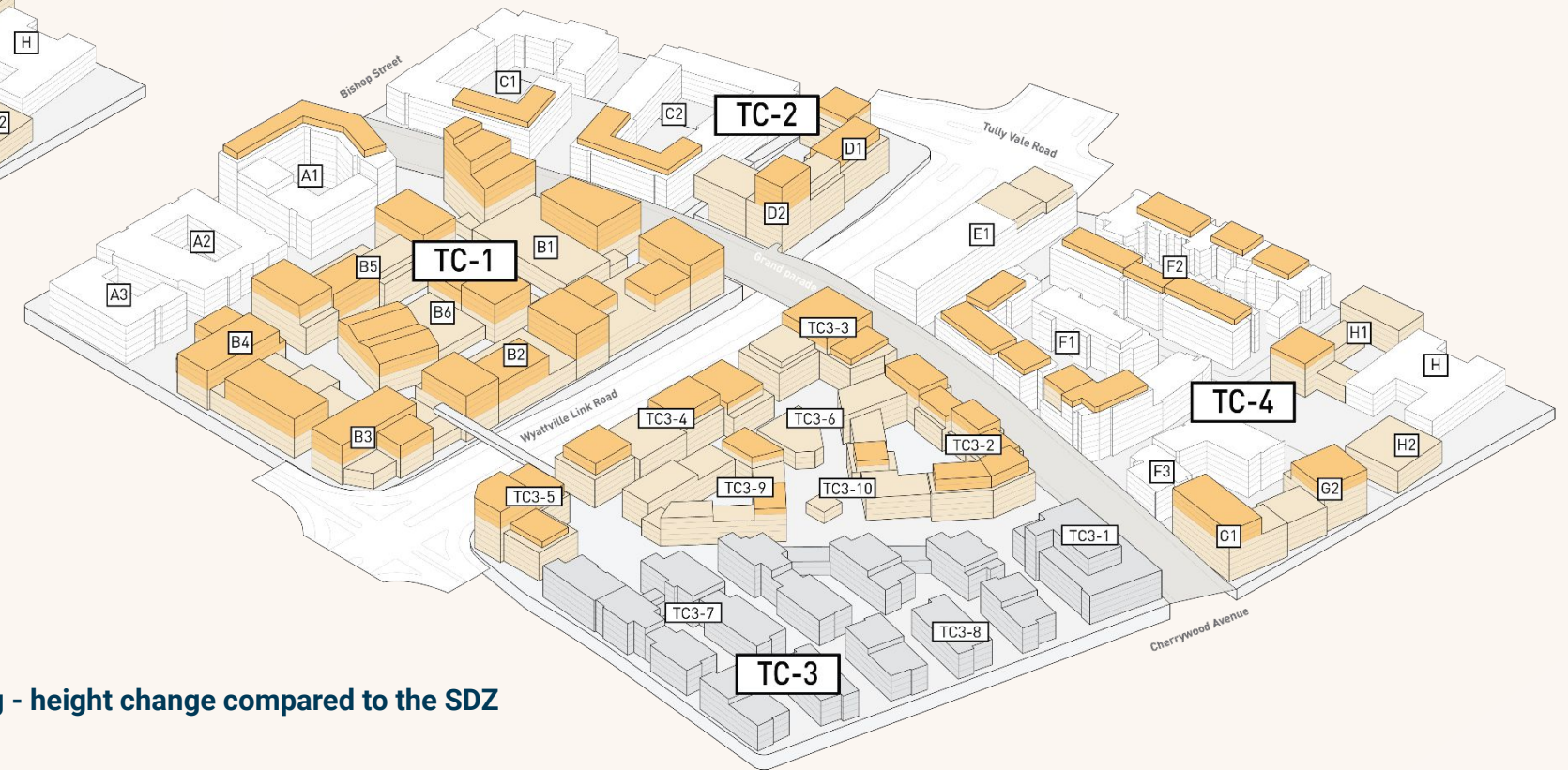


Recommendations Overview

Massing diagrams are indicative and to be explored by the landowners at design stage

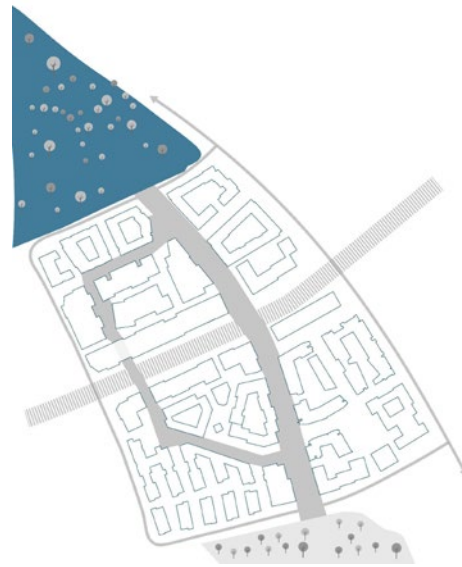


Urban form and massing - illustrated recommendations
This is a possible scenario, not developed in detail

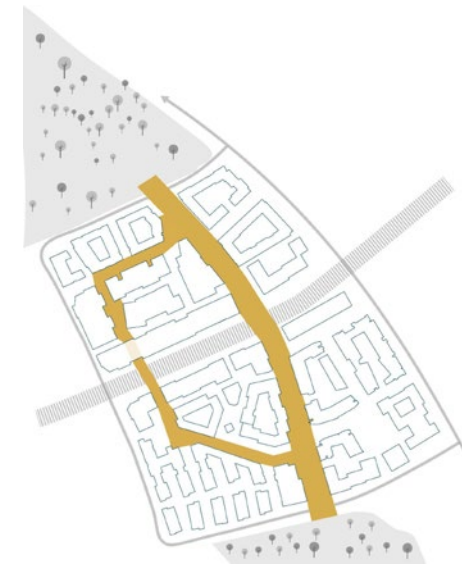


Urban form and massing - height change compared to the SDZ

A clear hierarchy of Public Spaces within the Town Centre



XL Tully Park



L Town Centre Loop



L Green Edge

M Cherrywood Square

M Bride's Glen Square

M Neighbourhood Square (sequence of spaces)

M The Bridge

M Market Square (sequence of spaces)

XS Pocket Parks

S/M Semi-private spaces (courtyards and raised terraces)



Key Public Spaces

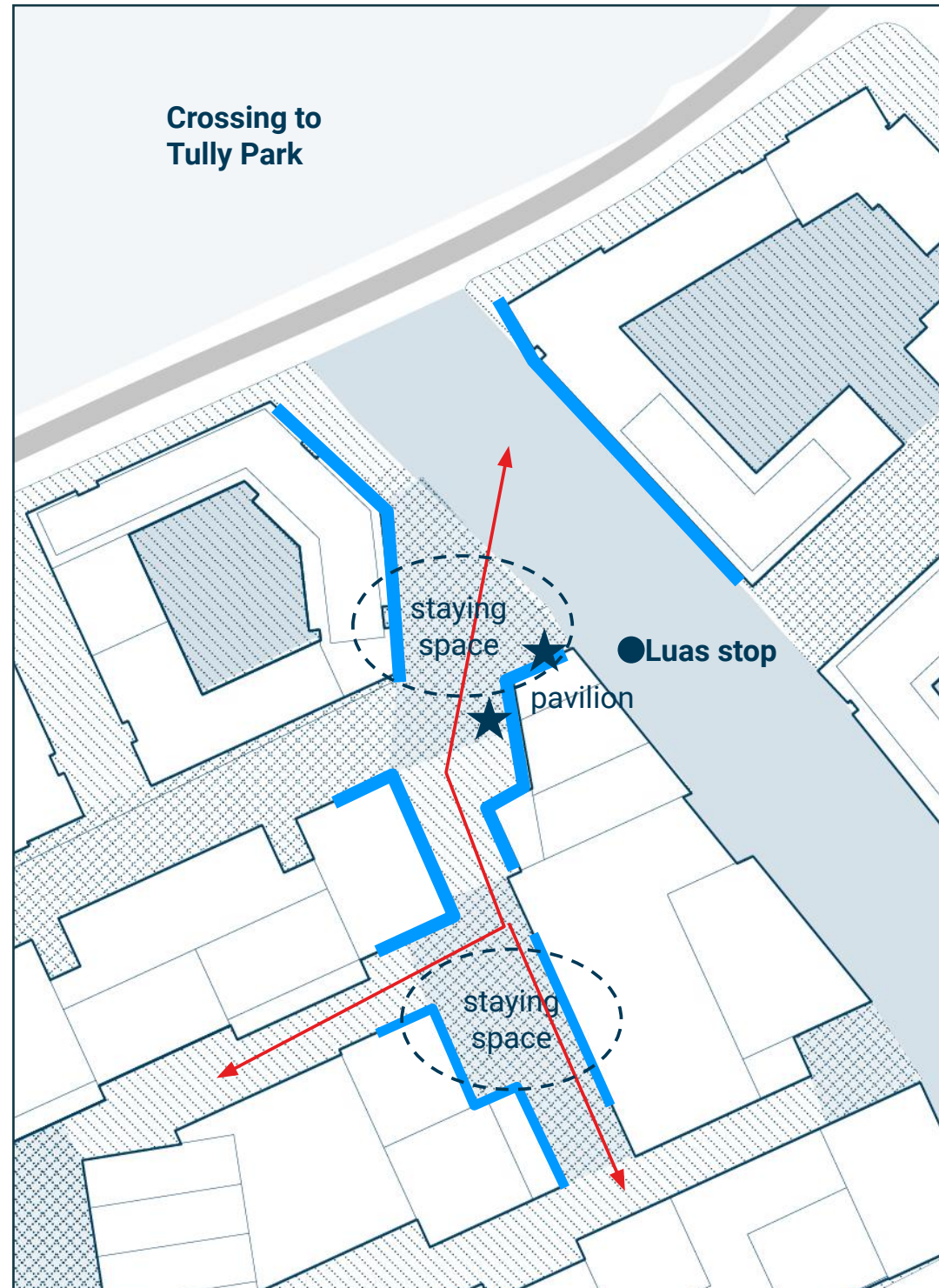
Recommendation: several types of spaces, of various sizes and qualities

The main spaces are:

- 1 Cherrywood Square
- 2 Brides Glen Square
- 3 Neighbourhood Square (sequence)
- 4 The Active Bridge
- 5 Market Square (sequence)
- 6 Pocket parks
- 7 Semi-private spaces

Cherrywood Square Area

Key public space adjacent to the Luas stop and a **gateway** into the Town Centre.



Active GF █

David H. Koch Plaza at the Metropolitan Museum of Art, NYC



A place for people to move through with opportunities to stop and trees and planters to give an attractive sensory environment

Temporary space activation, Poznan



Activations and gatherings on the square

Pavilion at Place de la Republique, Paris



Active ground floor edges and smaller volumes that help create a human-scaled environment

Market Square Area

A **busy place** with meeting, resting, activity and movement.



Active GF 

Quay Quarter Lanes, Sydney



Active ground floors with edge zones that spill out into the public space

Darling Square, Sydney



Creating different zones using furniture and planting to allow more staying opportunities

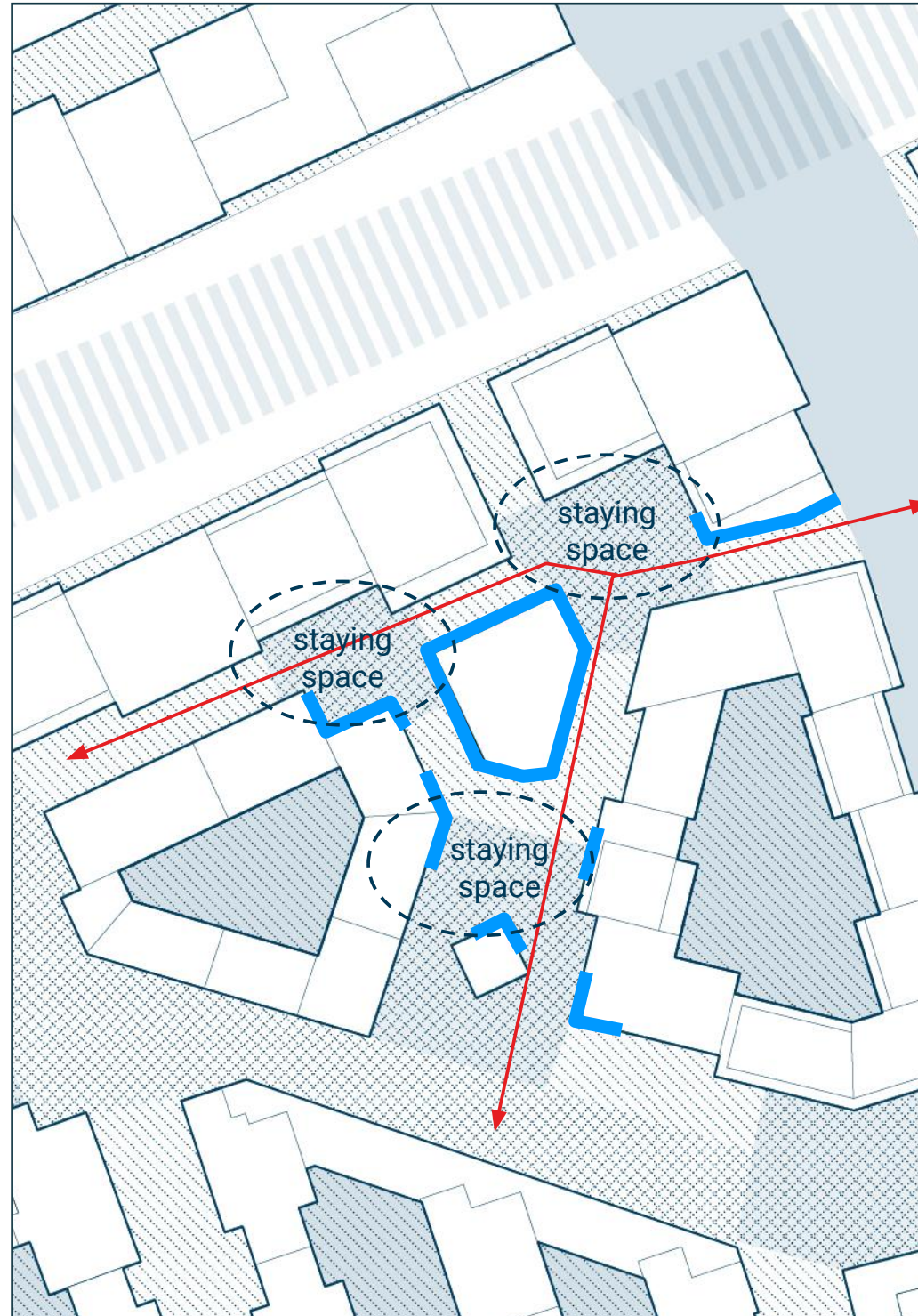
Pedestrian area, Boblin, Germany



A connector space, a mix of pedestrians and cyclists passing through and people sitting and staying

Neighbourhood Square Area

Three smaller public spaces for **everyday** neighborhood gatherings, play and relaxation.



Active GF

Born Square, Barcelona



A number of pockets with different seating, play and staying elements

Nathan Phillips Square, Toronto



Visual links between the sequence of spaces, using a coherency of planting and urban furniture

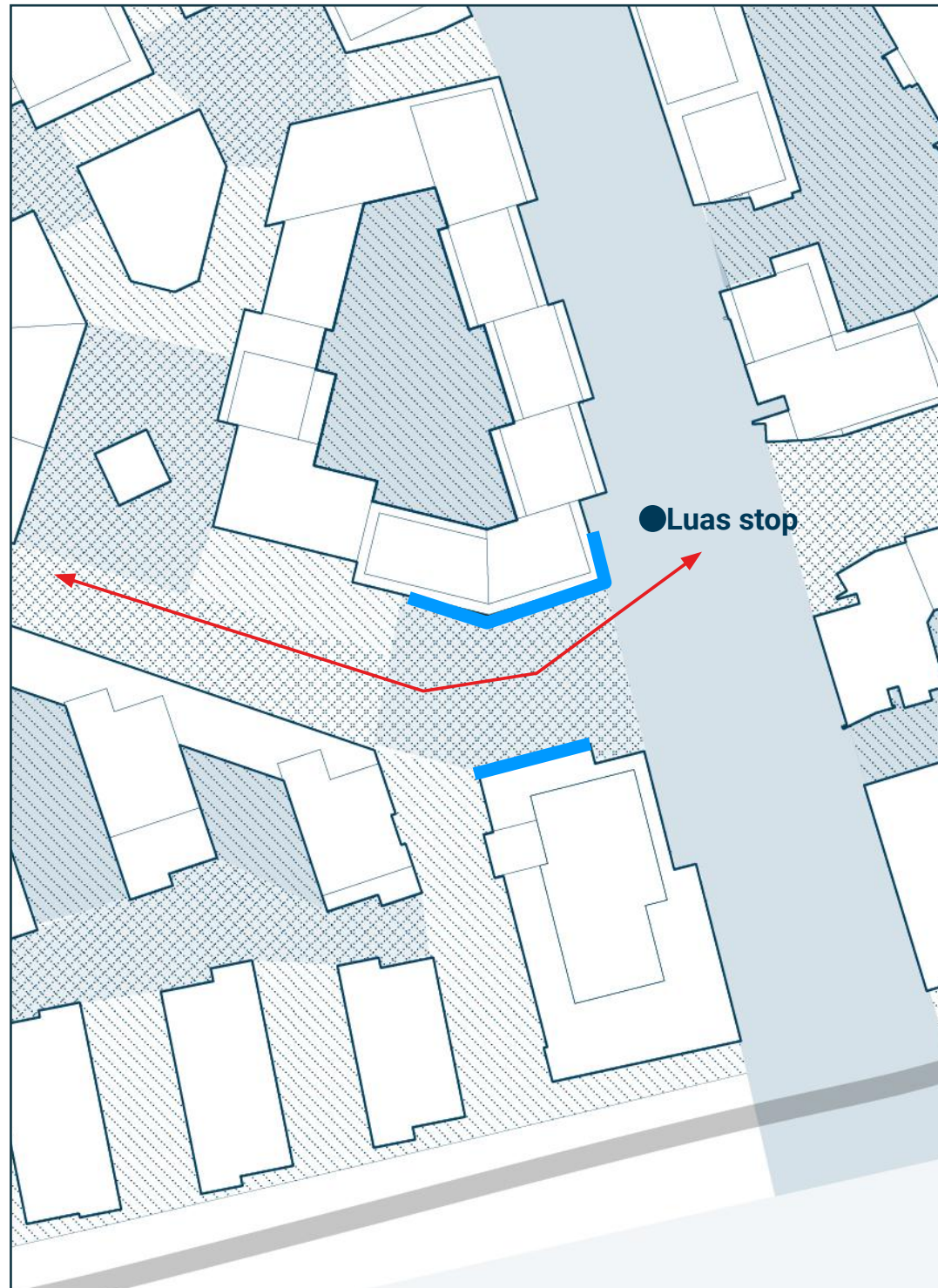
Madison Avenue plaza, New York



Change of paving materiality to indicate clear paths and movement flows through the spaces

Brides Glen Square

Adjacent to a Luas stop, less busy space, with a more local character.



Active GF █

Brighton New Road, Brighton



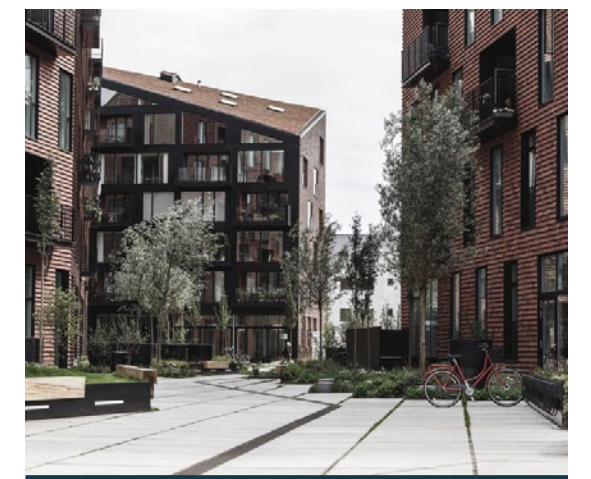
Shared street indicated with paving and choice of staying furniture

Nordhavn, Copenhagen



Clear bicycle and pedestrian route, with active street edges

Kroyers Plads, Copenhagen



Active ground floors on key corners, subtly blending into residential life



2.3

Strategic Design Guidelines

Strategic Design Guidelines for the Town Centre



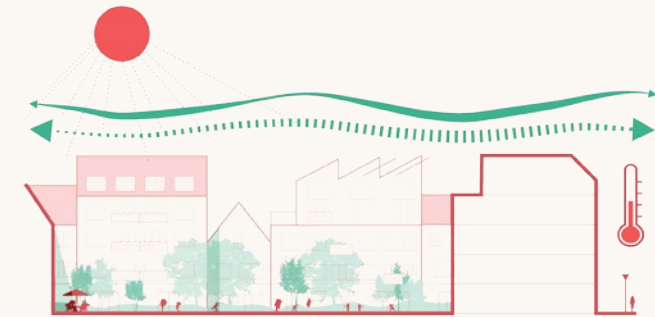
1

Improved connections and spaces for a cohesive and walkable Town Centre



2

More mixed uses and typologies for a vibrant, multi-functional and multi-generational Town Centre



3

Height and density for a liveable, urban Town Centre

1

Improved connections and spaces for a cohesive and walkable Town Centre

Objective

Reconfigure the network of streets and public spaces so that they become social and interconnected places that can provide a walkable and welcoming experience through the Town Centre.



1 Better connections and spaces for a cohesive and walkable Town Centre

1.1 Streets as places

- 1.1.1 Define a street hierarchy
- 1.1.2 Prioritise walking and biking
- 1.1.3 Provide intuitive circulation and wayfinding

1.2 Public spaces and invitations to stay

- 1.2.1 Define a public space hierarchy
- 1.2.2 Define the heart of the Town Centre
- 1.2.3 Provide enclosed public spaces that are adequately dimensioned to enhance the feeling of safety and a pleasant microclimate
- 1.2.4 Improve green infrastructure in the public realm, completing the green offer of Tully Park and providing a green visual appeal

1.3 Adequate edge zones

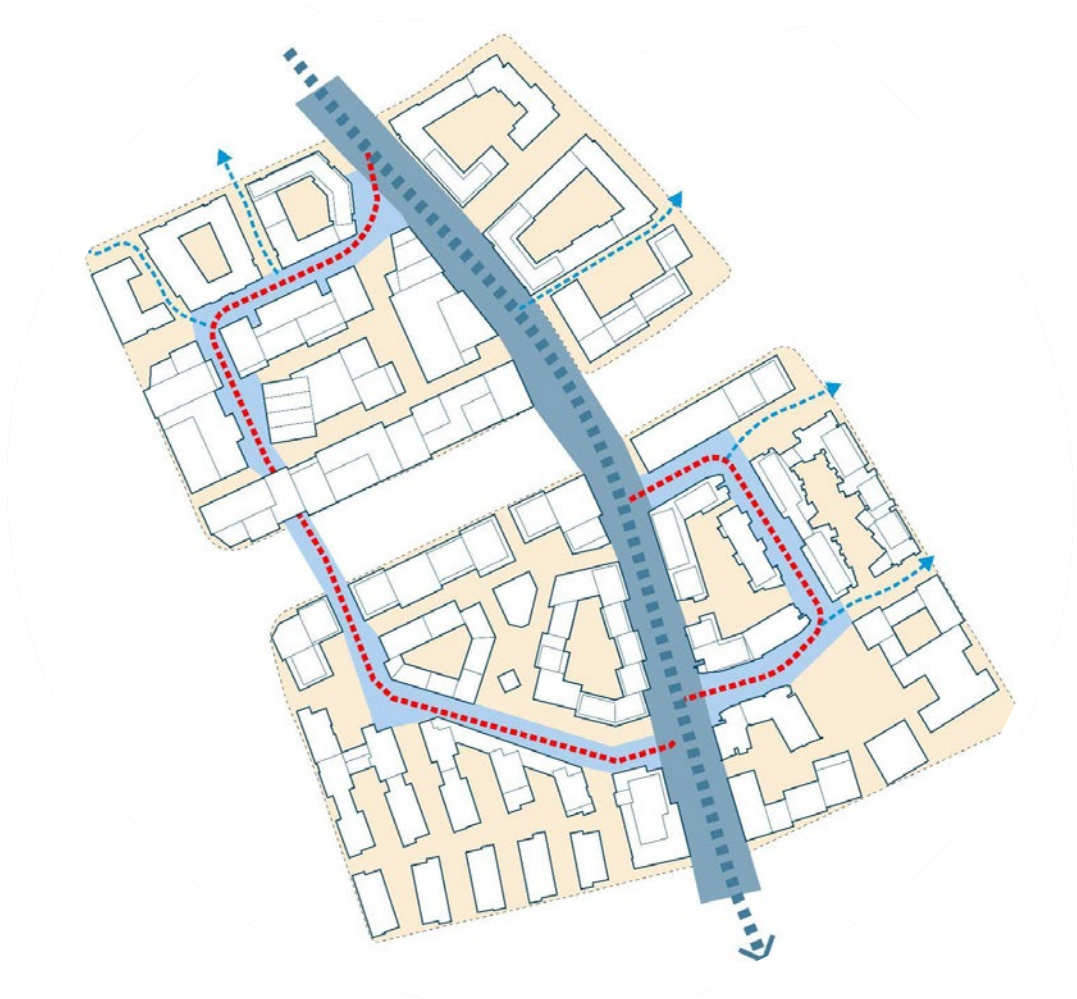
- 1.3.1 Create active and diverse edge zones

1.4 Space quality and variety

- 1.4.1 Provide accessible spaces
- 1.4.2 Provide invitations for people to engage in activities
- 1.4.3 Provide spaces that are comfortable and pleasant



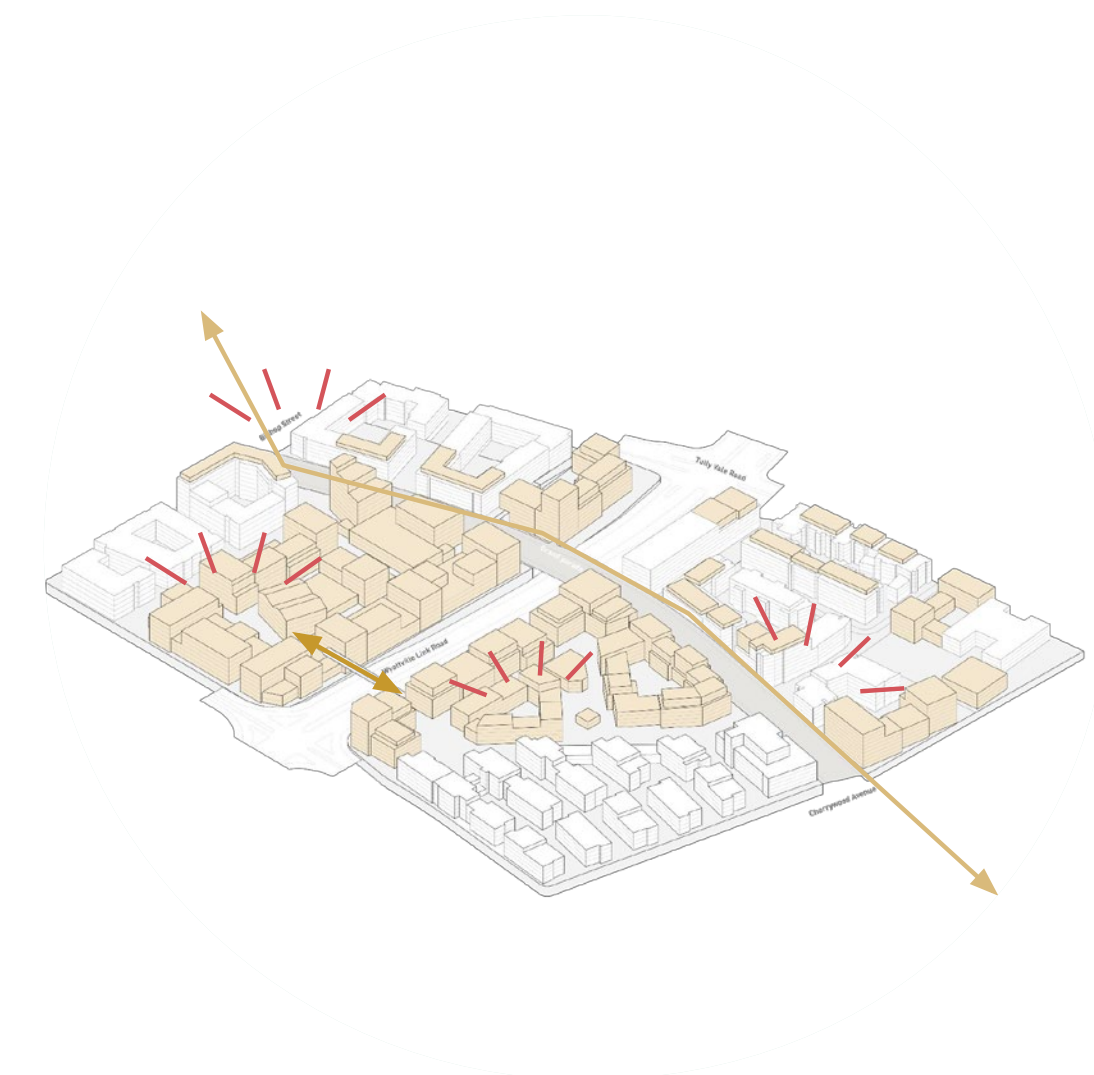
1.1 Streets as places



1.1.1 Define a street hierarchy



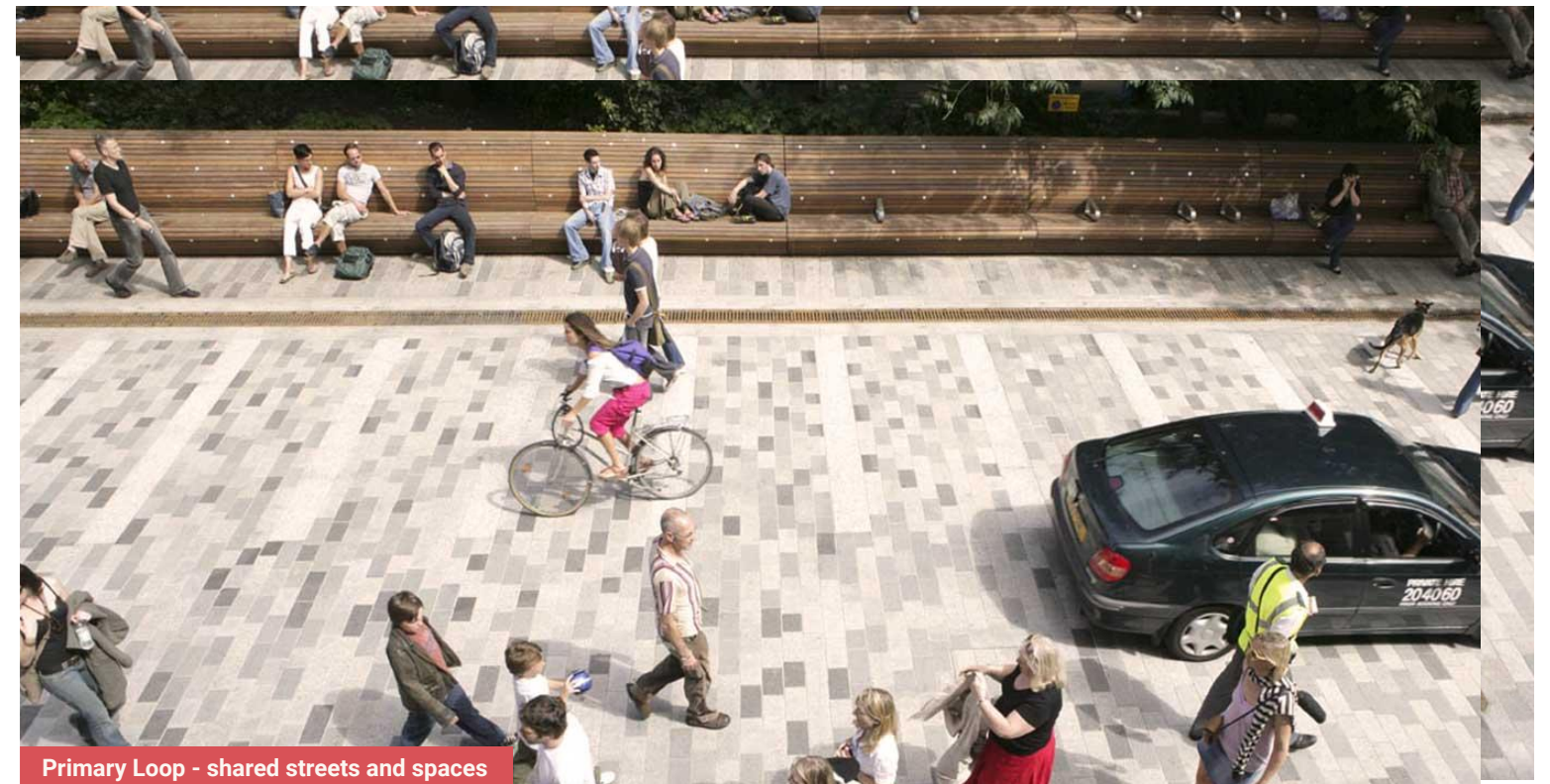
1.1.2 Prioritise walking and biking



1.1.3 Provide intuitive circulation and wayfinding



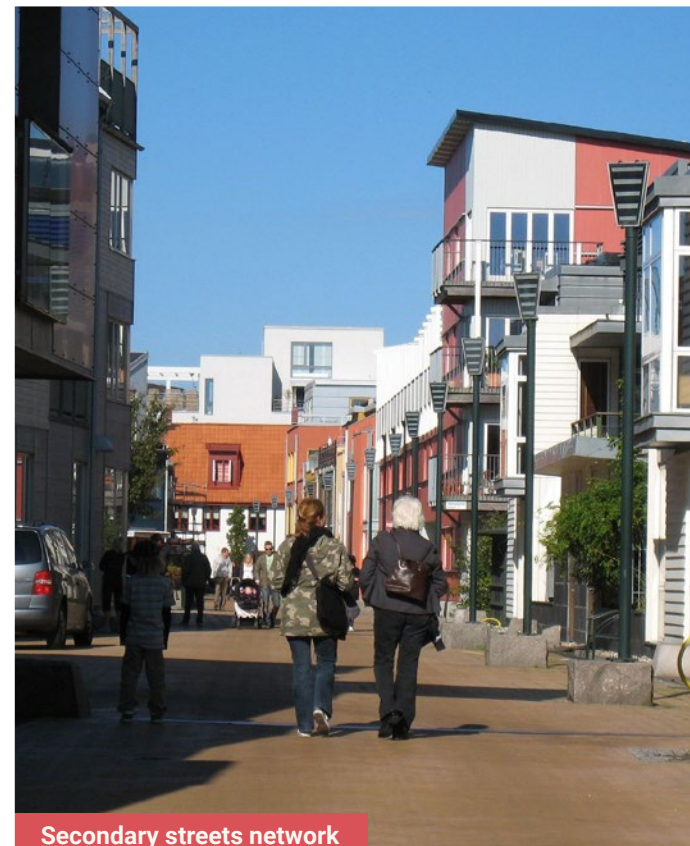
Outer local access streets



Primary Loop - shared streets and spaces



Primary Loop - activations



Secondary streets network

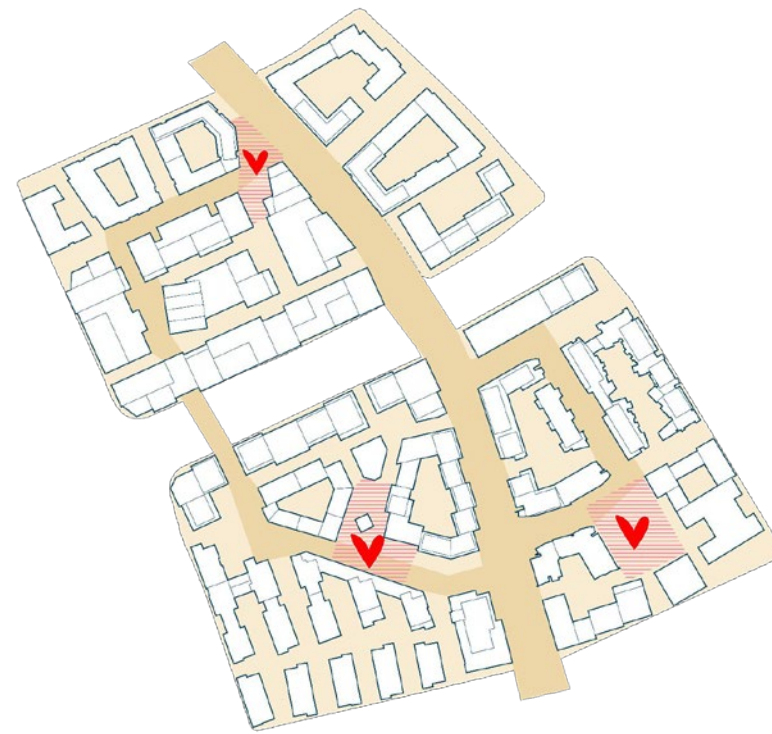


Secondary streets network - residential lanes

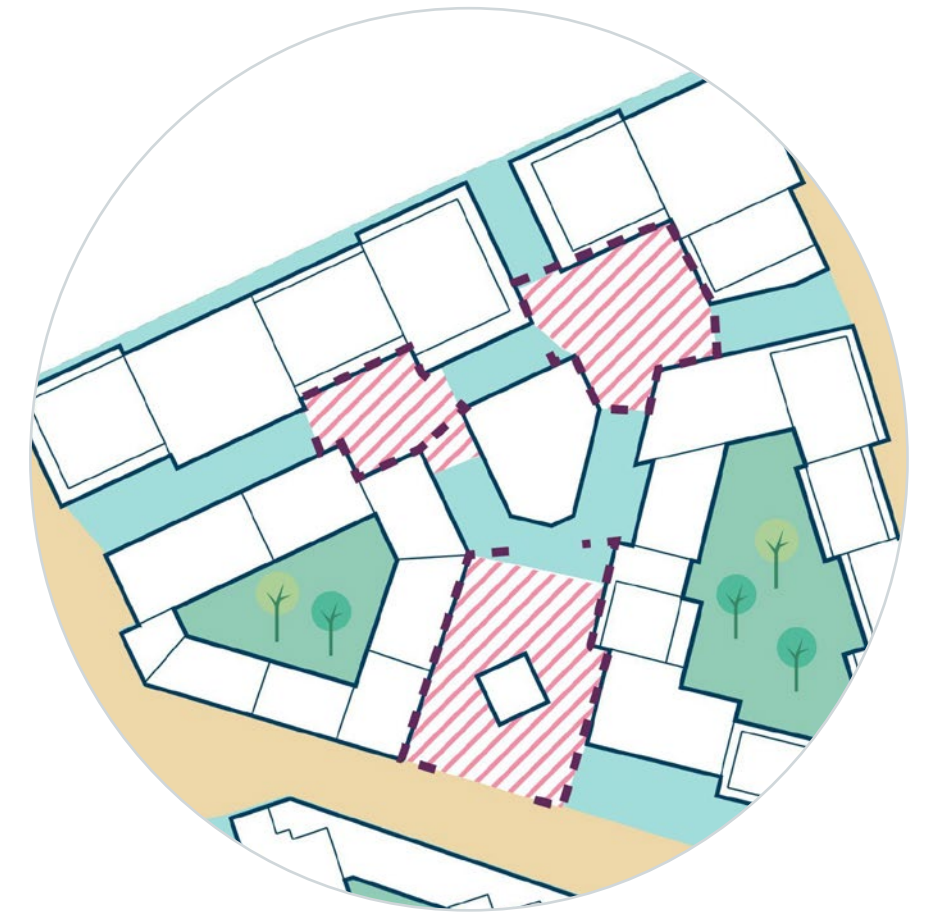
1.2 Public spaces and invitations to stay



1.2.1 Define a public space hierarchy



1.2.2 Defining the hearts of the Town Centre



1.2.3 Provide enclosed and green public spaces



Cherrywood Square



Town Square



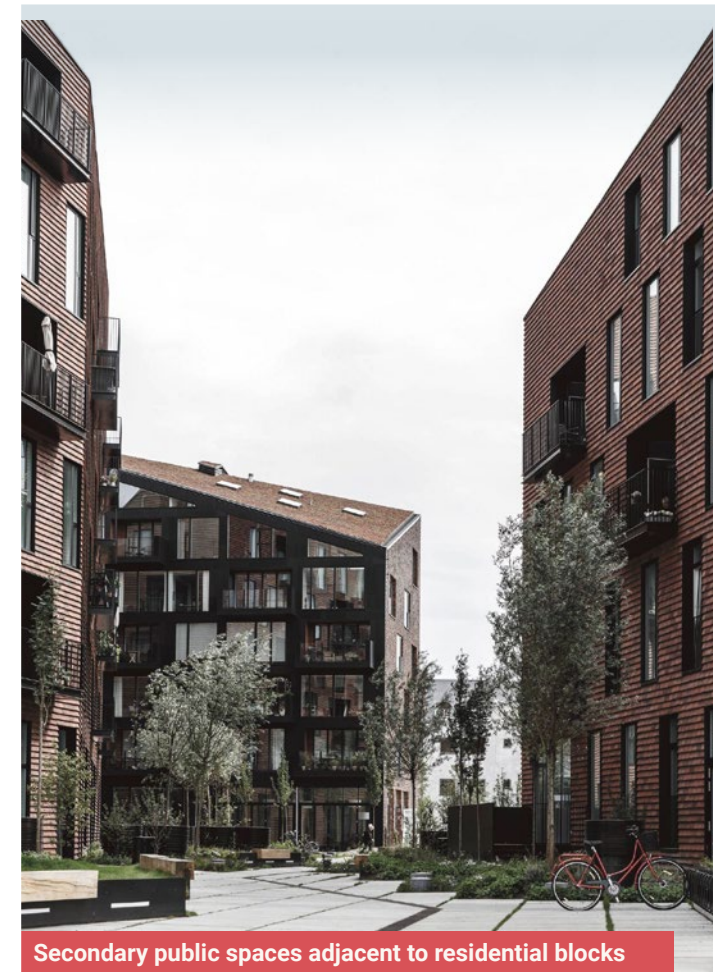
Town Square



Town Square - bridge approach



Neighbourhood Square



Secondary public spaces adjacent to residential blocks

1.3 Adequate Edge Zones

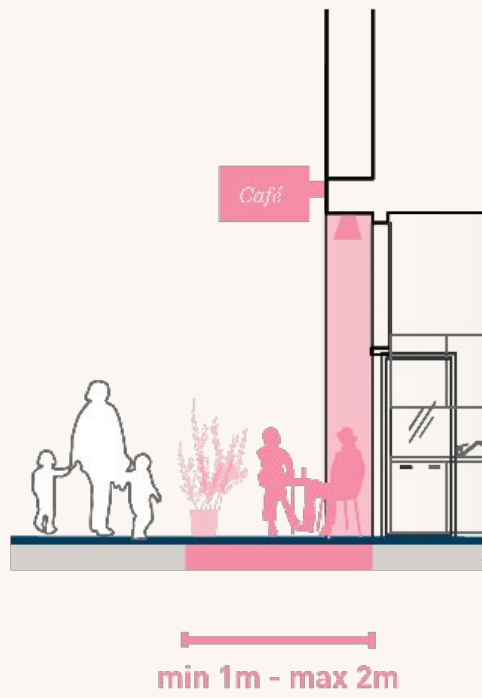
1.3.1 Create active and diverse edge zones throughout the Town Centre. Well dimensioned edged zones, with entrances, windows, and other elements such as signage, seating, planting, bike parking, among others, enhance the permeability of ground floor programmes and provide an interesting and varied walking experience.

Edge Zone Diagrammatic Plan

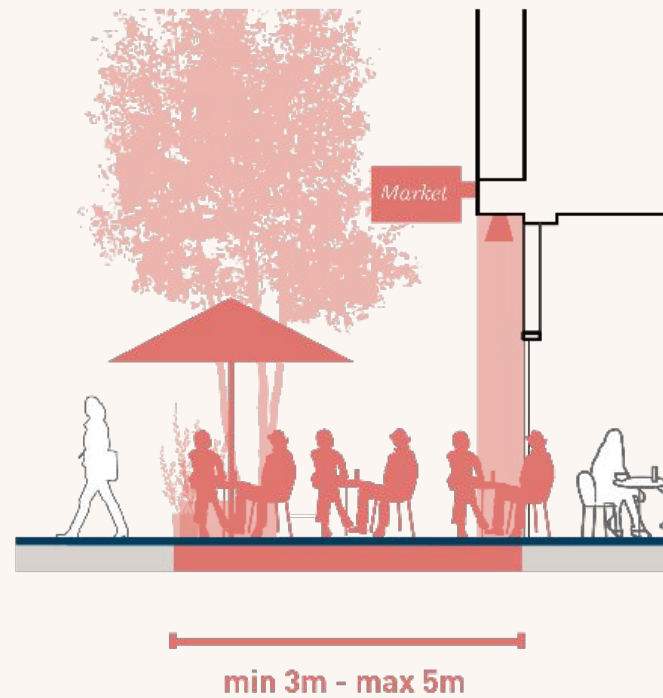
- Residential edge zone - Urban
- Residential edgezone - Green
- Office & amenities edge zone
- Retail & community edge zone
- Commercial edge with food and beverage zone edge zone
- Less active frontage at grade (opportunity for greenery, different façade treatments, artist intervention)



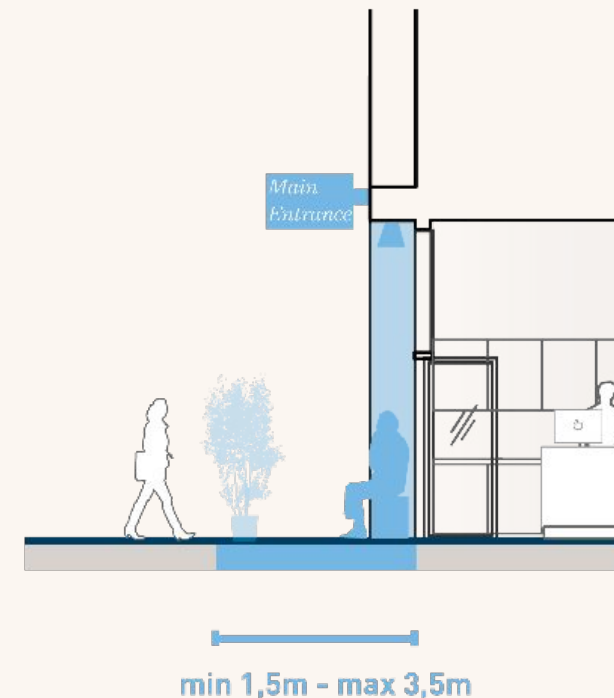
1.3 Adequate Edge Zones (cont.)



Retail & Community Edge Zone



Event, Food & Beverage Edge Zone



Office & Amenities Edge Zone

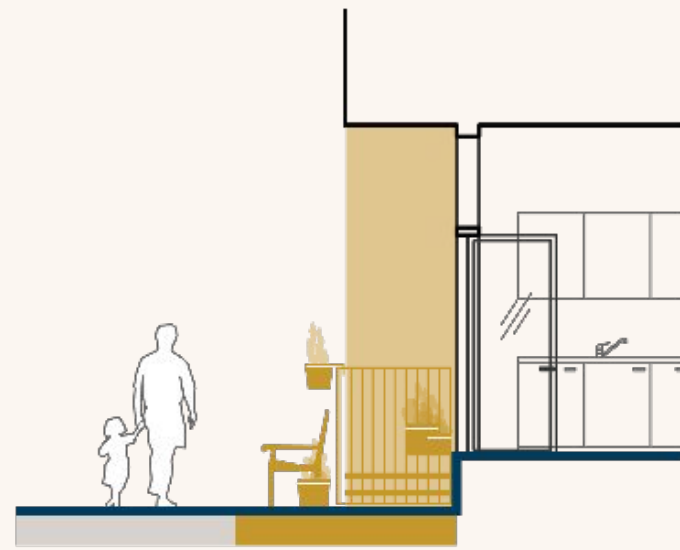


1.3 Adequate Edge Zones (cont.)



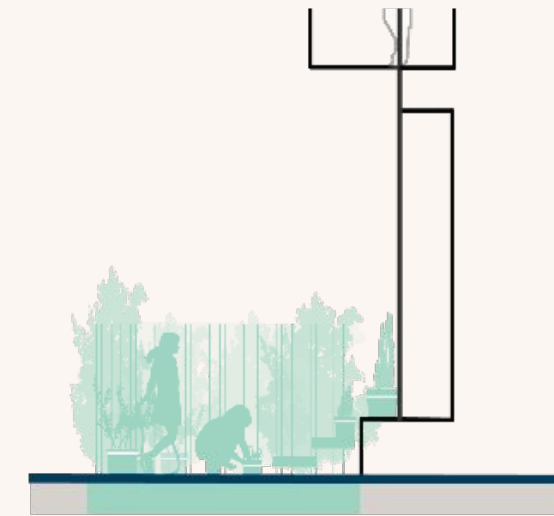
min 0,5m - max 1,5m

**Residential Edge Zone:
Building Entrance**



min 0,5m - max 1,5m

**Residential Edge Zone:
Ground Floor Dwelling**



min 0,5m - max 3m

**Residential edge zone:
Green**



1.4 Space Quality and Variety



1.4.1 Accessibles spaces



1.4.2 Invitations for people to engage in activities



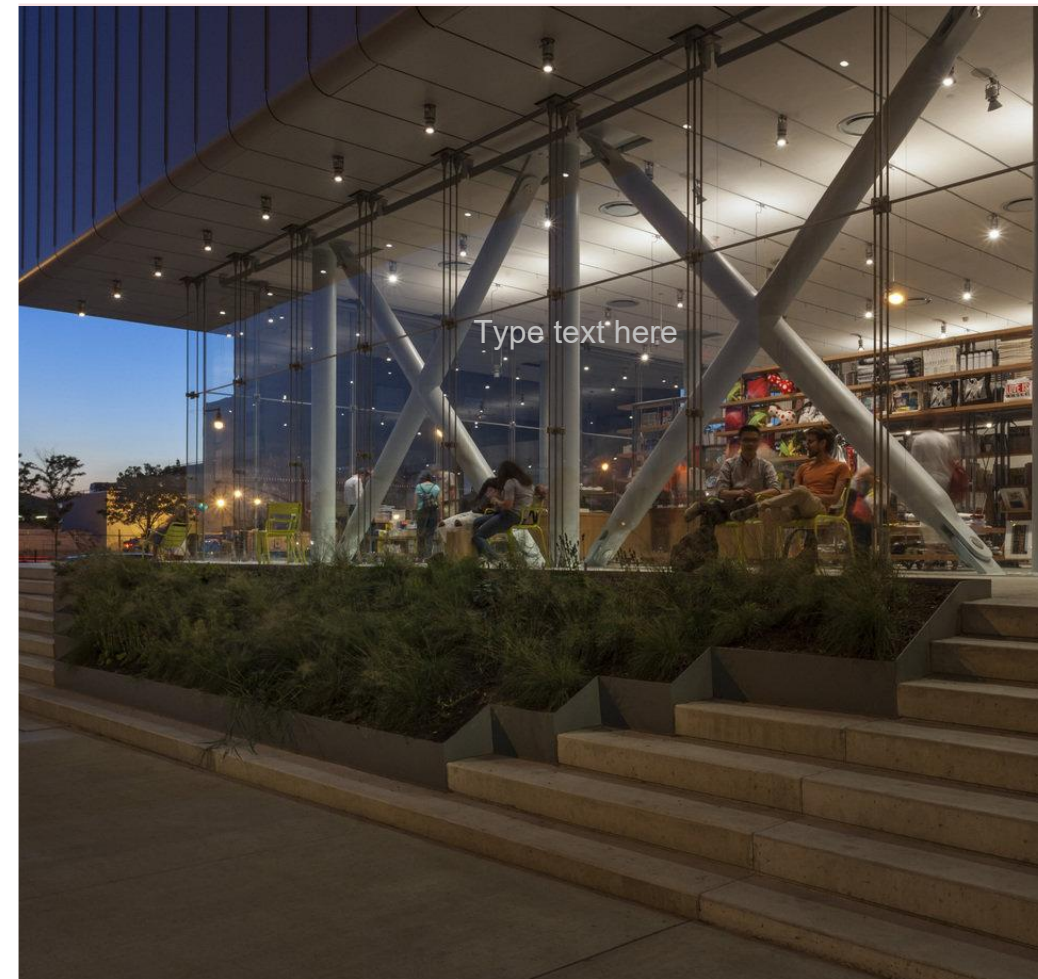
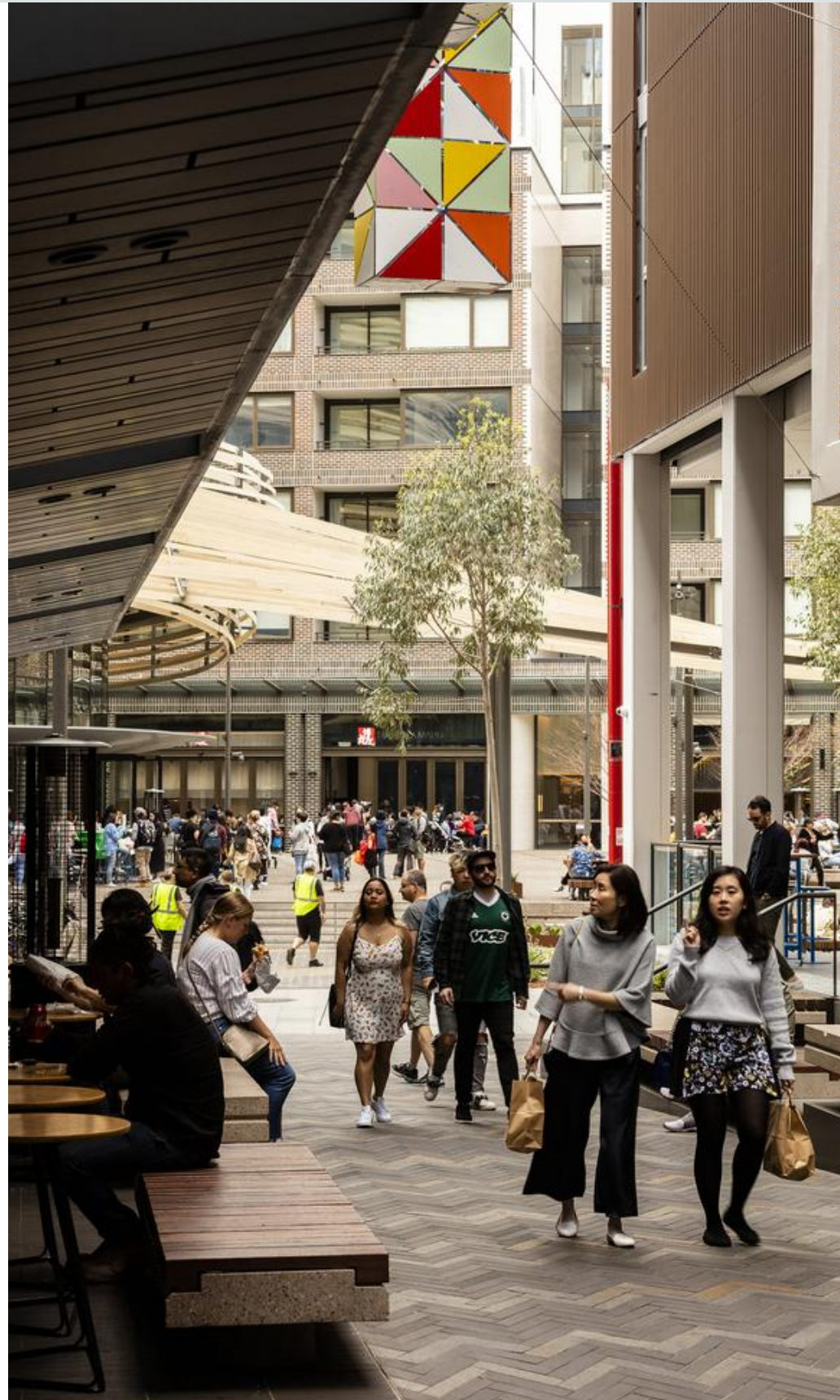
1.4.3 Comfort and pleasant spaces

2

A mix of uses and typologies for a vibrant, multi-functional and multi-generational Town Centre

Objective

Create a mixed-use development that is dense and vibrant, anchored by ground-floor active uses and programmes.



2 A mix of uses and typologies for a vibrant, multi-functional and multi-generational Town Centre

2.1 Mixed-use development

- 1.1.1 Define a mixed use place
- 1.1.2 Define multifunctional blocks
- 1.1.3 Provide a mix of typologies and unit sizes

2.2 Active ground floors

- 1.2.1 Allow for flexibility
- 1.2.2 Promote active or transparent commercial units
- 1.2.3 Allow for permeability of the ground floor

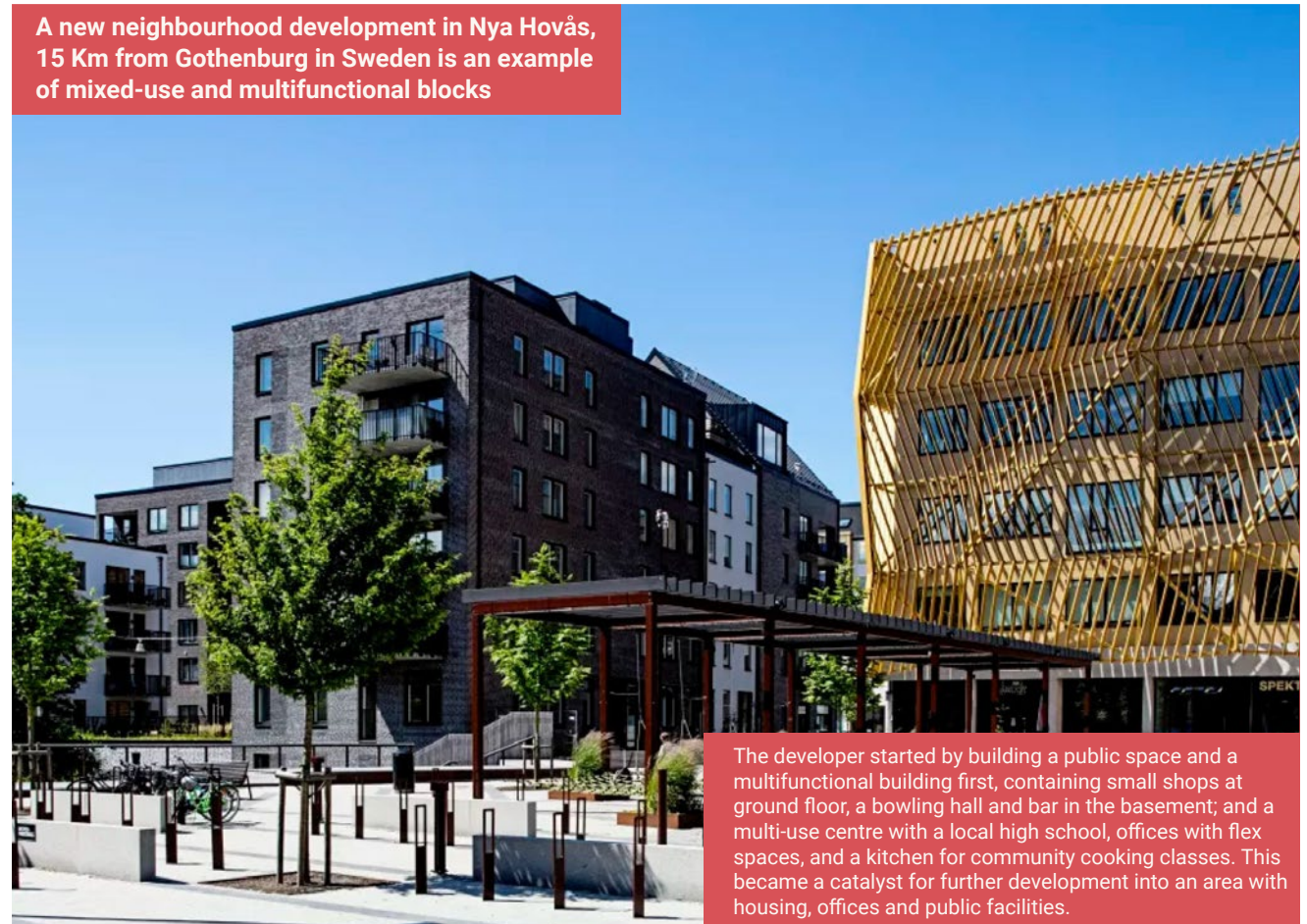




The simplest of active edges: bike parking in front of a convenience store who puts out chairs and an ice cream sign



Diversity of scale and use, buildings engage with the streets via entrances

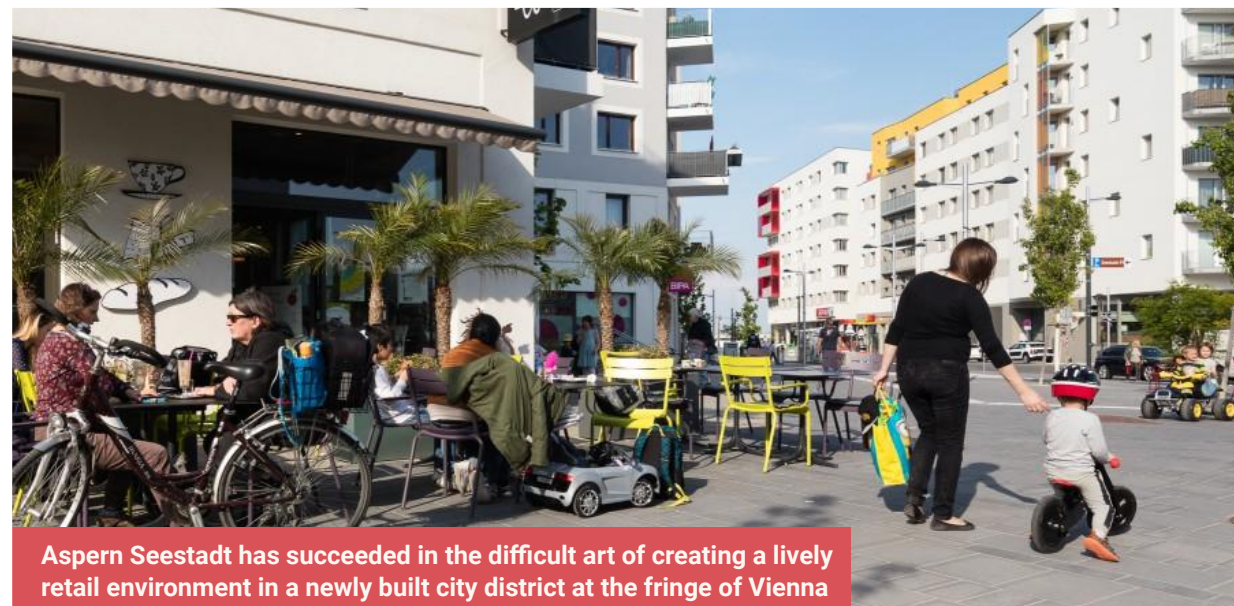


A new neighbourhood development in Nya Hovås, 15 Km from Gothenburg in Sweden is an example of mixed-use and multifunctional blocks

The developer started by building a public space and a multifunctional building first, containing small shops at ground floor, a bowling hall and bar in the basement; and a multi-use centre with a local high school, offices with flex spaces, and a kitchen for community cooking classes. This became a catalyst for further development into an area with housing, offices and public facilities.



A hotel with greenery, bike parking and doors on the street; Malmö, Sweden

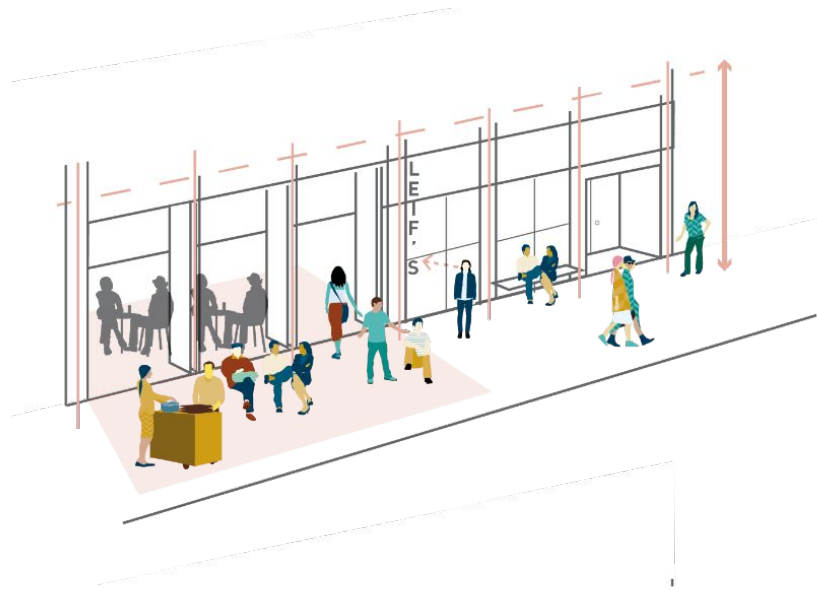


Aspern Seestadt has succeeded in the difficult art of creating a lively retail environment in a newly built city district at the fringe of Vienna



Creating semi-active edges and mixing uses by placing live-work on the ground floor of a residential building

2.2 Active Ground Floors



2.2.1 Allow for flexibility and vertical variety



2.2.2 Promote active or transparent commercial units



2.2.3 Allow for permeability

3

Adequate density and height for a liveable, urban Town Centre

Objective

Promote a diversity in **scale** and **type** of **building typologies** for residential, retail and office units in order to enhance **synergies** between different **functions**



3 Adequate density and height for a liveable, urban Town Centre

3.1 At the scale of the site

- 3.1.1 Concentrate density in the Town Centre
- 3.1.2 Optimise massing
- 3.1.3 Sense of place

3.2 At the block scale

- 3.2.1 Variation of buildings within blocks
- 3.2.2 Variation of facades
- 3.2.3 Provide courtyard blocks

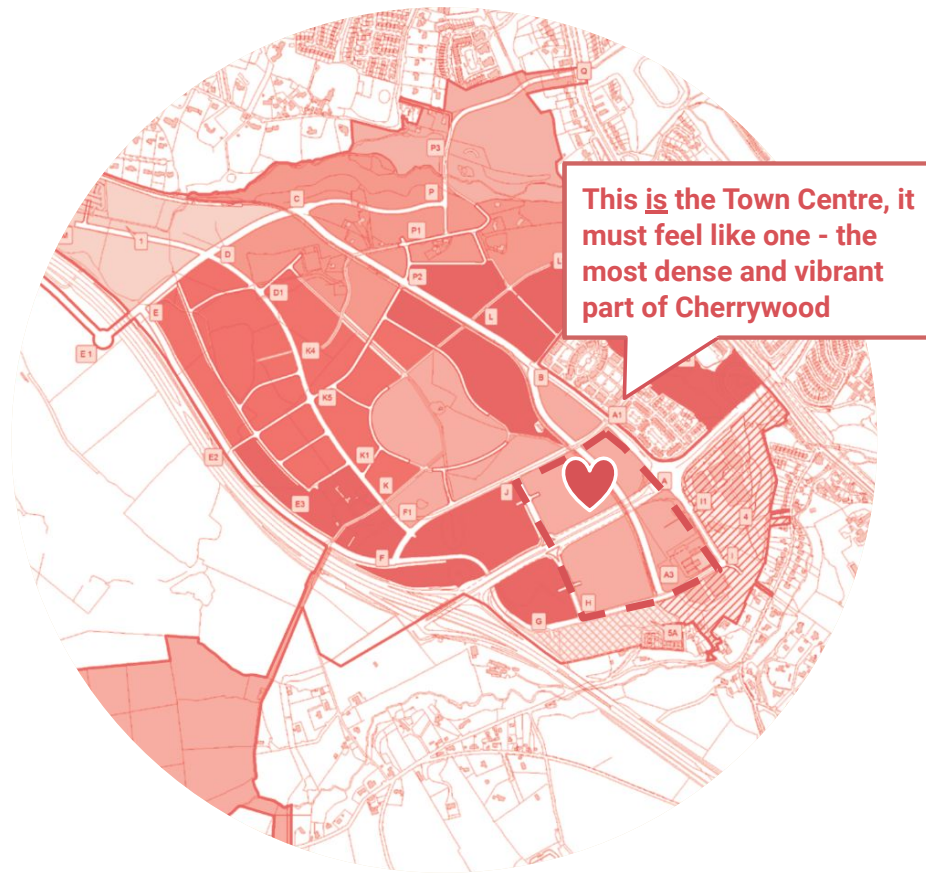
3.3 At the building scale

- 3.3.1 Roofs, edges and entrances
- 3.3.2 Connection to the street
- 3.3.3 Special buildings

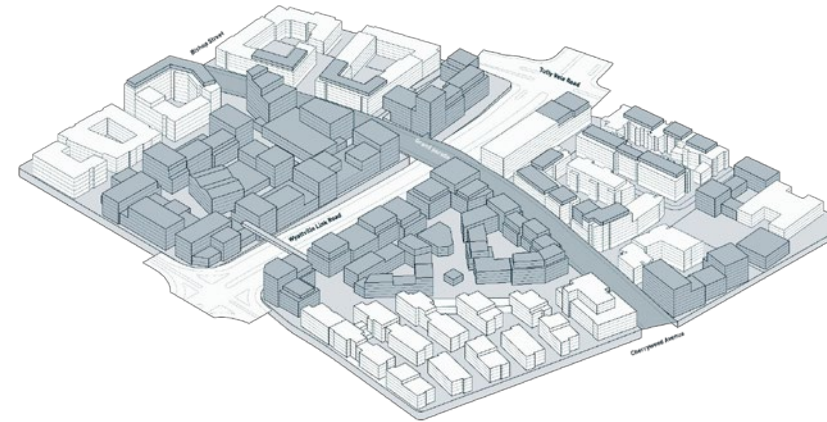


Not to scale

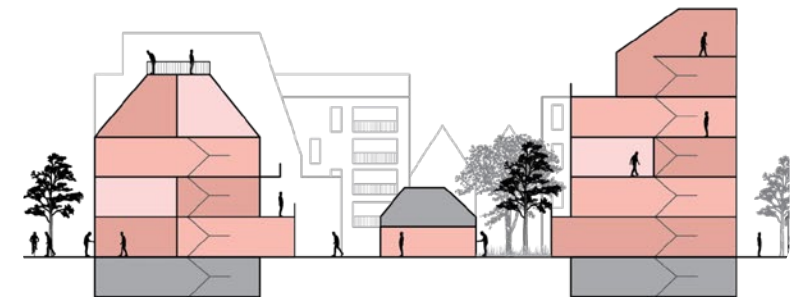
3.1 At the scale of the site



3.2.1 Concentrate density in the Town Centre



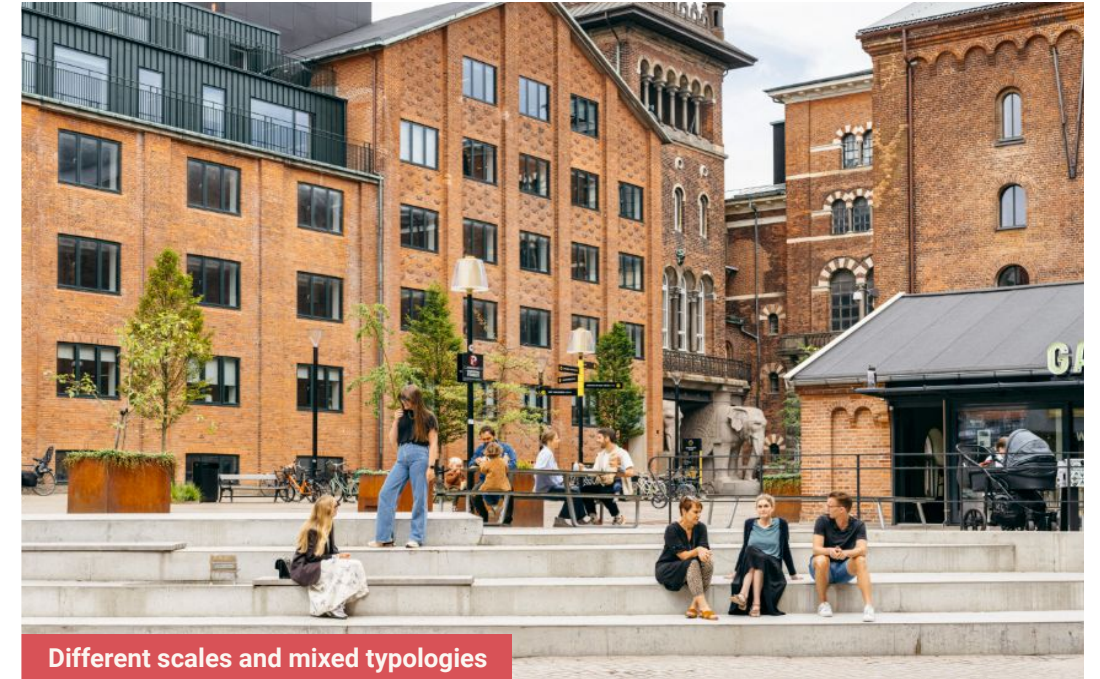
3.2.2 Optimised massing



3.2.3 Sense of place



Animated corners in Dublin City Centre



Different scales and mixed typologies



Sydhavn, Copenhagen
Concentrated density, mid-rise blocks

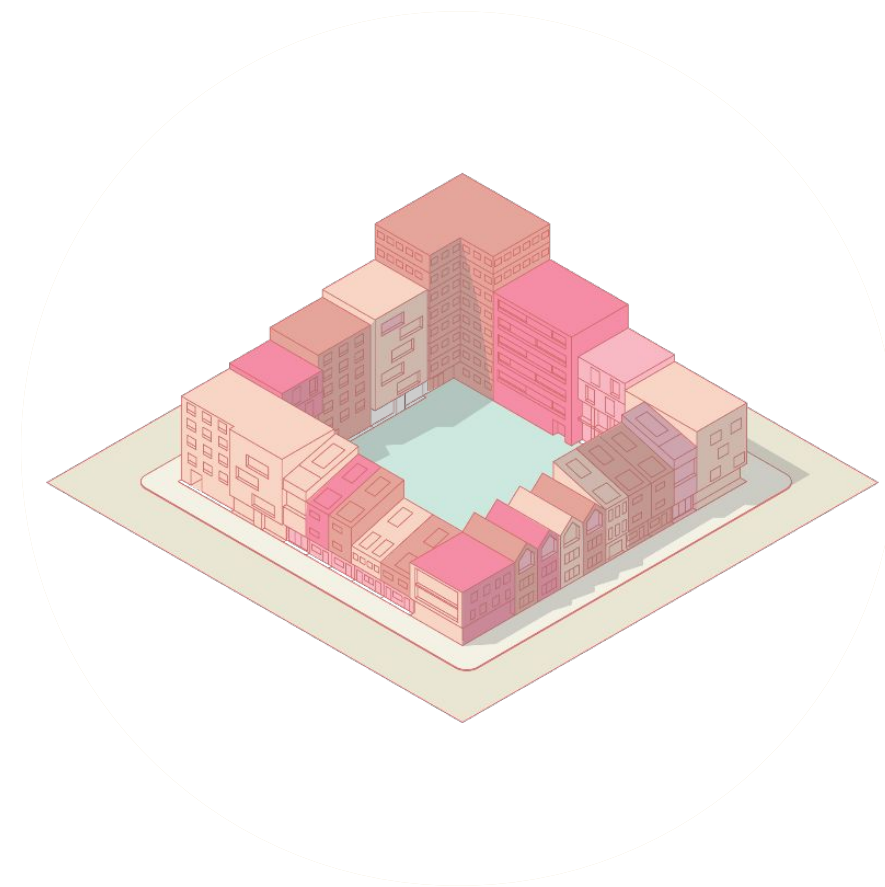


Carlsberg, Copenhagen
Mid-rise with taller buildings that are narrow in footprint

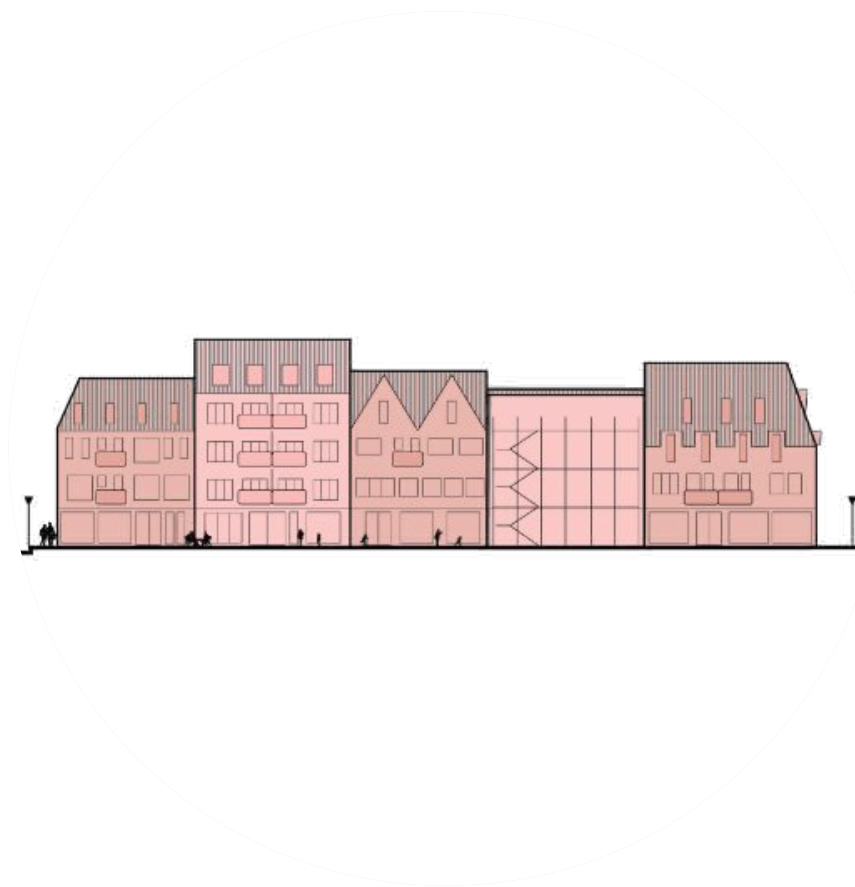


Framing views contributes to creating and sense of place

3.2 At the block scale



3.2.1 Variation of buildings within blocks



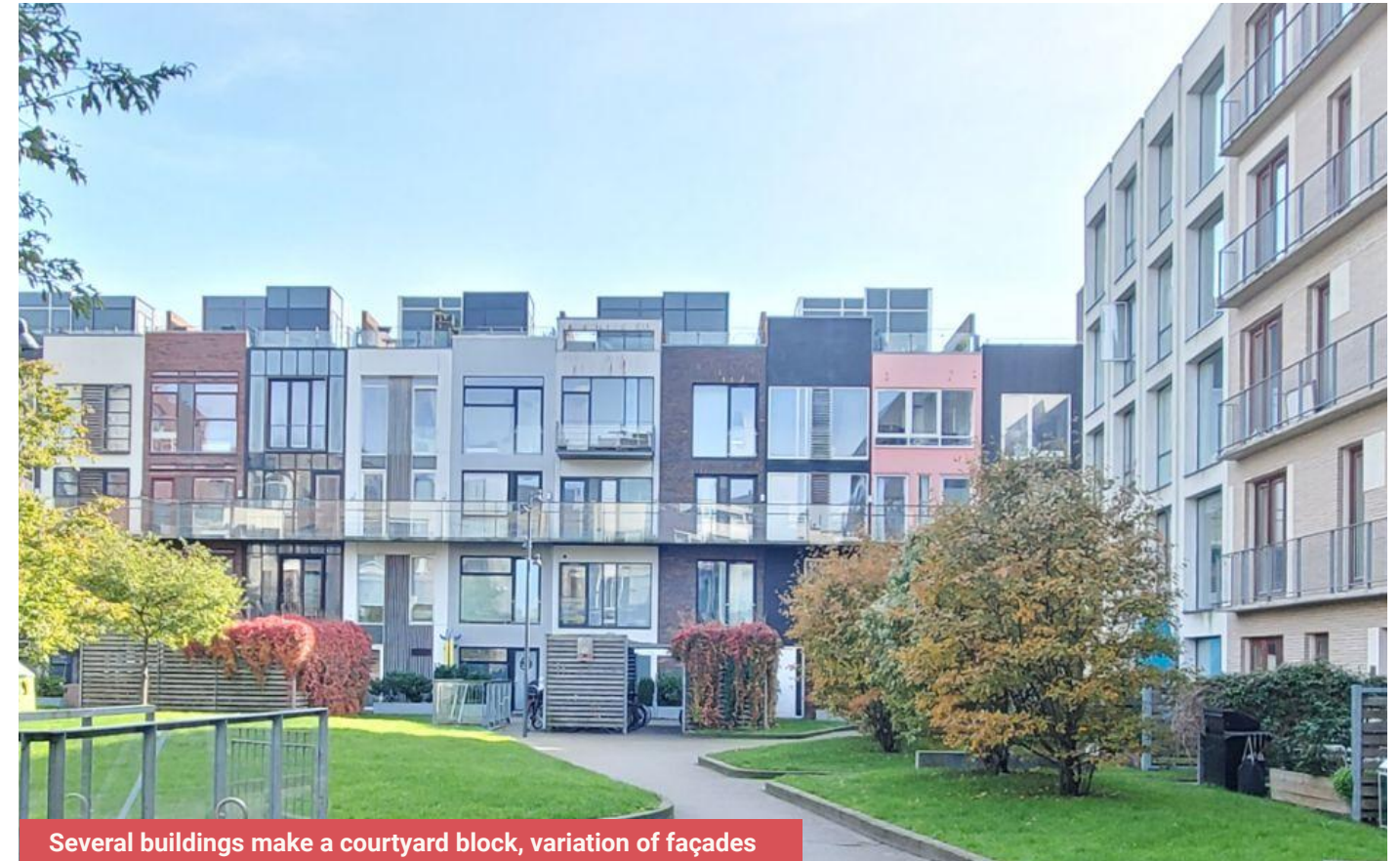
3.2.2 Variation of facades



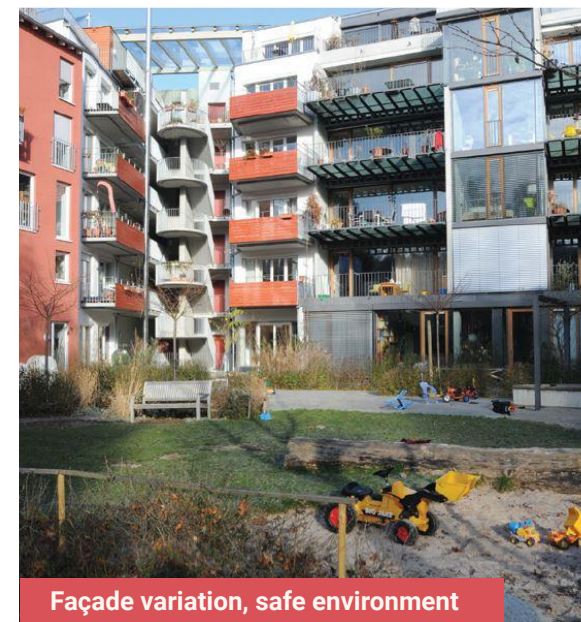
3.2.3 Provide courtyard blocks



Variety of building forms and typologies, and a sense of enclosure in a residential courtyard block, Colville Estate, London



Several buildings make a courtyard block, variation of façades

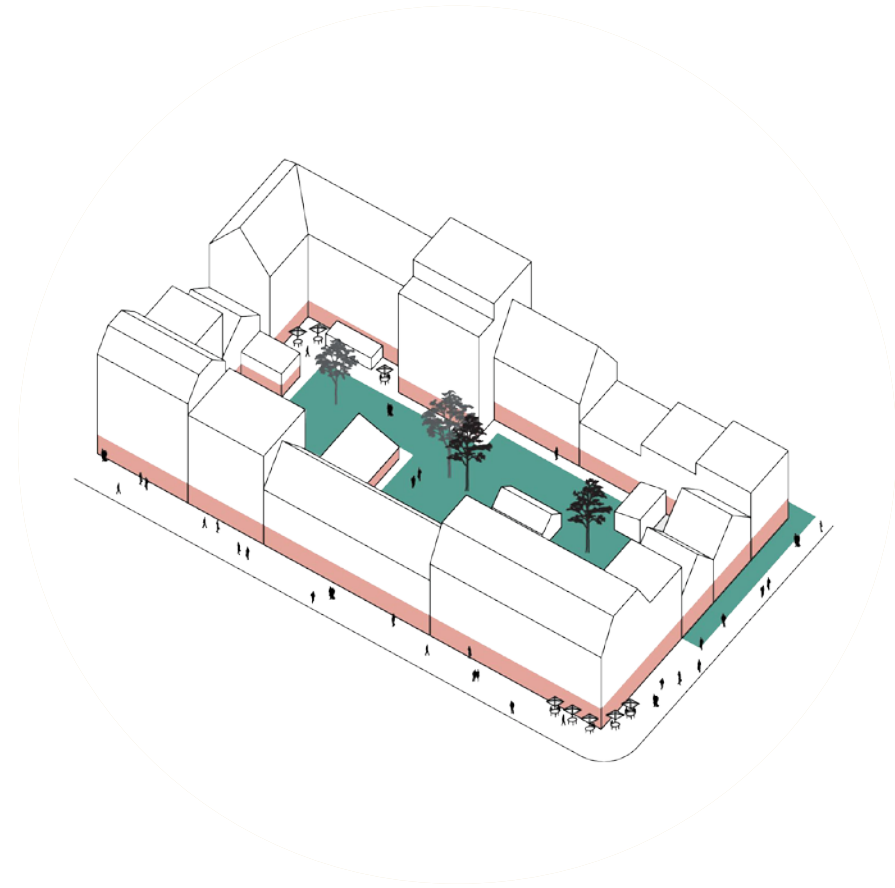


Façade variation, safe environment



Diverse edge zones and visual appeal for pedestrians

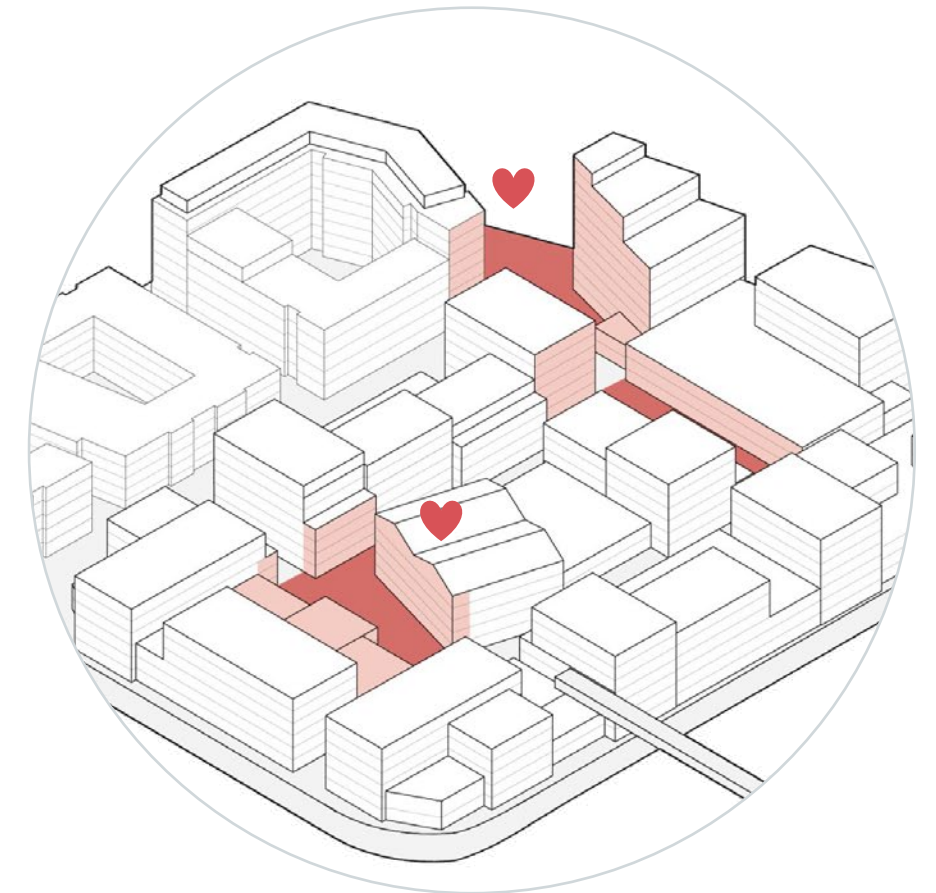
3.3 At the building scale



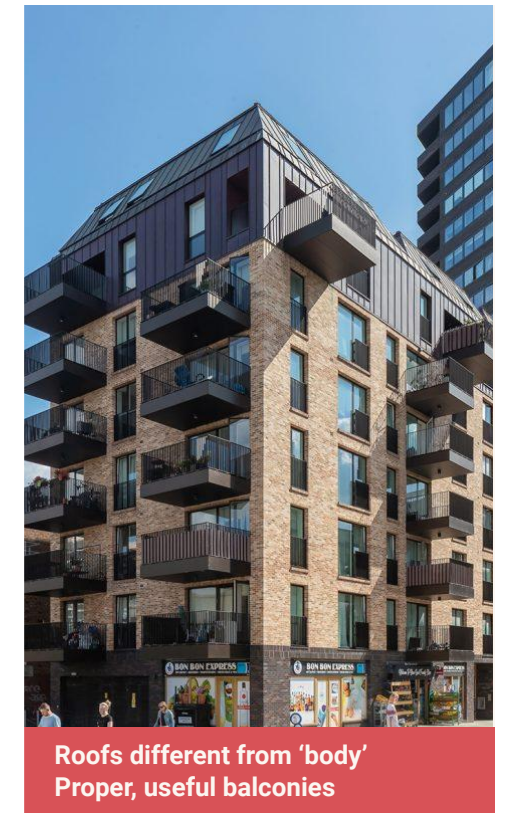
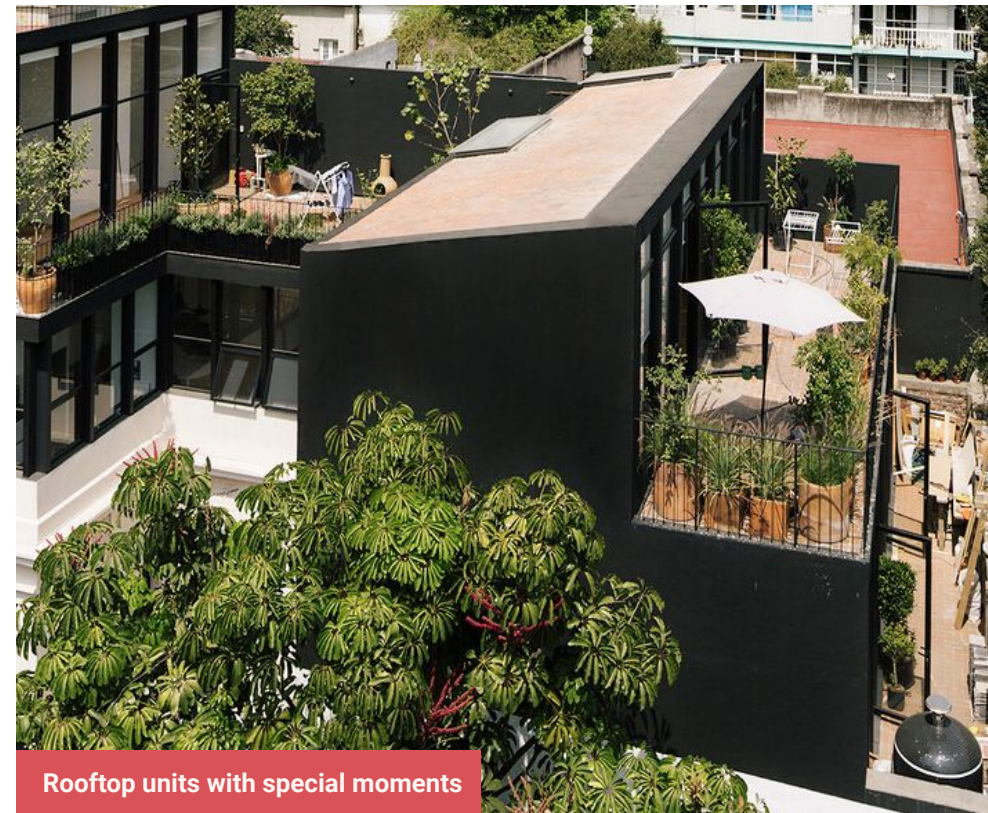
**3.3.1 Connection to the street:
edges and entrances**



**3.3.2 Encourage a variety of
roofs**



**3.3.3 Special buildings, special
moments**



There is an opportunity, right now, to guide the shaping of a liveable, resilient and dense Town Centre that will benefit the whole of Cherrywood.

A Town Centre that has a diversity of built form and of outdoor spaces, built in flexibility and a human scale; one designed for walkability, with a clear identity, a pleasant microclimate, a lower carbon footprint, and greater biodiversity.

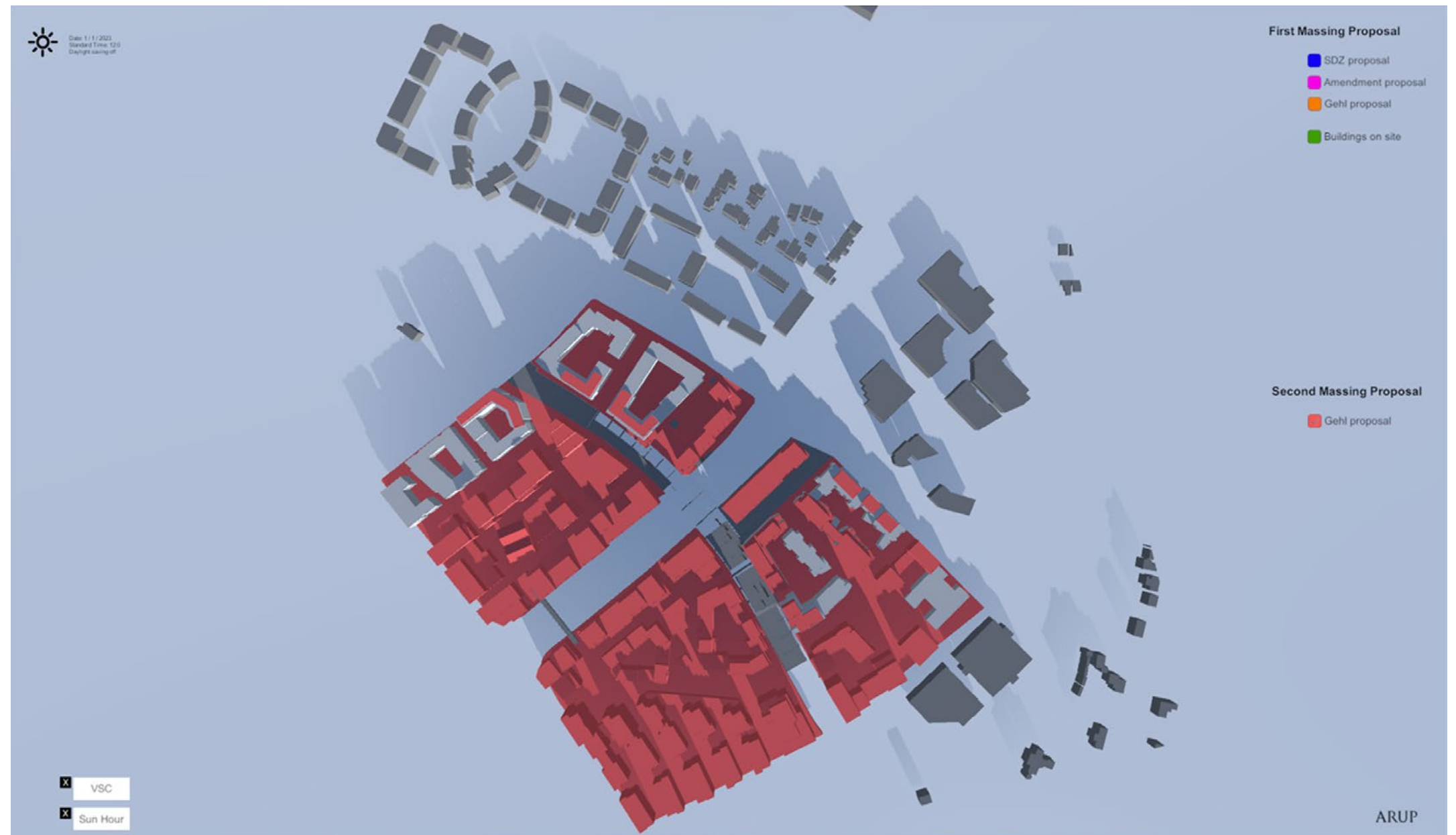
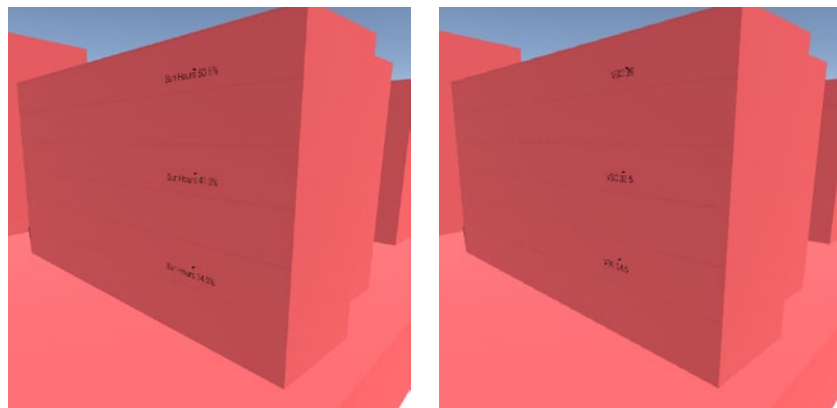
Utility Review

UTILITY	REVIEWED BY	CAPACITY WITHIN THE CURRENT INFRASTRUCTURE	COMMENTS
Power Load	ARUP	✓	Existing SDZ ESB substation has 30MW capacity, based on level of development within the SDZ to date there is currently sufficient capacity within the existing substation.
Water Demand	ARUP	✓	Sufficient core infrastructure in the ground capable of carrying additional demand. As is normal, discussions with IW needed to determine capacity within the network.
Wastewater Loading	ARUP	✓	Sufficient core infrastructure in the ground capable of carrying additional demand. As is normal, discussions with IW needed to determine capacity within the network.
Micro Climate (Wind)	ARUP	✓	The wind conditions within the development are consistent with those expected for a mid-rise development of the size and scale in the vicinity of Dublin. Further studies will be undertaken during the subsequent design stages to resolve any local areas of windiness.
Traffic	SYSTRA	✓	Sufficient capacity within surrounding road network to cater for the additional trips.

Daylight

Skylight and sunlight were analysed using a bespoke, interactive game engine application. This process allowed results to be fed back to the masterplan design as it evolved.

The output ensures appropriate balance between urban design objectives and natural light, both inside buildings and in the public space surrounding them.





Section 3

Retail Review



Introduction

This section sets out a proposal for the development of plot TC1, as the primary retail destination within the town centre. In particular it will:

- ▶ Outline key retailer requirements which will need to be incorporated into a successful and sustainable town centre
- ▶ Discuss examples of mixed-use town centres, both internationally and in Ireland, and the lessons to be learnt from these
- ▶ Review the quantum of retail and non-retail floorspace in the Cherrywood Planning Scheme
- ▶ Identify the most appropriate quantum and mix of retail and non-retail floorspace which can be commercially and sustainably accommodated in TC1
- ▶ Describe an indicative concept design for TC1, which has been prepared in accordance with the proposed floorspace parameters and urban design concepts recommended by Gehl



Challenges and Opportunities

Challenges

- ▶ Size and design a district level retail-led destination which is attractive to both retailers and visitors
- ▶ Include an appropriate quantum of non-retail and non-residential facilities and amenities to serve the community
- ▶ Ensure the development is commercially viable, taking into account the estimated scale and cost of the project, and the difficult funding environment
- ▶ Address the construction challenges to arise from a complex urban site requiring a large basement below podium level
- ▶ Maximise and intensify the use of the site, by appropriately increasing height and density above the 2-5 storeys currently allowed in the Planning Scheme
- ▶ Design the buildings and public realm to ensure long term sustainability, including the provision of safe, activated public spaces

Opportunities

- ▶ Re-calibrate the planning scheme parameters, given the 11 years since the Planning Scheme was prepared, in order to respond to economic and market changes, and consumer demands
- ▶ Add much needed residential into the plot development, recognizing the direct and indirect positive impacts of doing so
- ▶ Develop a new type of mixed use town centre, the first retail centre to be built in Ireland in 20 years, learning from international best practice of mixed use development, including the integration of high quality apartments into the design to provide 24 hour activation.

Credentials



Philip Wilkinson Jr

AIA, LEED AP

Principal, AE7



Designing prominent mixed-use destinations around the world, Philip Wilkinson is one of the leading architects in retail-centered and large-scale master planning.

He leads teams that design complex master plans and retail destinations that attract residents and visitors alike to engage, shop, and explore.

Throughout Philip's career, he has worked closely with developers to create highly desirable and profit-generating developments including:

- The Esplanade (Pittsburgh, PA)
- Hilltown Shopping Center (Istanbul, Turkey)
- Northfeld Town Center (Denver, CO)
- Hudson Yards (New York, NY)
- Miami Worldcenter (Miami, FL),
- The Galleria at Al Maryah Island (Abu Dhabi, UAE)
- Meydan One (Dubai, UAE)
- Eden Villag (Eden Utah)
- Heartland Town Center (Islip, NY)



The Esplanade, Pittsburgh, USA



Hilltown Kucukyali, Istanbul, Turkey



Northfield, Stapleton, Denver, USA



Hilltown Kucukyali, Istanbul, Turkey

Credentials



Larry Brennan

FSCSI FRICS

Head of European Retail Agency



Responsible for the delivery of Savills retail strategy in continental Europe. He co-ordinates mandates between individual country teams with a focus on the core markets of Spain, Germany, France, and Italy.

Larry is central to all aspects of retail, offering advice on acquisitions and disposals along with the development and marketing of key schemes.

Throughout Larry's career, he has worked closely with key Landlords and Occupiers including:

- Ballymore Properties
- Clarendon Properties
- DEKA
- Primark
- Hammerson
- Hines
- IPUT
- Restoration Hardware
- Polestar



Polestar, Berlin, Germany



Hammerson, Dublin, Ireland



Primark, Dublin, Ireland



Restoration Hardware, Brussels, Belgium

What makes retail work?

It is essential for modern retail stores in a mixed-used development to have clean **rectilinear store layouts** that allow for easy retail merchandising and optimisation of store layouts, key components and sizes.

- Larger clean rectangular store layouts
- One entry at the front of the store
- Efficiently designed double stacked servicing via basement deliveries.
- Regular column spacing of 7m to 9m apart
- A blend of unit sizes to create tenant mix flexibility, assist lease up and to drive sales densities.
- Small Stores - 125sm - 1: 2 ratio - ideal for cafés, novelty shops and boutiques
- Medium Store - 250sm 1:2 ratio up to 1:5 ratio - ideal for fashion, larger stores and restaurants
- Large Stores - 400sm to 2,000sm - 1:2 to 1:4 ratio - ideal for national brands, signature store, feature restaurants and grocery stores

TC1 - Proposed Ground Floor



What do retailers want, to be successful?

Modern retailers want to be as **visible** as possible within a cluster of other retail stores with a high volume of shoppers to be successful.

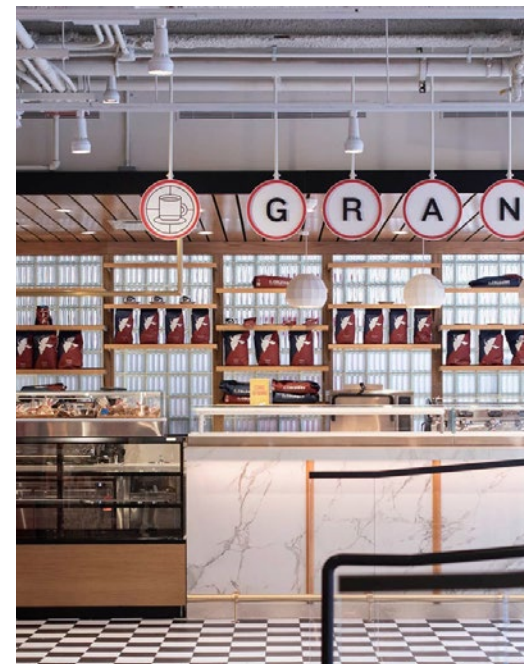
- Storefronts 5m to 6m high
- Retail shops on both sides of the street
- Create a critical density of retail in one location to create a destination
- Animated and populates streets and shops to extend the shopping dwell time



Buchanan Street, Glasgow



Stanton Row, San Jose, California



Mercado Little Spain, NYC



City Center, Washington D.C.



Grafton Street, Dublin



Milan, Italy



City Center, Washington D. C.

How do the best retail streets work?

The best retail streets and locations have a critical density of retailers along a series of streets to prioritise the shopping experience to create a retail shopping district.

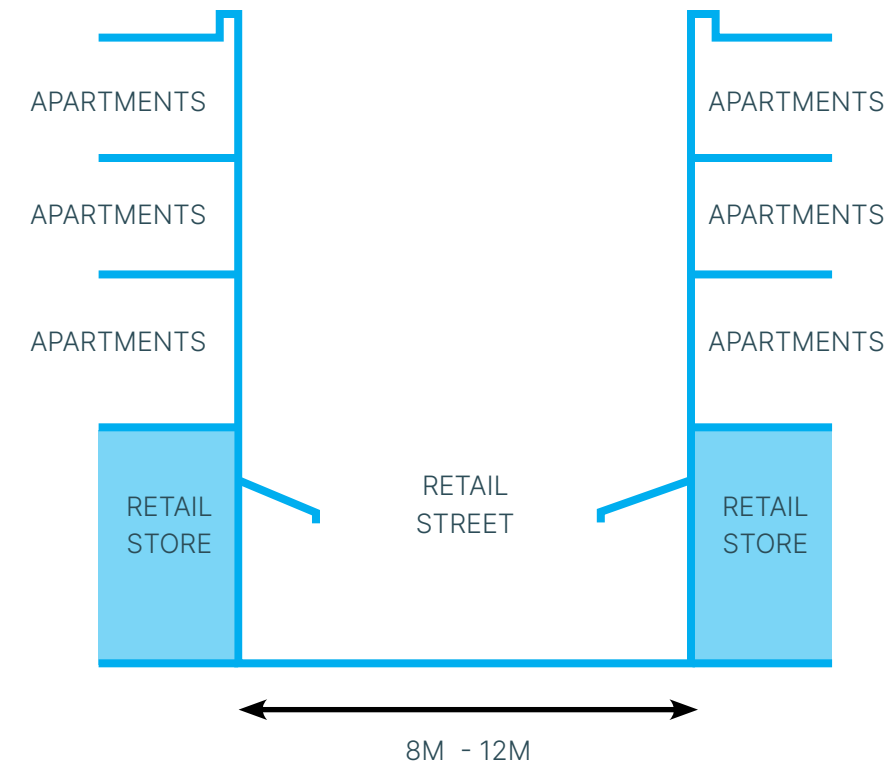
- Prioritise pedestrian circulation and the customer journey
- Engagement points to keep a shopper interested in the retail street
- Multiple storefronts along one street to create variety and interest
- A variety of street types, store type or by architectural style
- Anchoring by a mix of stores as opposed to by a large department stores

Why is retail and residential the ideal mixed use project?

Retail with residential units above the street creates a desirable mixed-use environment that provides flexibility, diversity, and a range of experiences within the context of the smaller neighbourhood. Apartments above the stores create a place where people live, shop, dine and relax.

- Living above retail is the perfect arrangement for a lively district
- Retail stores and restaurants need people
- Residents want to be close to shopping, dining and entertainment
- Residents bring activity to the streets at all times – day and night – creating a living street – not just shops
- Residents also provide natural surveillance making for a safer environment

Ultimately the addition of residential will help to enliven a modern and vibrant town centre location



Saint Germain, Paris



City Center, Washington D. C.



Stroget, Copenhagen

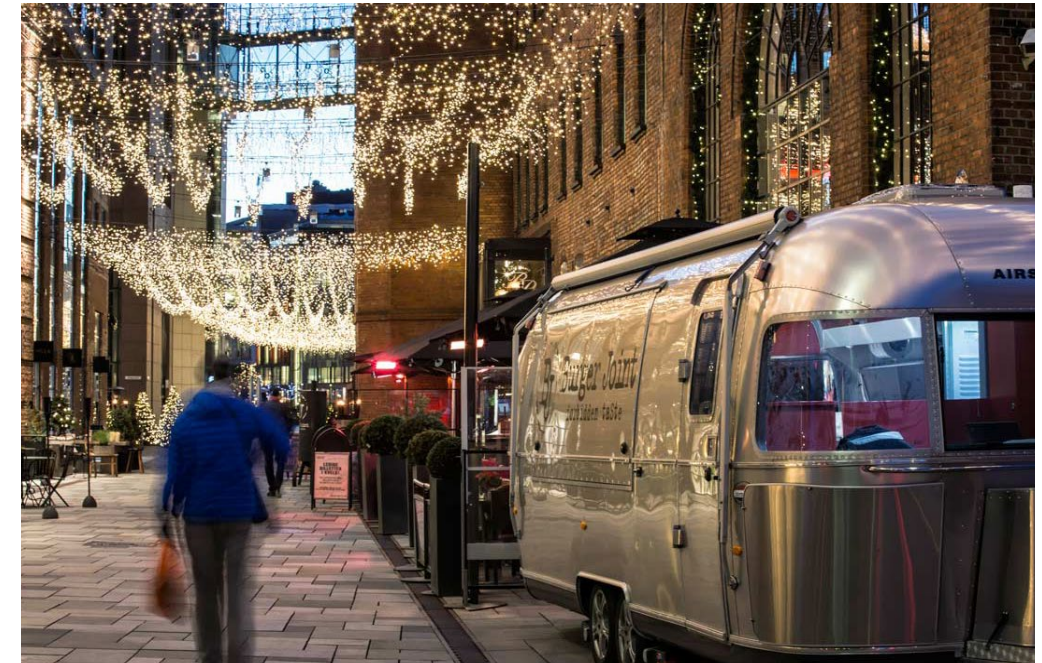
Examples of good mixed use schemes for retailers

Aker Brygge is one of Oslo's most vibrant precincts, with its eclectic mix of apartments, shopping, culture and restaurants. Reconfigured exterior and interior shopping streets prioritise the pedestrian experience with office above retail, all surrounding a grand plaza that organising the district.

- Site Area 12.3 Acres | 5 Hectare
- Overall Size 1,316,000 sf/ 122,300 sm
- Retail 296,700 sf | 27,567 sm - 30 Shops & 40 Restaurants
- Office 838,500 sf | 77,900 sm
- Basement Parking 900 cars

LESSONS FOR CHERRYWOOD

- Variation of massing, heights and architectural styles
- Quantum of restaurants & shops
- Narrow Streets leading onto open plazas



Examples of good mixed use schemes for retailers

Almere Centrum is the retail heart of Almere City in the Netherlands. A network of pedestrian streets lined with retail shops criss cross the masterplan delivering a high-street retail experience to the city centre.

- Site Area 13 Acres | 5.3 Hectare
 - Retail 936,460 sf | 87,000 sm with 400 Shops
 - 830 Housing Units
 - Basement Parking 3,300 cars
- + Office Space, Library, Theatre, Leisure and Education uses



LESSONS FOR CHERRYWOOD

- Retail at scale
- Separation of people from cars
- Network of streets and open space
- Mix of uses

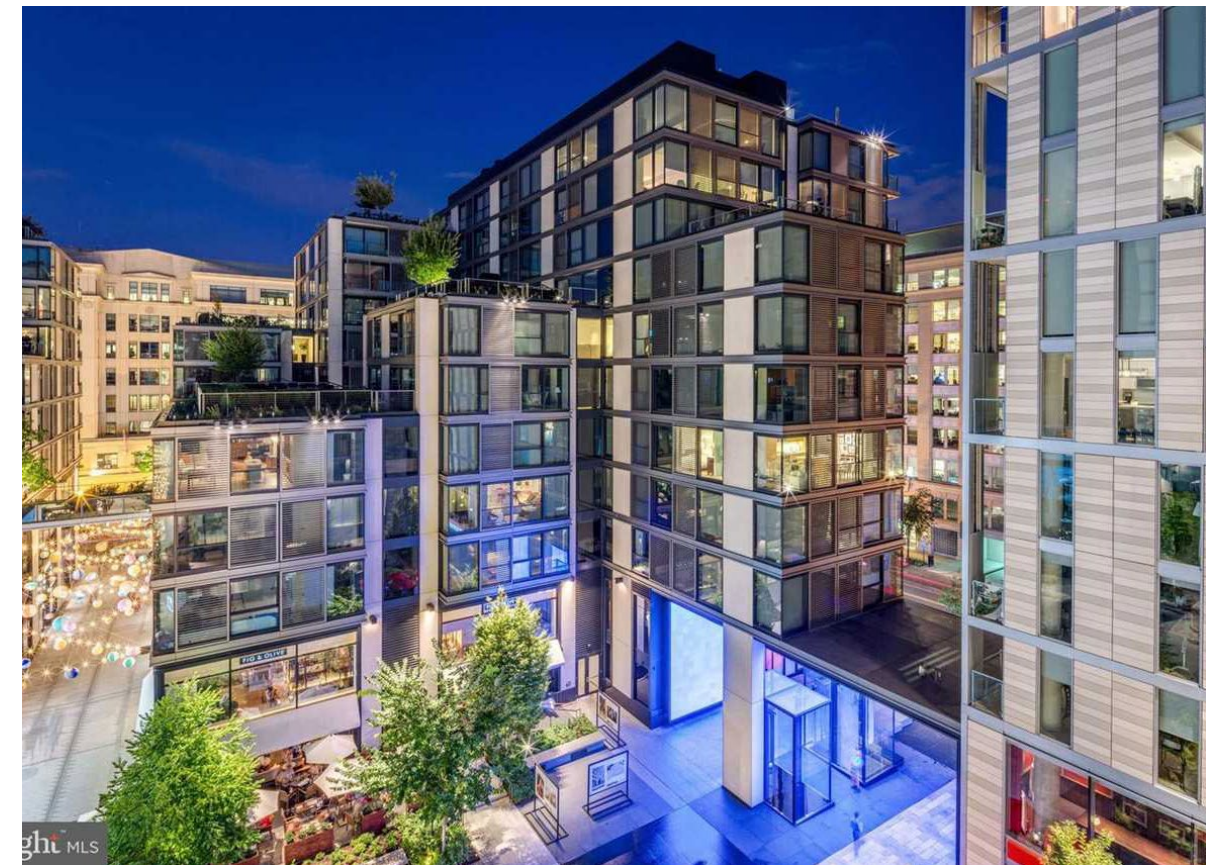
Examples of good mixed use schemes for retailers

City Centre is high density mixed-use development in the heart of downtown Washington, DC, developed by Hines. The master plan breaks the site down into smaller pedestrian blocks that connect to the surrounding community. The buildings frame a central civic plaza where streets and pathways converge.

- Site Area 10 Acres | 4 Hectare
- Overall Size 2,500,000 sf/ 232,000 sm
- Retail 191,600 sf | 17,800 sm with 40 Shops
- Office 522,000 sf
- 458 Rental Apartments 511,000 sf | 47,473 sm
- 216 Condominium 320,500 sf | 29,775 sm
- Below Grade Parking 1,555 cars

LESSONS FOR CHERRYWOOD

- Scale of street and plazas
- Residential density
- Well crafted modern buildings
- Inviting public realm



Examples where retail is NOT working



Cruises Street | Limerick

- Lack of residential elements
- No anchoring
- Limited footfall
- Not timeless - looks dated
- Store sizes too small for modern retail tenants



Tallaght Cross | Dublin

- Design for good residential units, not retail shops
- Poor retail store configurations
- Intrusive build core elements and service zones
- No individual retail identity
- Parking layouts do not work for retail



Beacon South Quarter | Dublin

- No pedestrian journey or customer flow
- Disjointed retail offering
- Poor visual identity for retail stores and shop-fronts
- Ongoing vacancy despite strong demographics
- Conflict between customer and cars

Lessons learned from Dublin City Centre



Chatham Street | Dublin

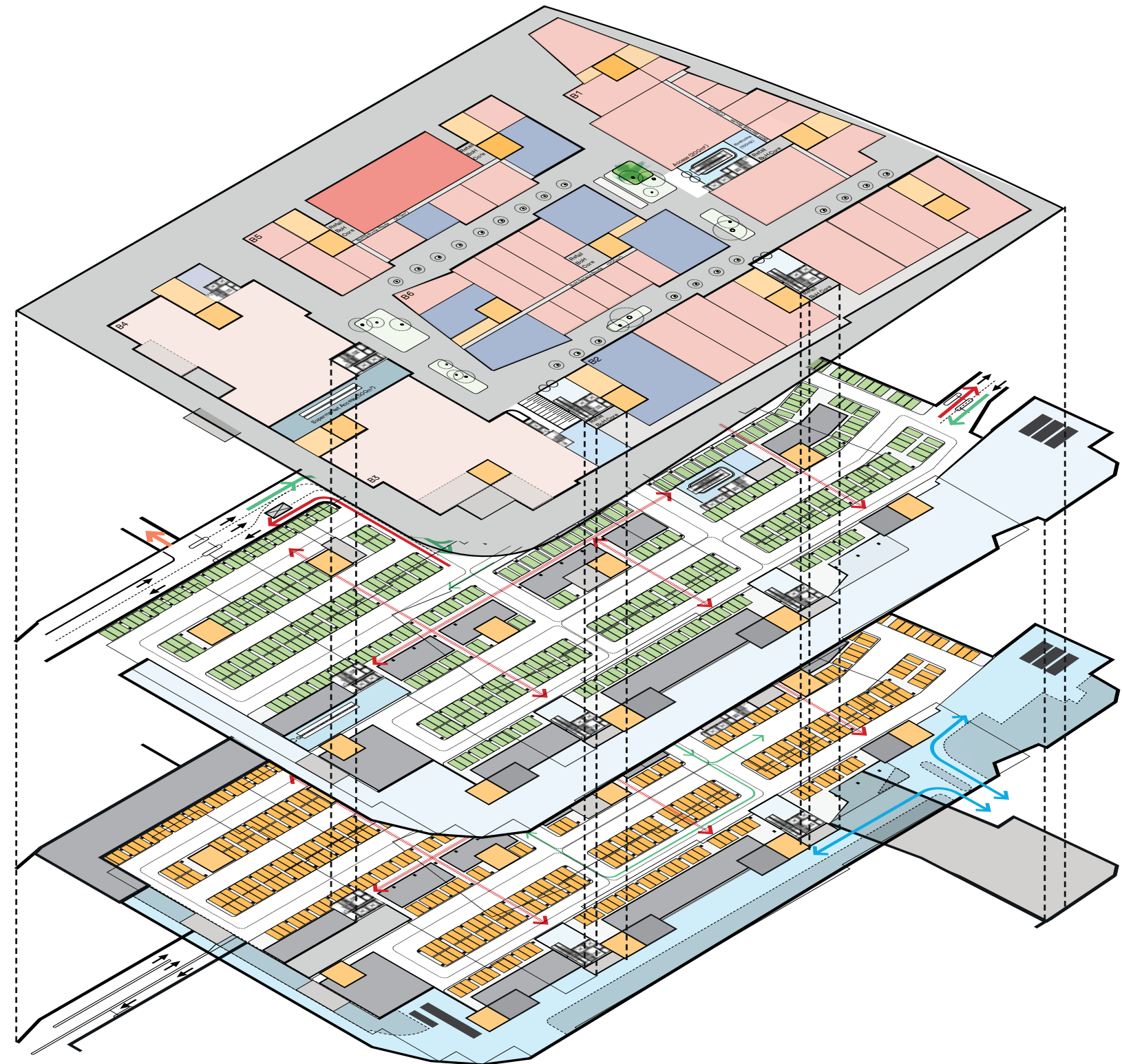


Grafton Street | Dublin



- The customer journey and cohesive pedestrian network are paramount
- Variety of architectural styles and building dimensions are essential
- Appropriately sized streets and squares provide interesting and varied experience
- High quality public realm enhances the microclimate
- Mix of uses is required to create a dense and vibrant town centre
- An efficient back of house servicing strategy is fundamental

Axonometric of TC1B Basement Levels and Ground Floor

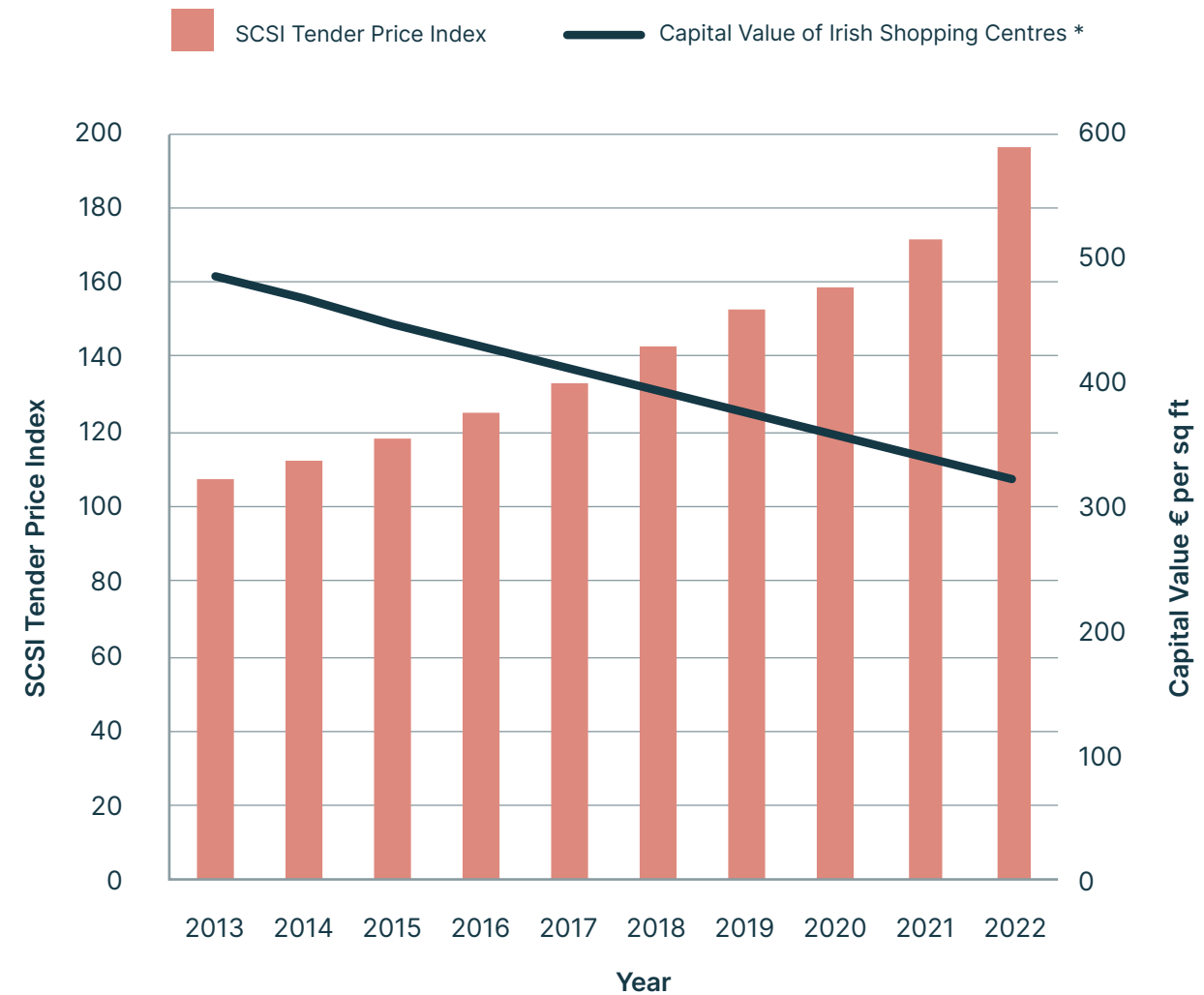


Reduction in value of Irish Shopping Centres

The value of Irish retail shopping centres has been negatively impacted by various factors over the past 10 years, including:

- ▶ fluctuating retail consumer demand
- ▶ growth in online retailing
- ▶ falling rents
- ▶ rising investment yields

Development viability has also been impacted by construction cost inflation, with costs rising by an average of 6% per annum over the same period.



* Average Capital Values based on 22 Irish Shopping Centre transactions since 2013

Concept design for a District centre on TC1

- An indicative concept design has been prepared by Henry J Lyons Architects, in accordance with the urban design and placemaking principles recommended by Gehl
- This demonstrate how 20,000 – 28,500 sqm Retail + Non-Retail floorspace could be accommodated in a District centre scheme
- The scheme contains approx. 24,000 sqm Retail + Non-Retail floorspace over ground and first floor levels.

Key Design Features

- Open streets and squares (removal of glazed roof) to enable natural surveillance from residential above
- Layout in accordance with UFDF and good retail design
- Supermarket anchors, serviced from basement service yard
- 6m floor to ceiling height
- Residential access from multiple locations within plot
- Food and Beverage units located to activate streets and squares
- Library location unchanged
- Access route between B3 & B4

Ground Floor



SS

Concept design for a District centre on TC1

Key Design Features

- Creche facility including outdoor play space
- Allowance for several leisure uses, likely to include 3-4 screen cinema, gym and restaurants
- Pedestrian access to footbridge over Wyattville Link Road
- Residential units overlooking internal and external streets and squares
- Residential lobbies provide direct access to ground floor and basement parking
- Communal amenity spaces

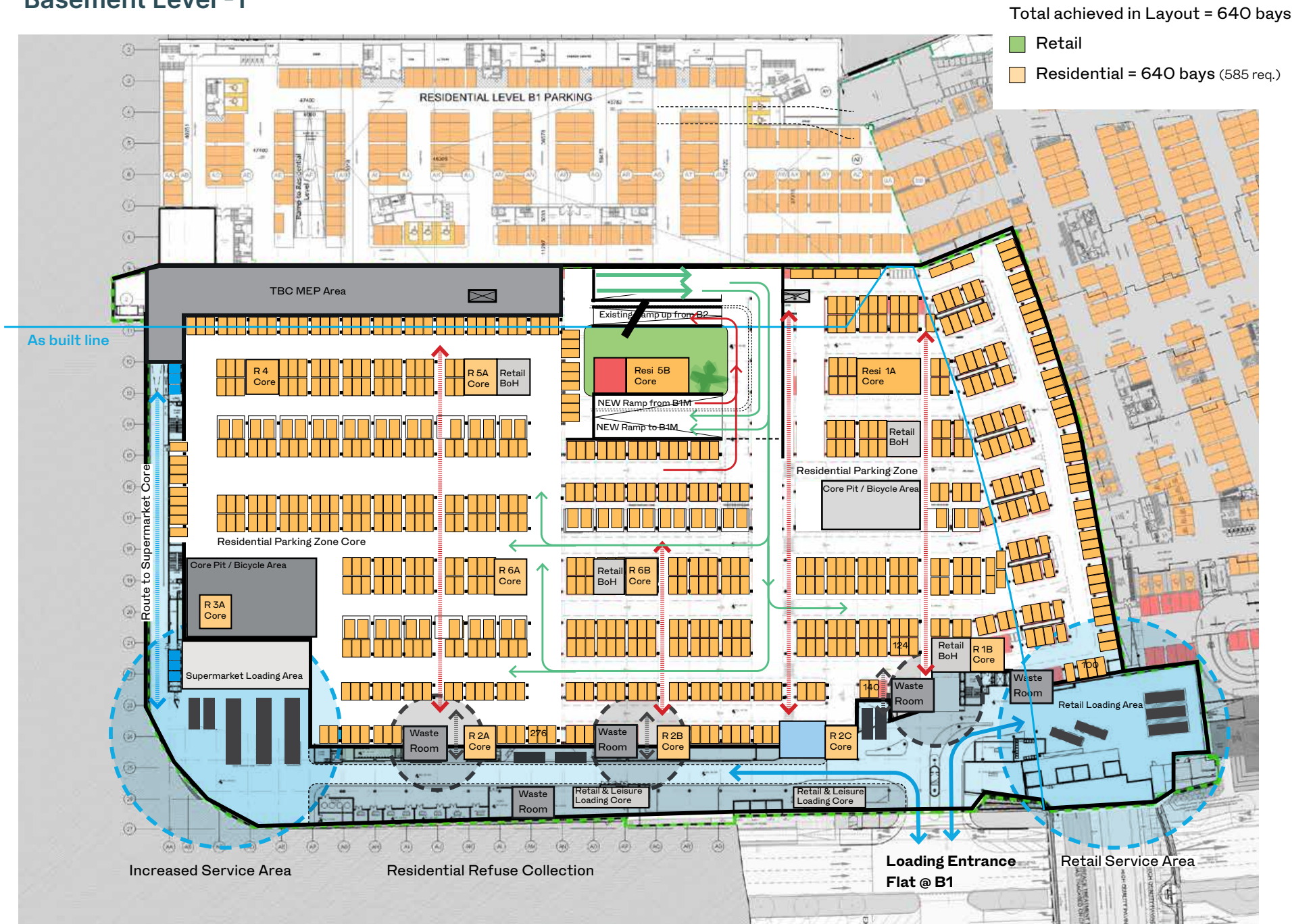


Concept design for a District centre on TC1

Key Design Features

- Service yard accessed from Wyattville Link Road, providing easy access to supermarkets
- 2 or 3 level basement, depending on residential parking requirements
- Parking levels to be accessed from ramps already constructed from Cherrywood Avenue, Grand Parade and Tullyvale Road

Basement Level -1



Site characteristics affecting the size of a District centre in TC1

A sustainable quantum of floorspace in TC1 must be determined by:

1. Retailer requirements
2. Site characteristics and constraints
3. Commercial viability
4. Market demand



Site characteristics and constraints:

Factors affecting the design and scale of development for TC1B include:

- Site area of approx. 3 ha
- Infrastructure already constructed, including Civic Street, car park access ramps and the service yard access
- Below grade servicing and parking
- Importance of appropriately sized high-quality public streets and squares
- Requirement for entirely visible dual-aspect buildings
- Topography of the site
- Interface with the Luas line, Grand Parade and the surrounding lands
- Incorporation of community uses
- Comprehensive integration of different use types and users

Standalone RETAIL schemes facing significant HEADWINDS



However, **Covid has accelerated structural changes within the retail occupier market:**

- ▶ Limited pool of fashion anchor tenants of sufficient covenant strength
- ▶ Risk averse retailers, reluctant to commit to unproven locations
- ▶ Growth in online retailing severely impacting demand for new stores

There is limited appetite for retail investment:

- ▶ More flexible lease terms favouring tenants, including shorter lease terms
- ▶ Fashion tenants requiring turnover based rents which are unfundable due to investment cashflow uncertainty
- ▶ Investor appetite for large retail schemes hammered by failure of department stores and multiple fashion chains

TC1 site-specific development risks remain:

- ▶ A large customer car park and servicing below podium is required, but this is prohibitively expensive to construct, in comparison to typical retail centres with surface level parking and servicing
- ▶ Insufficient rental income expected from floorspace at upper levels compared to build cost

How much Retail + Non-Retail space is in Cherrywood?

Cherrywood Planning Scheme (CPS) requirement for 43,750 - 53,000 sqm of Retail + Non-Retail gross floorspace in TC1.

63,000 sq m Retail + Non-Retail space also to be provided in other Town Centre quadrants and Village Centres = **Total Cherrywood 116,000 sq m**

Retail includes convenience and comparisons goods and retail services.
 Non-Retail includes leisure, food & beverage, creche, financial services and health facilities

Cherrywood Planning Scheme Table 6.2.2

TC1 SITE AREA SQM	43,000			
Use	Min Area Sq.m	Min No. Apartments Circa	Max Area Sq.m	Max No. Apartments Circa
Retail Gross	26,750		32,000	
High Intensity Employment	8,000		10,000	
Residential	24,000	255	32,400	346
Non Retail	17,000		21,000	
Community	1,100		1,500	
Total	76,850	255	96,900	346
Plot Ratio	1.8		2.3	

GROSS FLOORSPACE	TYPE	MIN (SQ M)	MAX (SQ M)
TC1	Retail	26,750	32,000
	Non-Retail	17,000	21,000
	TOTAL	43,750	53,000
TC2 / TC3 / TC4	Retail	7,644	8,909
	Non Retail	30,500	39,000
	TOTAL	38,144	47,909
Village Centres	Retail	6,805	12,125
	Non Retail	2,150	3,000
	TOTAL	8,955	15,125
Total Cherrywood	Retail	41,199	53,034
	Non Retail	49,650	63,000
	TOTAL	90,849	116,034

How much gross space is permitted in TC1?

Planning permission granted in June 2020 for 52,426 sqm Retail + Non-Retail gross floorspace in TC1*.

This is at the upper end of the CPS range (max 53,000 sqm).

The permitted scheme was designed to:

- create a large fashion-anchored shopping centre
- maximise the quantum of profitable retail space, in order to support less profitable non-retail, HIE and community space
- benefit from pre-covid retail market and economic confidence
- provide appropriately-sized large units for a number of convenience, fashion and leisure anchor tenants who were offering reasonable and fundable lease terms

* Approximately 1,000 sqm of Retail + Non-Retail space has been constructed in the TC1 A blocks, and which is currently being leased



LAND USE	CPS MIN (SQ M)	CPS MAX (SQ M)	PERMITTED TC1 TOTAL (SQ M)	PERMITTED B BLOCKS ONLY (SQ M)
Retail	26,750	32,000	33,737	33,270
Non-Retail	17,000	21,000	18,689	18,076
HIE	8,000	10,000	9,610	9,610
Community	1,000	1,500	1,449	1,449
Residential	24,000	32,400	32,179	3,156 (48 units)
TOTAL	76,850	96,900	95,664	65,571

What is the appropriate size of a District centre?

From a planning perspective, Cherrywood town centre should be sized based on:

- ▶ “Town / District Centre” designation of Cherrywood in the urban/ retail hierarchies in the Dun Laoghaire Rathdown County Development Plan 2022-2028
- ▶ 10,000 - 20,000 sqm, as per 2005 Retail Planning Guidelines (RPG)
- ▶ 10,000 - 25,000 sqm, as per GDA Retail Strategy 2008, to cater for 10,000 - 40,000 people
- ▶ Contain ‘at least one supermarket, a good range of comparison shopping, some leisure activities and a range of cafes and restaurants, financial and other services (banks and building societies)’, as defined in RPG
- ▶ Comparable with other DLR District Centres, as per RPG, of Stillorgan, Blackrock and Nutgrove
- ▶ Development Plan 2022-2028, which states *‘the new focus in physical retailing is on what is referred to as ‘experiential’ retail, with a resultant shift from a town centre dominated by comparison retail offer to one where more time is spent on ‘experiences’ such as leisure, culture, food, beverages and retail services’*

District shopping centres

SHOPPING CENTRE	FLOORSPACE (SQ M)
Nutgrove, Dublin	20,250
Charlestown, Dublin	17,000
Stillorgan, Dublin	14,500
Northside, Dublin	14,000

Source: Goodbody, March 2018

Market Demand for a District centre in TC1

Pragma Consulting have advised on the demand for retail floorspace by assessing:

- the projected catchment area and market size
- the strength of competing retail locations
- the projected Cherrywood population growth and retail demand
- the anticipated retail turnover

Pragma have concluded that:

- If sized and designed appropriately as a District centre, market demand would support retail and non-retail gross floorspace in TC1 of between 28,800 - 32,700 sqm
- The majority of shoppers would be drawn from the primary catchment area, predominantly from the south of Cherrywood

SUPPORTABLE FLOORSPACE	GROSS FLOORSPACE (SQ M)
Clothing and Footwear	6,000 – 7,000
Entertainment Goods	1,000 – 1,200
Household Goods	700 – 900
Personal Goods	3,700 - 4,300
Grocery (convenience)	5,900 – 6,900
Retail Services	1,700 – 2,000
F&B	4,700 – 5,500
Other Non-Retail	5,000
TOTAL	28,800 – 32,700

Proposed Retail + Non-Retail floorspace for TC1

Proposal for an amendment to the CPS for plot TC1 to:

- Reduce the gross floorspace for Retail + Non-Retail to 20,000 sqm (min) to 28,500 sqm (max)
- Amalgamate Retail And Non-Retail categories to allow greater flexibility

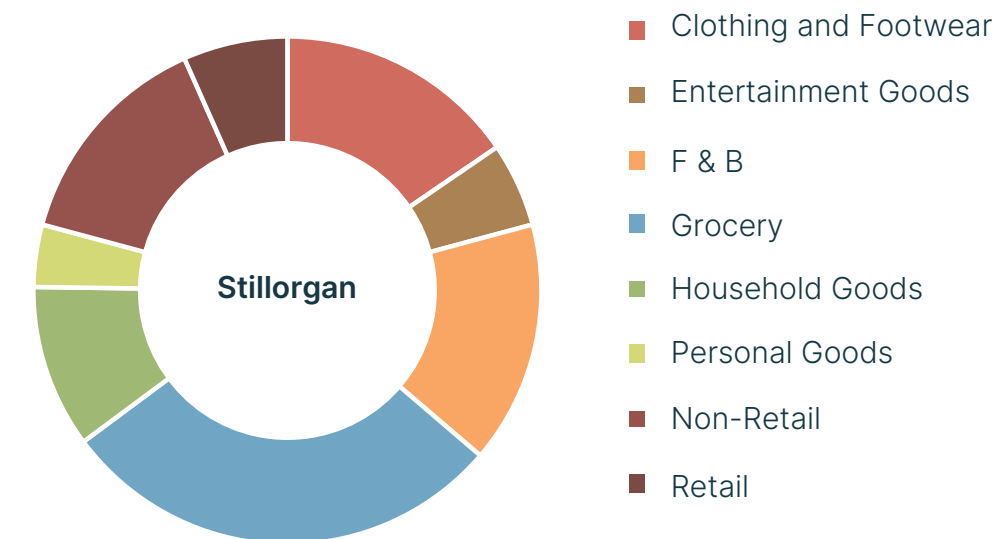
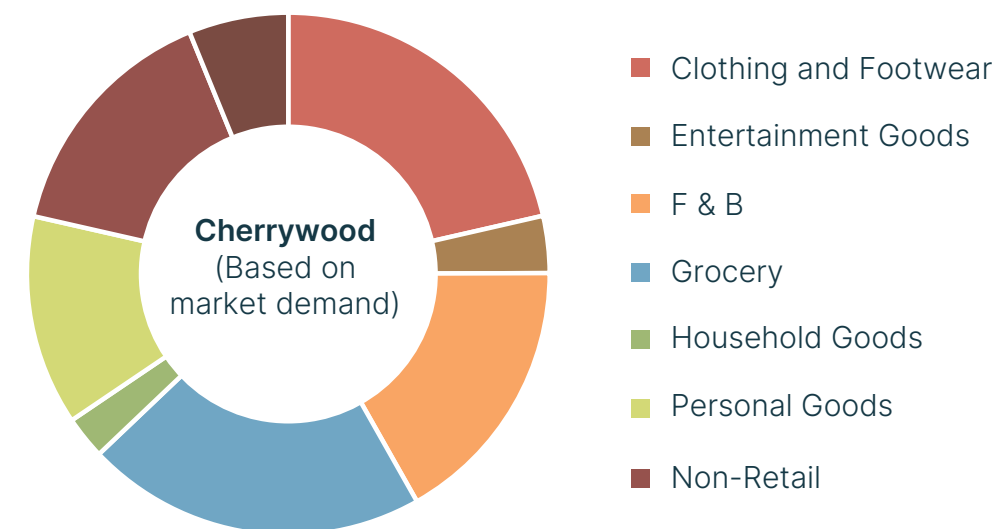
Pragma have concluded market demand exists to support 28,800 - 32,700 sqm of Retail and Non-Retail gross floorspace, which is in excess of, therefore supportive of, the quantum of space proposed for an amendment to the CPS.

COMBINED RETAIL + NON-RETAIL FLOORSPACE	RATIONALE	SQ M
Minimum	Retail and Non-Retail space predominantly located on TC1B ground floor with small amount of first floor Non-Retail space, together with approx 1,000 sqm of Retail and Non-Retail space under construction in TC1 A blocks	20,000
Additional First Floor	Allowance for additional Non-Retail space including creche, cinema, or other leisure uses which could be accommodated at First Floor	5,500
Basement	Allowance for up to 1,000 sqm lettable space within the basement, if not required for car parking or servicing	1,000
Mezzanine	Allowance for storage or back-of-house space to be constructed at mezzanine level for retailers, depending on demand	2,000
Maximum		28,500

Scale of TC1 compared to other District centres

The proposal for Cherrywood TC1 compares favourably with other District centres in Dun Laoghaire Rathdown in terms of scale and use mix

FLOORSPACE	RETAIL (SQM)	NON-RETAIL (SQM)	TOTAL (SQM)
Stillorgan (Net)	11,200	4,720	15,920
Blackrock excl Frascati (Net)	8,550	5,650	14,200
Nutgrove (Net)	13,500	1,100	14,600
Cherrywood Min (Net/Gross)	11,000 / 12,500	6,600 / 7,500	17,600 / 20,000
Cherrywood Max (Net/Gross)	14,520 / 16,500	10,560 / 12,000	25,080 / 28,500



Commercial Viability of a District centre in TC1

Factors affecting commercial viability include:

- **Demand:** Very limited demand for retail space on upper levels, with any such space being difficult to let and unprofitable
- **Size:** Scheme not large enough to attract fashion anchors, therefore anchored by a supermarket
- **Lease Terms:** Rents and lease terms reflective of tenant mix (different to a large international fashion-led anchored scheme)
- **Design:** Design of units, streets and overall destination critical in driving tenant's trading performance and ability to pay rent
- **Variety:** Need for a variety of unit sizes to attract a diverse range of occupiers, including smaller units suitable for Retail Services (typically 10% of retail space)
- **Non-Retail quantum:** Quantum of Non-Retail space to be based on projected demand for specific uses, given its broad definition
- **Non-Retail uses:** Food & Beverage (F&B) and leisure space to be right sized, well located and accessible, compared to the large volume of space in the Permitted scheme
- **Parking:** The basement car park must be right sized and constructed efficiency

INDICATIVE CONSTRUCTION COSTS	€ M
Basement	70
Retail / Non-Retail / Community	50
Residential	160
Site Works, including public spaces	30
Design and Development fees	30
Development Contributions	20
VAT on Residential	30
Letting, Marketing, Furnishing	10
Contingency	30
Debt Finance	20
Total (excluding Land and Profit)	450

Conclusion

- ▶ The Planning Scheme vision is for Cherrywood to have a district level retail and mixed-use offering in the town centre for the benefit of the Cherrywood population
- ▶ Hines aim to develop a high quality mixed-use development delivering to retail & non-retail tenants requirements to ensure its long term success
- ▶ The town centre will offer a variety of retail uses together with amenities to serve the community ensuring a lively and vibrant live, work & play environment
- ▶ The inviting streets and squares layout will offer high quality attractive public realm
- ▶ Planning policy indicates between 10,000 - 25,000 sqm of retail and non-retail floorspace should be provided in a district sized centre
- ▶ From a design and viability perspective, the TC1 plot can accommodate between 20,000 – 28,500 sqm gross retail and non-retail floorspace
- ▶ Pragma analysis of market demand indicates that this quantum of space is commercially sustainable
- ▶ Within the 20,000 – 28,500 sqm range, it is anticipated that the TC1 plot will accommodate a minimum of 12,500 sqm retail space and 7,500 sqm non-retail space, in addition to a community library
- ▶ Flexibility within this range is required due to market demand, design and planning considerations
- ▶ The viability, diversity and sustainability of the town centre will be enhanced through the provision of residential units in TC1, overlooking and integrated into the design and layout of the retail, non-retail and community spaces

Section 4

Landowners Collective
Request to DLRCC



Recap of Landowners Collective Request to DLRCC

Plot Ratio

	CURRENT PLOT RATIO	SOUGHT PLOT RATIO
TC1	2.3	3.0
TC2	2.3	2.8
TC3	2.3	3.0
TC4	2.2	2.8

Building Heights

- Planning Scheme Amendment should provide for variation in building heights ranging from 4 – 9 storeys
- Upward Modifiers can facilitate buildings up to 12 storeys on each plot where appropriate based on Building Height Guidelines Criteria

Per Category

RETAIL: Floorspace Allocation in “Retail Core” to be reduced while retaining District Centre retail function and street level activity

HIE: Reduce HIE floorspace in the TC plots to reflect the level of capacity in the “HIE plots” and to support shift to Residential

RESIDENTIAL: Increase in residential floorspace across the 4 TC plots will deliver housing and create a vibrant “multi-functional” town centre

NON-RETAIL: Reduce Non Retail Floorspace in line with the reduction in the retail offer and to support shift to Residential

FLEXIBILITY should and can be provided in the “Proposed Amendment” to adapt to changing demand without undermining the urban design principles or the objective for a mix of uses.

Suggested Route Forward

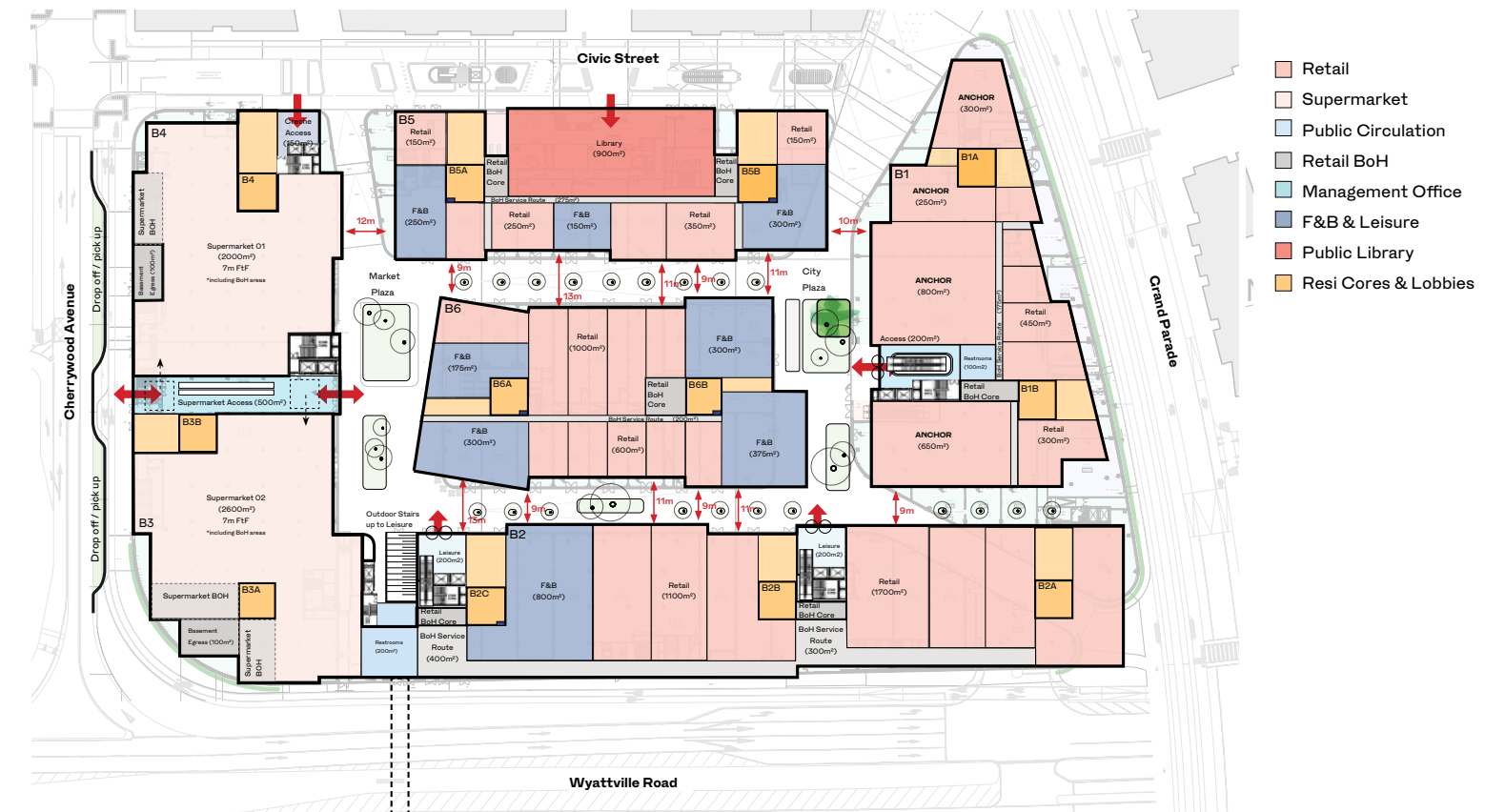
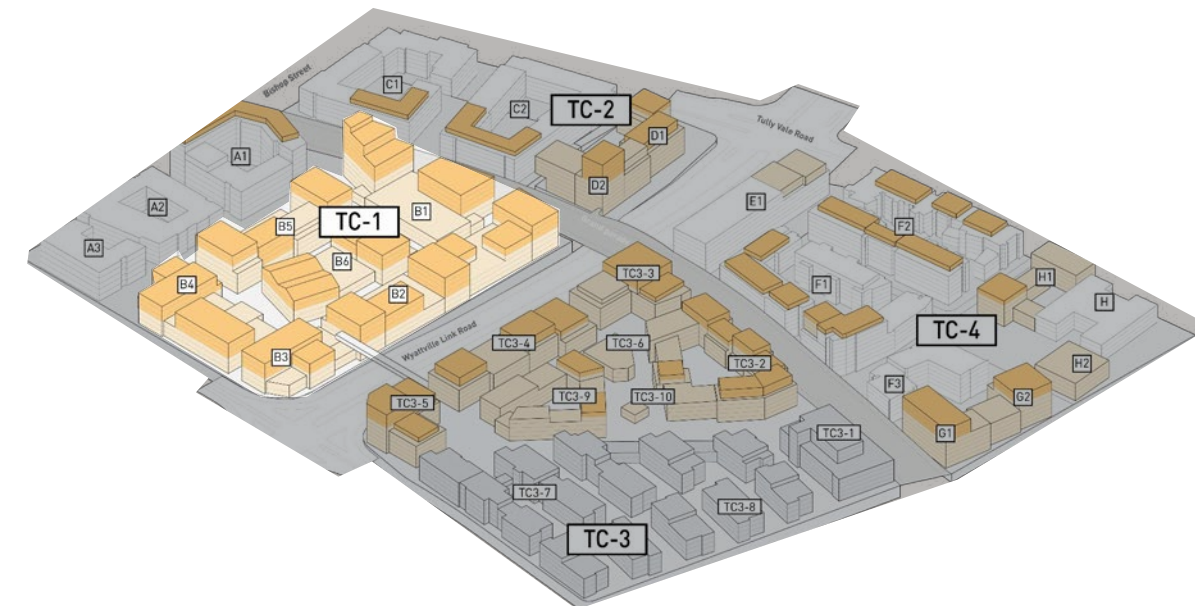
- ▶ DLRCC are enabled to move quickly and fast track this process, there is no requirement to follow Section 170a route
- ▶ Proposed Section 169 Amendment for Town Centre (TC1-4)
- ▶ Amendment 10 does not meet Section 170A criteria – Avoid a further 6-month delay (minimum)

Certainty on Programme for Amendment 10?

TC1b



- Hines King Street are proposing significant changes to the previous schemes presented to DLRCC in the last 18 months. These changes have been informed by feedback from DLRCC on said previous presentations, coordination with adjoining Town Centre landowners, and guidance from Gehl Urban Design
- The proposed mix of uses and typologies will create a vibrant, multi-functional and inclusive Town Centre, which achieves a suitable balance between residential and non-residential uses
- The proposed scheme promotes community, cultural and civic spaces. By layering uses the scheme will deliver diversity of scale, uses and building form enhancing urban fine grain

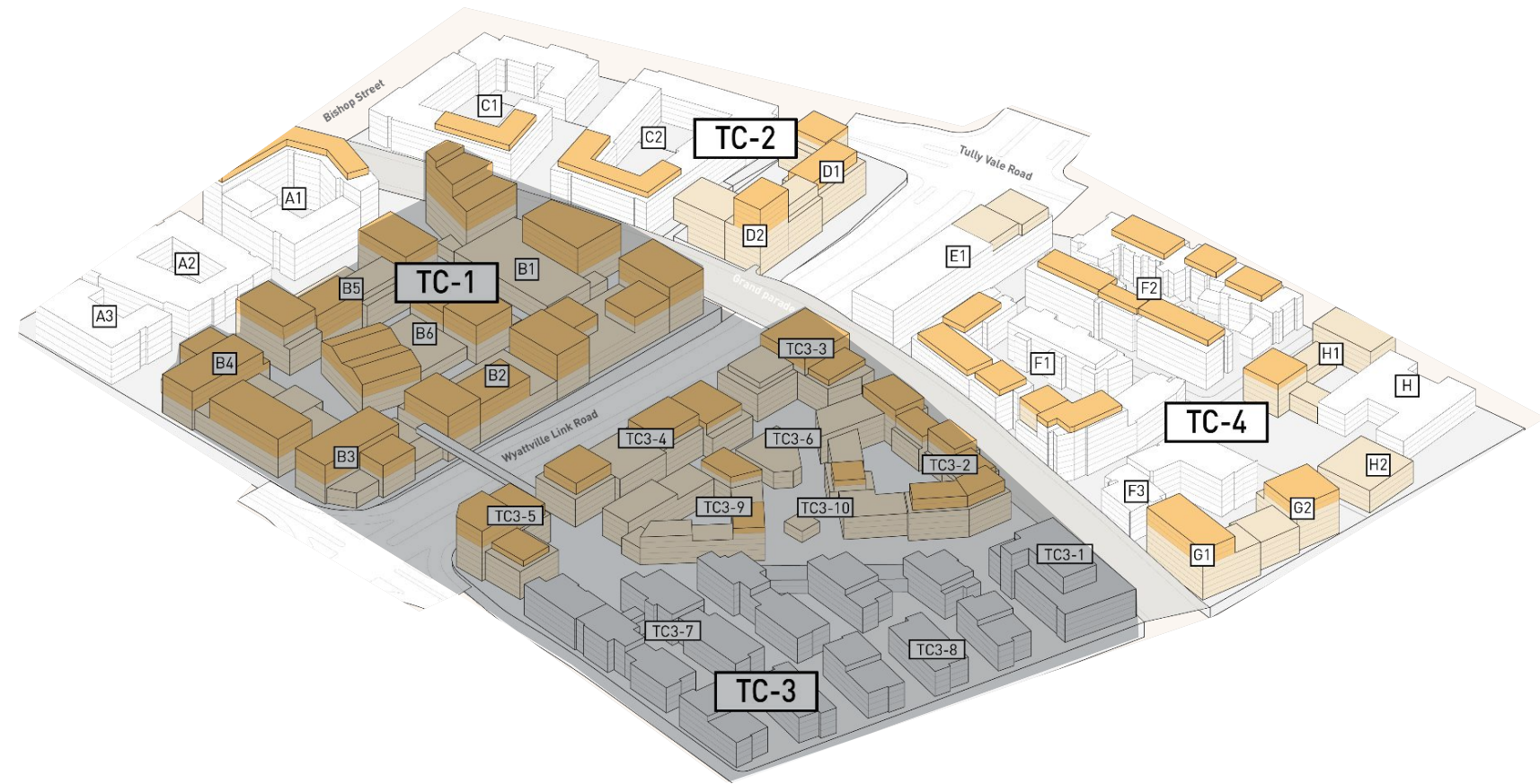


HKS Retail layout informed Gehl urban form and massing

TC1a, TC2 & TC4

Hines

apg
tomorrow is today



Gehl urban form and massing – height & density change compared to permitted

- Hines APG have made submissions to DLRCC for what we feel is appropriate levels of additional height and density on these Town Centre plots
- These designs showed strategically located floors of additional residential, along with two taller buildings on D1 and G1, at 20 and 15 storeys respectively. The designs also sought a reduction in non-retail minimum GFA requirements in TC2 and TC4

- HAPG have collaborated with adjoining landowners and Gehl over the recent months in order to refine these concept design proposals
- Whilst the heights proposed by Gehl for the D1 and G1 plots are considerably lower than our initial concept designs, HAPG are happy to consider the Gehl guidance to inform the level of massing achievable on these plots

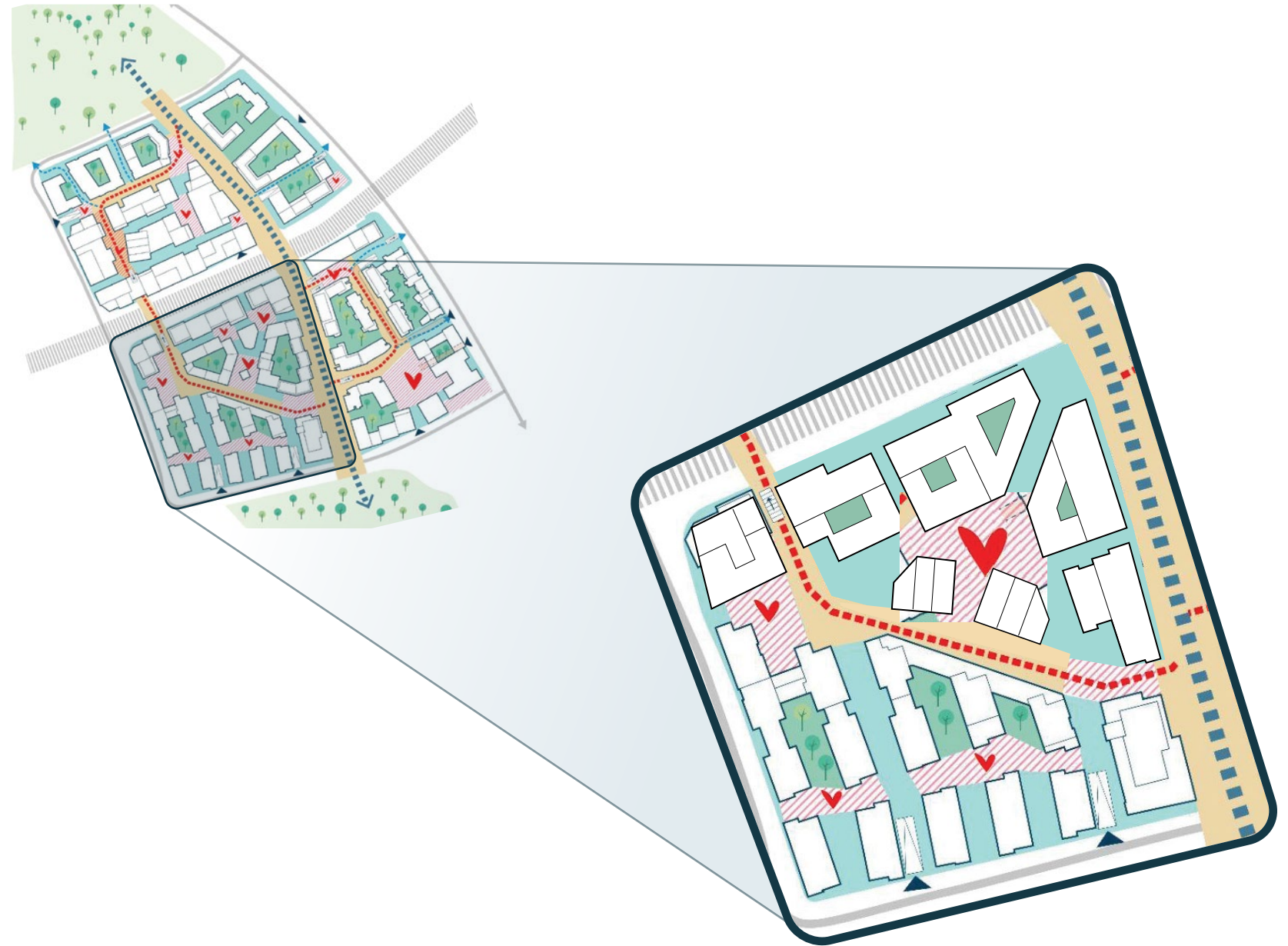
- A more detailed review of the split and location of non-retail and retail uses within TC1A, TC2 and TC4 is required and provision for flexibility in use mix allocations within plots will assist with creating a more vibrant and sustainable use mix

TC3

RONAN GROUP

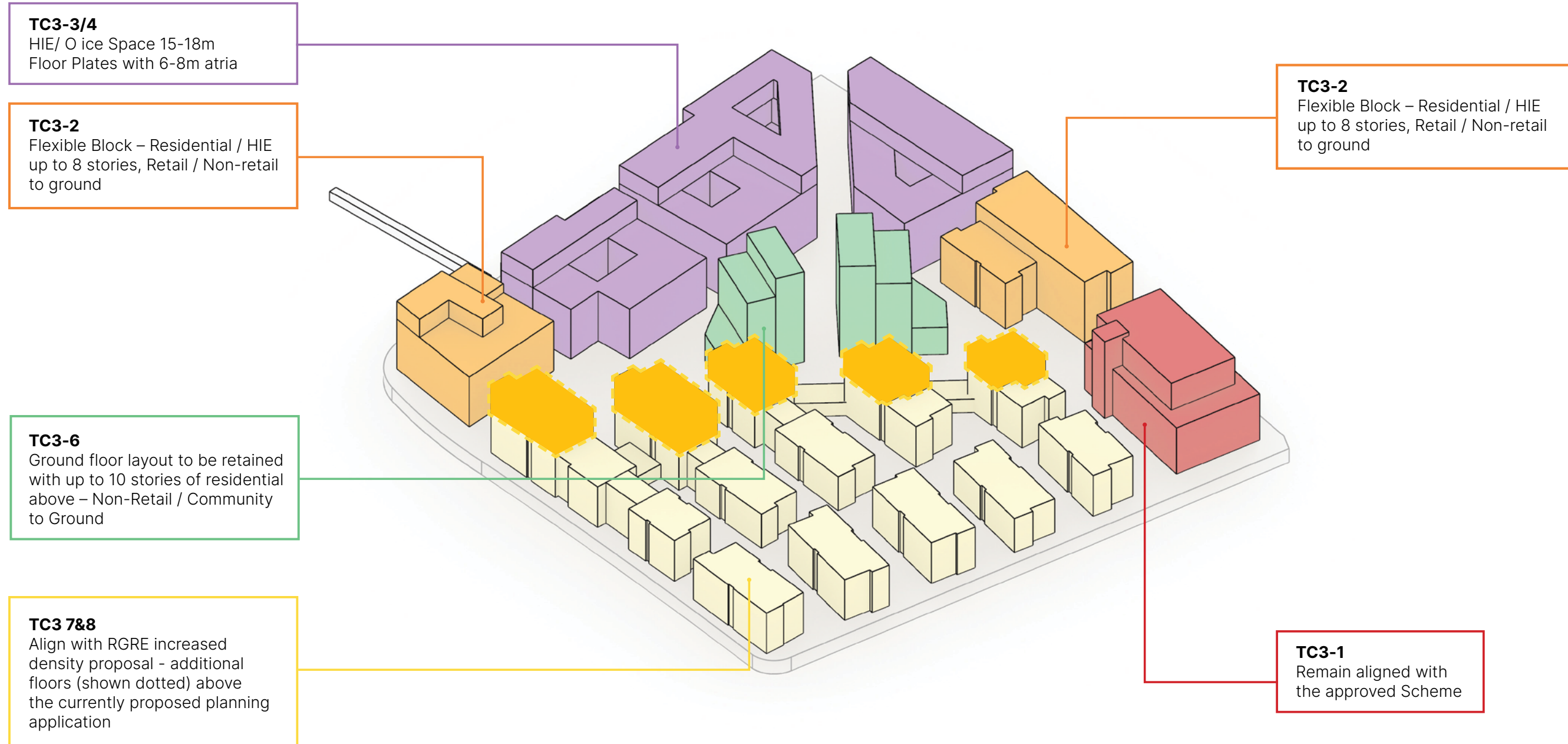


- Proposal builds on the agreed masterplan for TC3, and Gehl recommendations will be considered going forward
- Town Centres are dynamic and evolving and require flexibility to respond to societal and market needs
- Concept of flexibility – allocation of flexible floor area or mechanism for the reallocation of floorspace within land uses, whilst maintaining an appropriate mix of uses

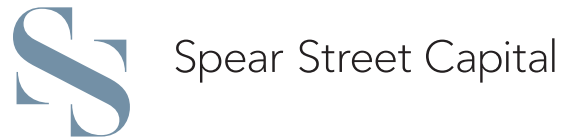


TC3 Masterplan informed Gehl urban form and massing

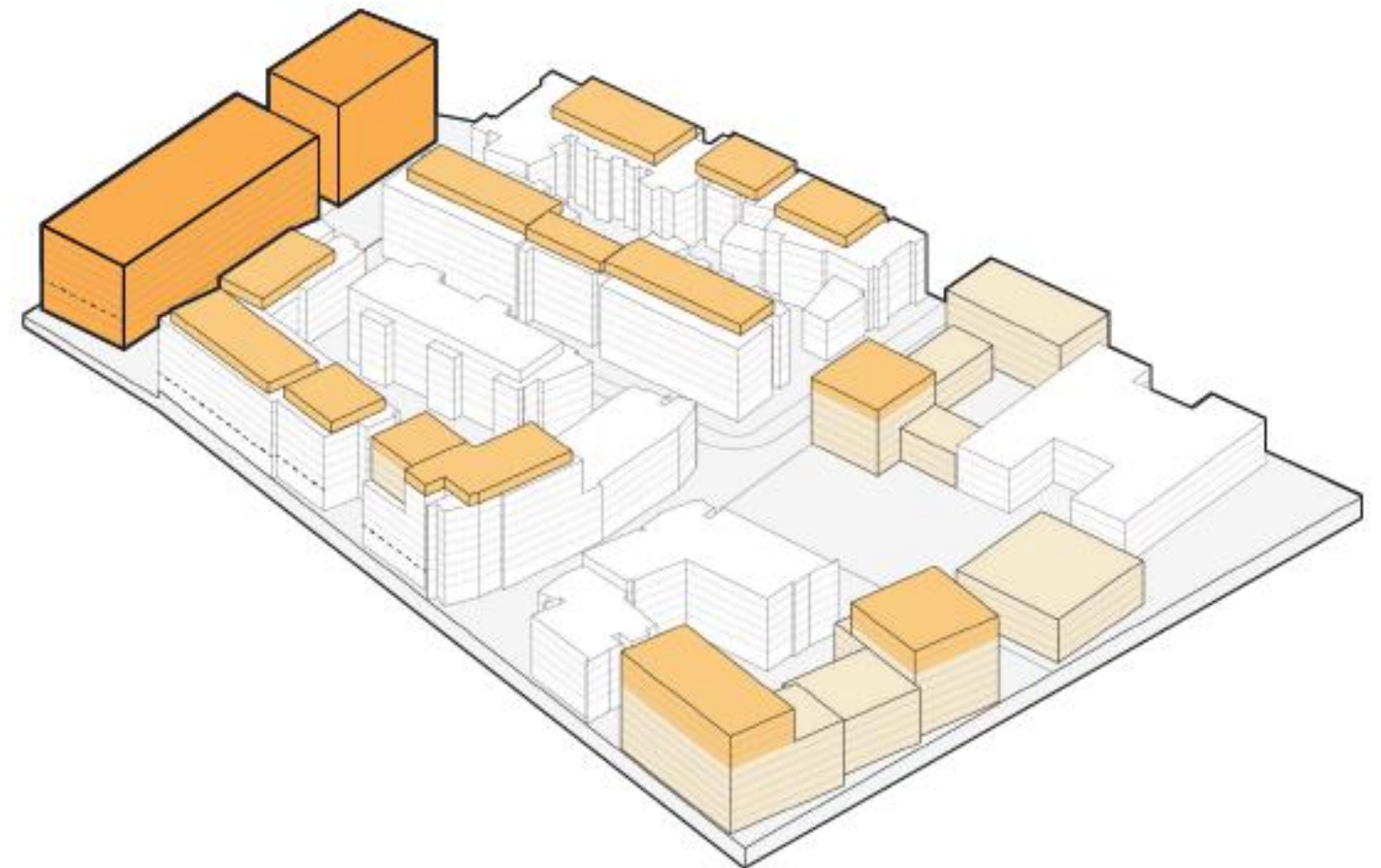
TC3 Plot Mix



TC4b



- Spear Street Capital has consulted and collaborated with the adjoining landowners and Gehl over the recent months to reconsider its plot within TC4 in the context of a height and density review.
- Gehl have guided that a modest increase in floor space would be appropriate on the TC4b plot and that a larger building would fit well within the context of the larger Town Centre scheme.
- As the owner of the majority of the HIE buildings within the SDZ at The Campus, Cherrywood, Spear Street Capital is keenly aware of the shifting demand for office space and the evolving characteristics of successful and viable new development schemes.
- A more flexible mix of permitted uses for this parcel will allow Spear Street to craft a refined development plan that will help create a vibrant, multi-functional and inclusive Town Center that will support the incubation of existing and future business located at The Campus, Cherrywood.



TC4 layout informed Gehl urban form and massing

Conclusions & Next Steps
