

JANUARY 2021

COMMUNICATION

PRESERVING THE PLAYER WILLS FACTORY BUILDING

THE PROPOSED PLAYER WILLS SCHEME

DEMAND FOR APARTMENTS

DEVELOPMENT UPDATE

Former Bailey Gibson and Player Wills Sites



Hines  apg

Welcome to our latest update and best wishes for 2021.

We appreciate all of the feedback we received in response to the previous newsletter and earlier Open Days, and very much welcome further comments, queries, discussion and suggestions at the following contact numbers and email:

- Community Consultation with Hines, including construction related queries: 087 3836512 (Operating hours: Monday to Friday 9am to 5pm)
- Community Engagement with Andrew Kinsella who can be contacted for more information, comments and concerns not related directly to construction issues: kinsellaandy@gmail.com or 086 852 0565
- Other queries: info@hinesopenday-d8.com

If you didn't receive our first newsletter you can find a copy on our website: www.hinesopenday-d8.com

STRATEGIC HOUSING DEVELOPMENT APPLICATION SUBMITTED FOR THE FORMER PLAYER WILLS FACTORY SITE

In December 2020, Hines and APG submitted a Strategic Housing Development Application to An Bord Pleanála for the construction of 732 new homes and two new public parks.

The planning application proposes the retention and transformation of the iconic Player Wills Factory building and the development of a multi-purpose, cultural and social space that will be open for all to enjoy including local residents and the general public. This significant change to the original plans is a result of feedback we received from the local community. It will add to the vitality and life of the proposed development and to the local area.

All of the planning documents for the redevelopment can be viewed at www.pwscr2shd.ie.

The pre-planning pack for Phase Three will be submitted to An Bord Pleanála on the 26th January 2021. The Phase Three application will include the full sized Municipal Playing Pitch.

THE FACTORY BUILDING PRESERVING THE PLAYER WILLS FACTORY BUILDING

Guided by a heritage consultant, David Slattery Conservation Architects, the new vision for the former Player Wills Factory building is to restore, repurpose and transform the existing, unused building into a cultural and entertainment hub for the community. In addition, as part of the repurposing, it's proposed to add two extra floors set back from the existing front façade onto the South Circular Road. To the rear, at the north eastern corner, where a later extension to the factory is removed, a new 8 storey building with amenities is proposed.



VIEW OF THE PLAYER WILLS FACTORY BUILDING FROM THE SOUTH CIRCULAR ROAD WITH THE BAILEY GIBSON SITE SEEN IN THE LEFT-HAND CORNER.



VIEW OF THE COURTYARD IN THE PLAYER WILLS FACTORY BUILDING. THIS COURTYARD IS ENVISAGED TO BE AN EXCITING NEW COMMUNITY SPACE THAT CAN BE USED FOR EVENING EVENTS AND MARKETS FULLY OPEN TO THE WHOLE COMMUNITY - BOTH NEW AND EXISTING.

A NEW HUB FOR THE WHOLE COMMUNITY

Extending from the South Circular Road through to the new Players Park, the factory building straddles and connects both the new and existing communities. The landscape design features a "red carpet" paving the way of a new public route from the South Circular Road, through the Factory, to the new public park.

Features of the reimagined Player Wills Factory building include:

- 852 sq.m. of ground floor area devoted entirely to community and cultural uses such as community arts & studio space – **equivalent in size to the Project Arts Centre in Temple Bar.**
- The internal open-air courtyard will be used for many purposes including, for example, Christmas market stalls or evening events & performances, open for the enjoyment of the local community and wider Dublin 8 residents.
- In total over 2,500 sqm of the building will be open to the community including a 500 sqm convenience shop and a café/restaurant/bar space where people can meet, socialise or work together.



THE PROPOSED PLAYER WILLS SCHEME

Over the past two years our design team has been working on the planning application for the Player Wills site. As mentioned earlier this application was submitted in December 2020. For more information visit our website here www.pwscr2shd.ie or contact info@hinesopenday-d8.com. Feel free to contact us if you'd like one of the team to help you navigate around the masterplan.

PHASE ONE

Bailey Gibson
Planning Lodged
25th May 2020
Planning Decision Date
14th September 2020
Target Start Date
June 2021 (Pending Legal Review)

PHASE TWO

Player Wills
Planning Lodgement
December 2020
Planning Decision Date
April 2021
Target Start Date
August 2021

PHASE THREE

PW3
Pre-Application pack submitted to An Bord Pleanála
Week commencing 25th January 2021
Planning Lodgement
April 2021
Planning Decision Date
August 2021
Target Start Date
January 2022



PUBLIC PARKS + PLAYGROUNDS

The largest of the two parks at 6,000 sqm is equivalent in size to Weaver Park on Cork street and more than twice the size of Oscars Square in The Tinters. This public park will be a large green open space for the wider community to enjoy and is in addition to numerous smaller parks and courtyards which will serve the new residents.

The more curated of the two parks is adjacent to the proposed creche facility and St. Catherine's National School and will include a playground.

MUNICIPAL PLAYING PITCH

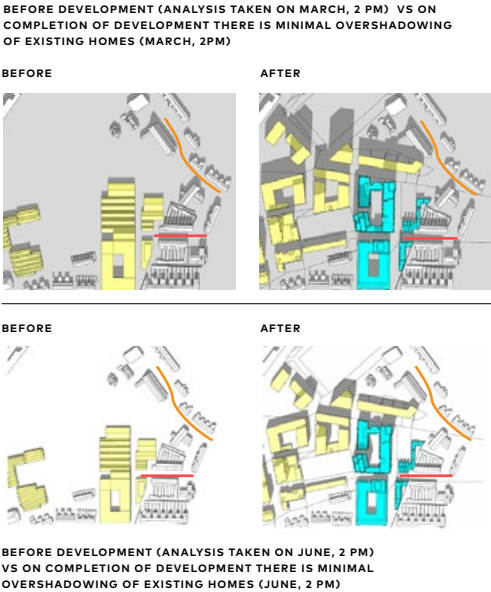
A highlight and one of the most exciting features of the masterplan is the proposal for a municipal playing pitch on the north east corner of the site adjacent to Donore Avenue.

The Municipal Playing Pitch forms part of the Phase Three planning application and it's proposed as a full size, all weather pitch available to local sporting clubs. The planning pack for the pre-application consultation with An Bord Pleanála will be submitted the week commencing the 25th January. Consultations with Dublin City Council and local sporting bodies continue to take place, with the latest consultation having taken place on the 21st January where plans for the pitch and associated community facilities were further progressed.

BUILDING HEIGHTS

At 27 acres in total the masterplanned site is a very large area – 9 times bigger than the size of Croke Park. Sensitively designed and gradually rising to include a building of 19 stories at its centre, the total site area can accommodate the heights in a manner which delivers the new homes and sits comfortably within the existing built environment of low rise houses.

The proposal and introduction of new buildings will change the view at street level and change the existing sky-view, however, the buildings are designed in such a way so as not to over shadow existing buildings or reduce sunlight as they sit between 90 meters to 155 meters from existing housing which is **equivalent to approximately 2 - 3 Olympic swimming pools in length**.



A NEW NETWORK OF STREETS



Primary — **Secondary** — **Shared Space** — **Street Cycle Parking** ●

Traffic calmed. High pedestrian/cycle priority with minimal traffic

Equal priority to pedestrians and cyclists to reduce the dominance of cars.

Parking as shown for Bailey Gibson and Player Wills, around St Teresa's Gardens to follow.

HOMES

In addition to shops, cafes, a crèche, parks and the new community hub, the application for the Player Wills site includes 732 new homes.

Throughout the wider masterplan, the layout of the proposed 1,2 and 3 bedroom apartments and the proposed townhouses is familiar including bedrooms, living room, kitchen, bathroom etc.

The historic Player Wills Factory building, however, presents its own unique challenges. To preserve its original character including the internal, industrial steel grid design, a more innovative solution had to be found. Our architects, heritage consultant and design teams explored several uses for the factory building. In the end they concluded that the building's original industrial design and layout are not conducive to a standard apartment design and layout. The proposal is a loft style, shared accommodation solution which combines more compact private living and bedroom space with the benefits of large open communal spaces for socialising, recreation, working or exercising. The design makes the most of the industrial heritage and feel of the building, benefiting from the original double height ceilings and refurbished steel frame windows found in industrial buildings and warehouse loft conversions elsewhere.

THANK YOU

Our vision for the wider masterplan is to create a thriving, sustainable, residential led community that sits comfortably within the existing built environment, connects with local communities and enhances the quality of living experience for all residents – new and old. We want to hear from local residents and others on our plans for what is a wonderful site and a great opportunity for true urban regeneration.

DEMAND FOR APARTMENTS

- 70-80% of all demand for housing in Dublin is for smaller 1-2 person homes, indeed c.90% of this local districts rental properties searched on Daft.ie were for 1-2 bedroom homes.
- Census data for this local district shows over 50% of housing stock is family homes or bungalows, many of which were built prior to 1919 and often occupied by numerous singles or couples sharing as there is not enough apartments in the area. Ideally this housing stock would be freed up to be converted back into family homes over time, by the development of more apartments in the area.
- The proposed development addresses this local district's need for more modern, highly energy efficient, right-sized homes.
- The scheme's density on a vacant brownfield site addresses urgent calls to reduce Dublin's urban sprawl and build more sustainably for future generations in line with both National and City objectives.
- The scheme includes significant amenities and communal spaces to support this density, some of which will be for the residents and some of which will be for the wider community to enjoy.
- The arrival of a significant new population will bring a lot of new spend on groceries, local services such as barbers and hairdressers, and food & beverage in the local community. This will help existing retailers, cafés' and other local service providers significantly and allow them to potentially expand and invest in their business bringing a lot of long-term benefit for both the new and existing residents in the area.
- Long term, purpose built and professionally owned rental accommodation, is commonplace in Europe and is also becoming important for Dublin.



INDICATIVE CGI OF THE LIVING AREA IN A 2 BED APARTMENT IN
PLAYER WILLS BUILDING 2

- It moves beyond the model of individual private landlords and allows the scaling of operation which means there will be full time management on site, to deal with any repairs and maintenance. It provides a lot more certainty for tenants as the landlord is very keen to promote long term occupation.
- The proposal delivers modern, high quality apartments and a quality of life experience.
- The apartments, including the parks, the municipal playing pitch and amenities, will be completed in approximately one third of the time it would take to build apartments that are built for sale due, to the slower rate at which apartments can be sold vs rented.