

Proposal for the redevelopment of the former Chivers Factory into a quality new apartment development



What we have



The site is a derelict factory off the Malahide Rd on the north side of Dublin

It is less than 300 metres to the Malahide Rd and the city centre is just 20 mins travel time by public transport

The total area of the site is 9 acres, encompassing 6 acres of now zoned residential land and 3 acres of park land on the banks of the Santry River.

In the past the site has been a jam factory, which would have involved numerous HGV movements in and out of the site throughout the day. No alternative industry choose to locate here over the last 20 years, despite the efforts of the current owners to attract them.

The site being set in a residential area was rezoned by DCC in 2018.



What our ambitions are



What we now have is an excellent opportunity to create a great place to live.

The site is 6 acres of residential land and 3 acres of parkland. The potential to do something great is there:

The site is less than a 5 minute walk from the Malahide Road with its links to DART, city centre and beyond. The connectivity is the jewel in the crown of this area, with one of the best bus routes in the entire city passing along the Malahide Rd.

The ability to create an affordable Private Rented product is the cornerstone of this development. The aspirations of the developer is to create a residential product that is not only a great place to live but also affordable. Key factors in making this a great development are:

- Affordability of units

- Units are offered to the government and DCC

- Units are generous in size with outdoor space

- Ancillary Facilities

- The mix of units creates a community, for young, old, single and families alike

The facilities offered to residents are unequalled across the city. Facilities provided aim to be functional, educational, leisure and employment creating. The level of facilities allows residents to engage in self progression, education, development and creates a community.

This is a scheme for all demographics, where the government will be offered units under the Enhanced Leasing Scheme and where OAP's can live in a sheltered and caring environment surrounded by a mixed community.

This is a functional PRS scheme that is specifically created to alleviate the current Housing Crisis. Tenancies will be on a long term basis depending on the tenants needs and desires, typically being of 5-10 years duration.

Summary Aims



What we have

- 9 acre site with 6 acres of zoned residential

This will allow us

- Develop a new park, new facilities (educational, child care, adolescent, sports and recreational) and a new riverside park
- Creation of 495 residential units on long term rental agreements with a broad mixture of family types and ages
- Creation of a dense housing scheme on one of the premier bus corridors in the city
- This will allow us to transform the quality of life for 700+ people, give them security of tenure and the ability to develop their lives within the community.

Ultimate Aim

- We are creating a community and a lifestyle whereby the pressure of being homeless is removed. This is an affordable rental scheme, made available to social and private tenants. The plans have made provision for high quality facilities to allow people and families to educate, develop and become one as an integrated community. Breakfast clubs for example could be run on a volunteer not for profit basis from the community centre.

Together we can develop a model for social and affordable housing that works, a model that can be replicated. This is our vision and relentless aim.



Development Strategy



We are confident we can create a great place to live and enhance the locality, from a site that has been vacant and anti social hotspot for a considerable time.

Why Build to Rent

- This is a structure where the units are rented to the government on 25 year leases
- These units are then used by the local authority to house social housing tenants
- Units can also be rented by corporates and private individuals
- A housing model like this with tenants given long term leases supplies housing much faster than a build and sell model.
- Under the development we are proposing a spade to walk away with 100% occupancy in as little as 2 years.

We are hopeful that all or a significant proportion of this development would appeal to the government under the enhanced leasing structure.

The Community we will foster

This is a development that will build upon the qualities of Coolock Village

- The development will increase the use of public transport on one of the arteries that is a key Dublin Bus corridor. DART is nearby and accessible too
- The creation of this park is a one of the few remaining sections along Santry River linear park
- There is an abundance of facilities on site and these can be used by the local and wider community. Most of these facilities are multi use and will remain viable and well kept. A park and playground compliment the selection of well considered facilities
- The unit mix is dealt with later in the document but we specifically have a development here that caters for the spectrum of tenants on long term leases. This will allow people from the area to upsize, downsize and move into great quality accommodation
- There purposely is no retail in the development as the area is well served by competitive retail and it is felt putting in a competing shop would effect local business and on site retail would struggle to be viable. Instead we created short cuts and access routes into/out of the development (on foot/bike) to allow people to shop locally without leaving a carbon footprint

The Neighbourly relations we build

We have created a development that adds to the locality. Facilities are created and people are integrated within the neighbourhood. There will be an influx of customers for the local businesses.

We are on routes for several local bus routes, short cycle distance into town and parking is all on site. The main feature of the development is it is easily accessible to transport with a 5 min walk being both healthy, yet convenient to encourage public transport usage and discourage unnecessary car usage.

Permeability of the development is created with pedestrian access creating short cuts and thoroughfares.

The creche, café, playground and facilities will all be available to the wider community and will allow for an integrated, inclusive community. Tenants will have priority utilisation of some facilities.

We are building a community whereby established residents in unsuitable local accommodation can move into suitable accommodation while staying in their area.

Design above and Beyond

This is a development proposal that has evolved over the last 2 years working with DCC. We are at the forefront of creating an affordable Private Rental Sector Housing Development, very different from the typical high end PRS schemes.

We want people to want to live here, thoroughly enjoy living here and for the development to really transform lives.

- All units are oversized
- Parking is provided on site
- Ample open space >40%
- Light levels exceed standards
- Abundance of facilities providing for recreational, educational and interest needs
- On site management
- On site security
- Crime prevention has been considered in detail designed out
- Great design and quality materials with low maintenance

The focus from the start has been to create a place people are proud of, enhances their lives and allows a generation to aspire without the need to worry about accommodation

Something for the Senior Citizens

The scheme is designed with studios and one bedroom units throughout the development. These are ideal for downsizers and semi sheltered living. A warden will be on site and senior citizens will be surrounded by facilities, neighbours, children and their families that will make senior living more balanced and enjoyable.

The advantages of incorporating units that can accommodate older citizens are:

- Passive security

- Every unit is DDA compliant and accessible

- The development is flat and accessible

- There is an abundance of facilities that could be used 24/7

- The quantum of units allows better care for an aging community, who require better facilities and wardens to look after their requirements

- An integrated approach to OAP housing and keeping OAP's in the community is beneficial to society and the quality of life of the OAP's who in some instances only require moderate assistance or are reliant on lower care levels.

Something for the Middle

The development is heavily populated with studio, one and two bedroom apartments that will appeal to local workers, single parents and small families.

With the creation of units that appeal to these tenants good use of the adjacent public transport will occur.

Benefits appealing to this sector

Ease the housing crisis

Allow a workforce to be housed

Allow businesses to rent accommodation for their staff

Allow smaller families and single parents to create a long term home

These tenants would use facilities before 9am and after 6pm

With a decent spending power these tenants would use the facilities and ensure they are viable

Additional benefits are self improvement, shared and communal (neighbourly) childcare and the creation of a work force that helps each other and uses the facilities to benefit each other, pre and post childcare, fitness clubs and cooking classes. There are ample opportunities for the community to operate on a Co-Op basis in these facilities and this is something the developer will facilitate at every opportunity

Something for the Families

This is an ideal established family location that is convenient to employment centres and the city centre. We have deliberately put in an abundance of facilities that are multi function and can be used throughout the day. The units are oversized and have good out door space. Creation of a new park and there are many social spaces throughout.

Due to the proximity to the city centre commuting times of working parents are minimised

Sustainable methods of transport are promoted

There is an abundance of local facilities and we are adding to these

There are facilities for pre and post school

Enterprise facilities allow for working from home and there are dining rooms. After school clubs and function rooms for all occasions

A café, gym and playground add to the diverse offering on site

Small function rooms allow for tutoring, mentoring and study

The long lease structure allows for families to put roots down, establish themselves, complete schooling and progress in their working lives

Provision of car club spaces negates the need to own a car

Images of the Ambition



Images of the Ambition



Images of the Ambition



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Creation of a new Park enhancing the community



A Quality of Life

We have created a development on a piece of land that has laid barren for almost 20 years. Our aspirations are to create a high quality development for a wide spectrum of tenants.

Our key aspirations are:

- Affordable
- Accessible
- Sustainable
- Security of tenure

We want to create a community that comes together. A community that can lean on one another and has the facilities to ensure their lives are the best they can be by improving:

- Living standards
- Education
- Recreation
- Fitness
- Co-Op

The management of the scheme

This is an ambitious plan and will be one of the first schemes brought through planning under the build to rent planning regime. This is a build to rent scheme aimed at a different market. Previous build to rent schemes focused on the upper class commercial sector whilst we are focusing on the more affordable level, private, government and business tenants

It is our aspiration to create a great place to live for normal people. This will be a mixture of social and affordable housing all rented to the occupiers and we are willing to lease the majority to the government. The leases will be on longer tenures so occupiers can develop their lives and those of their family's without the need to worry about housing.

Great, secure and managed place to live for single people and families.

Community facilities for the entire community. Creche and other facilities on site for everyone to use.

Extension of the linear park with facilities like riverside seating, recreation areas, function area and playground. This will be a managed day time park.

Creation of much needed affordable housing and 300+ local jobs in construction and over 50 jobs permanently on site.

Parking will be rented separately and with this as an additional cost people will be encouraged to car share, hire cars when needed and use sustainable/ public transport.

First occupants could be in the scheme in 2020 and we are hopeful we can replicate this model elsewhere

Conclusion and Summary

This is an opportunity to create much needed housing in Dublin city whereby the city centre is less than 20 minutes away. It is on one of the main arteries of the new Dublin bus network, accessible to the DART and a bike ride to the city centre

The benefits of developing this as a housing site are considerable including:

- Housing
- Employment
- Facilities for everyone
- Linear park
- Good for local businesses
- Great quality housing and facilities
- Sustainable development in a great location
- Great design following planning policy and best practices
- Mixture of unit sizes and types caters for the widest spectrum
- One of the bigger build to rent applications under the new legislation that will have a real effect at helping those in most need of housing
- Strong financials and demand
- Good rental prospects and an established infrastructure
- A location that can handle and is appropriate for the heights we are proposing
- No negative impacts on the neighbourhood or adjoining properties

With the support of the community we can do something really special