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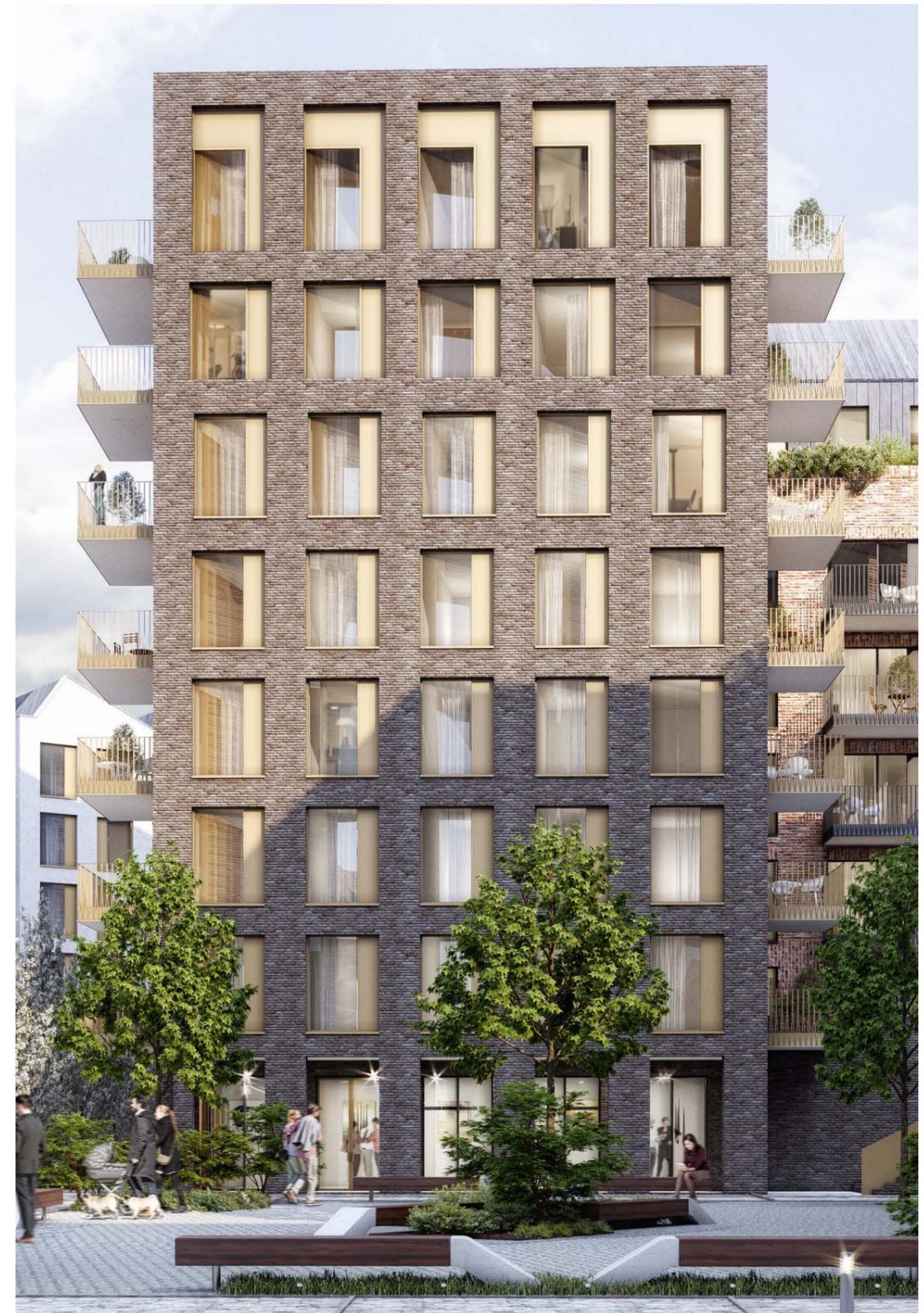
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" Our vision is to transform an underutilised site to deliver a new complement to the wider community in East Road and environs. The scheme will combine employment, living and public realm in an architectural form that provides a diversified model of housing supply, new adaptable employment, and community use opportunities. All this delivered in a design approach scaled to the various edges of the site, drawing inspiration from the industrial vernacular of the area, through a strong historic resonance with the buildings proportions and materiality "



Four key principles of the proposal:

- The development will be both a working and living community with a sustainable long-term mix of uses creating a vibrant new addition to the neighborhood and a catalyst for future social and economic growth and redevelopment in the area. It will become a 'destination'.
- Creating a series of buildings drawing on the wider character of East Wall with variation in scale and material articulation responding to the site context.
- Drawing inspiration from the industrial/warehouse buildings architecture using robust detailing, well proportioned buildings and brick facades, etc.
- New gateway building and public space defining the site as a destination within the docklands.



Introduction

Development Description

Construction of a mixed use development set out in 9 no. blocks, ranging in height from 3 to 15 storeys to accommodate 554 no. apartments, enterprise space, retail units, foodhub/café/exhibition space, residential amenity, crèche and men's shed. The site will accommodate car parking spaces, bicycle parking, storage, services and plant areas. Landscaping will include a new central public space and residential podium courtyards.

Purpose of Masterplan

This Master Plan has been prepared on behalf of Glenveagh Living Ltd, owners of the lands at 1-4 East Road, East Wall, Dublin 3. The purpose of the Masterplan is to set out a clear vision for the comprehensive and sustainable development of the lands at East Road.

Scope of Masterplan

The Masterplan will seek to address the specific requirements for the development of the lands within the context of the opportunities and constraints offered by the site. Specific regard will be given to the requirements set down by the planning policy context and the nature and character of the surrounding development.

The Masterplan will address issues including the mix of uses, height ranges, access provisions, provision of public open space, landscaping and relationship to the wider existing and emerging Docklands context.

The methodology used for the preparation of this Masterplan will combine the principles of spatial planning and urban design with a view to providing a set of parameters for the future development of the subject lands. The concepts of urban form, sense of place, focal points, permeability and legibility, character areas, architectural heritage, important aspects and views inform and are incorporated by the Masterplan to create a sustainable land use composition, built form and layout design.



Planning Context

Full documentation and assessment of the relevant statutory planning policy is provided in the Planning Report and Statement of Consistency which accompanies this application.

Planning Policy

The site is located within SDRA 6 Docklands Area as set out in the Dublin City Development Plan 2016-2022. The policy for this area is set down in general terms and promotes sustainable mixed use development based on high quality urban design principles.

Zoning

Reflecting the SDRA status, the Development Plan designates the subject lands with Z14 Zoning: To seek the social, economic and physical development and/or rejuvenation of an area with mixed use, of which residential and "Z6" would be the predominant uses.

In essence, Z14 zoning allows consideration of a wide range of land uses with sites considered on their merits having regard to their local context and the specific aims and objective of the SDRA area.

Plot Ratio & Site Coverage

The indicative plot ratio for Z14 Regeneration Areas is 1.0 – 3.0.

The indicative Site Coverage for Z14 Regeneration Area is 50%. Section 16.5 of the Development Plan states that a higher plot ratio may be permitted in certain circumstances such as adjoining major public transport or to facilitate comprehensive re-development in areas in need of urban renewal.



Location

The lands at 1-4 East Road (approx. 2.2 hectares) are located immediately to the north of the East Wall Rail Yard in the North Docks area of the city. The lands are accessed from East Road on the western boundary of the site. The eastern boundary of the site abuts Merchant's Square residential development. The southern boundary is defined by CIE lands. Industrial, commercial, leisure and retail land uses are all present in close proximity. The Site abuts Teeling way to the north - a low rise multi-unit scheme.

Public transport connectivity is good with a bus service along East Road, the Luas Line C1 along Mayor Street south of the subject lands and the nearest stop to the application site located at Spencer Dock stop, circa 360 metres to the south west.

The subject site fronts onto East Road. This is the focus of movement and accessibility to and at the scheme.

Parts of the wider Docklands area has undergone significant regeneration in recent years. The older industrial precincts along Sheriff Street Upper and northwards now present a logical location for improvements to housing supply, newer adaptable employment options and improved place making.

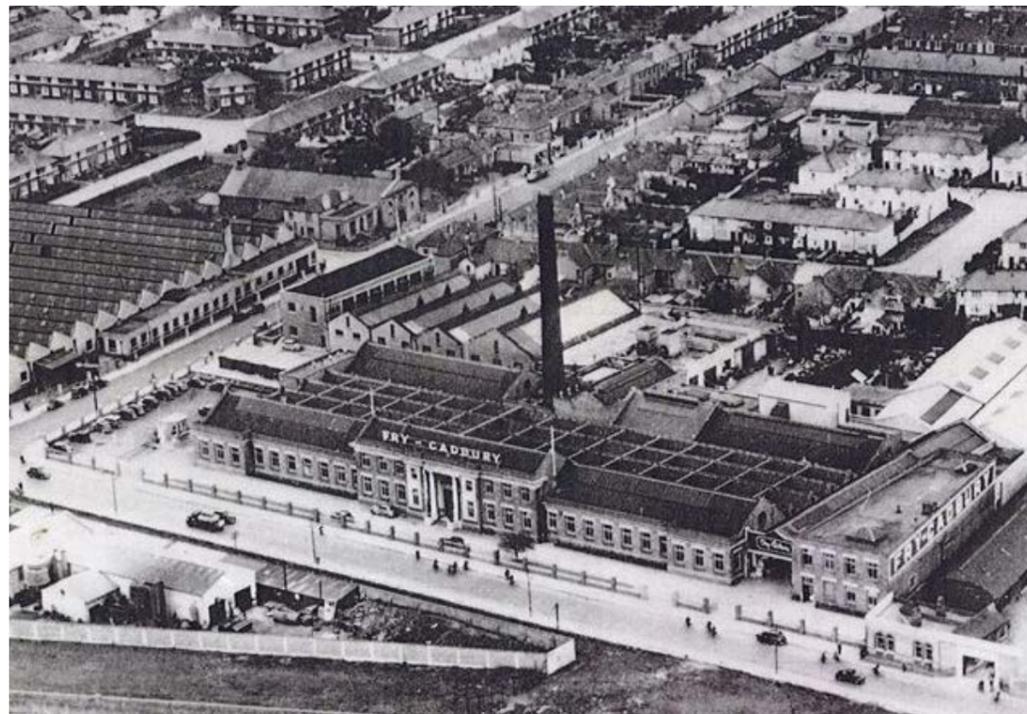
The site is an underutilised one, within the overall Docklands Area which is designated as a Strategic Development and Regeneration Area. This policy notes that SDRAs have substantial development capacity, and emphasises the reality of significant change in these identified locations and places an importance on high quality place-making.



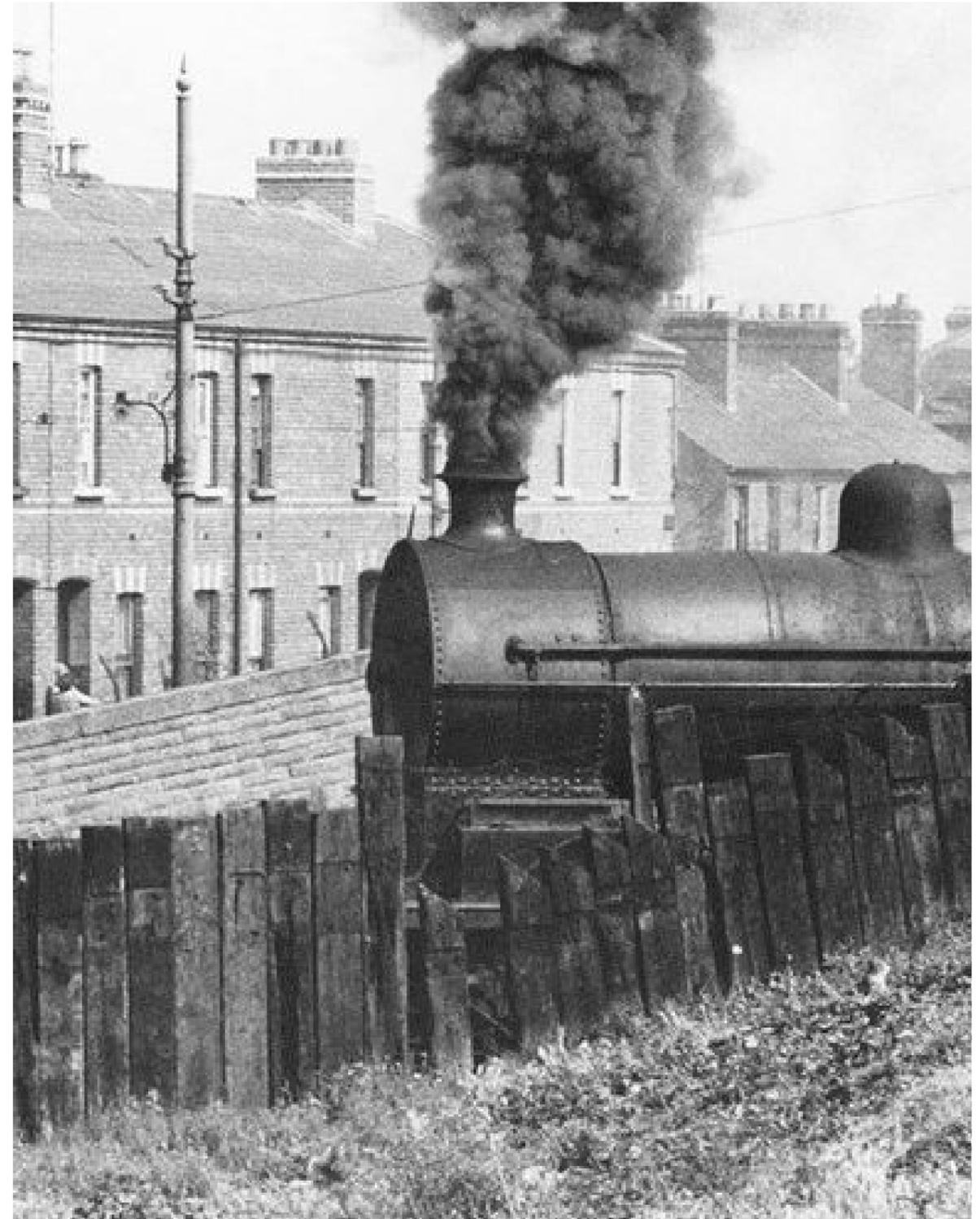


History - *A juxtaposition of Scale*

East Wall dates from the end of the eighteenth century from the time of the construction of the North Wall. It was originally a working class area, with many finding employment in Dublin Port, adjacent to the area. This created a series of spatial juxtapositions of housing alongside industry (often heavy) with rail transport a significant physical definer within the overall area. This situation of workers housing next to industrial sites is found through the Dublin Docklands - particularly in Grand Canal Dock, where this scale shift has continued with contemporary interventions in the area.



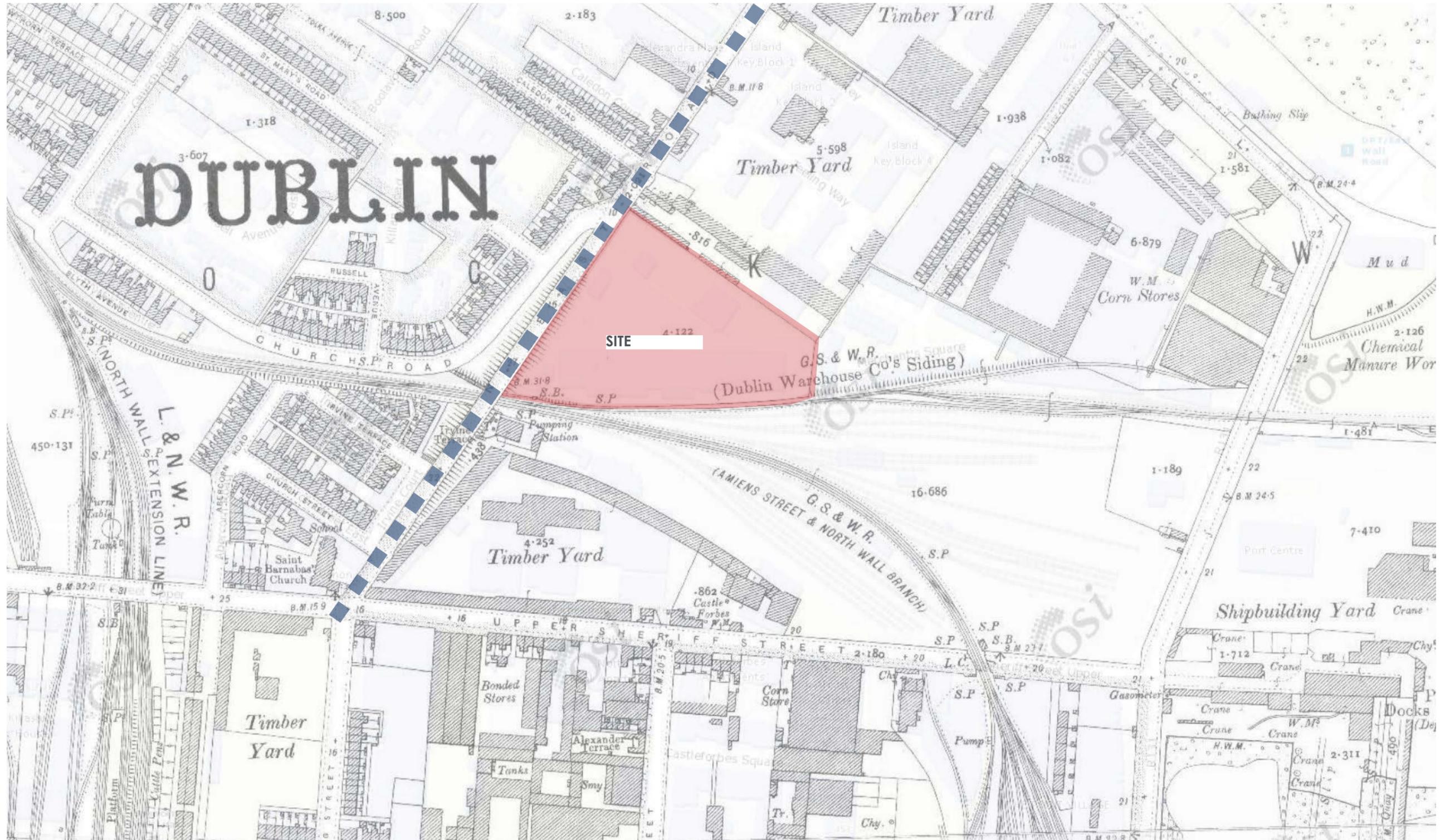
Former Cadburys Factory in East Wall



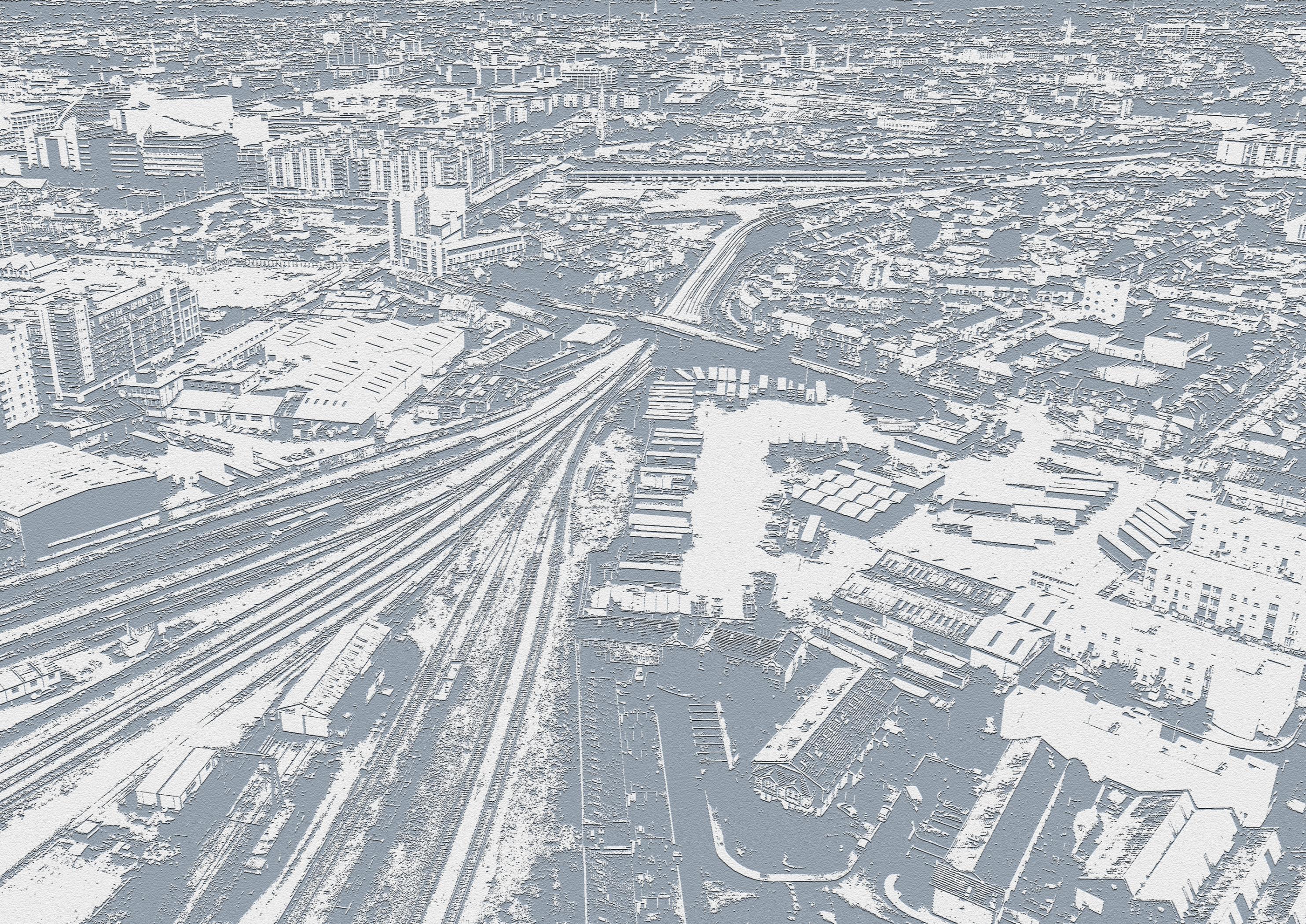
Freight train running through East Wall

Residential

Industrial



Historic Map (1888-1913)



Photographic survey & analysis

Opportunities and constraints linked to development of the site have been identified through a photographic study. The following series of images can be used to establish some of these observations, hence informing the overall scheme for the project.

Aerial Views



View looking East to Dublin Port



View looking west to Dublin city

Site Panorama



Teeling Way - 2-3 storey multi-unit housing abutting the site

Modern residential blocks north of the site

Two story housing within immediate proximity

Coastal backdrop visible

Industrial land use linked to the Port

broad expanse of the rail corridor and associated yards



Frame structure of the Dublin Port Building

Poolbeg towers

Mixed use development

Modern high rise dominate the skyline

Industrial land use present throughout surrounding area

Bridge acting as key route connecting site to city centre and the docklands.

Further evidence of the dominant red brick facade throughout the surrounding area



Strong traffic routes throughout the area

Key traffic routes connecting site to M50 and greater Dublin area

Red brick characteristic of the area



Main East Road running west of the site

East Road running along the western boundary of the site

Site flanked by Teeling Way

modern residential blocks to the north of the site



Bridge acting as link between the site and the city centre and the docklands



Gable end condition

Terraced housing characteristic of the East Wall area

Taller elements in the far ground



Vernacular brick used on facade

Merchants Rd

Evident proximity between industrial and residential land use

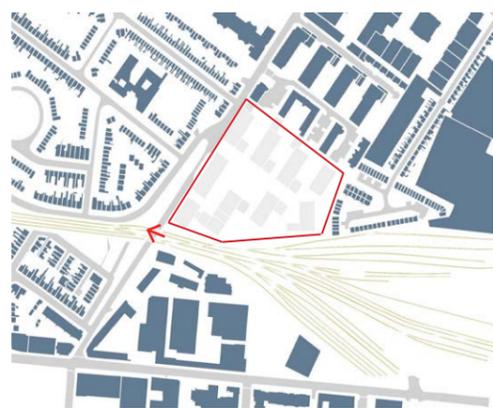


Dominance of residential land use both adjacent to the site and throughout the surrounding area

Red brick characteristic material of the area

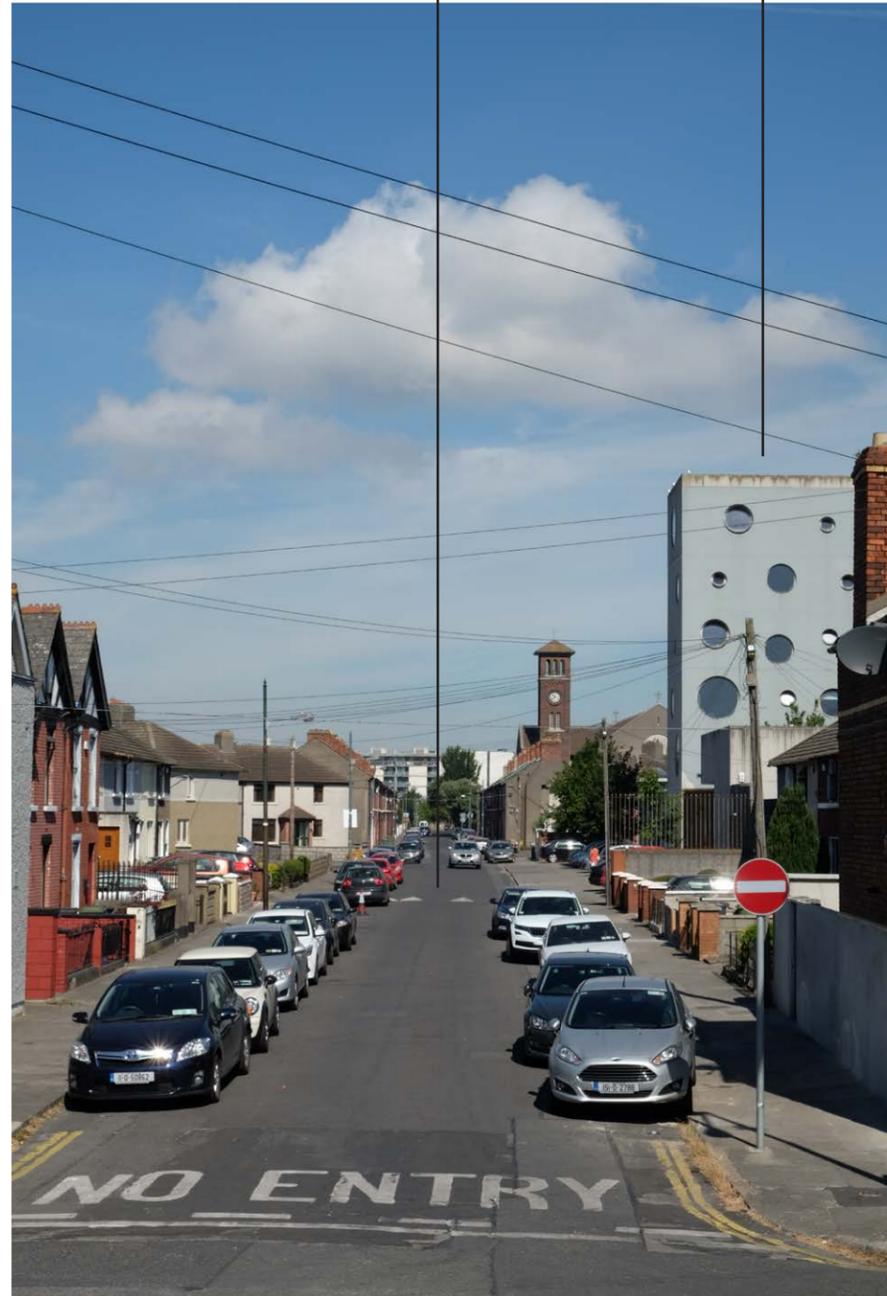


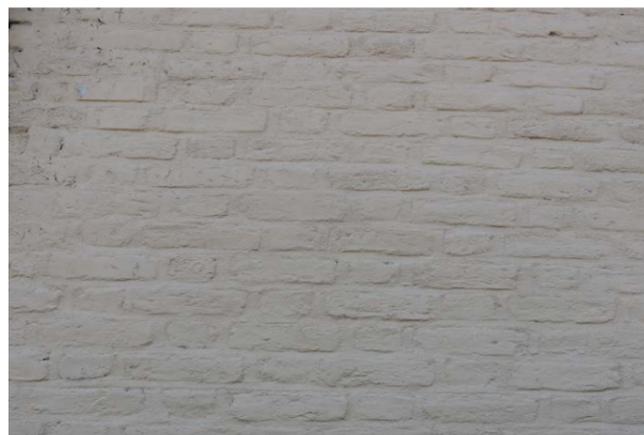
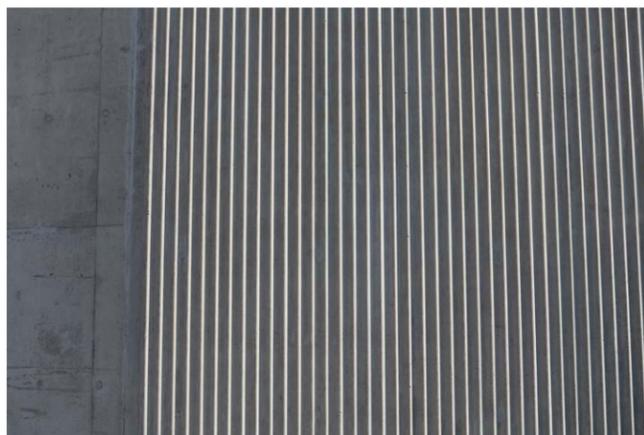
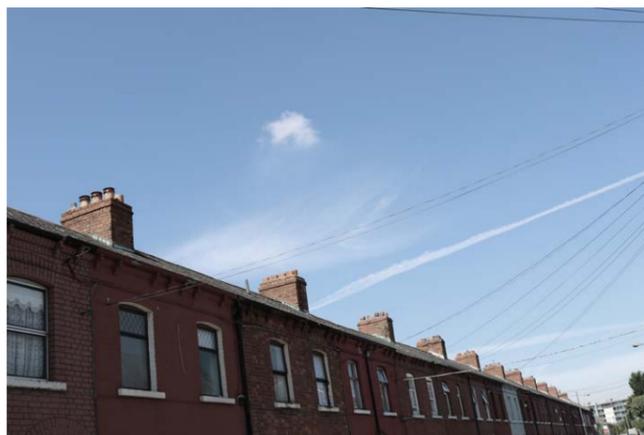
Dominance of railway tracks



St Mary's Road North linking the site with surrounding area

Modern Sean O'Casey community centre serving as a local landmark

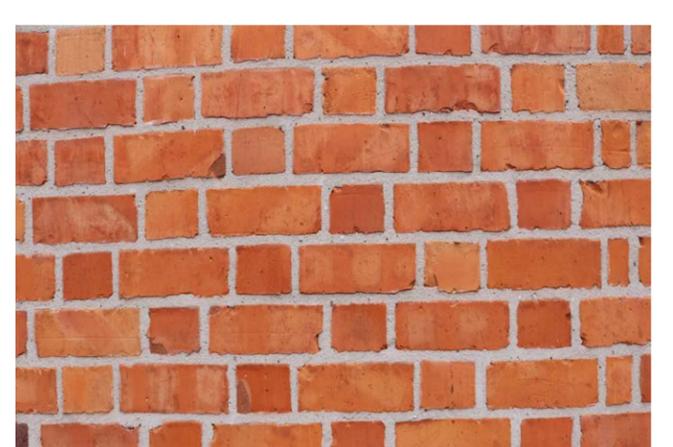


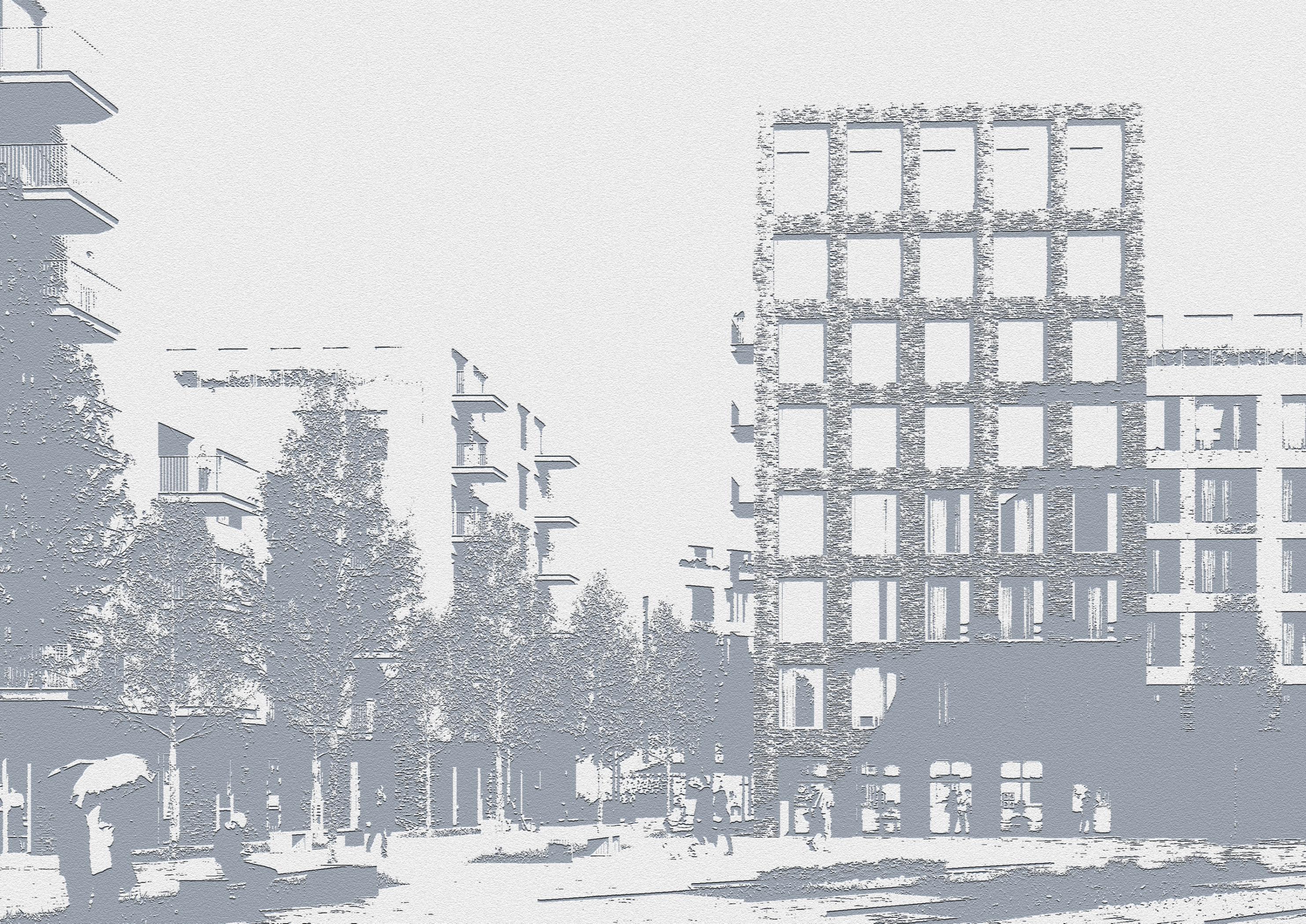


Precedent Images: Local

An additional photographic study has been carried out so as to best determine the materiality of the development. Noting common details within immediate proximity of the site and across the wider area ensures proper consideration within the context of the city. A record as such informs a basis for which material selection can be drawn from.

The findings from the study indicate a strong prevalence of brick façades, surface fixed drainage accessories and gable end conditions.





Urban Analysis

Juxtaposition - land uses and building typologies

Housing

Housing



1

Housing

Industrial



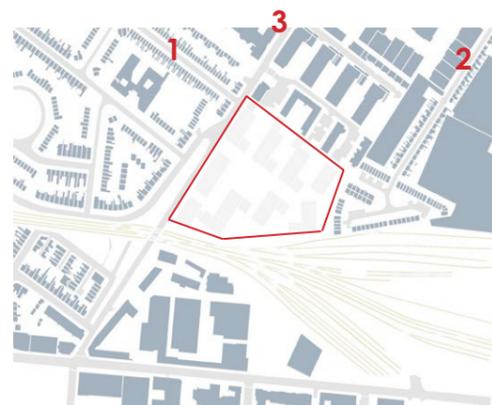
2

Commerical

Housing



3

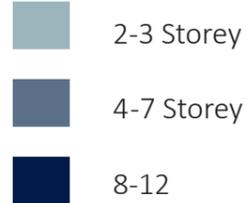


Identified is a re-occurring shift in use and scale surrounding the site. This is a result of the historic fabric comprising of industrial warehouses adjacent to workers' terraced houses.

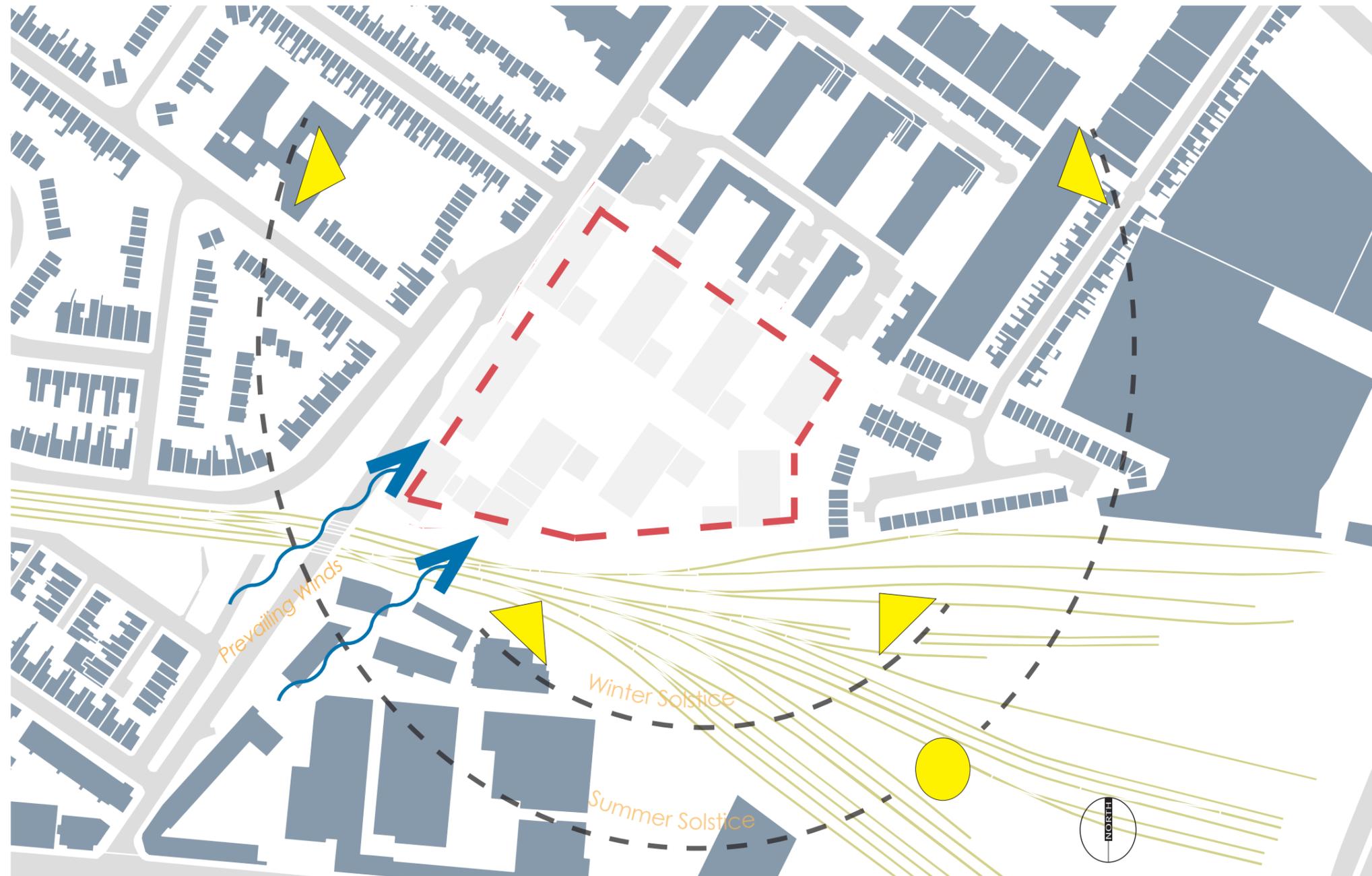
Scale

As noted, apart from a small-number of stand-alone apartment complexes, the local traditional low-rise dwellings of East Wall contrast with the taller office blocks and larger-scale housing complexes of the adjacent communities within the SDZ area. While the wider Docklands have undergone significant regeneration in recent years, the area from Sheriff Street Upper northwards towards East Road has developed less with fewer plot opportunities arising to date.

Generally, finer grained low rise single-family residential development predominates to the west of the development site, with a small enclave of the same immediately backing onto the eastern boundary of the site. Newer multi-unit residential development (Teeling Way) adjoins the site to the north maintaining a transitional 3-storey scale before rising to a 4-7 storey range. South of the site, at Sherriff Street Upper, an emerging Docklands scale of 8-11 storeys is being established, with 12 storeys at the corner of Sheriff Street and East Road.



Orientation



Urban Structure



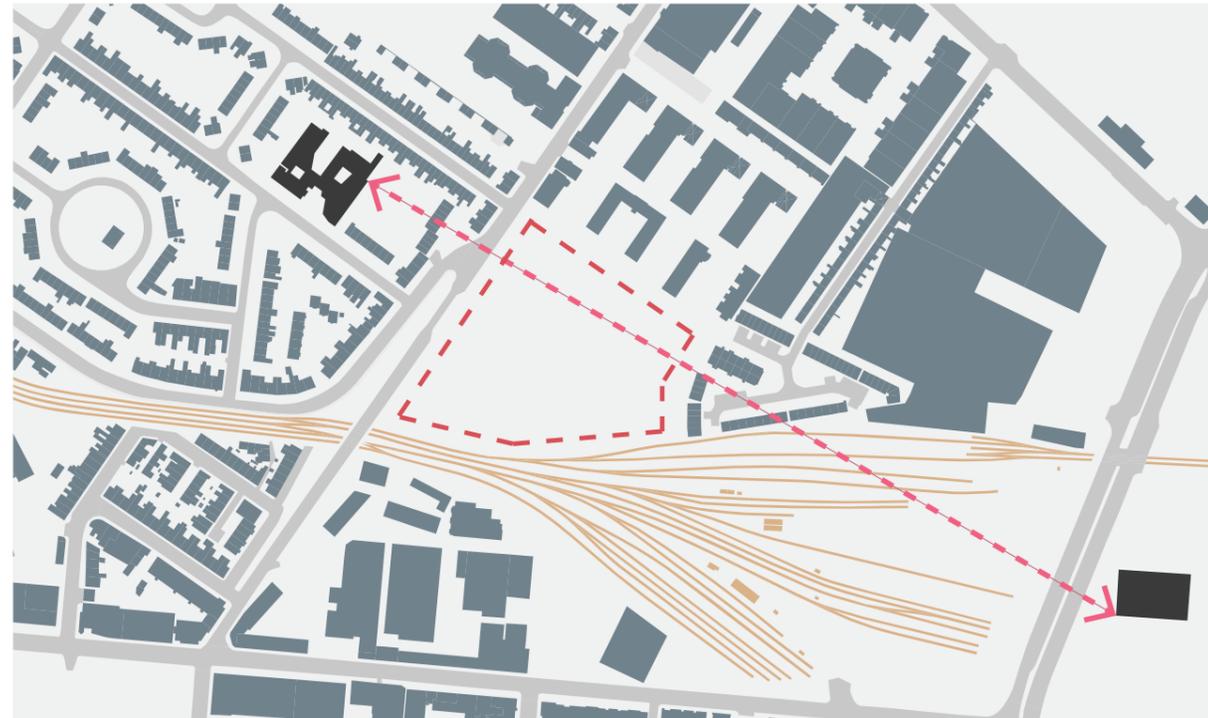
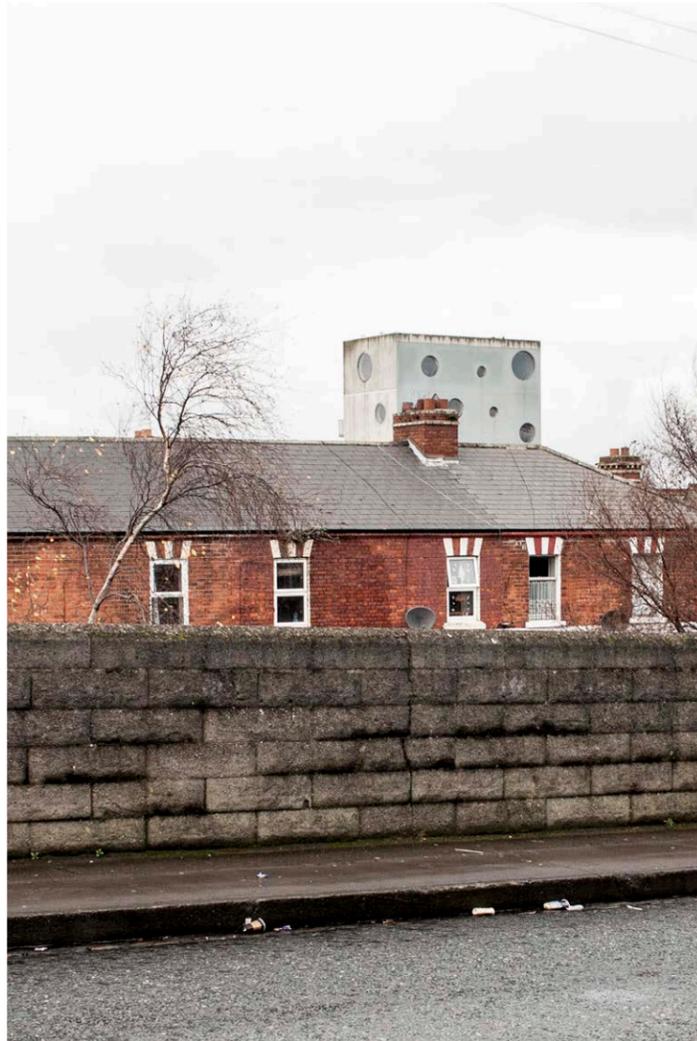
1. Urban Grain



2. Building Edges

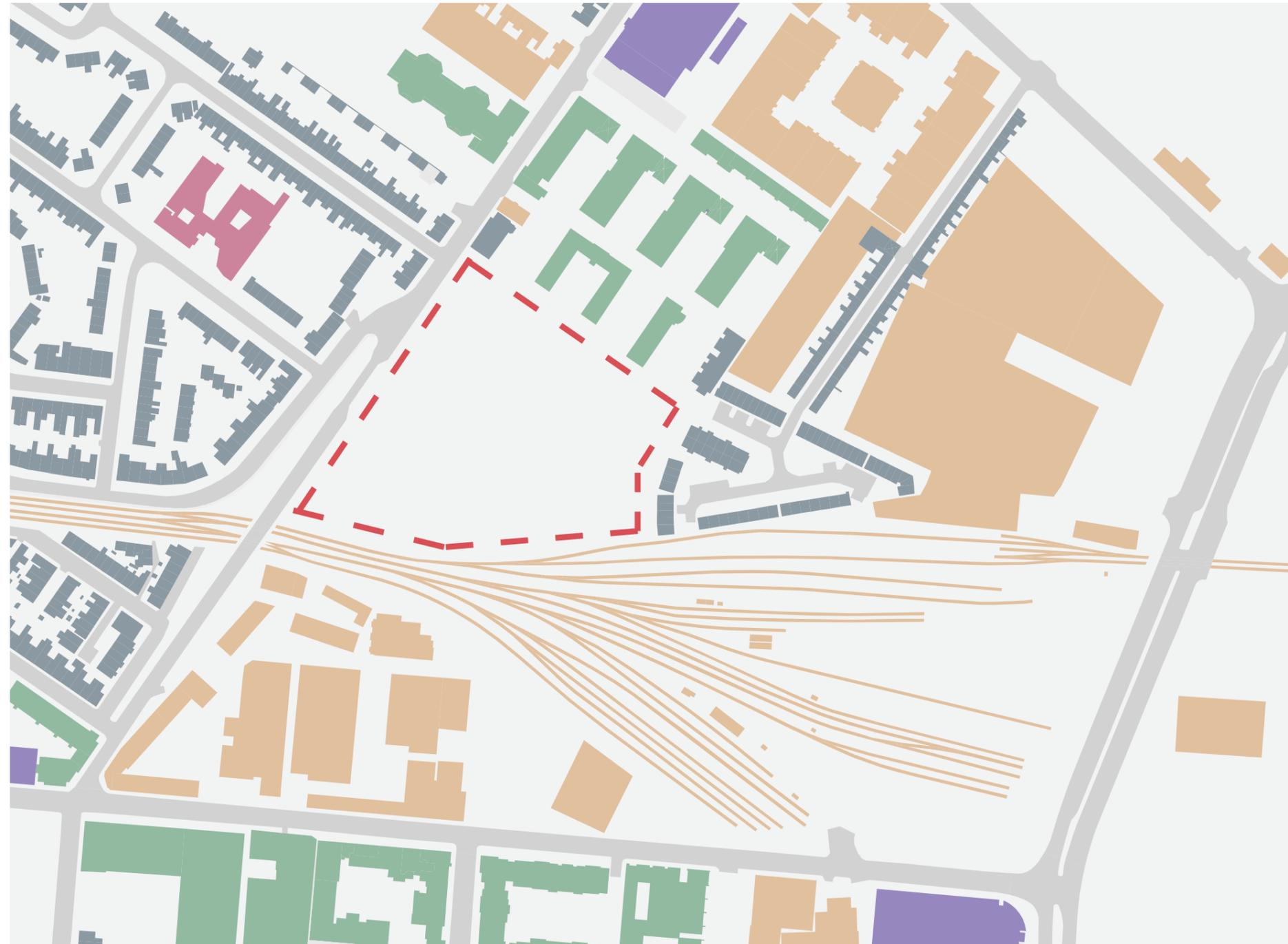
Landmarks

The two most prominent landmarks in the area, The Sean O'Casey Centre and Dublin Port Building, form an axis relationship over the site. In architectural terms they present themselves as form (O'Casey), and frame (port).

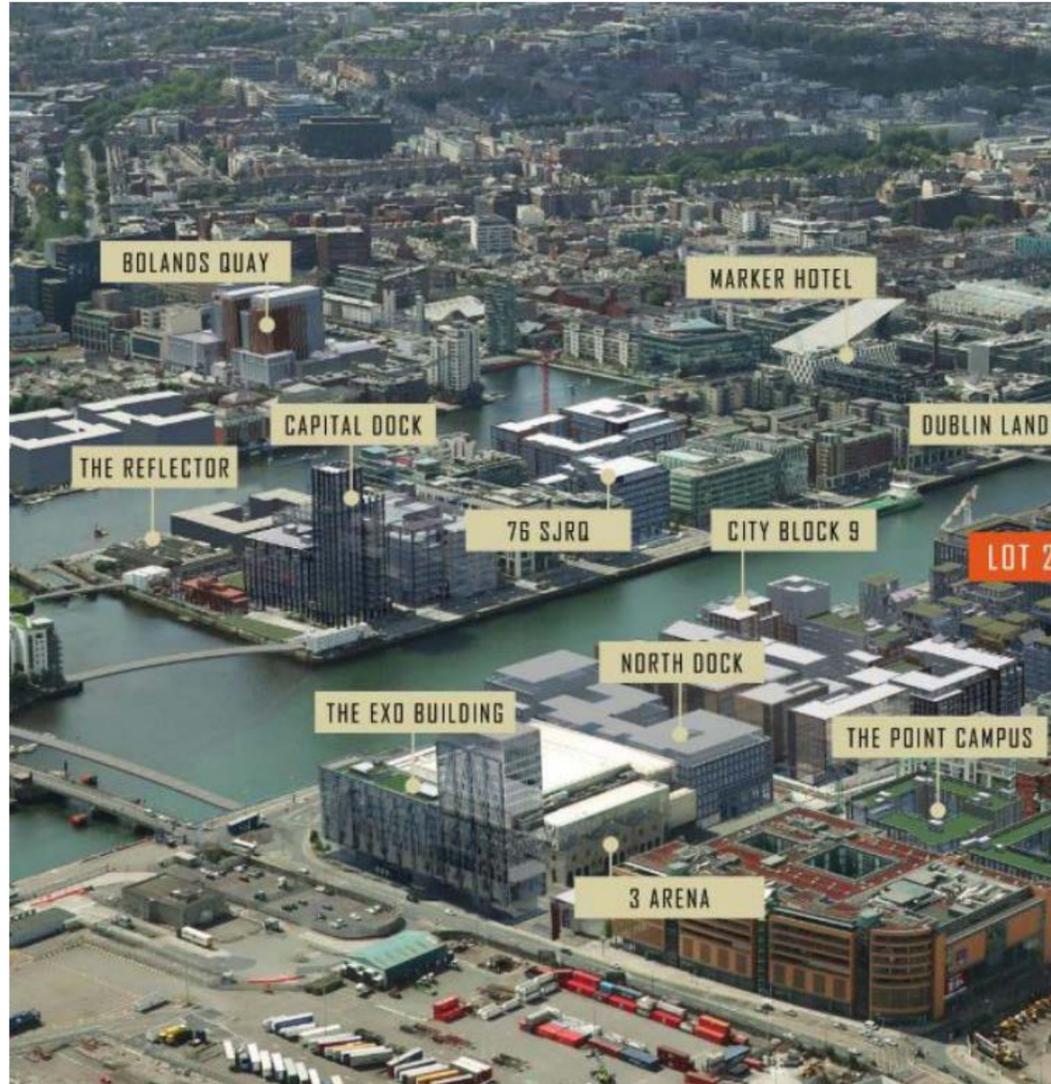


Land Uses

-  Collective Housing
-  Industrial
-  Commercial
-  Civic
-  Housing



Emerging Context



North Docklands locations image

Illustrated is the emerging context of the north docklands consisting predominantly of large scale housing and commercial projects filling in the remaining tiles of available land.



The Point Campus - Sheriff Street



City Block 3 - Residential - Sheriff Street



The Exo Building - @ The 3 Arena

First Principles



1. Provide public square as a central focus of the new scheme along with the creation of new vitality outwards onto the street compared to the current defensive wall/boundary.



2. Building Edges formed in Response to Existing Urban Grain to Guide Contextually Appropriate Future Development Patterns.



3. Establish primary north easterly axis linking to existing housing to the north



4. Finger Blocks follow primary northeasterly axis, maximising sunlight and daylight into scheme



5. Secondary link established with teeling Way



6. Main Square Formed



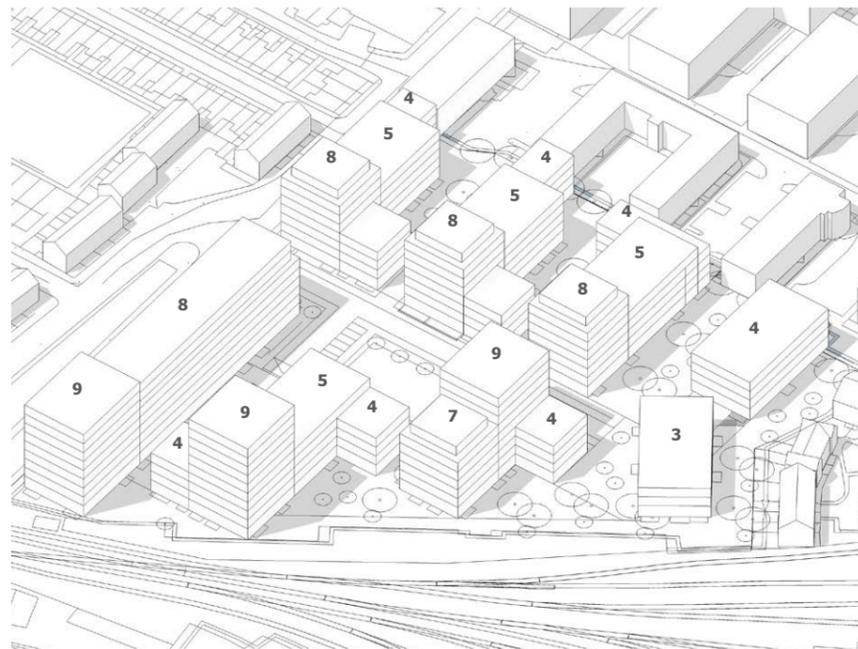
7. Saw-tooth edge to rail line



8. Framework Plan

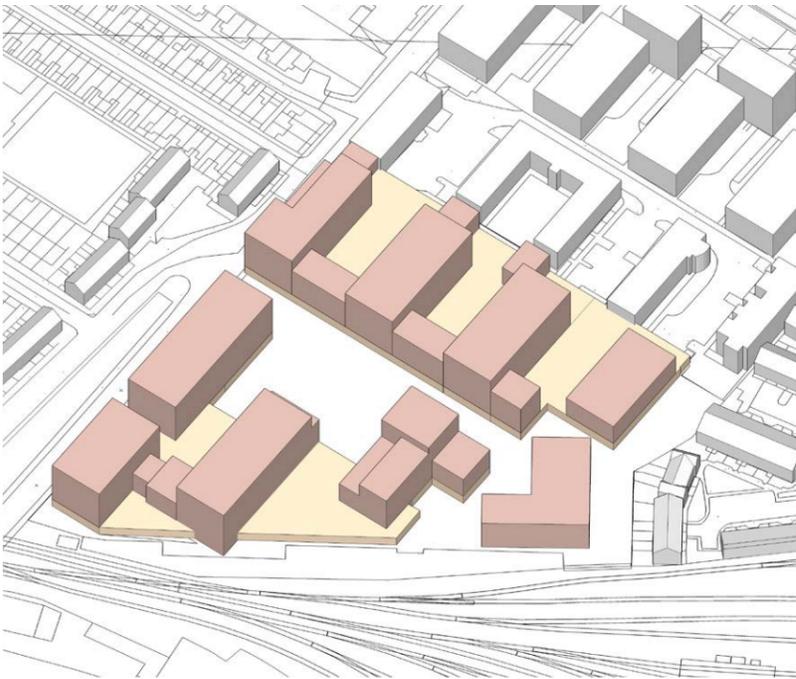
Initial Massing & Layout

- Not sufficient sunlight access to public and communal open spaces
- Uninterrupted elevation to East Road inappropriate design response to context



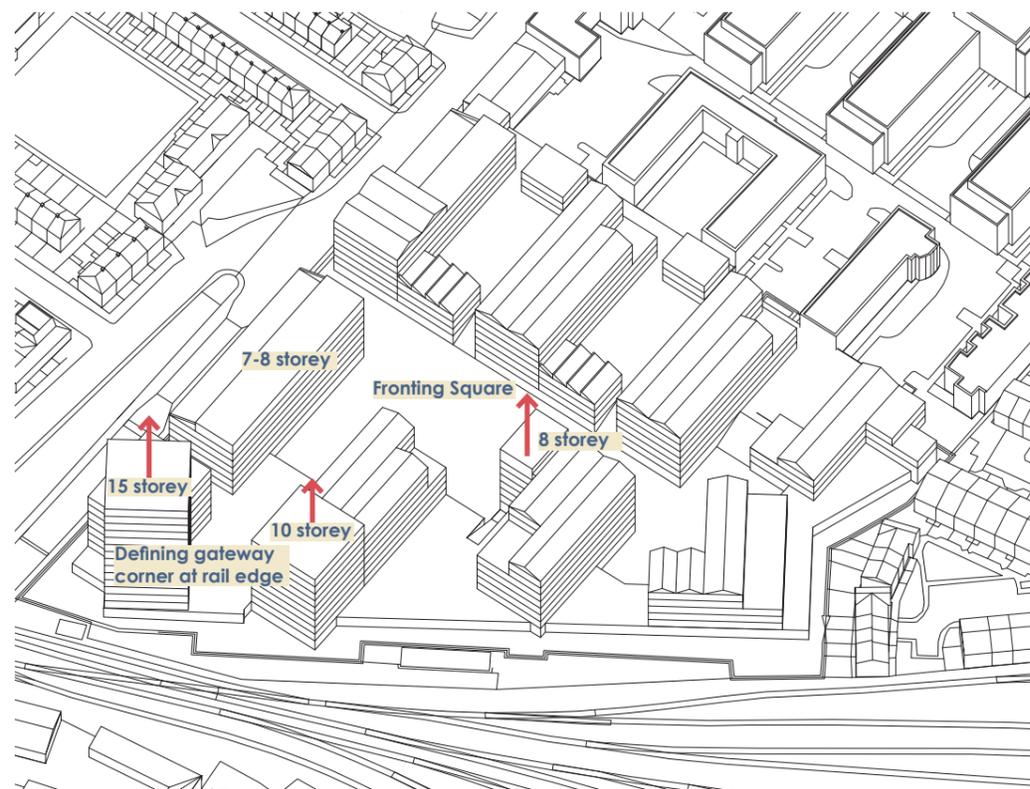
Emerging Massing & Layout

- Increased south light penetration
- Stepping introduced to massing



Proposed Massing & Layout

- Complies with BRE guidelines (sunlight&daylight)
- Increased south light penetration
- Increased height at south west corner (gateway)
- Roofscaping introduced



Heights in numbers



DEVELOPMENT SUMMARY

	Units (no)	%age
MIX SUMMARY (ALL RESIDENTIAL COMPONENTS)		
Studios	72	13.0%
1 Bed Apartment	202	36.5%
2 Bed Apartment	232	41.9%
3 Bed Apartment	48	8.7%
TOTAL RESIDENTIAL UNITS	554	100%

DEVELOPMENT SUMMARY

GROSS SITE AREA:	21,110sq.m	2.111ha.
TOTAL RESIDENTIAL UNITS:	554	
DENSITY:	262 units per hectare	

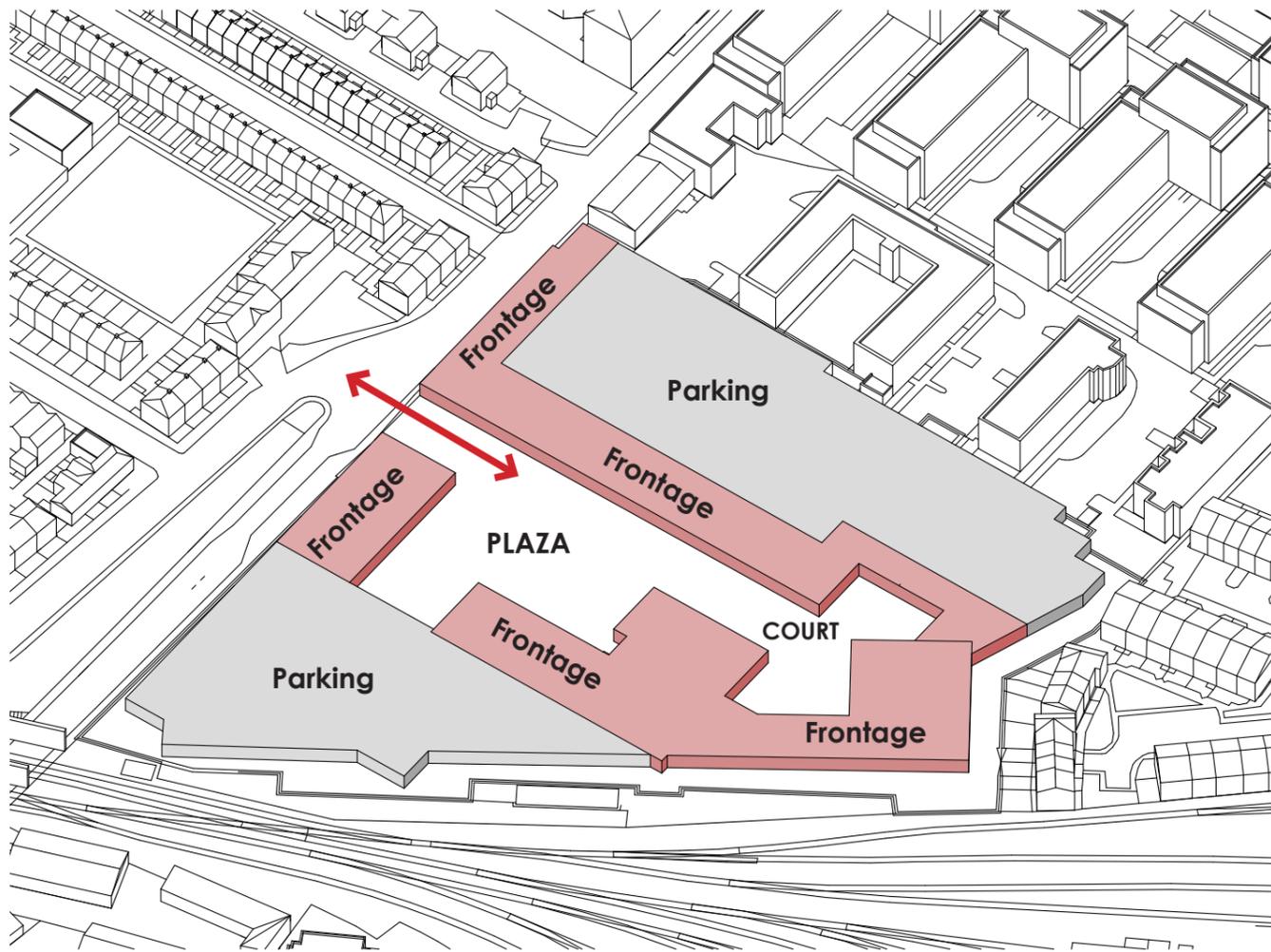
CAR PARKING SPACES:	241 spaces
	Ratio: 0.44

Non Residential	Enterprise Units / offices	2444.6
	Retail	344.6
	Foodhub / Café / Exhibition	680.8
	Childcare	539.9
	Tenant Amenity	361.6
	Men's Shed	91.8
	Total	4,463.3 sq.m

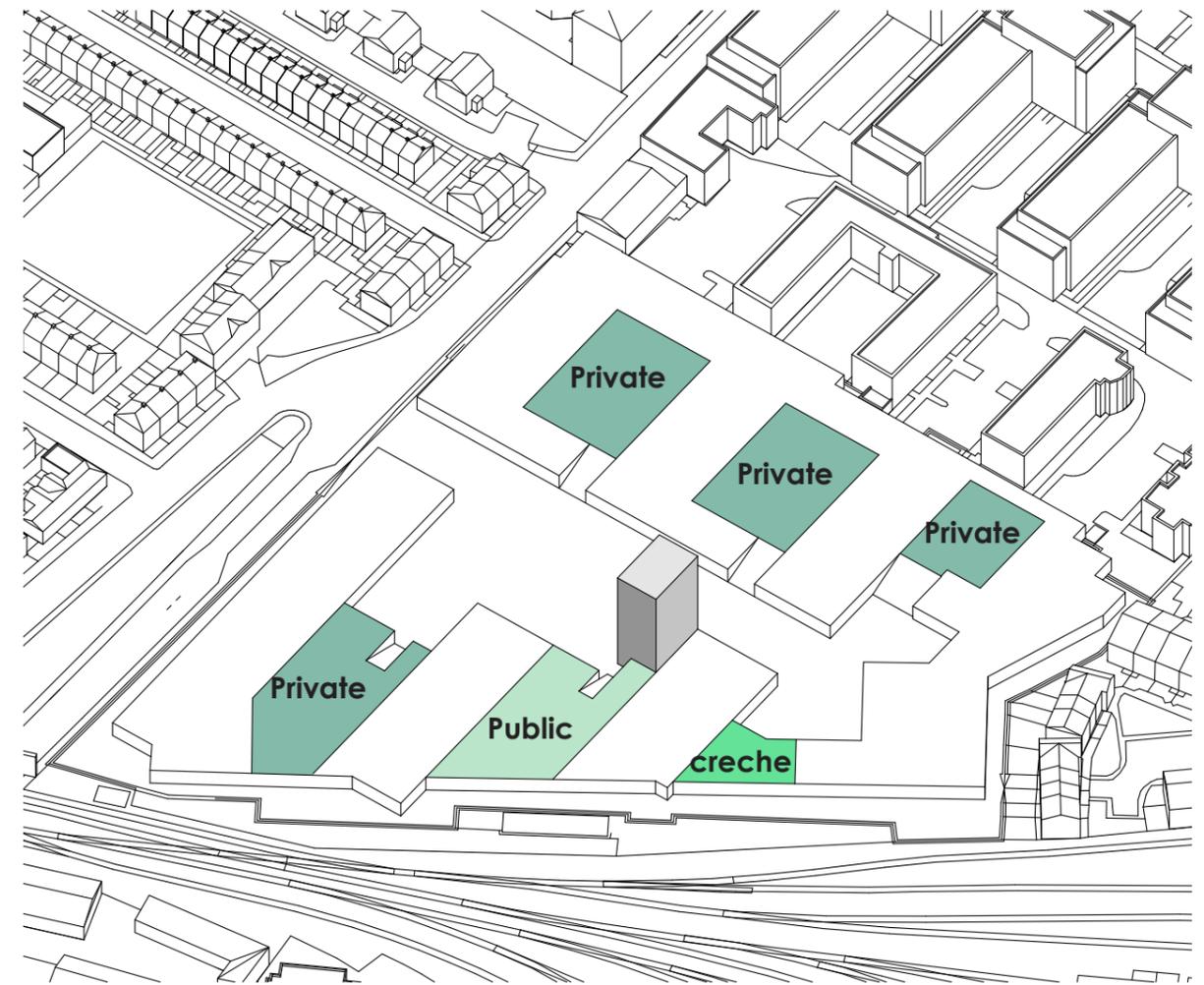
Podium Parking Areas - level 00	7,845.0 sq.m
Ancillary Spaces (bins/comms/plant)	877.7 sq.m
Balance (internal walls)	378.0 sq.m

Residential (levels 01 - lev 14)	47,077.0 sq.m
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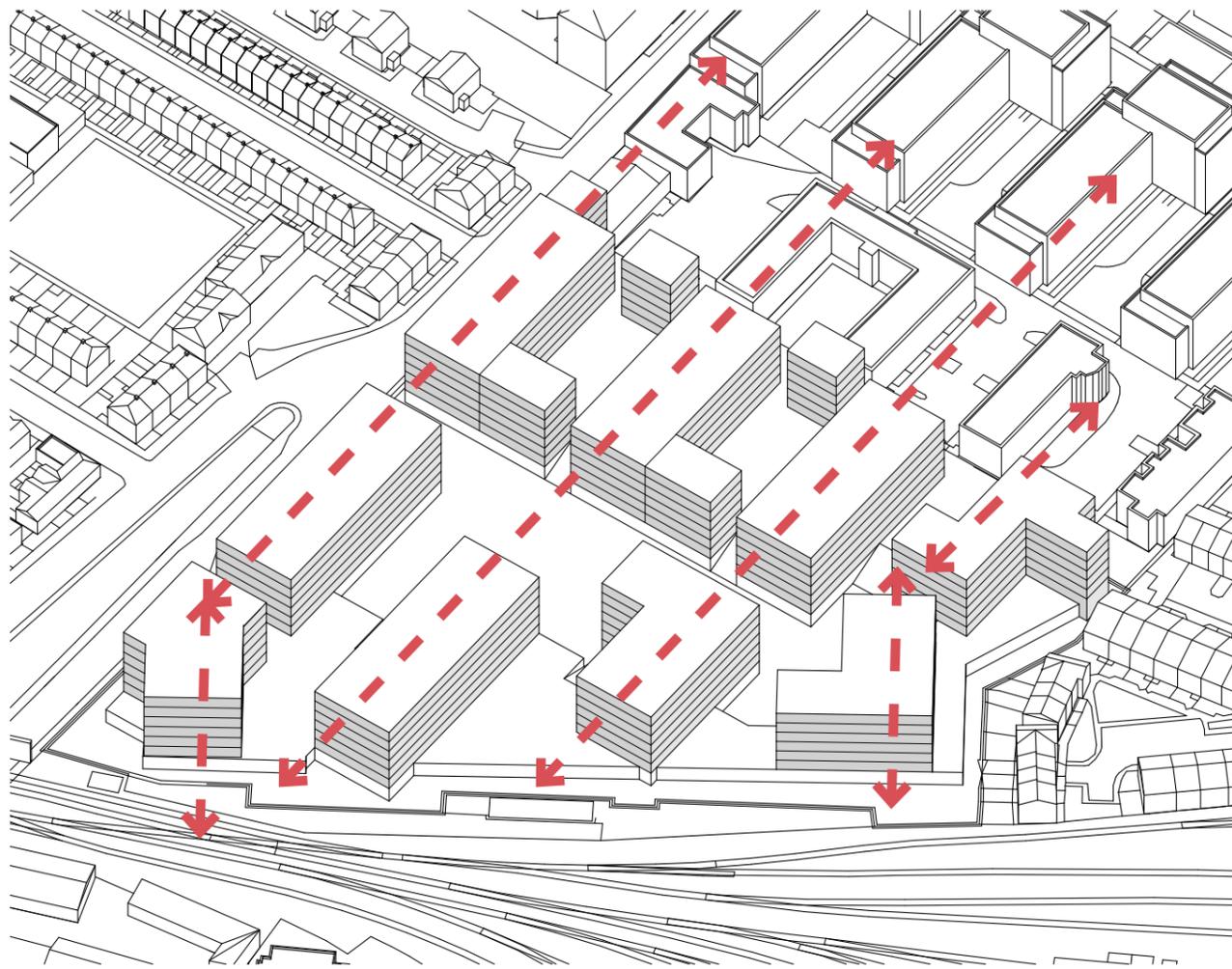
Key Design Principles



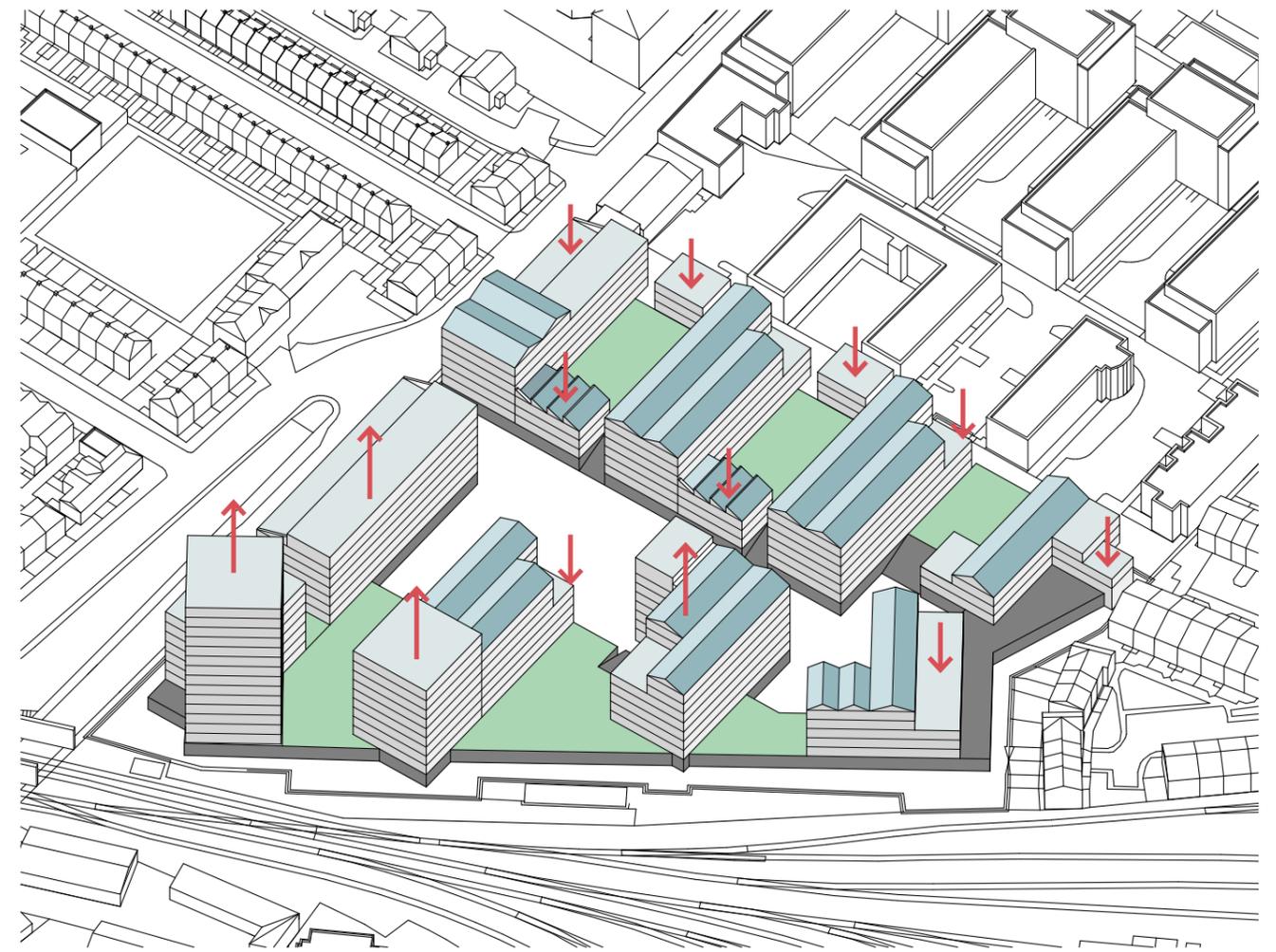
Podium lined with frontage to main square



Public and private gardens site on podium



North Easterly axis as primary finger block grid



Heights scaled up and down as contextually appropriate. Roofscaping introduced taking reference from immediate industrial and residential context



East Road Proposed Sketch Design

Architecture - Reference Projects



Keybridge House

Precedent Images: Historical, Dublin

**The Iveagh Trust
Bull Alley Street, Dublin**

The historical social housing development consists of 8 symmetrical blocks, all 5 stories in height. The mansard style roof is repeated throughout the scheme, as is the vernacular red brick on the facade. The arrangement of the housing has allowed for the distribution of a number of central court yard areas.

Red brick material used throughout

Gable end condition



Pitched roofs

Transition of scale evident within the overall scheme



Precedent Images: Historical, Dublin

Ashgrove Housing - Delany McVeigh and Pike (now OMP)
The Liberties, Dublin

All foundational elements of the architectural form have developed through the interpretation of the surrounding context. The scheme has been naturally inserted into the Dublin framework, referencing the vernacular of the area. The variable heights used throughout further emphasise the architectural response to the local context. The predominant use of brick further aides the visual approach between both volumes and colours.

Key example of a building inserted into an area that has already been strongly characterised

Simple style naturally inserted in to its Dublin context

Variable heights within scheme

Predominant use of brick

Volumes subtracted to create voids and common spaces such as colonnades and courtyards



Precedent Images: Contemporary

Keybridge House - Allies and Morrison Vauxhall, London

This project has referenced its context through its response along the edges of the site, redefining the streetscape in doing so. This scheme has been largely formulated through the interpretation and variation of scale in response to its immediate context. Towers have been stepped and adjusted so as to best relate to existing structures. Again the use of brick mirrors the local industrial vernacular and the other block-like buildings within the area.

Responds to context on its edges and further defines the streetscape

Brick used as key material reflecting local vernacular and in keeping with buildings in the surrounding area



Stepped form developed as a response to immediate context

Open spaces introduced so as to bring the scheme together



Precedent Images: Contemporary

Guilford Plaza - Duggan Morris
Guilford, Surrey

The variety of scale, age and appearance within the immediate context of the site has allowed the architectural form of the resident focused housing scheme to develop. Four large blocks dominate the scheme, all served by a central courtyard aiming to produce an environment of inclusivity. The scale then transitions throughout, the edges hence responsive to the local context and shifting to form a streetscape.

Generous resident focused housing

Contrasting brick used throughout

Gable end condition



Industry inspired materiality articulated through the use of red brick and the roofscape



Architecture - Proposed Design

Material expression & proportion

The following section documents the proposed material expression and detailing of 1-4 East Road through a series of render images, bay studies, and material choices. This is supplemented by appropriate precedent imagery illustrating where our design intention originates from.



East Road

Main Square // Building Design

As one enters the development, one is faced by a dominant black brick building which wraps up from the podium giving a focal point to the main square. The abstract design intent is intentionally contrasted to the more traditional red brick pitched roofed surrounding buildings. This dark brick is elegantly complemented by gold anodised aluminium.



Materials: Gold anodised Aluminium & Brick



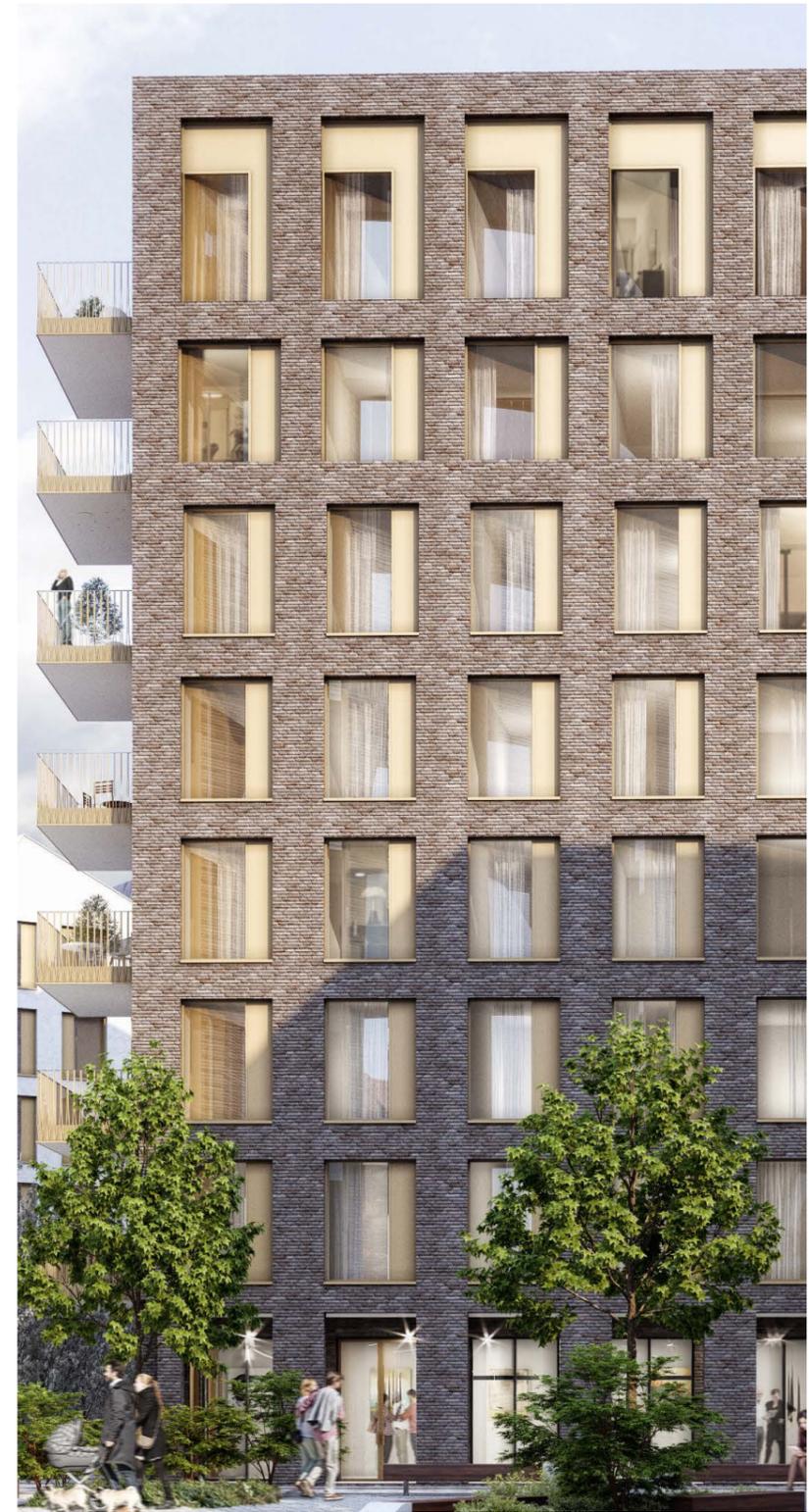
Precedent: Housing, London, DSDHA



Precedent: Murcia Town Hall, Spain



Precedent: Office, London, DCA



Bay Study: Main Building, East Yard Square



Courtyard // Building Design

The design intention of the courtyard areas is that it evokes the character and familiarity of the Georgian Dublin city, but with careful detailing and tonal choices (gold anodised aluminium), has a contemporary feel.



Materials: Gold anodised Aluminium & Brick



Precedent: TVK, Paris



Precedent: Housing - Meili Peter



Precedent: Henrietta Street

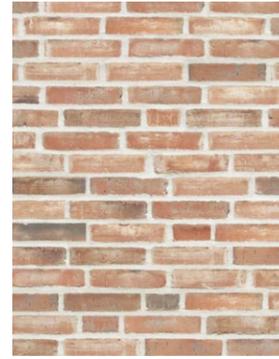


Bay Study: Courtyard



Street // Building Design

The repeating red brick double pitched roof finger block evokes a memory of the industrial heritage of the area, whilst also sitting sympathetic with the terraced housing adjacent. The gable ends are also inspired by the Iveagh trust in Dublin - an exemplary model for mid-rise housing in the city. A contemporary example of this can be found in the work of Allies&Morrison and Duggan Morris Architects in London.



Materials: Gold anodised Aluminium & Brick



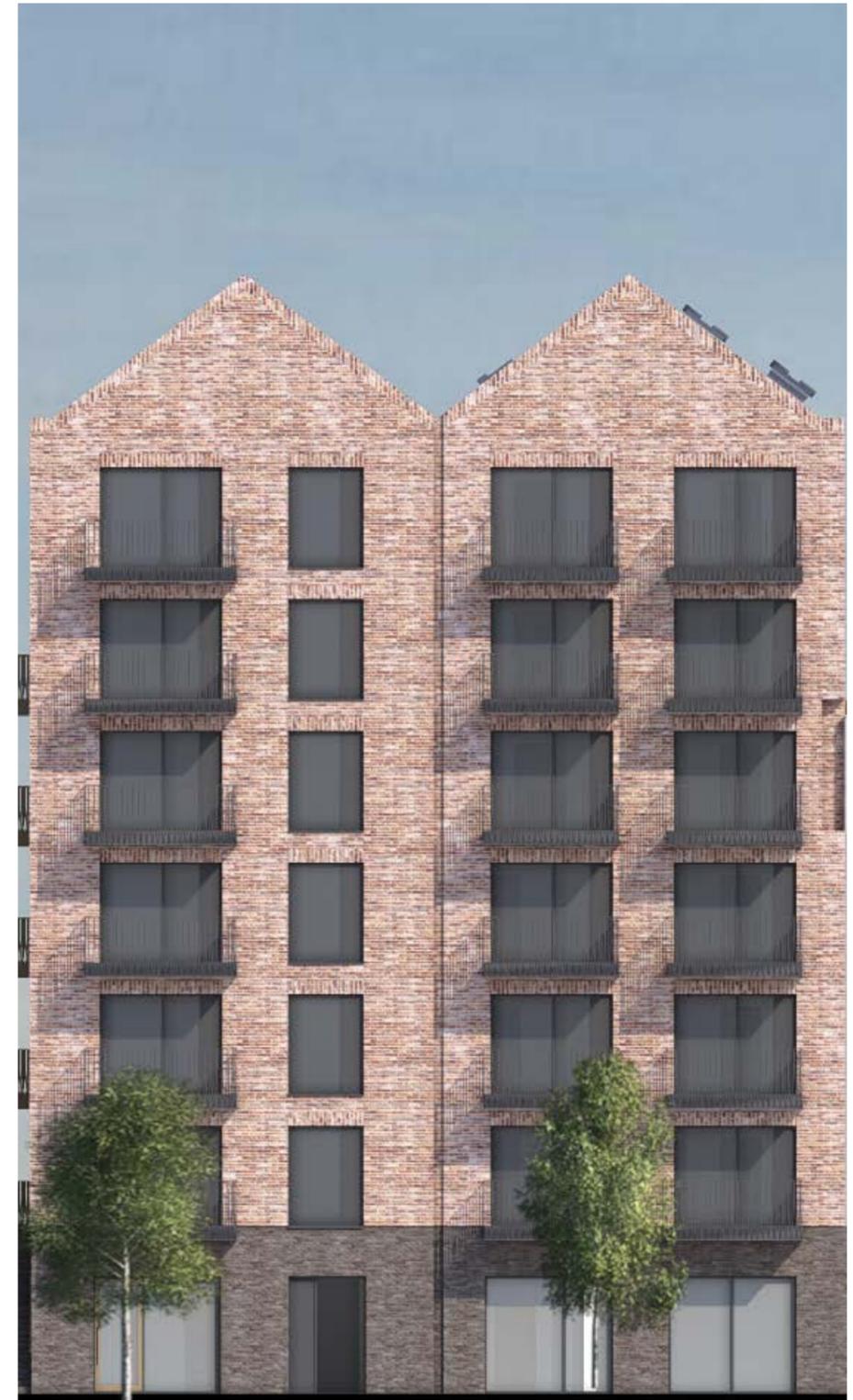
Precedent: Allies & Morrison



Precedent: Duggan Morris



Precedent: Iveagh trust



Bay Study: East Road



Gateway // Building Design

The Gateway building has a rich material palette of precast concrete, white brick, and gold anodised aluminium. This combination varies as the building rises, articulated in an atypical subdivision with a podium base, moving to a dominant brick pier, which then becomes a dominant precast pier, finally terminating in a double height volume.



Gold anodised Aluminium, Precast & Brick



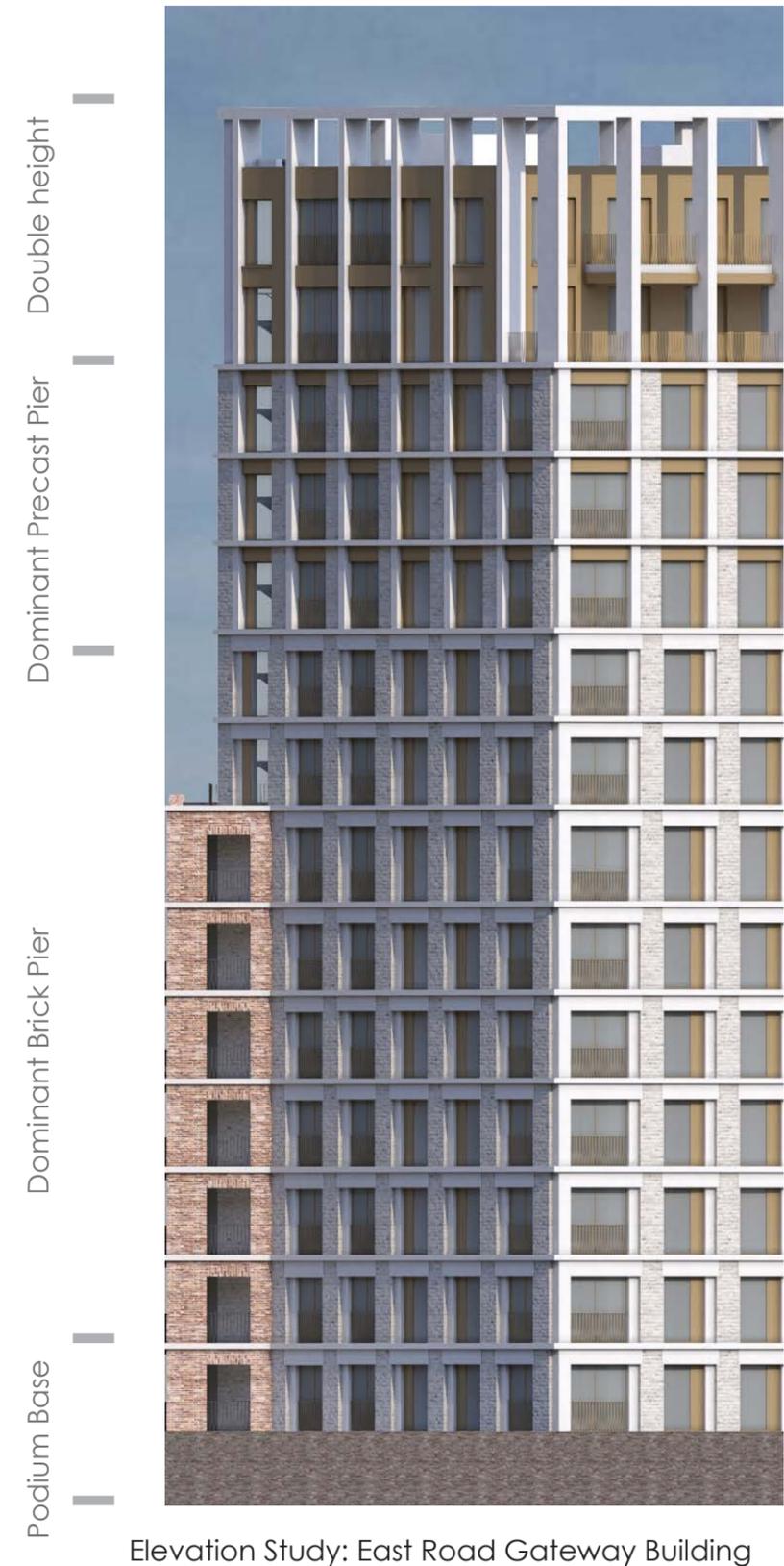
Precedent: Office Winhov, Amsterdam



Precedent: Caruso St. John, Zurich



Precedent: Castleforbes

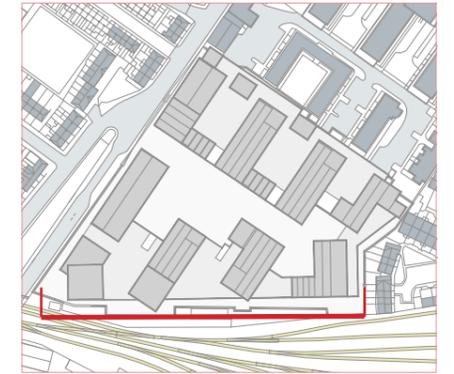


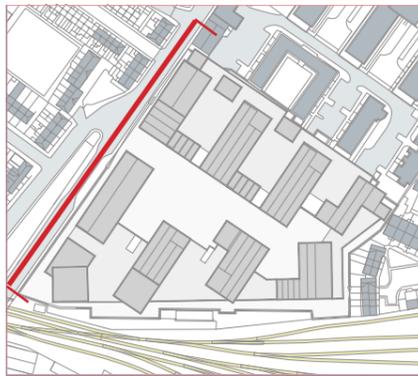
Elevation Study: East Road Gateway Building





Rail Edge Elevation





East Road Elevation





Internal Elevation





Rationale for building height and positioning:

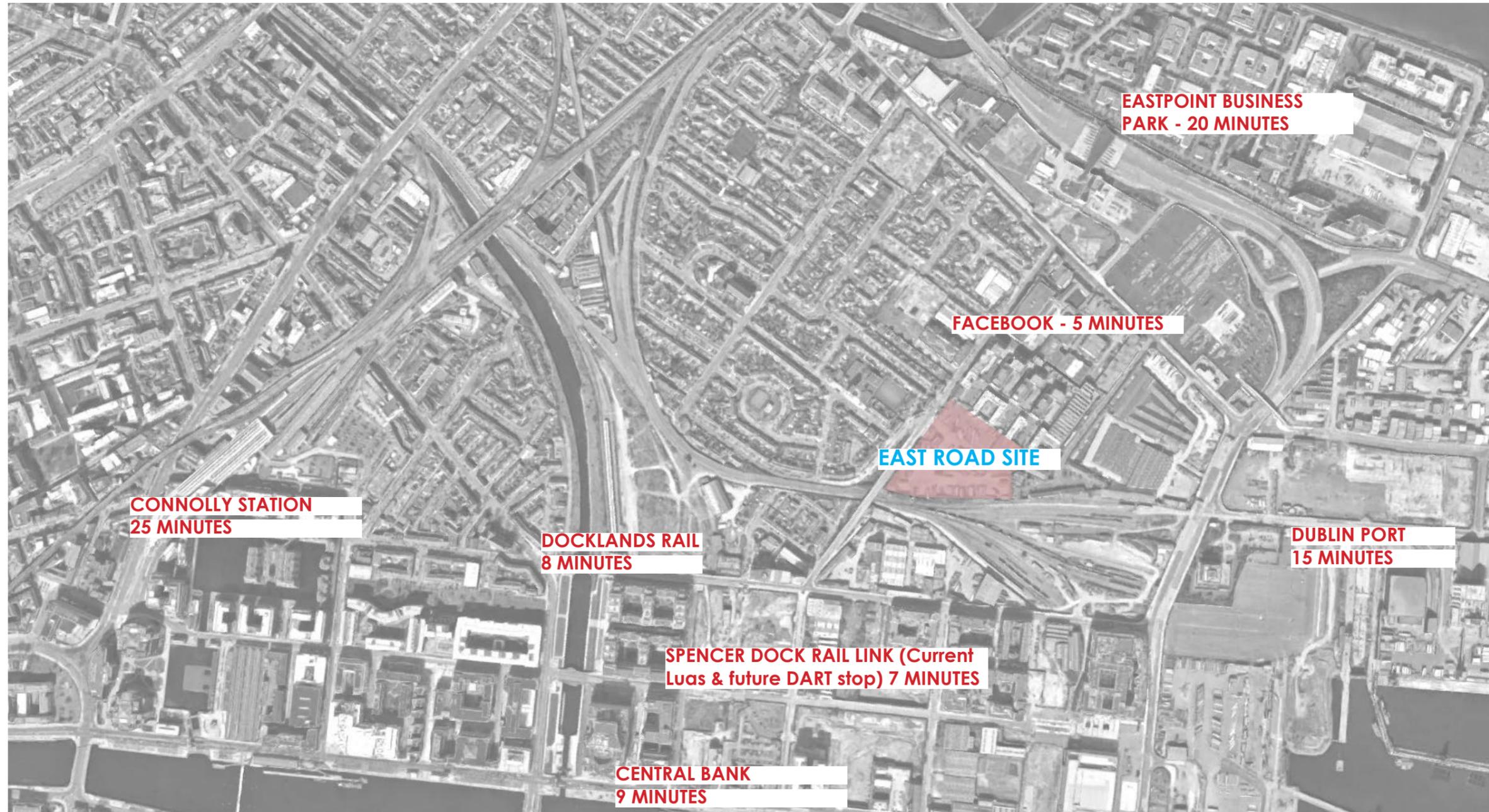
Through rigorous qualitative and quantitative analysis, we have scaled up and down at appropriate locations without compromising on the quality of our open spaces, whilst also enriching the local area through best practice in place-making, creating a new gateway building. The following section archives our rationale for height under the following headings:

1. Height Planning Policy (planning report)
2. Location & Transport : Well connected and located
3. Macro Context: Expansive rail edge to south
4. Immediate Context: 50+ metres from neighbours with infrastructural barriers
5. Achieving density through scale shifts
6. Placemaking : Intersection of Sheriff Street and East Wall - Defining a new district with gateway
7. Height justification: 15 storeys best slenderness ratio maintaining connection to context
8. Building Design: An ensemble of rich materiality and tonal variation derived from local context
9. Dublin precedent: Bolands Mill comparison
10. Performance Criteria: BRE compliance, verified views, wind analysis and mitigating strategies

2. Location & Transport

'The site is well served by public transport with high capacity, frequent service and good links to other modes of public transport.' Urban Development and Building Heights Guidelines for Planning Authorities, December 2018

Site is ideally located for easy walking & cycle distance to major employers - 1600 people able to walk to work.



travel distance map from Luas and major employers (Facebook, Central Bank, Oracle ect

Transport map

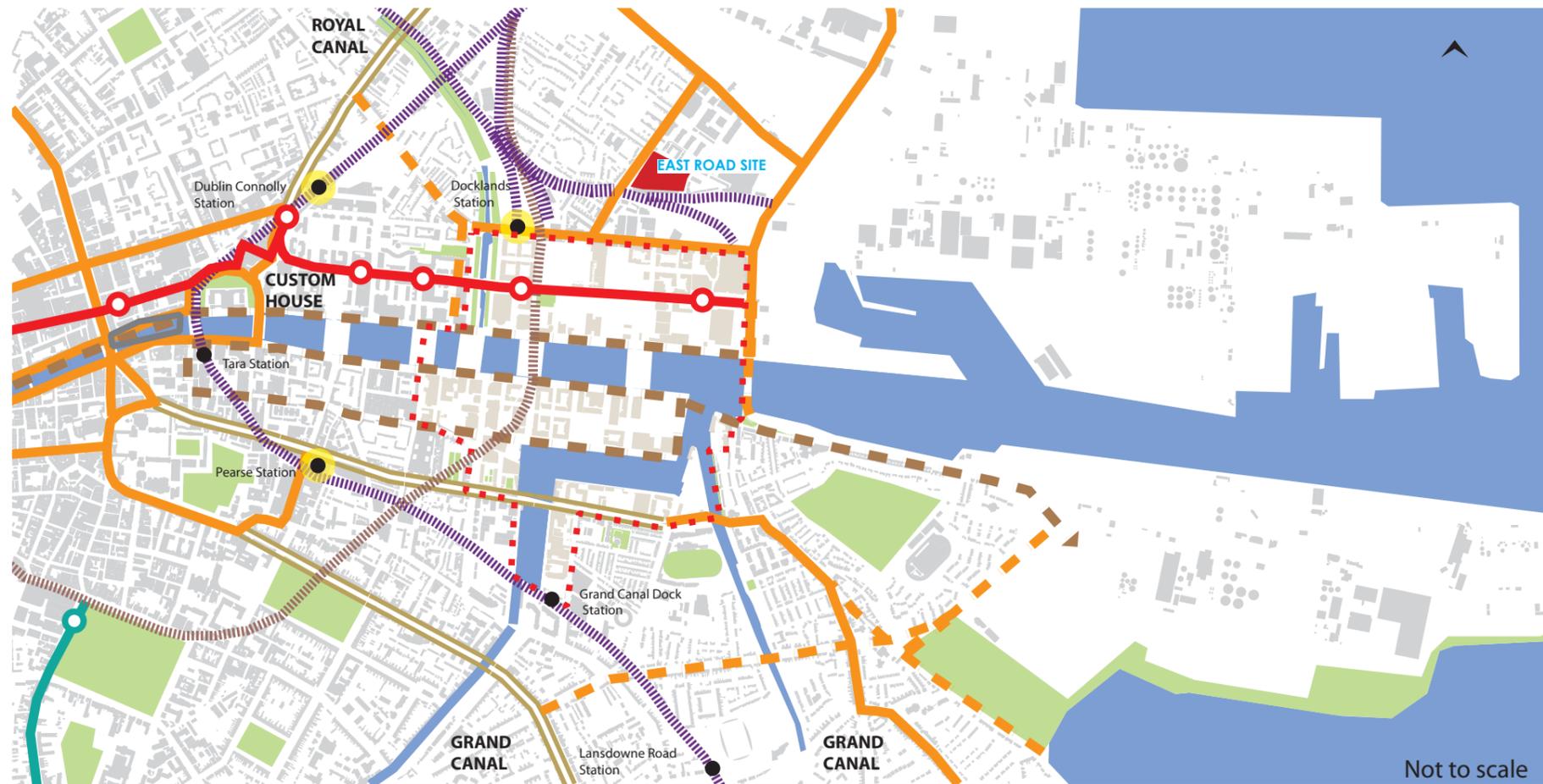


Fig. 15 Public Transport Map

KEY

BUS

- QUALITY BUS CORRODOR (QBC) 
- POTENTIAL FUTURE DOCKLANDS RAPID TRANSIT/QBC 
- MAIN BUS ROUTES 
- POTENTIAL FUTURE BUS ROUTES 

RAIL

- DART LINE RAIL LINE 
- RAIL STATIONS 
- PROPOSED (INDICATIVE) LINE OF DART UNDERGROUND 

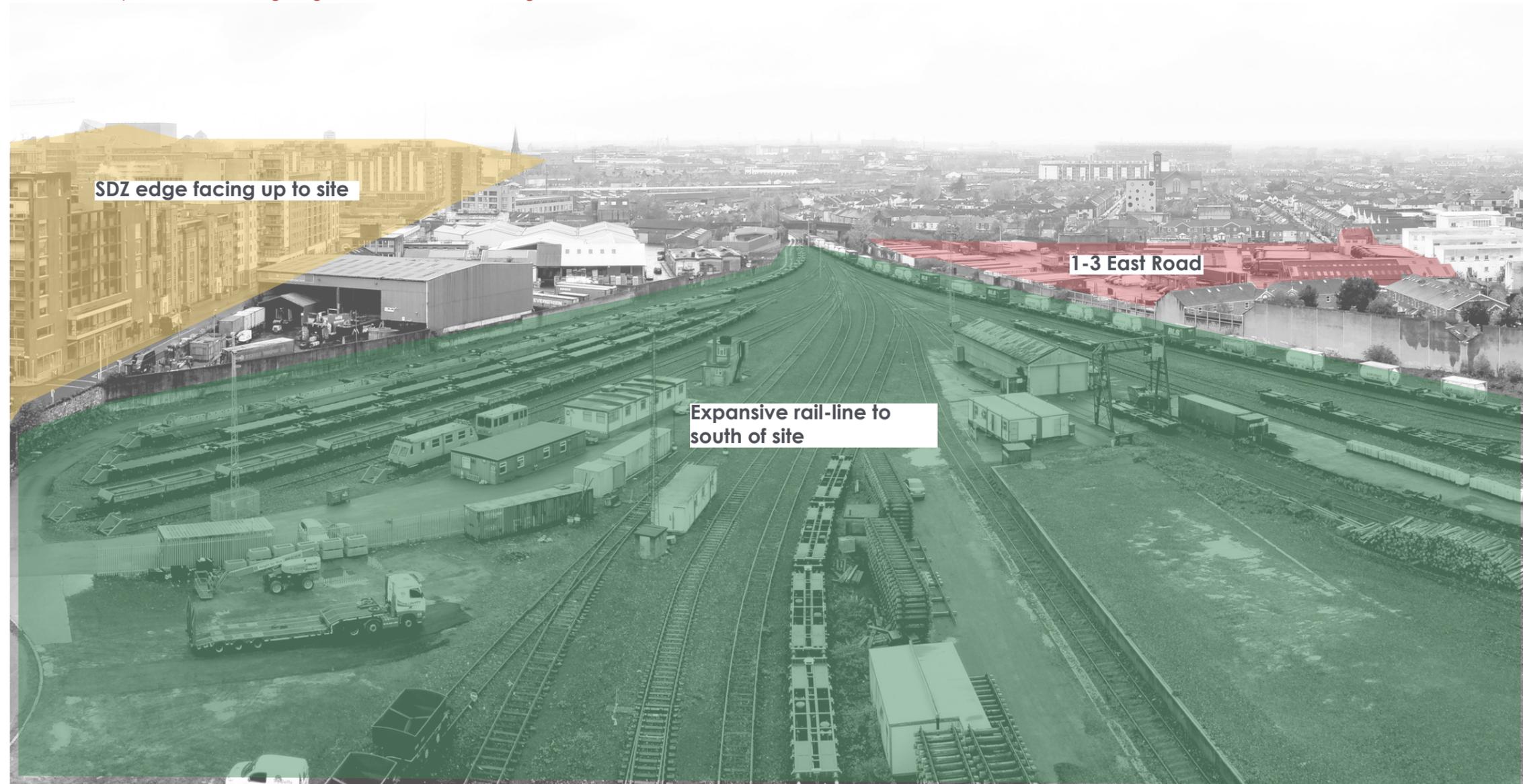
LUAS

- LUAS RED LINE AND STOPS 
- PUBLIC TRANSPORT INTERCHANGE 
- EXISTING LUAS GREEN LINE AND STOPS 
- SDZ BOUNDARY 

3. Macro Context

'Development proposals incorporating increased building height, including proposals within architecturally sensitive areas, should successfully integrate into/ enhance the character and public realm of the area, having regard to topography, its cultural context, setting of key landmarks, protection of key views.'

Urban Development and Building Heights Guidelines for Planning Authorities, December 2018



View from port authority building

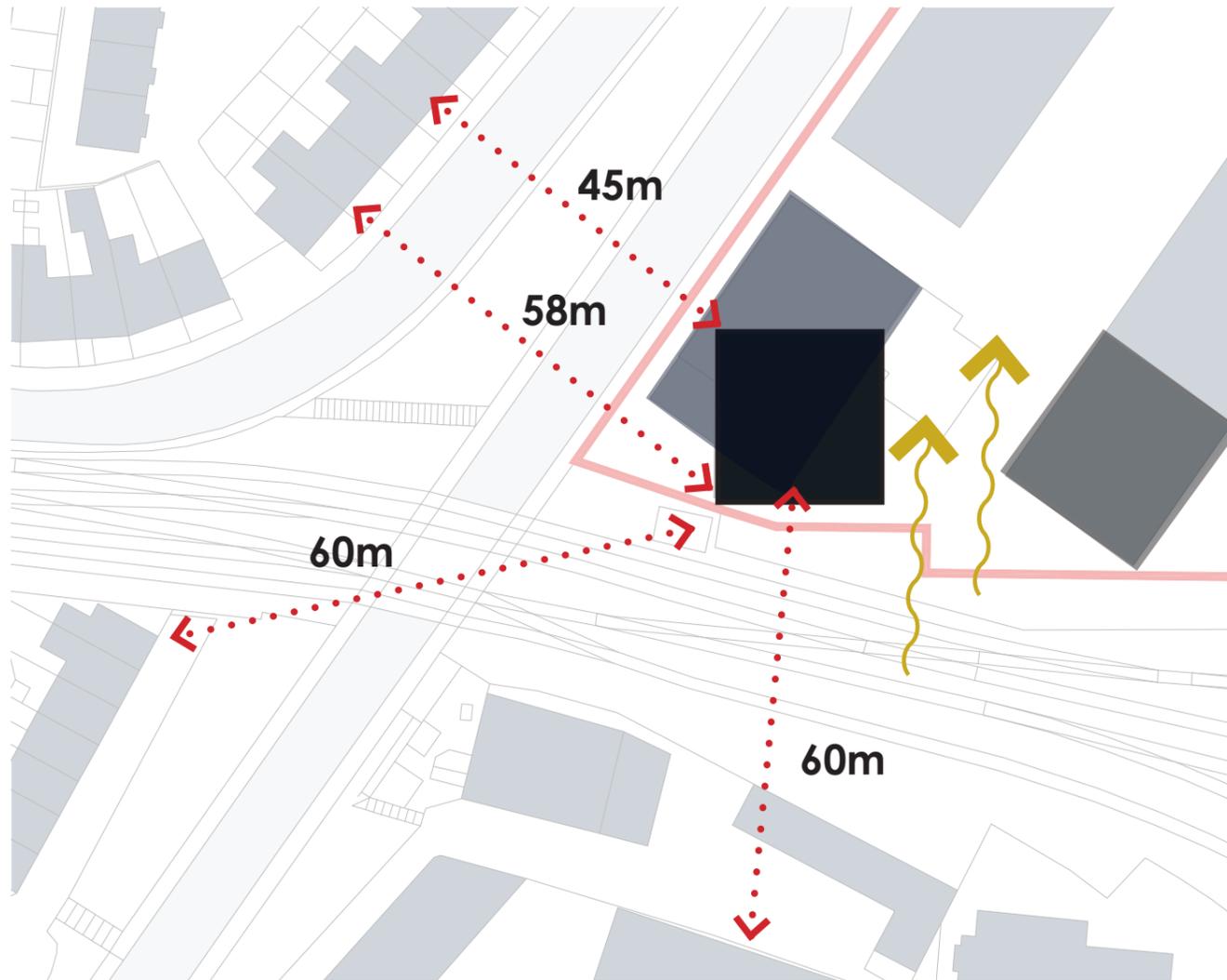
Illustrated in the aerial photographs is the southern edge of the site facing firstly onto an expansive rail line, which then leads into the shear edge of the SDZ north docklands area. This condition would lead us to believe that a scaling upwards is the appropriate contextual response to bridge the scale shift between East Wall and the North Docklands.



View from East Road

4. Immediate context

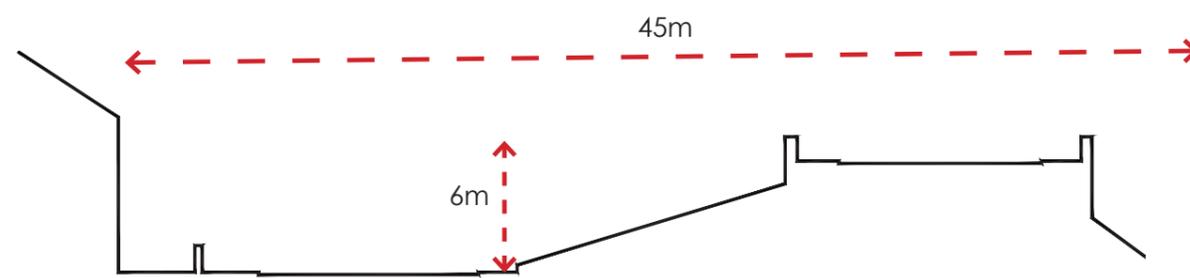
The distinctive feature of this site is its separation from the immediate context, with the nearest building at 45 metres away. One can also see the large buffer zone of the bridge between Church Road and the sites south west corner.



- 15 storey gateway building responds to intersection of bridge & rail corridor.
- Large separation distance to adjacent buildings



- Relationship between 12 storey corner building on Sheriff street and proposed gateway building



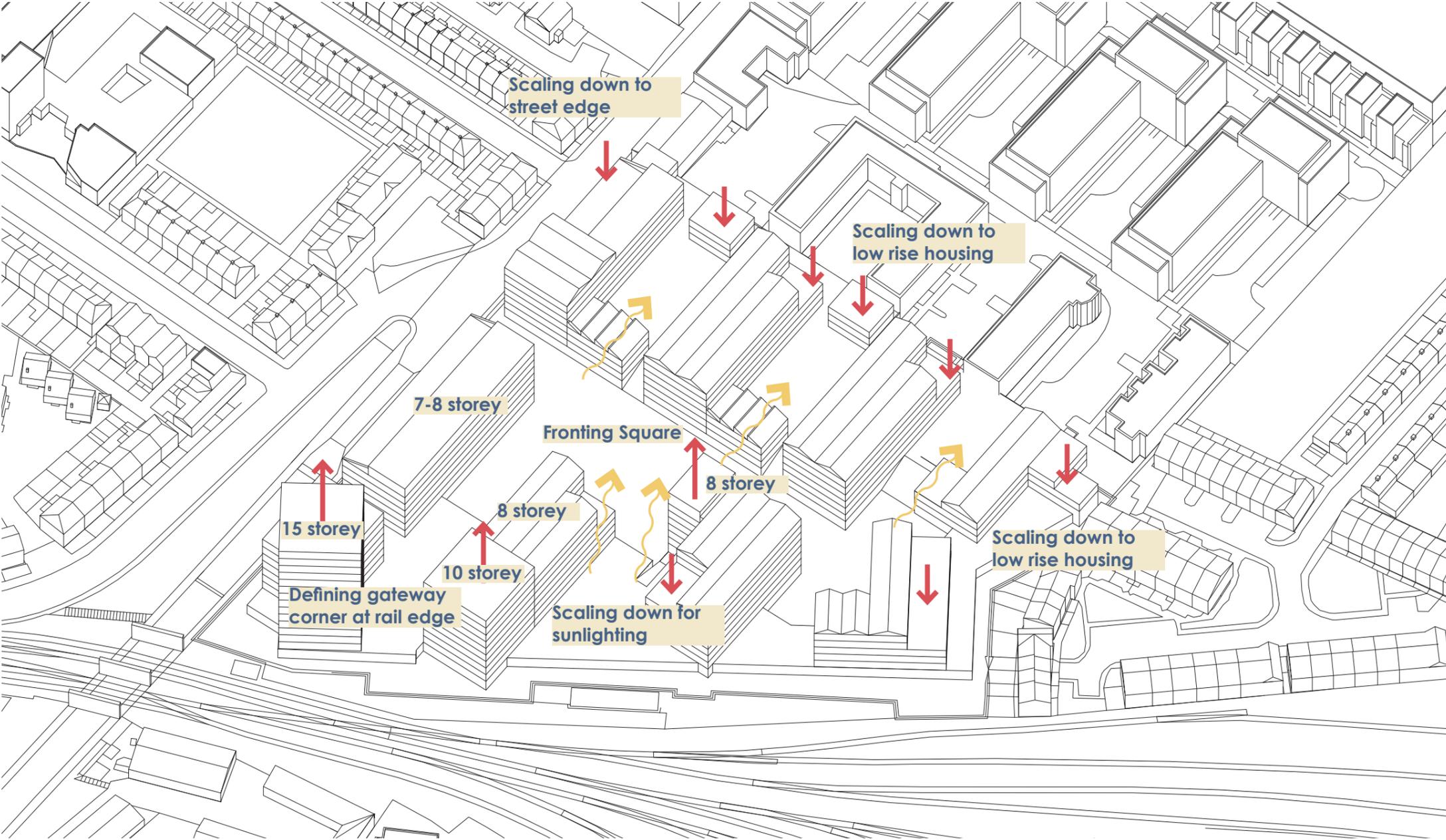
Section through Church Road and East Wall bridge - significant buffer and separation



East Road bridge connecting East Wall and proposed landmark building to upper Sheriff Street and North Docklands

5. Distributing Density

Contextual site response achieving high density without compromising on urban design strategies



Variation in heights from 3 storey to 15 addressing varying edge conditions, sunlighting & daylighting parameters, and placemaking.

On larger urban redevelopment sites, proposed developments should make a positive contribution to place-making, incorporating new streets and public spaces, using massing and height to achieve the required densities but with sufficient variety in scale and form to respond to the scale of adjoining developments and create visual interest in the streetscape. Urban Development and Building Heights Guidelines for Planning Authorities, December 2018



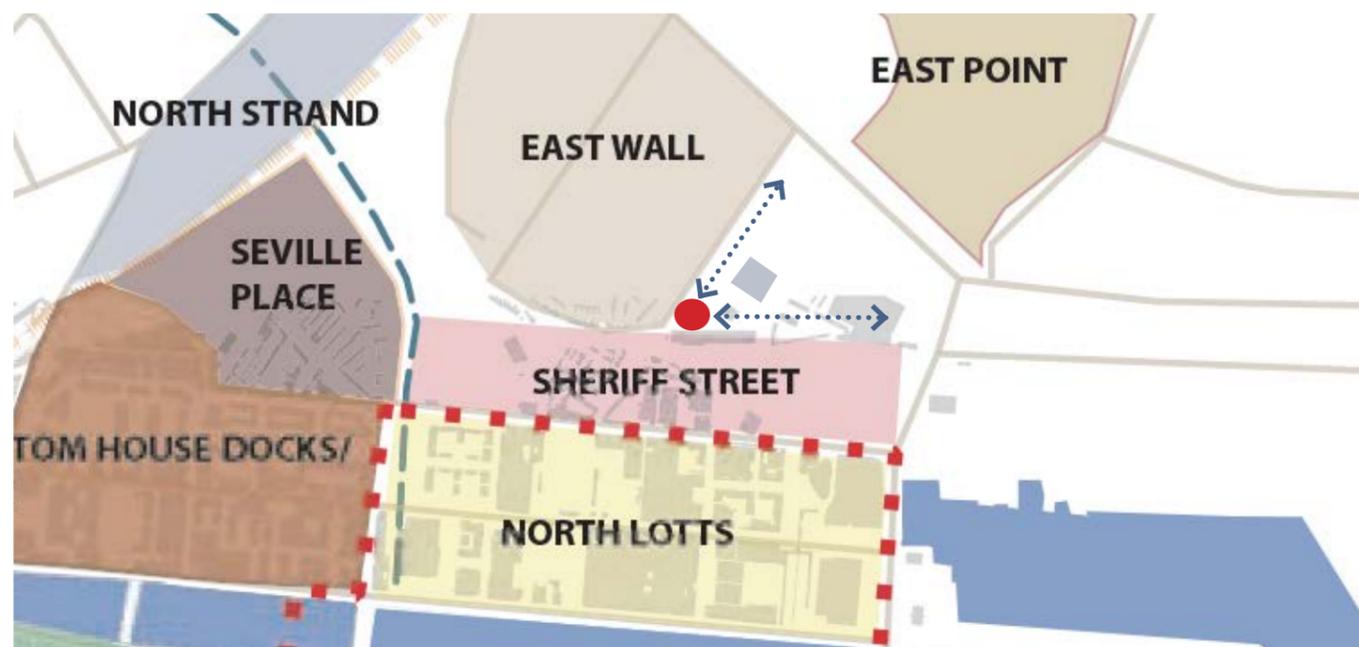
6. Defining a neighbourhood

The proposal responds to its overall natural and built environment and makes a positive contribution to the urban neighbourhood and streetscape. The proposal makes a positive contribution to the improvement of legibility through the site or wider urban area within which the development is situated and integrates in a cohesive manner.

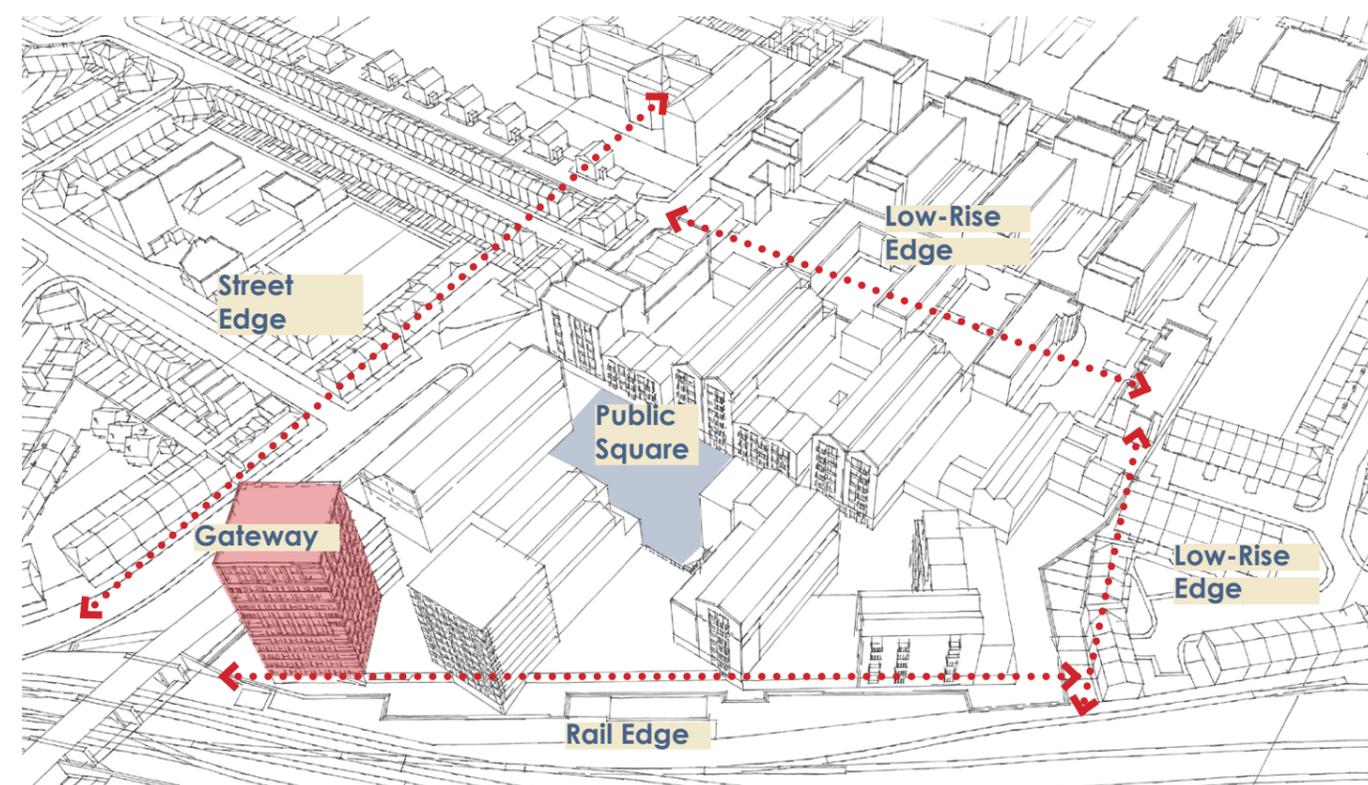
Urban Development and Building Heights Guidelines for Planning Authorities, December 2018

'The ambition for the Dublin Docklands is for it to become one of the great living urban environments of Europe, providing a unique and enriching life choice and experience for residents. Attracting people to live in the area is core to the overall aims of successful regeneration.'
North Lotts & Grand Canal Dock SDZ Planning Scheme

- The site sits on the intersection between East Wall and Sheriff street neighbourhoods.
- Our project aims to address the scale of each of its unique edges
- Our corner building acts as a node point between the two communities.
- Opportunity to create an **'Identity'** and strong visual marker for the area.
- **the development will be both a working and living community with a sustainable long-term mix of uses creating a vibrant new addition to the neighborhood and a catalyst for future social and economic growth and redevelopment in the area. It will become a 'destination'.**
- 15 storey building will make positive contribution to the skyline and assist in legibility of the area thereby **reinforcing placemaking and character.**
- At the scale of the neighbourhood, the building acts as a landmark at the key nodal point and transition on the edge of East wall neighbourhood at the intersection with the railway corridor.
- It acts as an anchor at the foot of the bridge crossing over the railway line and a counter point to the existing 12 storey building which marks its Southern end.
- The juxtaposition between the 15 storey and 10 storey taller tower like elements create **a collective composition and 'event'** at this gateway entrance.



Identification of neighbourhoods in and surrounding SDZ



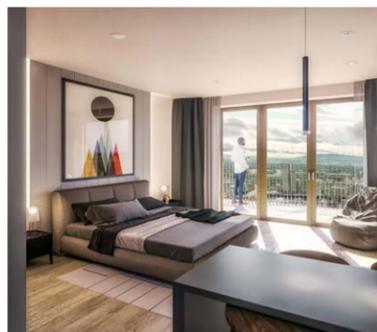
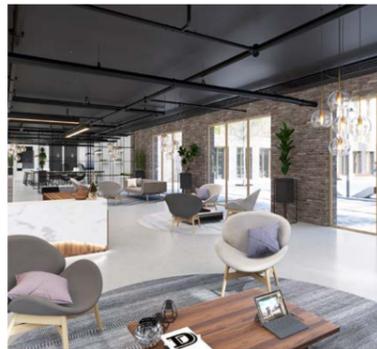
Putting height where appropriate along rail-edge & intersection between bridge-crossing & rail at south west corner of site.



- At scale of the City the composition and additional height create visual interest from Sheriff street upper at the Docklands station as you travel East into the Docklands.



Approach from East Road Bridge: Defining corner as a gateway



Destination as a new neighbourhood to work, live, & play



Central square as fulcrum point for new neighbourhood

Tower Design

The proposal is not monolithic and avoids long, uninterrupted walls of building in the form of slab blocks with materials / building fabric well considered. Urban Development and Building Heights Guidelines for Planning Authorities, December 2018

Through engagement with DCC, we have developed a landmark tower design form which confidently holds the prominent corner of the site, whilst also lightening in articulation on the upper floors. The variation in height and material tone avoids creating a wall-like effect, but rather is perceived as an ensemble of buildings. This spread demonstrates the design evolution which led us to the final design resolution.



15 storeys (pre-app design) - Defines corner, but material articulation too heavy on upper floors.



12 storeys - Creates undefined corner and proportionally lacks elegance or slenderness



15 storeys revised - Increases verticality, but clutters the formal expression. Outset balconies unsuitable given the height and exposed location.



Proposed Design

Significant scale & height to act as anchor at end of bridge and key visual marker at transitional point into East Road neighbourhood. Holds confident form on prominent corner of the site, whilst also lightening in articulation on the upper floors.

8. BUILDING DESIGN, FORM AND MATERIALS

The cluster of 2 taller 'tower' elements on the East road site will be of high material and detailed quality with good proportion.

Both elements are of masonry brick finish with materials and tones that are reflective of the local residential context thereby rooting them in the character of the place. A lightness is introduced to the top of the 14 storey element with the introduction of metallic aluminum panels of a gold/ brown colour and of a more industrial aesthetic.

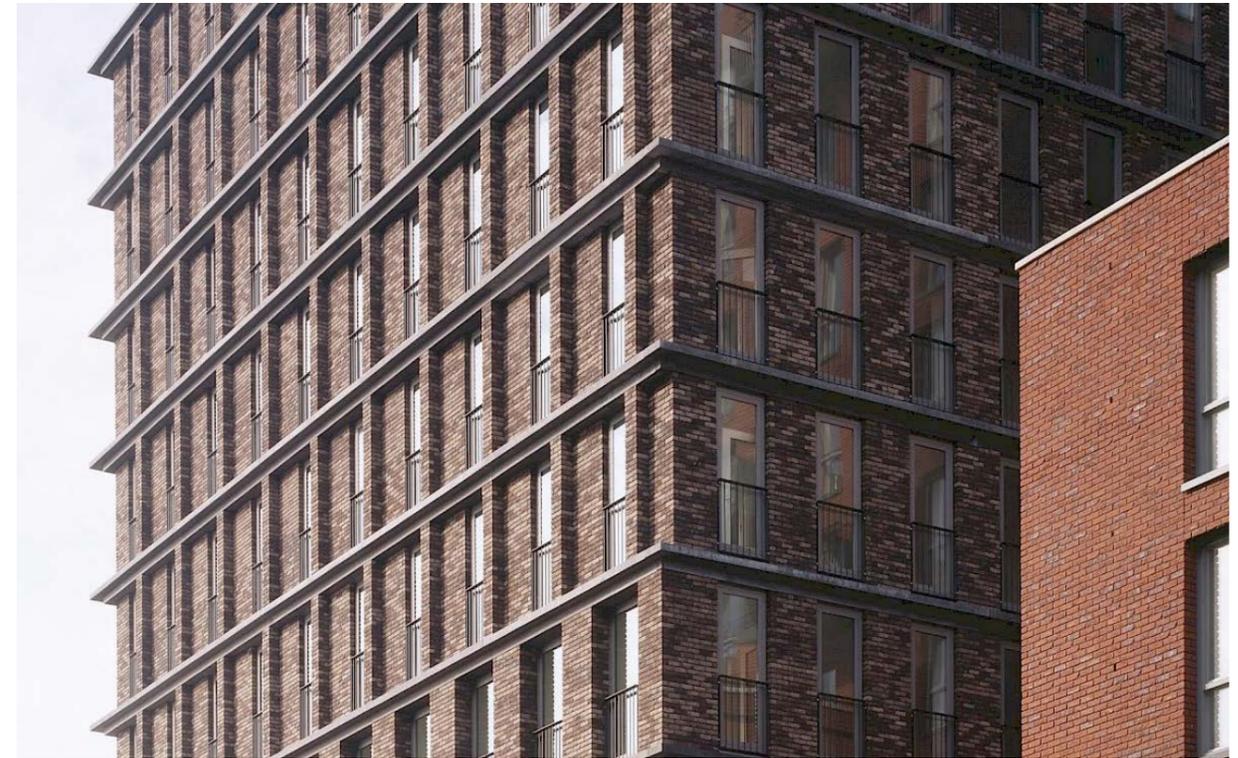
The buildings are not intended as stand alone 'iconic' pieces of architecture but instead form a more understated composition with a materiality to root them in the local context and relationship to the railway line and industrial heritage.

The massing is simple and robust with recessed terraces eroding the corners to provide lightness and the opportunity for wide views from within the apartments.





Europallee, Zurich, Caruso St.John



De Loosden, Amsterdam, Office Winhov



Castleforbes

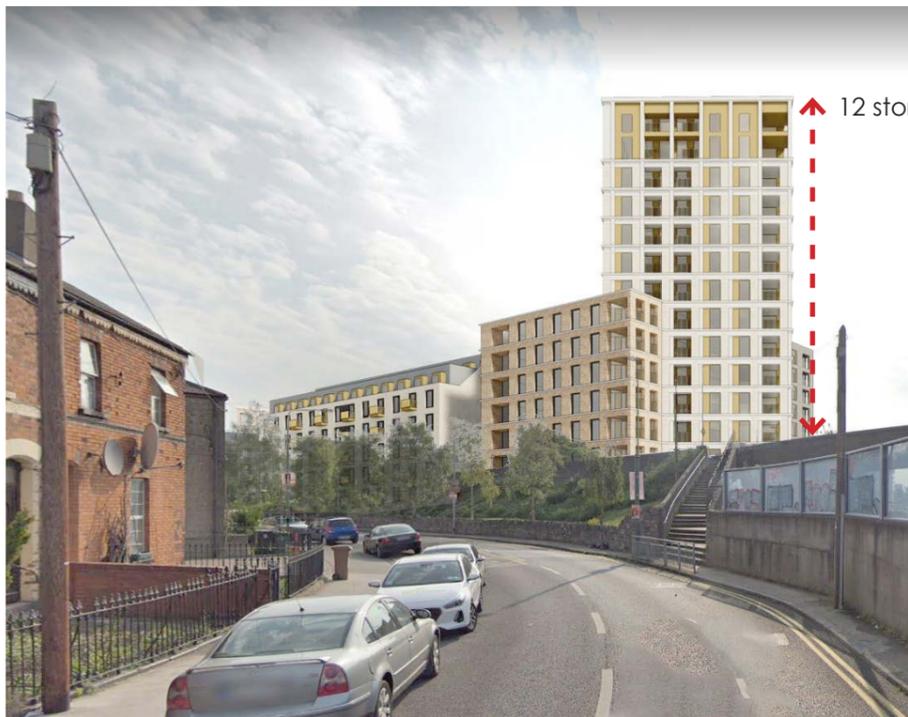


Corner House - London - DSDRH

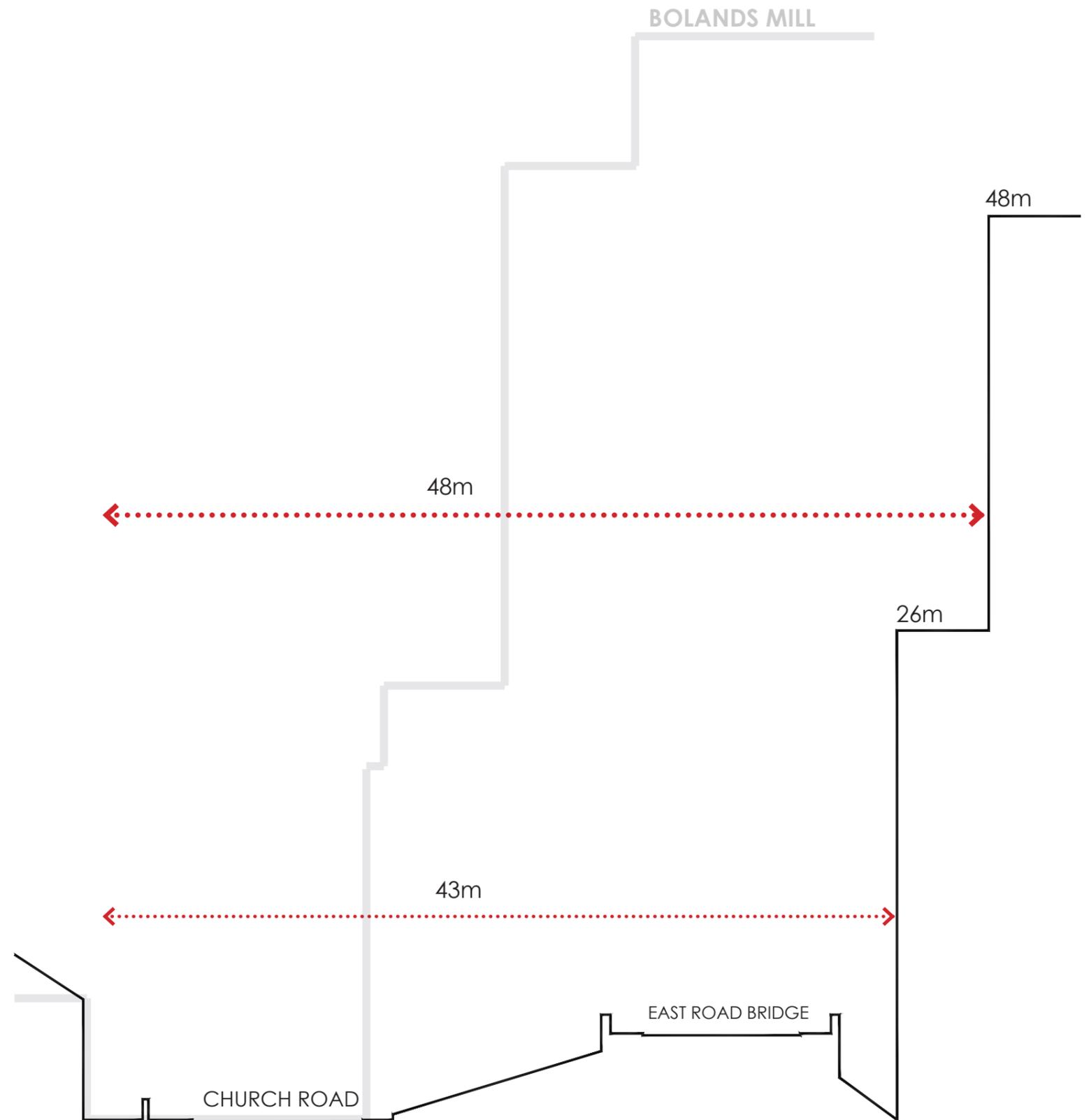
9. Dublin Precedent



- Provides transition in scale between apt. resi blocks to the north of the site (5-8 storey) and SDZ (8-12 storey)

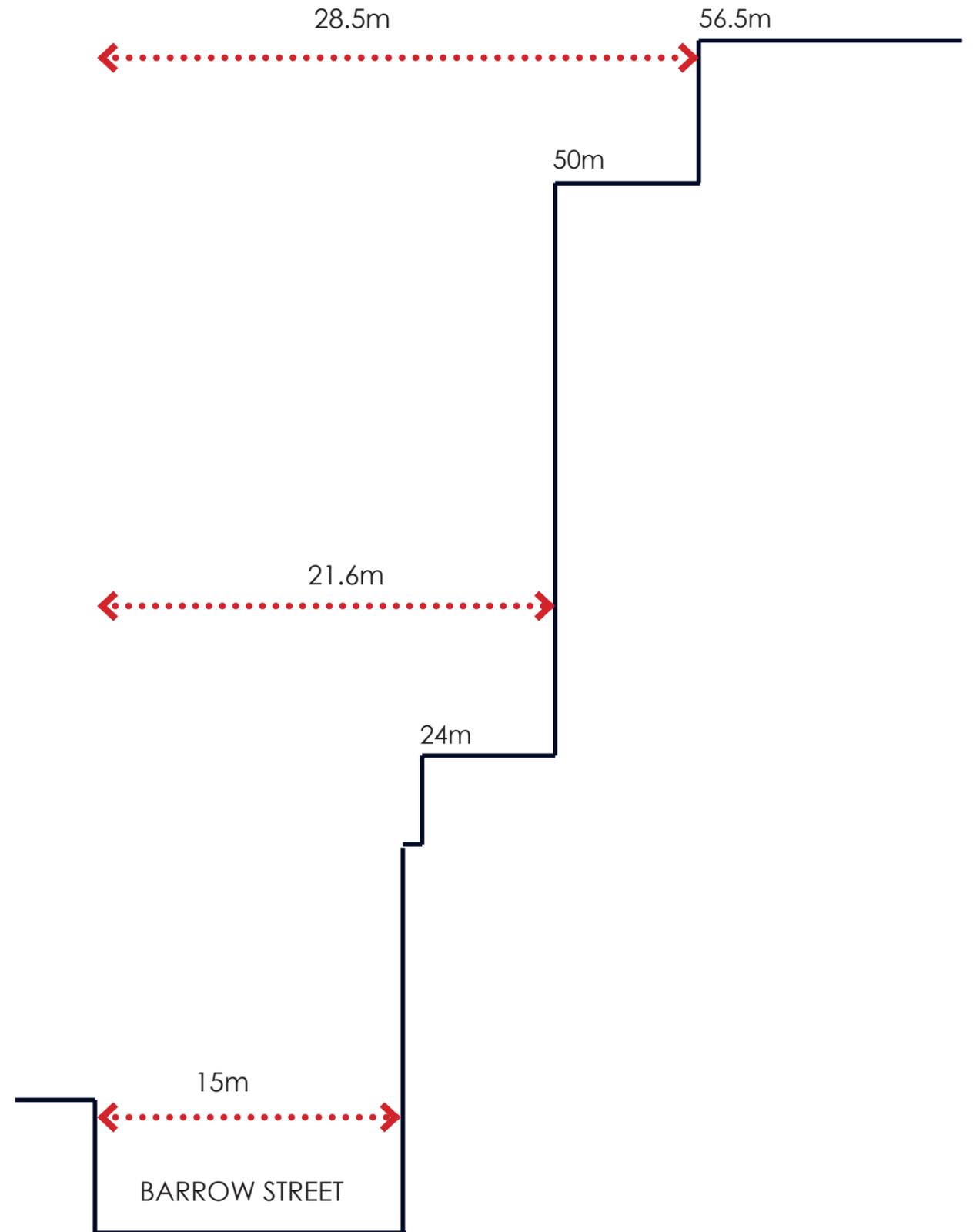


12 storeys perceived





Although a different context (existing large industrial buildings on site and subsequent development (Google), Bolands Mills redevelopment has a similar relationship to low rise housing as a former industrial site sitting next to workers housing. Contemporary condition of significant scale shift with closer proximity to low scale without buffer and significantly closer to 2 storey housing.

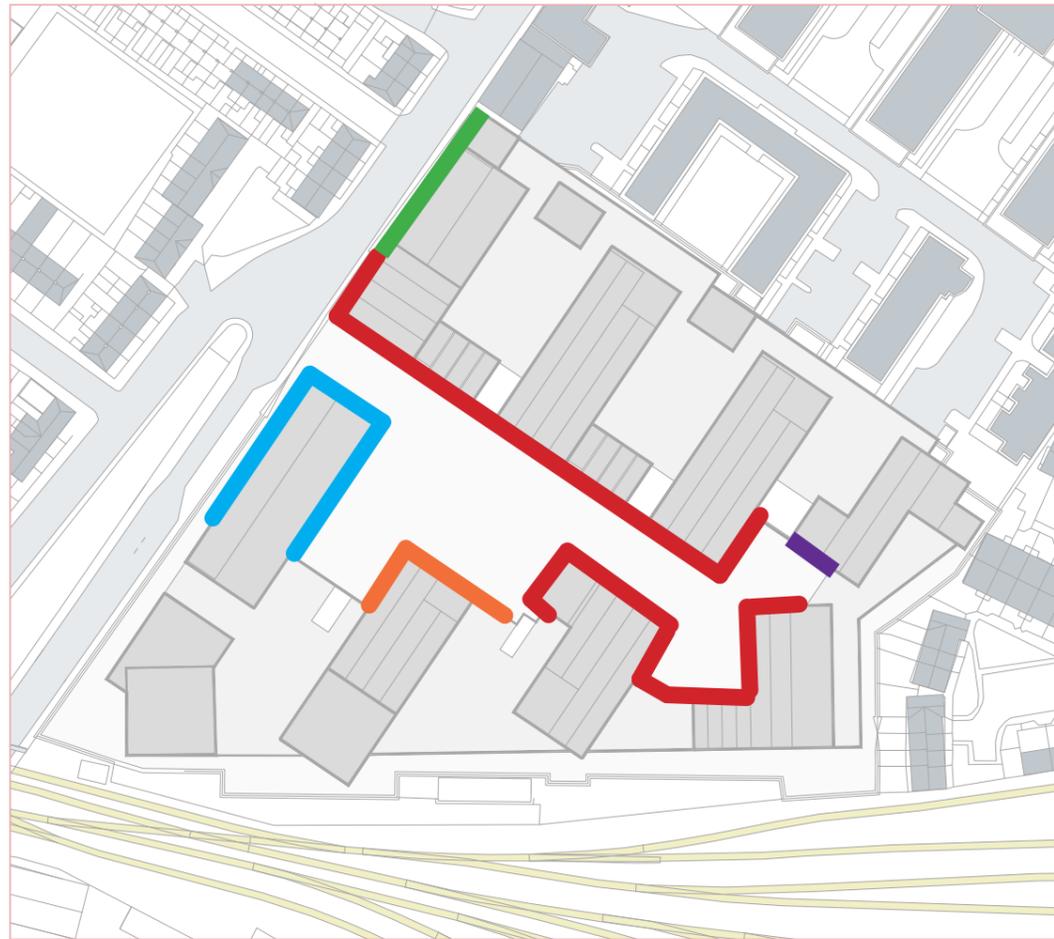




Ground Floor Strategy

Our ambition is to create a neighbourhood which will become a destination in the area. A place where people will work and live. This starts with an ambitious ground floor offering of co-working and small scale offices, foodhub, exhibition space, resident amenities, and keeping the existing local mens shed within the development as a commitment to working with the local community. All of this surrounds a new public square - a carefully designed focal point in the heart of East Wall.

Ground Floor Strategy



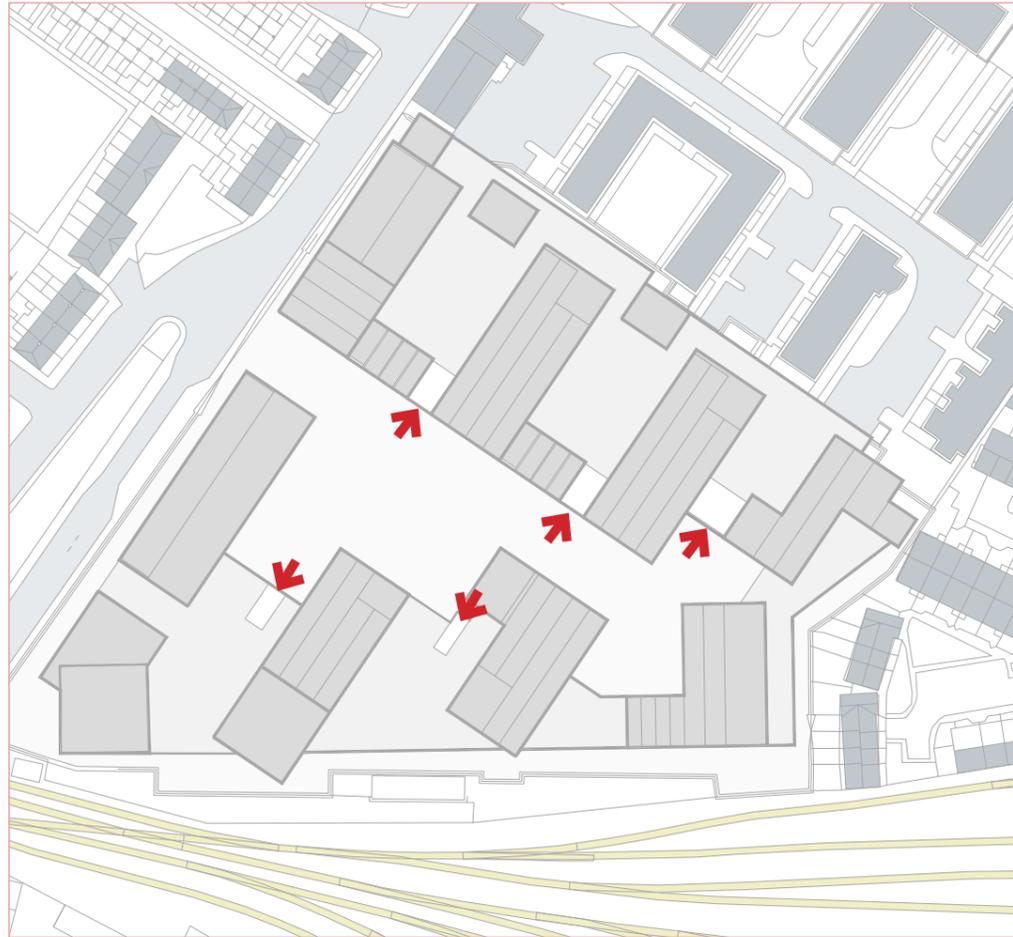
Frontage & Use

- █ Enterprise // Coworking
- █ Retail
- █ Mens Shed
- █ Tenant Amenity
- █ Foodhub // Exhibition

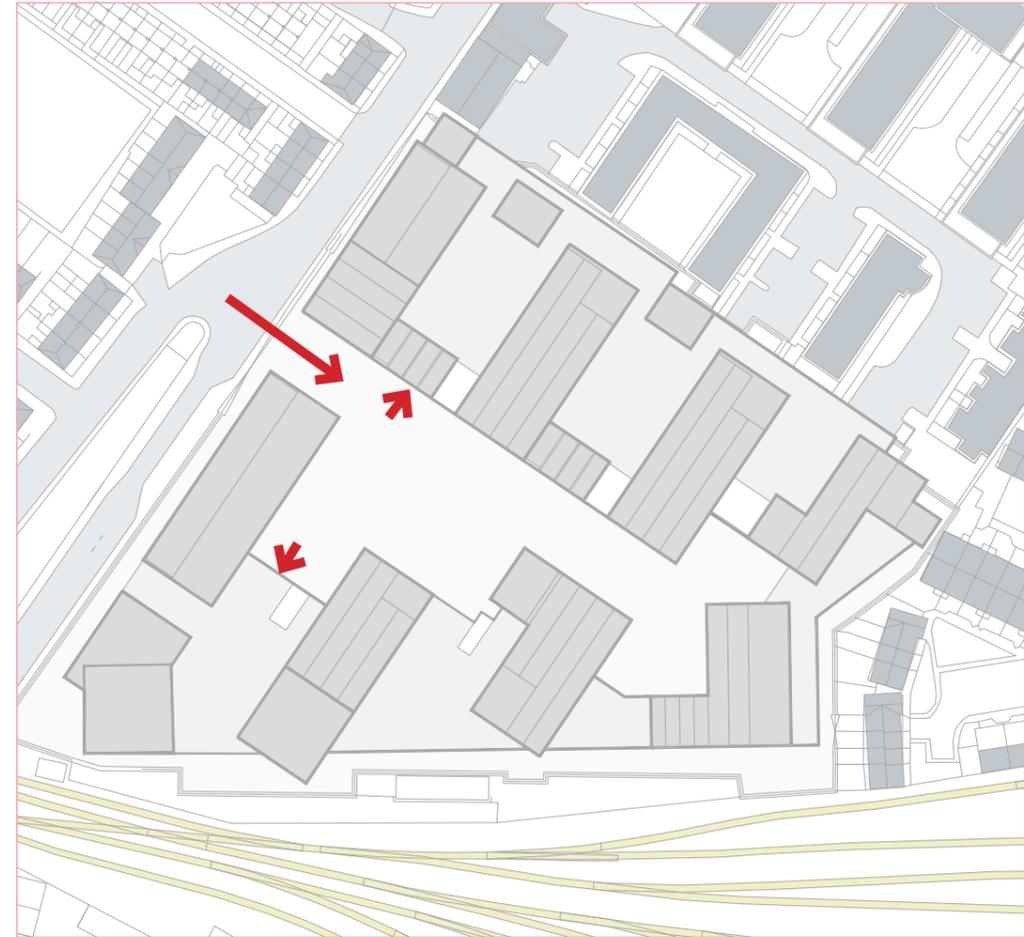


Spatial organisation

- █ Square
- █ Street
- █ Court



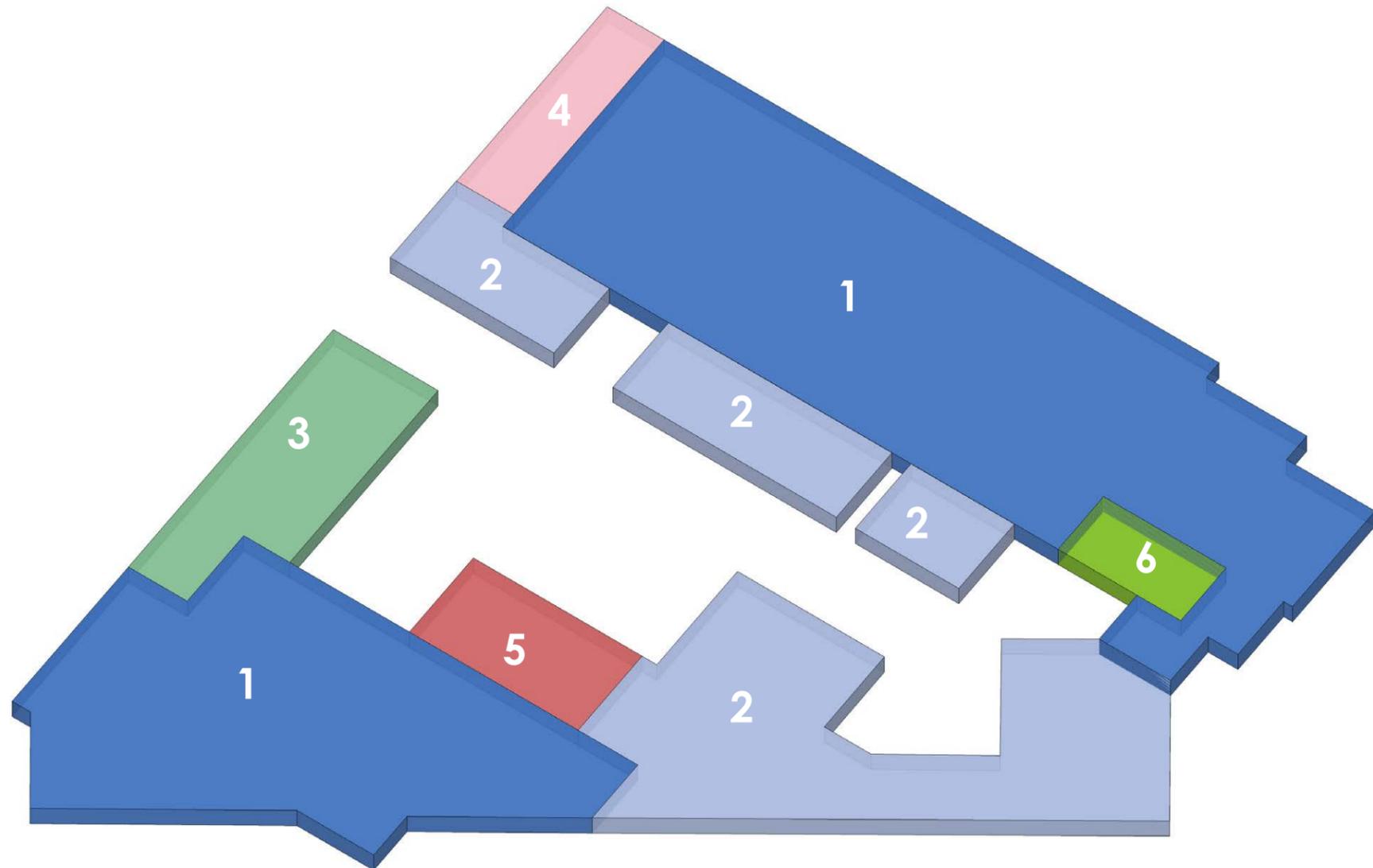
Podium entrance points



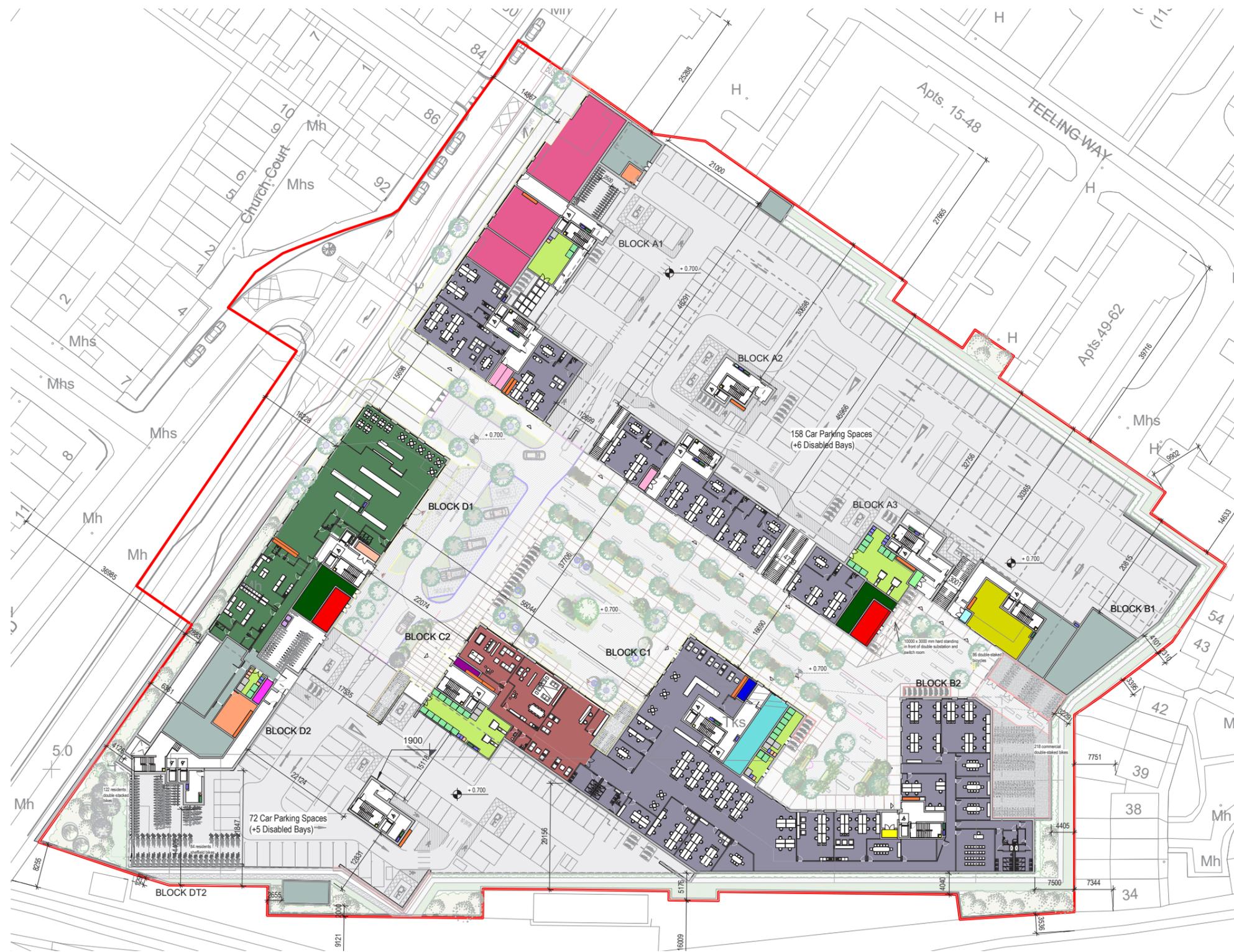
Parking entrance points

Ground Floor Diagrammatic Layout

- 1. Podium Parking / BOH
- 2. Enterprise // Co-Working
- 3. Foodhub // Exhibition Space
- 4. Retail
- 5. Tenant Amenity
- 6. Men's Shed



Ground Floor Layout



- Bin Stores
- Comms
- CRECHE
- Enterprise Units - Offices
- Foodhub/Cafe/Exhibition
- Mechanical Plant
- Men's Shed
- Retail
- Tenant Amenities

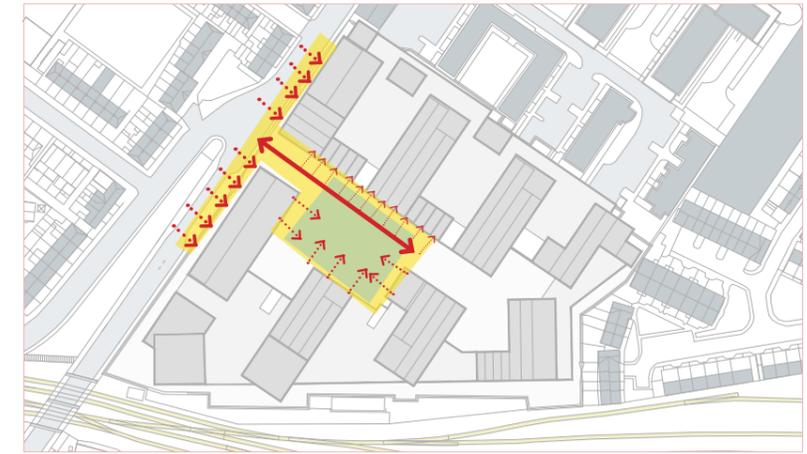
Ground Floor Strategy

Spatial Organisation

Our ground floor organisation is that of a small neighbourhood with a street, a square, and a court, with a multitude of uses facing onto these public spaces. We perceive this as an extension of East Road, adding much needed open space, to an area otherwise characterised by expanses of purely residential streets. This mix of uses ensures active uses throughout the week and into the weekend, with the square capable of holding markets and other public events.



URBAN PUBLIC SPACE CONNECTS THINKERS AND MAKERS IN A SOLIDARY CITY

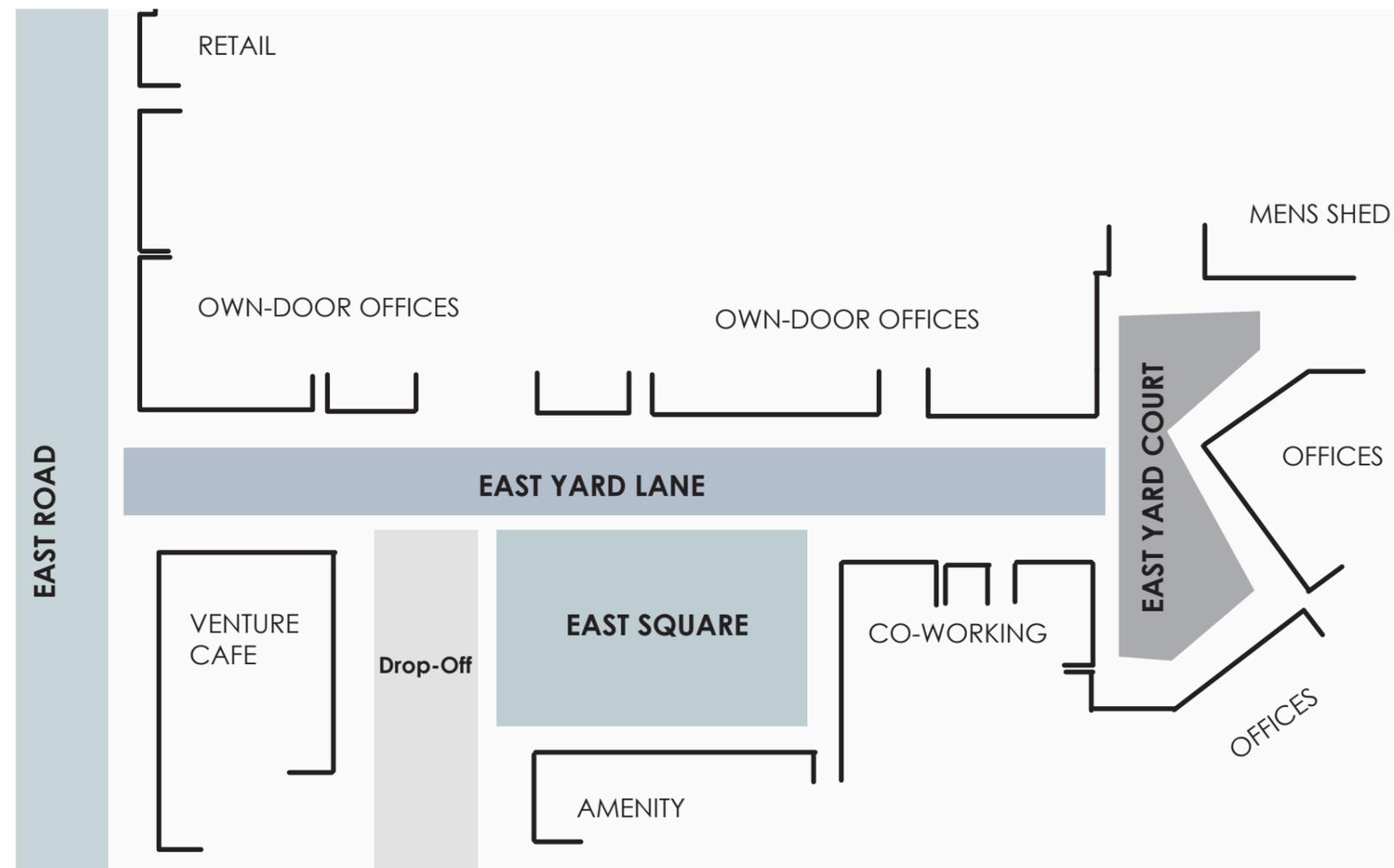


The city is a place where different people live, stay, meet and interact. If, aside from universities and schools, we can anchor enterprise and community more firmly on urban public spaces, we can build an enterprising and solidary city where thinkers and manufacturers work together and support each other.

URBAN ENTERPRISE NEEDS PUBLIC VISIBILITY



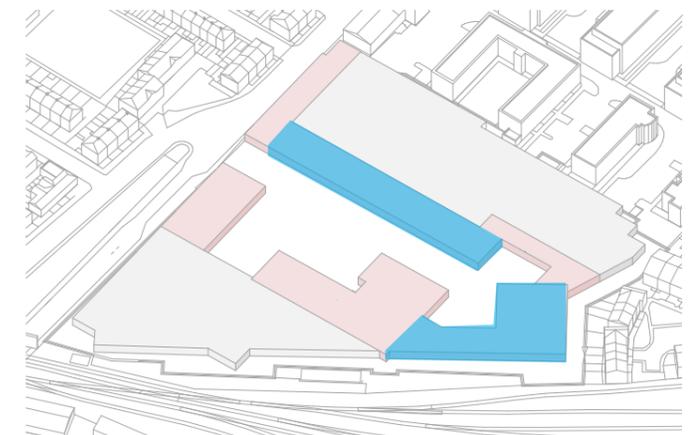
By giving prominence to small scale production activities, and reintroducing them in the street and the city, craft may once again have a place in our daily lives. Our thinkers and makers will then experience a sense of pride.



Office & Virtual Office

Fully serviced office space of varying sizes that fully fitted to include data, power and furniture. This space will be housed and managed through our central reception area and will range from a 4 person up to a 10 person space.

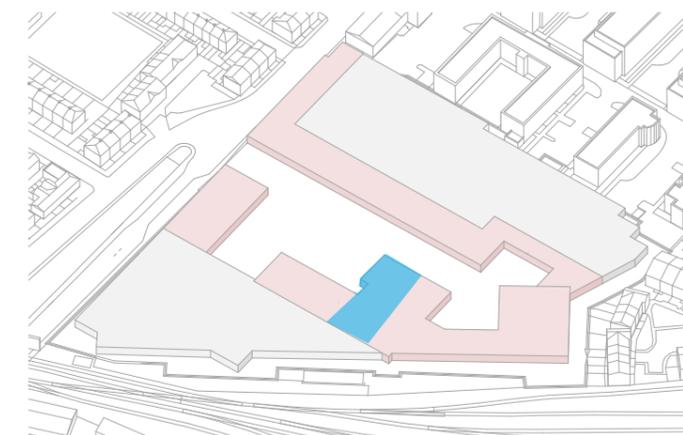
Plus our self-contained units that have direct access to the plaza (not furnished); allows us to offer individual space that can be tailored by the end user. We see the space being suitable for a mix of end uses including gallery space, media, TV, gaming or animation studios.



Co-Working & Shared Space

Our co-working space offers shared desks in an open plan environment where business work alongside one another. It provides access to meeting rooms that can be booked by the hour, use of shared facilities and other on-site services. Our co-working package allows individuals or companies the flexibility to sign up to monthly memberships that provides them with access to a professional business environment.

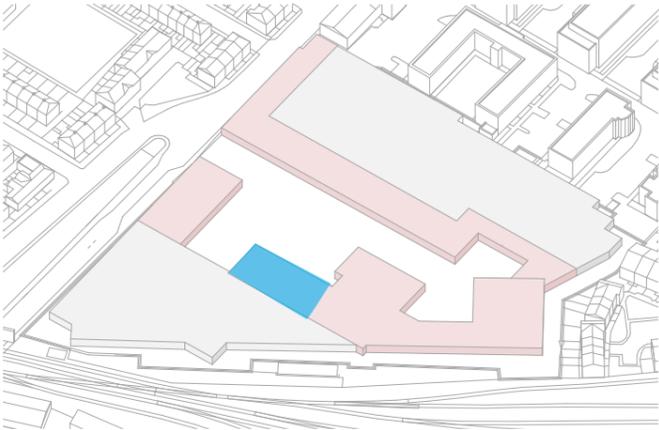
Our audio visual room will allow companies to do presentation, launch products, live stream, live broadcast or connect globally via video conference.



Residents Amenities

Residents of the apartments have access to all on-site facilities and events on a pay as you go basis.

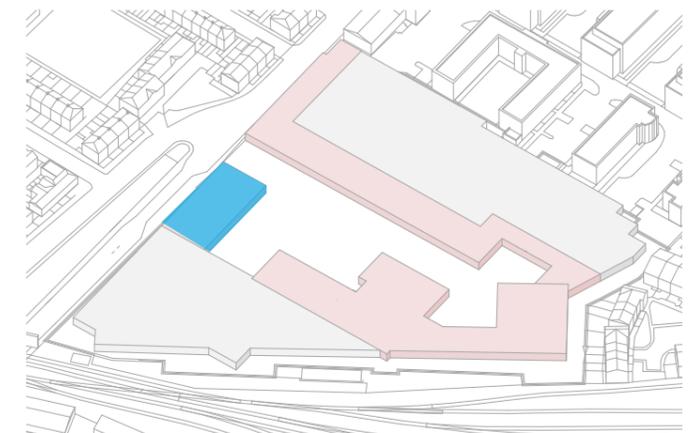
In addition, they have a dedicated zone with a spacious living room and games room for winding down and getting together with friends.



Foodhub // Exhibition Space

Our multi-purpose Crossover & Exhibition space allows us to offer different uses to multiple organisations looking to host an event. We are able to provide a unique solution to the customer, flexibility for event organisers, and more than a standard conference space for delegates.

It offers a blank canvas to bring something fresh and new to any event. With our on-site team we match events to enhance and support the multifunctionality of the whole site; allowing temporary use for exhibitions, art displays, craft, digital & design workshops, to pop up shops. Our crossover venue will be connected to the café but can operate independently.

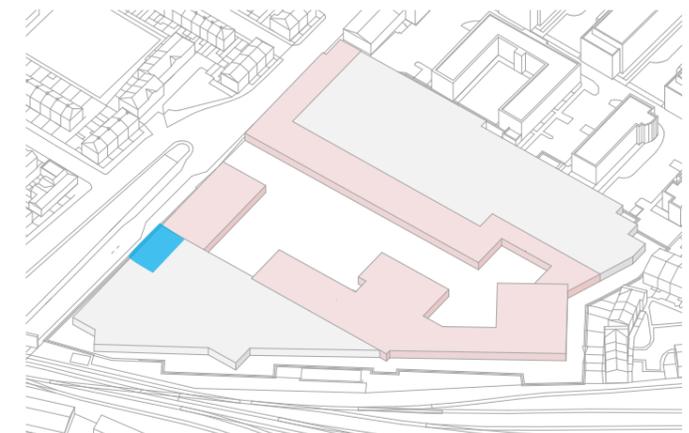


Commercial Kitchens Zone

Our managed kitchen space includes prep space, appliances & equipment, walk-in fridge & freezers, dry pantry & storage space.

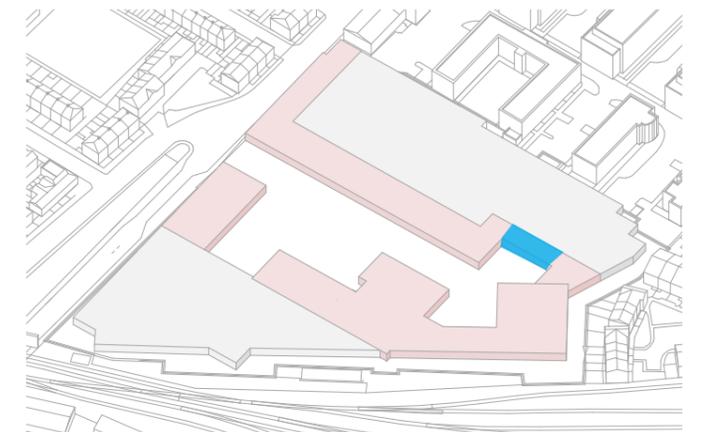
This space can be rented by the day as overflow space or by start-up food companies. It can be used to deliver HACCP training courses, for demonstration purposes with full broadcasting capabilities for YouTube uploads, cooking classes & cook-book tasting launches.

The Commercial Kitchen will be next to the Multi-Purpose Exhibition Space and therefore offers much more than just a kitchen for start-ups.



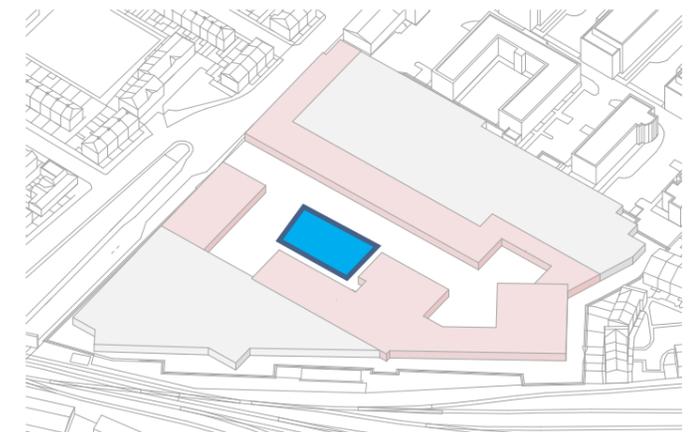
East Wall Mens' Shed

The current Mens's shed located on the site will be re-located within the scheme as an anchor for the existing East Wall community within the development.



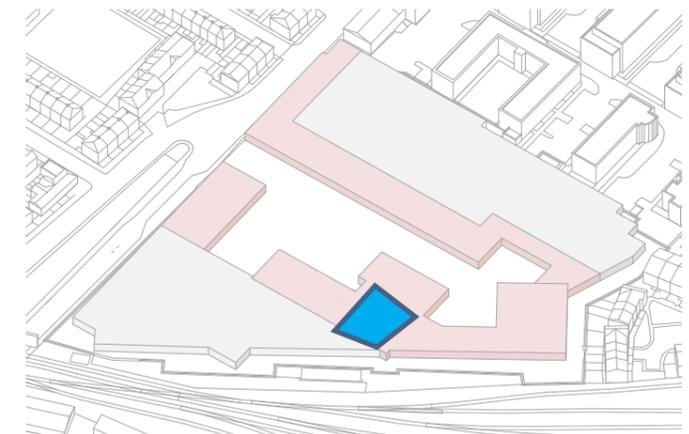
Main Square

Our fully publicly accessible main square has the potential to become the heart of East Wall, holding weekend markets and events. The massing of the scheme has been carefully modulated to maximise sunlight access to the square, making it an attractive social space in the area for lunch or meetings.



Creche

Our Creche will service the families of residents within the development and also the wider East Wall / North Docklands area. Located in the centre of the scheme, it helps intergrate and connect families in the local area.



5% SOCIAL, CULTURAL, CREATIVE & ARTISTIC USES

■	Foodhub –	680.8
■	Mens' Shed –	91.8
■	Square -	600
■	Enterprise -	800
■	Creche –	539

Total - 2711.6 sqm

Dev GFA 52796 sqm

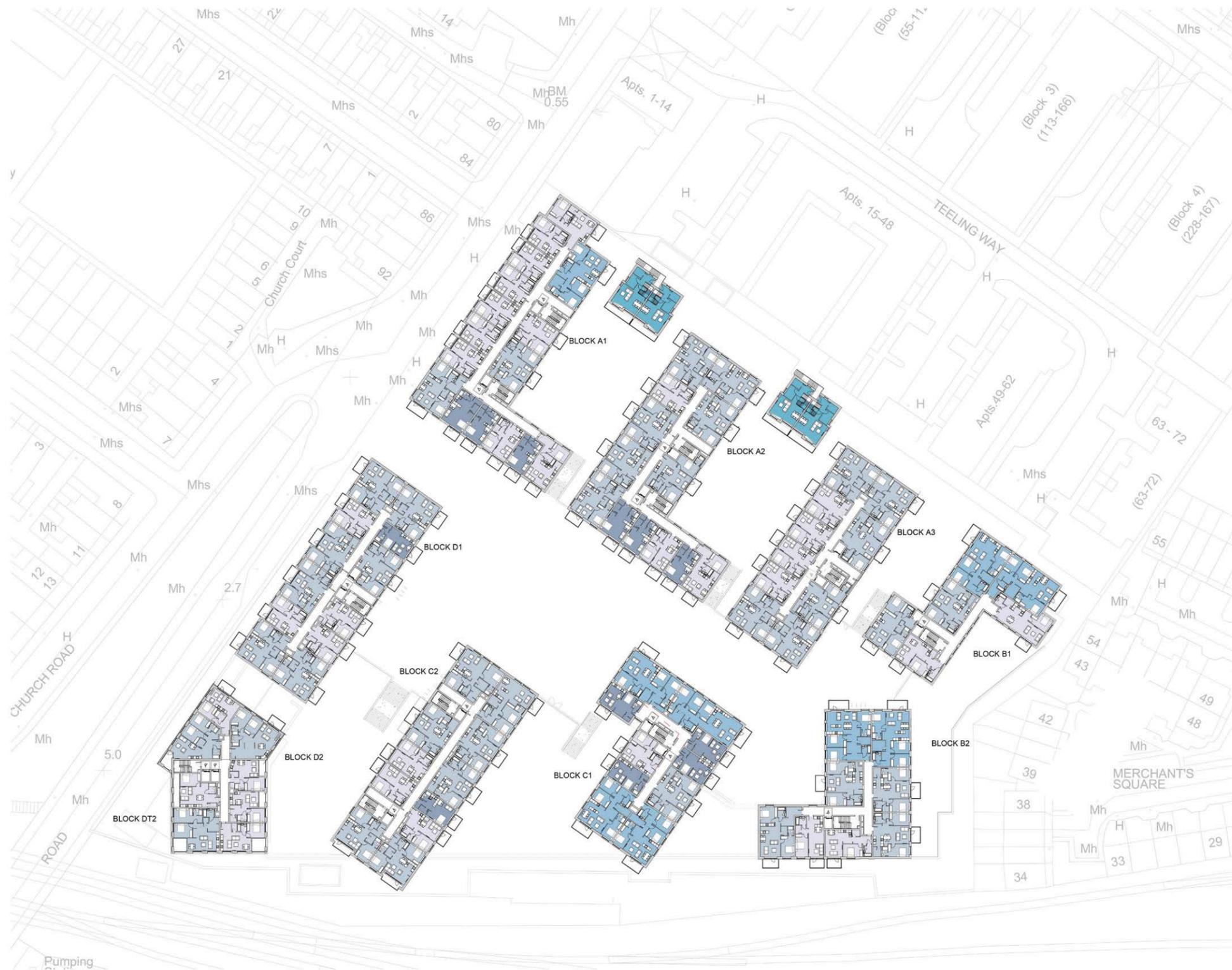
5.1% Cultural Uses



Ground Floor



First Floor



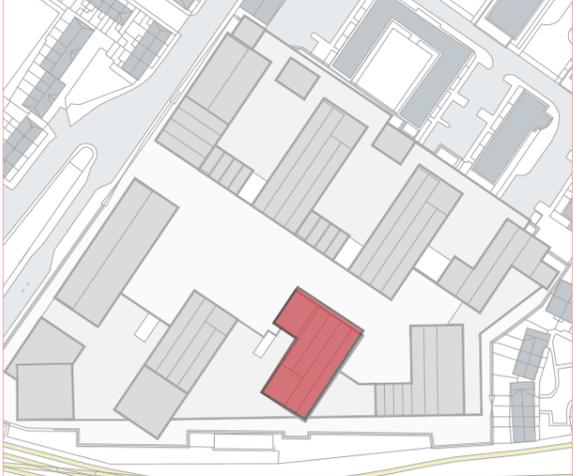
OMP GIA Legend

- 1 Bed
- 2 Bed
- 3 Bed
- 3 Bed Duplex
- Studio

Level 02 Block Plan
1:500

Aspect / Orientation

The pre-application plans contained 14 north facing units (block C1), and had a duel aspect ratio of 37%. We dealt with this by eliminating the north facing units entirely, replacing them with duel aspects (see plan). This increased our duel aspect percentage to 39.2% and reduced our north facing units to zero.



Block C1



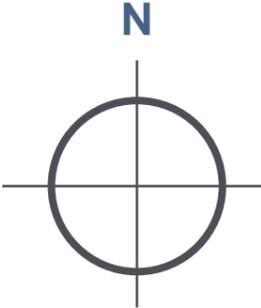
Previous Design

14 north facing units
Duel Aspect - 37%



Proposed Design

0 north facing units
Duel Aspect - 39.2%

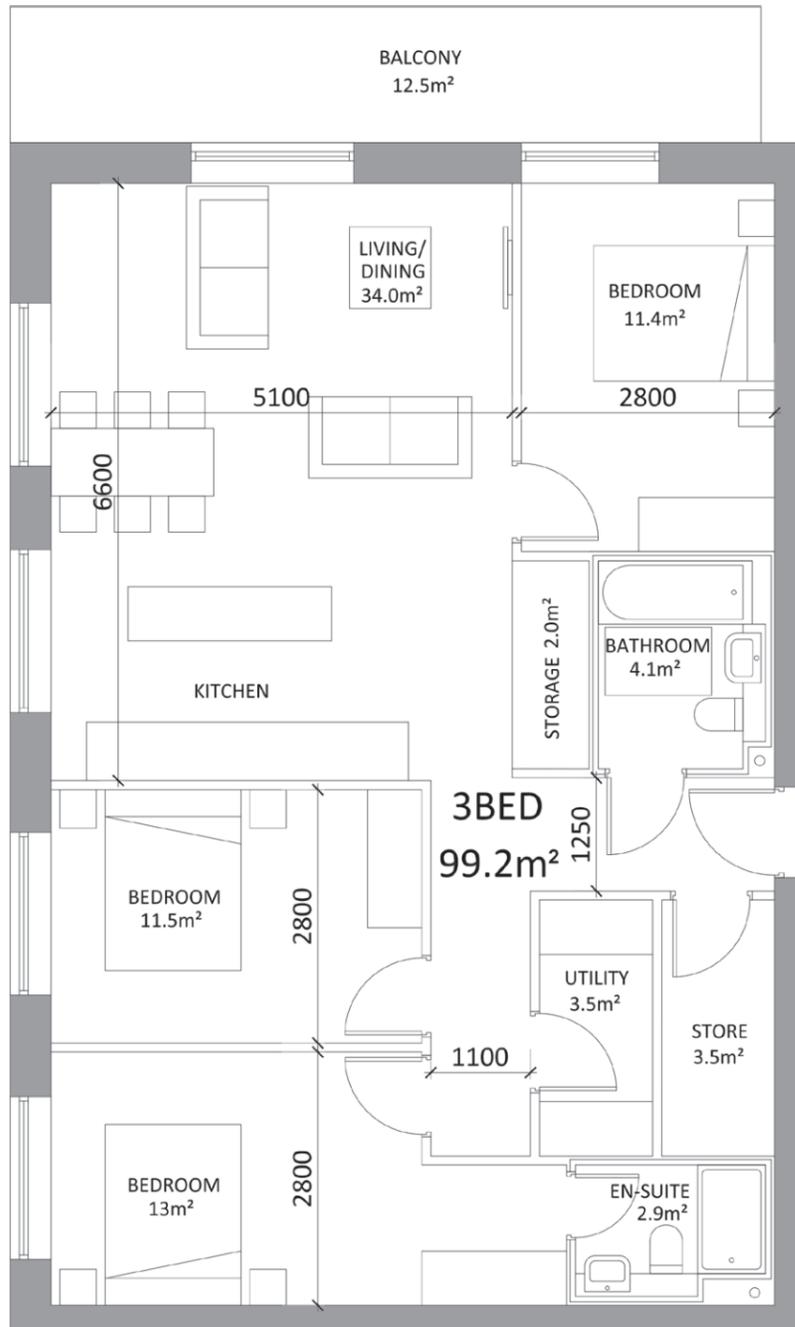




1 Bed

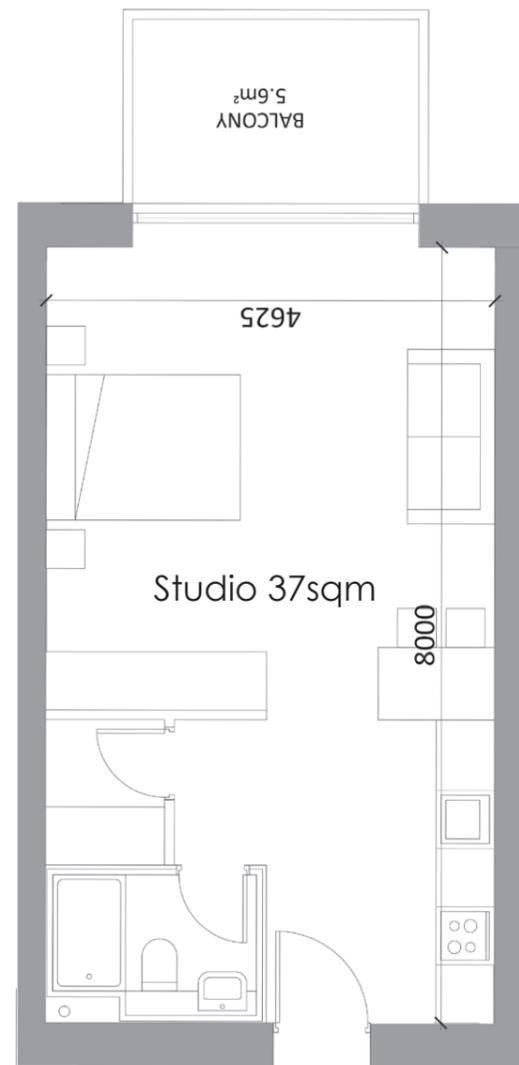


2 Bed



3 Bed





Studio



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