



# DESIGN PROPOSAL BLOCK PW1

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View of the existing factory floor





# PW1 EXECUTIVE STATEMENT

The vision for the Player Wills Factory is to restore and transform the existing unused building, making it the cultural and entertainment hub of the new community. The alterations and interventions celebrate its industrial heritage and ensure its use into the future.

The ground floor of the building has been re-imagined and transformed into a vibrant new cultural/community hub for both the new and wider Dublin 8 community. A total of 852sqm of community/cultural space is proposed in the form of a large flexible space and artist/photography studios with associated exhibition spaces. Flanking the SDRA Lands entry street and internal courtyard, the community/cultural space is given prime location to interact with the wider community. The central courtyard is proposed as a new vibrant public space and permeability through to the courtyard is strongly encouraged with three entry portals leading from the street. The landscape design features a “red carpet” delineating the public route from the South Circular Road through to the new Players Park.

In addition to being a new cultural/community hub, the factory is seen as the BtR entertainment hub, and this blend of communities is encouraged throughout. BtR amenity totaling 1,486sqm is positioned within the original factory fabric for the use of both the wider BtR tenants and the Shared-Living tenants. Alongside this significant amenity offering a public bar/restaurant, cafe and co-working space adds to the overall amenity offering provided by the factory. The juxtaposition of the different building uses promises to create a vibrant community and one that is active throughout the day and evening. A retail unit occupies the South Eastern corner and trades off the South Circular Road and new community.

The building contains 240 Shared-Living single occupied rooms and 47 BtR apartments. Bike parking for these tenants is located in PW2 basement, and a conveniently positioned bike lift connects the basement storage. Communal open space for the BtR residents is located a level O8 roof level, while the Shared-Living residents have access to 2 roof terraces at level O3 & O4.

The building is restored and extended with 2 additional floors that are significantly set back from the existing parapet line. On its North-Eastern corner, where a later addition extension to the factory is removed, a new 8 storeys with amenity setback penthouse level is proposed in the form of a small cuboid tower. This increase in

scale and form is positioned appropriately in the masterplan as a counterbalance to the PW2 tower.

The facade concept for the additional levels is for it to suitably contrast with the masonry and ordered facade of the factory building. This contrast is evident in the additional levels dynamic and rhythmic window fenestration together with the lightness of proposed materiality, glass and rain screen cladding. However, the contrast is rooted in respect of the building industrial heritage and the existing building grid and tripartite windows have been given a contemporary redefinition in the additional levels.

The energetic mix of building occupants together with the quality of the architecture, both existing and new, promises to transform the factory into a new hub for the wider Dublin 8 community.

View from South Circular Road





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## PLAYER WILLS FACTORY

A full assessment of the factory building will be provided by David Slattery - Conservation Architects Ltd. It should be noted that the subject building is not a Protected Structure. The building is included on the National Inventory of Architectural Heritage, rated as Regional Significance. The developer intends to retain the building and celebrate its industrial heritage, ensuring its use into the future.

### Building Setting

Fronting the South Circular Road the subject building formed part of a larger former industrial site, and was developed and extended over a series of phases, in response to the requirements of the industry. It should be noted that many of the early phases of developments were overseen by the same architectural firm, Beckett and Harrington. This has resulted in a harmonious overall character of the altered building, particularly with regard to the front elevation along South Circular Road. The side and rear elevations do not display the same level of architectural harmony.

Inappropriate later interventions, including the modern warehouses to the northern end of the Factory Building and the Single-Storey building, as well as the replacement of the original multi-pane steel windows with modern UPVC windows detracts from the character of the building.

The NIAH Appraisal of the building reads:

*“Built to designs by Beckett & Harrington for W.D. and H.O. Wills in 1935, this building remained in use as a tobacco factory until 2005. Its form, scale and design make it an imposing presence on South Circular Road, and its obviously industrial function creates a striking contrast to the predominantly domestic architecture of the street. One of the rare surviving examples of the Art Deco style in Dublin, the render consoles and frieze are typical features of this style. A modernist influence can be seen in the expansive glazing to the front, and a strong sense of symmetry is created by projecting end-bays and a central breakfront. Cast-iron gate screens flanking the building are of technical and aesthetic interest, adding to the overall character of the composition.”*

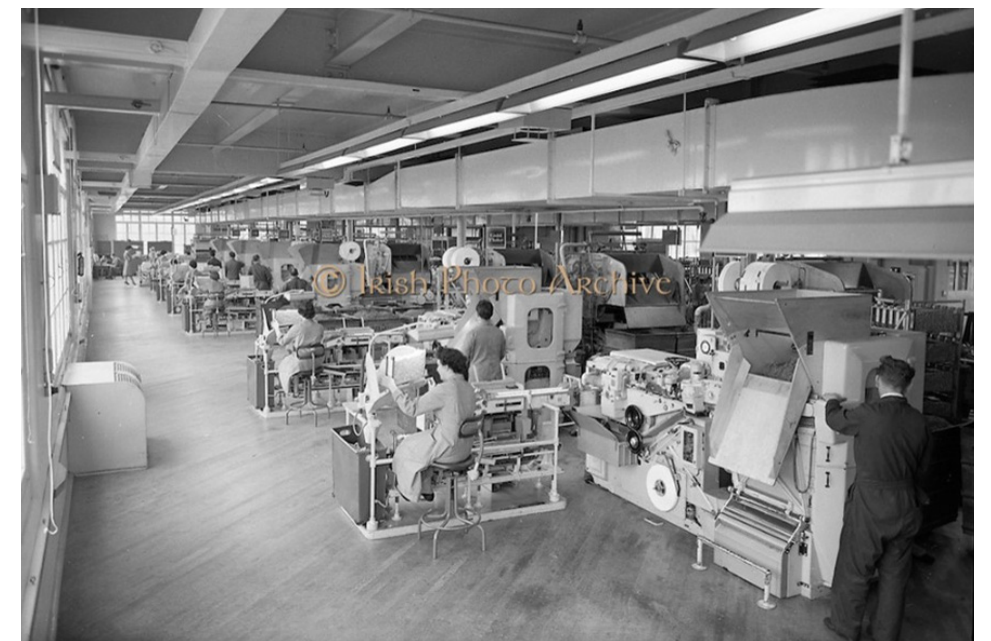
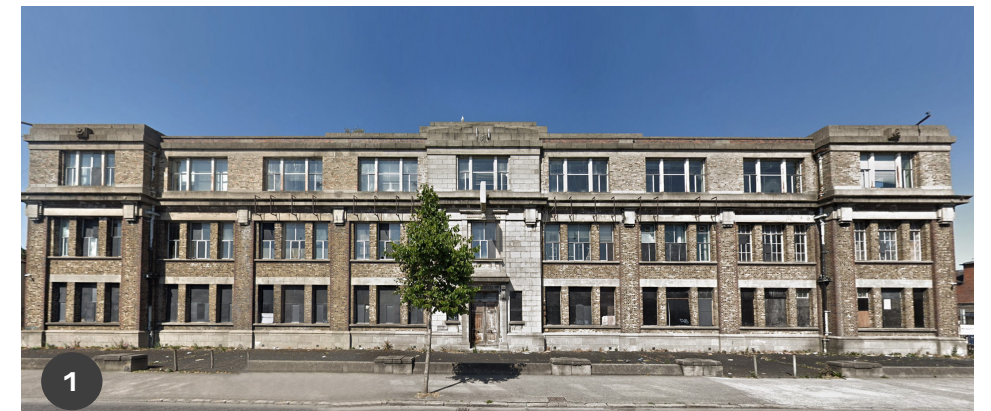
Externally, the replacement of a number of the original steel windows with modern uPVC windows detracts from the character of the



building.

The contribution of the subject building to the character of its setting along South Circular Road is significant due to its sheer scale and contrasting architecture. Although the industrial building is not in keeping with the earlier residential character of the street, it functions as a landmark building within the streetscape.

Internally, there are minimal features of significance. The timber stairs and panelling to the entrance hall of the Front Offices are of some interest. The remainder of the building was in industrial use, and has no internal features of note.



Photograph from Irish Photo Archive, showing the internal factory floor, in Factory No. 2. None of the machinery involved in the production of tobacco remains on site today.

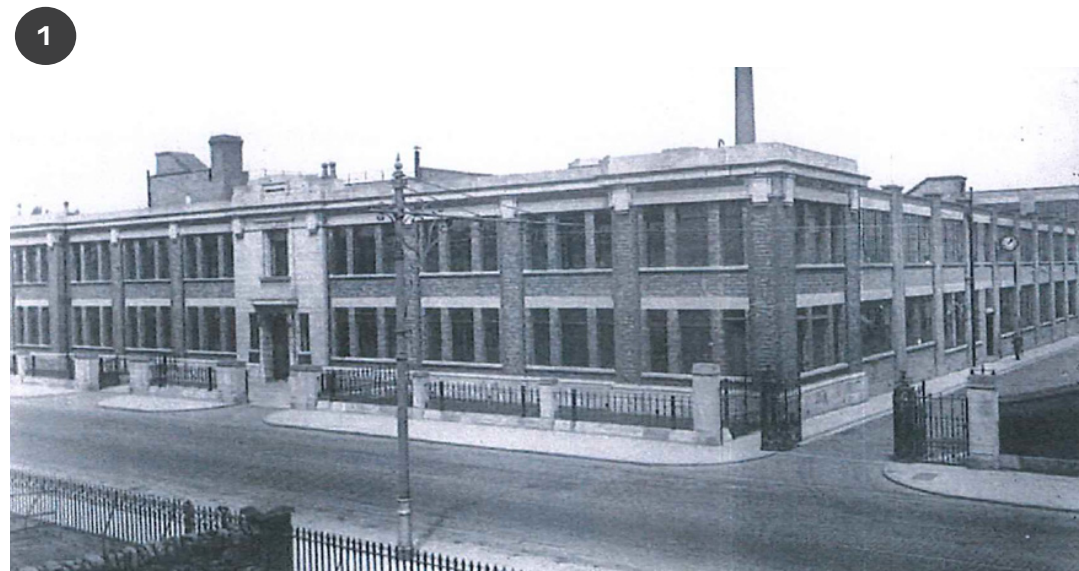


# INTRODUCTION TO THE PLAYER WILLS FACTORY

Overlay on aerial image from Google Maps, showing the phased development of the existing site of the former Player Wills Factory. Red indicates the original 1923 No. 1 Factory; Green indicates the later 1924 No. 2 Factory; Orange indicates late 1920s additions; Blue indicates 1930s additions; Pink indicates the 1949 restaurant and canteen extension; Turquoise indicates a later warehouse addition, in evidence by 1955; Purple indicates the 1960s building; Yellow indicates later additions, in evidence by 1985. This is based on historic maps, photos, and descriptions in contemporary newspaper articles.



Google Maps Overlay



(1) Photograph of the front façade along South Circular Road, showing the south and east elevations in the mid-late 1920s. This photograph pre-dates the c. 1929 addition of the second floor.

(2) Undated photograph, showing the factory following the late 1920s addition of the second floor.





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## EXTERNAL CHARACTERISTICS

Completed in Art Deco style with Modernist influences the form & scale of the building creates an imposing industrial presence on the South Circular Road, where its undeniably factory character contrasts sharply with the predominantly domestic architecture of the street.

Clad in the local Dolphin Barn brick and cement render, the building features large expansive glazing with art deco detailed, consoles and frieze, creating relief and depth to the facade. The symmetry of the front South Circular Road elevation strengthens its imposing presence onto South Circular Road, however, appropriate to its industrial function the facade is quite closed in expression.





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## INTERNAL CHARACTERISTICS





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## INTERNAL CHARACTERISTICS

Internally, there are minimal conservation features of significance. The industrial use of the building is experienced through its exposed steel frame, the volume of space and expansive glazing. The dual aspect, production floor is particularly impressive through its sheer volume of space.

Below, detail photo of the steel frame and volume of the production floor.





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## INTERNAL CHARACTERISTICS

A ground floor clerestory window ribbon, sitting below the existing atrium roof provides interest and natural lighting quality. Internal view of the existing steel atrium roof.





# INTRODUCTION TO THE PLAYER WILLS FACTORY

## ARCHITECTURAL SALVAGE

Within the factory building there are remnants of the building's previous industrial heritage. Where these items can be salvaged and set aside for future use they will be. They can then later be integrated into the future fit out of the amenity and commercial areas.

Of particular interest is the cigarette storage shelving that remains in the building. The design team inspected the shelving and the free-standing bay has been kept in safe storage to be reused as a design feature as part of the interior design of communal spaces to reflect the historical function of the factory. The shelving positioned against the wall proved too difficult to remove safely.

Externally, the characteristic clock will be refurbished.





Photo Collage

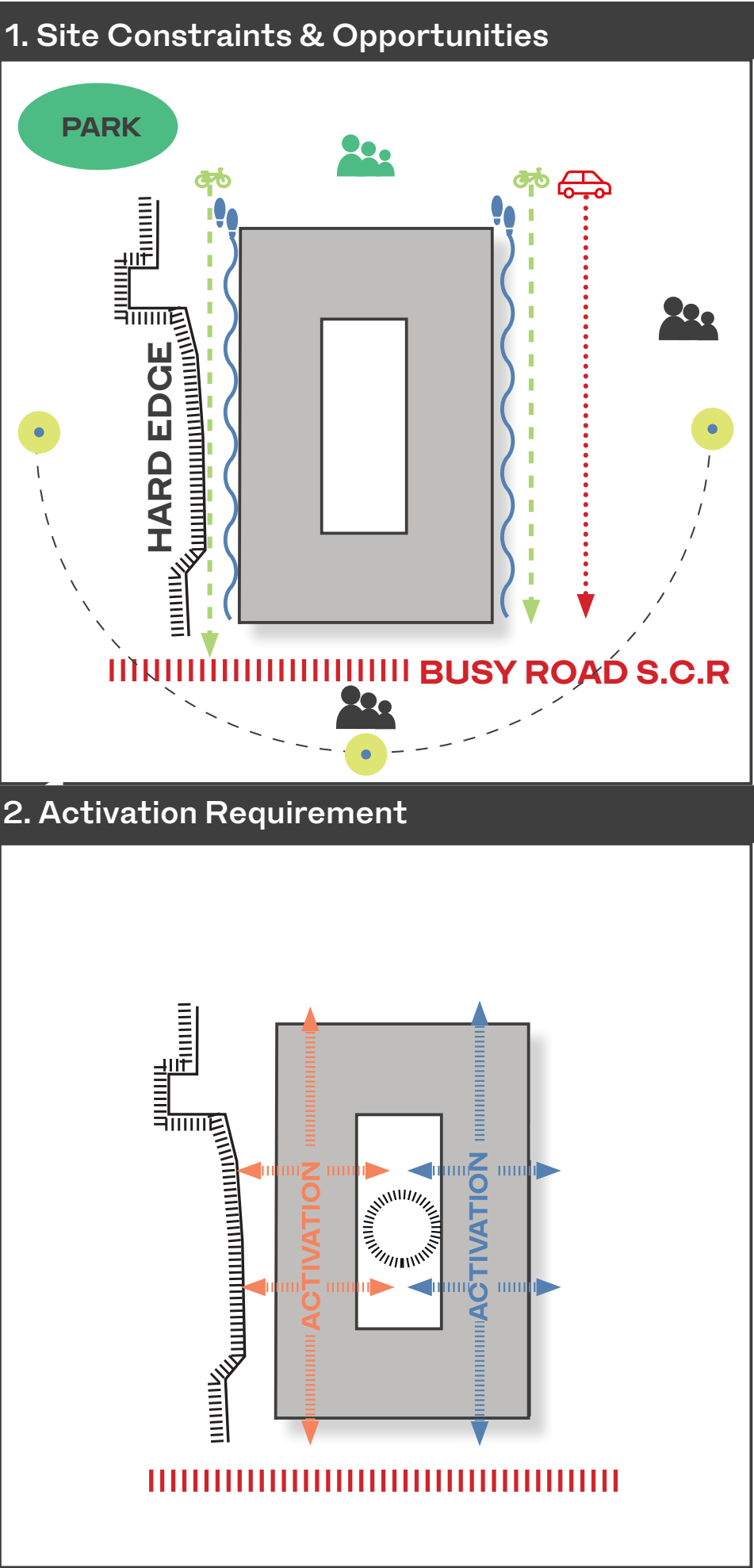
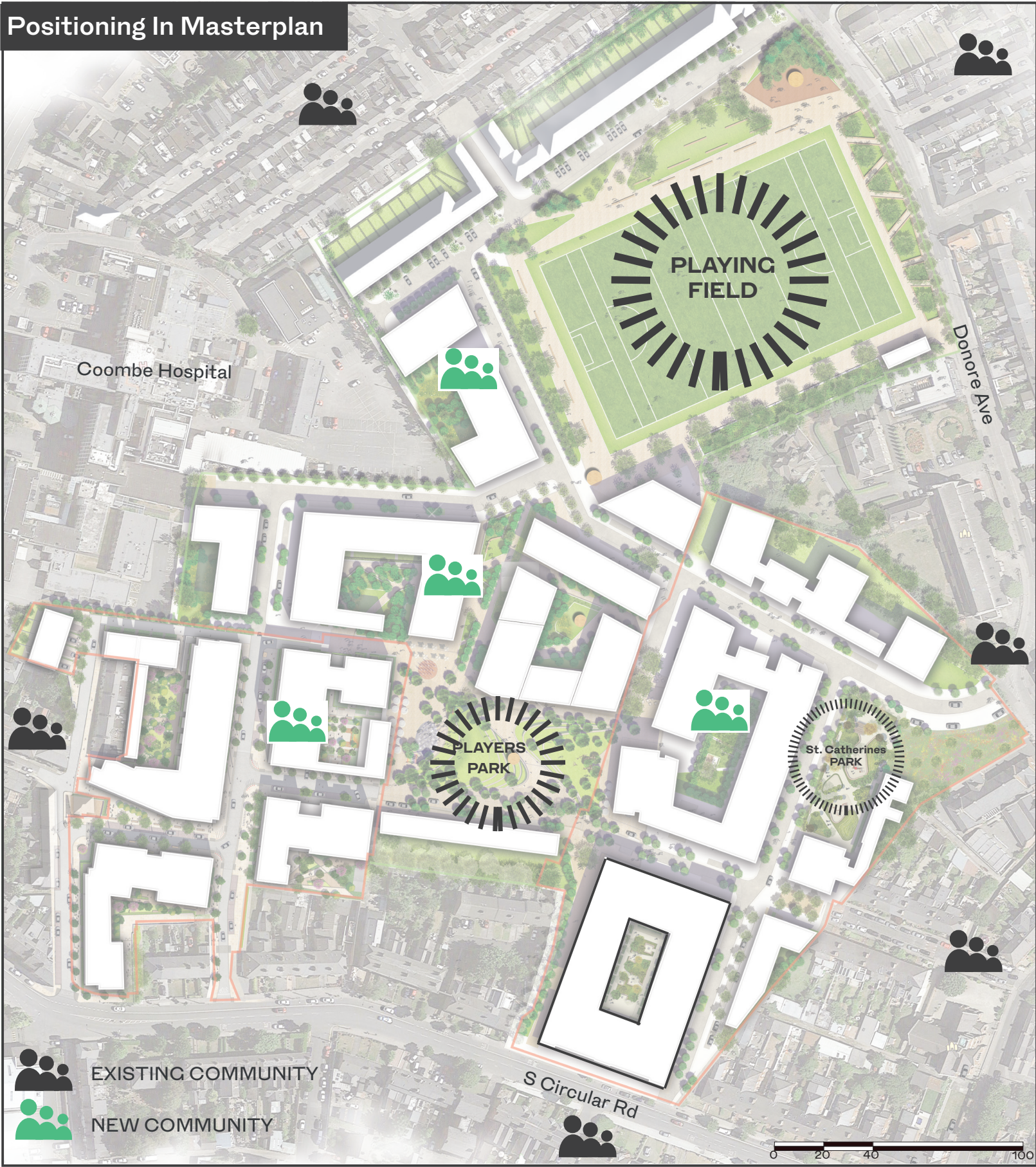






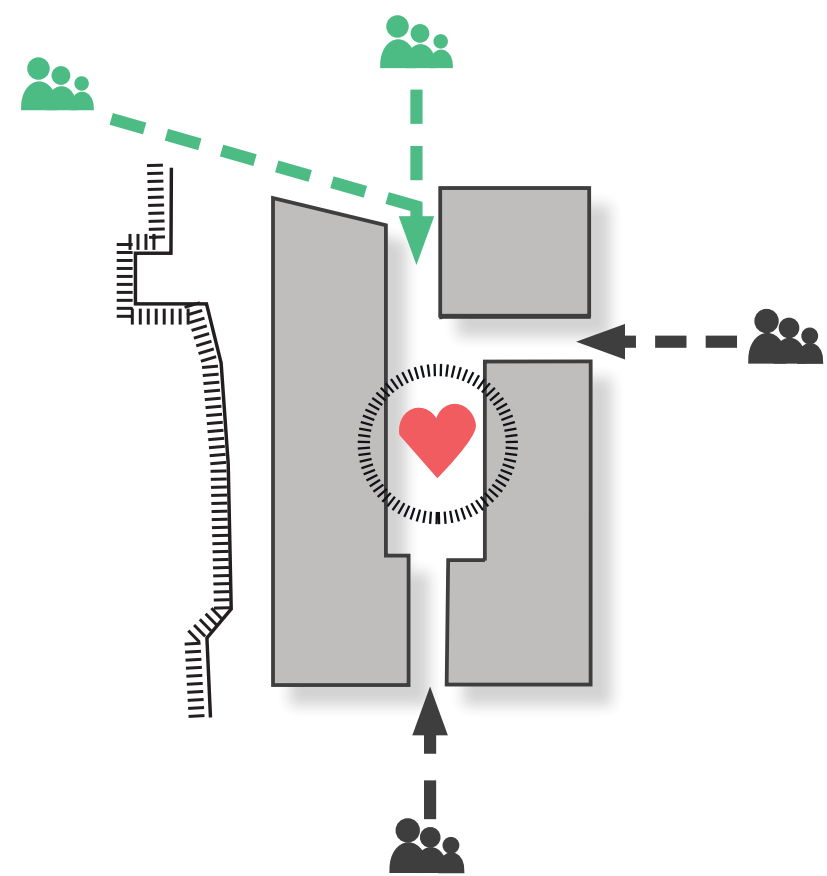


# DESIGN CONCEPT

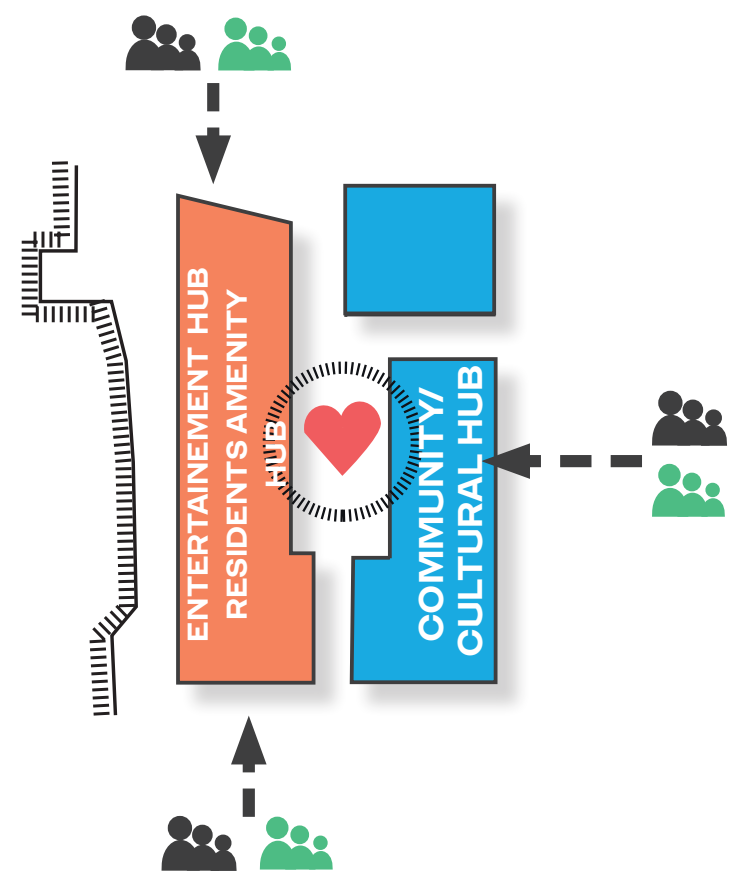




3. Building Is Permeable Connects Communities

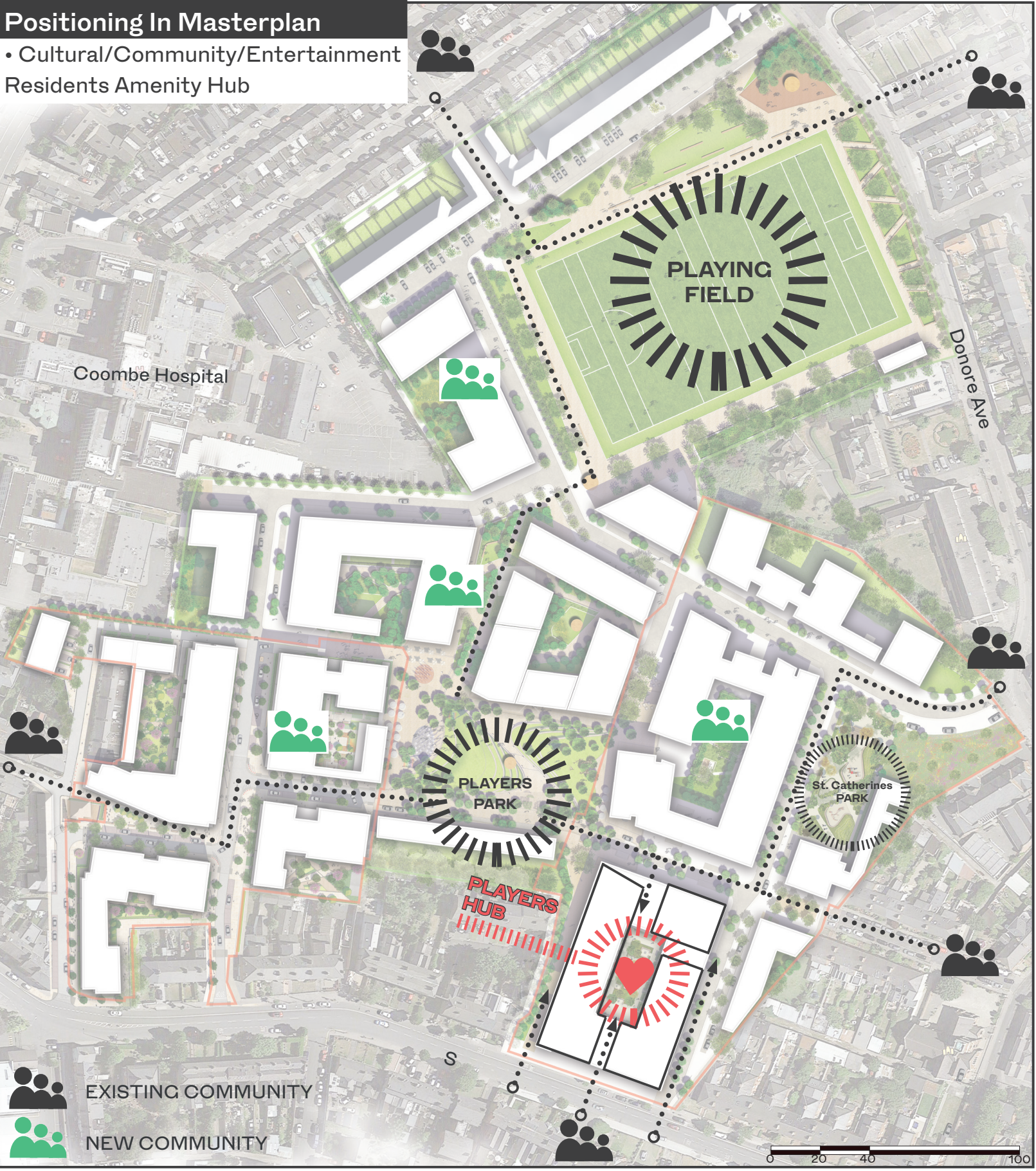


4. Building Functions Bridges Communities



Positioning In Masterplan

- Cultural/Community/Entertainment Residents Amenity Hub





# GROUND FLOOR USES

## COMMUNITY/CULTURE HUB

By flanking the entry street, the community centre is given prime location to facilitate its public function and engage with the wider Dublin 8 community. Entry to the centre is through a covered entrance portal that provides access to the artist/photography studios and the courtyard/sculpture garden beyond. Significantly, the flexible space spans the full width of the original building allowing the new and existing community to feel the full volume of this impressive building. Additionally, through spanning the entire building width, the centre engages with the internal courtyard. The centre is proposed as a flexible space with WC's provided in the artist/photography studios section. This move allows for the full volume to be experienced and flexibility of the area maximised.

The artist/photography studios sit alongside the community/cultural space and share the same entry portal. The studios flank both the entry street and street leading to the new park. From this vantage point, they can exhibit and interact with the wider Dublin 8 community.

Positioned close to the bustling activities of the BtR Amenity Spaces and adjacent Restaurant, this juxtaposing of uses together with the quality of space provided by the existing architectural fabric promises to deliver a thriving and exciting community/cultural hub for Dublin 8. A covered performance space placed centrally in the courtyards adds to the overall cultural/community offering and usability of the courtyard.

- Community/ Cultural Space
- Artist/Photography Studios
- Covered Entrance Portal
- Covered Performance Space
- Sculptural Garden
- Public Accessible Courtyard
- Retail Unit

Artist/Photography Studios

WC's

Covered Entrance Portal

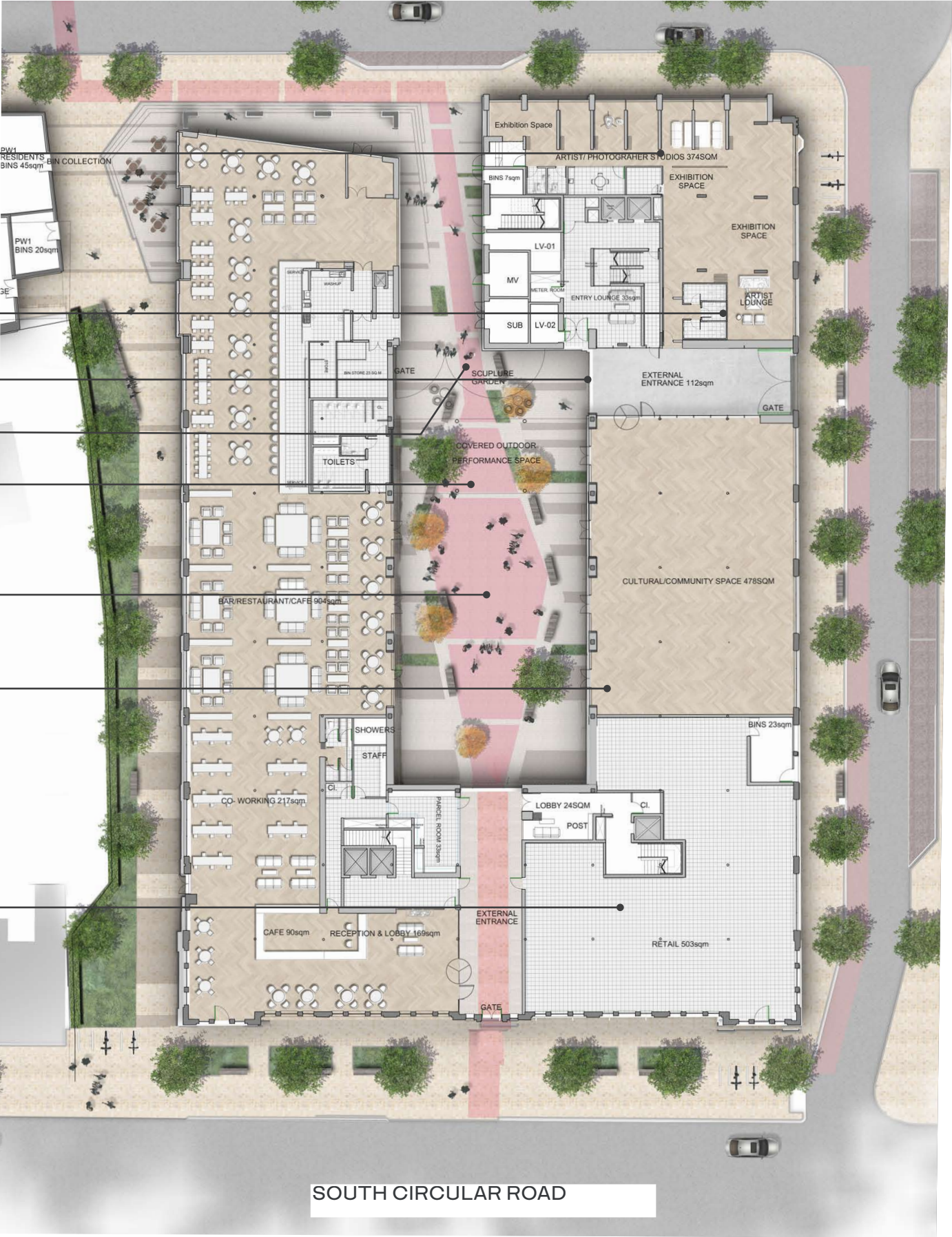
Sculptural Garden

Covered Performance Space

Public Accessible Courtyard

Community/Cultural Centre

Retail Unit





# COMMUNITY/CULTURE HUB

The industrial use of the building is experienced through its impressive volume of space, steel frame and large expansive glazing. The proposal for the community space is to minimise unnecessary clutter with ancillary uses such as storage and toilets proposed to be placed in the artist/studios section.

View of existing factory floor and following page CGI view of the proposed flexible space









# GROUND FLOOR USES

## CAFE/RESTAURANT/BAR/ CO-WORKING(Class 3)

The factory building fronts both the South Circular Road and the new Players Park to the north, its straddles both the existing Dublin 8 and new SDRA Lands communities. This innate quality led the Design Team to examine building uses that could foster this connection of communities. The materialised proposal is for the western arm of the ground floor to contain the following public accessible uses: cafe, co-working space(class 3) and bar/restaurant. This proposed programme of uses allows the building volume to flow seamlessly from the cafe entry off the South Circular Road through to the Bar/restaurant with its west-facing terrace located off the new Players Park. The existing building's volume of space is kept intact with the required interventions for ancillary services kept to a minimum and grouped. Notably, the courtyard and the pedestrian lane to the west are activated by the buildings activities, and the western facade is uninterrupted by ancillary uses that would lead to blank sections

The emerging architectural experience is of high quality and together with the proposed building uses will ensure the building becomes an cultural/social/entertainment hub for Dublin 8.

Following Page,

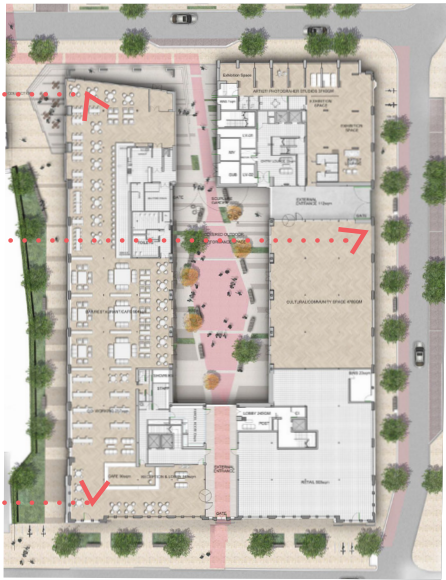
View of the bar/restaurant

Previous Page,

View of the cultural/community space

Opposite

View of the Cafe space leading into the sequence of spaces



Viewpoint Map









# GROUND FLOOR USES

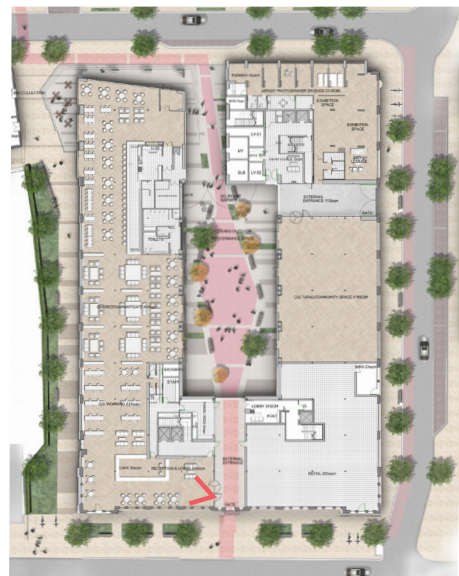
## RESIDENCE AMENITY HUB

The factory building is reimagined as the residential amenity hub and 1,486sqm of amenity is positioned within the existing fabric. Entry to the hub is through the external entrance portal formed by the existing South Circular Road factory entrance. The portal is gated at night but importantly is seen as a public route providing access to the courtyard space beyond. The concierge/reception space activates the public entry portal and blurring of the existing and new communities is encouraged. This blurring of communities extends inside with the reception/concierge space seamlessly extending into the cafe/co-working space.

The reception provides access to the residence amenities on the upper levels. Post/packaging activities are centralised and controlled off the entry reception.

## Additional Uses

A retail unit occupies the factories South-Eastern corner and trades off the South Circular Road and new community. A loading bay is proposed, and bin/servicing entry is sensitively placed on the eastern facade.



Viewpoint Map  
Following Page,

View of concierge/reception with  
cafe beyond

Sketched Section

Concierge/reception with  
amenities on 1st and 2nd Floor









# INTERVENTIONS AND ALTERATIONS

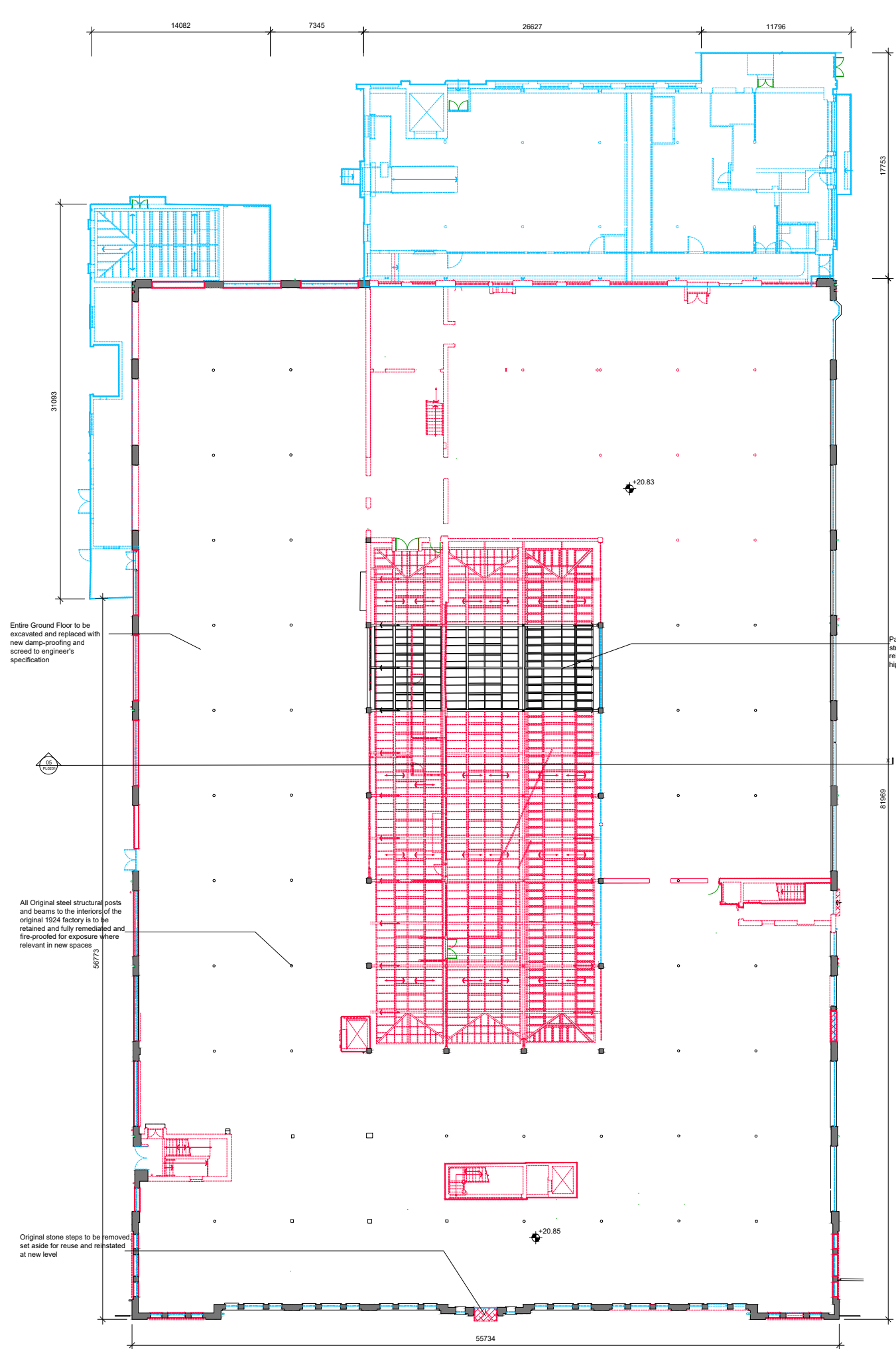
To facilitate the redevelopment, rejuvenation and renovation of this important building a number of sensitive interventions are required. A series of study sheets follow that outline the architecture and structural interventions that are proposed. The interventions to the existing building are summarised below:

- Restoration and cleaning of brick facades.
- Removal of later extensions, late 1920s addition & 1949 canteen level.
- Reinstatement of exterior facade existing windows with double glazed steel casement windows. Within the courtyard, a heritage style aluminium window is proposed for use in the existing fabric openings.
- New external entrance interventions and entrance portals.
- On the west facade, the ground floor window opes are extended with the plinth removed. This intervention is proposed to create greater facade activation along the lane.
- Internal interventions to allow the new building functions to operate. These interventions are sensitively positioned to allow the full volume of space to be enjoyed where possible.
- Removal of plant/substation lean-to outbuildings to the north-west corner with new restaurant/bar intervention introduced to activate the facade.
- New circulation interventions to allow for the buildings new functions.
- Removal of the existing steel frame from 2nd-floor level to allow for the new structure to support 2 additional levels. The extension levels are proposed sensitively with large setbacks.
- Services coordination and acoustics.

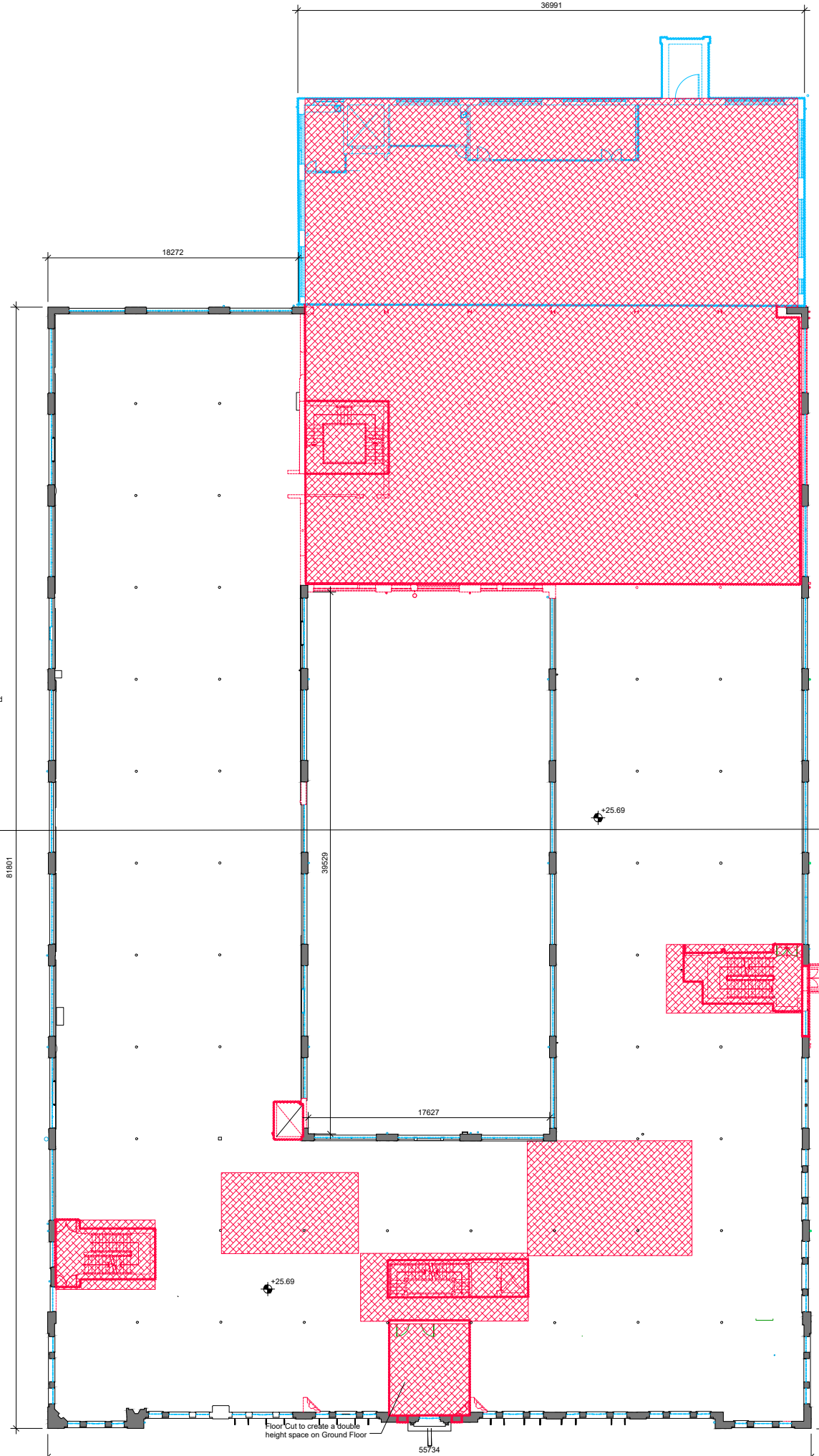
CGI View of the South Circular Road expression





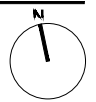


01 GROUND FLOOR PLAN PLAYER WILLS FACTORY  
PL0100 SCALE 1:200



02 FIRST FLOOR PLAN PLAYER WILLS FACTORY  
PL0100 SCALE 1:200

NOTE  
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### DEMOLITION LEGEND

- ORIGINAL FABRIC PROPOSED FOR REMOVAL  
Structural fabric from the original 1924 Factory proposed for careful removal in accordance with conservation specifications
- NON-ORIGINAL FABRIC PROPOSED FOR REMOVAL
- NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL
- ORIGINAL FABRIC PROPOSED FOR REMOVAL  
Structural slabs required to be removed to allow for new structures to be constructed or new slabs to be infilled.
- Structure to be retained

| REV | DATE     | DESCRIPTION         | CHKD | DRN |
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PROJECT  
SHD on the former Player Wills Site  
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South Circular Road, Dublin 8

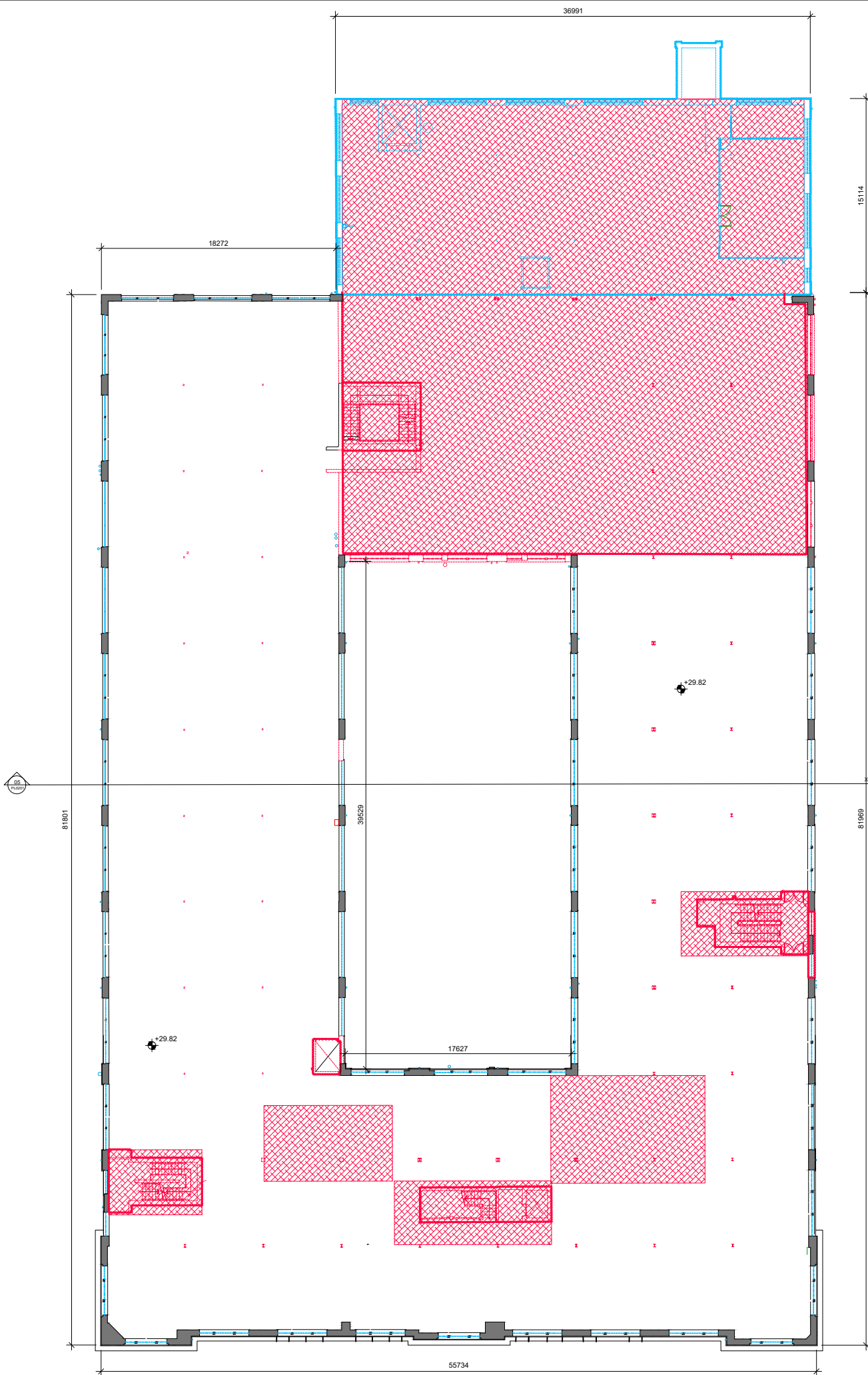
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PW1  
DEMOLITION FLOOR PLANS  
LEVELS 00, 01

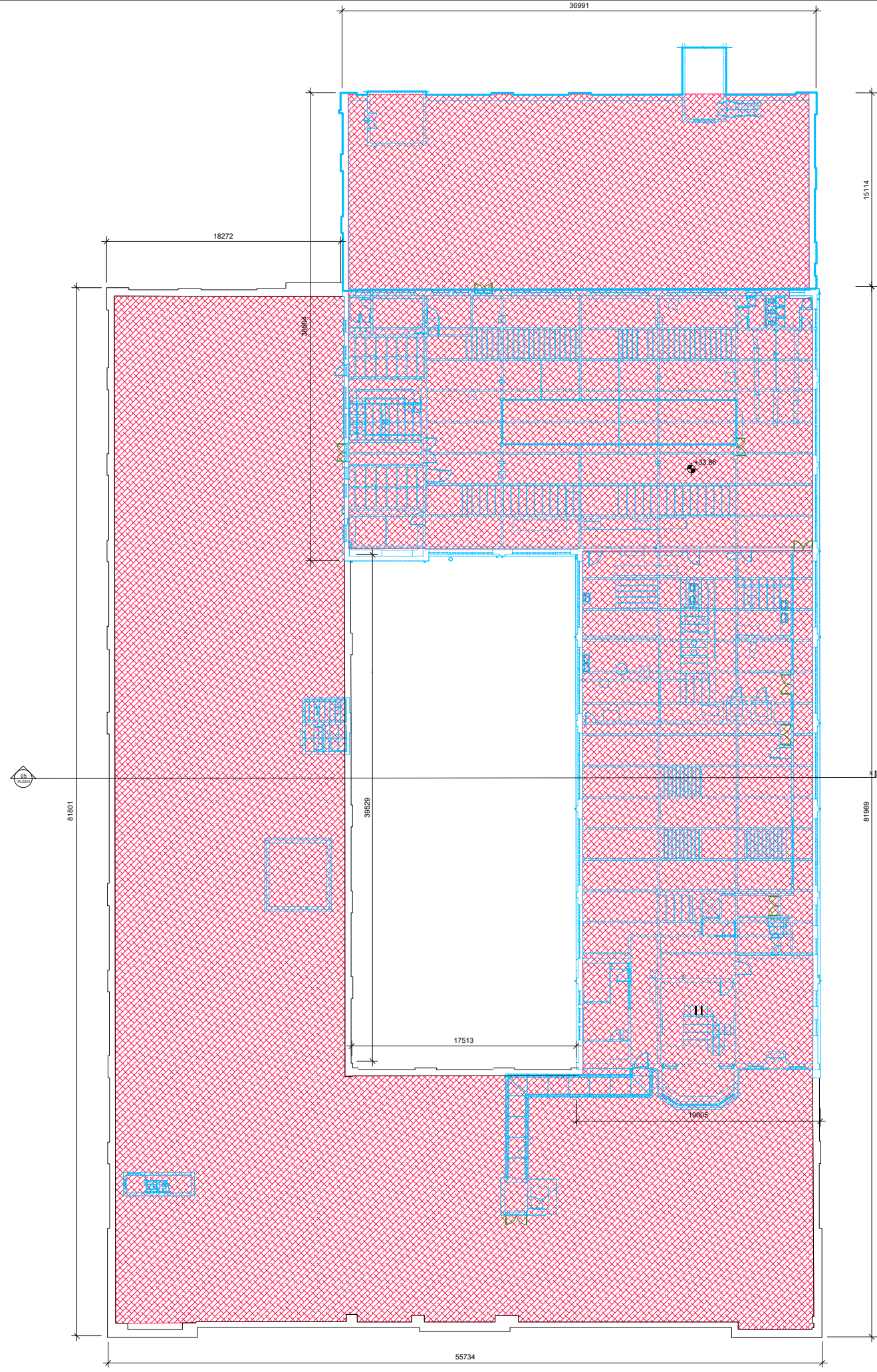
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PL0100 A  
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01 SECOND FLOOR PLAN PLAYER WILLS FACTORY  
PL0101 SCALE 1:200



02 THIRD FLOOR PLAN PLAYER WILLS FACTORY  
PL0101 SCALE 1:200

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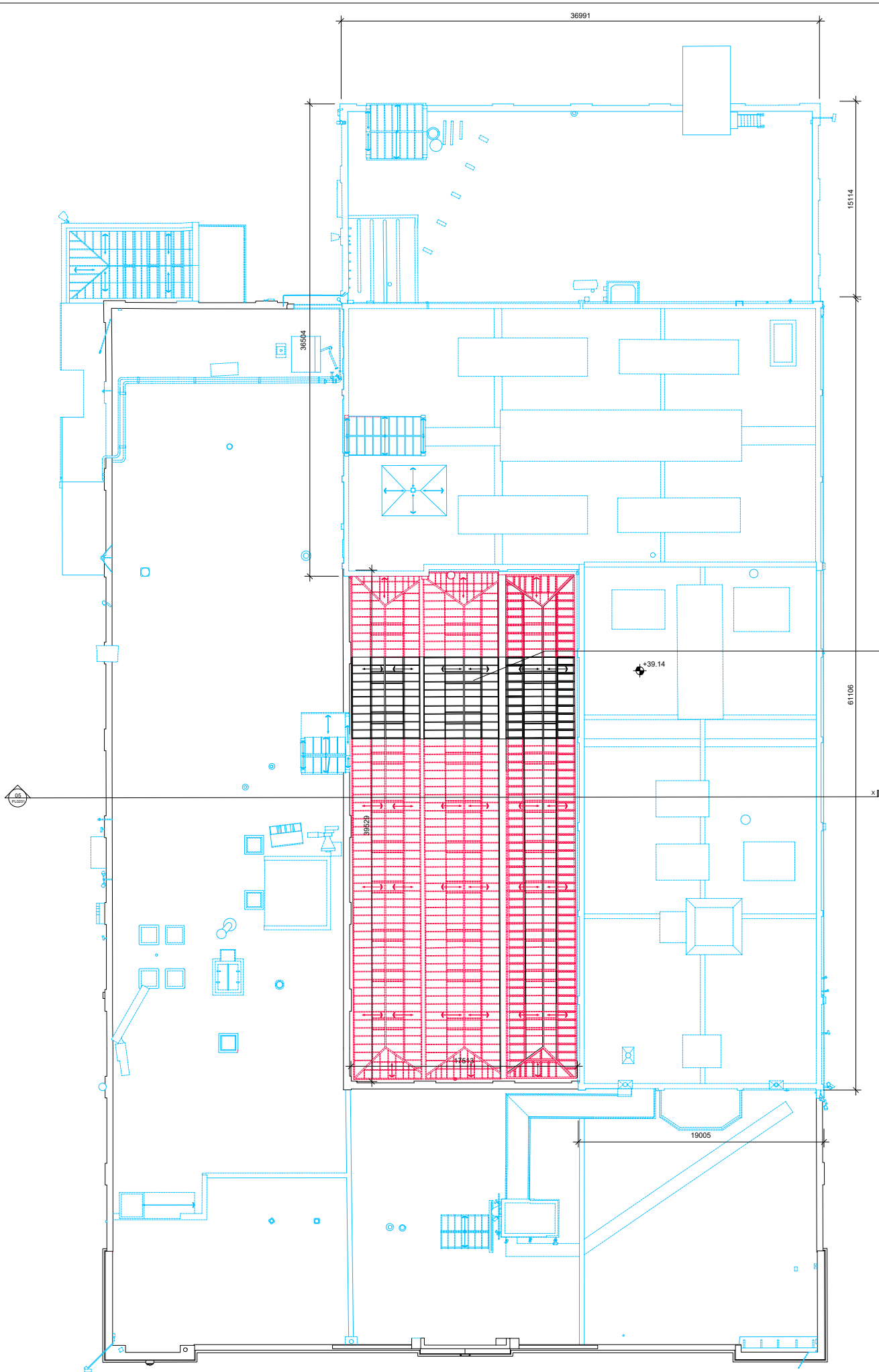
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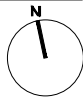
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Part of original glazed steel structure to be replicated and reinstated using matching hipped-form and profile.

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DRAWING  
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DEMOLITION FLOOR PLANS  
ROOF LEVEL

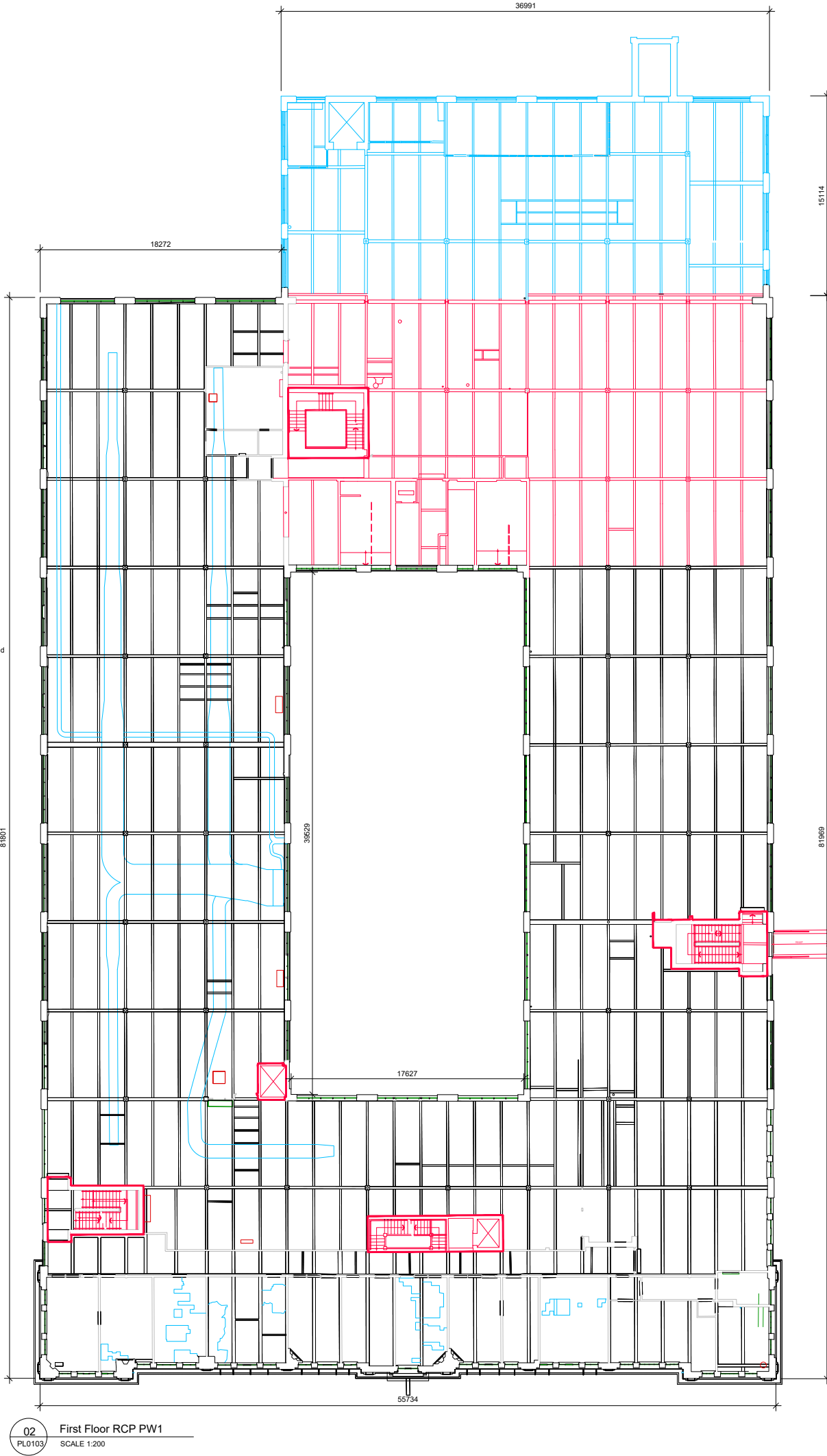
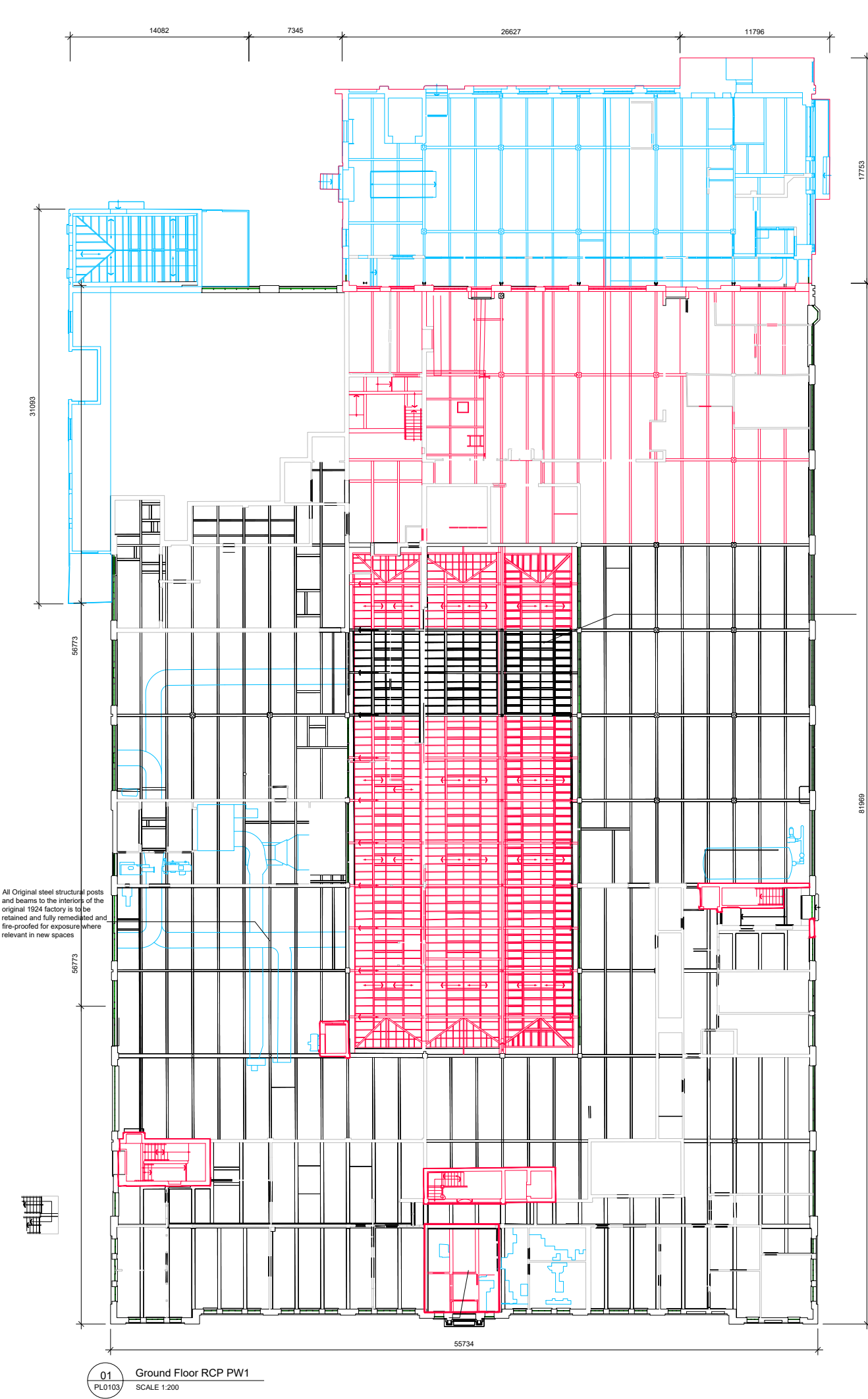
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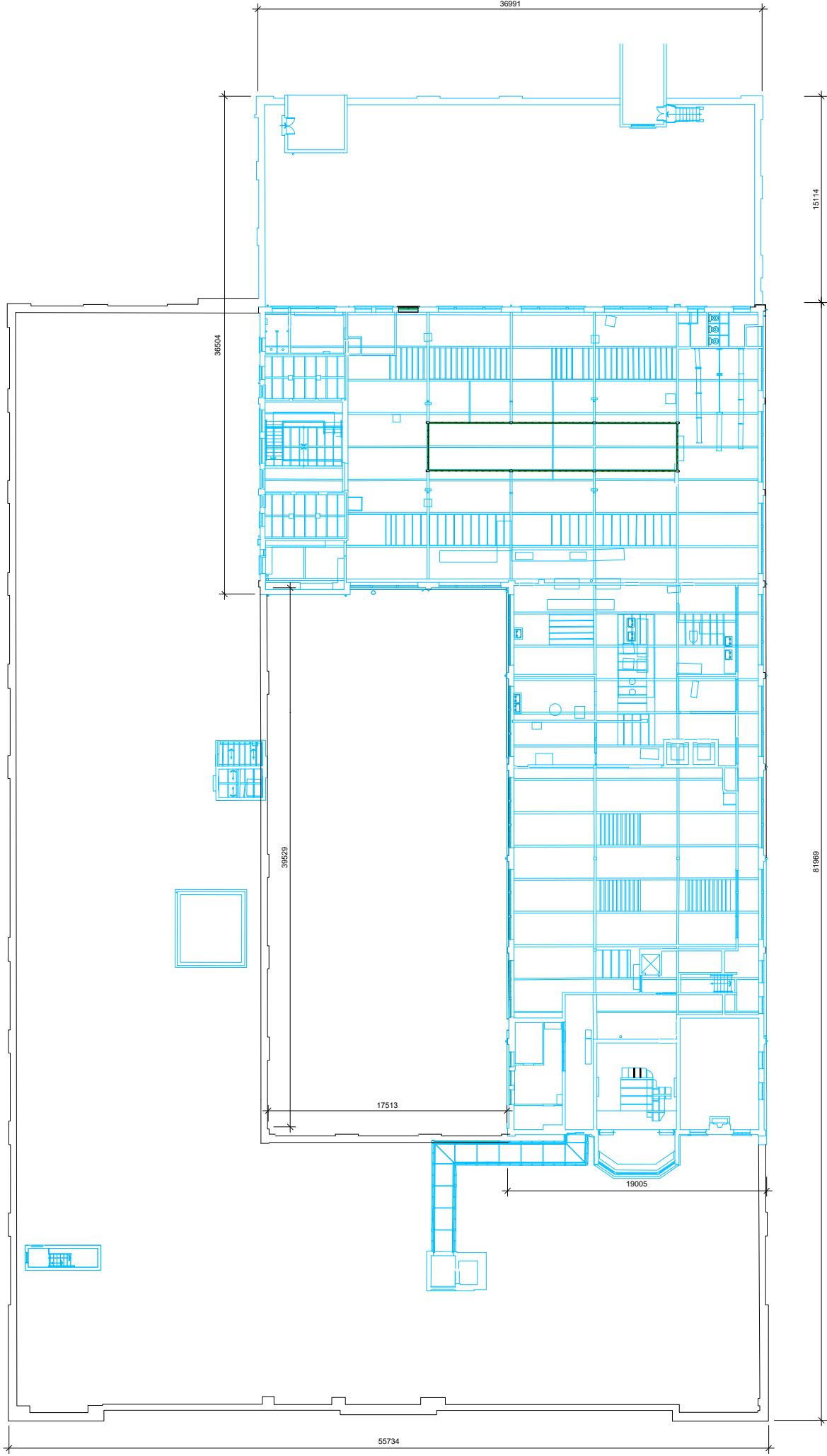
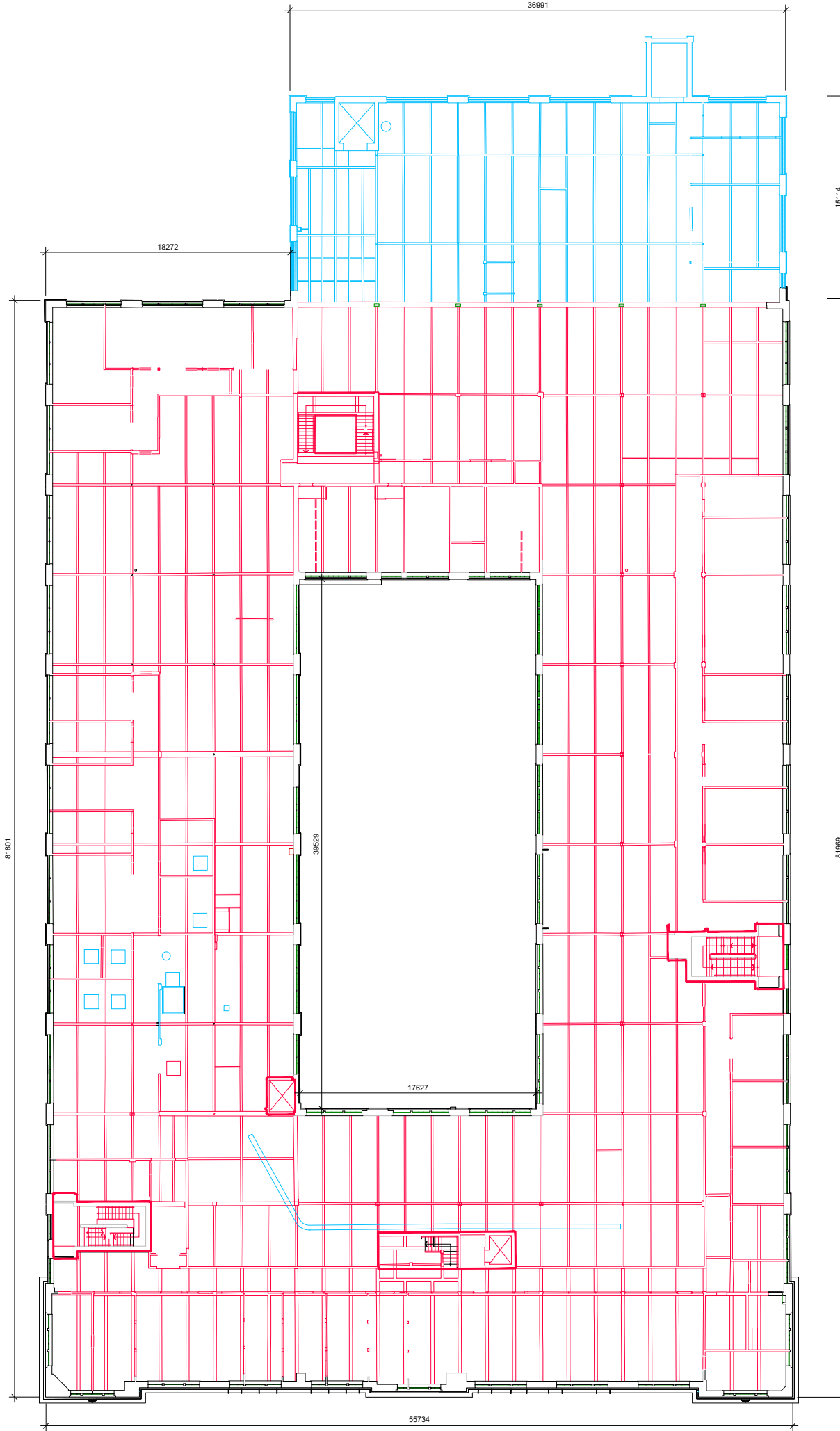
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DRAWING  
PW1 DEMOLITION  
REFLECTED CEILING PLANS  
LEVELS 00, 01

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**NON-ORIGINAL FABRIC PROPOSED FOR REMOVAL**



**NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL**



**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
Structural slabs required to be removed to allow for new structures to be constructed or new slab to be infilled.



**Structure to be retained**



| REV | DATE     | DESCRIPTION         | CHKD | DRN |
|-----|----------|---------------------|------|-----|
| A   | DEC 2020 | ISSUED FOR PLANNING | BF   | AR  |

PLANNING

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CLIENT  
DBTR-SCR1 Fund  
PROJECT  
SHD on the former Player Wills Site  
and Dublin City Council Lands at  
South Circular Road, Dublin 8

JOB NUMBER: 950578  
DATE: MARCH 2020  
SCALE: 1:200 @A1  
DRAWN: RMD  
CHECKED: BF  
FILE NAME: 950578 X- PL0100 PW\_Demolitions

DRAWING  
PW1 DEMOLITION  
REFLECTED CEILING PLANS  
LEVELS 02, 03

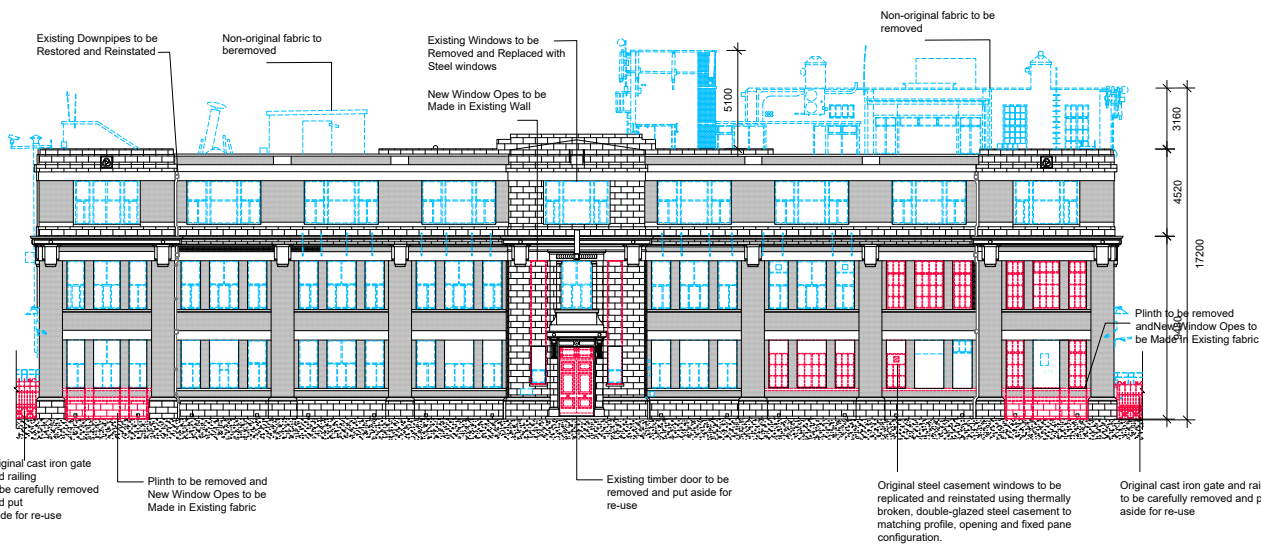
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PL0104

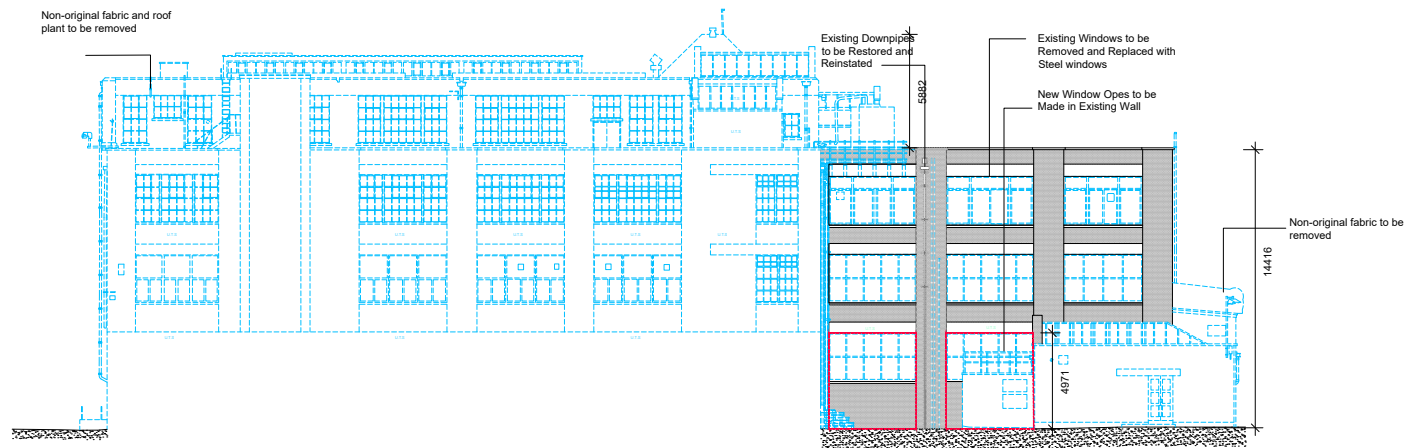
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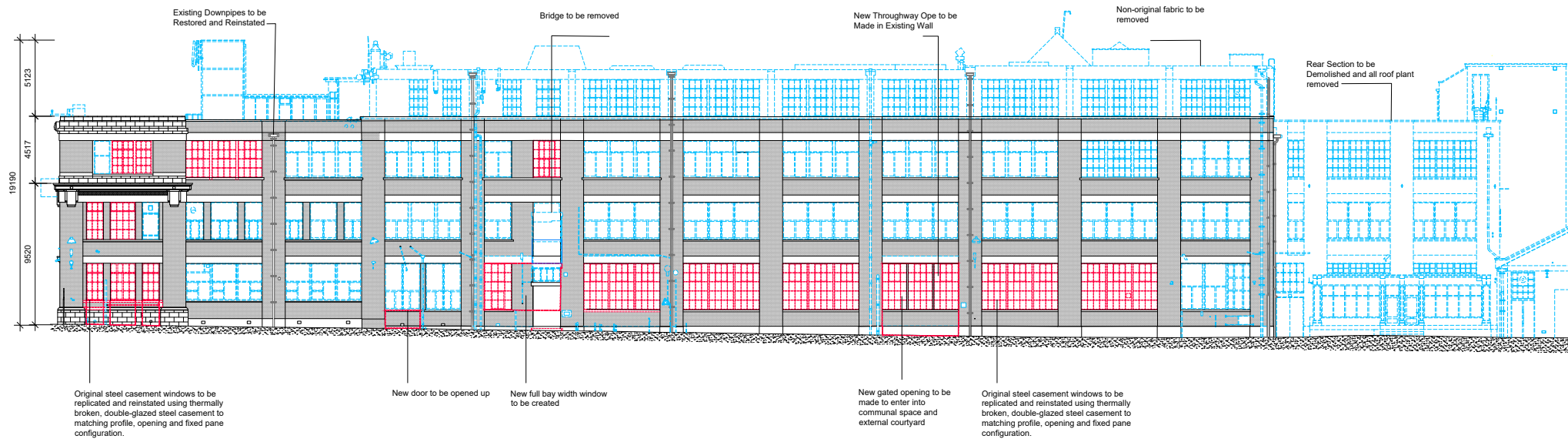




01 SOUTH ELEVATION OF PLAYER WILLS FACTORY  
PL0200 SCALE 1:200



02 NORTH ELEVATION OF PLAYER WILLS FACTORY  
PL0200 SCALE 1:200

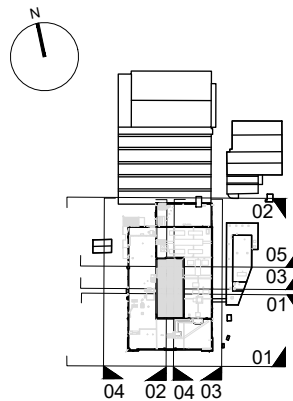


03 EAST ELEVATION OF PLAYER WILLS FACTORY  
PL0200 SCALE 1:200



04 WEST ELEVATION OF PLAYER WILLS FACTORY  
PL0200 SCALE 1:200

NOTE  
ALL DIMENSIONS TO BE CHECKED ON SITE  
NO DIMENSIONS TO BE SCALED FROM THIS DRAWING  
THIS DRAWING IS TO BE READ IN CONJUNCTION WITH  
RELEVANT CONSULTANTS DRAWINGS



## DEMOLITION LEGEND

**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
Structural fabric from the original 1924 Factory proposed for careful removal in accordance with conservation specifications

**NON-ORIGINAL FABRIC PROPOSED FOR REMOVAL**

NOTE:  
**NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL**  
NO DIMENSIONS TO BE SCALED FROM THIS DRAWING  
THIS DRAWING IS TO BE READ IN CONJUNCTION WITH  
**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
Structural fabric required to be removed to allow for new structures to be constructed or new use to be infilled.

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**NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL**

**WALL TO BE REPLACED TO MATCH EXISTING**

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CHECKED: BF  
FILE NAME: 950578 X- PL0100 PW\_Demolitions

DRAWING  
PW1 DEMOLITION  
ELEVATIONS  
SHEET 1 OF 2

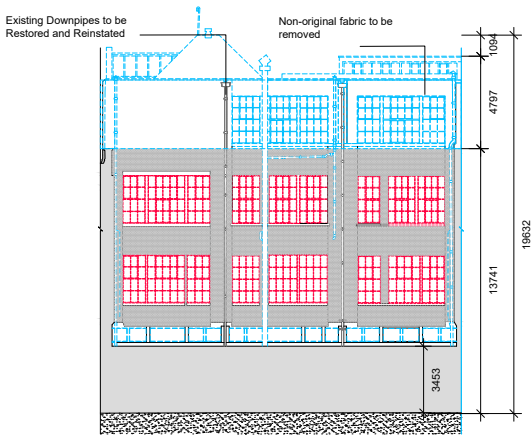
BLOCK DRAWING NUMBER ZONE REVISION

PL0200

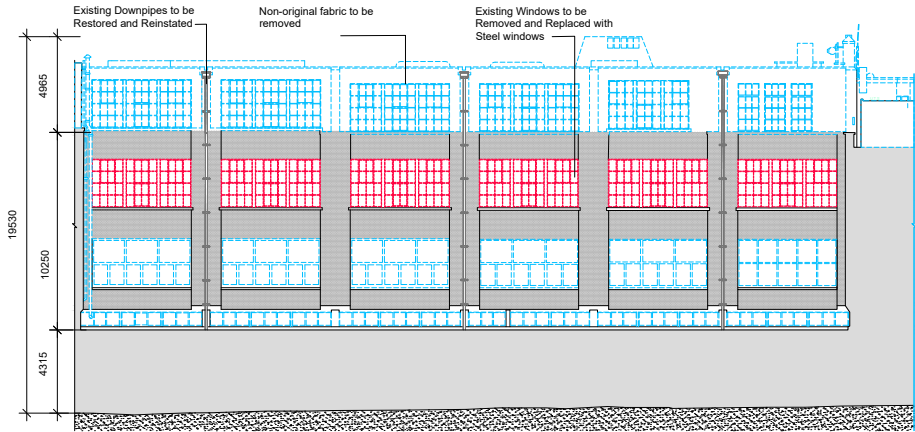
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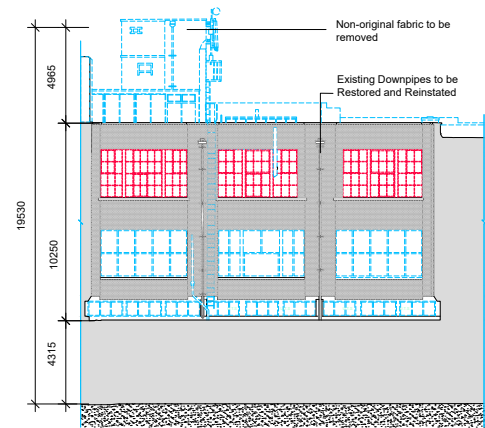




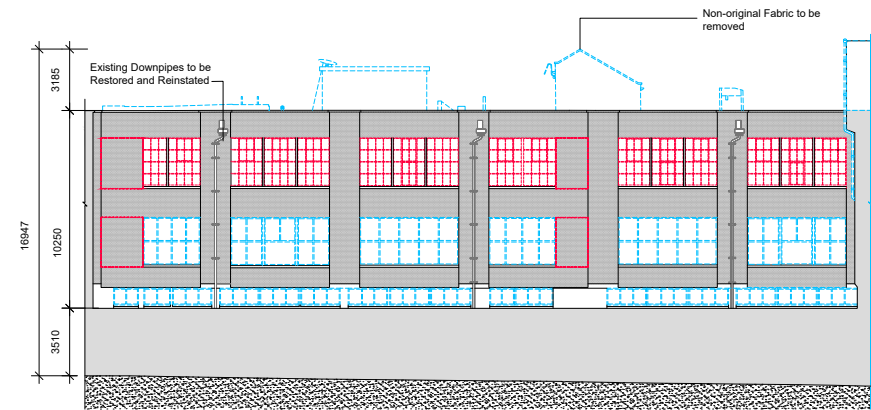
01 North Courtyard Elevation of Player Wills Factory  
PL0201 SCALE 1:200



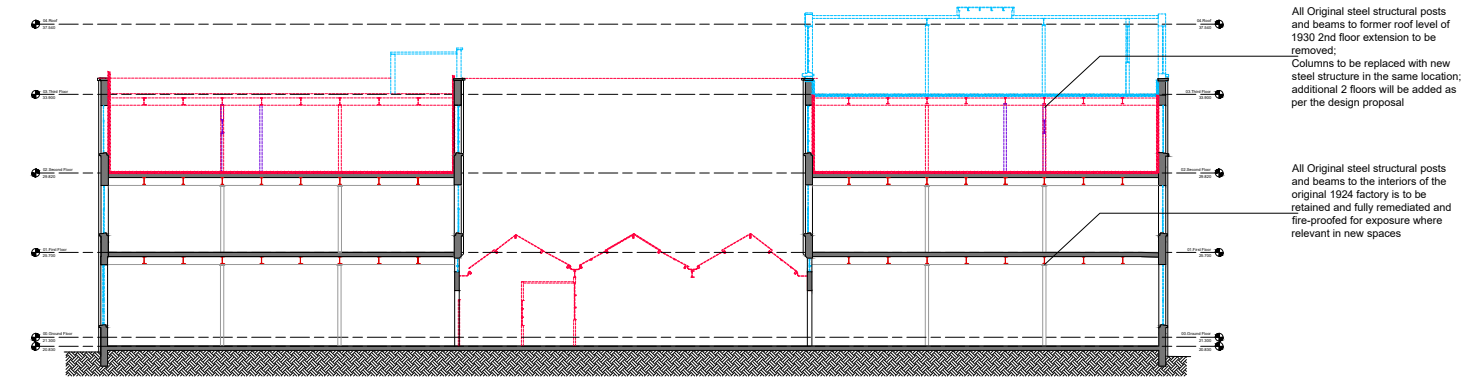
02 East Courtyard Elevation of Player Wills Factory  
PL0201 SCALE 1:200



03 South Courtyard Elevation of Player Wills Factory  
PL0201 SCALE 1:200

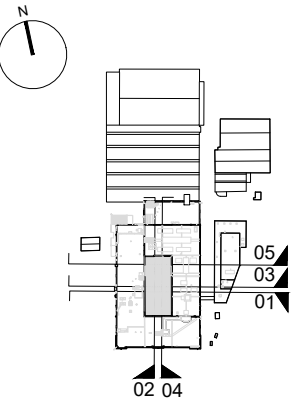


04 West Courtyard Elevation of Player Wills Factory  
PL0201 SCALE 1:200



05 Player Wills Factory Section X-X  
PL0201 SCALE 1:200

NOTE  
ALL DIMENSIONS TO BE CHECKED ON SITE  
NO DIMENSIONS TO BE SCALED FROM THIS DRAWING  
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## DEMOLITION LEGEND

**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
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**NON-ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
NOTE

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**NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL**  
RELEVANT CONSULTANTS DRAWINGS

**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
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## DEMOLITION LEGEND

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**ORIGINAL FABRIC PROPOSED FOR REMOVAL**  
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**NON-ORIGINAL FABRIC PROPOSED FOR REMOVAL**

**NON-LOAD BEARING WALLS AND DOORS PROPOSED FOR REMOVAL**

**WALL TO BE REPLACED TO MATCH EXISTING**

| REV | DATE     | DESCRIPTION         | CHKD | DRN |
|-----|----------|---------------------|------|-----|
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## PLANNING

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DRAWING  
PW1 DEMOLITION  
ELEVATIONS & SECTION  
SHEET 2 OF 2

BLOCK DRAWING NUMBER ZONE REVISION

PL0201

A



# INTERVENTIONS AND ALTERATIONS

## SOUTH CIRCULAR ROAD ELEVATION

The symmetry of the South Circular Road elevation addresses the road in an imposing manner. Appropriately for its previous industrial function, the facade is relatively closed in expression. Extending from the South Circular Road through to Players Park, the factory building straddles and connects both new and existing communities. In order to create a permeable and welcoming public building, the following interventions are proposed to the South Circular Road elevation.

- The existing front entrance is proposed as an external passageway providing public access to the internal courtyard, the passageway is gated at night. Behind the facade, a double-height space is created and this double-height space, coupled with the extended glazing proposed either side of the entrance portal, provides the necessary transparency to highlight the new public entry and route.
- At entry points to the public cafe and retail unit the existing brick/stone plinth is removed with the glazing dropped to grade-level.
- To provide greater transparency, the ground floor glazing is proposed as new interventions in the form of frameless glazing set into metal window surrounds. This increased transparency adds an appropriate quality to the building in its new function as a public building.



Image above and opposite, view of South Circular Road & New Public Access Route







# INTERVENTIONS AND ALTERATIONS

## SOUTH CIRCULAR ROAD ELEVATION

Where access is required, to the cafe and retail unit, the existing brick/ stone plinth is removed with the glazing extending to the ground. The newly made openings are lined with aluminum window surrounds. The window surrounds have the additional advantage of concealing the glazing framing, creating a fully glazed ope. A sharp, pleasing contrast between the new intervention and existing brick facade is created.

This intervention creates a transparent, welcoming facade fitting of its new public function.

In the above 1st and 2nd floor, the proposal is to replace the windows for a replicate of the original “crittal style” window in new steel casement windows. These new windows will be double glazed to provide thermal comfort for the residence. It should be noted that many of current windows are not original with many of the original window in disrepair.



Existing Photograph SCR Facade



Original window replicated

Aluminium window surround  
concealing glazing frame

SG aluminium framed door

Stone/brick plinth removed  
at entrance occurs







NoLita Dublin -SSA Architects - window opes dropped to street level.



Albert Quay, Cork -HJLyons Architects - window surround to existing opes



South Circular Road Elevation



# INTERVENTIONS AND ALTERATIONS

## EAST ELEVATION

The ground floor glazing is proposed as a reinstatement of the original in terms of window breakup. Above to contrast, the windows of the Shared-Living rooms feature a simpler tripartite window breakup. The window breakup is a replicate of a later edition existing window. In all cases, the windows are proposed as double-glazed steel casement.

At ground level one grid bay is proposed to be repurposed as an external entrance portal, the portal allows access to the community/cultural centre, studios and promotes access by the public into the internal courtyard.



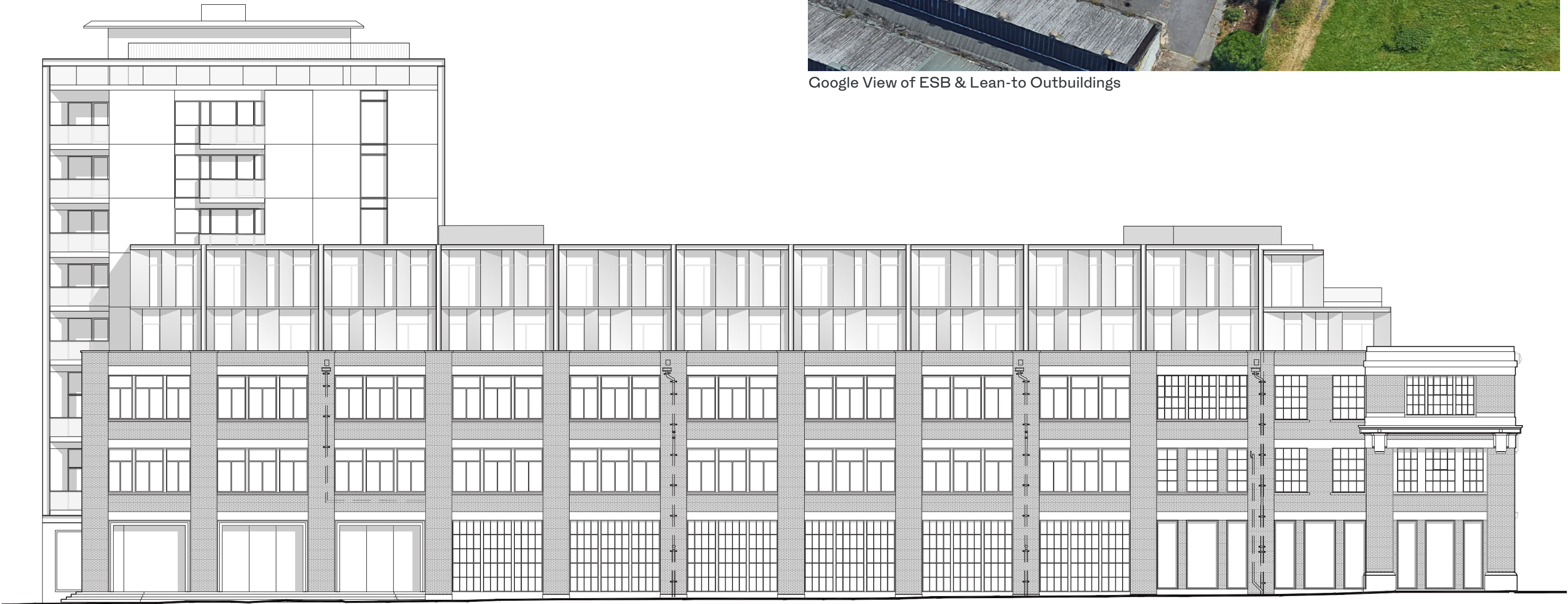
East Elevation



# WEST ELEVATION

The proposal for the ground floor of the west facade is to remove the existing brick plinth and drop the glazing to ground level. This intervention is required to maximise activation from the facade onto the pedestrian lane. The lane sits at a lower level to the PW1 ground-level and has a hard unactivated western edge, the dropped plinth will provide much needed passive surveillance and activation vital for the success of the lane to function as a well-used pedestrian route. The proposal for the last three grid bays, where the current ESB substation and lean-to outbuildings are removed, is for a new contemporary insertion. The insertion is in the form of three projecting, aluminium clad & fully glazed boxed windows. The intervention calls attention to the bar/restaurant and allows access to the terrace.

A CGI of the intervention follows this page.



West Elevation



Google View of ESB & Lean-to Outbuildings







# NORTH ELEVATION

With the removal of the later 1920’s factory extension two key opportunities are presented to the project;

- Public access from the street to the internal courtyard is made possible through an external portal. This access is gated at night.
- A new facade that extends the additional accommodation above to meet the ground plane is achieved, this new facade completes the extension accommodation volumetric composition with the existing factory.

Additionally, with the removal of the lean-to outbuildings, the proposal sets back the new bar/restaurant facade fro the existing brick. This set backed facade provides shelter to the entry and greater emphasis.

A CGI of the intervention follows this page.









# COURTYARD FACADE

For the courtyard facade, the accommodation rooms set within the existing fabric feature the simpler later edition window breakup. This breakup is similar to the street, however in the courtyard case an aluminium heritage style casement is proposed. In the existing condition, there is no ground floor courtyard facade but an atrium in place. The proposal removes the atrium condition, and a new facade is proposed. This proposed facade continues the brick piers from above with aluminium casement glazing apertures. Where a solid facade is required (kitchen bins area & retail store) aluminium cladding replaces the glazing, in doing so the rhythm and brick framing is allowed to be continuous.



Proposed South Circular Road Elevation



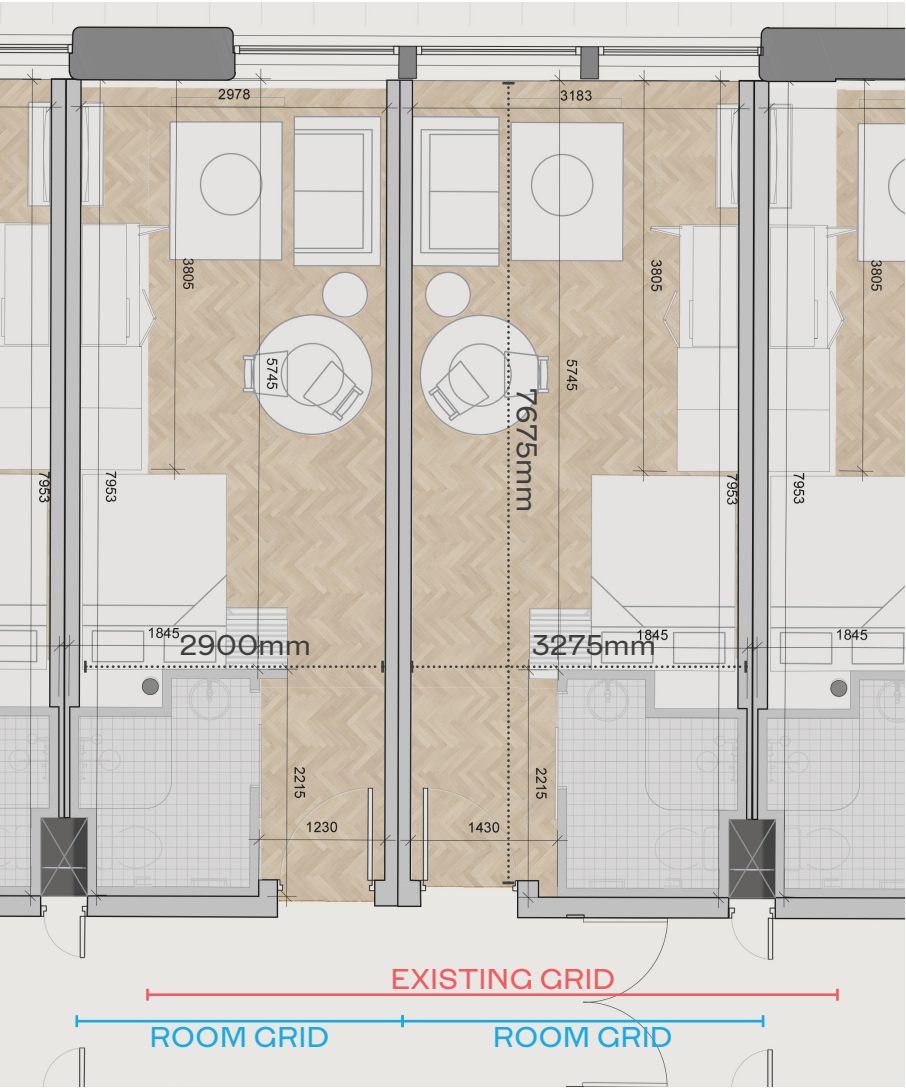




WINDOWS TO SHARED-LIVING ROOMS.

In order to allow the dividing wall of the Shared-Living rooms connect with the frames of the existing tripartite windows, the bedroom grid is staggered off the primary grid. The offset strategy employed in the existing factory building, see existing photograph adjacent and below a CGI view of the typical bedroom unit.

Existing Factory Elevational Grid



Existing Partition to Facade Interface



CGI View of Shared-Living Facade Interface



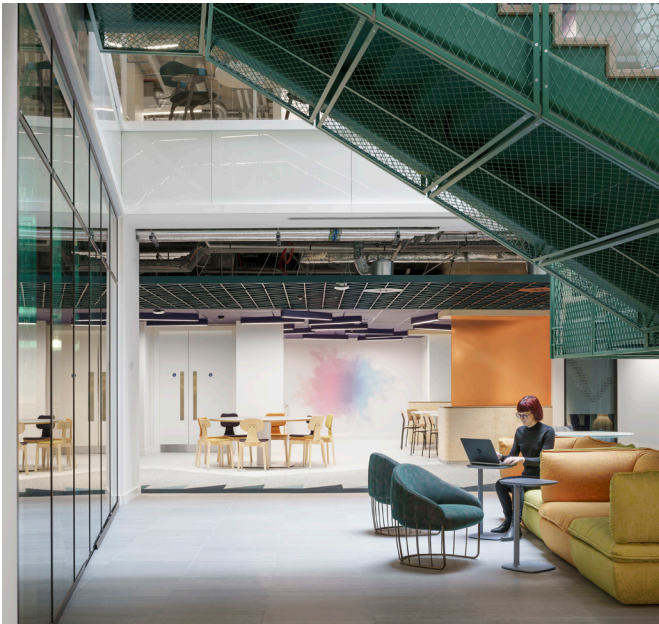
CONCEPTUAL SERVICE STRATEGY

As noted previously, the qualities of the production floor is its sheer volume of space together with its steel framing & concrete floor. A conceptual services strategy that respects these qualities is outlined below.

Ground floor functions such kitchen/storage/wc are proposed grouped to reduce their interference with the main volume. These intervention columns are placed off the existing grid allowing the frame to be exposed and they sit below the steel again to express and highlight the steel frame.

Services & foul downpipes dropping from above are semi-concealed through dropped ceilings that respect and play with the main steel grid, downpipes turn and drop through strategically placed screens that add a sense of division without interrupting the main volume excessively.

CGI View of the bar/restaurant, the bar/service volume sits below the steel frame. Dropped “mesh” ceilings semi conceal the dropped services.



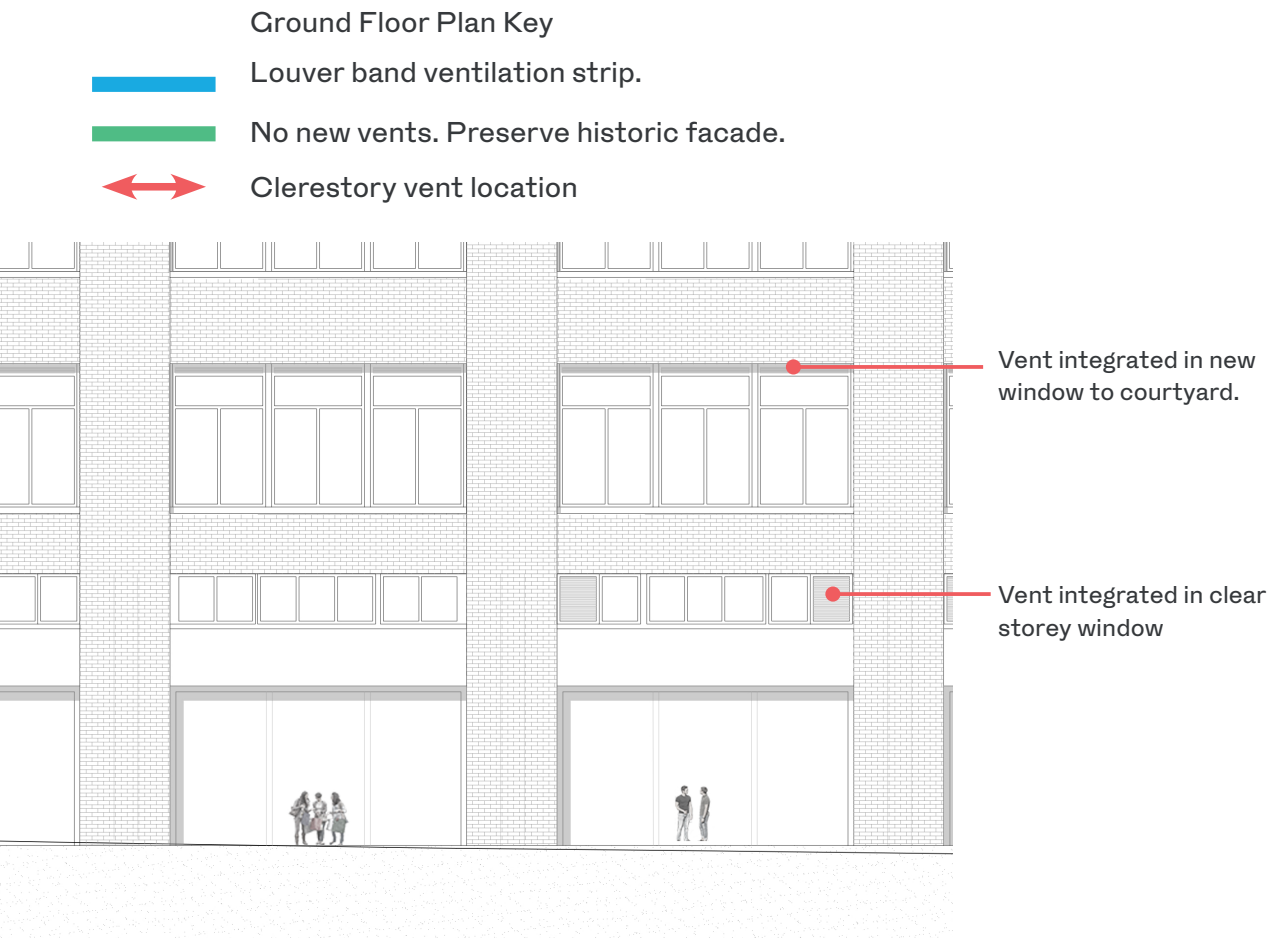
Design references showing proposed service integration  
106



CONCEPTUAL VENTING STRATEGY

The street facades feature a replication of the historic window profiles in steel casements. In this type of window profile, the integration of trickle vents for passive room ventilation is not possible. The proposal to allow passive ventilation into the accommodation rooms is for new perforated brick vents matching the colour of the existing brick to be installed on the existing facade. In the new additional levels facade this passive ventilation is integrated into the windows as trickle vents.

An existing clerestory window wraps the courtyard just below 1st floor level, this feature window will be maintained, and where necessary a single pane of glass will be replaced with a ventilation grill for ventilation purposes. In the less sensitive areas and where new facade is proposed, see adjacent, a louver band ventilation strip can be incorporated into new glass wall facades.






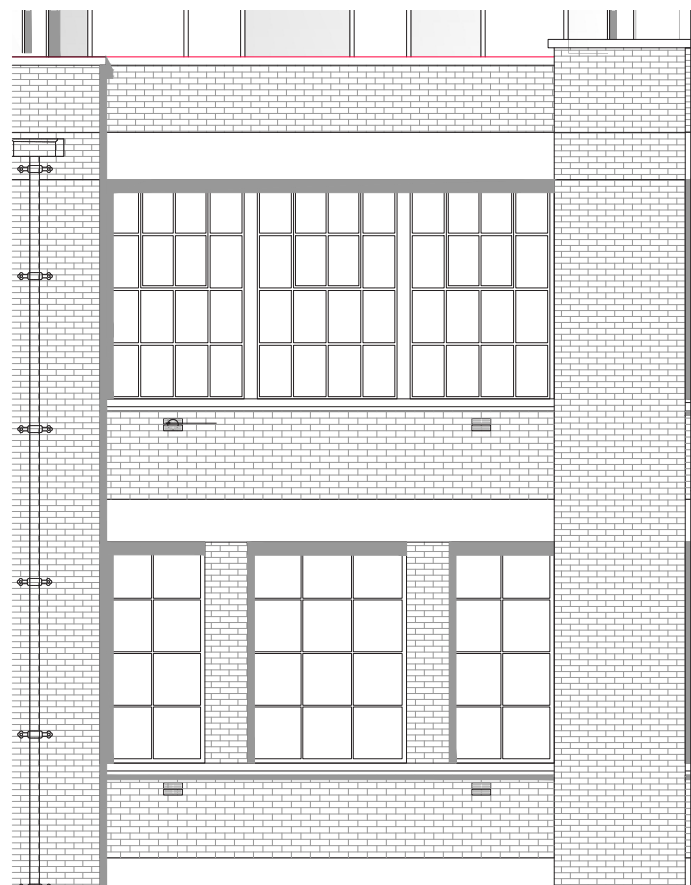
Courtyard elevation bay detail



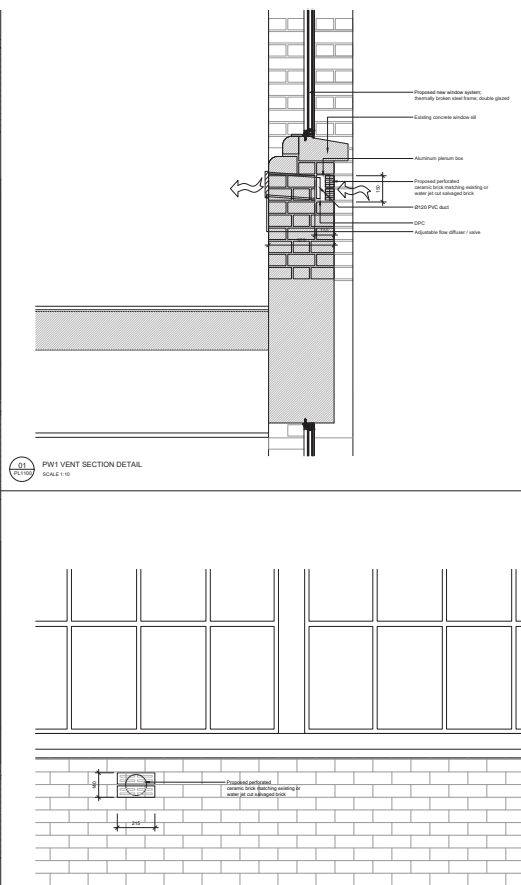


Typical Factory Floor Plan Key

-  No new vents. Preserve historic facade.
-  New perforated brick vents
-  New perforated brick vents



Elevation bay detail



Typical Level Floor Venting Strategy





# STRATEGY FOR EXISTING STRUCTURE

The existing factory is constructed with a steel frame and concrete slab. The original existing structure will remain and be exposed where possible. The concrete slab will be exposed at the ceiling level with new flooring laid above. The existing steel will be sand blasted, primed and painted with intumescent paint. The industrial character of the building will be utilised in the design and celebrated where possible.

The roof slab current state is of poor quality and together with the low capacity of the supporting steel structure at level 2, it is recommended that the third floor structure, including the columns from Level 2 up, be replaced with a new structural steel and composite metal slab (approximately 110mm thick). This new structure would be designed so as to be suitable to transfer the loads from the new additional levels structure above to the existing structure below. The façade, and the perimeter columns within the façade build up, would be protected and retained. Temporary works would be required during the construction works of the new third floor.

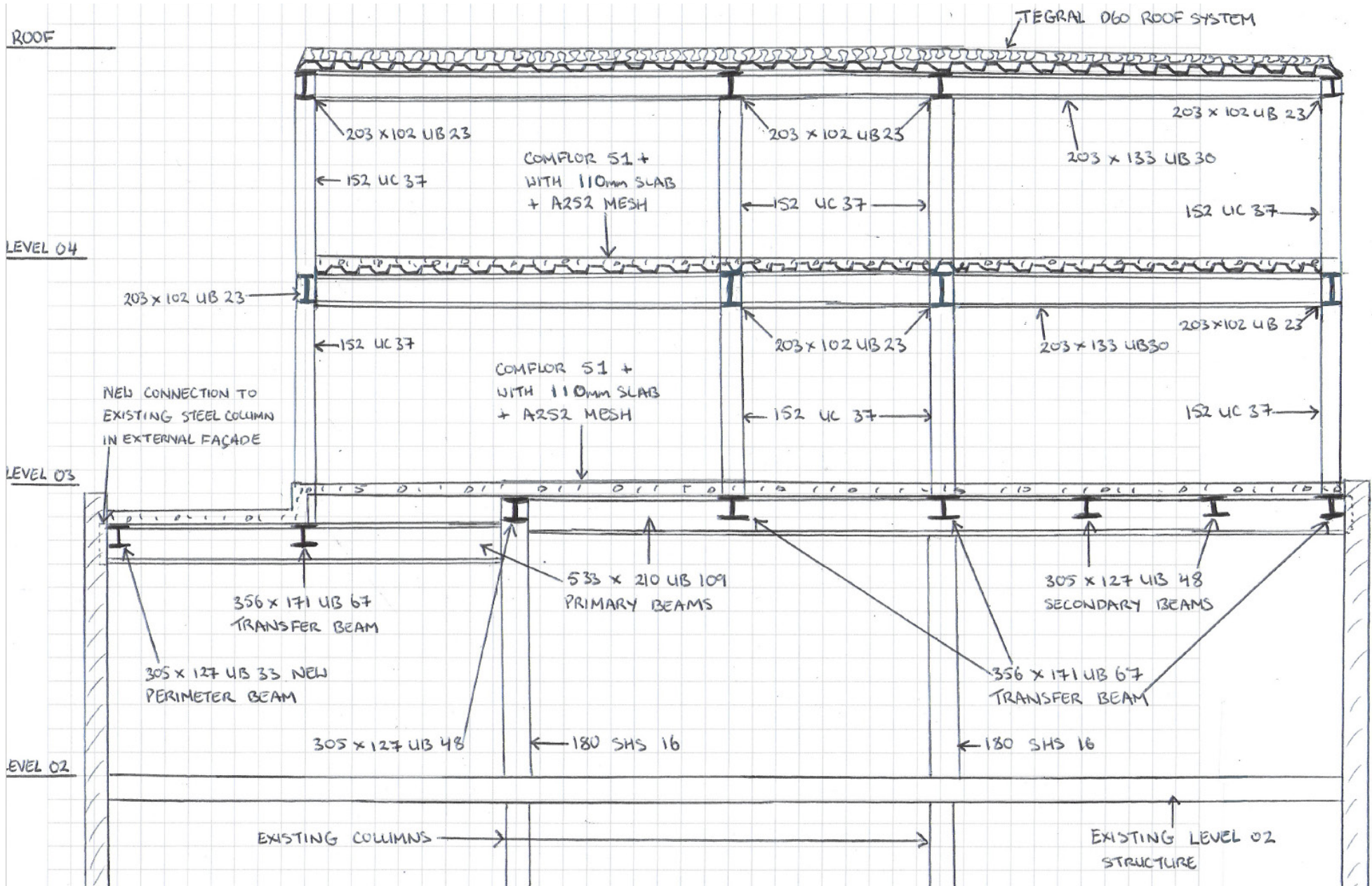
A full structural report by Barrett Mahony Consulting Engineers, has been submitted with the application for further detail please refer to the report.



Existing steel column and slab support



Sample of existing steel sand blasted and primed



Barrett Mahony Consulting Engineers, Sketched Section



# EXTENSION LEVELS FACADE

## ADDITIONAL LEVELS

The concept of the additional levels facade design is to build upon the proportion and principles of the existing factory building creating a contemporary addition that respects the industrial heritage of the factory building and site.

Appropriately contrasting with the existing factory masonry facade, the proposed materiality for the additional level is glass with bronze coloured rain screen cladding. The new facade is laid out in a framed/ grid fashion with the frame responding to the primary factory grid. The frame is expressed in the form of a steel beam profile echoing the industrial heritage. Set within the frame the approach for the window fenestration is both rhythmic and dynamic. The format breaks the grid in a tripartite manner that alternates in window size, the format respects whilst contrasts with the existing factory tripartite window.

CONTEMPORARY TRIPARTITE  
WINDOW BREAKUP

ARCHITECTURAL METALWORK

Typical Bay Elevation - Shared-Living





# EXTENSION LEVELS FACADE

## TOWER FACADE

Towards the northeast corner, the additional levels rise to 8 storeys with setback amenity penthouse level. The expression takes the form of cuboid volume, the increased height is appropriately positioned in the masterplan as a counterbalance to PW2 tower adjacent. The tower plan extends north and provides the building with a new northern facade, the extension and northern facade complete the existing and new extension composition. The proposed PW1 ‘Build to Let’ apartments occupy the tower plan. The tower facade is of a similar language to the Shared-Living extension facade and consists of the same materiality - architectural steel, glass and bronze coloured cladding.

The tower facade is contained within an exoskeleton metal frame that helps to strengthen the cuboid form created by the tower massing. This metal frame appropriately references the industrial past of the factory building. It extends 1.5m above terrace level sheltering the amenity space within. Balconies are carefully position and importantly recessed, by recessing the balconies unnecessary interference with the cuboid expression is mitigated. The positioning of balconies is deliberate with the factory grid is reflected in their placement. Ventilation and service ducting is carefully accommodated through integrated grills avoiding unnecessary clutter. The overall tower facade impression is of a facade of high quality, that sits appropriately with the factory building, is considered, free from clutter and has a suitably domestic identity.

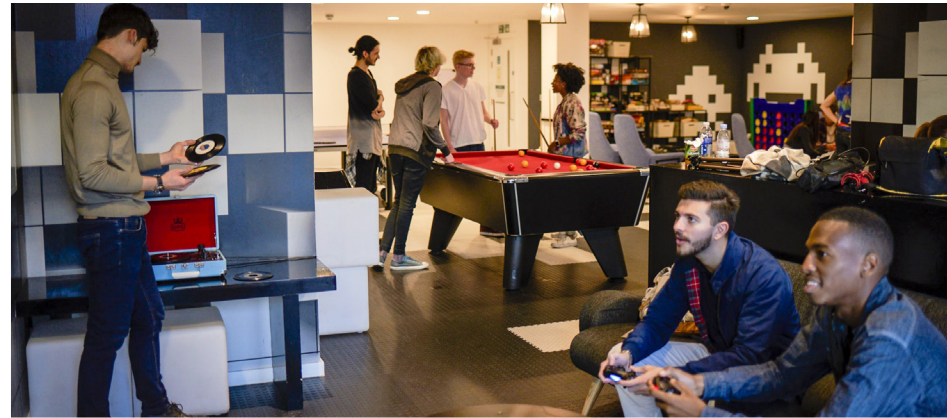


Tower Facade









# SHARED-LIVING COMPONENT

## SHARED-LIVING OFFERING

### Room Size

All of the proposed Shared-Living rooms are single occupancy and the applicable minimum bedroom size in accordance with Table 5A of the Design Standards for New Apartments (DsFNA) is 12 sq.m.

This proposal is for 240 no. rooms that range from 19 sq.m - 32 sq.m. All rooms thus significantly exceed the minimum standard of 12 sq.m.

| ALL UNITS SINGLE OCCUPANCY |             |                            |                              |                            |                            |                            |                            |                           |
|----------------------------|-------------|----------------------------|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Level                      | Level Total | Shared Living Type A 25sqm | Shared Living Type B 22.5sqm | Shared Living Type C 19sqm | Shared Living Type D 30sqm | Shared Living Type E 23sqm | Shared Living Type F 20sqm | Shared Living Type Part M |
| L. 00                      | 0           | 0                          | 0                            | 0                          | 0                          | 0                          | 0                          | 0                         |
| L. 01                      | 62          | 24                         | 29                           | 0                          | 1                          | 4                          | 2                          | 2                         |
| L. 02                      | 62          | 25                         | 29                           | 0                          | 1                          | 4                          | 2                          | 1                         |
| L. 03                      | 58          | 0                          | 0                            | 52                         | 0                          | 3                          | 2                          | 1                         |
| L. 04                      | 58          | 0                          | 0                            | 52                         | 0                          | 3                          | 2                          | 1                         |
|                            | 240         | 49                         | 58                           | 104                        | 2                          | 14                         | 8                          | 5                         |

### Accessible Rooms

To ensure adequate provision is made for people with limited access ability 5 no. rooms are Part M compliant and are distributed as follows.

Level No. of Accessible Units Room Size (sq.m)

| Level | No. of Accessible Units | Room Size (sq.m) |
|-------|-------------------------|------------------|
| 01    | 2                       | 32               |
| 02    | 1                       | 32               |
| 03    | 1                       | 26               |
| 04    | 1                       | 26               |

### Storage

Specific Planning Policy Requirement 9 (iii) establishes that flexibility shall be applied in relation to the provision of all storage and amenity space on the basis of the provision of alternative, compensatory communal support facilities and amenities. The DSfNA Guidelines state that the obligation will be on the project proposer to demonstrate the overall quality of the facilities provided and that residents will enjoy an enhanced overall standard of amenity

As set out above, the proposed shared living rooms significantly exceed the minimum 12 sq.m and the actual percentage increase for each is set out below.

- Type A 49 no. 25 sq.m – 108% above minimum standard

- Type B 58 no. 22.5 sq.m – 87.5% above minimum standard
- Type C 104 no. 19 sqm – 58% above minimum standard
- Type D 2 no. 30 sq.m – 150% above minimum standard
- Type E 14 no. 23 sq.m – 92% above minimum standard
- Type F 8 no. 20 sq.m – 67% above minimum standard
- Part M 2 no. 26 sq.m – 116% above minimum standard
- Part M 3 no. 32 sq.m – 167% above minimum standard

The generous room sizing means that there is adequate storage space available for future occupants within the private living space. To protect the existing building fabric of the former factory building, cooking facilities are external to the individual rooms i.e. communal kitchens. This design approach means that space within rooms that might otherwise be dedicated to kitchen areas is free.

Waste storage areas are proposed on each accommodation level, external to the individual rooms, this measure further serves to increase the room available within the living space.

Bicycle parking is provided at basement level in PW2.

This proposed development includes 81 no. carparking spaces in the basement of PW2 to facilitate parking for a future residential development proposal in the wider masterplan area and on lands contiguous with SDRA 12. In the alternative, the Applicant would be satisfied to accept a condition requiring that the 81 no. spaces together with the circulation area would be used as storage ancillary to the proposed residential development in the event that planning permission for future residential development is not granted implemented or before the expiration of the subject planning permission. The net area of this additional storage would be 1,293 sq.m.

### Common Living & Kitchen Areas

Table 5b of the DsNFA Guidelines establishes the minimum common living and kitchen facilities floor area for shared accommodation schemes.

The stipulated minimum areas are based on a cluster format of shared accommodation as follows;

- Bedrooms 1-3: 8 sq.m per person
- Bedrooms 4-6 Additional 4sq.m per person

Section 5.23 of the Guidelines state that for other shared accommodation, planning authorities should ensure that sufficient communal amenities are provided in accordance with the specified standards in Table 5b.



The proposed shared accommodation is located in the former factory building. Accommodating the rooms in a cluster type format is not feasible, if the overarching objective to retain the integrity of the building is to be achieved. For example, a cluster arrangement would conflict with realising the multi-functional space at the ground floor of the building, where the industrial heritage of the building can be enjoyed.

Therefore, to safeguard the over riding objective for the building, it is necessary to apply an alternative design approach, whereby each room is a distinct entity laid out along corridors. Accordingly, it is necessary to apply an alternative approach to Table 5b, to establish the minimum common kitchen and dining facilities floor area. The methodology applied is based on each corridor representing a cluster and on this basis 8 sq.m is applied to the first 3 no. rooms on each floor and 4 sq.m to all other rooms on the floor.

This calculation is confined to kitchen and dining areas. In total, 1,036 sq.m is provided and exceeds the minimum standard.

| Level | Total No. of Rooms | Rooms 1-3 Minimum Requirement (8 sq.m) | Rooms 4 – 62 Minimum Requirement (4sq.m) | DSfNA Total Minimum Requirement (sq.m) | Proposed Communal Living & Kitchen Areas (sq.m) |
|-------|--------------------|--|--|--|---|
| 01    | 62                 | 24                                     | 236                                      | 260                                    | 276   |
| 02    | 62                 | 24                                     | 236                                      | 260                                    | 276   |
| 03    | 58                 | 24                                     | 220                                      | 244                                    | 237   |
| 04    | 58                 | 24                                     | 220                                      | 244                                    | 247   |
|       |                    | Total                                  |  | 1,008                                  | 1,036   |

Kitchens, Cooking Stations & Dining

On each level there are 2 no. primary combined kitchen and dining areas supported by satellite kitchens, as set out below. They are distributed at convenient locations to limit the travel distance from individual rooms. The maximum travel distance is 21m and each kitchen is thus easily accessible to all proposed private living areas.

| Level | Total Bedspaces | MainK/L No. 1 (sq.m) | MainK/L No. 2 (sq.m) | Sat. No. 1 (sq.m) | Sat. No. 2 (sq.m) | Sat.No. 3 (sq.m) | Sat. No. 4 (sq.m) | Total Kitchen (sq.m) | Per Bedspace (sq.m) |
|-------|-----------------|----------------------|----------------------|-------------------|-------------------|------------------|-------------------|----------------------|---------------------|
| 01    | 62              | 130                  | 65                   | 25                | 25                | 31               | -                 | 276                  | 4.5                 |
| 02    | 62              | 130                  | 65                   | 25                | 25                | 31               | -                 | 276                  | 4.5                 |
| 03    | 58              | 130                  | 50                   | 19                | 19                | 19               | -                 | 237                  | 4.1                 |
| 04    | 58              | 120                  | 50                   | 19                | 19                | 19               | 19                | 247                  | 4.3                 |

In terms of cooking stations provided per kitchen, the following is the breakdown. Individual cooking stations will be shared by approx. 5 rooms and this is comparable to occupancy levels within a 4-bedroom home where there is one kitchen available to serve the household.

| Level | Total Bedspaces | MainK/L No. 1 | MainK/L No. 2 | Sat. No. 1 | Sat. No. 2 | Sat. No. 3 | Sat. No. 4 | Total Hobs   | Cooking Stations per Bedspace |
|-------|-----------------|---------------|---------------|------------|------------|------------|------------|--------------|-------------------------------|
| 01    | 62              | 4             | 4             | 2          | 2          | 2          | -          | 14           | 4.4                           |
| 02    | 62              | 4             | 4             | 2          | 2          | 2          | -          | 14           | 4.4                           |
| Level | Total Bedspaces | MainK/L No. 1 | MainK/L No. 2 | Sat. No. 1 | Sat. No. 2 | Sat. No. 3 | Sat. No. 4 | Total Dining |                               |
| 01    | 62              | 18            | 16            | 6          | 6          | 6          | -          | 52           |                               |
| 02    | 62              | 18            | 16            | 6          | 6          | 6          | -          | 52           |                               |
| 03    | 58              | 18            | 10            | 6          | 6          | 6          | -          | 46           |                               |
| 04    | 58              | 8             | 10            | 6          | 6          | 6          | 6          | 24           |                               |

The following is the breakdown of dining areas available within each kitchen. 174 no. spaces are provided i.e. 73% of occupants can dine at any one time. This is considered reasonable as dining patterns vary.

Communal Services, Amenities and Facilities

The provision of communal services, amenities and facilities is recognised as an important element of the Shared Accommodation model. The DSfNA (SPPR 7(b)) provides the following guidance for what constitutes facilities as distinct from services and amenities.

- i. Resident Support Facilities - comprising of facilities related to the operation of the development for residents such as laundry facilities, concierge and management facilities, maintenance/repair services, waste management facilities, etc.
- ii. Resident Services and Amenities – comprising of facilities for communal recreational and other activities by residents including sports facilities, shared TV/lounge areas, work/study spaces, function rooms for use as private dining and kitchen facilities, etc.

| Services & Amenities             | PW 1 L03 | PW1 L04  |
|----------------------------------|----------|----------|
| Kitchen / Dining / Party         | 54 sq.m  |          |
| Terrace/Lounge                   | 43 sq.m  | -        |
| Lounges                          | 132 sq.m | -        |
| Games Room                       | 48 sq.m  | -        |
| External Terrace                 | 300 sq.m | 150 sq.m |
| Total                            | 727 sq.m |          |
| Total per Shared Living Resident | 3 sq.m   |          |

Dedicated Services & Amenities and Facilities

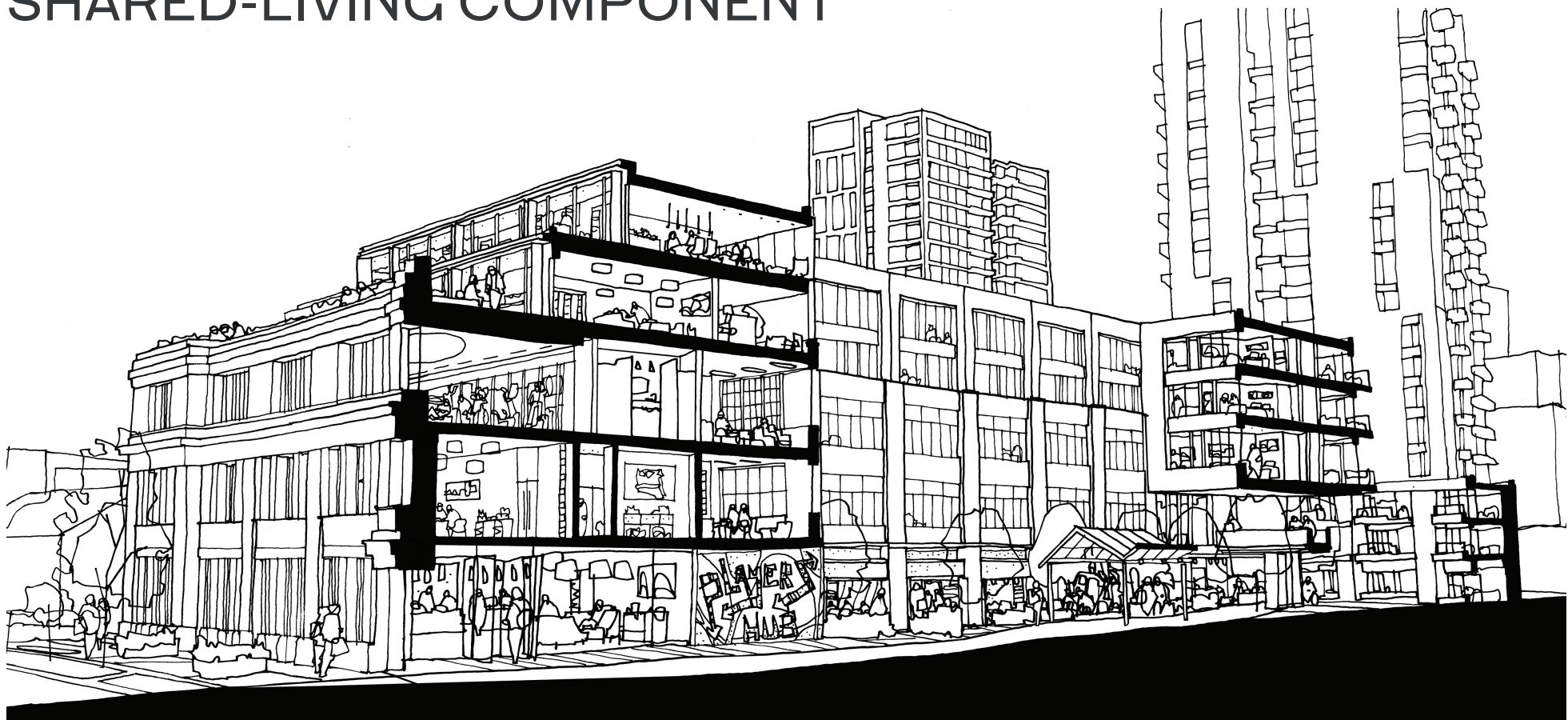
As outlined above there is 1,036 sq.m of kitchen/dining space proposed and this equates to 4.3 sq.m per shared accommodation resident.

Additional dedicated shared accommodation, facilities, services and amenities are proposed (2,138sq.m) as outlined in the Table below and equate to 3 sq.m per resident.





# SHARED-LIVING COMPONENT



| Services & Amenities | PW1<br>L. 01<br>(sq.m) | PW1<br>L.02<br>(sq.m) | PW 1<br>L.07<br>(sq.m) | PW2<br>L.00 | PW2<br>L.06 | PW2<br>L.17 |
|----------------------|------------------------|-----------------------|------------------------|-------------|-------------|-------------|
| Party Room/Kitchen   | 164                    |                       |                        |             |             |             |
| TV Room              | 37                     |                       |                        |             |             |             |
| Games Room           | 46                     |                       |                        |             |             |             |
| Library              | 77                     |                       |                        |             |             |             |
| Meeting Room         | 39                     |                       |                        |             |             |             |
| Business Centre      | 53                     |                       |                        |             |             |             |
| Access/Circulation   | 194                    |                       |                        |             | 57          |             |
| Gym/Store            |                        | 650                   |                        |             |             |             |
| Amenity Lounge       |                        |                       | 43                     | 158         |             | 74          |
| Co-working           |                        |                       |                        | 221         |             |             |
| Total                | 1813                   |                       |                        |             |             |             |
| Total per Bedspace   | 1.1 sq.m               |                       |                        |             |             |             |

108 sq.m of dedicated shared accommodation facilities are proposed, this is 0.45 sq.m per resident.

| Services & Amenities             | PW 1<br>L01 | PW 1<br>L02 | PW 1<br>L03 | PW 1<br>L04 |
|----------------------------------|-------------|-------------|-------------|-------------|
| Laundry                          | 10 sq.m     | 10 sq.m     | 8 sq.m      | 8 sq.m      |
| Welfare Facilities               | 5 sq.m      | 5 sq.m      | 5 sq.m      | 5 sq.m      |
| Bin Storage                      | 13 sq.m     | 13 sq.m     | 13 sq.m     | 13 sq.m     |
| Total                            | 108 sq.m    |             |             |             |
| Total per Shared Living Resident | 0.45 sq.m   |             |             |             |

108 sq.m of dedicated Shared-Living facilities are proposed, this is 0.45 sq.m per resident.

Combined, the proposed dedicated shared accommodation services, amenities and facilities, provide for 7.75 sq.m per occupant of the shared living accommodation. This is considered to be an excellent provision and exceeds the provision in shared accommodation schemes recently permitted by An Bord Pleanála e.g. PL29S.307217

for a mixed use part shared accommodation development incorporating 69 no. private living areas with 426 sq.m of tenant amenities and facilities, equating to 6.2 sq.m per occupant.

## Common Amenities & Facilities for Shared Accommodation & Build to Rent Apartments

The proposed shared accommodation is part of a wider residential proposal that includes BtR apartments. To encourage an integrated new neighbourhood and owing to the exceptional industrial heritage quality of the factory building, additional shared amenities and services and facilities (combined 2,261 sq.m) are concentrated in building PW1 and PW2 and these will be accessible to all future residents.

| Services & Amenities               | PW1<br>L. 01<br>(sq.m) | PW1<br>L.02<br>(sq.m) | PW 1<br>L.07(sq.m) | PW2<br>L.00<br>(sq.m) | PW2<br>L.06<br>(sq.m) | PW2<br>L.17<br>(sq.m) |
|------------------------------------|------------------------|-----------------------|--------------------|-----------------------|-----------------------|-----------------------|
| Entertainment (Kitchen/Party Room) | 164                    |                       |                    |                       |                       |                       |
| TV Room                            | 37                     |                       |                    |                       |                       |                       |
| Entertainment (Games Room)         | 46                     |                       |                    |                       |                       |                       |
| Library                            | 77                     |                       |                    |                       |                       |                       |
| Meeting Room                       | 39                     |                       |                    |                       |                       |                       |
| Business Centre                    | 53                     |                       |                    |                       |                       |                       |
| Access/Circulation                 | 194                    |                       |                    |                       | 57                    |                       |
| Gym/Store                          |                        | 650                   |                    |                       |                       |                       |
| Amenity Lounge                     |                        |                       | 43                 | 159                   |                       | 73                    |
| Co-working                         |                        |                       |                    | 221                   |                       |                       |
| Total                              | 1,813 sq.m             |                       |                    |                       |                       |                       |
| Total per Bedspace                 | 1.1 sq.m               |                       |                    |                       |                       |                       |

The proposed development includes a total of 1,639 bed spaces and so the additional amenities and services to be shared across the scheme in PW1 will provide occupants of the shared living element with an additional 1.1 sq.m.

The scheme includes 285 sq.m of facilities at ground floor in building PW1 that may be shared with residents occupying the shared accommodation element. The total bedspaces in PW1 is 362 no. residents of the shared accommodation offering will thus have access to a further 0.8 sq.m of facilities.

Combined, residents of the shared accommodation element of this proposal will benefit from an additional 1.9 sq.m of services, amenities and facilities.

## Overall Provision

Combined, the proposed scheme provides 7.75 sq.m of dedicated services, amenities and facilities per resident of the shared accommodation proposal. There is a diversity of uses and the floor space is appropriately distributed to support easy access from private living spaces.

As the shared accommodation forms part of a wider built to let proposal, the residents of the shared living will benefit from access to wider amenities and facilities that are proposed. The cumulative (dedicated and shared with BtR apartments) provision for each resident of the shared accommodation is 9.65 sq.m per bedspace.



# SHARED-LIVING COMPONENT

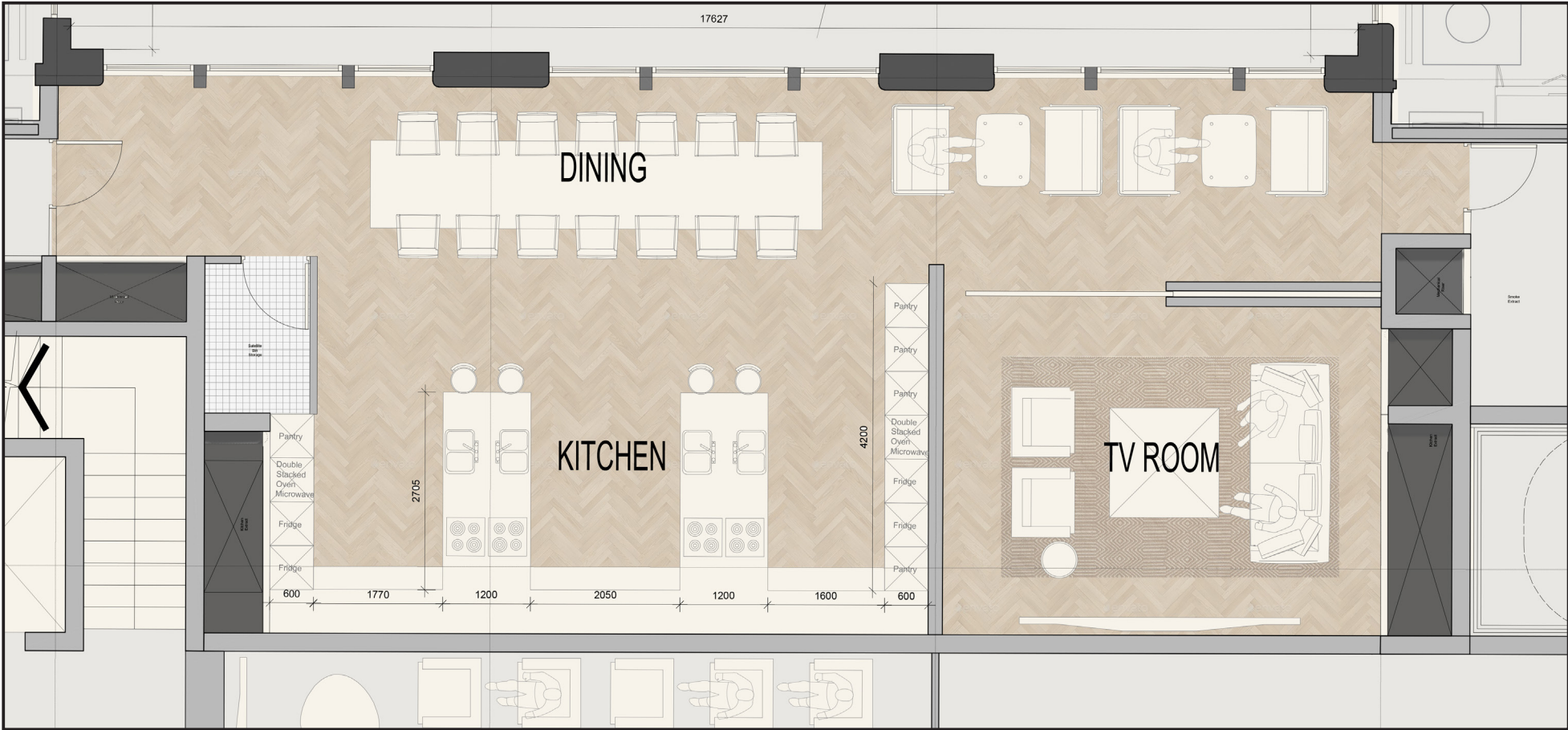
## KITCHENS

Shared-Living is a lifestyle choice, its ethos is centred around sharing, whether that is space or values. At the heart of Shared-Living is the mission to create a genuine community within a building that goes beyond being simply just neighbours.

This ethos, together with the difficulties created by providing cooking extract through the existing factory fabric, led the design team and client to choose not to provide hobs in the individual units. This decision was grounded through several visits to successfully functioning Shared-Living facilities in the UK where the client and design team were stirred by the exuberance atmosphere of the large social kitchen. This concept was inherited, and on all accommodation levels, a large social kitchen provides a focal hub for the community.

In addition to the large social kitchen, satellite kitchens are dispersed throughout the plan. The idea here is to provide for the more intimate cooking situation with a reduced number or even personally. The number of kitchens and in particular the number of hob stations have been carefully examined to ensure the resident cooking requirement is facilitated. The study shows that on average, there are 4.4 kitchen stations per unit a ratio slightly above a typical 4-bed shared accommodate.

Within the individual units, kitchenettes providing utilities such as microwave, kettle and toaster are provided. The design intent is to retain as much as possible the existing building fabric and limit impacts on the existing facade. The option of providing a hobs within the units would require extract through the existing facade generating an unacceptable number of wall vents.



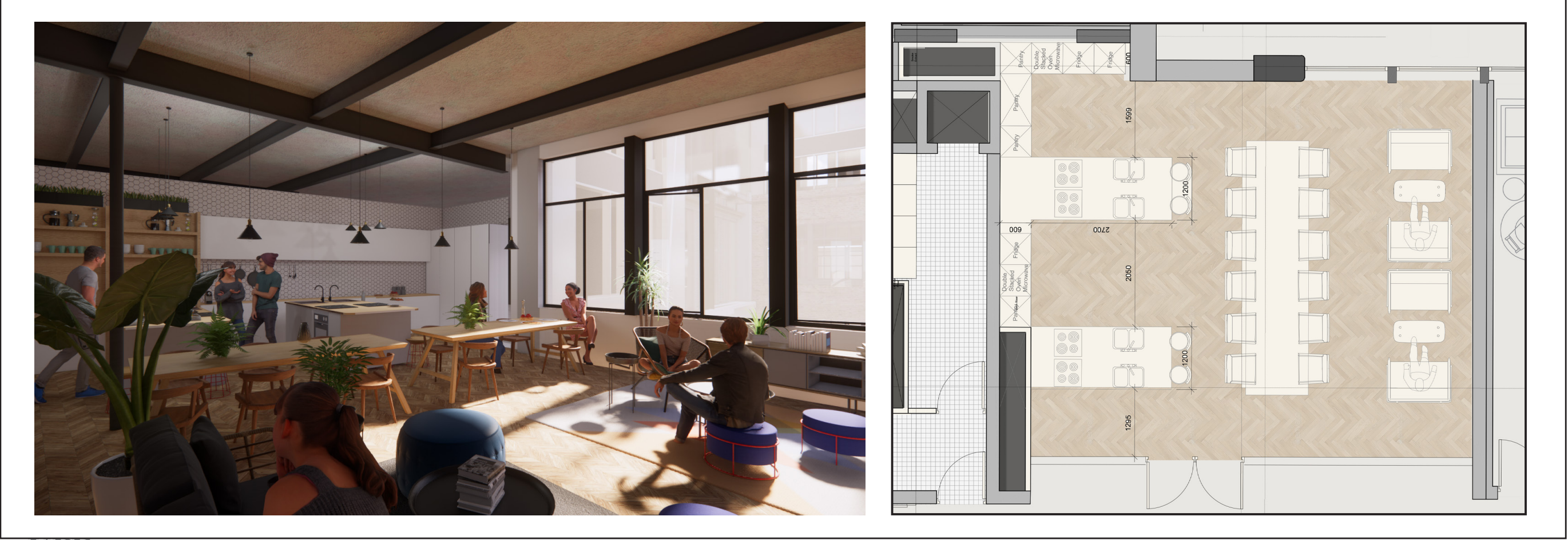
Large Social Kitchen Layout & View



Typical Satellite Kitchen Layout & View



Typical Satellite Kitchen Layout & View





# SHARED-LIVING COMPONENT

## BEDROOMS

All of the proposed Shared-Living rooms are single occupancy and the applicable minimum bedroom size in accordance with Table 5A of the Design Standards for New Apartments (DsFNA) is 12 sq.m.

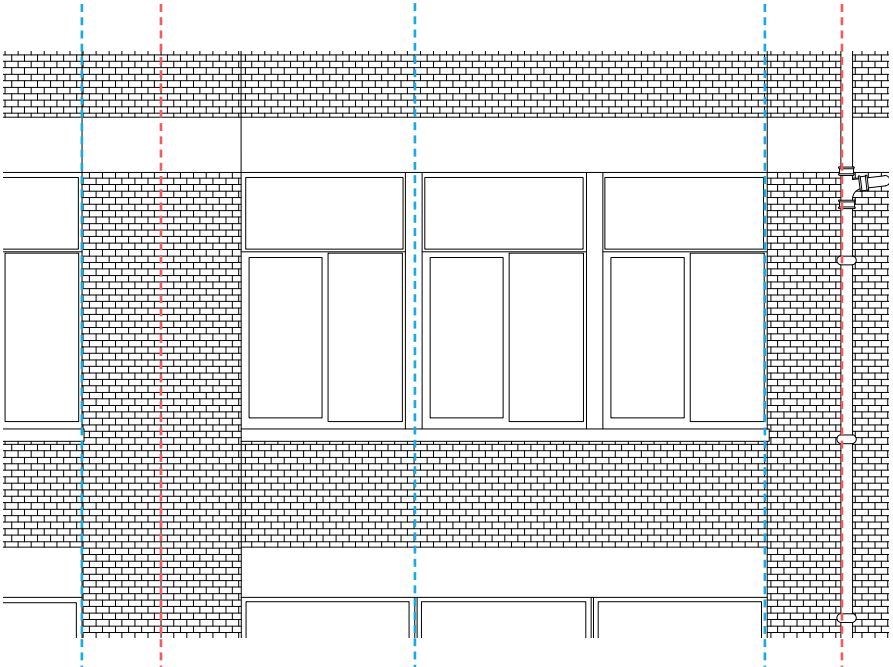
This proposal is for 240 no. rooms that range from 19 sq.m - 30 sq.m. All rooms thus significantly exceed the minimum standard of 12 sq.m. A Kitchenette is provided in the room however no hob is provided.

### Bedrooms within the Factory Fabric

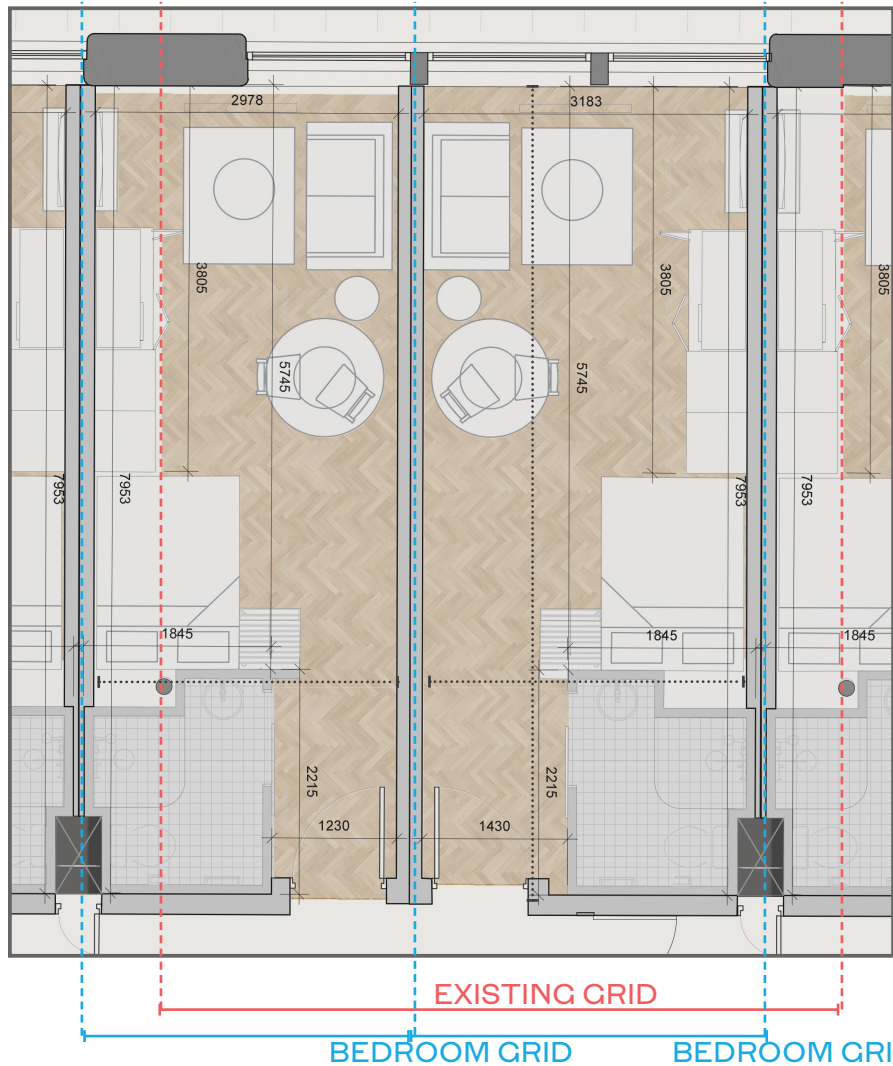
Bedrooms within the retained structure enjoy a loft-style setting with clear heights approaching 4 metres and expansive window openings. The design approach takes full advantage of this architectural setting to create Shared-Living room with suitably sized living and sleeping space. Taking advantage of the increased floor to ceiling height a library style ladder allows access to pigeon hole style storage above the bathroom pod.

To allow the dividing wall of the Shared-Living rooms connect with the frames of the existing tripartite windows, the bedroom grid is staggered off the primary grid.

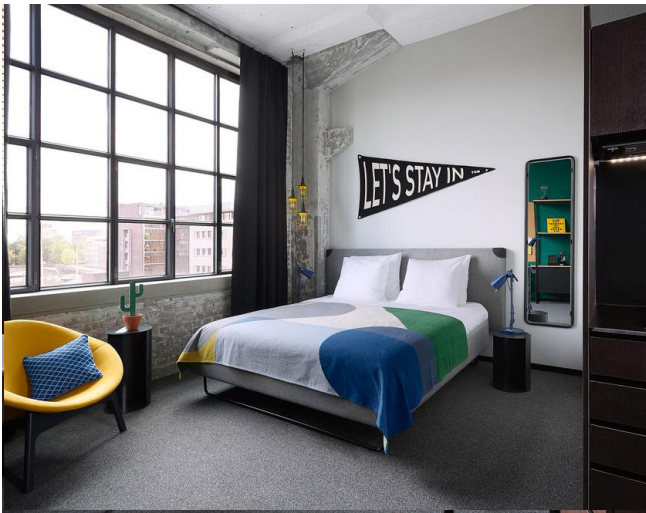
Reference Library Stairs and Pigeon Holes Storage



Existing Factory Elevational Grid



Loft Living References







1

## LIVING AREA

### KITCHENETTE/ STORAGE:

- SINK
- MICROWAVE
- UNDERCOUNTER FRIDGE
- HIGH LEVEL CABINET STORAGE
- UNDERCOUNTER STORAGE

### LIVING AREA:

- SOFA 1640MM\*960MM
- TV AND STORAGE UNIT
- COFFEE TABLE
- RUG

### DINNING AREA:

- DINNING TABLE 900MM
- 2 DINNING TABLE CHAIRS



2

## SLEEPING AREA

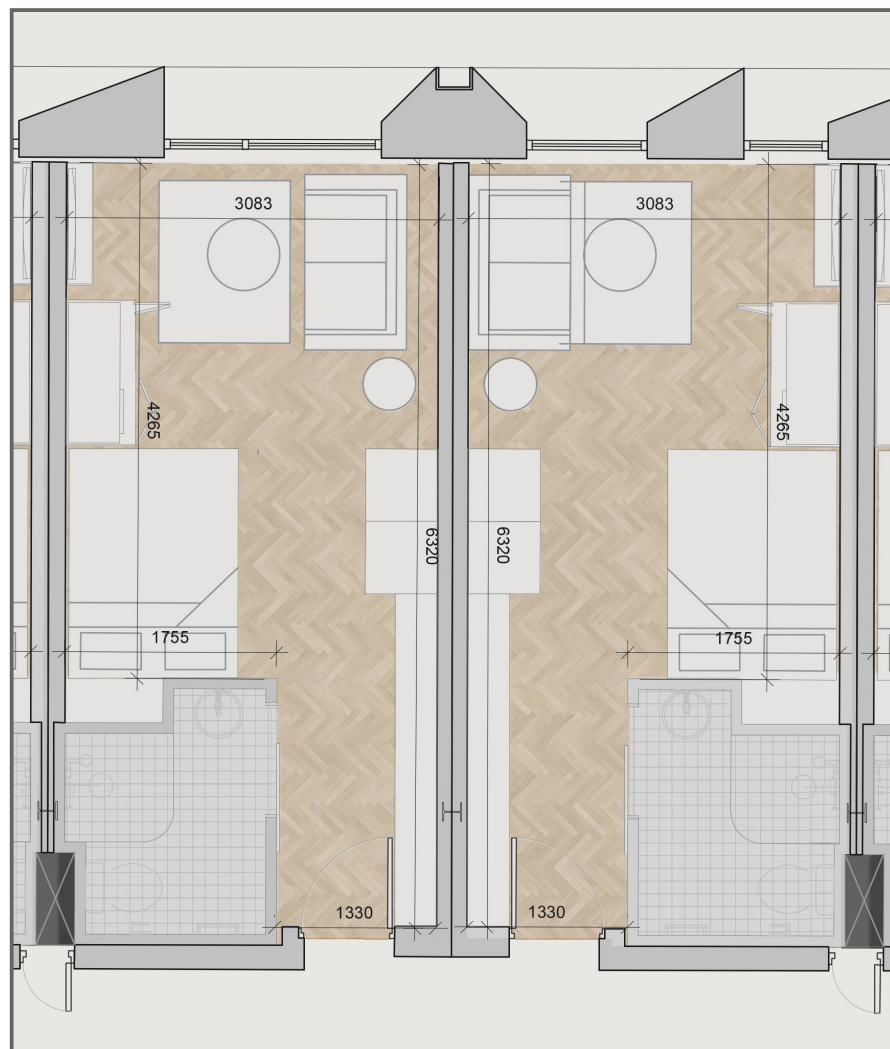
- WARDROBE 60MM\*1500MM
- DOUBLE BED
- SURROUND STORAGE (INC. ABOVE AND BELOW BED)
- POWDERCOATED SLIDING LADDER (INC. TABLE)
- PIGEON HOLE STORAGE ABOVE EN SUITE

3

## EN SUITE AREA

- SHOWER TRAY 900MM\*900MM
- WASH HAND BASIN
- WC
- BATHROOM CABINET
- TOWEL RAILING
- FULL HEIGHT MIRROR





## SLEEPING AREA 2

- WARDROBE 60MM\*1500MM
- DOUBLE BED
- SURROUND STORAGE (INC. BELOW BED)
- PIGEON HOLE STORAGE ABOVE EN SUITE

## EN SUITE AREA 3

- SHOWER TRAY 900MM\*900MM
- WASH HAND BASIN
- WC
- BATHROOM CABINET
- TOWEL RAILING
- FULL HEIGHT MIRROR



## LIVING AREA 1

### KITCHENETTE/ STORAGE:

- SINK
- MICROWAVE
- UNDERCOUNTER FRIDGE
- HIGH LEVEL CABINET STORAGE
- UNDERCOUNTER STORAGE

### LIVING AREA:

- SOFA 1640MM\*960MM
- TV AND STORAGE UNIT
- COFFEE TABLE
- RUG

### DINNING AREA:

- DINNING TABLE 900MM
- 1 DINNING TABLE CHAIRS





# BTR COMPONENT

## BUILD TO RENT COMPONENT

The proposal is for 47 ‘Build to Rent’ units arranged in a mix of 12 studio, 23 No. 1 Beds, 8 No. 2 Beds and 4 No. 3 Beds. The development is standalone from the PW1 Shared-Living component with a dedicated entrance leading to the units. Communal amenities both internal and external is provided for within the building footprint.

Entered directly off the internal courtyard, a generously spaced ground floor residential entry lobby greets the resident. Apartment units are accessed off a central core with the floor levels on 1st and 2nd floor level corresponding with the levels of the existing factory.

The communal open space requirement for the PW1 BtR development amounts to 255sqm and this is provided by a roof-level terrace. The terrace at 285sqm exceeds the requirement, and in addition to the external terrace a 43sqm amenity lounge is provided. This amenity lounge will ensure both the terrace and lounge will be seen as a desirable and frequently used residential amenity.



View of PW1 Roof Terrace



Ground Floor Plan

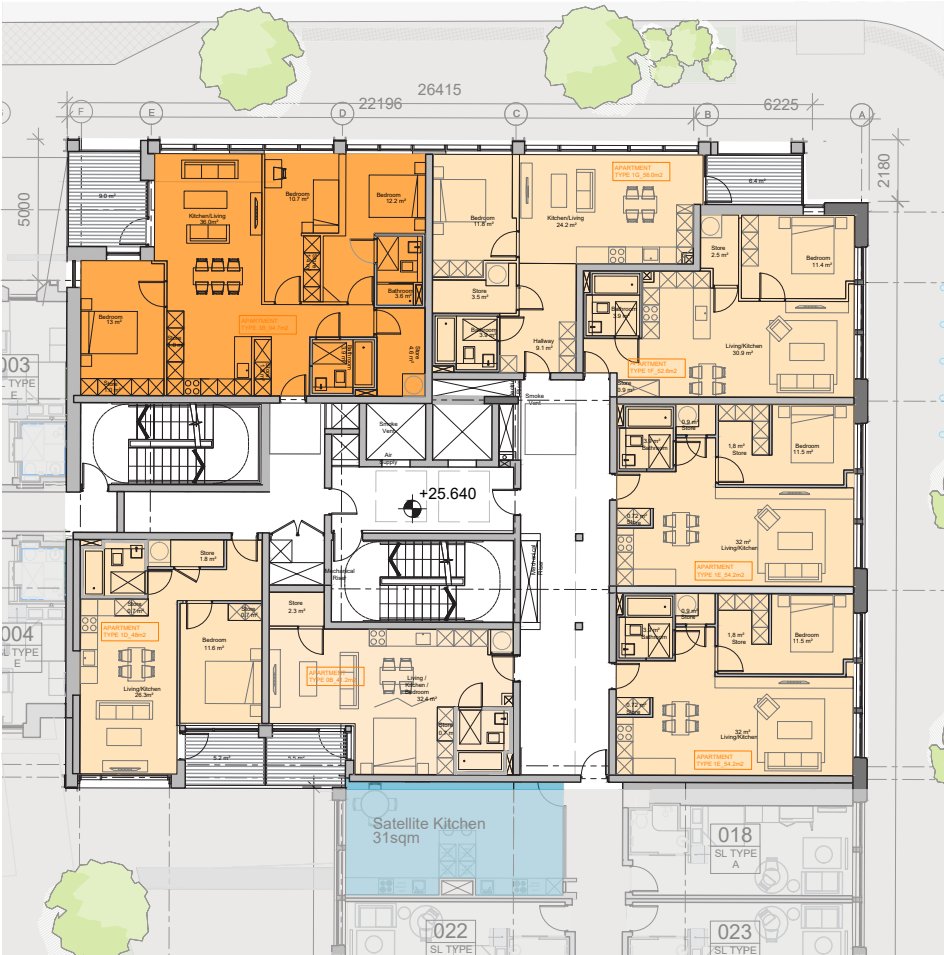
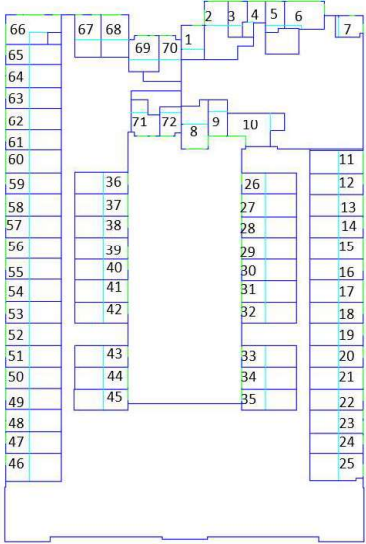


# BTR LIVING COMPONENT

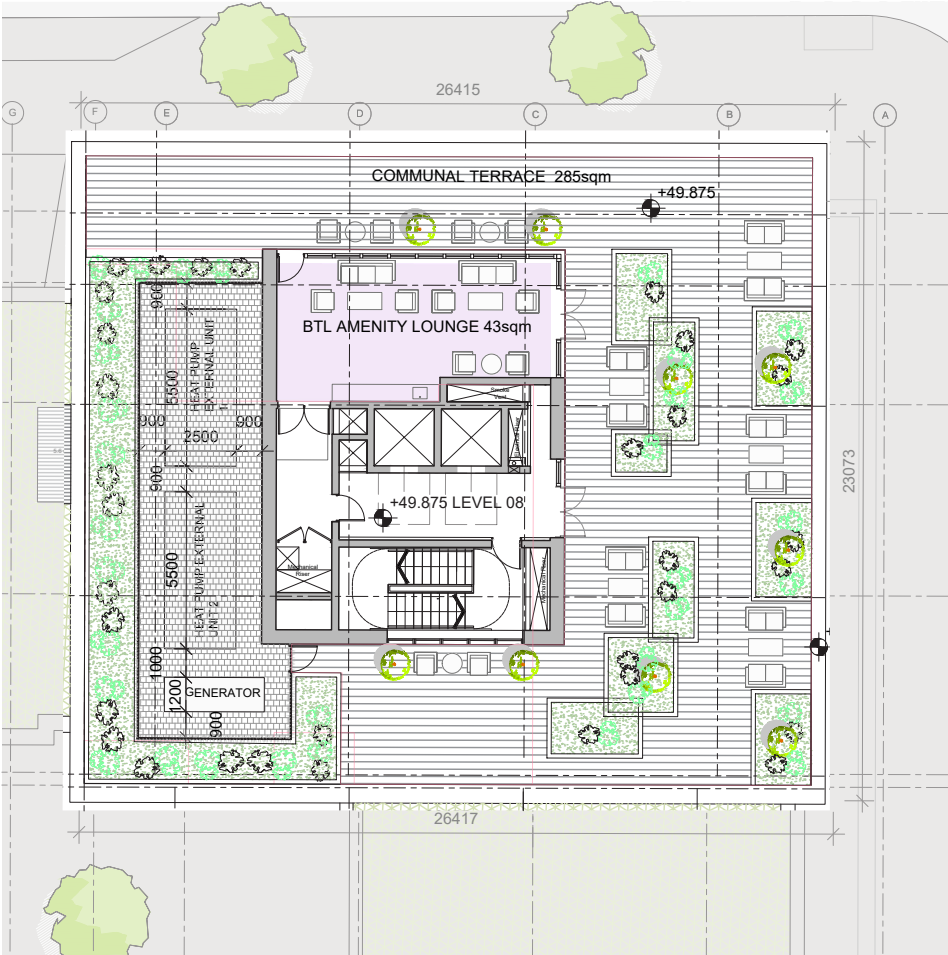
Set within the existing factory fabric 3No 1-bed units are positioned behind the factory facade at level O1 & O2. Due to the sensitive facade interface, no balconies are provided to these units. To compensate they are oversized and enjoy the benefits of a floor to ceiling approaching 4metres together with large industrial-style glazing.

The new massing extends past the existing factory fabric by 2.2metres, and this extension allows the 1bed facing the street to have glazing of 1.6m facing east. A similar concept is utilised in the 3 bed adjacent, however, a more significant return wall is achievable and the return wall measures 3.3m with 2.35m glazing facing west. In both cases, the units are orientated to allow the living rooms to exploit the natural light provided by the dual aspect. Furthermore, significantly sized, floor to ceiling glazing is proposed providing quality daylight levels to the living rooms. On the lower levels O1 & O2, where daylight levels are inherently impacted, the units benefit from floor to ceiling heights approaching 4ms.

Please refer to the IES report to examine the achieved daylight levels to these units. In summary, the report states that all tested rooms reach Daylight levels significantly over the BRE guidelines with living rooms on the lowest level, Level O1, reaching excellent ADF factors of 6.18 & 3.86..



First Floor Plan



Roof Terrace Plan

| Room Reference | Room Name           | Room Activity | External Window Area | Average Daylight Factor | Comment |
|----------------|---------------------|---------------|----------------------|-------------------------|---------|
| 1              | L01: PW1_Bedroom 01 | Bedroom       | 8.57                 | 1.70                    | ✓       |
| 2              | L01: PW1_Living 01  | Living        | 16.54                | 6.18                    | ✓       |
| 3              | L01: PW1_Bedroom 02 | Bedroom       | 7.17                 | 3.67                    | ✓       |
| 4              | L01: PW1_Bedroom 03 | Bedroom       | 9.8                  | 4.37                    | ✓       |
| 5              | L01: PW1_Bedroom 04 | Bedroom       | 8.4                  | 5.09                    | ✓       |
| 6              | L01: PW1_Living 02  | Living        | 22.04                | 3.86                    | ✓       |

Extract from the IES Report, Level O1 Illustrated. Rooms 1-6 Examine The Dual Aspect Predominately North Facing Units.



# PW1 COURTYARD

## PW1 COURTYARD

The courtyard in the former Player Wills building (PW1) was analysed to determine the existing sunlight penetration. As is illustrated below, in its current context, the area falls significantly below the BRE Site Layout Planning for Daylight and Sunlight standard that for a space to appear adequately sunlit throughout the year, at least half of the garden or amenity area should receive at least 2 hours of sunlight on the 21st of March.

Chapter 11 of the Dublin City Development Plan 2016-2022 incorporates policies that support the retention of the original features of historic industrial architectural merit in the former Player Wills building. Relevant policies are;

**CHC1:** To seek the preservation of the built heritage of the city that makes a positive contribution to the character, appearance and quality of local streetscapes and the sustainable development of the city.

**CHC3:** To identify and protect exceptional buildings of the late twentieth century; to categorise, prioritise and, where appropriate, add to the RPS. Dublin City Council will produce guidelines and offer advice for protection and appropriate refurbishment.

**CHC5:** To protect Protected Structures and preserve the character and the setting of Architectural Conservation Areas. The City Council will resist the total or substantial loss of: Non-protected structures which are considered to make a positive contribution to the character and appearance of an Architectural Conservation Area, unless it can be demonstrated that the public benefits of the proposals outweigh the case for retention of the building.

To satisfy these policy requirements it is necessary to minimise interventions so that the original fabric of the former Player Wills factory building may be retained. Improvements in sunlight penetration to the existing courtyard could only be achieved if significant design interventions were made to the existing building

and this would render the proposal inconsistent with the above policy objectives. Therefore, it is necessary to apply a balanced approach.

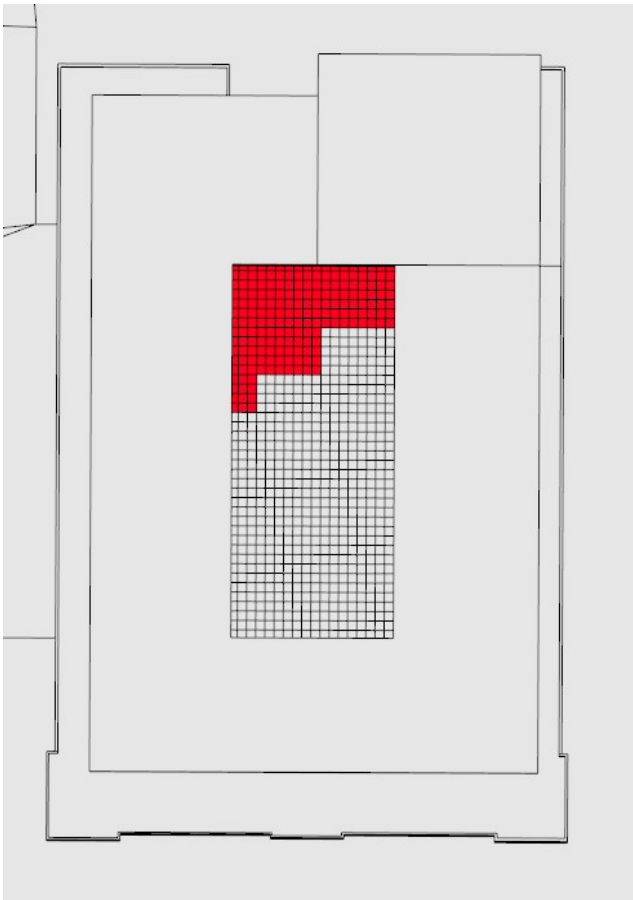
It is noted that significant public and communal open space is proposed on the wider site and analysis of these areas demonstrates that they achieve and exceed the BRE threshold. The full results are presented in the **Daylight, Sunlight & Overshadowing Report**. This availability of high-quality amenity areas offers both future residents and the wider community a range of alternative amenity areas.

The communal amenity requirements for PW1 is delivered in the form of a roof terrace area and the sunlight analysis demonstrates that 87% of the terrace receives sunlight on the 21st March i.e. significantly exceeding the 50% threshold value.

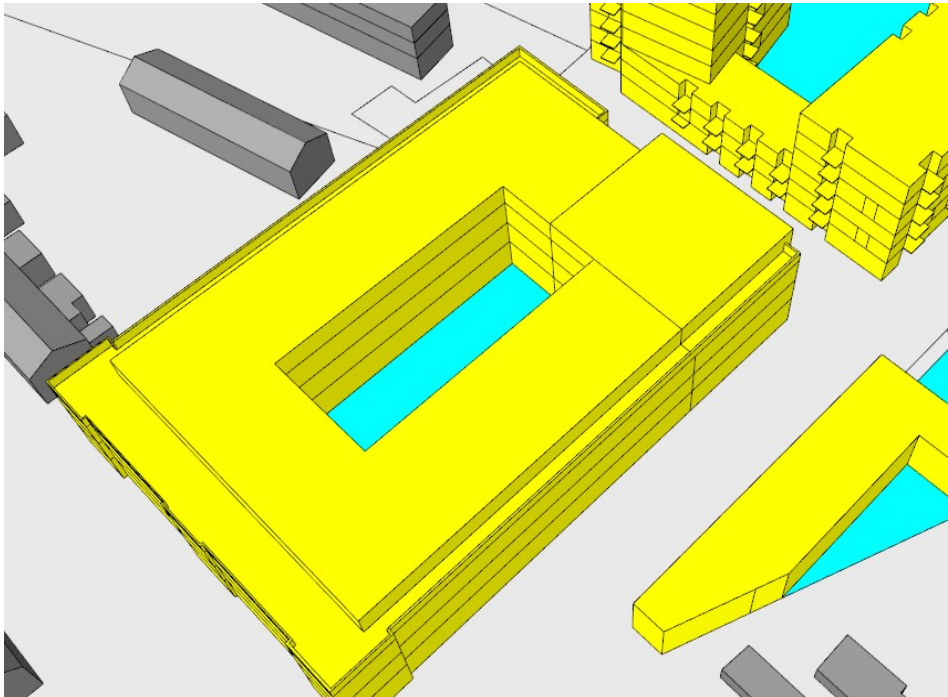
The courtyard does not form part of the required amenity area calculation for the scheme i.e. it is an additional benefit. It is retained and integrated into the proposed layout design as it offers other benefits, namely, it assists with promoting permeability, allowing people to access the development from the entrance off South Circular Road into the wider development via a “Red Carpet” landscape paving feature.

While the courtyard cannot meet the BRE Guideline, it is considered that it can still offer amenity value. The design adopts an approach to optimise the use of the area, through covering the area to allow the space support activities such as performances, markets and a spill out area for the community/cultural space within the building.

IES Sunlight Study of the Existing Factory Courtyard



| Block | Total Area | > 2 solar area | % > 2 Hours |
|-------|------------|----------------|-------------|
| PW1   | 699        | 175            | 25          |





# PW1 COURTYARD

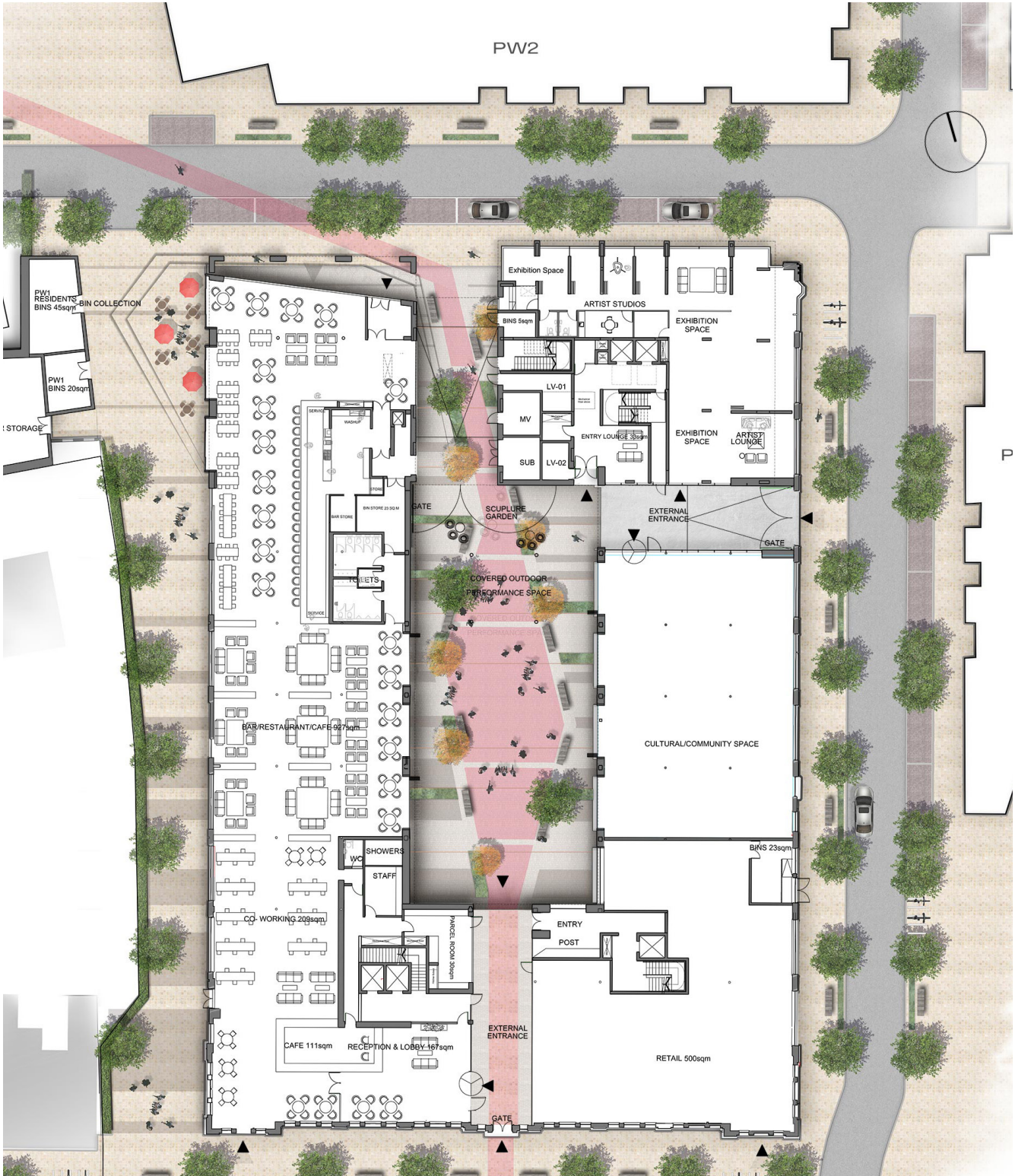
## ILLUSTRATIVE PLAN



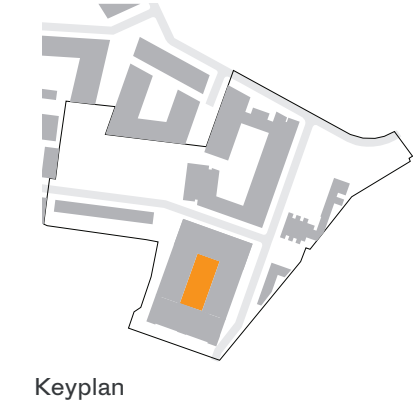
Reference Image



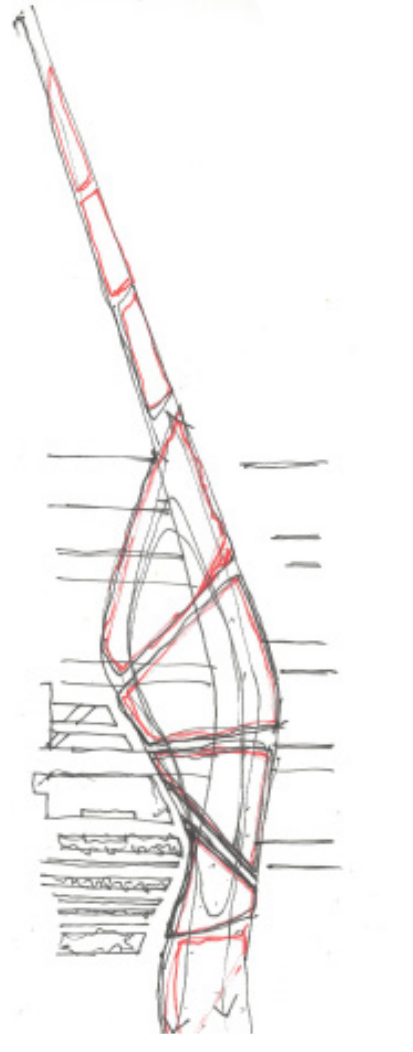
Reference Image



PW 1 Illustrative Plan



Keyplan

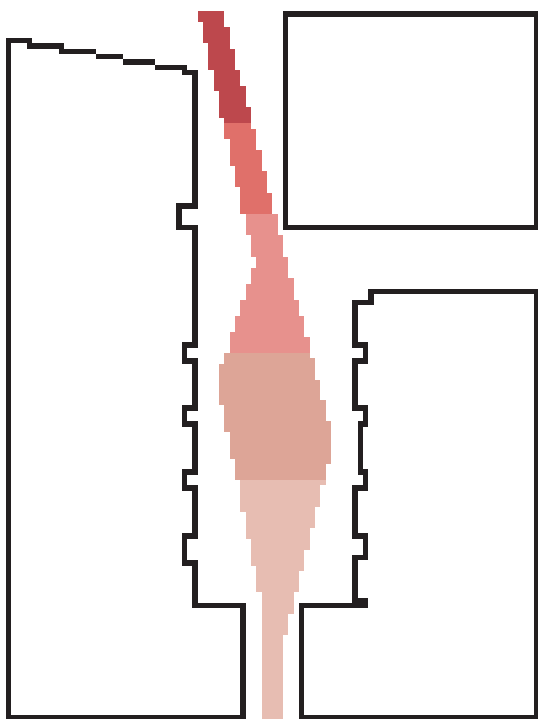


Concept Sketch

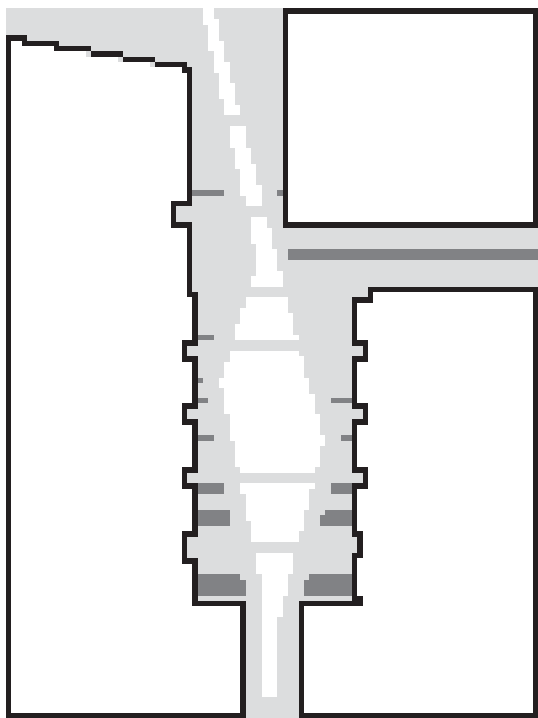


# PW1 COURTYARD

## CONCEPT DEVELOPMENT



“Red Carpet”



Progression



Green Assets



Reference Image



Reference Image

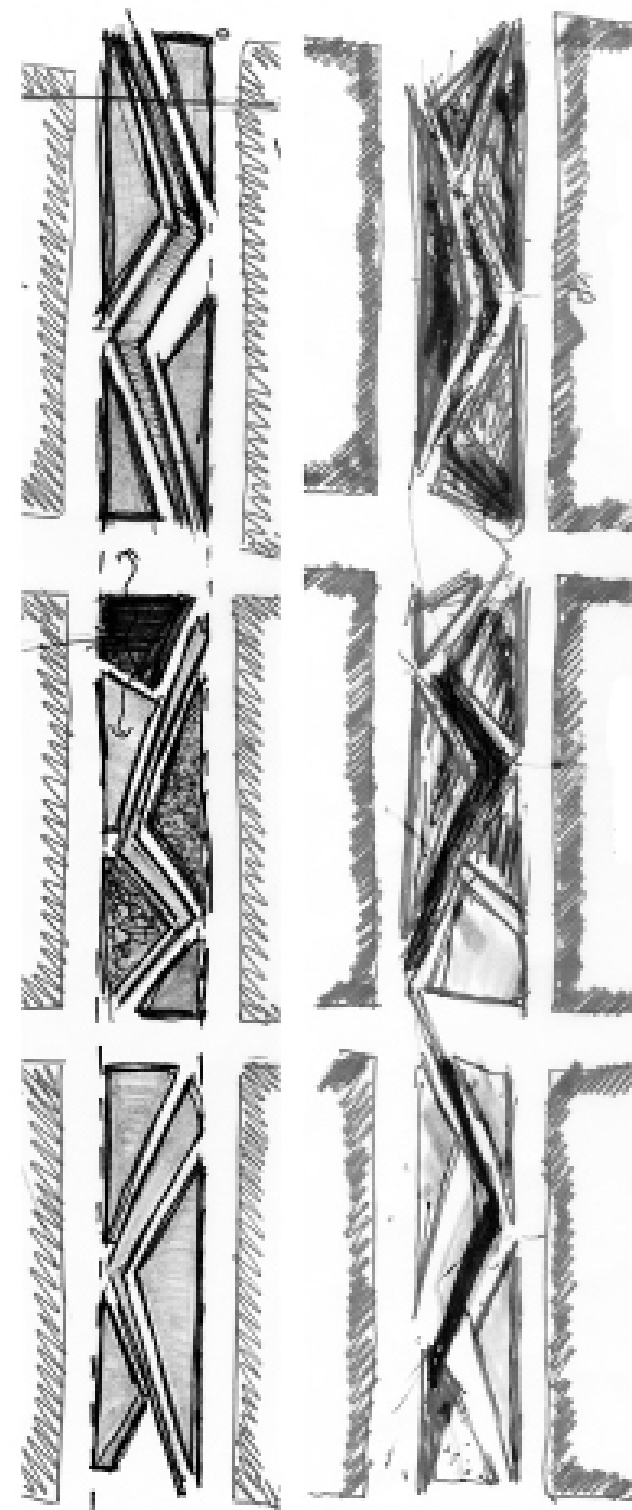


Reference Image



# PW1 COURTYARD

CONCEPT DESIGN



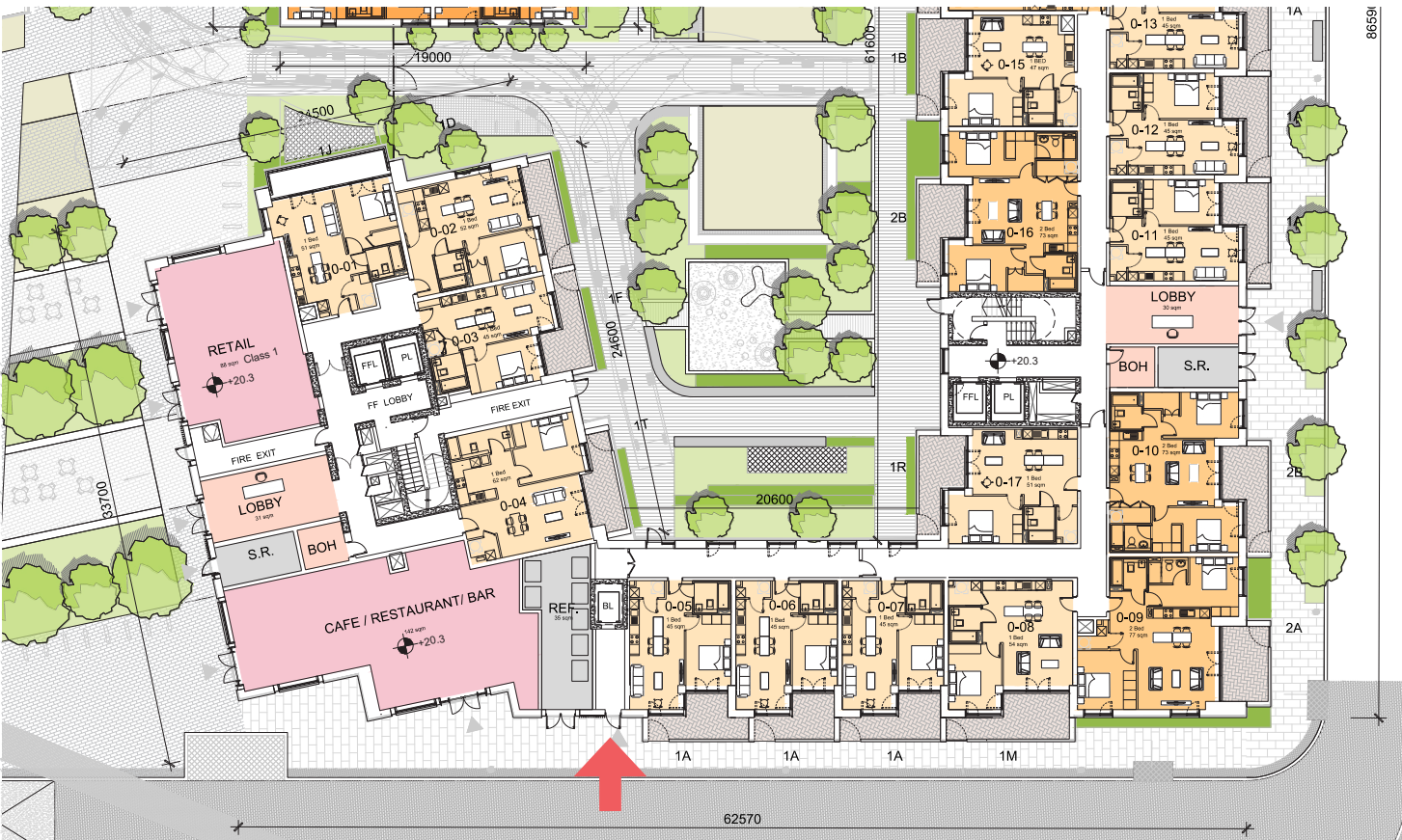


PW1 ANCILLARY

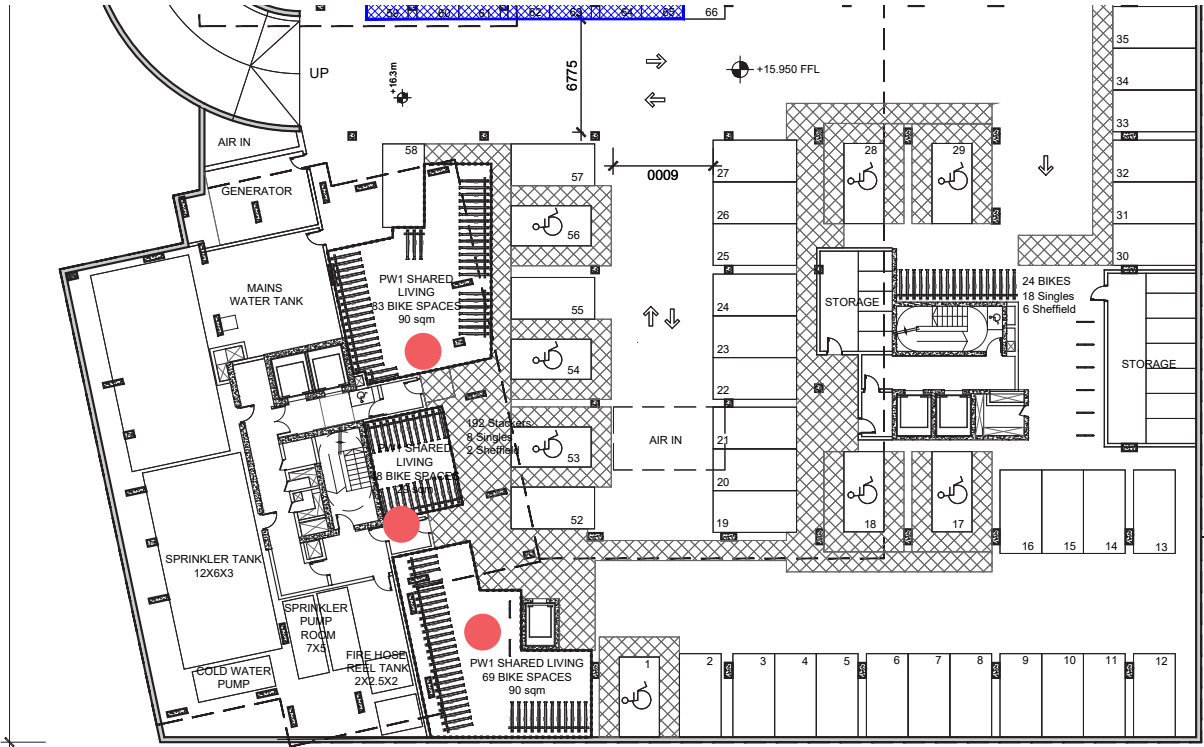
BIKE PARKING

Secure long term bike parking for the PW1 residence and staff is provided in the PW2 basement. A conveniently positioned bike lift provides direct access to bike storage at level BO1 & BO2. Bike parking for the PW1 residents is ring fenced and secure for the wider basement. The ratio of bike park is as follows:

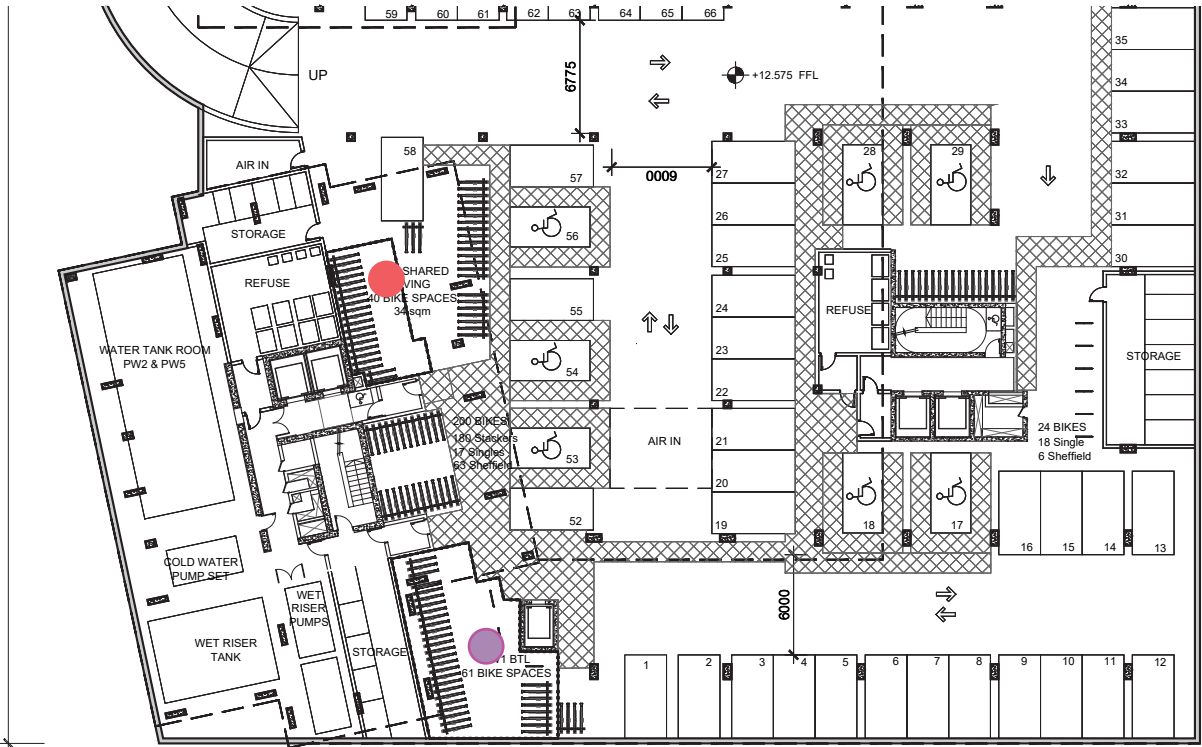
- PW1 Shared-Living 240 spaces located at level BO1 & O2 (RATIO 1 space per Room)
- PW1 BtR Units 61 spaces located at level BO1 (RATIO 1.3 space per Unit)



PW2 Ground Floor with Bike Lift Entry Arrowed



PW2 Basement O1 Showing PW1 Bike Storage -Red Shared Living



PW2 Basement O2 Showing PW1 Bike Storage -Red Shared Living, Purple BtR



# PW1 ANCILLARY

## WASTE & WATER STORAGE

To support the application an Operational Phase Waste Management Plan has been completed and submitted by Byrne Environmental, please refer to the document for more detail.

Waste collection points for the PW1 Shared-Living Residents is positioned on each accommodation level in the form of a store; additional bin collection points is the position in the distributed kitchens. Building management removes the waste through a dedicated lift and brought to an external bin store. BtR Residents waste storage is located in the external bin store. Commercial, cultural/community and amenity waste is catered for in dedicated stores or the external bin store, please refer to the Operational Phase Waste Management Plan.

The proposal for the bin store is for it to be clad in aluminium and green wall. The store forms a new edge to the pedestrian lane and clad in these proposed quality materials of aluminium and green wall the store provides a complimentary edge.



Bin Enclosure Reference Image

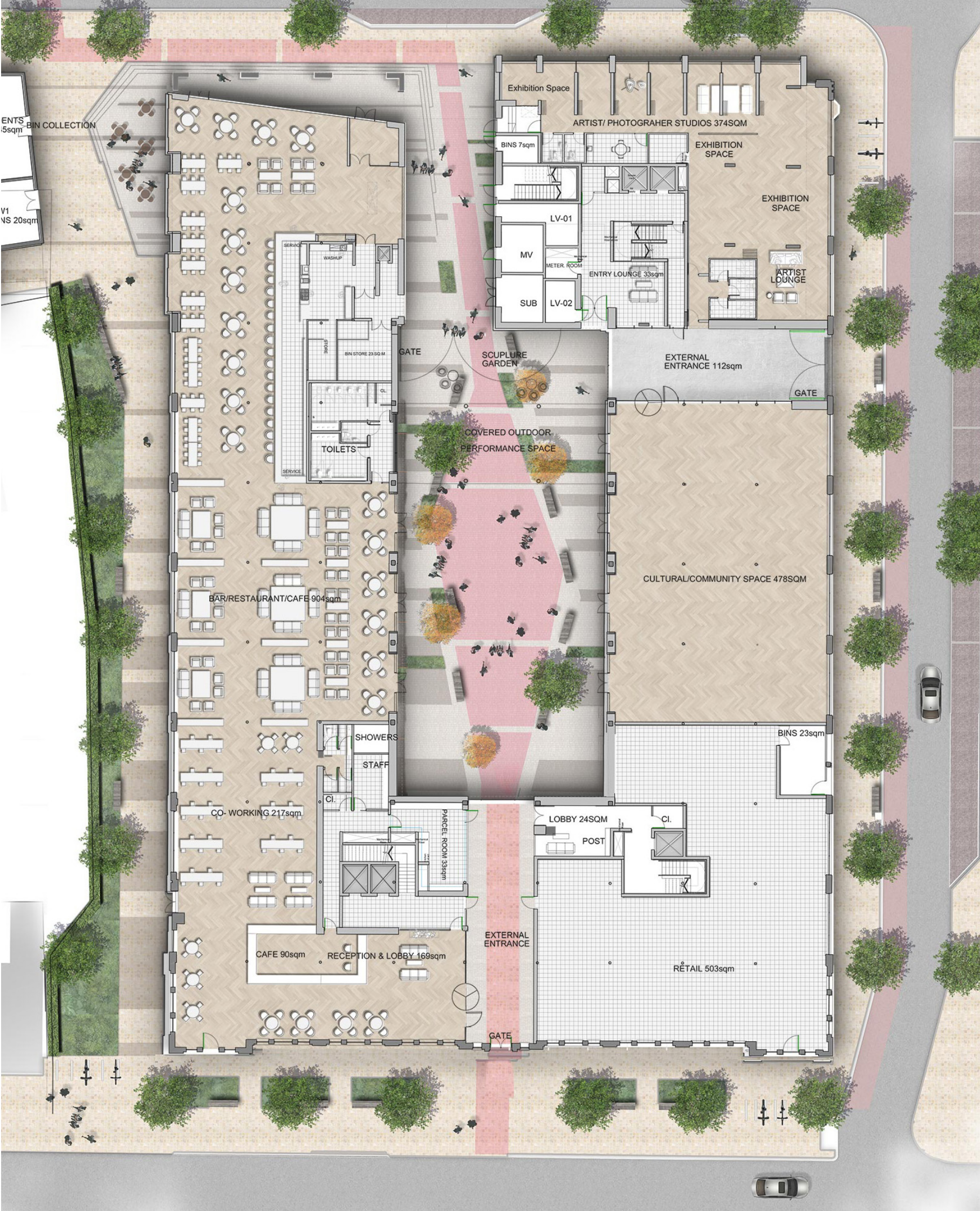


Ground Floor



# GROUND FLOOR PLAN

Ground Floor Plan





## 130



HJL



## First Floor Plan





## 132



↑  
N



### Third Floor Plan





# FOURTH FLOOR PLAN



Fourth Floor Plan





# FIFTH - SEVENTH FLOOR PLAN



Fifth-Seventh  
Floor Plan  
↑  
N



# TERRACE FLOOR PLAN



Roof Plan  
↑  
N