

IMPLEMENTATION

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SIR JOHN ROGERSON'S QUAY BY NIGHT

8.1 SECTION 25 AREA PLANS

8.1.1 INTRODUCTION

The provision of detailed area Planning Schemes prepared pursuant to Section 25 of the Act are important elements in the implementation of the broad strategy outlined in the Master Plan. They provide an opportunity to formulate more detailed policies for specific areas in relation to land-use mix, urban design, scale and density of development, amenities and transportation.

The nature of a Section 25 Planning Scheme is outlined in paragraph 8.1.2 below. Two such Section 25 Planning Schemes were prepared and adopted during the first ten years of the Master Plan timeframe. They were:

- The Grand Canal Dock Planning Scheme 2000, amended 2006
- The Docklands North Lotts Planning Scheme 2002, amended 2006

In addition, there is:

- The Custom House Docks Planning Scheme 1994, prepared by the Custom House Docks Development Authority

8.1.2 SECTION 25 AREAS

Statutory Provisions

Section 24(2)(b)(iii) of the 1997 Act provides that the Master Plan shall identify those parts of the Dublin Docklands Area where Planning Schemes under Section 25 would be appropriate.

The provisions contained in Section 25 enable the Authority to prepare (or amend) Planning Schemes in the Dublin Docklands Area specified for that purpose by Order of the Minister for the Environment, Heritage and Local Government, approved by both Houses of the Oireachtas. Such Planning Schemes indicate the manner in which the Authority considers the area should be redeveloped, and set out policies in relation to land use, distribution and location of development, overall design, transportation, the development of amenities, and conservation.

In preparing a Planning Scheme, the Authority is obliged to have regard to the Master Plan, consult with Dublin City Council and other relevant statutory bodies, have regard to the Dublin City Development Plan, arrange for submissions by interested parties and consider those submissions.

Section 25 also provides that the carrying out of development which is certified by the Authority to be consistent with a Planning Scheme shall be exempted development for the purposes of the Planning and Development Act. The effect of this provision is to eliminate uncertainty and minimise delay in respect of developments requiring major public and/or private investment, when compared to the normal planning process. An environmental impact assessment (EIA) must be carried out in connection with Planning Schemes proposed under Section 25.

Cooperation between developers, landowners, Dublin City Council, other relevant providers and the Authority will be encouraged in order to ensure the orderly and phased provision of infrastructure (including water, waste-water, electricity, public transport, roads and social / community infrastructure) to serve proposed development.

In order to ensure the orderly and phased provision of infrastructure to serve proposed development in Section 25 areas the Authority may require, as part of a Planning Scheme, developers and landowners to deliver infrastructure (as above) in advance on the basis of specified development thresholds, which will serve the development of the Area.

Selection Criteria

Given the special nature of the planning powers inherent in the Section, the Authority applies very strict criteria in selecting areas for Planning Schemes under Section 25. The principal criteria used relate to:

- The extent of the need for redevelopment by reason of obsolescence, vacant condition, under-utilisation or dereliction
- The significance of barriers to investment or redevelopment by virtue of contamination or lack of infrastructure
- The extent of isolation from immediate established third-party interests, such as neighbouring residential development
- The need for this form of intervention to achieve the objectives of the Master Plan in relation to its social, economic and physical planning policies
- The need for the intervention of a co-ordinating body to achieve integrated development in an area of different state ownerships with complex land-use issues

Section 25 Planning Scheme Designation at Poolbeg

The Poolbeg Peninsula contains underutilised land, is poorly laid out, has significant lands within state ownership, is isolated from residential areas, and requires a co-ordinating plan to realise its social, physical and economic development. It is considered that the development of the area, including residential development, offices, enterprise, retail, public spaces, open spaces, improvements to the Irishtown nature reserve and the necessary infrastructure, can best be achieved through the Section 25 process.

Vision

The overall vision for the Poolbeg peninsula is:

“to create an urban waterside quarter that facilitates sustainable and consolidated growth of Dublin City and articulates a new relationship between the city and the Bay. The quarter will provide for commercial, residential, cultural and amenity uses, whilst balancing the essential industrial and infrastructural requirements of the area. The recreational and amenity potential will be enhanced through a landscape and environmental framework, which optimises the natural resources of the peninsula”.

Objectives for the Poolbeg Peninsula

The overall vision is articulated through a number of objectives. The objectives are grouped under the themes of “Place-making”, “Environment and Sustainability”, “Infrastructure” and “Delivery”:

Place-making

The Planning Scheme aims:

- To develop a major new urban quarter for Dublin, as a commercial, residential and cultural expansion of the city, within the next 20 years.
- To contribute to the immediate and long term commercial growth of the city and the economic development of the city region.
- To meet the future residential needs of the city and city region for this and the next generation.
- To provide for the holistic needs of the existing neighbouring communities and the future population of the peninsula.
- To develop the potential of the peninsula as a valued, accessible and popular regional recreational and amenity resource, which is considered a destination within the city.
- To optimise the potential for re-imagining the city and the peninsula, given its strategic gateway location and visibility from sea, air and rail routes.

Environment and Sustainability

The Planning Scheme aims:

- To realise the potential of existing and future brownfield land providing a sustainable location for consolidated urban growth.
- To physically reposition the city to engage with Dublin Bay and the city harbour, capitalising on the uniquely open aspect and natural assets of the peninsula.
- To significantly enhance the physical environment and biodiversity of the peninsula, whilst maintaining and improving the protected environment, designated areas and high water quality of Dublin Bay.
- To enhance the historic and architectural quality of existing features, and ensure their long term survival through conservation, restoration, accessibility, interpretation and economically viable re-use.
- To create a sustainable urban quarter which makes the most efficient use of resources, notably water, energy, raw materials and goods, in an innovative and practical way and create a place which in the long term is low carbon.
- To ensure that the physical environment (noise, odour, nuisance and air quality) is acceptable for future occupiers.
- To take into account the predicted effects of climate change, notably sea level rise, and to ensure that the scheme does not give rise to wider negative impacts.

Infrastructure

The Planning Scheme aims:

- To provide a balance between the mix, density and quantum of development which would deliver long term sustainable patterns of living, working and travelling.
- To improve accessibility to the peninsula through the development of a movement framework with a strong emphasis on public transport, pedestrian / cycle networks and the incorporation of innovative approaches to sustainable modes of transport.
- To establish a high level of integration between land use and transport, maximising connectivity and permeability.
- To allow for essential utilities operation, activities associated with which are to be organised and consolidated within an overall environmental enhancement strategy.
- To provide the necessary services and infrastructure which will facilitate the sustainable operation and growth of a new social and business community, balanced with a consideration for the natural environment, in accordance with Policies IF2, IF6, IF7, and LU3.

Delivery

The Planning Scheme aims:

- To ensure that the new urban quarter is deliverable in the immediate future and the long term.
- To ensure that the regeneration of the peninsula is phased appropriately, and provides links between the future population and the transport, utilities and service infrastructure required to support them.
- To ensure that the future regeneration, through the appropriate quantum of development, facilitates the implementation of a peninsula wide landscape, biodiversity and environmental enhancement programme, key elements of which will be delivered in the short term to set a future precedent for the peninsula.
- To optimise the development potential of the peninsula and support the aspirations of the existing and future landowners.

- To ensure that the proposals are feasible and facilitate a viable mix and density of use.
- To ensure that the implementation of the development is practicable, ensuring the highest standards of sustainability and innovation whilst not entailing excessive cost or risk to the Developer, development, community or environment.

Section 25 Designation was recommended at Poolbeg under the Master Plan 2003. A designated area for the Section 25 Planning Scheme for Poolbeg has already received approval from the Minister for the Environment, Heritage and Local Government.

The preparation of the Section 25 Planning Scheme for this area will be completed in the earlier part of the Master Plan period and will be undertaken in accordance with statutory public consultation and display requirements.

Review, Extension and Amendment of Section 25 Planning Schemes

During the period of this Master Plan it is the Authority's intention to examine and review all the existing Planning Schemes with a view to ensuring that they reflect current and emerging requirements with regard to:

- National, regional and city development policies and guidelines
- The delivery of public transportation infrastructure
- Changing market requirements
- Obsolescence and underutilisation of lands and buildings
- The provision of educational, social, cultural, tourism and leisure infrastructure and facilities, as well as active and passive public open spaces
- The provision of appropriate densities of development and intensification in accordance with current best practice in urban design and sustainable development, the requirements of planning for sustainable neighbourhoods, and the policies of the Master Plan.
- The need for intervention to achieve the statutory objectives of the Master Plan in relation to social, economic and physical regeneration

Consideration of Extensions to Section 25 Planning Schemes

Having regard to the selection criteria for Section 25 Planning Schemes and the review required, outlined above, the Authority will examine the possibility of extensions to existing Section 25 Planning Schemes which will be preceded by consultation with all stakeholders, landowners and authorities and agencies in the Area.

Extension of the Grand Canal Dock Planning Scheme Area

Having regard to the selection criteria for Section 25 Planning Schemes and the review requirements outlined above, and in consultation with Dublin City Council, stakeholders, landowners and other authorities and agencies in the area, the Authority will examine the possibility of extending the existing Grand Canal Dock Planning Scheme 2000 (Amended 2006) to:

- The lands south and west of Grand Canal Dock/Basin bounded by Pearse Street, Macken Street and Grand Canal Street Upper and Lower
- The lands west of the Grand Canal Dock Planning Scheme bounded by the River Liffey, Townsend Street and Moss Street

Extension of the Poolbeg Planning Scheme Area

The Poolbeg peninsula comprises a number of major facilities including power stations, oil and fuel storage facilities, the south port terminal and container storage areas and the lands for the proposed waste-to-energy facility. In the medium to long-term, it is possible that part of these facilities may be rationalised, consolidated or co-located. In such an event, it would be appropriate to consider them over the life of the Planning Scheme for possible incorporation into an extension of the existing Poolbeg Planning Scheme Area, having regard to the selection criteria for Section 25 Planning Schemes, and in consultation with the stakeholders, landowners and relevant authorities.

The Authority and the Dublin Port Company recognise the importance of developing a dialogue around their mutual remits, within which issues such as co-location, co-operation and co-ordinated development can be discussed.

Extension of the North Lotts Planning Scheme Area

The lands east of East Road and north of the North Lotts Planning Scheme, bounded by East Road, East Wall Road and Sheriff Street Upper, as well as the lands north of East Wall Road and south of the Port Tunnel access route and toll plaza, contain areas of underutilised and derelict land, which are very poorly laid-out, as well as some significant lands in State ownership comprising the railway yards, together with lands owned by Dublin City Council south of the port tunnel access route. There is an existing residential street and square at Merchant's Road, which is surrounded by these under-used, partially derelict and poorly-laid out lands. The area is seriously fragmented in terms of urban structure, with significant barriers to movement through the area and to neighbouring areas. Therefore, having regard to the selection criteria for Section 25 Planning Schemes, the Authority will examine the possibility of extending the existing area of the North Lotts Planning Scheme to include these lands, in consultation with stakeholders, landowners and Dublin City Council.

Extension of the Custom House Docks Planning Scheme

The lands to the north of the Custom House Docks Planning Scheme comprising Connolly Station and its environs, including the An Post Sorting Office and the lands bounded by Amiens Street, Seville Place, Oriel Street Upper and Sheriff Street Lower, consist of buildings and lands, parts of which are underutilised and poorly laid-out. Connolly Station and its associated yards, buildings and lands are in State ownership. Having regard to the selection criteria for Section 25 Planning Schemes, the Authority will examine the possibility of extending the existing area of the Custom House Docks Planning Scheme to include these lands, in consultation with the landowners and occupiers, and with Dublin City Council.

Proposed Amendments to Section 25 Planning Schemes

North Lotts Planning Scheme

Following a review, the Authority proposes to make amendments to the North Lotts Planning Scheme 2002 (amended 2006) and this will occur at an early stage, following the adoption of the Master Plan 2008. The purpose of the proposed amendment is to improve the urban structure and allow for high-quality, high-density, mixed-use development facilitated by the provision of the rail interconnector, to provide key civic attractions and enhanced amenities for the city.

The general aims of a proposed amendment to the North Lotts Planning Scheme would be to:

- Create more high-quality public spaces and amenities, together with promoting an improved quality of life
- Create more diversity in the offer of both residential and commercial development
- Increase development potential and promote intensification through appropriate high-quality, taller buildings in response to the location at a strategic transportation interchange
- Improve connectivity through the area and with surrounding areas
- Provide for Community Gain
- Create a more diverse range of community facilities and cultural amenities
- Provide greater diversity and interest in the character of the built environment, through quality architecture
- Provision of new public open space in the wider area
- Consider the provision of publicly accessible amenity, civic, tourist, cultural and related facilities and uses on the waterfront

The proposed Planning Scheme will consider creative and innovative development proposals for the campshire and river, provided they are consistent with the amenity and conservation of the area, and enhance the use of these amenities by members of the public.

It is proposed to retain the quay walls, identified on the Sites and Monuments Record (SMR) and included in the Record of Protected Structures (RPS) and to minimise any physical impact on the structure.

Custom House Docks Planning Scheme

During the period of this Master Plan, it is also proposed to prepare an Amending Planning Scheme to the Custom House Quay Planning Scheme to facilitate the development of the proposed new cultural facility and the improvement of amenities of the area. The Amending Planning Scheme will include a full review of the Planning Scheme to include consideration of the appropriate restructuring and intensification of key sites and an examination of the possibility of an extension to the Planning Scheme to the north to include Connolly Station and its environs (see above) in consultation with stakeholders, landowners and Dublin City Council.

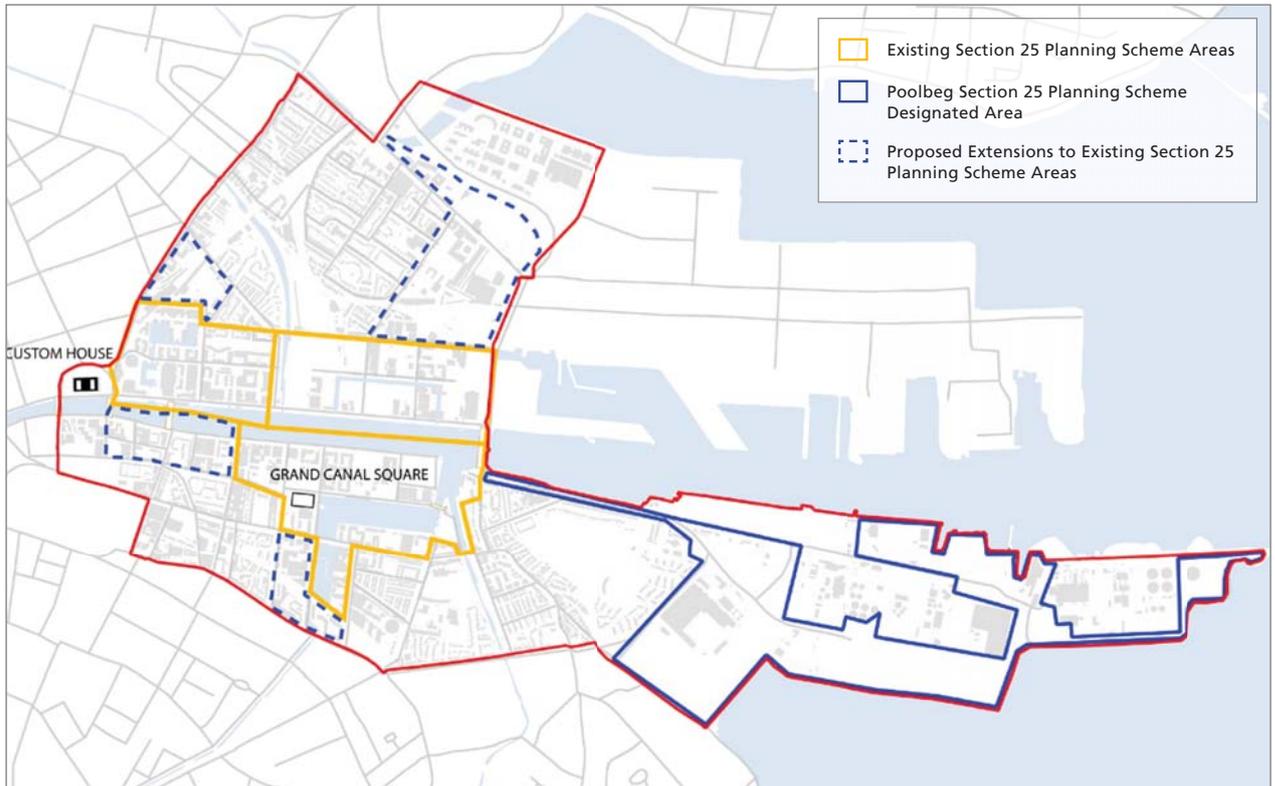


FIGURE 8.1 SECTION 25 AREAS

8.1.3 AREA ACTION PLANS

Statutory Provisions

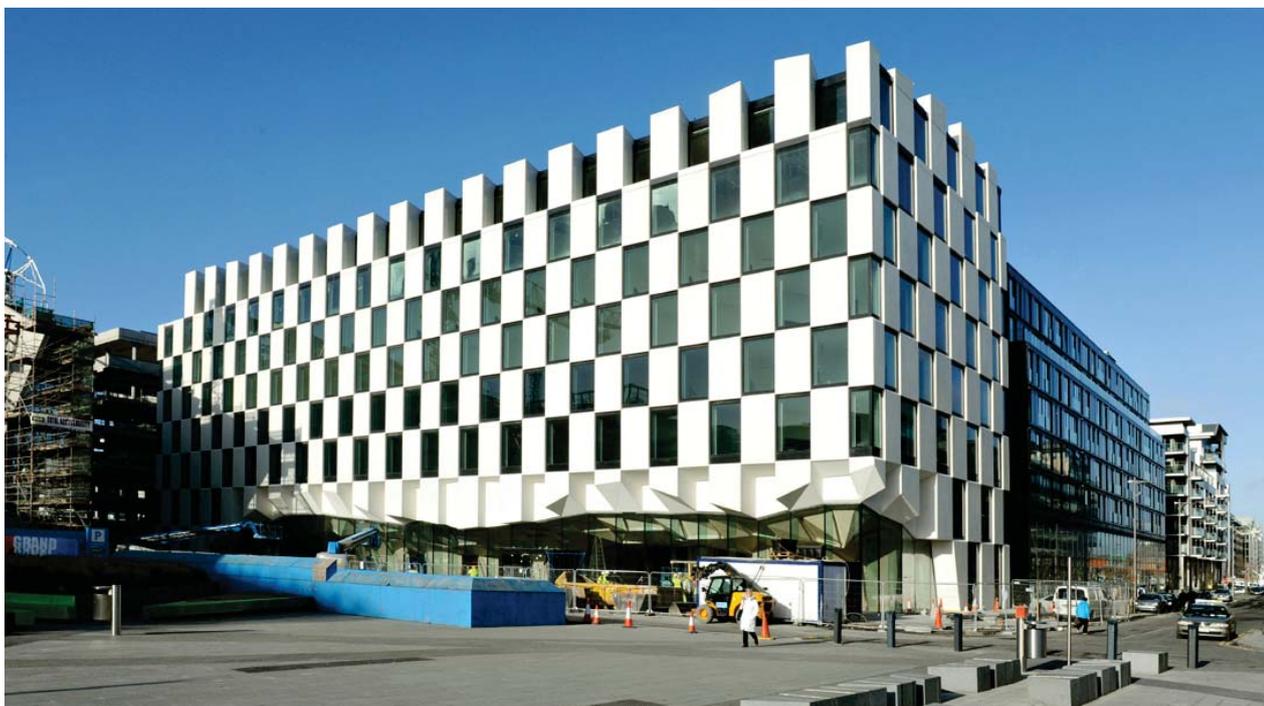
Aside from the specific requirement to identify areas which are suitable for Planning Schemes, Section 24(2)(b)(ii) of the Act also requires the Plan to identify areas where detailed plans and proposals would be appropriate. The criteria used to select such areas have largely flowed from the policies set out in the previous sections. Area Action Plans have already been prepared for:

- Grand Canal Dock (1999), which evolved into the Grand Canal Dock Planning Scheme 2000 (amended 2006)
- City Quay and Westland Row (2001)
- East Wall (2004)
- Ringsend/Irishtown

The Authority has no proposals at present to prepare any further Area Action Plans, though this will be kept under review. Following the publication of this Master Plan the Authority will review the Area Action Plans in consultation with Dublin City Council and interested parties, with a view to undertaking, promoting and supporting the implementation of the above Area Action Plans, as required, in association with Dublin City Council.



CONVENTION CENTRE, DUBLIN



5* HOTEL, GRAND CANAL SQUARE

8.2 FINANCIAL REQUIREMENTS

8.2.1 INTRODUCTION

Section 24(2)(b)(x) of the 1997 Act requires that an estimate of the costs of the implementation of the Master Plan be provided, in addition to a consideration of funding options. This section of the plan therefore further considers the Authority's basis for evaluating investment decisions, provides an estimate of the costs of development and examines possible available funding options.

8.2.2 BASIS FOR EVALUATING INVESTMENT DECISIONS

In the evaluation of potential projects, as per the norm, some schemes will lend themselves to a standard project appraisal, with the consideration of the required return on investment, evaluated against returns available for similar schemes in alternate locations. Given the expanded objectives of the Master Plan, however, many schemes under consideration, by their nature, will be evaluated on a cost/benefit basis beyond the normal financial returns, factoring in a range of social, cultural, environmental and sustainability dividends.

The primary, secondary and tertiary impacts of projects (which require detailed evaluation, together with detailed financial and market feasibility) are shown in *Table 8.1*

In the allocation of resources, due regard shall be paid to the:

- Provision of essential infrastructure in terms of roads, telecommunications, and other services
- Support for improvements in social infrastructure, including housing, educational facilities, training facilities and community amenities
- Provision of essential support for a number of anchor projects including cultural infrastructure, intended to act as catalysts for regeneration in certain locations within the Area
- Enhancement of market perception and appreciation of the Area

Nature of Impact	Primary Impact	Secondary Impact	Tertiary Impact
Economic Benefit Economic Cost	Project employment Refurbishment cost	Spending in city Employment displacement	Image
Social Benefit Social Cost	Additional facilities Resource diversion	Business viability Retail displacement	Positive attitudes
Environmental Benefit Environmental Cost	Refurbishment Upset to ecological balance	Improvement catalyst Disruption	Visual amenity Increased traffic

TABLE 8.1 SUMMARY OF IMPACTS OF PROJECTS



CLARION QUAY APARTMENTS



CHRISTMAS LIGHTING



THE CHQ BUILDING

8.2.3 COST OF IMPLEMENTATION

To date there is no doubt that both public and private sectors have jointly committed to the successful development of Docklands and have worked in parallel to invest in the necessary infrastructure to encourage development to date. This approach needs to be continued to ensure the sustainability of the existing development and help realise the full potential of the Area, particularly at a time when base infrastructure is at critical limits and new challenges arise from the various new directives relating to environmental change. Over the intervening period since the last Master Plan, Docklands has established itself as a prime residential and business district in the city. In addition, the Area has been identified as a location where increased height and densities will be actively promoted. Development costs in the Docklands will therefore be compared legitimately with any alternate location within the city. Land and property values have risen substantially in the Docklands over the last five years with transactions varying from site to site, which has been attributed to the overall buoyancy of the market, combined with the momentum gained through Docklands' development and growth as a destination in itself.

In summary, the Docklands is now at a point where it has established itself as an extremely viable centre and, given the current and expanded city infrastructure plans, within the lifetime of the 2008 Master Plan it will be in a position to readily link, not only with key elements of the city, but also national infrastructure. There remains, in particular, a number of key locations to be developed within the Docklands and, given the scale of development encouraged by the Master Plan for these areas, the provision of supporting infrastructure will represent a substantial return for public investment.

It is estimated that the total cost of redevelopment (excluding land acquisition costs) between 2003 and 2008 in the Area was in the region of €2.5bn, which is substantially above initial expectations and reflected in the not only significant visible improvements in the area, but in addition the benefits to the State and the Exchequer from improvements in the environment, living conditions and productivity of the increased population, both living and working in the Docklands, the value of which is significant.

The reviewed Master Plan envisages a further very significant quantum of development over the forthcoming five-year period. A revised estimate of the cost of implementing the various elements is calculated and has been based on the following:

Public sector investment in:

- Roads
- Bridges
- Sewerage infrastructure
- Water supplies
- Public transport excluding the Metro but including Luas connections and heavy rail and Interconnector cost apportionment
- Educational facilities
- Landmark cultural facilities eg, Abbey Theatre relocation and the Convention Centre, Dublin
- Art and cultural infrastructure
- Social housing
- Site improvements eg, decontamination
- River regeneration projects
- Amenity works, including upgrading of the public realm and provision of public open space
- The Authority's additional investment in social and economic programmes, which are over and above those provided by other State agencies

Private sector investment, based upon:

- The likely quantum of residential, live/work accommodation, retail, leisure including cultural facilities and office / commercial development to be delivered
- Excluding the costs of land acquisition

The following is a broad breakdown of estimated expenditure over the next five years to 2013:

- Public Sector Expenditure: €1.7bn
- Private Sector Expenditure: €2.8bn

As per the 2003 Master Plan, it has not been possible to provide an estimate of the costs of providing private utilities (eg, broadband telecommunications and electricity) in a deregulated market. In addition, the cost of potential regeneration of existing buildings, which may come on-stream over the five-year lifetime of the plan, has not been possible to calculate and is therefore excluded.

The maintenance of the public realm continues to be a key element of the implementation of the Master Plan. Such maintenance is currently financed either through the Integrated Management Initiative, management companies associated with the redevelopment, or directly by the Authority, with the City Council also assisting with the maintenance of the public realm within its charge. Although it is anticipated that management companies will play a significant role in the maintenance of areas not taken in charge by the City Council, the Authority will continue to work with the Council and local businesses in examining the application and promotion of the concept of 'BIDs' (business improvement districts) where appropriate in Docklands.

8.2.4 FUNDING OPTIONS

As in the past, funding for the further development of the Docklands is required both from public and private sectors. Given the anticipated level of development over the forthcoming five-year period the level of investment required will be significant, not only in local and regional terms, but also in a national context.

The Authority encourages potential new tax incentive initiatives to facilitate the removal and relocation of Seveso-listed industrial facilities which hinder regeneration in urban brownfield areas.

The following sets out the primary areas from which funding will be derived:

Public Sector Funding

- Reinvestment from the Authority's own resources
- Investment by Dublin City Council in sewerage, water, roads, bridges, public areas and amenities, community centres and housing infrastructure
- Funding from the Department of the Environment, Heritage and Local Government in relation to housing, public services and infrastructure
- EU funding for specific projects
- Investment by the Department of Transport in public transport, particularly Luas and the rail Interconnector

- Funding available from the Department of Arts, Sports and Tourism for projects such as Convention Centre, Dublin and the Abbey Theatre
- Financial resources that are made available through the Department of Education and Science for teaching facilities, education and training

Private Sector Funding

The private sector will play a very significant role in driving forward the regeneration of the Area. This will be achieved through:

- Direct investment by developers in buildings
- New businesses opening in the area
- Investment by private utilities
- Financial institutions lending to the Authority under Section 30 of the 1997 Act
- Possible private investment in public transport
- Possible private investment in social programmes

Joint Funding Options

Joint public and private financing initiatives have successfully been utilised over the time frame of the last Master Plan and will continue to do so in a number of different forms.

These include where beneficial:

- Formal development contribution schemes operated by both the Authority and Dublin City Council. These schemes require developers to contribute towards the costs of providing infrastructure such as roads, sewerage, water supply, amenity works and public transport (eg, Luas)
- Formal development contribution schemes operated by the Authority which require developers to contribute towards funding of community initiatives
- Joint development ventures with the private sector on lands owned jointly by the Authority and the private sector
- Joint development ventures with the private sector on lands owned by the Authority
- Formal public-private partnerships (PPPs) for major public infrastructure/facilities, which can have the benefits of increasing value for money, lowering capital/operating costs, transferring risk and utilising the expertise of the private sector. If beneficial, the Authority is in a position to act as a lead agency for a PPP initiative.

Tax Incentives

The Authority recognises that the environment in relation to tax incentives has changed over the last number of years. Whilst a large number of the urban-renewal-type tax reliefs, which might have applied in the past to development of certain types of properties, are being phased out (from end of July 2008), there are limited reliefs that will continue to be available, which could contribute towards promoting development in the Area. These include reliefs for nursing homes (including certain housing units associated with nursing homes), hospitals, convalescent homes, specialist palliative care units, mental health centres and childcare facilities.

The Authority itself enjoys certain tax exemptions which facilitate its operations. For example, the Authority is exempt from both corporation tax and capital gains tax. There is also an exemption from stamp duty for property disposals to the Authority.

The Authority encourages potential new tax incentive initiatives to facilitate the removal and relocation of Seveso-listed industrial facilities which hinder regeneration in urban brownfield areas.

Policies

The Authority will:

Policy IM1

Reinvest gains in the Area.

Policy IM2

Rigorously assess new Authority-funded development to ensure best value for money.

Policy IM3

Require developers who are seeking consent to develop land to contribute to the costs of new infrastructure, in accordance with a contribution scheme prepared by the Authority.

Policy IM4

Require developers who are seeking consent to develop to contribute to the costs and delivery of new civic and community infrastructure in accordance with a contribution scheme to be prepared by the Authority.

Policy IM5

Promote and encourage cooperation between developers, landowners, Dublin City Council, other relevant providers and the Authority in order to ensure the orderly and phased provision of infrastructure to serve development. As part of a Section 25 Planning Scheme (or an amended or extended Planning Scheme), the Authority may require developers and landowners to deliver infrastructure (including water, waste-water, electricity, public transport, roads and social / community infrastructure) in advance, on the basis of specified development thresholds, to serve the development of an area in accordance with the requirements of the Planning Scheme (or amended or extended Planning Scheme).

Policy IM6

Examine the potential for new sources and methods of funding.

Policy IM7

Develop further Public-Private Partnership opportunities where appropriate.

Policy IM8

Maximise the allocation of available EU funding to the Area.

Policy IM9

Investigate the potential to provide a focused scheme of incentives for the Area that would be consistent with EU and Government policies.

Policy IM10

Encourage financial incentive schemes for the removal and relocation of 'Seveso' sites.

Policy IM11

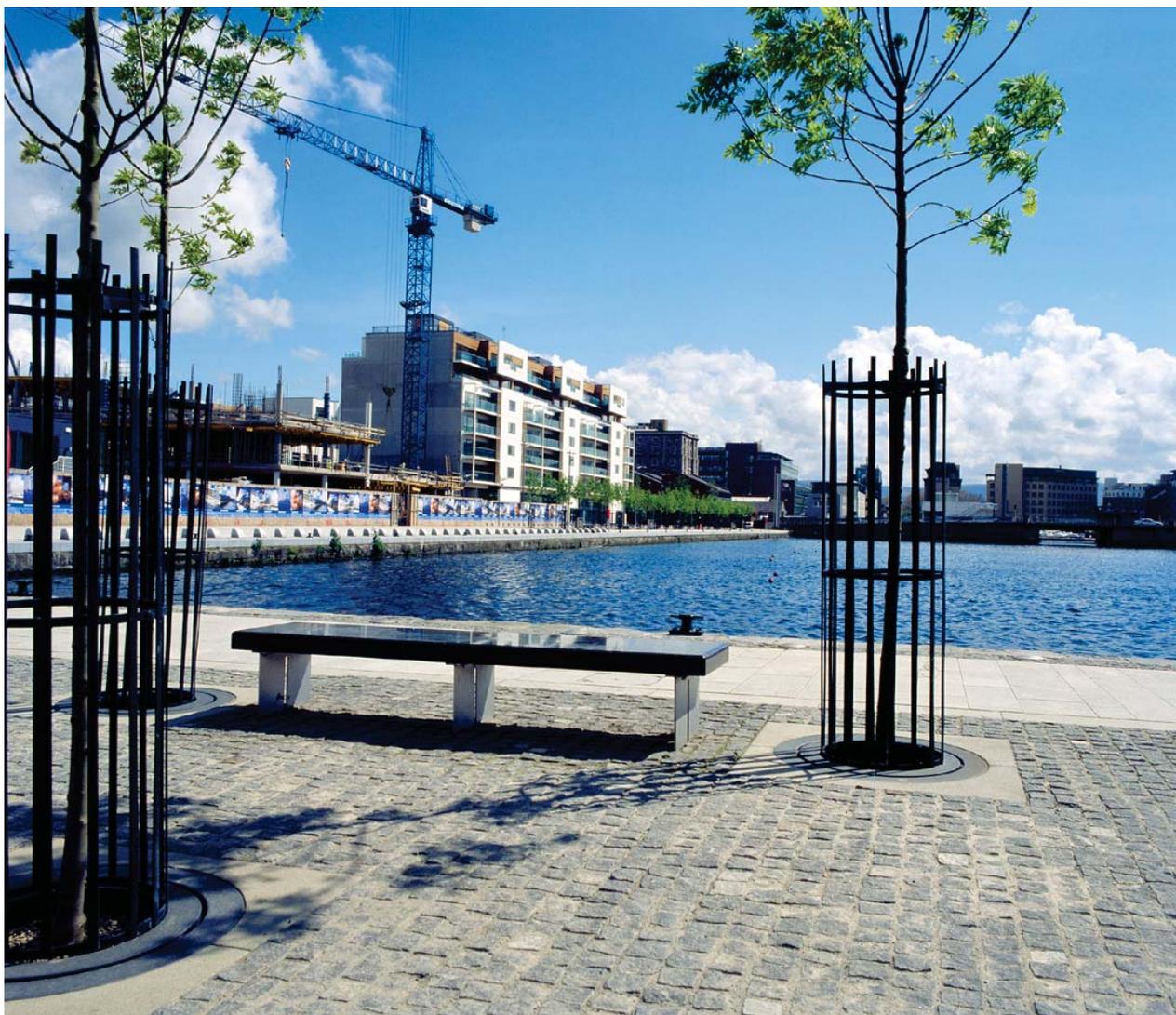
Ensure the Community Trust is established on a sustainable basis for the purpose of investing in cultural and community facilities and schemes, supported by specified development contribution schemes, within the lifetime of the Authority.

Policy IM12

Encourage corporate investment in the Community Trust.

Policy IM13

Investigate the potential for financial incentive/grant schemes for the promotion and implementation of sustainable energy developments.



GALLERY QUAY LANDSCAPING

8.3 MONITORING AND REVIEW

8.3.1 INTRODUCTION

Monitoring and review are key elements of effective implementation. They can play a central role in guiding the Master Plan, ensuring that social, economic and physical objectives are met and that quality-of-life issues can be assessed. Section 24(2)(b)(xi) of the 1997 Act requires an estimate of the implications for employment, training and education of proposals contained in the Master Plan, particularly for those resident in the Area. This, combined with the need to measure other social, economic and physical indicators of progress, has given rise to the benchmark indicators outlined below.

In relation to environmental monitoring '*Sustainable Development – A Strategy for Ireland*' (1997) outlines an approach to formulating sustainable development criteria. In addition, the Strategic Environmental Assessment (SEA) Directive will require the environmental impacts of plans and programmes to be monitored. This will require the development of indicators.

8.3.2 BENCHMARKS, MONITORING AND REVIEW

The monitoring of the ongoing implementation of the Master Plan will be required. This will necessitate the collection of data relating to:

- The socio-economic profile of the Area requiring a full survey within the five-year period of the Master Plan, with supplementary annual studies as necessary
- Annual financial expenditure
- Land-use changes, with a survey every five years
- Number of residential units and quantum of commercial floor area constructed annually
- Revised land-use capacity studies if policies relating to density or zoning are changed

It is intended that an annual monitoring report on the implementation of the Master Plan will be prepared and will inform the Authority's Annual Report.

The Act requires that the Master Plan be reviewed every five years, with the next review due in 2013. The Authority will endeavour to ensure that the above-mentioned surveys and analysis are in place for the preparation of the reviewed Plan.

8.3.3 STRATEGIC ENVIRONMENTAL ASSESSMENT

Under Article 10 of the SEA Directive (Directive 2001/42/EC), Member States shall monitor the significant environmental effects of the implementation of plans and programmes in order to identify at an early stage unforeseen adverse effects and to be able to undertake appropriate remedial action. The Authority has undertaken monitoring of the Master Plan 2003 and has produced monitoring reports in 2004, 2005, 2006 and 2007. The Master Plan 2008 has also been the subject of Strategic Environmental Assessment (SEA). The Authority will monitor the Master Plan 2008 in accordance with the monitoring section of the Environmental Report and intends to publish annual monitoring reports. It will also continue to co-operate with the relevant agencies in monitoring the environmental impacts of the Master Plan.

8.4 SUSTAINABILITY TOOLKIT

8.4.1 IMPLEMENTING SUSTAINABLE DEVELOPMENT

This Master Plan is committed to raising levels of sustainability at all levels of development throughout the Docklands. To assist in ensuring that future development occurs in accordance with the policies set out in this Master Plan and reaches a high level of sustainability – over and above those set by national standards and the European Union – this section sets out guidelines for the use of a ‘sustainability toolkit’, to be developed by the Authority and which will need to be given due regard during the design of any future proposals within the Docklands. In addition to assisting in achieving the Master Plan policies, the toolkit will provide developers with clarity as to the matters that need to be considered during the design phases of development.

Within the European Union, buildings account for 41% of energy consumption, with housing responsible for two-thirds of consumption and commercial buildings the balance. Within the Docklands, as with the rest of Europe, reduction in energy use of buildings remains the single most effective mechanism of reducing carbon dioxide emissions. EU Directive 2002/91/EC promotes “the improvement of the energy performance of buildings within the European Community, taking into account outdoor climatic and local conditions, as well as indoor climate requirements and cost effectiveness”. Through the provision of minimum standards for the development of new buildings, and refurbishment of existing ones, the Directive has set a new benchmark for development and, subsequently, a minimum standard for future development in the Docklands.

Policy UD3 within section 6.2, ‘Urban Design and Architecture’, of this Master Plan states that the Authority is committed to further developing and implementing an incentive programme to promote progressive sustainable design in the Docklands, including the development of guidelines to surpass the minimum standards set forth for building energy efficiency in EU Directive 2002/91/EC. It is the Authority’s belief that with ongoing improvements in knowledge and technology relating to sustainable building and urban design, it is appropriate to raise the bar on sustainability as set down by the European Union and, in addition, carry minimum standards across to all aspects of urban development.

A sustainability toolkit is essentially a set of performance standards setting out minimum thresholds for sustainable development. For the Docklands, the proposed sustainability toolkit will be based on key themes and policies developed within the Master Plan. These themes are broadly categorised as follows:

- Social, community, employment and amenity
- Energy conservation, use and generation
- Water conservation, use, recovery and generation
- Waste and materials use, production and management
- Biodiversity and ecology
- Traffic and transportation

BioRegional’s ‘One Planet Living® Programme’ has been developed by suitably qualified institutions and councils within Ireland and abroad. This programme seeks to implement international standards aimed at creating carbon-neutral communities based on a holistic sustainability framework. The approach has been applied and proven in communities such as the United Kingdom’s Beddington Zero Energy Development. It is considered appropriate that the Authority would seek to use existing proven toolkits as a basis for developing their own sustainability toolkit, customised to the Docklands.

Working with the Sustainability Toolkit

It is recognised that to deliver a sustainable built environment the Docklands Development Authority must clearly set out the levels of sustainable design required. Following a review of existing methodologies and case studies the Authority recognises the need to generate a bespoke mechanism to deliver a Sustainable Built Environment within their Master Plan Area. To this end specific Sustainability Toolkits will be developed for each planning scheme area founded on a baseline study of sustainability for the particular area and best practice case studies of Sustainable Development from around the globe.

The 'One Planet Living® Programme', which is sponsored by the World Wildlife Fund, is a current example of an evaluation mechanism considered in the review process. The following 10 principles are the main tenets of this approach:

ONE PLANET LIVING PRINCIPLE	AIM
Zero Carbon	Minimising CO ₂ emissions from heating, cooling and powering our buildings
Zero Waste	Minimising waste and flows of waste to landfill in a resource-efficient society
Sustainable Transport	Reducing the need to travel and providing sustainable alternatives to private car use
Local and Sustainable Materials	Optimisation of use of materials, in terms of their source and their performance
Local and Sustainable Food	Maximisation of opportunities for use of local food supplies
Sustainable Water	Minimisation of water consumption
Natural Habitats and Wildlife	Protection of the natural environment and the habitats it offers to flora and fauna
Culture and Heritage	Protection of the cultural heritage and the sense of local and regional identity
Equity and Fair Trade	Promoting equity and fair trade within the community
Health and Happiness	Promoting well-being and healthy lifestyles

TABLE 8.2 ONE PLANET LIVING® PRINCIPLES

As part of the development of each Toolkit a review shall be conducted of Sustainability Evaluation and Delivery Methodologies in existence at the time of drafting, which promote and measure the environmental performance of the built environment.

Customised themes and sub-themes with explicit criteria shall then be developed for the Sustainability Toolkit of each particular planning scheme area. These shall be transparent and enable a developer directly and clearly to pass responsibilities to their planning, architectural and engineering design team to achieve a set level of performance in a number of clearly defined areas.

In each thematic area in the Toolkit a developer will be obliged to meet all of the minimum requirements. The minimum requirements shall be set at a point above common practice and Building Regulations where practicable. This will ensure that all new development in planning scheme areas achieve a level of performance above the norm.

In addition to satisfying the minimum criteria, developers may be required to achieve a number of additional 'points' (detailed in each toolkit) awarded for achieving enhanced performance within the

criteria of each theme. A range of options shall be available to the developer to achieve the additional enhanced points requirements. This ensures that the developer has an opportunity to tailor their particular sustainable solution to their particular design proposal. In this way it is anticipated that the Docklands will accommodate a range of varying sustainable solutions according to differing building form and functions.

In each Toolkit there will be two levels of performance specified. An application achieving the lower level of performance will receive a Silver Commendation while an application performing to the higher level required by the planning scheme will receive a Gold Commendation. The requirements for both silver and gold levels of performance will be particular to each planning scheme.

In each planning scheme area there may be specific and bespoke links between the achievement of the Gold Commendation and development density. Details of these links will be particular to each planning scheme and should be reviewed in detail by each prospective developer.

The Toolkit should act as a live mechanism for ensuring sustainability within the Planning Scheme Areas over the lifetime of the Master Plan. It should be capable of being updated periodically as sustainability and building standards evolve and change

On submission of any development proposal to the Authority, a response to the sustainability toolkit will need to be submitted, detailing the developer's commitment and proposals to achieve the required targets. Where a proposal does not meet the minimum standards required by the Authority, further consideration will need to be given to the proposed design to bring it up to the required performance level.

Policies

The Authority will:

Policy IM14*

Develop, promote and implement Sustainability Appraisal as a requirement for all future applications for Section 25 consent in the Docklands Area. The features to be incorporated into Sustainability Appraisal to be established and included in Section 25 Planning Schemes.

Policy IM15

Further develop and implement an incentive programme to promote progressive sustainable design in the Docklands, including Sustainability Toolkits that will be developed for each planning scheme area outlining a set of minimum requirements, which are set above Building Regulations where practicable. Consider developing these set of guidelines to surpass the minimum standards set forth for building energy efficiency in EU Directive 2002/91/EC.

Policy IM16

Promote the Sustainability ToolKit as set forth in Section 25 Planning Schemes to achieve enhanced performance of development.

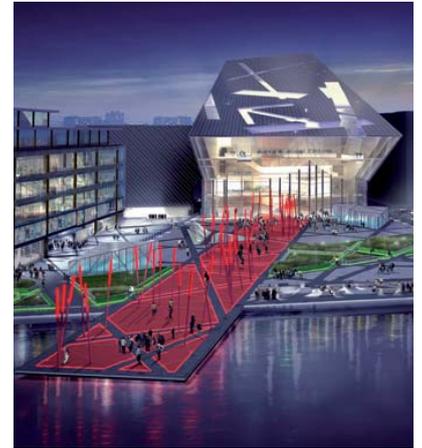
8.5 MARKETING

8.5.1 INTRODUCTION

Marketing the Docklands is an essential element of the project implementation programme for the Authority. Sustained effort behind a clearly focused marketing strategy aimed at exploiting the strengths of the Area is required if the targets and aspirations of the Master Plan are to be achieved.

The Docklands project has already gained significant national and international profile as an attractive place to live, work and visit. This is a powerful advantage that needs to be developed and highlighted.

Innovative design and architecture, engagement of residents, workers and visitors, the encouragement and development of local retail, cultural and leisure nodes have all combined to create a vibrant urban community with a distinct identity. Supporting, refining, developing and communicating this sense of place is of central importance to the marketing activities of the Authority.



GRAND CANAL THEATRE

8.5.2 MARKETING STRATEGY

The principal marketing objective is to assist in achieving the priorities set out in the Master Plan 2008.

At the core of the Docklands' marketing strategy is the vision for the Docklands.

"Docklands captures the spirit of a creative, bold and ambitious Dublin. It is surprising and inspiring, connecting residents, business and visitors with a vibrant urban environment, opportunity and each other."

This vision guides and defines marketing strategies and messages targeting key audiences that are structured around three sets of activities:

- Communications
- Visibility
- Experiences



PARAFIN YACHT, DUBLIN MOORINGS

8.5.2.1 COMMUNICATIONS

The communications strategy will seek to generate awareness and understanding of the Docklands through development and refining of the brand, focused PR and advertising campaigns, the development of the Authority's website and the involvement of business stakeholders in the promotion of the area.

The Docklands brand has evolved to reflect the distinctive place the Docklands has become. This positive relationship should be protected and monitored and the Docklands' design system is an important tool in ensuring the Authority's influence over the brand.

In addition, regular market research will be key to the continued development of the Docklands, ensuring the brand and all marketing activities are grounded and adapted as the project evolves.

Focused PR and advertising campaigns will communicate key messages to the Docklands' audiences and stakeholders. Campaigns based on promoting Docklands as a living community, building expectations for the future and supporting key events shall be implemented.



IRIS, NCI, MAYOR SQUARE



DOCKLANDS WAYFINDING SIGNAGE



ELY HQ



YOUNG GAA PLAYERS

The Authority's website shall be developed into a world-class, innovative website that not only disseminates information but facilitates the involvement of, communication between and participation of, the many residents and users of the Docklands. The website will be the main brochure of the Docklands and will become the benchmark of how to communicate a city regeneration project internationally. Equally, the Authority will seek to leverage the potential of the internet as a communications tool through news generation, social networking and email marketing.

Seeking the involvement of all Docklands stakeholders in the communication of the Docklands is of vital importance for the future marketing of the Docklands. As ambassadors for the benefits of being located in an innovative and vibrant area, companies will contribute to raising the profile of the Docklands as a great place to do business. This equally applies to those living in the Docklands who will be instrumental in demonstrating its advantage as a place to live.

8.5.2.2 VISIBILITY

The visibility strategy will seek to provide cues that signal and aid interpretation and navigation of the Docklands for residents, workers and visitors, including a wayfinding system, hoardings, banners and signage.

The Docklands' design system is a key component of this strategy, ensuring a consistency in communications to all stakeholders.

The wayfinding signage system will be further developed, in collaboration with Dublin City Council, to emphasise and mark the distinctiveness of the area in the mind of residents, workers and visitors.

Innovative digital signage and mobile technologies shall also be explored for use at key gathering points and gateway locations around the Docklands to encourage exploration and use of the Area.

8.5.2.3 EXPERIENCES

Experiences and key events give people a reason to visit and interact with the Docklands and as such are of vital importance to the Docklands' marketing strategy. Positive experiences of the Docklands are hugely important in reinforcing and communicating the identity of the area, especially for visitors and tourists.

These experiences and events shall reflect the vision of the Docklands and cater for the diverse stakeholders that live in and use the Area.

Experiences and events span three main categories – arts/culture; leisure/tourism; and events/entertainment. The Authority will ensure successful programming, delivery and communication of these experiences and events.

Policies

The three main marketing strategies – Communications, Visibility and Experiences – in turn define the marketing policies to be adopted by the Authority.

The Authority will:

Policy IM17

Continue to develop, refine and promote the Docklands' distinct brand personality.

Policy IM18

Commission regular market research to measure perceptions of the Docklands Area by residents, business users and visitors.

Policy IM19

Monitor and implement the Docklands' design system to ensure consistency of all communications to consumers.

Policy IM20

Further develop the standard Docklands' wayfinding system, in collaboration with Dublin City Council, and explore the use of digital signage and mobile technologies.

Policy IM21

Continue to programme leisure, entertainment and arts events that reflect the vision of the Docklands, which encourage people to experience the Docklands Area.

Policy IM22

Develop focused PR and advertising campaigns to generate awareness and knowledge of the Docklands Area.

Policy IM23

Leverage the Docklands' and other websites to disseminate information and encourage participation across residents, workers and visitors to the area.

Policy IM24

Seek the support and involvement of the Docklands' traders, business and non-profit stakeholders in promoting its marketing strategy.

