

- *Zone 2, South Bank* – It is proposed that the narrow strip of land across South Bank Road from Zone 1 be developed to complement the predominantly commercial north eastern edge of the zone. South Bank Road will thus be enclosed by development, taking on an urban street character. Breaks in the linear strip of development align with the roads through Zone 1, allowing for potential extension of the urban grain northwards in the future. The buildings are generally smaller than those across the street in Zone 1, allowing the scale/intensity of development to diminish towards the edge of the Draft Planning Scheme area. Plate 14.4.3.2 shows an indicative artist's impression of the area linking Zones 1 and 2.

Plate 14.4.3.2 – Artist's Impression of South Bank Road, Zone 1 to left and Zone 2 to right.



- *Zone 3, South Shore* – This is an area of lower urban intensity and predominantly residential use, although some active ground floor uses are encouraged in the Bay Lookout area towards the east. Zone 3 is located in the strip of land between the southern shoreline of the peninsula and the utilities (but is buffered from the utilities by the proposed Southshore Green), and extends to the edge of the Irishtown Nature Park. It is proposed to profile the area, forming a linear hill, with development on the southern aspect of the hill, overlooking the bay. Three sinuous strips of development are separated by two roads parallel to the shoreline. The northern strip of development takes the form of apartments in a perimeter block format. The central strip takes the form of town houses and patio houses. The strip along the shoreline takes the form of townhouses and beach pavilion houses. The scale of development reduces towards the south (the shoreline) and east. Architectural variety is encouraged throughout. Plate 14.4.3.3 shows an indicative artist's impression of Zone 3.

Plate 14.4.3.3 – Artist's Impression of Zone 3, South Shore.



- *Zone 4, Pigeon House Dock* – This is an area of high intensity development of predominantly commercial land use and potentially cultural attractions. It is arranged around Pigeon House Dock and the adjacent proposed park (covering the wastewater treatment overflow tanks), and incorporates a number of historic buildings. Three clusters of development are proposed, all with an appreciable spatial relationship to the proposed park, Pigeon House Dock or the Liffey. East of the dock, it is proposed to refurbish the Pigeon House Power Station, and to extend the building with contemporary additions attached to the east façade. The adjacent Pigeon House Hotel will be refurbished and reused. A new building will be located beside the hotel fronting Pigeon House Road, sited and designed to retain the view of the hotel from the main road. The second proposed cluster lies between the new park and Pigeon House Road. It takes the form of seven buildings in two rows connected by a central covered atrium which incorporates the remnants of the Pigeon House fort. The third cluster is between the new park and the Liffey to the north. It incorporates a wide variety of building types and building scale, and may include a proposed cruise ship terminal along the quay (for which some land reclamation would be required – this possible development does not form part of the Draft Planning Scheme). Plate 14.4.3.4 shows an indicative artist’s impression of Zone 4.

Plate 14.4.3.4 – Artist’s Impression of Zone 4, Pigeon House Dock.



14.4.4 *Building Height (Refer to **Figure 14.4.3.3** above).*

14.4.4.1 The building height strategy of the Draft Planning Scheme has taken account of a number of factors, including:

- Proximity to public transport routes (proposed as part of the Draft Planning Scheme). Greater development intensity (and height) is located in closest proximity to the proposed routes.
- Existing and potential visual amenity. The building height strategy seeks to ensure that the greatest possible number of people benefit from the views of Dublin Bay from the peninsula (the buildings and open space), and that views of the bay from the surrounding areas are not compromised by tall buildings.
- Daylight and sunlight availability. Tall buildings have the potential to reduce the daylight and sunlight of adjacent buildings and open space. This is controlled by Policy UD 21 of the Docklands Master Plan.
- Air quality. Emissions from existing and proposed industrial installations on the peninsula can affect the air quality at different altitudes and the proposed siting of tall buildings avoids areas where the required air quality standards may not be met.
- Urban design. Tall buildings have the potential to generate character and improve legibility by introducing landmarks that assist with way-finding and orientation, and mark locations of civic, social, cultural or commercial significance.

14.4.4.2 The highest density and tallest buildings (up to 15 storeys) are proposed in the Bay View area, at the centre of the new quarter overlooking the Dublin Bay Valley open space, and along the south western edge overlooking Sean Moor Park. These are intended to generate a distinct identity for the new quarter.

14.4.4.3 Along Sean Moore Road on the north western edge of the area, buildings of four to seven storeys are proposed, with accent buildings of up to nine storeys at each end of the strip. Here there will be a distinct contrast in height with the existing two and three storey residential buildings across the road.

14.4.4.4 Buildings of up to 13 storeys are proposed in the Pigeon House Dock area overlooking the central park. There are no potentially sensitive visual receptors in

the immediate vicinity, but the buildings will feature in views from the broader receiving environment, notably the Liffey Corridor, and this is intended to produce landmarks and generate an associated identity for the new urban quarter.

14.4.4.5 In the South Shore area a row of taller buildings (up to seven storeys) set back from the foreshore behind two rows of lower buildings is intended to screen the utilities (adjacent to the north) in views from the south, and to afford views over the bay for the building occupants. The height of development in this zone diminishes to the south (towards the shoreline) and east.

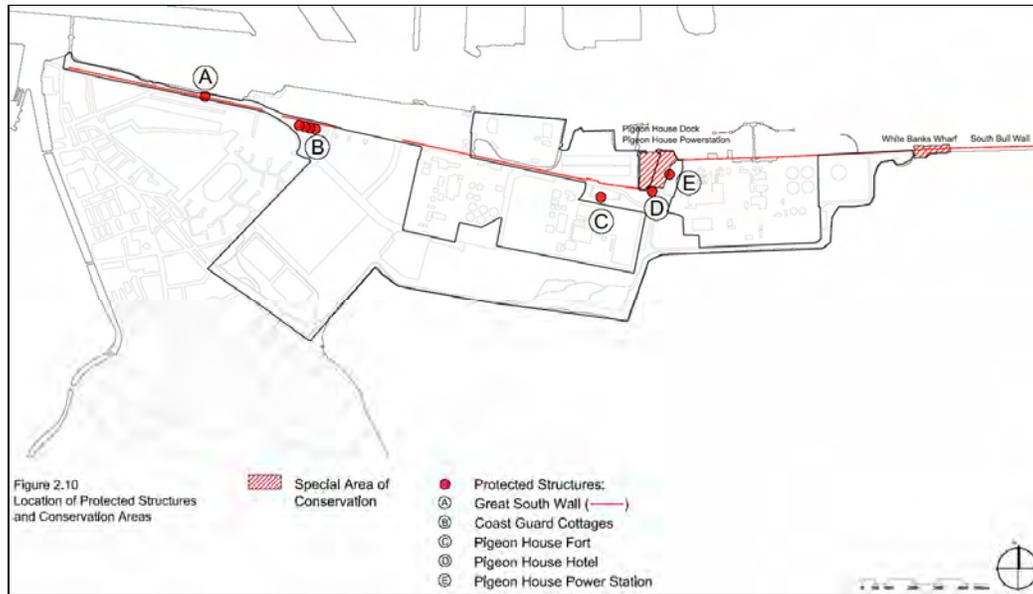
14.4.5 *Architectural Character.*

14.4.5.1 The Draft Planning Scheme requires that all buildings be of ‘high architectural quality and display a clear design concept’. The Draft Planning Scheme encourages ‘individuality and diversity of expression’ as a means to generate distinct character, and requires that development comply with the proposed Architectural Variety plan (refer to **Figure 14.4.3.4** above). Developers are required to appoint more than one architect for larger sites, to ensure that variety is achieved.

14.4.5.2 The Draft Planning Scheme identifies a range of materials which should be used in combination to contribute to visual diversity. These include stone, brick, render, steel and glass. The use of natural colours is recommended.

14.4.6 *Built Heritage in the Landscape.*

14.4.6.1 A number of built heritage features exist on the peninsula (Figure 14.4.6.1). These include the Great South Wall and a cluster of the Pigeon House Fort, Hotel and the Power Station around the dock, which is itself part of an Architectural Conservation Area (along with the power station).

Figure 14.4.6.1 – Built Heritage in the Landscape.

14.4.6.2 The Pigeon House Dock area is presently underutilised and dominated by the adjacent utilities - the power station to the east and wastewater treatment plant to the south. The waste water treatment overflow tanks at the centre of the area contribute further to the sterilization of the environment. The built heritage is therefore undervalued as a result of dereliction, inappropriate use and a lack of exposure to the public realm.

14.4.6.3 The Draft Planning Scheme proposes that the hotel and power station buildings be restored and reused for arts and cultural uses (it is proposed that a contemporary extension be ‘grafted’ onto the east façade of the power station), and that the remains of the fort be incorporated into a new cluster of mixed use buildings.

14.5 Likely Impact of the Draft Planning Scheme.

14.5.1 Landscape Impact.

14.5.1.1 Landscape impact is assessed based on the nature and scale of changes to landscape elements and characteristics (and the consequential effect on landscape character) and the sensitivity of the landscape resource. Existing trends of change in the landscape as well as policy for future development are also taken into account.

- 14.5.1.2 The Poolbeg Peninsula is defined by its predominant use - industry and utilities. The associated characteristics of the landscape - the topography, urban grain (pattern of roads, blocks and open space) and architecture - are of low value in an area identified for mixed use urban development¹. The large industrial sites that make up the majority of the Draft Planning Scheme Area can therefore be considered of low sensitivity to landscape change. By contrast the open space that makes up the remainder of the area has high recreation and conservation value, and is highly sensitive to changes in its structure, nature, function and landscape setting. The built heritage assets of the peninsula - the Great South Wall and the cluster of buildings around Pigeon House Dock - are similarly sensitive to landscape change, both beneficial and adverse.
- 14.5.1.3 In summary the landscape of the Draft Planning Scheme Area can be considered of medium sensitivity. Such landscapes are described in the GLVIA (*Guidelines for Landscape and Visual Impact Assessment*) as follows: Exhibits positive character but has evidence of alteration to/degradation/erosion of elements and characteristics resulting in an area of mixed character, therefore potentially sensitive to change in general.
- 14.5.1.4 The magnitude of landscape change proposed in the Draft Planning Scheme is high (GLVIA definition: Total loss of or major alteration to the key elements or characteristics of the landscape, and/or introduction of elements considered totally uncharacteristic in the context of the receiving environment). It involves a complete transformation of substantial areas from previously industrial use (although much of this activity has ceased and the sites are idle) to high density, mixed use urban development.
- 14.5.1.5 Application of the GLVIA guidelines on grading of impact (measurement of magnitude of change against landscape sensitivity - see Table 14.2.1), results in a predicted landscape impact of high significance. The impact would be beneficial, for the following reasons:

¹ As is implied or explicit in development policy from national to local level.

- The fundamental nature of the landscape change proposed – the redevelopment of substantial areas of previously industrial brownfield land as a high density, mixed use urban quarter - is in keeping with policy from national to local level which promotes increased development density and mixed use (in combination with an improved multi-modal transport system) in proximity to the city centre. The desirability of such development on the Poolbeg Peninsula, and the landscape and visual change inherent in such development, is specifically recognised and promoted by the Dublin City Development Plan 2005-2011, the Docklands Area Master Plan 2008 and the Dublin City Council policy document Managing Intensification and Change, A Strategy for Dublin building Height.
- The proposed urban grain (specifically the alignment of the streets, promenades and open space such as the Dublin Bay Valley and Beach Park) as well as the proposed siting, orientation and typology of the architecture, would generate a high degree of spatial and visual contact between the new city quarter and Dublin Bay and the Liffey. This would achieve the objective of improving the relationship of the city, the bay and the river, in keeping with city and local (Docklands) development policy.
- The nature of the proposed development in terms of land use mix, urban grain, density/intensity and architecture, in combination with the appreciable response to the surrounding context (the bay, river, the built heritage and adjacent neighbourhoods and land use) would contribute to city identity. Three distinct new urban/landscape character areas would be created, each with a unique relationship to the surrounding waters.
- The height and architectural character of the proposed development would create visual connections between the new urban quarter on Poolbeg, the city centre to the west and the bay-side neighbourhoods to north and south. The legibility of the city would thus be improved.
- The Draft Planning Scheme takes account of the surrounding urban structure and includes measures to ensure spatial integration with the existing neighbourhoods to the west and south (by means of a landscape framework and urban grain that align and connect with the surrounding areas). Connectivity and accessibility between the existing neighbourhoods and the surrounding areas (particularly the Poolbeg amenities) and the proposed new urban quarter would thus be improved.

- The valuable open space assets of the Poolbeg Peninsula would be retained as part of the landscape framework. These areas (Sean Moore Park, Irishtown Nature Park and the adjacent wild bird feeding area, the southern foreshore) would be enhanced by design and improved connectivity internally and with the surrounding environment. A number of new open spaces of substantial scale, as well as local parks, would be introduced as structural elements of the new urban quarter, serving recreation and visual amenity functions.
- The valuable built heritage assets of the peninsula, presently removed from the public realm and therefore underused and undervalued, would be rejuvenated and reused as features of the urban landscape. It is not possible, with the level of detail provided in the Draft Planning Scheme, to assess the extent of the impact of the proposed development on the landscape setting of the historic buildings. The principle of development in their vicinity, or even attached to the structures, is not inappropriate however. The proposed development has potential to improve the setting of the Pigeon House buildings, improve their condition, bring them into the public realm (with physical and visual accessibility) and thereby enhance their appreciation by the public. The Draft Planning Scheme prescribes that Architectural Heritage Impact Assessments must be carried out where development will take place within, or in close proximity to, any protected structure. This would ensure that adverse impacts on the built heritage are avoided.
- While allowing for the continued operation and expansion of the existing utilities on the peninsula, the Draft Planning Scheme effectively buffers these sites from the surroundings by use of topography, open space and buildings (height and orientation). The Draft Planning Scheme thus negates the potential sterilising effect of the utilities and makes optimal use of a landscape resource of city-wide value.

14.5.2 *Visual Impact.*

14.5.2.1 Poolbeg features in views from a wide area including highly sensitive coastal neighbourhoods, amenity open space and important transport routes into the city. Based on the analysis of the receiving environment (refer to Section 14.3) and in consideration of the sensitivities identified in the relevant planning policy documents, 25 representative viewpoints were selected for detailed assessment of the potential visual impact:

Local Neighbourhoods & Open Space

- Beach Road
- Beach Avenue
- Bremen Grove & Sean Moore Road
- Ringsend Park
- Sandymount Strand
- Sandymount Green
- Londonbridge Road
- Ringsend Road/Bridge Street
- Great South Wall

Bayside Neighbourhoods & Open Space

- Howth Head
- Clontarf Road/Promenade
- North Bull Island
- Russell Avenue, East Wall
- Deer Park, Mount Anville Road
- Blackrock

City Centre Attractions & Open Space

- Grand Canal Square
- North Wall Quay
- Sean O'Casey Bridge
- O'Connell Street Bridge
- Trinity College
- Guinness Storehouse

City Transport Gateways

- Dublin Bay
- North Strand Road
- East Link Bridge
- Dun Laoghaire Harbour

14.5.2.2 For each viewpoint the main elements and characteristics of the view towards the Draft Planning Scheme area are identified. Using GLVIA guidance the sensitivity of each viewpoint is classified based on the location, activity and associated expectations of the visual receptors. The proposed changes to the view are described, and illustrated by block model photomontages included in Appendix 14.1 (the buildings shown represent a likely development scenario - within the ranges of mass and height allowed by the Draft Planning Scheme, but not the maximum scale throughout as this scenario is unlikely to be achieved). No architectural detail is shown in the images as the Draft Planning Scheme does not specify building design. A conclusion is drawn as to the significance of the impact

on the visual amenity of each location, based on the GLVIA guidance. The significance of the likely impact is summarised in figure 14.5.2.1.

- 14.5.2.3 The potential response of the visual receptors to the change, i.e. its perception as neutral, beneficial or adverse, is also discussed. This is an inherently subjective exercise as people's attitudes towards development will vary, and this in turn determines their response to its impact. However, the methodology applied is intended to allow for justifiable conclusions to be drawn.

Note: The assessment assumes that the quality of architecture in the Draft Planning Scheme Area will be high, and therefore that that the individual buildings and building clusters would be considered by the majority of visual receptors as attractive features of the urban landscape. The previous industrial use of the lands is also taken into account in the assessment. It is assumed that views of a high quality urban quarter, even one of high development intensity (incorporating tall buildings) are preferable to views of an industrial landscape (which also incorporates tall structures).

Viewpoint 1 – Beach Road.

Existing View.

- 14.5.2.4 The Road affords a panoramic view of the southern shoreline of the peninsula. The main elements of the view are:

- The inter-tidal area (Sandymount Strand) in the foreground beyond the road;
- The southern shoreline of Poolbeg, characterised by a green embankment behind a wall of rock armour (with the elevated Irishtown Nature Park prominent to the right of the field of view);
- A range of utilities and port-related structures (most prominent of which are the familiar ESB chimneys) which define an angular skyline. These structures are unsightly and detract from the quality of the view.

Proposed Change.

- The proposed development would be prominent in the view, in the form of a dense complex of buildings spread across the peninsula, defining a new, urban skyline;

- Individual character areas - Bay View to the left and South Shore to the right - would be discernible by virtue of their distinct building typologies (form and height);
- The industrial landscape to the north would be largely obscured (the prominence of the ESB chimneys would be unaffected however);
- Various landscape interventions above/behind the southern shoreline (e.g. the promenade in front of Bay View and the Beach Park) would alter the character of the shoreline and soften the presence of the new buildings in the view.

Visual Impact.

- The viewpoint sensitivity is high (the viewpoint represents the residents of roadside houses and road users including commuters, visitors to the Sandymount Strand amenities and visitors to Dublin approaching from Dun Laoghaire).
- The magnitude of change to the view is high (GLVIA definition: total loss of or major alteration to the key elements or characteristics of the view, and/or introduction of elements considered totally uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (only the unsightly industrial elements in the view would be substantially affected, being replaced by a mixed use urban landscape of high architectural quality forming a new built elevation and skyline. The alterations above the shoreline and introduction of a beach park would also improve visual amenity).

Viewpoint 2 – Beach Avenue.

Existing View

14.5.2.5 The houses fronting the road orientate NW-SE and therefore afford no views (from within) towards the Draft Planning Scheme area. However the house terraces frame views from the road and front gardens towards the peninsula. The main elements of the view are:

- The road and roadside gardens in the foreground, enclosed by terraces of two storey houses;
- Beyond the junction with Beach Road, the green open space of Sean Moore Park. A row of mature poplar trees along the edge of the park adds to the quality of the view and their summer foliage generates visual enclosure;
- Until recently the IGB building - industrial in character and unsightly - would have been visible beyond the park (see the Plate 14.5.2.1 below. Note also the difference in visual enclosure without summer foliage on the trees).

Plate 14.5.2.1 – Beach Avenue



Proposed Change.

- The proposed development would be prominent in the view, the dense complex of tall buildings (in the space previously occupied by the IGB building) framed by the houses in the foreground;
- This would generate greater enclosure in the view, and the overall character of the landscape would be changed from suburban to urban;

- However, the open space of the park would be unaffected, and the row of trees on the edge of the park would be supplemented by additional planting. In time this would mature to largely obscure the new buildings from view.

Visual Impact.

- The viewpoint sensitivity is high (the viewpoint represents residential properties).
- The magnitude of change to the view would be medium in the short term (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view). The change would subside to low in the long term as the proposed planting around the edge of Sean Moore Park matures.
- The visual impact on this location is predicted to be high in the short term, and medium in the long term (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the removal of the IGB building has made way for the high quality mixed use buildings which would form a new urban skyline. The improvements to Sean Moore Park, specifically the planting around the edges, would also improve visual amenity).

Viewpoint 3 – Bremen Grove & Sean Moore Road.

Existing View.

14.5.2.6 Bremen Grove is a side street parallel to Sean Moore Road. A number of terraces of two storey houses front the road. The main elements of the view are:

- In the foreground, the wide transport corridor incorporating Bremen Grove and Sean Moore Road, which carries a high volume of traffic;
- A double row of trees in a wide island (with tarmac footpath and grass verge) between the two roads;
- The IGB site beyond Sean Moore Road, presently an empty space enclosed by hoarding but previously occupied by the large, unsightly warehouse-type building (see the photograph below shown as Plate 14.5.2.2. Note also the difference in visual enclosure without summer foliage on the trees).
- To the right of the field of view the car park and clubhouse of Clanna Gael Fontenoy (GAA club), which has pitches in Sean Moore Park.

Plate 14.5.2.2 – Bremen Grove and Sean Moore Road*Proposed Change.*

- The proposed development would be visible (in the space previously occupied by the IGB building) but partially screened in views from Bremen Grove by the foreground vegetation.
- In views from Sean Moore Road the dense complex of buildings would define a new urban streetscape with a strong building line and stepped roof/skyline.
- Two rows of trees would be planted (one in a central median and one in front of the buildings) to covert Sean Moore Road into a boulevard (refer to the centre picture, *Plate 14.4.3.1*, above).
- There would be greater enclosure in the views, generated by the buildings and vegetation, and the overall character of the landscape would be changed from suburban/industrial to urban;

Visual Impact.

- The sensitivity of Bremen Grove is high (the viewpoint represents residential properties). The sensitivity of Sean Moore Road is medium.
- The magnitude of change to the views would be high (GLVIA definition: total loss of or major alteration to the key elements or characteristics of the view, and/or introduction of elements considered totally uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be beneficial (the landscape in the view can be considered degraded, with the industrial site and broad road corridor detracting from the visual amenity. The removal of the IGB building has made way for the high quality buildings which in combination with streetscape improvements would transform the landscape and improve visual amenity).

Viewpoint 4 – Ringsend Park.

Existing View.

14.5.2.7 The main elements of the view are:

- Mature woodland belts enclosing the open space of the playing fields and framing the eastward view towards the peninsula;
- The outer façade of the grandstand at the athletics track east of the playing fields.

Proposed Change.

- The proposed development would be prominent in the view, in the form of a dense complex of buildings defining a new urban elevation and skyline, framed by the foreground vegetation;
- There would be greater enclosure in the view, generating an awareness of being in an urban environment.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be neutral (It is possible that the introduction of urban elements and character to the view would be perceived by some viewers as detrimental to the visual amenity. However, it is considered that the foreground elements – the open space and vegetation – are sufficiently dominant so as not to be diminished or devalued by the presence of the buildings. Given the urban

location, it is likely that some viewers would appreciate the juxtaposition of the buildings and open space).

Viewpoint 5 – Sandymount Strand.

Existing View.

14.5.2.8 The view north from the strand at low tide affords a panoramic view of the southern shoreline of the peninsula. The main elements of the view are:

- The broad, sandy beach stretching into the middle distance;
- The shoreline characterised by a green embankment behind a wall of rock armour (with the elevated Irishtown Nature Park prominent to the right of the field of view);
- A range of utilities and port-related structures (most prominent of which are the ESB chimneys) which define an angular skyline. These structures are unsightly and lend the landscape an industrial character.

Proposed Change.

- The proposed development would be prominent in the view, in the form of a dense complex of buildings spread across the peninsula, defining a new, urban elevation and skyline;
- Individual character areas, notably Bay View and South Shore, would be discernible by virtue of their distinct building typologies (form and height);
- The industrial landscape to the north would be largely obscured (the prominence of the ESB chimneys would be unaffected however);
- Various landscape interventions above/behind the southern shoreline (e.g. the promenade in front of Bay View and the Beach Park) would alter the character of the shoreline and soften the presence of the new buildings in the view.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is high (GLVIA definition: total loss of or major alteration to the key elements or characteristics of the view, and/or introduction of elements considered totally uncharacteristic in the context of the view).

- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (only the unsightly industrial elements in the view would be substantially affected, being replaced by a mixed use urban landscape of high architectural quality forming a new built elevation and skyline along the peninsula. The alterations above the shoreline and introduction of a beach park would also improve visual amenity).

Viewpoint 6 – Sandymount Green.

Existing View.

14.5.2.9 The view along Seafort Avenue from the green is orientated towards the Draft Planning Scheme Area. The main elements of the view are:

- The two storey buildings fronting the green in the foreground and the mature vegetation in the green which combine to frame a view along the road towards the peninsula;
- An attractive, intact red brick Victorian terrace fronting the road in the middle distance, which adds to the visual enclosure (restricting distant views) and visual amenity of the location.

Proposed Change.

- A number of new buildings would protrude above the Victorian roofline in the middle distance.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact could be perceived as adverse (if the legibility of middle distant Victorian roofline were reduced by a backdrop of new buildings). If however, the contrast in materials between the Victorian terrace and the distant new buildings were sufficient to retain the legibility of the roofline, then the impact

would be perceived as neutral or beneficial (since no valued element of the view would be lost, and the new buildings would add an element of interest and indicate the presence of a new place/destination in the urban landscape).

Viewpoint 7 – Londonbridge Road.

Existing View.

14.5.2.10 Bath Avenue/Londonbridge Road brings traffic from the south side of the city towards the Draft Planning Scheme Area, and directs views along the road towards the peninsula. The main elements of the view are:

- The road stretching into the middle distance flanked by two storey house terraces, a church and various typical streetscape features including signage, lighting, etc;
- At the end of the road, the mature trees around the edge of Sean Moore Park;
- In the distance the Poolbeg chimneys indicating the location of the peninsula in the landscape.

Proposed Change.

- The proposed development would be visible in the distance, the dense complex of buildings framed by the houses in the foreground;
- The already urban character of the landscape and view would be reinforced.

Visual Impact.

- The viewpoint sensitivity is medium (the viewpoint represents an ordinary urban street; houses fronting the street have no view of the site).
- The magnitude of change to the view would be medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be medium (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the buildings would not detract from any valuable elements or characteristics in the view. They would add an element of interest – an elegant urban skyline, as promoted in the Dublin City Council document *Managing Intensification and Change* (p.60) - and indicate the presence of a new place/destination in the urban landscape).

Viewpoint 8 – Ringsend Road/Bridge Street.

- 14.5.2.11 The road brings traffic east from the city centre towards the Draft Planning Scheme Area, and directs views along the road towards the peninsula. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 9 – Great South Wall.

Existing View

- 14.5.2.12 The Great South Wall provides a recreation amenity of city-wide importance and affords panoramic views of Dublin Bay in which the Poolbeg Peninsula is prominent. The main elements of the view west are:

- The narrow, stone-paved surface of the wall dividing the expanse of open water and connecting to the distant coastline at Poolbeg.
- A cluster of utilities and port-related structures on Poolbeg and to north of the Liffey. These lend the landscape (and the Bay and the City) an industrial character.
- To the left and right of Poolbeg and the Port, the lower density suburban landscape of the bay-side neighbourhoods, and in the distance to the left, the Dublin Mountains.

Proposed Change

- The proposed development would be visible in the middle distance, in the form of two clusters of buildings spread between the utilities and portside infrastructure.

Visual Impact

- Viewpoint sensitivity is high.
- The magnitude of change to the view would be low (GLVIA definition: minor loss of or alteration to one or more key elements or characteristics, and/or introduction of elements that may not be uncharacteristic in the context).
- The visual impact on this location is predicted to be medium (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the buildings would not detract from any valuable elements or characteristics in the view but would lessen the

detrimental effect of the adjacent utilities and indicate the presence of a city quarter – and therefore the proximity of the city centre).

Viewpoint 10 – Howth Head.

Existing View.

14.5.2.13 Howth Head is a popular day-trip and tourist destination which affords a panoramic view over Dublin Bay and the city. The main elements of the view are:

- Beyond the green slopes of the headland in the foreground, the expanse of Dublin Bay, with the long, low, green strip of Bull Island to the right adjacent to the coastline;
- The coastline around the bay, and a variety of forms of urban development extending into the distance, but mostly low density with substantial tree cover;
- The spread-out complex of industrial and utilities buildings (the most prominent of which are the Poolbeg chimneys, power stations and fuel storage tanks) and port-related infrastructure around the mouth of the Liffey River;
- The Dublin Mountains, which form an undulating horizon.

Proposed Change.

- The proposed development would be visible, in the form of a dense complex of tall buildings spread between the utilities and portside infrastructure on Poolbeg.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is low (GLVIA definition: minor loss of or alteration to one or more key elements or characteristics, and/or introduction of elements that may not be uncharacteristic in the context).
- The visual impact on this location is predicted to be medium (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the utilities buildings and infrastructure, being so prominently located, detract from the visual amenity. The introduction of the building cluster, of sufficient scale and variation in form and architectural character to indicate a city quarter – and therefore the proximity of the city centre - would diminish the effect of the adjacent utilities).

Viewpoint 11 – Clontarf Road/Promenade.

Existing View.

14.5.2.14 Clontarf Road is an important route into the city from North Dublin, and the promenade is a well-used open space affording panoramic views across Dublin Bay. The main elements of the view are:

- In the foreground, the open space of the promenade and a broad inter-tidal area, well-used at high tide for recreational boating;
- Beyond the water above a shoreline of rock armour, the industrial landscape of the north dock of Dublin Port, characterised by large, low structures such as fuel containers and warehouses. These are partly screened by a strip of planting along the shoreline;
- Beyond the north dock, the much taller port and utilities structures of the Poolbeg Peninsula (including the ESB power station and chimneys, the dockside cranes, etc.), defining an industrial skyline;
- In the distance, Killiney Hill enclosing Dublin Bay, and to the right the Dublin Mountains forming the horizon line.

Proposed Change.

- The proposed development would be visible, in the form of a dense complex of tall buildings spread across the peninsula behind the industrial landscape of Dublin Port;
- The distant Dublin Mountains would be partially screened from view and in this area the undulating horizon would be replaced by a stepped urban skyline.

Visual Impact.

- The viewpoint sensitivity is high (the viewpoint represents the residents of roadside houses and road users including commuters, visitors to the local open space amenities, Howth, etc.).
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be beneficial (despite the amenity value of the foreground and distant elements in the view, it is dominated by the industrial elements and character in the middle distance. The introduction of new buildings would diminish the presence of the industrial elements and improve visual amenity. The buildings would indicate the presence of a new urban places/destinations in the landscape).

Viewpoint 12 – North Bull Island.

Existing View

14.5.2.15 The island is an open space amenity of city-wide importance and affords a panoramic view across Dublin Bay. The main elements of the view are:

- The broad open space of the beach in the foreground, enclosed by a vegetated dune field to the right of the field of view;
- The bay to the left, and beyond the bay the shoreline and the lower slopes of the Dublin Mountains, characterised by urban development, and the upper slopes of the mountains forming an undulating horizon;
- In the middle distance the port and utilities structures of the Poolbeg Peninsula (including the ESB power station and chimneys, the dockside cranes, etc.), defining an industrial skyline. The proximity of the city centre is not apparent in the view.

Proposed Change.

- The proposed development would be prominent in the middle distance, in the form of a dense complex of tall buildings spread between the utilities and portside infrastructure.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be beneficial (the character and amenity value of the view are generated by the foreground and distant elements, which render the unsightly utilities structures on Poolbeg relatively insignificant in the view. The introduction of the new buildings would further diminish the effect of the utilities. In addition they would indicate the presence of a new urban place/destination in the landscape).

Viewpoint 13 – Russell Avenue, East Wall.

Existing View

- 14.5.2.16 Russell Avenue is one of the few locations in the dense urban grain of East Wall that affords a view towards the Docklands area. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 14 – Deer Park, Mount Anville Road, South Dublin.

Existing View.

- 14.5.2.17 This is a predominantly residential area in the southern suburbs of Dublin. From the open space the lack of built enclosure allows distant views over the city. The main elements of the view are:

- The open space of the playing fields in the foreground, enclosed by a belt of mature woodland vegetation;
- Through gaps in the trees, various distant sections of the city including Poolbeg to the north east – identified by the familiar ESB chimneys.

Proposed Change.

- A number of the proposed buildings would be visible to the left of the Poolbeg chimneys.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is negligible (GLVIA definition: very minor loss, alteration or introduction of elements of the view).
- The visual impact on this location is predicted to be low (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be neutral (no significant improvement or detriment would result in the visual amenity of this location).

Viewpoint 15 – Blackrock.

Existing View

14.5.2.18 This viewpoint represents users of the coastal amenities, commuters and visitors on the DART line, and the local residential areas. The main elements of the view are:

- The broad inter-tidal beach in the foreground and to the right, Dublin Bay enclosed by Howth Head in the distance;
- To the left the coastline behind which is an area of mostly low density urban development;
- Poolbeg Peninsula, with the utilities and port-related buildings and infrastructure exposed, lending the landscape an industrial character despite the otherwise attractive coastal elements in the view.

Proposed Change.

- The proposed development would be prominent in the view, in the form of a dense complex of buildings spread across the peninsula, defining a new, urban elevation and skyline;
- Individual character areas, notably Bay View to the left, South Shore in the centre of the cluster and Pigeon House to the right, would be discernible by virtue of their distinct building typologies (form and height);
- The industrial landscape to the north would be partially obscured (the prominence of the ESB chimneys and power station would be unaffected however).

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be beneficial (the utilities buildings and infrastructure, being so prominently located, detract from the visual amenity. The introduction of the building clusters, of sufficient scale and variation in form and architectural character to indicate a number of distinct city quarters - and therefore the proximity of the city centre - would diminish the effect of the utilities and add variety and interest to the view).

Viewpoint 16 – Grand Canal Square.

Existing View.

14.5.2.19 The square is the centrepiece of the emerging Grand Canal Dock quarter, a high density, mixed use character area within Docklands. The square functions as recreation space for residents and workers in the area, and hosts cultural and entertainment events. The main elements of the view are:

- The broad expanse of water in the foreground, and a platform extending from the square into the water with prominent feature light standards.
- Fronting the water to left and right, contemporary mixed use buildings of various heights (up to 15 storeys) and architectural character. These frame the view eastwards towards the Draft Planning Scheme Area;
- A broad, four storey, late 20th Century apartment building, of unremarkable character, fronting the eastern side of the Dock in the middle distance;
- In the distance the ESB chimneys and a number of cranes indicating the location of the peninsula in the landscape.

Proposed Change.

- A number of the proposed buildings would be visible protruding above the roofline of the four storey apartment block and altering the urban roof/skyline.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view would be low (GLVIA definition: minor loss of or alteration to one or more key elements or characteristics, and/or introduction of elements that may not be uncharacteristic in the context).
- The visual impact on this location is predicted to be medium (see Table 14.2.1 for GLVIA guidance on grading of impact).

- The impact would be beneficial (the buildings would not detract from any valuable elements or characteristics in the view. They would reinforce the emerging contemporary urban character, contribute new elements of interest and indicate the presence of a new place/destination in the landscape).

Viewpoint 17 – North Wall Quay.

Existing View.

- 14.5.2.20 The quays are an open space of city-wide importance, providing direct access to the Liffey River amenities and a view along the river corridor towards Dublin Bay. The Block Model shows that no or only a negligible visual effect would result, i.e. there would be no visual impact at this location.

Viewpoint 18 – Sean O’Casey Bridge.

Existing View.

- 14.5.2.21 The bridge is an important pedestrian route affording views of high amenity value up- and down-river. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 19 – O’Connell Street Bridge.

Existing View.

- 14.5.2.22 This is one of several locations in the historic city centre which the DCDDP requires should be assessed for visual impact resulting from new development. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 20 – Trinity College.

Existing View.

- 14.5.2.23 This is one of several locations in the historic city centre which the DCDDP requires should be assessed for visual impact resulting from new development. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 21 – Guinness Storehouse.

Existing View.

14.5.2.24 The Guinness Storehouse is one of Dublin’s most visited tourist attractions and the Sky Bar affords a panoramic view over the city. The main elements of the view are:

- The complex roofscape of the city centre extending to the edge of Dublin Bay in the distance to the east. The tallest buildings attract attention. These include several church spires, Liberty Hall and George’s Quay Plaza (indicating the location of the Liffey) and the ESB chimneys as well as several other tall industrial structures on Poolbeg;
- Dublin Bay, enclosed to the left by Howth Head.

Proposed Change.

- The proposed development would be visible, in the form the cluster of tall buildings spread along the coastline to left and right of the ESB chimneys.
- The buildings would define a new urban skyline in this narrow section of the field of view, and obscure a small portion of the bay from view.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is negligible (GLVIA definition: very minor loss, alteration or introduction of elements of the view).
- The visual impact on this location is predicted to be low (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the change would contribute new elements of interest – however small – to the view, and indicate the presence of a new urban place/destination in the landscape).

Viewpoint 22 – Dublin Bay.

Existing View.

14.5.2.25 This view is experienced by recreational boaters and visitors approaching Dublin by ferry. The main elements of the view are:

- The expanse of open water extending to the coastline, which is characterised by industrial and utilities buildings (the most prominent of which are the Poolbeg chimneys, power stations and fuel storage tanks) and port-related infrastructure. The historic Pigeon House power station is among the more notable buildings;

- The coastline to the left of Poolbeg, characterised by mostly lower density development, and the distant Dublin Mountains forming an undulating horizon.

Proposed Change.

- The proposed development would be prominent in the middle distance, in the form of a dense complex of tall buildings spread between the utilities and portside infrastructure.

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the character and the amenity value of the view are generated by the foreground and distant elements, and the unsightly utilities structures detract from the quality of the view. The introduction of the development clusters, creating an attractive new urban elevation and skyline, would counteract the detrimental effects of the adjacent utilities).

Viewpoint 23 – North Strand Road.

Existing View.

- 14.5.2.26 North Strand Road, becoming Amiens Street, is an important transport route into the city from the north. As it rises to bridge the Royal Canal it affords an unobstructed view to the south east (towards the Docklands) where the new Spencer Dock apartments are prominent. The Block Model shows that the development would not be visible, i.e. there would be no visual impact at this location.

Viewpoint 24 – East Link Bridge.

Existing View.

14.5.2.27 The easternmost bridge over the Liffey is an important north-south transport corridor in the city context. It affords a view east along the river towards Dublin Bay. The main elements of the view are:

- The broad corridor of water extending into the distance, characterised by freight, passenger and recreational boat traffic.
- The open water of Dublin Bay in the distance;
- To the left of the river the truck container storage area and other elements of the working dock;
- To the right, buildings of varying scale fronting the river, including four storey apartment and office blocks and a long two storey terrace of houses behind which the mature trees of Ringsend Park are prominent;
- In the distance, the complex of port and utilities buildings and infrastructure on the peninsula.

Proposed Change.

- The proposed development would be prominent in the view, in the form of several clusters of tall buildings spread across the peninsula, defining a new, urban skyline;
- Individual character areas, notably Pigeon House Dock, South Bank and Bay View would be discernible by virtue of their distinct building typologies (form and height);
- The industrial elements would remain prominent but their setting would be altered. The character of the landscape and view would change from predominantly industrial to mixed industrial and urban.

Visual Impact.

- The viewpoint sensitivity is high (the bridge carries significant volumes of traffic, including newly arrived visitors to Dublin, over the Liffey).
- The magnitude of change to the view would be medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).

- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the predominance of industrial elements in the view presently detracts from the visual amenity. The introduction of a range of equally large, contemporary buildings creating a new urban skyline would diminish the presence of the industrial elements and improve visual amenity. The buildings would also indicate the presence of several distinct new urban places/destinations in the landscape).

Viewpoint 25 – Dun Laoghaire Harbour.

Existing View.

14.5.2.28 The harbour is an arrival point to Dublin for ferry passengers, and a recreation amenity. The main elements of the view are:

- Dublin Bay and the coastline surrounding the bay to the left. The mostly low density, small scale elements of urban development around the coast are indistinct from this distance;
- Poolbeg Peninsula extending from the coastline to the centre of the field of view. The utilities and port-related buildings and infrastructure are exposed and the Poolbeg chimneys, power station and fuel storage tanks are most prominent among these.

Proposed Change.

- The proposed development would be prominent in the view, in the form of a dense complex of buildings spread across the peninsula, defining a new, urban elevation and skyline;
- Individual character areas, notably Bay View to the left, South Shore in the centre of the cluster and Pigeon House to the right, would be discernible by virtue of their distinct building typologies (form and height);
- The industrial landscape to the north would be partially obscured (the prominence of the ESB chimneys and power station would be unaffected however).

Visual Impact.

- The viewpoint sensitivity is high.
- The magnitude of change to the view is medium (GLVIA definition: partial loss of or alteration to one or more key elements or features, and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic in the context of the view).
- The visual impact on this location is predicted to be high (see Table 14.2.1 for GLVIA guidance on grading of impact).
- The impact would be beneficial (the utilities buildings and infrastructure, being so prominently located, detract from the visual amenity. The introduction of the building clusters, of sufficient scale and variation in form and architectural character to indicate a number of distinct city quarters – and therefore the proximity of the city centre - would diminish the effect of the adjacent utilities and add interest to the view).

14.5.2.29 The Visual Impact Assessment results are shown in summary form in Table 14.5.2.1 overleaf.

Table 14.5.2.1 Results of Visual Impact Assessment

| No. | Cat. | Location / Description | Viewpoint Sensitivity | Magnitude of Change | | Predicted Impact | |
|-----|--------------------------------------|---|--------------------------|-----------------------|-------------------|---|-------------------|
| 1 | Local Neighbourhoods & Open Space | Beach Road | High | High | | High Beneficial | |
| 2 | | Beach Avenue | High | Short term: Medium | Long term: Low | High Beneficial | Medium Beneficial |
| 3 | | Bremen Grove (BG) & Sean Moore Road (SMR) | High (BG) & Medium (SMR) | High & High | | High Beneficial & High Beneficial | |
| 4 | | Ringsend Park | High | Medium | | High Neutral | |
| 5 | | Sandymount Strand | High | High | | High Beneficial | |
| 6 | | Sandymount Green | High | Medium | | Medium Adverse, or Neutral/Beneficial with Mitigation | |
| 7 | | Londonbridge Road | Medium | Medium | | Medium Beneficial | |
| 8 | | Ringsend Road/Bridge Street | Medium | None | | No Impact | |
| 9 | | Great South Wall | High | Low | | Medium Beneficial | |
| 10 | Bay-side Neighbourhoods & Open Space | Howth Head | High | Low | | Medium Beneficial | |
| 11 | | Clontarf Road/Promenade | High | Medium | | High Beneficial | |
| 12 | | North Bull Island | High | Medium | | High Beneficial | |
| 13 | | Russell Avenue, East Wall | High | None | | No Impact | |
| 14 | | Deer Park, Mount Anville Road, South Dublin | High | Negligible | | Low Neutral | |
| 15 | | Blackrock | High | Medium | | High Beneficial | |

Adverse Impact

 No or Neutral Impact

 Beneficial Impact

| No. | Cat. | Location / Description | Viewpoint Sensitivity | Magnitude of Change | Predicted Impact |
|-----|--------------------------------------|-------------------------|-----------------------|---------------------|-------------------|
| 16 | City Centre Attractions & Open Space | Grand Canal Square | High | Low | Medium Beneficial |
| 17 | | North Wall Quay | High | Negligible | No Impact |
| 18 | | Sean O'Casey Bridge | High | Negligible | No Impact |
| 19 | | O'Connell Street Bridge | High | None | No Impact |
| 20 | | Trinity College | High | None | No Impact |
| 21 | | Guinness Storehouse | High | Negligible | Low Beneficial |
| 22 | City Transport Gateway | Dublin Bay | High | Medium | High Beneficial |
| 23 | | North Strand Road | Medium | None | No Impact |
| 24 | | East Link Bridge | High | Medium | High Beneficial |
| 25 | | Dun Laoghaire Harbour | High | Medium | High Beneficial |

Adverse Impact

No or Neutral
Impact

Beneficial Impact

14.6 Mitigation.

14.6.1 The Draft Planning Scheme is informed by a thorough analysis of the landscape context and characteristics of the site and this is clearly reflected in the proposals. The assessment has found that the landscape and visual impacts would be predominantly beneficial. It is recommended that the following mitigation measures be considered however:

14.6.2 *Materials of the Proposed Buildings Visible from Sandymount Green.*

14.6.2.1 The assessment (Viewpoint 6) showed that a number of the proposed buildings would protrude above the roofline of a Victorian terrace - a key element of the view – in the view along Seafort Avenue beside Sandymount Green, a location valued for its historic landscape and visual quality. If the legibility of the roofline were reduced by the backdrop of new buildings this could be perceived as an adverse impact.

14.6.2.2 Plate 14.6.3.1 and Figure 14.6.3.1 indicate which of the proposed buildings would be visible.

Plate 14.6.2.1 Visibility of Proposed Development from Sandymount Green



Figure 14.6.3.1 Visibility of Proposed Development from Sandymount Green



- 14.6.2.3 It is recommended that the materials of these buildings be selected in consideration of their potential impact on this view. Materials that match/reflect the sky colour (i.e. glazed) would create the most neutral backdrop and thus the legibility of the Victorian roofline would be retained.

14.7 References.

The Landscape Institute and Institute of Environmental Management and Assessment, 2002. *Guidelines for Landscape and Visual Impact Assessment, Second Edition, 2002*. Second Edition, Spon Press, London.

Department of the Environment and Local Government '*National Spatial Strategy 2002-2020 People, Places and Potential*'. The Stationary Office, Dublin.

Greater Dublin Area Regional Planning Guidelines 2004 – 2016.

Dublin City Development Plan 2005 – 2011.

Managing Intensification and Change – A Strategy for Dublin Building Height, 2002.

Dublin Docklands Master Plan 2008.

Dublin South Bank Strategic Development Framework, 2002.

Poolbeg Framework Plan - Dublin South Bank, 2003.

14.8 Appendices

Appendix 14.1 Block Model Renders of Proposed Planning Scheme at Poolbeg.

Appendix 14.1

Block Model Renders of Proposed Planning Scheme at Poolbeg.

