

The Strategic Policy Committee of Dublin City Council, with responsibility for Economic Development, Planning and International Relations, made the following pledge at a meeting on 25th September 2012.

The City Council pledges to pursue the following actions at a Strategic Level:

1. To work with national and regional bodies, such as the Department of the Environment, Community and Local Government, Dublin and Mid East Regional Planning Authority and the National Transport Authority, to ensure that the city is developed in a coherent and sustainable way, using existing and proposed public infrastructure, and that brownfield sites are brought into active uses for the benefit of existing and future citizens of Dublin.
2. To actively promote the sustainable regeneration of brownfield sites as a means of achieving the goals of the Core Strategy of the Dublin City Development Plan 2011-2017 which seeks three interwoven strands to create (i) a compact, quality, green, well connected city which generates a dynamic mixed use environment for living, working, social and cultural interaction (ii) a smart city, creating real long term economic recovery and (iii) a city of sustainable neighbourhoods and socially inclusive communities.
3. To actively promote the re-use of brownfield sites as part of the social, physical and economic regeneration of areas within our city which have experienced prolonged social disadvantage through the use Local Area Plans and local masterplans, examples of which include social housing regeneration areas such as O Devaney Gardens, Dominick Street Lower, Dolphin House and St Teresa's Gardens.
4. To raise awareness amongst politicians, landowners and citizens of the importance of brownfield renewal to the sustainable revival of areas in our city and engage with the communities, including children in local schools, in these areas in generating renewal plans.
5. To set up a data base with site briefs for brownfield sites throughout the city so that brownfield re-use can be managed and co-ordinated.
6. To manage the sustainable regeneration of growth areas within our city where older and more recently created brownfield lands exist through effective plan making, examples of which are the proposed Strategic Development Zone for the Docklands and recent Local Area Plans for areas in our city such as Georges Quay, Naas Road and Clongriffin-Belmayne (North Fringe).
7. In difficult economic times, to encourage pilot and organic pioneering projects to kindle the re-use of brownfield sites, in particular sites that are likely to remain vacant for some time; To place them on the mental map of the city and encourage a range of activities such as community events, community allotments, markets, local business and craft initiatives etc as a realistic and locally relevant approach to the renewal of areas as opposed to all or nothing grand masterplans.
8. To ensure that the renewal of brownfield sites contribute to the creation of a well connected city, in particular through the incorporation of high quality public realm, high quality public open spaces, sections of the green network and public and sustainable travel including the expansion of dublinbikes and enhanced environments for walking and cycling.
9. To ensure that our city's built heritage, including its protected structures with an industrial heritage, is kept in active uses and encouraged for new leases of life as part of the sustainable regeneration of brownfield areas.

The City Council pledges to pursue the following actions at a Site Specific Level for the case study area of Newmarket Dublin 8:

Urban Design

1. The design of renewal projects in the case study area will foster the concept of an urban village, commence with low key but important gains for the community and build upon the historical assets and central location of the area.
2. Projects will refer to the special character of the neighbourhood, create a beating heart that mixes new and creative uses (day and night uses) to attract people and create a green heart that improves the environment and quality of life for the local community. Uses including allotments, play and recreation facilities will be encouraged. Such measures will place the location on the mental map of the city.
3. **Connectivity**
3. Improve the quality of the public realm on approach and through the local area with particular opportunities explored along the Cork Street corridor as an entrance into the area. Improved public lighting, pedestrian crossings, street planting, designation of the main walking and cycling routes and extending dublinbikes to service the area are examples.
4. Integrate the location and places of interest within the area with tourist trails and the strategic walking and cycling routes, both proposed and existing, that join locations across the city.
5. Improve the visual connectivity within the area to encourage movement and visits, in particular improving the visual connections to places of interest, local landmarks and protected buildings (St Luke's Church for example).

Diversity and Vitality

6. Make Newmarket Square an event space with a programme of varied and interesting ideas so that the space itself becomes an important destination, both for activities that engage with the local community and activities that encourage a wider city audience.

7. Capitalise on the assets already in place in the immediate and wider locality which attract activity including the successful allotments on Chamber Street, the schools in the local area, the creative design hub at Fumbally Exchange, the National College of Art and Design, the Digital Hub and Guinness Brewery. Positive synergies with all such activity areas will be encouraged.

Heritage and Natural Environment

8. Maximise the potential of Dublin's hidden historic river, the Poddle, which runs through this local area and has a strong historical connection with both the city and locality, in particular historical industrial uses. The course of the Poddle offers potential for creating a green route and a feature of environmental, historical and recreational interest, for the city.

9. Create greater opportunities for vegetation, tree planting, green roofs and other innovations in green planting to enhance the natural environment and bio diversity of the local area including the opportunity to improve and soften the harder edges and surfaces of the urban environment.

10. Allow for community and wider public uses in association with the restoration of the built heritage and explore the potential to create community spaces adjacent and close to important local historical landmarks. For example connections to St Luke's Church and 21 Mill Street to public and community spaces would help revitalise local heritage.

11. Encourage the restoration and integration of features of the historical brewing industries that once existed in this local area within renewal plans and connect potential interesting spaces and uses with Newmarket Square.

12. Identify any issues concerning the remediation of soils on former brownfield sites early within masterplans and renewal proposals and integrate the requirements for remediation successfully in design, planning and phasing.



Cllr. Mary Freehill
Chairperson of the Strategic Policy Committee for Economic Development, Planning and International Relations