



With Height Comes Responsibility

Vision + Place Strategy

Waterfront South Central

January 2021

(Pre-Application Reg. Ref. ABP-306158-19)

Contact

Waterside Block 9 Developments Limited

Units 15 / 16
The Courtyard
Carmanhall Road
Sandyford, Dublin 18
D18 YD27

Wordsearch Place

Magdalen House
136-148 Tooley Street
London
SE1 2TU
United Kingdom

About this submission

This Vision and Place Strategy for Waterfront South Central has been submitted to An Bord Pleanála and forms part of Waterside Block 9 Developments Limited's application for planning permission (Pre-Application Request Reg. Ref. ABP-306158-19). This document should be read in conjunction with the other documents in that submission.

This document outlines an approach and proposition which pertain to both this application, and to a concurrent application for the abutting commercial scheme which does not form part of this submission. As such, please note that some project plans and renderings throughout this document include images of Waterfront South Central at full build-out - including both the residential and commercial portions of the site.

Disclaimer

Wordsearch Place for Waterside Block 9 Developments Limited
© Wordsearch Place 2021

All intellectual property rights reserved. No part of this presentation may be reprinted or reproduced or utilised in any form or by electronic, mechanical or other means now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system without permission in writing from Wordsearch Place.

About This Document

This document was prepared by Wordsearch Place on behalf of Waterside Block 9 Developments Limited and Ronan Group Real Estate (RGRE), after weeks of Discovery and Workshop exploration completed in 2020 by the entire Waterfront South Central team.

We believe that the key to successful placemaking is to have a clear vision, and to deliver it with confidence. This document sets out our clear and distinct vision for a better and more popular place, and describes how we will achieve it.

The document contains the team's collected insight, understanding and vision of and for the project, as well as some of the important place issues and opportunities. It sets out the underlying beliefs and goals, and explains why this project deserves to be part of the future of Dublin. We have developed and set out a comprehensive public space and ground floor vision relevant to the building program and how it will serve as the glue of this community, and help us to achieve our three key objectives, which are to:

- ignite the north docks,
- set the future direction of the city, and
- attract and retain talent.

This document has been submitted as part of the application for planning permission for a Strategic Housing Development (SHD) Proposal; however, the team felt strongly that the vision, impact and value of the residential towers could not be properly understood in isolation of the complete commercial scheme. This document therefore shows in part the complete vision, showing the combined residential, office and retail components.

Contents

Earning The Gift Of Height	2
A Project Of Which Dublin Can Be Proud	4
A Symbol Of The Future Of Dublin	6
Objectives	8
Project Overview	10
The Vertical Gardens	12
Public Space	14
Ground Floor + Public Space Activation	16
The Viewing Deck	18
The Restaurant	19
Working	20
Living	21
The Campshires Initiative	22
Ronan Group Real Estate	24

Earning the Gift of Height

To be given the right to form part of the skyline of this city is a gift that we take very seriously. We want people to look at this project and think that it is a scheme that has deserved their generosity, to see that it is a scheme that contributes positively to the future of this city.

A building that is visible across the city is owned by everyone, not just by its owners, architects or occupiers. We want to create a project that the people of Dublin recognise as being theirs too. We've done this by opening up the best parts of the project to public access - a viewing platform on the roof and the highest floor, a bar/function space and roof terrace overlooking the city, an expansive

public space and market square, carefully designed and programmed to help ignite the north docks. We are developing an initiative to enliven the north Campshires, and we are building a commercial and residential scheme that will attract the best businesses and make inner city living efficient, attractive and sustainable.

There are too many tall buildings around the world that have been parasitic – extracting value from the city, but giving nothing back. We are determined that this mixed-use scheme will contribute positively to the future of Dublin - environmentally, economically and socially, creating a project of which Dubliners can be proud.

“ Dublin needs to grow responsibly to meet future demands for a growing population and a growing economy.

This means getting more people on less land more comfortably, without putting unnecessary additional burden on the existing infrastructure.

This means creating green, high-density, mixed-use projects that are close to existing infrastructure.

This means creating projects that are additive to the city, that the city is proud of, that are attractive to a growing, younger population and that can be symbols of what Dublin stands for.

**– John Ronan
Principal, Ronan Group Real Estate**

▶
Rendering looking northeast over the River Liffey, showing Waterfront South Central





A Project Of Which Dublin Can Be Proud

Whether it's the Eiffel Tower, The Empire State Building or the Shard, or the medieval towers of Samarkand, Lucca or San Gimignano, humans have always loved tall buildings. We're fascinated by and drawn to them. Given the chance to go high, most people will take it; for the view, the experience, and the thrill. Tall isn't inherently bad. Tall, in the right place and done in the right way, is amazing.

What we don't like are tall buildings that are exclusive, unnecessary or inappropriate. If a tall building stands for something, like energy, efficiency or sustainability, or if a tall building gives something back to the city, like pride, competitiveness or optimism – then it can be a great thing. That's what we want. We want to make a great tall building, in the right place, that stands for something. A tall building that contributes to the future of Dublin. A tall building of which Dubliners are proud.

So we've worked hard on making sure that this building stands for something, and that this can be a building that belongs to Dublin. We believe that all Dubliners should own a bit of this place, so we've created a rooftop viewing platform and high-level restaurant, and shops and public spaces at ground-level that are well thought-out, fun and accessible. We've opened access to the water, recognising that the Campshires have been loved but underused, and we're working hard to make this a place to which people will want to actually come.

The most visible part of this development will be the gardens. A matrix of vertical and horizontal gardens and terraces stretches from the rooftop viewing deck and winter garden, to the hanging winter gardens and atria, and the ground-level urban copse; all of which form a network of urban growing, sustainable planting and a catalyst for synergising community. Each component signifies the true mix of uses that characterises this development - blending residential, office, commercial and public amenity across the whole site. It will be a mixed-use hive, bringing people together and breathing life into the Docklands.

Considerable care through objective analysis has ensured that the development, while a strong landmark, does not dominate the historic centre of the City, including the Liffey Quays, Custom House or Trinity College. Nor does it inappropriately impact on the more consistently Georgian streets and squares.

▲
Rendering looking west down the Liffey, showing the parcels of Waterfront South Central included in the SHD application

Waterfront South Central is a high-rise matrix of gardens in the heart of Dublin's new riverfront district.

A mixed-use green hive, bringing people together and breathing life into the Docklands.

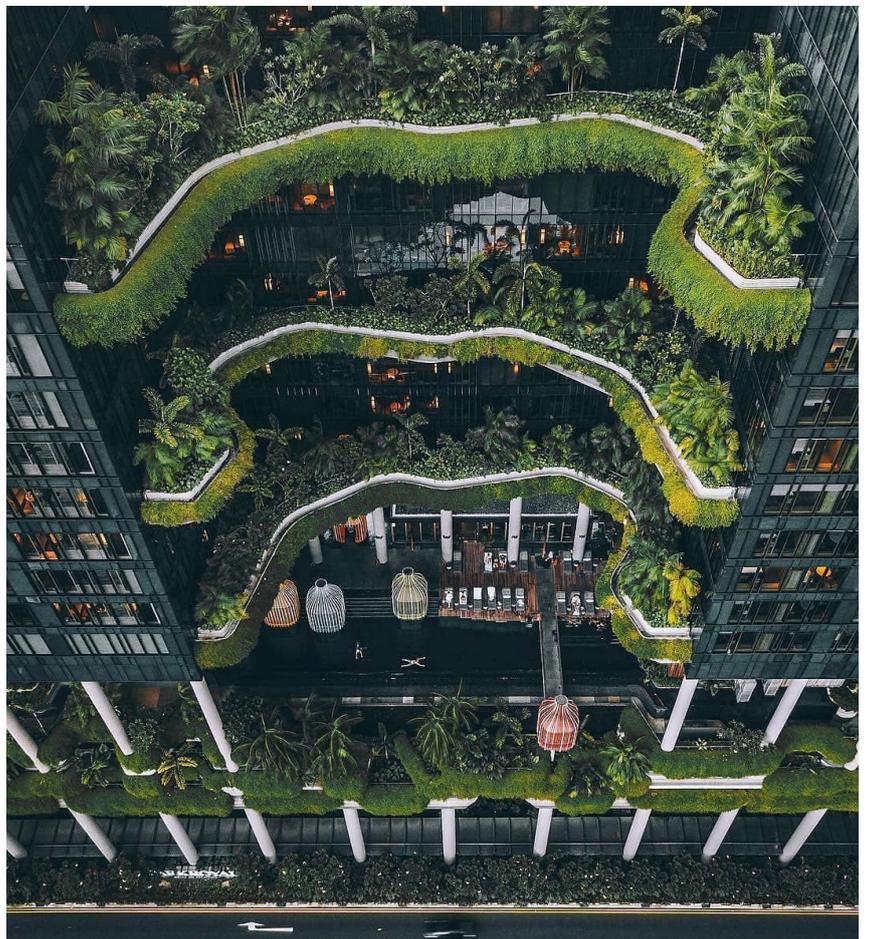


▲ Buildings which have helped to shape their cities:

The Shard, in London

▶ *Bosco Verticale, in Milan (top right)*

Park Royal Tower, in Singapore (bottom right)



A Symbol of the Future of Dublin

High Density Green + Mixed Use

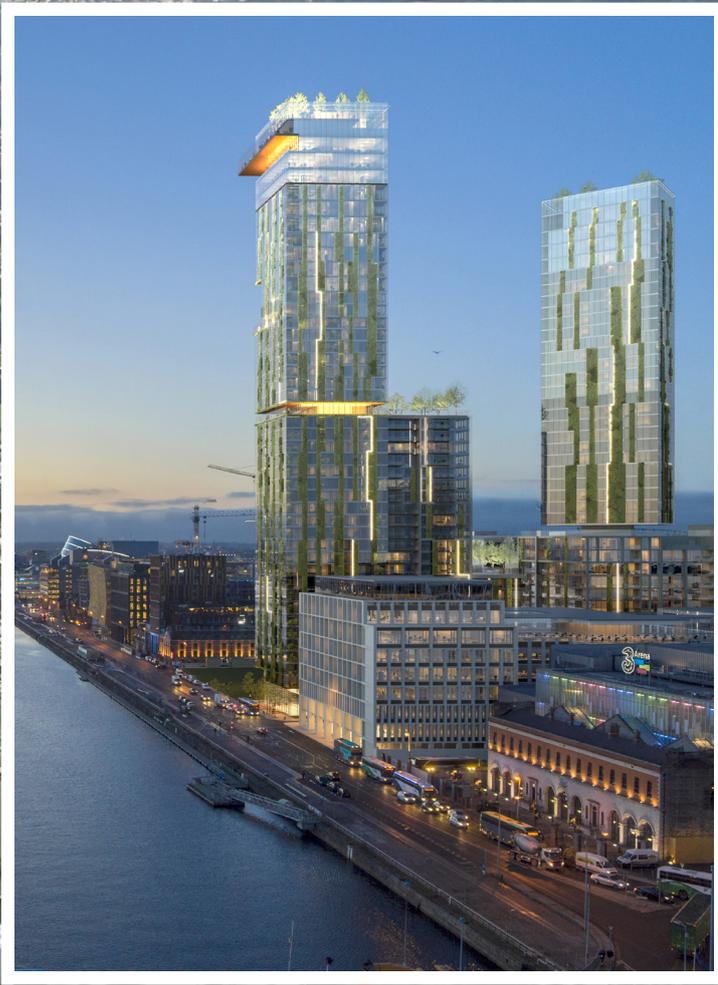
Dublin's future is bright. Ireland is the only English-speaking country in the EU, and has a low-tax rate and the EU's youngest population. Dublin has a reputation as a friendly city of fun, where it is good to live and to do business, and as a result, its population is anticipated to rise by as much as 420,000 to reach 1.76m by 2036*. If we are to maintain our enviable quality of life, then this growth must go hand-in-hand with appropriate, high-quality, higher-density development.

In this context, density can bring all sorts of benefits and savings that are at the centre of what makes cities work, if density is coupled with real mixed-use, where a complementary mix of uses creates energy and self-sufficiency. There is a concentration of services and amenities, a reduction in commuting distance, and, if you build density in the right places (such as on top of existing transport nodes), then a reduction in pressure on the road network. Maximising the density of people living and working at public transportation nodes, like Dublin's Docklands, is a simple concept and international best practice. When the taxpayer has already paid for the transport infrastructure, continuing to under-develop around that transport is generationally irresponsible. Ultimately, density means greater efficiency – a more efficient use of land and a reduction of carbon footprint.

Waterfront South Central will stand at the gateway to Dublin's Docklands, showing the city how much it has achieved in the development of the docklands since the millennium, and as signature for how we can develop responsibly and efficiently in the future. We will show how we can bring greenery and nature into our buildings, how we can create inclusive places that are successful and popular, and how we can live and work in the future, fitting more people, more comfortably on less land, whilst maintaining and strengthening community.

*Source: RTÉ, 'Dublin set to show strongest population growth up to 2036 - CSO', 25 June 2019

► Site location diagram with rendering of Waterfront South Central





Objectives

Height and density are not the end in itself. Height and density are the means by which we can achieve objectives that will help to maintain Dublin's position as the centre of European technology, and a place of youth, energy and opportunity.



Rendering looking out from Waterfront South Central, including the level 32 restaurant and rooftop amenity spaces

1 Ignite the North Docks

Waterfront South Central is the best opportunity to use the last available waterfront site to make a mixed-use destination that will bring footfall, life and energy and a range of different users, to connect, energise and galvanise the wider North Docks area.

2 Set the future direction of the city

We want to show what responsible, accessible and sustainable modern development can do for competitiveness, quality of life and the urban experience, and we believe that we should push the boundaries of what has been delivered in Dublin in terms of design, performance and vision as far as possible, to compete with the most advanced and successful projects anywhere in the world.

3 Attract and retain talent

We believe that the key to a positive future for Dublin and Ireland is attracting and retaining great companies, and the talented people they employ. We know that they need world-class places, offices, housing and facilities, that are sustainable, healthy and happy places to be.

This is what we're delivering at Waterfront South Central.

Dublin's Vertical Gardens

This is a high-rise, garden village in the heart of Dublin's new riverfront district. A green lung breathing life back into the Docklands.

It is a symbol of the future of living and working in Dublin; an efficient mixed-use project at the heart of the historic riverfront district. The tallest building in Dublin and the greenest building in Ireland, it marks the completion of the inner dockside development phase, and signals the city's transition to the next chapter of growth.

Rooftop gardens, an outdoor viewing deck and high-level restaurant provide views of the city for everyone on Dublin, and the hydroponic* hothouse planting, and local partnerships and businesses, provide food for the restaurant and cafes in the tower and base.

The green lung at the heart of this place creates an oasis; a spectacular public space filled with plants, people, energy and art. A revitalised waterfront, with activities and fun, with pop-up projects onto the Campshires - for more detail, please see 'The Campshires Initiative' section later in this document.

This is a place where people come together. To learn. Create. Produce. Make. Eat. Drink. Relax and discover. In office spaces. Gyms and exercise spaces. Cafés. Bars. Botanical gardens. And unrivaled green spaces.

It provides a new landmark at the gateway of this historic city - a beacon of sustainability. It is a world-class exemplar of city living, that will further cement Dublin's place as a city of innovation and energy, the capital of European tech, and one of the most livable cities in the world.

**Hydroponics is a productive method of growing plants in a water solvent, rather than in soil.*

Living Wall Key Facts

717,792 Plants

Europe's Largest Living Wall

17,197 Kilograms of Toxic Gases Extracted From the Atmosphere

972 Kilograms of Particular Matter Captured

12,710 Kilograms of Oxygen Produced per Square Metre

▶
View looking northeast towards Waterfront South Central





The Vertical Gardens

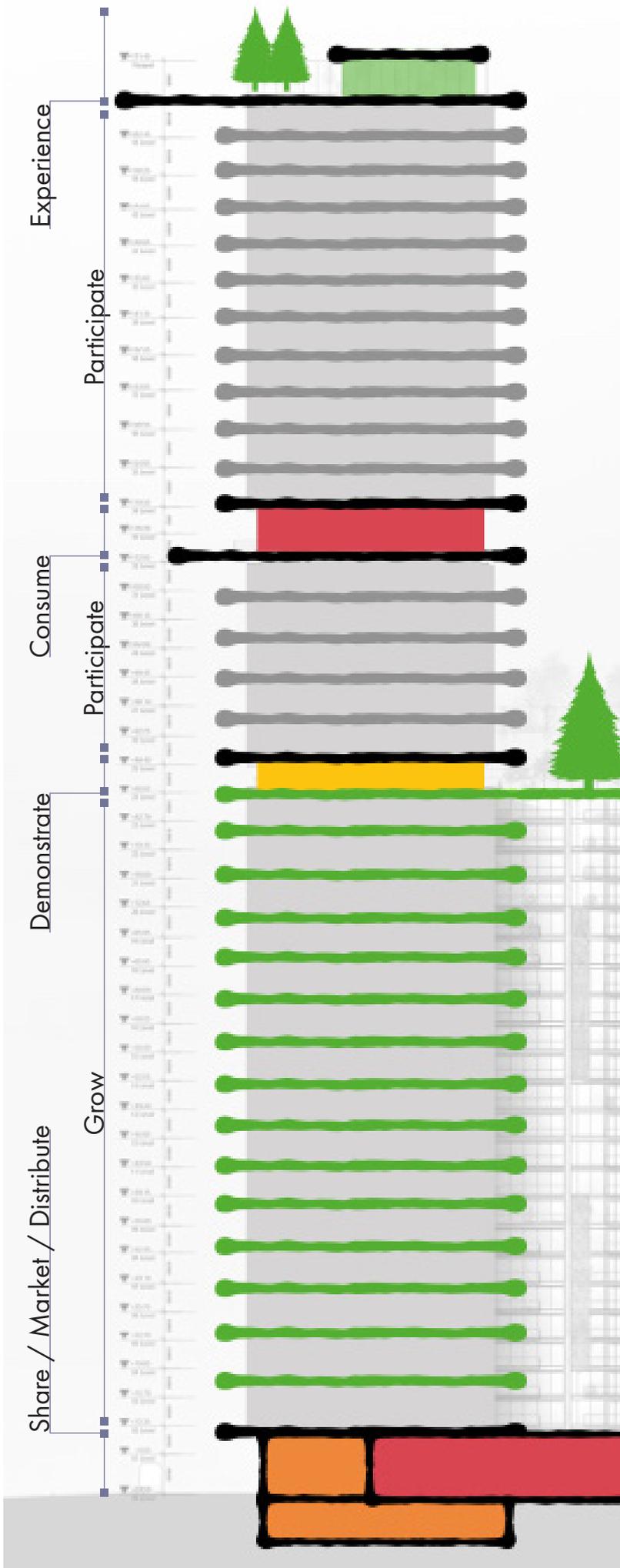
The defining visual motif for this project is the Vertical Gardens - swathes of planting and greenery, terraces and public gardens that signal the nature of the project, break up its facade and profile, and provide a resource for the city and the occupiers and residents of the project.

From the publicly-accessible rooftop garden and viewing platform, reminiscent of the tower tops of Lucca, to the green walls and winter gardens that frame the tower, to the ground level planting and landscape design that provide an intimate and calm public space, the introduction of plants, nature and productive greenery is key to the success of this project.

The planting is native and sustainable, and where possible will be productive; providing food, community resources, educational opportunities and activation and placemaking, all of which will combine to form an Urban Food Network, which will be established in partnership with a suitable operator.

▲
Mid-level rendering looking southeast through Waterfront South Central, at full build-out

▶
Conceptual diagram of different experiences created by the Vertical Gardens



Building Community Through Food Networks + The Green Economy

The operating partner will run the food store, plant nursery and outdoor market as well as manage the following components of the food network:

Managing the Growing

The buildings incorporate a network of green facades, elevated planted terraces and a rich oasis of living walls and landscape at ground levels. These combine to provide an estimated 250,000 plants, showcasing a large range of Irish indigenous species and increasing the biodiversity of the site.

Educating + Participating

Residents and workers will be encouraged to help tend the allotments and living green walls. Time given will be rewarded with fresh produce. During the weekdays a schools education programme will bring children into the scheme to learn about urban growing and sustainability.

Feeding

Plants will be grown for environmental, educational, aesthetic and nutritional purposes, as well as being cultivated for sale in ground floor plant nursery and garden centre. Managed allotment gardens on the elevated terraces will provide food sources for consumption in the restaurants and in the fresh food store and outdoor market.

Mentoring + Incubating

As well as running the education and partnership programme, our partner will provide mentorship to the young chefs in our three restaurant incubators and to our start up companies in the live work incubator.

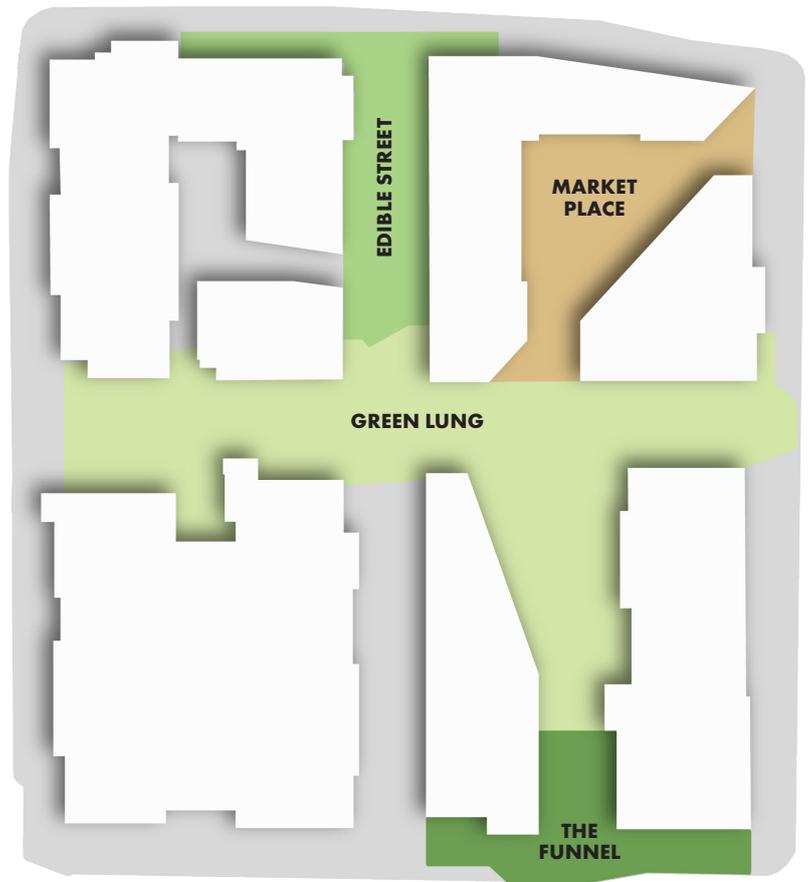
Real Public Space

East of the Samuel Beckett Bridge, the North Docks currently lack an active focal point that helps to generate a sense of collective community as each of the different component parts of The Campshire, The Point Village and Mayor Street operate independently. The subject site provides the final opportunity to establish links between the river and the spaces behind by activating the east/west streets and passageways and be creating a sense of interconnectivity and energy in the different uses, developments and spaces that exist here.

We have established a site-wide place vision built around a series of 'character areas', that help to define and form the different public spaces; each being tailored to a specific audience and group, and all focused on creating a sense of community and civic benefit.

The site consists of four character areas that define the primary spaces and functions. These spaces come together to form a collective whole; maximising public accessibility for all and connections east to west and north to south as well as diagonally from the active Point Village and Luas stop. The spaces are named below in accordance with their primary character and function:

- A.** The Green Lung
- B.** The Funnel
- C.** The Market Place
- D.** The Edible Street



▲
Character plan of public spaces

▼
Rendering looking east through the Green Lung

A. The Green Lung

The Green Lung provides a central focus for the development - an internal square that is designed to draw people off the Campshires and into the attractive space within. The corners of the future projected Commercial block are cut back in order to maximise the width of the public space and to create wide sight-lines to the river in order to bring light and footfall in to the district. The space expands in all directions to form a generous square with meaningful activation that will promote movement and social gathering along the east-west spine, activity that is currently lacking in adjacent schemes. Building frontages are activated with a variety of public uses including restaurants, cycle cafes, restaurant/florist and food market. The facades and landscaping feature extensive green walls and dense planting which, combined with the active frontages, provides a community destination for all adjacent workers, residents and visitors, and a moment of wow for the whole area.



B. The Funnel

The Funnel is an important extension to the chamfered southern edge of The Green Lung. The space seeks to increase the connectivity between the waterfront and the currently underused central east-west spine. The Funnel has been widened which provides sight-lines back to the visually-enticing Green Lung and again the frontages include public uses such as the social bar/cafe and Town Hall to promote and drive public inclusion and footfall into the scheme, and ultimately back through the Point Village, 3 Arena and Luas stop.



◀ Rendering looking north across N Wall Quay into The Funnel

C. The Market Place

The Market Place is another hugely important part of the site's public space contribution. While the focus of planning guidelines has been on the north-south and east-west connections, from a public transport perspective, the diagonal connection for people moving to and from the Luas stop and The Point Village is arguably more important. The diagonal orientation of The Market Place provides the opportunity to connect workers and residents on this, and other adjacent sites, away from the pedestrian-unfriendly Mayor Street and on to pedestrianised streets and squares activated with community uses and gathering spaces for gathering. The Market Place will be visible to those arriving from the Luas and is lined with public uses including a food market, destination cycle cafe and residential games room. At lunchtimes and weekends the space will be activated with a food, produce and plant market serving the immediate residents and workers as well as the wider Docklands and inner city.



▲ Rendering looking south through the Market Place



D. The Edible Street

The Edible Street is a corridor which, like so many of the adjacent secondary connections in the area, might have been easily overlooked. On this project it takes the form of an outdoor room through which people have reason and desire to move. If the Green Lung is the social dance floor for the district, then the adjacent Edible Street is a lounge where people can relax and unwind. The space is fronted by early learning, play, food and a gym entrance all centred around an open space with dense planting and a low tree canopy which introduces a sense of intimacy and human scale. The design and uses provide an oasis for the people using it, as well as a movement of relaxation and inspiration for those just passing through.

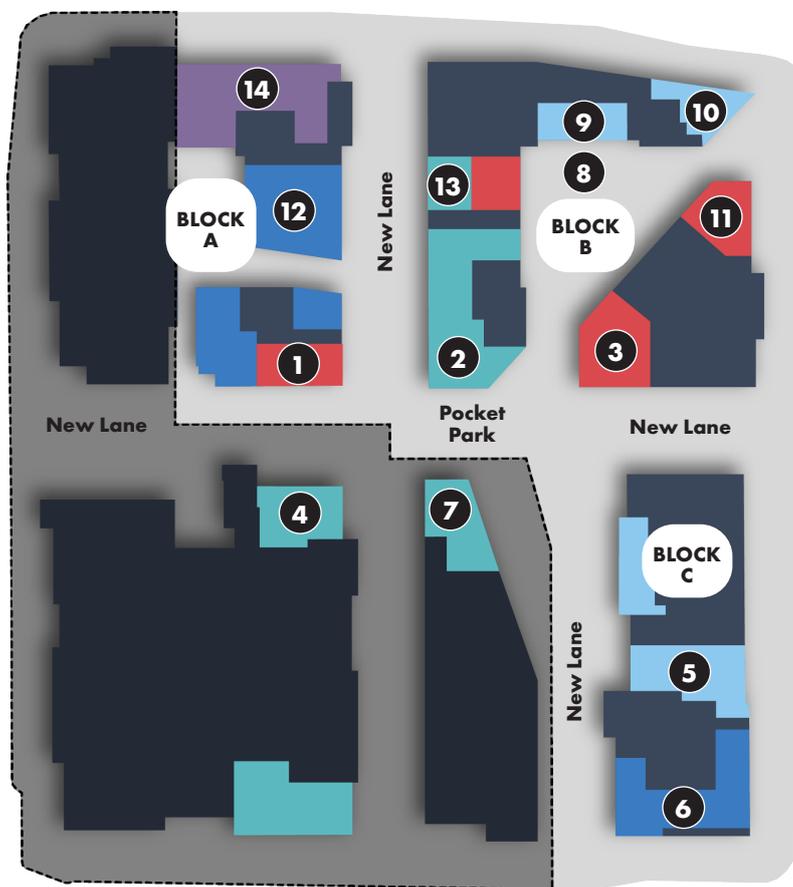
◀ Rendering of southern edge of the Edible Street, at the Green Lung

A Ground Floor Activation Strategy

In the previous section we set out the four character areas comprising the Green Lung, The Funnel, The Market and the Forest. Here we set out the ground floor activation strategy, which explains each of uses adjacent to those character area, and how they will function and remain viable. The strategy has been to maximise public accessibility and ground floor uses within each of the buildings, particularly when they front the primary public spaces and site entry points. Consideration has been given to the complementary land uses of surrounding schemes, the district-wide audience and the footfall necessary to sustain the long-term viability of the prospective tenants.

Blocks A, B and C form the basis of the SHD proposal.

- ▶ Ground floor activation plan
- Dark grey area not part of this planning application. Blocks in this area are illustrative only.



Uses adjacent to the Green Lung

- 1 Restaurant Pop Up**
 Three small 800sqft white-box restaurant units fitted out by the landlord will become an incubator for new chef talent. Rotating residencies, turnover-only leases and mentorship provide the necessary infrastructure to attract new talent and help them grow. The provision of three units creates a critical mass of reputation and destination for foodies across the city.
- 2 Fresh Food Market**
 This food market provides an artisanal offer to complement the existing convenience retail offer at The Point Village. Food is sourced from regional sustainable providers as well as from that grown on-site on the green walls and food terraces which are managed by the operator who also runs the outdoor food market.
- 3 Boulangerie**
 This dual-use space provides food offer, as well as a social and flexible workspace for residents and workers during the week.
- 4 Neighbourhood Services**
 These series of small units will meet the daily needs of the site and immediate surrounds including such uses as dry cleaner, GP, newsagent or barber, depending on the needs at the time of completion.

Uses adjacent to the Funnel

5 Social Bar / Cafe

A great destination bar for residents to meet and gather. A venue space provides for small gigs and comedy to complement the bigger venue next door at the 3 Arena.

6 Town Hall

The venue doubles as a space for community events with a dedicated number of afternoon and evening slots reserved. Management by the bar venue operators ensures financial viability and the professionalism that can be lacking in other community spaces.

7 Florist / restaurant

Harvesting plants grown on site, this combined florist and restaurant will serve the thousands of new residents looking to decorate their apartments, as well as becoming a weekend destination alongside the outdoor food market.



▲
*Rendering of the
Outdoor Market*

*Rendering of the
florist / restaurant*
▼

Uses adjacent to the Market Place

8 Outdoor Market

The Market Square is curated by the operators of the fresh food market mentioned previously. At lunchtime and weekends, it is buzzing with a city-wide market serving food, fresh produce and plants.

9 Management Suite

10 Residential Games Room

11 Cycle + Run Cafe

This unit will serve as a cafe, as well as a base for local cyclists and runners. This will become a weekend gathering point for the city's cyclists to meet and enjoy freshly cooked croissants and coffee before heading out onto Dublin Bay's cycle routes.

Uses adjacent to the Edible Street

12 Childcare

We believe that a childcare offer is key to attracting young families to the apartments as well as providing workers with a facility that allows them to spend time with their children over lunch and avoid long days of sustained separation.

13 Gym reception

Gyms can dominate ground floors with long dead frontages. This gym is located in the basement with only the entrance and adjacent juice bar located at grade to ensure adjacent frontages are activated with other public uses.

14 Live-Work Incubator

Footfall along Mayor Street in this location is not large enough to support retail. Instead we are proposing live-work units possibly focused on like-minded industries of urban growing, food production and sustainable urbanism. Tenants will be encouraged to include informative window displays to educate and engage passersby.

Giving the Best Space to Dublin

Two of the most visible public components of this scheme are the viewing deck and upper level restaurant. As part of our ambition to be a project which Dublin can rightly be proud of, we know that accessibility is key. This should be a building that everyone can feel that they own.

Consequently, this scheme adopts a level of accessibility traditionally limited to the occupants or privileged few. Access to the highest levels provides everybody with a reason to visit once to savour the view and learn about our city's history and future, while the ground floor provides a reason to return often to enjoy the neighbourhood.

Level 44, Block C

The Viewing Deck

The roof top viewing platform will give the highest part of the building to the public. A curated, multi-media visitor experience, charting the urban history and future of Dublin, will draw locals and tourists alike to the roof-top garden. Native trees and planting will provide a green 'hat' for the building. A cantilevered viewing platform will provide stunning views of the docklands, the river, the city, the Wicklow Mountains and out to sea.

The visitor attraction begins ground level, and rises to Level 44, with an education and visitor attraction for people to learn about the history of the city and the docklands while also learning about the future vision for Dublin as one of Europe's leading capital cities. The final programme for the space can be development in conjunction with the city authorities and appropriate stakeholders.

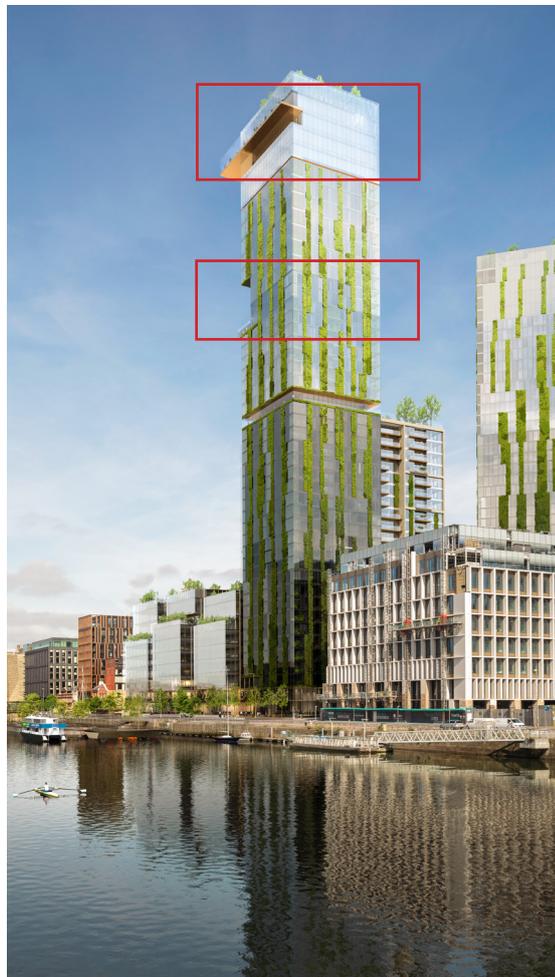




▲
 Rendering of the restaurant at level 32

▶
 View showing the location of the viewing deck (top red box) and the restaurant (lower red box), with Waterfront South Central shown at full buildout

◀
 Rendering of the viewing deck at level 44



Level 32, Block C The Restaurant

The destination restaurant and bar is located below the view deck so as not to dilute the experience of the primary public amenity on levels 44+45, where a bar / function space is located. At the Level 32 restaurant, the recessed terrace provides spectacular southerly views across the city and showcases the food grown on site.

A Mixed-Use Community

The driving principle behind this schemes is the provision of advanced, mixed-use space that serves the future of the city of Dublin.

This means providing state-of-the-art office accommodation and attractive and mixed-tenure housing, surrounded by the amenities and public space that will attract and retain and talented local workforce.



Working

The Future of Work

Even before the arrival of Covid-19, but made even more relevant since, the role of the modern workspace has been to attract and retain talent, and to provide a healthy, uplifting and productive environment in which a range of modern people and businesses can thrive. We have shifted away from taking about desks, to thinking about people. The modern office not only has to be green, healthy and pleasing, but it has to provide a range of amenities and shared spaces that help workers to change their working habits, to collaborate and socialise, and to be able to blend their work, life, social and health activities across their working week. The workspace at Waterfront South Central will lead the country in technical performance, but will also set new standards for amenity, community and wellbeing.

Office Amenity + Suites

While the primary office space is located in the adjacent lower buildings, a centralised, shared workspace amenity, consisting of gym, social breakout spaces and meeting rooms for all workers and residents, is included at the top of the tower. This will create one of the great working and workout spaces in the city.



Yoga classes in London's Sky Garden, located at the top of office building 20 Fenchurch Street



Living

The Importance of Community

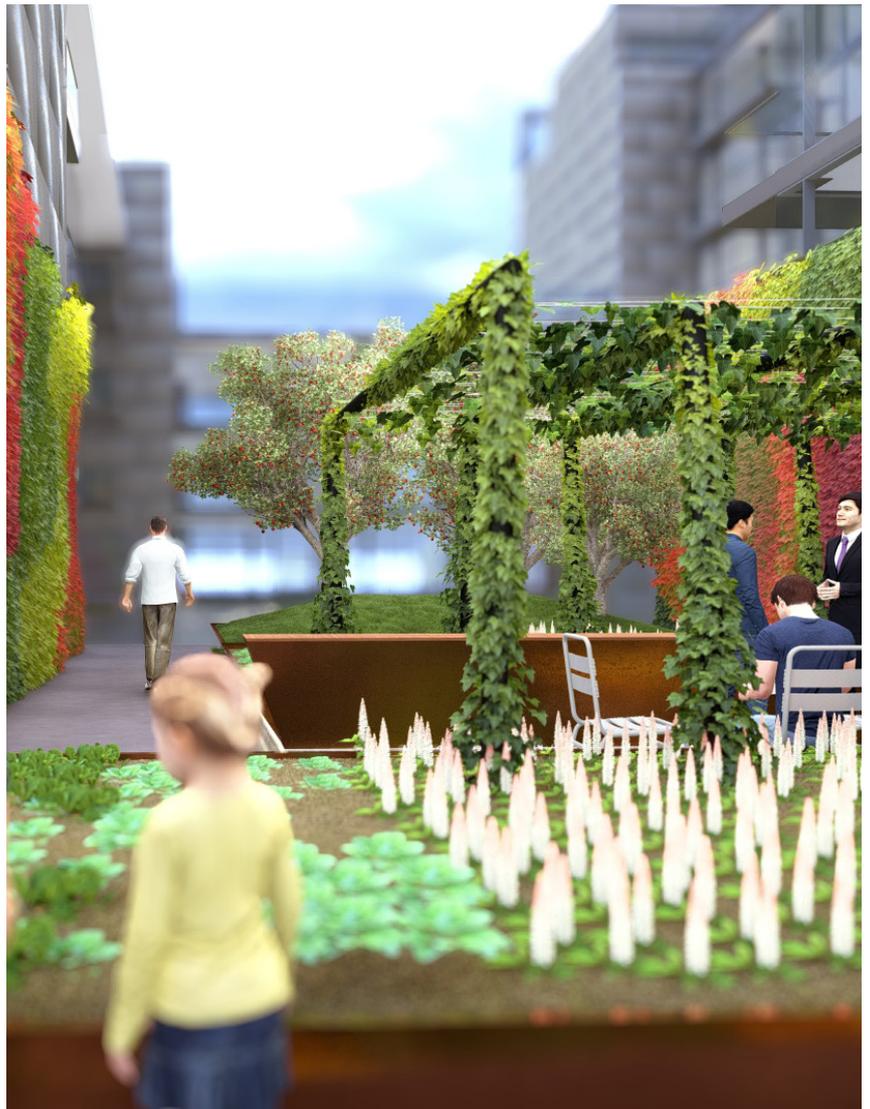
Most modern residential developments do not recognise the factors that help to ferment and grow strong, positive communities. The vision for WSC recognises that a building of which the city is proud, is one that its residents will be proud of too. This sense of belonging, combined with the range of amenities, community programmes, public space enhancements and active management, will help to create bonds between residents and workers, and give people a sense of shared ownership and community. The mix of tenures across the project, reflects the make-up of the modern city, and special care has been given to ensuring that all residents are catered for and considered in the retail and amenity provision.

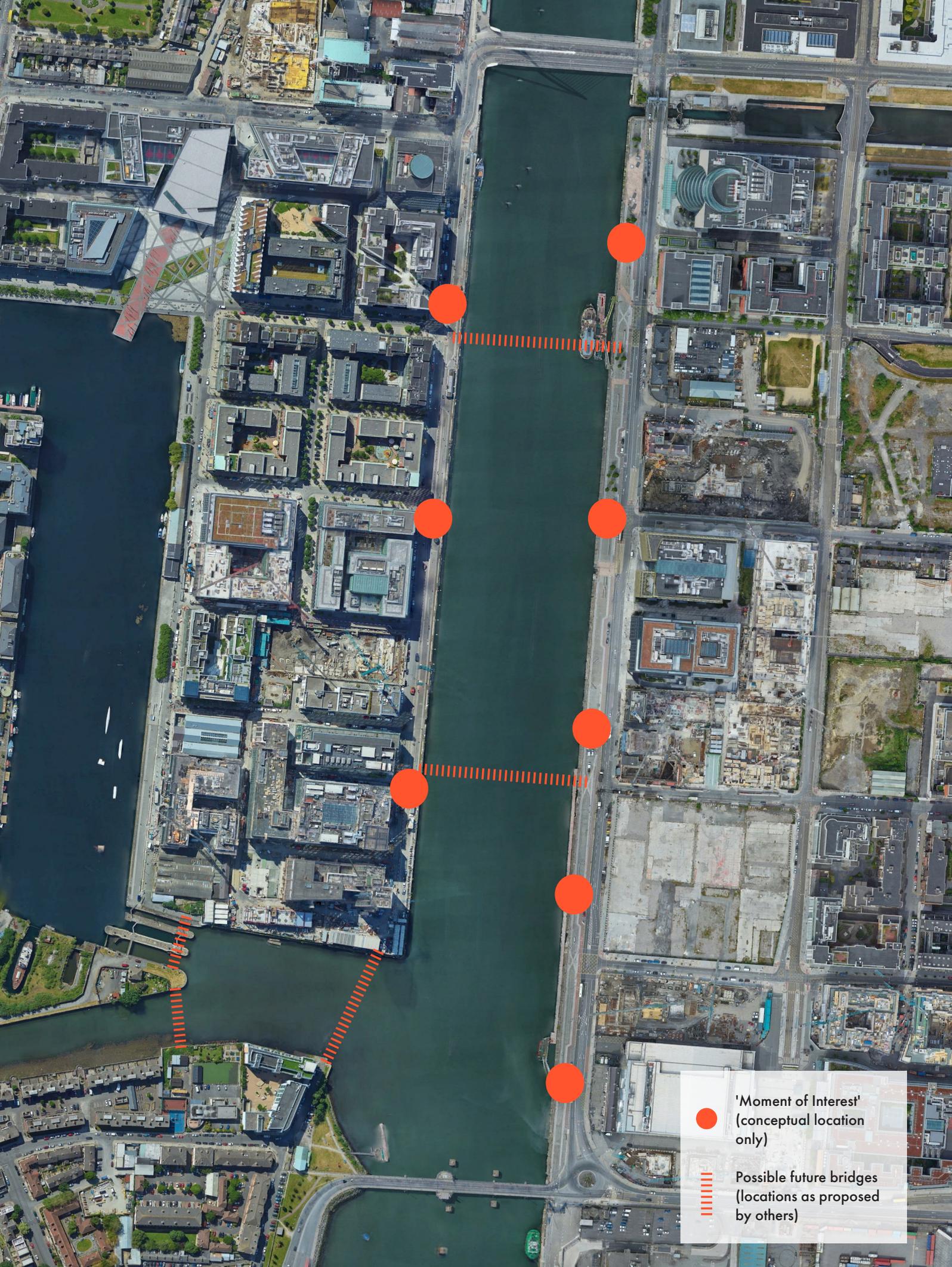
Resident Amenity

The importance of this interaction between the different groups is shown in the distribution of amenities across the project. Rather than place residential amenity in dark and unwanted corners, we have provided key residential amenity at Level 24 with access to an adjacent garden terrace. This provides access to the main tower, views and gardens for all residents, no matter what building you are located in, including affordable housing. A running track on the roof of the adjacent Block B, is similarly available to all residents.

▲
 Rendering of
 playground garden on
 terrace

▼
 Rendering of residential
 allotments on terrace





● 'Moment of Interest'
(conceptual location
only)

⋮ Possible future bridges
(locations as proposed
by others)

The Campshires Initiative

East of Samuel Beckett Bridge, the north and south sides of the river are one of the city's great under-used assets. The south side suffers from a combination of shade and dead office frontages, so that footfall migrates to the adjacent and sunnier Grand Canal Dock. The north side suffers from the legacy of port traffic and a lack of energy and human scale. Both are completely devoid of activation or interest, with the sole exception of the Diving Bell. We are proposing to change people's engagement with the riverside completely, and to transform it into a public, civic amenity loved and cherished by the city.

With a €200,000 contribution to fund the first

installation, Waterfront South Central will act as a catalyst for what we are calling "The Campshires Initiative". This initiative will install a necklace of objects, interventions, pavilions and activities on both sides of the river, each designed by emerging Irish talent and procured through a nationwide design competition. Individual and striking 'Moments of Interest' will be created, each focused around individual design briefs; play, education, eating, instagram moment, drink, culture, history and community. The result will draw locals and tourists onto this revitalised pedestrian river loop. Like Ladybird Lake in Austin, Texas, it will become the destination for city dwellers and visitors to walk, talk and socialise. The developer will champion the procurement of the wider initiative across the entire Campshires and work with adjacent landowners, tenants, authorities and stakeholders to fund and realise the vision for the wider initiative.

Note: This element is provided for indicative purposes only, as it does not form part of the SHD Application. It is provided to complement the City Block Roll Out Agreement required by the SDZ Planning Scheme.

This initiative should align with Dublin City Council's proposals for a floating campshire park near The 3 Arena and combine to create an amazing citywide destination. That floating campshire could become an important component of this potentially larger initiative.

◀ *Concept diagram of the Campshires Initiative and possible future bridges (the latter as proposed by others)*

▼ *The existing Diving Bell could be celebrated as part of the Campshires Initiative*

▼ *Rendering of the proposed floating campshire*



Ronan Group Real Estate

**A consistent track record of:
Responsibility
Innovation
Quality**

Ronan Group has been developing in Dublin, and internationally, for more than 30 years, and has been responsible for award-winning, ground-breaking and consistently successful projects in every city in which they have worked. They have consistently demonstrated a belief in the virtues of appropriate density, coupled with a responsible approach to sustainable development and green technology.

Project Team

Ronan Group has developed the proposals for Waterfront South Central together with their appointed project team:

- Axiseng Consulting Engineers (sustainability, energy design + lighting calculation)
- Cameo & Partners (landscape architecture)
- Citydesigner (heritage, townscape, landscape + visual impact assessment)
- CS Consulting Group (flood, traffic + engineering services)
- ERM (assessment screening + natural impact)
- Henry J Lyons (architecture)
- Integrated Environmental Solutions (daylight, sunlight, overshadowing, wind + pedestrian comfort CFD analysis)
- Irish Archaeological Consultancy limited (archeology)
- Model Works (scale models)
- Renderare (architectural visualisation)
- Tom Phillips + Associates (planning)
- Visual Lab (photomontages)
- Wordsearch Place (placemaking)



Ronan Group Track Record Real Estate in Dublin

Spencer Place

Located at the heart of modern Dublin, Spencer Place is the culmination of a Ronan Group masterplan which began with the award-winning Convention Centre and PwC headquarters. Due for completion in Q4 2020, this will be Salesforce's EMEA HQ - and will be the most environmentally sustainable building in their global fleet.

(rendering of Spencer Place, left)

Additional Dublin project highlights include:

- Fibonacci Square, Facebook's future EMEA HQ currently under construction
- Montevetro, Google's EMEA HQ at Grand Canal Dock
- PwC HQ, which was the first major office tenant to relocate to Spencer Dock

Ronan Group Track Record Environmental Responsibility

Convention Centre Dublin

Positioned in the Spencer Dock area on the banks of the River Liffey, the CCD is Ireland's world class convention facility and the world's first carbon neutral convention centre. Ronan Group delivered this project with Pritzker Prize-winning architect Kevin Roche. Construction was completed in 2009, and the CCD opened its doors in 2010.

(photo of CCD, right)

Elsewhere, Ronan Group has been a leader in Ireland's renewable energy industry, and has played a key role in securing the investment of over €2.5 billion for renewal energy projects.



Ronan Group Track Record International Real Estate Projects

Battersea Power Station

Full planning permission was achieved for an 8 million sq. ft. mixed use riverfront scheme – the largest planning permission ever achieved in Central London.

(rendering of Battersea Power Station, left)

Additional international project highlights include:

- The Place, in Shanghai, China
- Central Park Mall, in Qingdao, China

