
**Addition of Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8
to the Record of Protected Structures in accordance with Section 54 and 55 of the
Planning and Development Act, 2000 (as amended).**

PHOTOGRAPH OF STRUCTURE



Procedure Followed

In accordance with the procedures set out in Section 54 and 55 of the Planning and Development Act, 2000 (as amended), Dublin City Council indicated its intention to add **Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8** to the Record of Protected Structures (RPS).

A report on the proposed addition of the structure was brought to the South Central Area Committee on 17th February 2021 where the elected members noted the proposal to initiate the procedure to add it to the RPS.

The proposed addition was advertised in the Irish Independent on Wednesday, 31st March 2021. The public display period was from Wednesday, 31st March 2021 to Friday, 14th May 2021, inclusive.

Recommendation/Request for Addition

- Minister for Culture, Heritage and the Gaeltacht (now Minister for Housing, Local Government & Heritage) on the 9th of August 2017; under Section 53 of the Planning and Development Act, 2000 (as amended).
- Councillor Rebecca Moynihan on the 21st November 2018.

Summary of Reasons for Seeking Addition

- *Minister for Culture, Heritage and the Gaeltacht (now Minister for Housing, Local Government & Heritage):* List of recommendations for inclusion on the RPS of structures deemed as being of 'Regional' significance or higher identified during Stage 2 of the Dublin Survey carried out by the National Inventory of Architectural Heritage, in accordance with Section 53 of the Planning and Development Act, 2000 (as amended). The Player Wills Factory, South Circular Road has been assigned a Regional rating. The Stage 2 recommendations were issued to Dublin City Council on the 9th of August 2017.
- *Councillor Rebecca Moynihan:* A motion from Cllr. Moynihan for the proposed addition of the Player Wills factory was agreed by the South Central Area Committee at its meeting on the 21st November 2018, with a subsequent Emergency Motion agreed at the South Central Area Committee meeting on the 16th January for referral to the City Council and the Planning SPC.

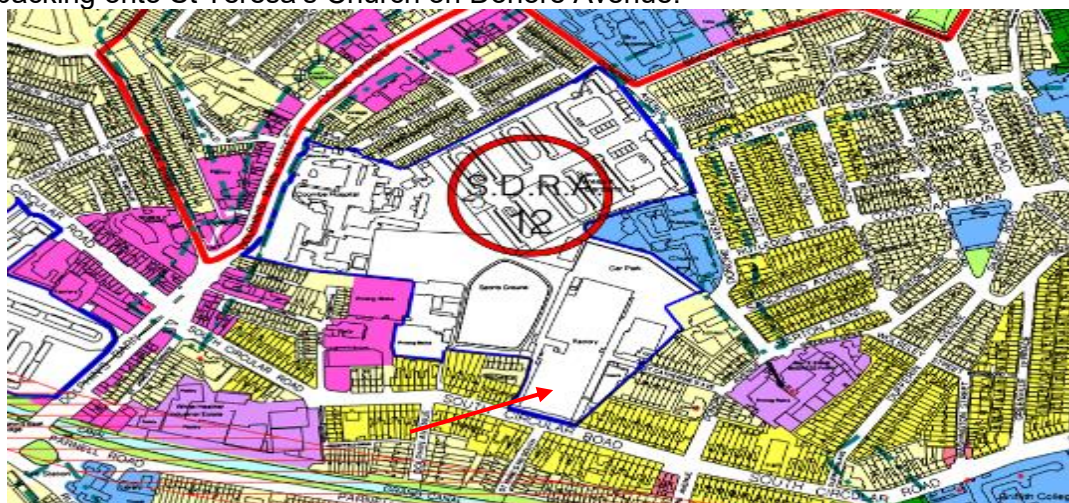
Methodology for Assessing 20th Century Structures

Policy CHC3 of the Dublin City Development Plan 2016-2022 provides as follows: *To identify and protect exceptional buildings of the late twentieth century; to categorise, prioritise and, where appropriate, add to the RPS. Dublin City Council will produce guidelines and offer advice for protection and appropriate refurbishment.*

In November 2019, the Planning & Property Development SPC agreed a methodology to expedite the proposed additions/deletions to the RPS in a systematic manner, based on the Architectural Heritage Protection Guidelines 2011 and NIAH/Ministerial Recommendations under Section 53(1) of the Planning and Development Act, 2000 (as amended). The methodology agreed to prioritise industrial, twentieth century, early buildings and underrepresented typologies. On foot of this the Conservation Section carried out a screening process for twentieth century buildings. The former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 (address) was identified as a twentieth-century structure.

Site Location & Zoning Map

The former Player Wills factory is located on the north side of South Circular Road with the site backing onto St Teresa's Church on Donore Avenue.



Zoning map: The subject site is zoned Z14: *To seek the social, economic and physical development and/or rejuvenation of an area with mixed use of which residential and 'Z6' would be the predominant uses.* The site is also located within Strategic Development & Regeneration Area 12. SDRAs represent significant areas of the inner and outer city with substantial development capacity and the potential to deliver the residential, employment and recreational needs of the city.

Planning History

Planning Ref	Description	Decision
5250/04	National Association of Building Co-Operatives (NABCo) Society Ltd. intend to apply for a 10 year Planning Permission for a mixed use development located at South Circular Road, adjacent to Rehoboth Place, the Coombe Maternity Hospital, St Teresa's Gardens, Donore Avenue, and St Catherine's Avenue, South Circular Road, Dublin 8. The development includes for the creation of new public streets and squares with associated public lighting. NABCo is an Approved Housing Body under section 6 of the 1992 Housing Act. The National Association of Building Co-Operatives is the representative, promotion and development organisation for housing co-operatives and has aims concerned with the relief of housing needs for the community benefit. The Association has acquired the Players/Bailey Gibson Site to promote more co-operative housing in a mixed residential and commercial urban renewal development. This is intended to include affordable ownership and social rental housing to help meet local community needs. The site measures 6.18 hectares and is in three parts formed by the 'Bailey Gibson Site' (1.52 Hectares) and the 'Player Wills Site' (2.80 Hectares) linked by parkland in the ownership of Dublin City Council known as The Boy's Brigade Playing Fields (1.86 Hectares).	REFUSE PERMISSION 23-Dec-2004
3130/06	<i>(Summary Description)</i> Players Square Ltd. intend applying for a 10 year planning permission for mixed use development located at South Circular Road, adjacent to St Teresa's Gardens, Donore Avenue, St Catherine's Avenue, South Circular Road and Southfield, Dublin 8, (Player Wills Site). The development includes for the creation of new public streets and squares with associated hard and soft landscaping and public lighting. The Player Wills Site measures 2.80 hectares in area, includes John Player House and occupies 276 to 288 South Circular Road. The proposed development has a gross floor area of 65,604.8 sqm incorporating a total of 11 buildings ranging in height from one to eleven stories (over basement). A 'podium' forms a 2 storey base on the ground and first floor to 6 buildings (Blocks C,D,E,F1,F2,F3). The proposed development consists of the following development class uses: Own Door Office Units (2071.6sqm), 13 No. Retail Units (4696.4sqm), Anchor Food Retail Supermarket (1756sqm) with textile department (1373sqm) and associated staff and service facilities (1357sqm), 2 No. Restaurant/ Cafes (529sqm), School building (2420sqm), Creche (630sqm), Community Centre (145sqm) including works and service areas (824.5sqm) and ancillary infrastructure (954.8sqm). The residential component of the development comprises 484 apartment units comprising. Further provision is made for 670 underground car parking spaces and 636 bicycle park spaces. The Player Wills single level basement carpark (22,347sqm) provides for 454 private car spaces accessed from Donore Avenue and 216 public car spaces accessed from South Circular Road. Public open spaces are defined by new pedestrian and vehicular streets and the formation of new public squares and pocket parks. The proposed development includes 11 buildings is broken down as follows: building A - (10925sqm) 1 storey and 10 storey residential apartment block. Building B - Primary School - (2420sqm) a 4/5 storey, 16 classroom multi-denominational primary school building with roof terrace play areas and associated administration and support spaces. Buildings C - F - Comprising 6 individual blocks together with public and	GRANT PERMISSION 29-Nov-2006

Planning Ref	Description	Decision
	<p>private open space on a podium space. Building C (10/11 stories including podium) - (4331.3sqm). Building D (10/11 storeys including podium) - (4331.3sqm). Building E (10/11 storeys including podium) - (4214.8sqm). Building F1 (7/9 stories including podium) - (3415.9sqm). Building F2 (8/9 storeys including podium) - (3358.6sqm). Building F3 (7/8 storeys including podium) - (3185.6sqm). Building G (4/8 storeys) - (6566.3sqm). Building H (6/9 storeys) - (8498.5sqm). Building J (5/7 storeys) - (7641sqm).</p> <p><u>Note:</u> On appeal of the decision to An Bord Pleanála (Ref. PL 29S.221190), permission was granted subject to conditions including the following:</p> <p>3. The proposed development shall be amended as follows:</p> <p>a) The front three bays of the existing John Player building shall be retained, as shown on drawing number G-H-J (03)01 received by An Bord Pleanála on the 22nd day of October, 2007.</p> <p>b) The front façade of the existing John Player building shall be retained except that a two-storey high opening shall be created through the central stone-faced section only (approximately five metres wide).</p> <p>c) The two new penthouse floors proposed over the front three bays of the existing building shall be omitted.</p>	
3130/06/x1	EXT OF DURATION OF ABOVE PLANNING PERMISSION: Players Square Ltd. intend applying for a 10 year planning permission for mixed use development located at South Circular Road, adjacent to St Teresa's Gardens, Donore Avenue, St Catherine's Avenue, South Circular Road and Southfield, Dublin 8, (Player Wills Site), as above.	REFUSE EXT. OF DURATION OF PLANNING 04-Jul-2013
ABP-307178-20	'Player Wills SHD' - Strategic Housing Development - Demolition of all buildings excluding the Former Player Wills Factory, construction of 331 no. shared living units, 466 no. Build to Rent residential units, childcare facility and associated site works.	GRANT PERMISSION 15-Apr-2021

Site Access

A site inspection was carried out by Dublin City Council's Conservation Section on 5th July 2019. Internal images contained within the report were supplied by the owners of the site or are from the Dublin City Industrial Heritage Record for the site (Ref 18 14 0110; Surveyed 31/07/2006). Access was provided to the exterior only due to health and safety considerations pertaining to the interior of the building.

Access for an internal inspection of the building was provided on March 16th 2021, with the entire building inspected. Following this inspection, the initiation report has been revised to reflect the findings on site.

Images of the property are contained in Appendix 1 of this report.

Summary Description

Detached nine-bay three-storey factory having projecting end-bays and central breakfront to front (south-west) elevation, built 1935¹, arranged around central courtyard, now with glazed roof over basement. Three-storey extension to rear (north-east) elevation, extensive multiple-pile single-storey warehouse adjoining rear. Flat roof to factory, sawtooth roof to warehouse to rear. Red brick parapet to front, having render coping, stepped render parapets to end-bays and breakfront, and carved insignia panels to parapets over

¹Historic research has revealed that the factory was originally built between 1924 and 1927, significantly extended c.1935 including addition of third storey to south block with further storey added to north and east blocks in 1949.

breakfronts. Yellow brick parapet having render coping to side elevations. Yellow brick laid in English garden wall bond to walls, with render eaves course, moulded plinth course, lined-and-ruled render to central breakfront, moulded render cornice over first floor comprising cornice and frieze, fluted and having roundels to projecting bays, over red brick and render platband punctuated by raised blocks. Yellow brick pilasters flanking bays, with red brick quoins. Rendered wall to rear (north-east) elevation of warehouse. Bracket clocks to front and rear elevations. Square-headed window openings having cornice forming continuous render sill course to second floor windows to front, tripartite arrangement of windows to ground and first floors with shared render sills and render lintels. Square-headed window opening to first floor centre bay, having granite sill, stepped reveal, and decorative entablature. Timber, steel and replacement uPVC windows. Square-headed window openings to rear building, having render sills and surrounds, steel, timber and replacement uPVC windows. Loading bay to rear of east elevation comprising square-headed openings, render lintel, timber shelf, yellow brick piers and steel roller shutters to openings. Steel canopy over corrugated sheeting. Square-headed door opening to front, having decorative render surround with corbelled cornice, double-leaf timber panelled door, sidelights, overlight, approached by render step. Cast-iron gate screen having double-leaf gates flanked by square-profile open-work columns, having matching pedestrian gates and railings to north-west and south-east of façade.

Internally the former factory is laid out around the central lightwell, with a largely open plan. Concrete open well staircase to north range with polished concrete treads having coarse aggregate and grip strips and metal handrail with balusters having later rail extension. Concrete staircases to east and southwest, with cast concrete recesses for handrail making same flush with the spine walls. Concrete hoods to door openings off stairs. A carved timber open well staircase located to the south, served the main entrance to the factory and the offices previously located on the south end of the first floor. A passenger lift is located beside the timber staircase. The steel structural frame is visible to all floors comprising a mix of circular steel columns and welded I beams, with various foundry names including FRODINGHAM IRON & STEEL CO. LTD at second floor level and LANARKSHIRE STEEL CO. LTD. ENGLAND at first floor level. Reinforced concrete floors throughout with diagonal timbers embedded in the floor at second floor level. Square-headed window openings with curved concrete cills (third floor), concrete stepped cill (second floor), dressed red brick cills (first floor) and some carved timber cills (ground floor). Chamfered concrete pillars to courtyard roof lantern with Duplex gear/twin screw opener system for opening lights still intact along with lever openers to other casements. Tiled fireplace to south wall of third floor and tiled fireplaces to south wall of first floor where offices were previously located. Terrazzo toilet cubicles to third floor with remains of terrazzo cubicles visible to first floor.

Summary of Historical Background:

The tobacco company William Clarke & Son, Tobacco and Snuff Manufacturers was founded on South Main Street, Cork in 1830, with manufacturing side of the business transferred to Liverpool in 1870. The establishment of the Irish Free State and the subsequent implementation of a separate customs system led to a transfer of manufacturing back to Ireland c.1924 with new premises sought in Dublin. A site was chosen on South Circular Road for the construction of a new factory. This site is shown as a greenfield site on the c.1837-1842 Ordnance Survey Map Edition and on the c.1910 map revision.

The premises on South Circular Road was developed in two phases. Factory No.1, the single-storey section of the complex, was constructed at the northern end of the site in 1923 with Factory No.2 incorporating offices fronting onto South Circular Road constructed from 1924. Both Factories were designed by the architectural practice Beckett & Harrington, together with R. Earle, the chief engineer of the Imperial Tobacco Company (of which William Clarke & Son was a subsidiary).

Factory No.1 was constructed as a single-storey structure with northlights. The Bill of Quantities for Factory No.2 outlines some of the materials used including brick for the front elevation laid in English bond with cement mortar and Chester firebrick quoins, alternating in size on face. Parapets were mentioned as being of concrete and artificial stone was also used for dressings to the front elevation. The windows were steel casements of varying types, depending on location. The Bill of Quantities also implies that this building was two storeys in height originally.

Visual examination of the front façade revealed a change in brick to the second floor of the building including the use of a different bonding style, pointing to this floor being a later addition. The NIAH assigns a date of 1935 for the construction of the entire factory but the work at this time, which was also carried out by Beckett & Harrington, appears to have comprised extensions of the building, an assertion which is reinforced by an article by Beckett in 1939 and borne out by examination of the surviving fabric. Beckett also discussed factory design in his article, emphasising the need for natural light, appropriate materials and recreation facilities. An image accompanying the article shows pleasure grounds at the north end of the site which are no longer present.

The *Irish Builder* of 1949 records permission being granted by Dublin Corporation for a new Staff Restaurant, also to designs by Beckett & Harrington. This was constructed on the north and east blocks of Factory No.2.

In the 1960s John Player & Sons, who were based in a purpose-built factory on Botanic Road, Drumcondra, amalgamated with Wills and the factory's name became Player Wills. This required further additions to the site including the construction of a new office block located on the site of the buildings along the east flank of the site in the 1960s. There is also reference to a theatre on the site.

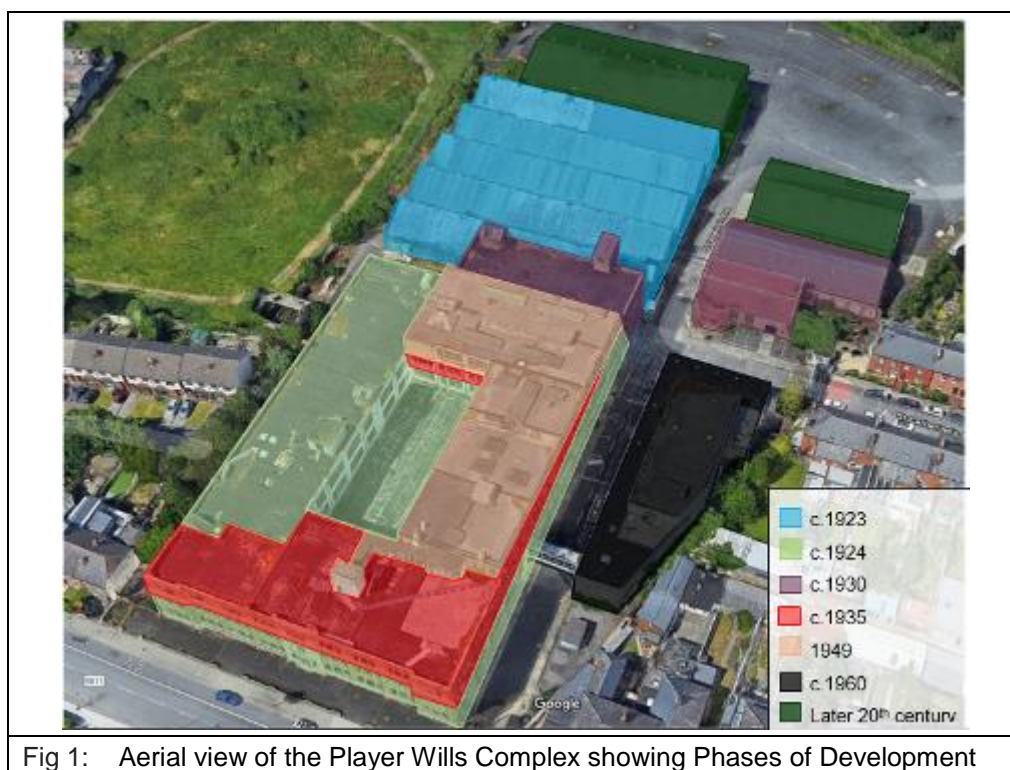


Fig 1: Aerial view of the Player Wills Complex showing Phases of Development

References

- (Digital records accessed 26/04/19)
 - <http://map.geohive.ie/>
 - <http://archiseek.com/2017/1935-player-wills-south-circular-rd-dublin/>
 - <http://builtdublin.com/former-player-wills-factory-south-circular-road-dublin-8/>
- George F. Beckett, 'Impressions of Recent Factory Development in Ireland' in *Architecture Yesterday & Today, Issued in Commemoration of the Centenary of the Royal Institute of the Architects of Ireland*. Architectural Supplement to the Irish Times, 21st June 1939.
- Casey, C. *Dublin: The City within the Grand and Royal Canals and the Circular Road with the Phoenix Park*, New Haven, CT, and London, 2005
- Dublin City Industrial Heritage Record, Site Reference 18 14 011 31/07/2006
- *Irish Builder* 91 29th October 1949, 1008
- The National Inventory of Architectural Heritage Survey of Dublin City, Stage 2 Ministerial Recommendations issued on the 09/08/17.
- Patterson, Shortall & Kempster papers in the Irish Architectural Archive - Bill of Quantities and Final Accounts for the construction of Factory No.2, Ref. IA PKS 0062 & 0115
- Rowley, Ellen (editor), *More than Concrete Blocks; Dublin city's twentieth-century buildings and their stories Vol. 1 1900-40*, 2016, Dublin (Outline Survey, Site No. 54)

NIAH Significance/Rating

The National Inventory of Architectural Heritage (NIAH) has been carried out for this area under Stage 2 of the Dublin City survey.

The NIAH uses eight categories of special interest (architectural, historical, archaeological, artistic, cultural, scientific, technical & social) and identifies five categories of rating in seeking to rank buildings. The NIAH rating values are International, National, Regional, Local and Record Only (I, N, R, L, O). Structures which are considered of International, National, and Regional significance are deemed worthy of inclusion on the RPS.

The NIAH record provided in Appendix 2 of this report has assigned the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 a 'Regional' rating. These are structures or sites that make a significant contribution to the architectural heritage within their region or area.

As a result, the building was included in the list of Ministerial Recommendations for inclusion on the RPS of structures deemed as being of 'Regional' significance or higher identified during Stage 2 of the Dublin Survey. The Stage 2 Ministerial Recommendations were issued to Dublin City Council on the 9th of August 2017, in accordance with Section 53 of the Planning and Development Act, 2000 (as amended).

The NIAH record is limited to the exterior of the structure, with the interior not accessed at the time of survey.

Assessment of Special Interest under the Planning & Development Act 2000 (as amended)

The National Inventory of Architectural Heritage assigned this building ARCHITECTURAL; ARTISTIC: HISTORICAL & SOCIAL interest.

The Conservation Section, following an inspection of former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8, has considered the opinion of the NIAH and is in

agreement with the four categories of special interest assigned. As a result, former Player Wills Factory is considered to be of special interest under the following headings:

- ARCHITECTURAL:

- The former Player Wills factory is a remarkable example of a purpose-built early twentieth century factory building. High-quality architectural design and detailing are apparent throughout. The balanced form of the street-fronting elevation is highlighted by the subtle use of projecting end bays and a central breakfront with the use of pilasters to emphasise the building's bays to both front and side elevations adding a further sense of symmetry. A modernist influence on the building's design can be seen in the flat roof and extensive glazing to all elevations while the render consoles and frieze to the 1920s storeys indicate an Art Deco influence on elements of the design.
- The former factory was built to designs by Beckett & Harrington who designed the initial factory on the site for William Clarke & Sons in the early 1920s, the extensions carried out in the 1930s (for W.D. and H.O. Wills) and in 1949. This architectural practice were noted industrial architects in Dublin at that time with Beckett contributing an article on current factory design as part of an Architectural Supplement to the Irish Times in 1939. In the article he emphasised the need for natural light, appropriate materials and recreation facilities so as to cheer the worker. This philosophy is evident in the design of all phases of the factory with the blocks of the front section ranged around a central lightwell with large windows along both elevations of the blocks.
- The totality of the (main factory) complex in its design and the use of a similar brick to all historic elements is a fundamental component of the site's significance. The consideration of the interrelationship between the different buildings and how materials harmonise these different components creates a complex whose significance very much lies in the sum of its parts. This is particularly pertinent for the southern ranges where the design intent of providing natural light and the harmonising use of materials are fully demonstrated.
- The relationship of form to function is evident in the building's design. The use of steel, concrete, timber and glazing throughout is characteristic of early twentieth century industrial architecture and allowed for the internal spaces to be unencumbered with structural concerns.
- The form and scale of the complex gives it an imposing presence on South Circular Road with its obviously industrial function creating a striking contrast to the predominantly domestic architecture of the street. The use of brick to the building allows harmonisation with the prevailing architectural composition of its surroundings. In addition the factory is set back slightly from the road, and largely respects the building lines of the surrounding domestic terraces with the provision of a low boundary wall to the front site further complementing the domestic site boundaries of the neighbourhood.

- ARTISTIC:

- The juxtaposition of materials including different brick to highlight elements of the façade and the contrast between the brick walling and concrete decorative detailing add artistic significance to the building. The use of materials appears to have been considered with a view to the totality of the complex, with the brick and concrete detailing harmonising the different building components and creating a pleasing whole across the large site.

- The decorative nature of the wrought- and cast-iron gate screens to the east and west of the south (front) elevation add artistic interest to the site.
- HISTORICAL:
 - The construction of the factory in the early 1920s was dictated by the changing political landscape in Ireland at the time. The establishment of the Irish Free State and the changes this brought in relation to customs led a number of the larger tobacco companies to seek new manufacturing premises in Dublin. Thus the development of this site was influenced by historical events of the time.
 - The factory was designed by the architectural practice of Beckett and Harrington, who were well-known factory architects in Dublin in this period. In addition to designing this premises, they also designed a premises for William Clarke & Sons at Grand Canal Quay in 1923.
 - Though the building has been largely stripped out, removing much of the features and fittings relating to its industrial processes, the survival of the original design intent of providing natural light is representative of factory design at the time of its construction. The structure is an important surviving example of a purpose-built early twentieth-century factory building.
- SOCIAL:
 - The building remained in use as a tobacco factory until 2005 and was a major and well-respected employer in the area.

Meeting of the Area Committee

A report on the proposed addition of the structure was brought to the South Central Area Committee on 17th February 2021 where the elected members noted the proposal to initiate the procedure to add it to the RPS.

Submissions/ Observations Received

The proposed addition was advertised in the Irish Independent on Wednesday, 31st March 2021. The public display period was from Wednesday, 31st March 2021 to Friday, 14th May 2021, inclusive. Fifty-one submissions/observations were received.

Submission Report by James Slattery of David Slattery Conservation Architects Ltd on behalf of DBTR-SCR1 Fund, a Sub-Fund of the CWTC Multi Family ICAV.

Summary of Submission:

There are of number of points of clarification raised in the submission with regard to the content of the report of the 24th of March 2021.

- Curtilage and Inscription
We understand that the inscription and curtilage provided are for description and identification purposes and do not preclude development and alterations within that area once carried out in line with the Department of Culture, Heritage and the Gaeltacht's Architectural Heritage Guidance and principles of proper planning and sustainable development.
- Senior Planner's Report
There is reference to brickwork within the section addressing artistic special interest. The brickwork is not an artistic element. It is a building element and should be considered as a component of its architecture – not as art".

- Inaccurate reference to superseded Framework Plan
There is no reference in the written statement of the Development Framework for SDRA 12, adopted by Dublin City Council in June 2017 supporting the objective referred to in the description below Fig. 1 - Zoning Map in the Area Committee Report noting the provision for ‘...*the retention and refurbishment of the front building back to the junction with St Catherine’s Avenue and the 1960s building along the southeast corner of the site.*’ Furthermore, SDRA 12 on pages 286-288 of the current Development Plan does not provide an objective for the retention of the former factory building.

Response:

- Curtilage and Inscription
Noted.
- Senior Planner’s Report
The Department of Housing, Local Government and Heritage’s *Architectural Heritage Protection Guidelines for Planning Authorities* states that special artistic interest may be attributed to a structure for its craftsmanship, design or decoration. Examples of this include – ‘*i) the relationship of materials to each other and to the totality of the building in which they are situated, if these have been designed as an ensemble*’. (2011, p. 27)
The assessment of the special interest of the former Player Wills Factory and the attribution of ‘Artistic’ interest to the structure is based on the relationship between the brick and concrete decorative detailing and the juxtaposition of these materials to highlight elements of the façade, as well as to harmonise the different components of the building.
- Inaccurate reference to superseded Framework Plan
The planning status has now been superseded by the grant of planning permission on the 15/04/2021 by An Bord Pleanála for the ‘Player Wills SHD’ (see Planning History above), including the restoration and repurposing of the former factory building proposed for addition to the RPS.

Submissions 2, 4, 5, 8, 10, 13, 14, 17-28 inclusive and 31-51 inclusive: Submissions by local residents and others. These submissions include similar observations in favour of the proposed addition of former Player Wills Factory. These submissions will be addressed as a group.

2. Summary of submission from Emma Lane-Spollen

It is a landmark building and should be repurposed.

4. Summary of submission from Jennifer Warren

This building is part of the fabric of the community and should be preserved. It hold memories for many workers and was also used for many cultural events over the years and should be retained and preserved for cultural community use.

5. Summary of submission from Kayde Aherne

I wish to add the property to the record of protected structures.

8. Summary of submission from Fergus McGee

This is a building of architectural value and a piece of industrial history that deserves to be protected.

10. Summary of submission from Pearse McCaughey

Please preserve this important building. It is part of the environmental culture of Dublin

13. Summary of submission from Alan Mee

I support the addition of this structure to the Record

14. Summary of submission from Emma Gleeson

This building is of architectural and historical importance and is one of the few example of Art Deco architecture in the city. The homogenisation of new Dublin buildings is a source of great sadness and frustration to many people. The building should be repurposed...as part of a wider effort to engage with the local community

17. Summary of submission from Caitriona McArdle

This is a spectacular and important building and should be added to the RPS, and the historical architectural fabric be preserved insofar as is possible,

18. Summary of submission from Seamus Crimmins (Dublin 8 Resident's Association)

It is a distinctive and cherished building in the area with huge potential for repurposing especially for community projects. A sympathetic conversion and adaptation is vital for the area.

19. Submission from Patrick Fagan, Marlowe & Co

The submission notes the use of large windows to make it a more pleasant place for workers is and states that the building is a proud symbol of the area and its heritage. Protected status will ensure its form is preserved as a significant symbol of Dublin 8.

20. Summary of submission from Brian McLoughlin

This is a fabulous building with Art Deco features. The submission states it was part of the community with local people working there and refers to the community use of the theatre for movies and concerts. Some of the features inside should be preserved such as the staircases, windows, rooflights, etc.

21. Summary of submission from Liz Butler

List this building!

22. Summary of submission from Sorcha O'Hagan

We have so few industrial buildings from that era and it is a fabulous and striking example. Our landscape and built heritage roots us in our communities and gives us a sense of who we are. Industrial heritage is also a vital part of our heritage.

23. Summary of submission from John Cradden

I would like to see this building preserved in a meaningful way...there are so few examples of the Art Deco style in Dublin or Ireland. Just as important from an architectural heritage standpoint as other styles.

24. Summary of submission from Michele Ferguson

Building is of architectural significance.

25. Summary of submission from Marion Cashman

Merits addition to the RPS.

26. Summary of submission from Raymond Kenny

I would like the landmark structure to be listed as a protected building.

27. Summary of submission from Zoe Obeimhen

Site is of cultural value and needs to be retained for tourism and the character of the area.

28. Summary of submission from Michael McGuinness

Preserve the original building

31. Summary of submission from Darragh O'Reilly

Building should be given protected structures status.

32. Summary of submission from Martin Henman

The building is of architectural and cultural significance to the area and to Dublin and therefore it is appropriate to add it to the RPS.

33. Summary of submission from Joan O'Connell

This structure has historical significance, including social historical significance. It comprises unique architectural features and building materials. The National Inventory of Architectural Heritage (NIAH) has deemed the building to be of Regional significance, thus warranting its inclusion on the RPS.

34. Summary of Anonymous submission

Agree with making this a protected structure.

35. Summary of submission from Merlo Kelly

Designed by celebrated architects Beckett & Harrington, the factory is a rare surviving typology and an important part of our architectural & industrial heritage. The industrial context in which it sits, and related outbuildings also contribute to the significance of the site.

36. Summary of submission from Robert Tobin

I support proposals to enter the structures in the Record of Protected Structures.

37. Summary of submission from Lia Philcox

Important historical building in keeping with locality and should be maintained.

38. Summary of submission from Barbara Lamb

Building should be kept as is and not demolished

39. Submission from Jennifer Hayde

I support the addition of the Player Wills Factory to the record of protected structures. This is part of the heritage of Dublin 8. We need to have a visual and lives link to our history, rather than the continued sterilization of our community with generic mass-designed unimaginative structures, with no link to the past.

40. Summary of submission from Alison O'Donohoe

The Player Wills factory is an Art Deco building made from locally produced Dolphins Barn brick. It is architecturally unique.

41. Summary of submission from Lucia Prihodova

Buildings should be added to the RPS.

42. Summary of submission from Denise Doorly

It is a beautiful building, contributing to the integrity of the local area as it has done for decades. As a long-time local resident I would hate to see it demolished

43. Summary of submission from Stephen Parker

A unique example of twentieth century industrial architecture, and a landmark on South Circular Road. The north light sheds are notable for their quality of construction and their roof form. They form an integral part of the original factory and should be considered as well for protection.

44. Summary of submission from Mary Waddell

This building should be protected.

45. Submission from Iseult Hall

The building is a fine example of our industrial heritage and should be added to the Record of Protected Structures.

46. Summary of submission from Camille O'Sullivan

It is a fine rare historic building of the Art Deco style in Dublin creating an elegant imposing facade which would be such a great loss to the community and architecture of the area. It has a real historic industrial presence in striking contrast to the domestic architecture surrounding. The render consoles and frieze are typical features of this style. A modernist influence can be seen in the expansive glazing to the front, and a strong sense of symmetry is created by projecting end-bays and a central breakfront.

47. Summary of Submission from Eamonn Manning

The former Player Wills Factory is a landmark iconic building that is an integral part of the Dublin landscape due to its architecture, location and aspect.

48. Summary of Submission from Carmel Crimmins

Please make it a protected structure

49. Summary of Submission from Brian McLaughlin

This needs to be a protected structure to keep in our community for future generations. It is a beautiful building inside and out with some fantastic features.

50. Summary of Submission from Roisin Stapleton

This is a landmark building and is a huge part of Dublin's built industrial heritage, so much of which has already been lost, and is worth preserving. It is an attractive building in its own right.

51. Summary of Submission from Danielle Farrelly

Grossly too high for the neighbourhood

Combined Response to Submissions 2, 4, 5, 8, 10, 13, 14, 17-28 inclusive and 31-50 inclusive:

The former Player Wills Factory is considered to be of Architectural, Artistic, Historical and Social interest. It forms a landmark building along South Circular Road and is an important contributor to industrial and social heritage of its locality and the wider city. It is a rare survivor of the Art Deco style in Dublin and an important example of twentieth-century industrial architecture. The support for its addition to the Record of Protected Structures outlined in these submissions is noted.

Internal Features

Planning permission has been granted for substantial material alterations to the interior of the former factory building and proposed protected structure to provide for mixed uses, including community and cultural uses, as part of the Strategic Housing Development approved by An Bord Pleanála per ABP-307178-20. Issues regarding further internal alterations may be the subject of a future application for a Declaration under Section 57 of the Act in relation to works that would or would not be considered exempted development by the planning authority.

Rear Factory and Later Extensions

The entire former Player Wills Factory and its ancillary structures were considered and assessed by Dublin City Council's Planning & Property Development Department, in

accordance with the procedure for assessing proposed additions to the RPS outlined in the *Architectural Heritage Protection Guidelines for Planning Authorities (2011)* and the provisions of Section 51 of the Planning and Development Act, 2000 (as amended). Following this conservation assessment it was determined that while other elements of the complex have some interest, only the southern section of the complex, comprising four blocks ranged around the central lightwell, and the gates/railings to South Circular Road are of a sufficient merit and special interest as to warrant their proposed addition to the Record of Protected Structures.

Submissions 3, 6, 7, 9, 11, 12, 15, 16, 29 and 30: Submissions by local residents and others. These submissions include similar observations opposed to the proposed addition of former Player Wills Factory to the RPS. These submissions will be addressed as a group.

3. Summary of submission from Gary Swan

The structure does not warrant becoming a protected structure. There is no community value gained from these vacant buildings. They should be developed into something that adds to the community.

6. Summary of submission from Andrew Chambers

This factory should not be protected. It is of no historical value to the city. This is an attempt to block desperately needed housing in the area. We are in a housing crisis and policies like this are only making it worse.

7. Summary of submission from Conor Luttrell

I feel the structure being put on the protected structures list in an effort to stop planning in the area. If it becomes a protected structure it is going to remain as it is, with boarded up windows and barbed wire around the perimeter, before falling into further disrepair. This building and site would be much better to be redeveloped into as a housing development.

9. Summary of submission from John Sheehy

Please demolish, it is ugly.

11. Summary of submission from Robert Lawson

The structure should not be added to the RPS. This will result in more obstacles to removing obsolete, no longer fit for purpose, inefficient buildings. Protected structures are far more difficult to make efficient, amenable to people with disabilities, and to demolish in favour of better-suited buildings.

12. Summary of submission from Shane Flynn

The disused factory should not be prioritised over the construction of new homes. The 732 apartments should be constructed.

12. Summary of Anonymous submission

The proposal to add the eyesore of the former factory on South Circular Road to the record of protected structures is a disgrace, given the state of the housing market in Dublin. This structure is not something that warrants any place on the protected structures list. Structures like those in Georgian Dublin are a perfect example of what requirements a protected structure should meet. They make up a huge part of the character of the city, its residents can be proud of their architectural beauty and the history behind them. They are a huge part of what we think about when we think of Dublin. In contrast, this factory is a hideous blight on the local surroundings and is not something proud to us Dubliners. Moreover, its location would be ideal for some much needed development which can really allow Dubliners aspire to continue to be able to afford to live in the city they love.

16. Summary of submission from Dave Steyaert

Please allow the housing development to go ahead, it is desperately needed.

29. Summary of submission from Christopher Byrne

The move to make this unremarkable decaying cigarette factory a protected structure is aimed to frustrate the development of this site. The factory is less than one hundred years old and has no unique features. It is also "not in keeping" with the surrounding buildings.

30. Summary of submission from Paula Yeates

The development has included retaining and renovation of the building in its design. There is no need to protect the structure any further.

Combined Response to Submissions 3, 6, 7, 9, 11, 12, 15, 16, 29 and 30

Significance of the Structure

The queries raised in relation to the significance of the structure and its contribution to the heritage of Dublin city are noted. The structure has been assessed under the categories of special interest set out under Sections 51 and 55 of the Planning and Development Act, 2000 (as amended) and is considered to be of Architectural, Artistic, Historical and Social interest. It therefore merits inclusion on the Record of Protected Structures. Dublin's architectural built heritage comprises a rich variety of sites and structures, including industrial structures, with each era of the city's past reflected in the city's streetscapes.

Future Development of the Site

The concerns raised for the future development of the site and the potential for the addition of the structure to the RPS to impede and future development of the site are noted. The former Player Wills Factory forms part of a larger site for which planning permission for a Strategic Housing Development has recently been granted. The addition of the structure to the Record of Protected Structures, as recommended below, will not hinder the carrying out of this development; indeed it forms an important part and function of that approved scheme. While the application retains the south section of the complex comprising the four blocks ranged around the central lightwell, the principal means for the statutory protection of the city's built heritage is through the inclusion of a structure in the Record of Protected Structures. Furthermore, it is accepted that the best way to prolong the life of a protected structure is to keep it in active use, preferably its original use. However, where this is not possible, seeking an alternative appropriate use for a structure should be considered. The permitted development provides for new mixed uses within the structure including community, arts and cultural and exhibition space at ground floor.

Ministerial Observations

The Planning and Development Act, 2000 (as amended) provides that submissions and observations received by the planning authority in relation to a structure recommended for addition to the RPS by the Minister of Housing, Local Government and Heritage shall be sent to the Minister for his observations. This was duly done by post and email on 19th May 2021.

No observations were received from the Minister in relation to the written submissions/observations within the statutory period.

Conclusion

The NIAH/Ministerial Recommendation received rated the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 as being of 'Regional' significance (see Appendix 2). The Conservation Section/Planning & Property Development Department have considered these recommendation and, following assessment of the site, are in agreement with same and with the request for the addition of the building to the RPS from Councillor (now

Senator) Moynihan. It has been concluded that the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 merits inclusion on the Record of Protected Structures.

Fifty-one submissions were made during the public consultation period (31st March 2021 to 14th May) and these have been taken into consideration. The majority are in support of the addition of the structure to the City Council's Record of Protected Structures (RPS). Of those that were not in support, the impact of the protection of the structure on future development of the site was raised as a concern. In the interim, planning permission for the redevelopment of the Player Wills lands was granted by An Bord Pleanála on 15th April 2021; including the restoration and adaptive reuse of the former factory building. The addition of the structure to the RPS will not impede the advancement of this development.

The extent of the proposed Protected Structure status and curtilage is outlined in Fig.2 of this document (below).

Recommendation to the City Council

In accordance with section 55 of the Planning and Development Act 2000 (as amended), it is recommended that the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 be added to the Record of Protected Structures in the Dublin City Development Plan 2016-2022.

Recommendation	
Address	Description
Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8	South section of complex comprising four blocks ranged around central lightwell and gates/railings to South Circular Road

The making of any addition to the Record of Protected Structures is a reserved function of the City Council.

Resolution:

That Dublin City Council notes the contents of Report No. 213/2021 and approves the addition of the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8, to the Record of Protected Structures in accordance with Section 54 and 55 of the Planning and Development Act, 2000 as amended.

Richard Shakespeare
Assistant Chief Executive
23rd June 2021

Extent of Protected Structure Status & Curtilage

The proposed protected structures and their curtilage are outlined below in red. The curtilage extends to the boundaries as shown on the map below.



Fig 2: Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8: extent of Protected Structure status and curtilage outlined in red.

Appendix 1: Short Photographic Record



Fig 3: South elevation from southwest



Fig 4: South elevation from southeast



Fig 5: Section of west elevation of c.1924 block, looking south



Fig 6: View of lightwell



Fig 7: First floor, west range looking north



Fig 8: Steel



Fig 9: Timber staircase to south range

Fig 10: Concrete staircase to north range



Fig 11: Concrete staircase to east with handrail recess

Appendix 2: NIAH Record

NIAH Assessment for 148-160 (Player Wills Factory) South Circular Road, Saint Catherine's Avenue, Dublin 8*

	Reg. No.	50080768
	Date	1930 - 1940
	Previous Name	Player Wills Factory
	Townland	
	County	Dublin City
	Coordinates	
	Categories of Special Interest	ARCHITECTURAL ARTISTIC HISTORICAL SOCIAL
Rating	Regional	
Original Use	Factory	

Description: Detached nine-bay three-storey factory having projecting end-bays and central breakfront to front (south-west) elevation, built 1935, arranged around central courtyard, now with glazed roof over basement. Three-storey extension to rear (north-east) elevation, extensive multiple-pile single-storey warehouse adjoining rear. Flat roof to factory, sawtooth roof to warehouse to rear. Red brick parapet to front, having render coping, stepped render parapets to end-bays and breakfront, and carved insignia panels to parapets over breakfronts. Yellow brick parapet having render coping to side elevations. Yellow brick laid in English garden wall bond to walls, with render eaves course, moulded plinth course, lined-and-ruled render to central breakfront, moulded render cornice over first floor comprising cornice and frieze, fluted and having roundels to projecting bays, over red brick and render platband punctuated by raised blocks. Yellow brick pilasters flanking bays, with red brick quoins. Rendered wall to rear (north-east) elevation of warehouse. Bracket clocks to front and rear elevations. Square-headed window openings having cornice forming continuous render sill course to second floor windows to front, tripartite arrangement of windows to ground and first floors with shared render sills and render lintels. Square-headed window opening to first floor centre bay, having granite sill, stepped reveal, and decorative entablature. Timber, steel and replacement uPVC windows. Square-headed window openings to rear building, having render sills and surrounds, steel, timber and replacement uPVC windows. Loading bay to rear of east elevation comprising square-headed openings, render lintel, timber shelf, yellow brick piers and steel roller shutters to openings. Steel canopy over corrugated sheeting. Square-headed door opening to front, having

decorative render surround with corbelled cornice, double-leaf timber panelled door, sidelights, overlight, approached by render step. Cast-iron gate screen having double-leaf gates flanked by square-profile open-work columns, having matching pedestrian gates and railings to north-west and south-east of façade.

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

*The building was incorrectly numbered on the NIAH record. The correct street number for the property is 276-288 South Circular Road, Dublin 8.