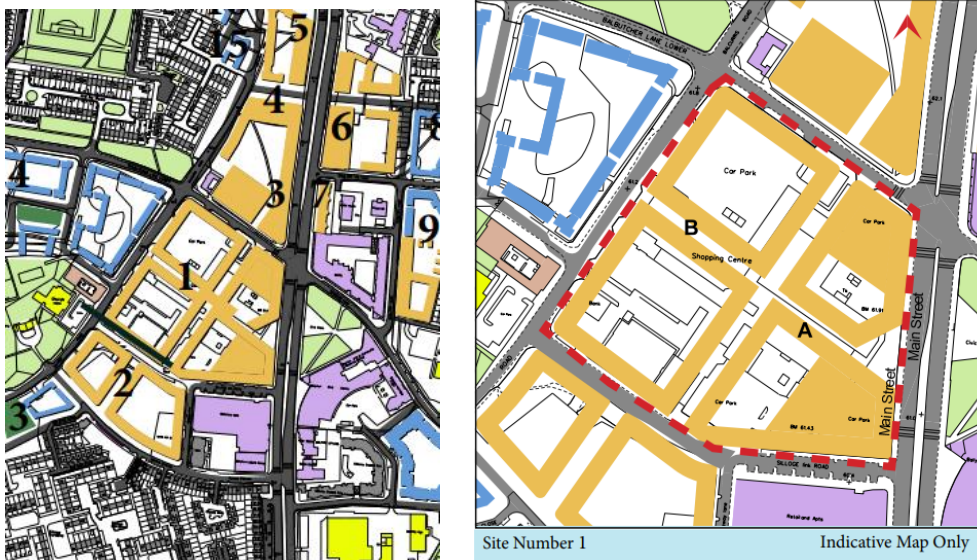

With reference to the proposed Development Strategy for the former Ballymun Shopping Centre Site, Dublin 11 (Site No. 1 of the Ballymun Local Area Plan).

Context: Following the successful decanting and demolition of the Ballymun Shopping Centre, Dublin City Council is proposing to move forward with a development strategy for this site, in accordance with the statutory objectives of the Ballymun Local Area Plan 2017.

The site has an area of 3.2ha. The site is located to the west of Main Street, to the south of Balbutcher Lane South, to the east of Sillogue road and to the north of Supervalu, Ballymun.

Images from Ballymun Local Area Plan 2017



LAP Objectives for this site: (Section 6.2 Main Street of the LAP)

Estimated capacity: c. 300 no. residential units contained in the two blocks addressing Sillogue Road and c. 41,000 sq.m. of commercial / mixed use in the front two blocks adjoining Main Street, subject to detailed design and mix.

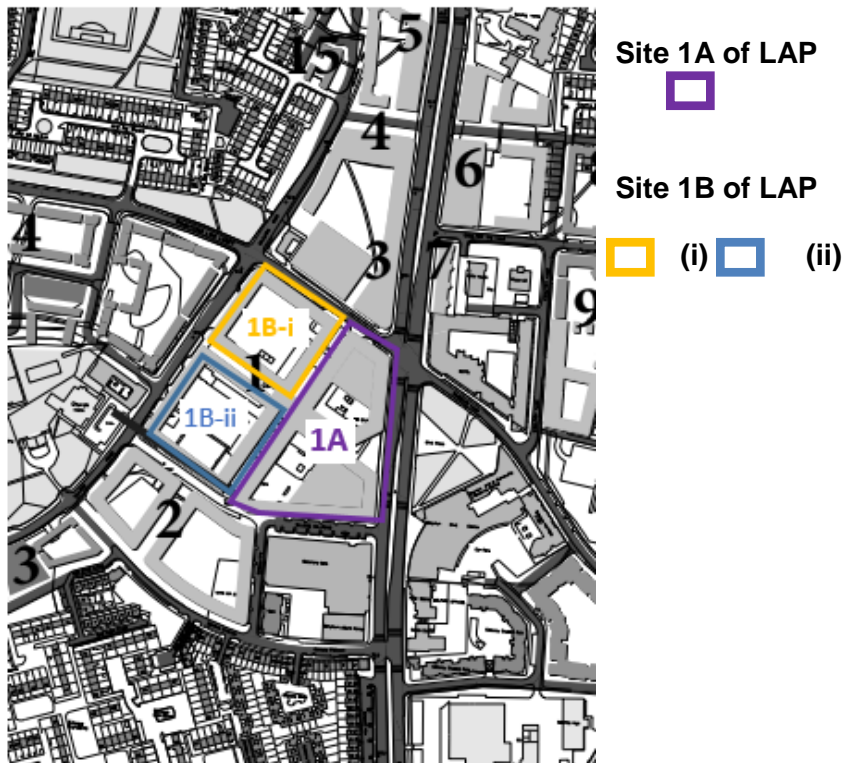
Site A:Active uses and frontages are required on the ground floor level in order to maximise the block's prominence on Main Street. These blocks should provide a significant amount of retail uses in line with the land use zoning and "District centre" designation. Innovative and exciting uses that complement Axis or other cultural functions of the city or of regional significance could also be accommodated on this site. In order to provide a central hub for this significant Main Street development site, it is a specific objective of the LAP (Objective UD2), that an area of open space is provided fronting onto Main Street...

Site B: ...These two blocks could be largely residential in nature but a mix of uses would be acceptable depending on market conditions and demands.

Proposed Development Strategy:

The proposed Development Strategy divides the site into a number of deliverable sections: Site 1A and Site 1B (Part I and II), as per image below.

It is proposed to seek the provision of temporary uses on site 1A prior to the commencement of Metrolink, and to develop appropriate permanent uses for Site 1B, either phased or in its entirety.



Site 1A: Plan for delivery of temporary site uses in short-medium term

The proposal for site 1A is to provide appropriate temporary uses in the short to medium term. The aim is to provide a local destination and community use; to bring people into the area from the immediate hinterland and to foster a positive image of the site, helping to reimagine the space in the minds of retailers and residents alike. This approach is based in part on the advice from Bannon estate agents, whom the City Council engaged in 2019 to provide advice on the retail sustainability of the Ballymun lands. A key element of this advice was the need to provide innovative retail concepts that compliment and differentiate from the existing retail market. Pop-up food and/or craft markets alongside funfairs, ice-rinks etc. would create a draw and also provide important local community facilities in Ballymun.

It is proposed to seek Expressions of Interest from the market for temporary uses, with a particular focus on the summer months and the Christmas period. Depending on interest a pilot project is proposed in May / June. This will inform future temporary upgrades which may be needed on site, including for example footpaths, hard standing areas, benches, outdoor gym equipment etc.

The long term objective remains as per the LAP - to deliver a mixed use scheme with significant commercial provision, which can be provided as a standalone structure or integrated with the Metrolink station. The current expected delivery of Metrolink is 2034.

Site 1B: Plan for permanent site delivery

The proposal for Site 1B is to develop this site for a mix of residential and commercial use, in keeping with the LAP.

It is proposed to carry out a “Market Soundings” exercise in 2022 to gauge interest in these lands. Delivery options may include developing the whole site or parts thereof, either site 1B-i or 1B-ii.

Key deliverables for this site will include the need for:

- Ability to provide mixed-use development with a focus on residential including employment and/or educational use.
- Ground floors shall provide publically accessible uses, for example public house, children’s play area, crèche, gym, café, shops, etc.
- New streets shall be provided breaking up the site and developments shall have to provide an active interface with the public street, and in particular interact with the lands of site 1A.

Proposed Timeframe:

Site 1A, seek expressions of interest, April 2022. Pilot a temporary use in May 2022.

Site 1B: Market soundings, Q2-Q3 2022

This report is for noting.

Paul Clegg
Executive Manager

24th March 2022