



Dublin City Council
Comhairle Cathrach Bhaile Átha Cliath

Aonad Ceannaigh Inacmhainne
Bloc 1, Urlár 3, Oifigí na Cathrach, An Ché Adhmaid, Baile Átha Cliath 8, D08 RF3F.

Affordable Purchase Unit
Block 1, Floor 3, Civic Offices, Wood Quay, Dublin 8, D08 RF3F.
e. affordablepurchase@dublincity.ie

Report to South Central Area Committee – September 2024

CHERRY ORCHARD AFFORDABLE PURCHASE HOUSING

Part VIII Planning Permission was granted in 2022 for a plan to provide 172 homes on a greenfield site in Cherry Orchard, approx. 2km from Ballyfermot Village and 950m from Park West Train Station. The site is bounded to the north by Cherry Orchard Hospital, to the west by Wheatfield Prison, to the east by Cherry Orchard Football Club and to the south by the Elmdale residential development.

The new development will consist of 172 no. homes (141 no. 3-bedroom two-storey terraced houses and 31 no. 2-bedroom two-storey terraced houses) with a parking space per house to the front and private gardens to the rear; development of a linear public open space on the west end of the lands (along the eastern boundary of Wheatfield Prison) and associated works; development of a pocket park and children's playground on the eastern section of the lands.

As Dublin City Council progress the final design, construction & ultimate sale of the units we undertook to assess the demand, from any eligible applicants, for affordable purchase and cost rental housing in the Cherry Orchard area.

To this end, Lisney, in conjunction with B&A, were appointed to carry out the research, which was undertaken earlier in the year. The research included face-to-face surveys within the Cherry Orchard/Ballyfermot catchment area as well as online surveys across the greater Dublin area. 679 people were surveyed (400 face to face and 279 online).

Key Findings

Ultimate Preference: Affordable Purchase or Affordable Rental?

Within the local catchment area the preference to buy over rent registers at about 3:1 overall. Among those adults from the wider Dublin area, the preference is only 2:1 (so relatively more openness among them to renting.)

Interest in Buying:

- 83% of respondents are interested in buying a home over renting, and there is relative enthusiasm about the ability to get the deposit together and indeed to qualify under income thresholds.
- 72% of respondents who are interested in buying have a preference for a house over any other tenure type.
- 69% of respondents were positive about the Affordable Purchase Scheme in that Dublin City Council could provide equity for up to 20% of the price of the home (indicative).

Neighbourhood Perspective:

- 54% of local people are interested in buying in Cherry Orchard under the Affordable Purchase Scheme with 73% interest from those living in the wider Dublin area.
- Elements that particularly appeal are energy efficiency, having a private garden and private parking. It is important to the respondents that the development is high quality and has the look and feel of a new, modern development. Private space invariably trumps the availability of a linear public park or playground.
- It is important to be near shops, supermarkets and schools with public transport also scoring highly and particularly for those who are not as familiar with the area.
- It is generally important to people that there is a good social mix and amenities with availability of family supports and a general comfort to live in the area.

Education/Information Campaign:

- Only a small proportion of respondents are mortgage-ready so it would be important to initiate an information campaign around affordable purchase housing becoming available in the area.
- Locals know the area much better and are more certain about their response in relation to it. However, people from outside the area are more likely to satisfy income thresholds and a greater proportion of them are both eligible to buy as well as interested in the scheme itself.

Michelle Robinson

Executive Manager