

To the Chairperson and Members
of the South East Area Committee

**RE: SITE OF BALLSBRIDGE (FORMERLY JURY'S) HOTEL, PEMBROKE ROAD, BALLSBRIDGE,
DUBLIN 4
REQUEST TO COMMENCE A VARIATION OF THE CITY DEVELOPMENT PLAN 2016-2022**

BACKGROUND

A request has been received to initiate a Variation to the City Development Plan 2016-2022 in relation to the site of the Ballsbridge Hotel.

The Ballsbridge Hotel (formerly Jury's) is a 1.7Ha site located at the junction of Pembroke Road and Lansdowne Road in Ballsbridge. The site currently comprises of an existing hotel containing c.400no. bedrooms in a number of buildings.

The site is located in an area of Ballsbridge characterised by a mix of office developments on Pembroke Road (Carrisbrook House, Lansdowne House, Number One Ballsbridge, Hume House, the Bank of Ireland offices and the existing American Embassy) (Zoning Objective 6), the Ballsbridge Hotel itself (Zoning Objective Z1), new residential developments on Lansdowne Road and Shelbourne Road (Number One Ballsbridge and Lansdowne Place), together with a mixture of primarily office and residential uses in the more historic building stock in the surrounding area (Zoning Objective Z2). The new Facebook campus currently under construction at the former AIB Headquarters is a short distance away also (Zoning Objective Z6). There are a significant number of Embassy buildings in the Ballsbridge area, including the existing US Embassy.

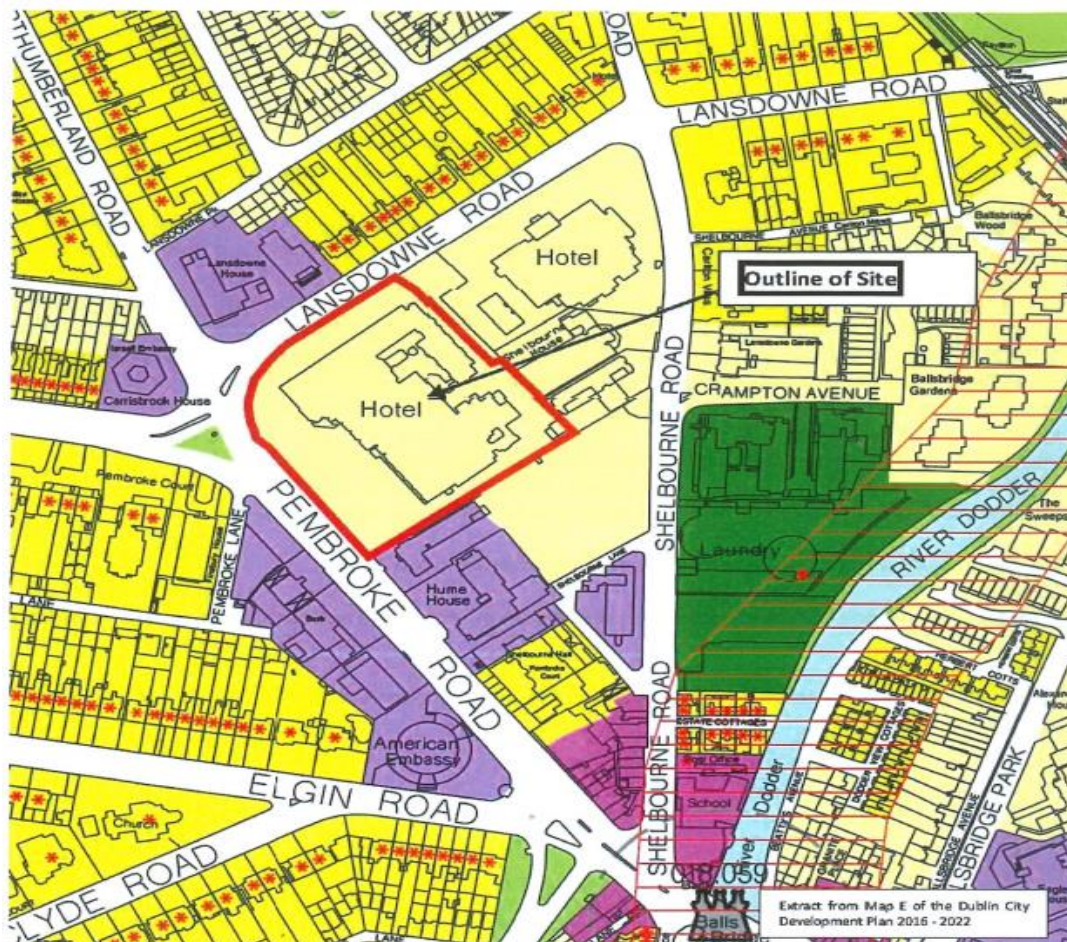
The request on behalf of the State Department of the United States of America to change the land use zoning;

From: Zoning Objective Z1 – To protect, provide and improve residential amenities

To: Zoning Objective Z6 – To provide for the creation and protection of enterprise and facilitate opportunities for employment creation

The lands are identified outlined in red in the extract of Map E of the City Development Plan 2016-2022 shown in Figure 1.

Figure 1: Site of Ballsbridge Hotel, Pembroke Road, Ballsbridge, Dublin 4



PURPOSE OF VARIATION

The reason for requesting the Variation is to accommodate the development of a new Embassy of the United States of America in Ireland on the site which will have a use that is primarily commercial and where any residential content is minimal, and which will include a foreign trade delegation, trade office and public embassy offices.

The current Embassy site is no longer suitable to cater for the current and growing demands placed upon a modern Embassy facility; in particular one as prominent and as busy as the Embassy of the United States of America having regard to the very close ties between Ireland and America.

The desire to relocate the Embassy is due to a number of reasons including:

1. The existing building is almost over 55 years old and no longer meets the requirements in terms of size of the expanding American diplomatic presence in Ireland.
2. The current building is too small and there is an urgent need for expansion due to the growing activity across the Embassy's diplomatic, foreign trade delegation, trade office and public embassy office functions.
3. The building does not conform to new construction and security requirements issued by the State Department in Washington DC
4. The current embassy has a capacity for only 150-200 staff and this is not adequate to meet the growing demands placed on the various diplomatic and trade activities of the Embassy.
5. It has a large atrium, is not efficient for modern occupational needs, nor modern environmental/sustainability objectives.
6. The existing building will remain as the US Embassy, or as an Annex to the US Embassy over the next 5-10 years during the transition period between the existing operation to the new US Embassy on this site.

In relation to the proposed new embassy the following information is provided:

1. The US have been upgrading their embassies around the world to modern sustainable buildings. One of the most recent examples of this is in London, where the new Embassy was opened to the public on the 13 December 2017.
2. The new embassy in Dublin will provide a larger presence for the US in Ireland which will increase

and enhance the exceptional relationship already in place between the two countries and will facilitate the required expansion in activity across the Embassy's diplomatic, foreign trade delegation, trade office and public embassy office functions.

3. The building will facilitate modern functional space and is in line with the US State Departments' desire to be sustainable from an environmental perspective which will be capable of doubling the numbers of staff present; or up to 400 employees.
4. In addition, the envisaged increased scale of the building, together with the increased number of employees at the US Embassy will lead to a commensurate knock-on economic benefit to the local service providers catering for the existing US Embassy.
5. The US Embassy team in Ireland works to protect and promote U.S. interests in Ireland with the US. US companies have over \$160 billion foreign direct investment in Ireland. This equates to approximately 8% of all US investment in the EU.
6. The relocation of the US Embassy to this site, will retain the US Embassy in the now well established 'embassy belt' in Ballsbridge.
7. During the construction phase of the project it is estimated that there will be approximately 500 jobs created. There will also be significant knock-on multiplier effects in the local economy during this construction phase as construction workers spend in local shops, cafes and services.

CONCLUSION & RECOMMENDATION

For all of the reasons and considerations noted above, it is intended to commence the process of making a Variation of the Dublin City Development Plan 2016-2022 in respect of the Ballsbridge Hotel site which would change the land use zoning objective pertaining to the lands:-

From: Zoning Objective Z1 – To protect, provide and improve residential amenities To: Zoning Objective Z6 – To provide for the creation and protection of enterprise and facilitate opportunities for employment creation

The Z1 Residential zoning in the City Development land does not provide for the type of embassy uses proposed for the US embassy, in that the uses will be primarily office accommodation, including diplomatic, foreign trade and public embassy functions.

It is intended to commence statutory public consultation and bring a full Chief Executive's Report and Recommendation on submissions received to the City Council in Q2. It is recommended that this report be noted.

Richard Shakespeare
Assistant Chief Executive