

# Northern Cross Masterplan Report

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*In respect of*

**Proposed Mixed Use Strategic Housing Development  
Rosemount House, Malahide Road,  
Northern Cross  
Dublin 17**

*Prepared for*

**Walls Construction Ltd**

*Prepared by*

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Appendix 1- Northern Cross Masterplan 2007

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## 1. Introduction

Northern Cross is a mixed-use development area located at the junction of the Malahide Road and N32 Road. The construction of the Northern Cross development area commenced in 2003. A masterplan document was prepared and submitted with the Block 1 planning application that was lodged in December 2004.

The subject Masterplan Report is being submitted for information purposes to reflect the details which had been required by the Board for the Block 2 Strategic Housing Development (SHD) application, which was permitted under ABP Ref.: 307887-20. While no specific masterplan has been requested by the Planning Authority, it has been elected to produce this document for contextual information purposes, in the interest of consistency, and to demonstrate how the proposed development interacts with these previously submitted masterplans.

The Northern Cross development, as constructed to date, includes a circa 166 bed hotel, 540 apartments, 11,620 sq.m of retail/commercial floorspace, 18,437 sq.m of office space and a 673 sq.m crèche. A 147-bed nursing home is located in Block 6 of the scheme, to the east of the site subject to this application to An Bord Pleanála (ABP).

The subject site of c. 0.6462 hectares presently consists of a standalone 3 storey single-use office block surrounded by surface level car parking and landscaping. The proposal comprises the demolition of an existing 3 storey office building and the construction of a mixed-use development in a single block (up to 9 storeys over basement) including 176 no. apartments, office and café use, with parking at basement level.

Construction is well progressed on the adjoining site to the south-east known as Site 2 / Block 2, where 191 no. residential units, in a part seven, part eight and part nine storey building over basement, are to be delivered as permitted under ABP Ref.: 307887-20. Planning permission has also been granted under Reg. Ref.: 3506/20 on Site 5 for an 8 to 12 storey residential development, including ground floor retail units, and construction is expected to commence on this project later in 2022 or in 2023. Permission is also currently being sought on the adjacent site immediately to the north for a development consisting of 2 no. residential blocks of 8-11 storeys in height with 156 no. residential to be provided.

The Northern Cross lands are located within the North Fringe Strategic Development and Regeneration Area (referred to as SDRA 1). Within this SDRA are two Key District Centres, with the subject site situated within the Northern Cross part of Belmayne KDC.

This report has been prepared to inform the Board on how the current proposals respond to the local planning policy framework and describe the existing and proposed mix and composition of uses in the Northern Cross area. It thereby addresses two specific items contained in ABP's Pre-Application Opinion on the adjoining Site 2 SHD planning application Reg. Ref.: ABP-307887-20, which read as follows:

### **Item 1:**

*'A report that addresses how the proposal meets or responds to local development plan objectives, as relevant to the lands in question. Such objectives to consider may include but are not limited to the amenity potential of the Mayne River in the creation of a linear park and the status of any preferred route for the Malahide Road bypass.'*

### **Item 4:**

*'A study or report describing the existing mix and composition of land uses on and in the vicinity of the site in the context of the current Z14 zoning objective for the area'.*

This report shall demonstrate to the Board the acceptability of the proposed development in the context of the items above and the current planning policy framework. Although there is no requirement for the production of this masterplan report, it has been elected to produce one nonetheless, in the interests of robustness.

## 2. Northern Cross Masterplan Context (2004 / 2007)

The Northern Cross Masterplan, a non-statutory plan, was originally prepared in 2004 and updated in 2007 and was submitted with various planning applications which informed the development of the overall landholding. A copy of the latest iteration of the Masterplan submitted with the 2007 Block 2 application is included as Appendix 1 for reference purposes.

At present, a number of residential, retail, office and commercial developments have been completed on the masterplan lands forming a number of defined urban blocks with high-quality mixed-use frontages.

The proposed development is located in the western part of Northern Cross, and is shown in the existing masterplan as being already constructed, as one of the two no. original blocks within the Northern Cross scheme (referred to as 'Block B – Walls Unit'). The Masterplan notes that this block provides 3,060 sq.m of commercial space, per its parent permission (Reg. Ref.: 2527/99). The proposed development contains an element of office space at 1,060 sq.m, responding to the reduced need for large scale office space which has been identified by the occupier.

The Northern Cross development is located wholly in lands 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 use'*.

The proposed development differs from the masterplan suggested block layout and usage insofar as the Block is considered constructed and operational as an office only Block under the masterplan, but the proposed application is for a residential development. The proposal will assist in the subject site further adhering to the vision of the Masterplan, where it is considered more acceptable than the existing structure on site, while also maintaining a mix of uses within Northern Cross through the provision of a mixed use development. As demonstrated in this SHD application, the proposals for the subject site are considered to be justified in planning terms.

## 3. LAP and Development Plan Context

Specific Information Item 1 of the ABP Opinion on Reg. Ref.: ABP-307887-20 (Site 2) requests that ‘A report that addresses how the proposal meets or responds to local development plan objectives, as relevant to the lands in question. Such objectives to consider may include but are not limited to the amenity potential of the Mayne River in the creation of a linear park and the status of any preferred route for the Malahide Road bypass.’

This report, the Planning Report / Statement of Consistency, Architectural Design Statement and masterplan drawings, accompanying this application, demonstrate how the proposal meets or responds to the relevant objectives for the subject lands as set out in the Dublin City Development Plan 2016-2022 (the “**Development Plan**”) and the Clongriffin – Belmayne Local Area Plan 2012-2018 (the “**LAP**”), as extended until December 2022.

### Dublin City Development Plan 2016-2022

Northern Cross bounds the Fingal County administrative area; however, the lands are within Dublin City boundaries and so fall under the Dublin City Development Plan area. The land use zoning context is illustrated in Figure 2 below. The following summarises how the proposed development responds to key objectives of the Development Plan , with a more detailed assessment provided within the Planning Report / Statement of Consistency.

#### Core Strategy

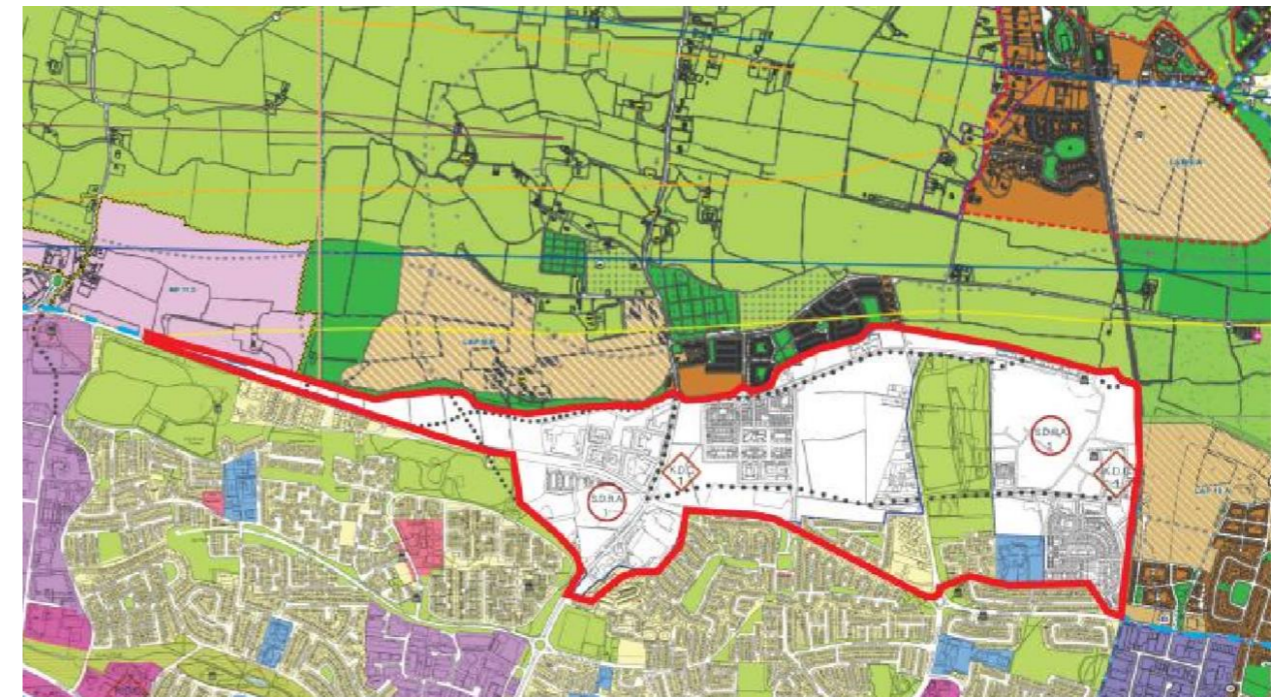
Part of the vision and core strategy of the Development Plan is to deliver over 29,500 new residential units in the period 2016 - 2022. This is to be achieved ‘in a variety of ways, including infill and brownfield development, regeneration and renewal of the inner city; redevelopment of strategic regeneration areas; and the encouragement of development at higher densities, especially in public transport catchments’ (Section 2.2.1 of the Plan).

The proposal complies with the above strategic objective for the city given the site’s location within a KDC, SDRA and adjacent to a good quality Public Transport Corridor which is to be further enhanced as part of the Bus Connects proposals. There are a number of bus routes travelling past the Northern Cross development. Dublin bus route nos. 15, 27, 27x, 42 and 43 run along the Malahide Road with the no. 15 bus service having peak frequencies of 4-12 minutes to Clongriffin Railway Station and Dublin City Centre while operating a 24 hour schedule.

#### Zoning

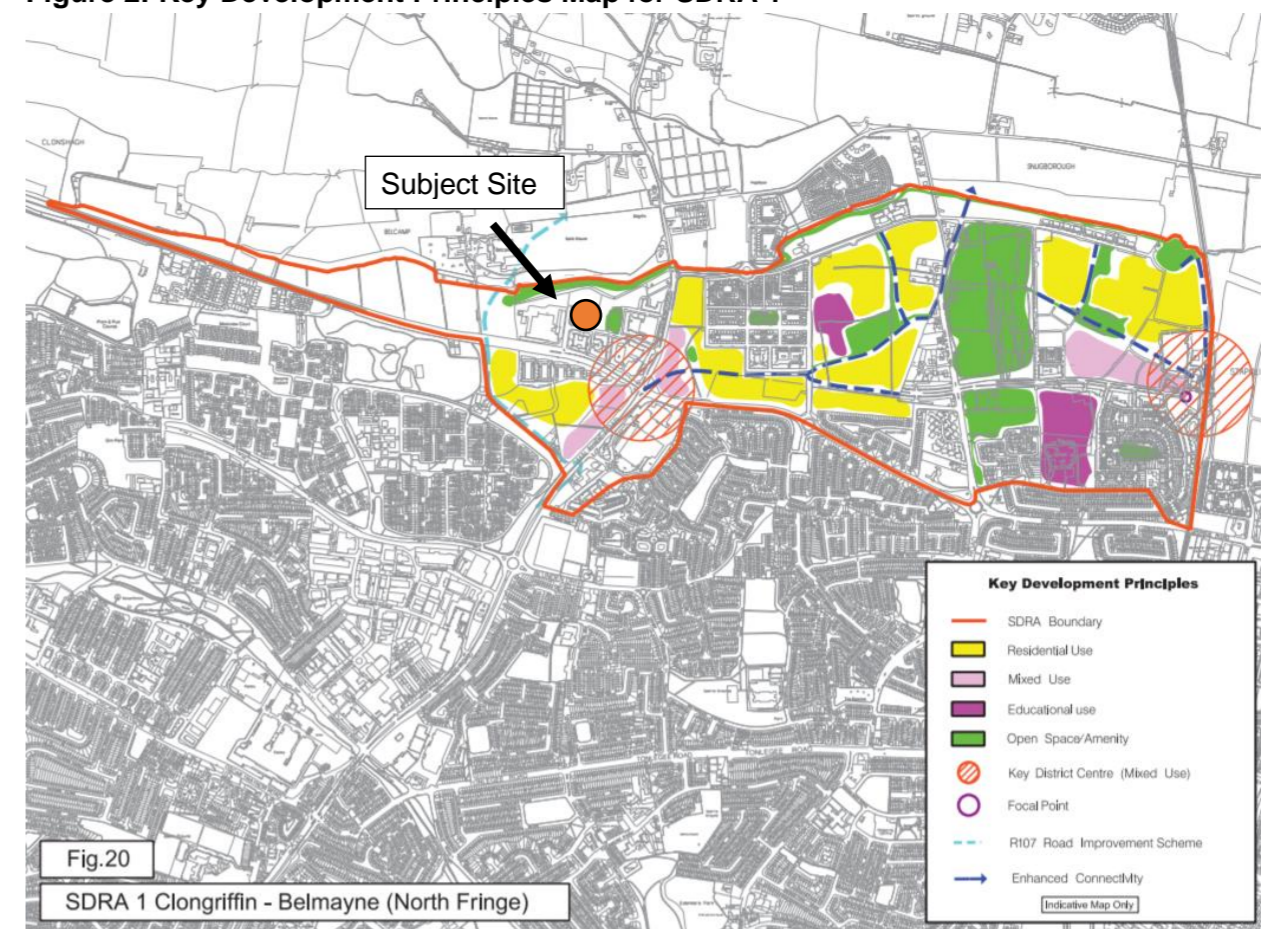
As outlined within this document, the subject site and Northern Cross as a whole is zoned ‘Z14’, the aim of which is to ‘seek the social, economic and physical development and/or rejuvenation of an area with a mixed use of which residential and “Z6” would be the predominant uses’ within the City Development Plan. The Northern Cross area is located within SDRA 1 and within a KDC area, which aims to deliver a ‘mixed use’ development environment. The proposed development provides for a mix of uses in the form of residential, commercial (office) and non-retail (café), which it is respectfully submitted is fully consistent with the land use zoning objectives for the Northern Cross Development Area.

**Figure 1: Dublin City & Fingal Development Plan Zoning (entirety of SDRA1 is zoned Z14)**



Source: Chief Executive’s Report for Clongriffin / Belmayne LAP extension process

**Figure 2: Key Development Principles Map for SDRA 1**



Source: Dublin City Development Plan 2016-2022

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### *Key District Centres*

The subject site is located within KDC 1- Belmayne, one of two key district centres within the North Fringe SDRA. Key district centres are classified as ‘*sustainable hubs to anchor the suburbs*’ within the development plan, with residential identified as a key use to create sustainable mixed-use settlement nodes. Policy SC10 of the Development Plan, which relates to KDC’s identifies the need ‘*To develop and support the hierarchy of the suburban centres, ranging from the top tier key district centres, to district centres/urban villages and neighbourhood centres, in order to support the sustainable consolidation of the city and provide for the essential economic and community support for local neighbourhoods, including post offices and banks, where feasible, and to promote and enhance the distinctive character and sense of place of these areas.*’ The provision of additional residential development within KDC1, as proposed in the subject application, will help complete the Northern Cross masterplan and is considered to be consistent with the KDC objectives.

### *Height*

As the site is located within the North Fringe area, it is classified as being in a mid-height area, as set out in section 16.7.2 of the operative Development Plan and the site is subject to a maximum height of 50 metres. Under the SDRA for the North Fringe and the LAP, the site is subject to a minimum building height of 5 storeys, and a maximum height of 50 metres as it is regarded as a mid-rise area under the Development Plan (Sec. 16.7.2, as discussed under section 7 of this report). The proposal is for a development of 9 storeys over basement level, with a maximum height of 33.975 metres. Given the existing permitted heights on site and the potential for a Material Contravention of the height strategy contained within the LAP, a full justification for the proposed heights in this regard is included within the accompanying Material Contravention Statement.

### **Draft Dublin City Development Plan 2022-2028**

The Draft Dublin City Development Plan 2022-2028 (‘draft Development Plan’) was published on the 25th of November 2021. It is noted that at the time this planning application was lodged the Draft Development Plan has not been adopted and it is not expected to come into effect until late 2022, however, given the current delays in SHD decisions being issued by the Board, this Statement is provided in the event of a situation where a decision will be made on the application after the new Dublin City Development Plan 2022-2028 comes into effect (expected December 2022).

### **Core Strategy**

The draft development plan seeks to implement a Core Strategy that continues to build mixed use communities within the city that can sustain and grow a low carbon society by providing for housing in locations that fully support sustainable forms of development and allow large numbers of people live, move and work in a way that limits their carbon footprint. The draft Development Plan notes that City life provides the critical mass that creates the opportunity for people to engage with a wide range of services and social opportunities as well as a work location all within distances that are well served by high quality public transport, premium cycle routes and attractive public realm.

In terms of delivery, the SDRA lands are critical to the Core Strategy. The Planning Authority’s focus is on the on the 17 no. Strategic Development Regeneration Areas which will be prioritised for development over the development plan period. The estimated capacity of SDRA 1 Clongriffin/Belmayne and Environs is c.6,950 -7,350 housing units.

### **Zoning**

Consistent with the current Development Plan, the site is zoned Objective Z14 and is within an identified LAP area as shown in the extract from the draft Development Plan 2022-2028, Map B presented as shown in the figure below. The stated objective of the Z14 zoning under the Draft Development Plan is to “*To seek the social, economic and physical development and/or regeneration of an area with mixed use, of which residential would be the predominant use.*”

New residential development, office use and café use, such as that proposed is a permissible use under the Z14 zoning objective.

The site also retains its SDRA designation under the Draft Development Plan, however we note that the boundary of the KDC (which has been reclassified to ‘Key Urban Village’ (KUV)) has been revised and the subject site now falls outside the area designated as a KUV.

### **Height**

A comprehensive set of performance-based criteria are detailed for the assessment of applications where significant urban intensification is proposed. The guidance aims to ensure the highest standard of design and the protection of existing amenities and the natural and historical assets of the city. Guidance regarding landmark buildings is also set out. The proposed height is considerably less than the 50 metres permissible for locally higher buildings above, and within the designated SDRA area. It is considered that the proposed buildings heights are appropriate in the context of the draft Development Plan.

The heights proposed have generally been shown to be acceptable, with the last 2 no. large scale permissions granted in Northern Cross being for developments of 9 storeys (ABP-307887-20) and 12 storeys (DCC Reg. Ref.: 3506/20) respectively, which places the 9 storey proposal as acceptable in this regard.

### **North Fringe Strategic Development and Regeneration Area**

The subject site and the Northern Cross development area forms part of the North Fringe Strategic Development and Regeneration Area (SDRA 1). The North Fringe SDRA was first designated in 2000 and significant development has taken place over the intervening period, including over 3,400 new homes and 41,000 sq. m. of commercial floorspace, with an estimated capacity of 7,100 residential units. This is in addition to water and drainage infrastructure, a new DART station and public square, sections of a new main street thoroughfare and a large public park with sports facilities (Father Collins Park). The proposed development contributes further to meeting the development goals of SDRA 1 through the provision of 176 additional residential units, in a development format similar to that envisaged under the original Northern Cross Masterplan.

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Chapter 15 of the City Development Plan sets out guiding principles for development in SDRAs and the following provides a summary of the consistency of the proposed development with each of these guiding principles:

***To create a highly sustainable, mixed use urban district, based around high quality public transport nodes, with a strong sense of place.***

**Response:** Northern Cross as a whole contains a broad range of uses, which includes residential, office, retail, commercial, childcare, healthcare, a hotel and a nursing home. The majority of blocks within Northern Cross are mixed use, with ground floor retail fronting the R139 and Malahide Road. The proposal further bolsters the mixed-use nature of the area through providing, at ground floor level, own door office access and an additional non-retail unit which is envisaged to be utilised as a café, with residential uses solely on the floors above. The café fronts onto the public open space, ensuring that usage of this area is maintained through active footfall.

Northern Cross is located to the north of the R139 and Malahide Road junction. The proposed development site is located less than 500 metres from Malahide Road, a proposed high frequency corridor under the Bus Connects scheme and currently serviced by several arterial bus routes such as 15, 27, 42 and 43 Dublin Bus routes. Clongriffin railway station is c. 2km away from the site and is accessible by both bicycle and bus (Dublin Bus route 15).

***To achieve a sufficient density of development to sustain efficient public transport networks and a viable mix of uses and community facilities.***

**Response:** As outlined above, the proposed development is located close to existing high quality and high frequency public transport, which is subject to proposed future enhancements under the Bus Connects scheme. The subject site is located within c. 500 metres of key bus stops, along the quality bus corridor in operation along the Malahide Road. The proposal would result in a density of 272 units per hectare, but this must be considered in the context of the overall Northern Cross development area, which it is submitted the proposal sits comfortably within, particularly so should one consider the development proposed to the northern boundary of the site. The density is also considered appropriate in the context of the subject site's proximity to public transport, location within a KDC and central location to a range of employment and commercial activities. The proposed development does not include provision for a childcare facility nor community facilities (although there is to be a provision of public open space). The accompanying Social and Community Infrastructure Audit that the existing capacity for social, community and educational facilities within the area is sufficient to cater for the needs arising from the proposed development, and should be consulted in tandem with this document.

***To establish a coherent urban structure, based on urban design principles, as a focus for a new community and its integration with the established community***

**Response:** Northern Cross is a well-established development, with a robust range of uses and residential population. The proposal enhances the existing layout of its surrounding area, in line with the original masterplan for Northern Cross. The proposed development is of a scale, design and materiality that is similar to that of adjacent development. The 176 no. units proposed will further complement the existing residential units within the area whilst generating increased demand for retail and commercial offerings nearby. The proposed development has evolved

naturally as part of its surroundings. The overall form of the building is sympathetic to its existing and proposed neighbours in terms of height and shape. Significant considerations have been made to avoid overshadowing to the eastern neighbour and landscaping has been coordinated with the northern neighbour's future application so that residents of both developments, as well as the public, can enjoy the landscaped open space. The building materials and colour palette are also in keeping with local surroundings. The café fronting the public open space is intended to provide a meaningful and well used community focal point and to ensure active usage of the proposal at ground floor level.

#### **Clongriffin – Belmayne Local Area Plan 2012-2018 (As extended)**

Northern Cross is subject to the LAP. The LAP covers Northern Cross, Clarehall, Belmayne, and Clongriffin within the North Fringe SDRA. Within the headings below, the proposed development is assessed in terms of the objectives and area specific guidance that pertain to the proposal.

##### *Building Height*

The subject site is within the LAP area and subject to LAP height policies, as these take precedence over heights set within the City Development Plan. Objective UDO7 of the LAP states that *'The height strategy for the LAP will seek positive integration of new building height with established character. Locations identified for special height character are the **designated Key District Centres (in general 5 storeys minimum)** and the Main Street Boulevard axis (in general four to five storeys).'*

Permissible heights under the LAP are generally set at 4 storeys, with this increasing to minimum heights of 5 storeys for KDC's. The LAP states the following in Section 7.8:

*"In recognition of this character, the LAP identifies three areas for potential future height, which are the Key District Centre's at Clongriffin rail station and **the R139/Malahide Road Junction** and the axis of the Main Street Boulevard connecting the two. (Emphasis added)*

*The LAP recommends that in general, minimum heights for new developments in the designated Key District Centres of five storeys, and four to five storeys along the Main Street Boulevard are achieved."*

In addition, and as noted above, the site is located within the North Fringe SDRA 1 area and is classified as being in a mid-height area as set out in section 16.7.2 of the City Development Plan and the site is subject to a maximum height of 50 metres.

##### *Density*

The subject site is located within c. 500 metres of key bus stops, along the quality bus corridor in operation along the Malahide Road. The LAP states that for sites that are located within this distance higher densities are supported. The LAP recommends a density of in excess of 50 units per hectare. The proposal would result in a density of 272 units per hectare, but this must be considered in the context of the overall Northern Cross development area, which it is submitted the proposal sits comfortably within, particularly so should one consider the development proposed to the northern boundary of the site. The density is also considered appropriate in the

context of the subject site's proximity to public transport, location within a KDC and central location to a range of employment and commercial activities

The LAP further states that '*All proposals for higher densities must demonstrate how the proposal contributes to place making and the identity of the area*'. As discussed within this report and the accompanying landscape and architecture documentation, the proposal will positively contribute to the Northern Cross area as a whole through its design and contribution to placemaking within Northern Cross and the wider surrounding context. The proposed development benefits from a high level of architectural merit that is both immediately recognisable for its own design and layout yet will not be visually incongruous with the existing and permitted development in Northern Cross.

Objective UDO1 of the LAP states that it is an objective of the council '*To achieve high quality and sustainable densities to consolidate the area, maximise access for residents and employees to public transport and successfully define important locations and routes including the Main Street access and town centres (KDC designated zones)*.' The proposed development as outlined above provides for high densities at a highly accessible and suitable location that is defined by buildings of similar densities and is located at a KDC. Accordingly, the proposal fully conforms with the aims of this objective.

#### *Streetscape*

The LAP aims for new buildings to address the street appropriately at ground floor level. The proposed development through the use of hard and soft landscaping at street level provides for an enhancement of the surrounding streetscape and an appropriate completion of this part of Northern Cross. Connections to adjoining lands and enhance the permeability and activity within this area of Northern Cross.

Objective UDO4 of the LAP further states the objective '*To ensure high quality streetscapes are achieved through distinctive high quality street furniture, lighting, paving and public artwork that creates a distinctive character associated with the North Fringe*.' The proposed development, by way of its proposed interaction, landscaping and design, enhances the existing quality of the streetscape within Northern Cross and provides an improvement in boundary treatment when compared to the current boundaries

The subject site offers excellent levels of pedestrian permeability and connectivity, capitalising on the existing and proposed walking and cycling linkages within the surrounding area. The development includes a number of access points which include the primary access points for pedestrians from Mayne River Avenue, the dedicated pedestrian access to the long-term cycle parking and various emergency egress points

#### *Mix of Uses*

Mixed-use development is an important overarching principle for development within SDRA's. The proposed development is located within the mixed use Northern Cross area, and further supports the high quality mixed use nature of the area though providing for office and café use at ground floor level, ensuring active frontages, while providing for residential development in the subsequent floors above. The site provides for 176 no. residential apartment units across a 9 storey over basement block, with non-retail, office space and residential amenities located at

ground floor level. The proposed development promotes a mix of activities on site and the broad range of apartment types and sizes provided is intended to attract a variety of residents when operational.

Northern Cross, as developed to date, has a broad range of retail, service and commercial units, throughout the development area which ensures a good mix of uses and activity at street level. The current retail / commercial mix consists of a pharmacy, restaurants, creche, coffee shop, hotel, food retailers, home furnishings, ornaments and an off licence, with a number of vacant units. The Clarehall Shopping Centre is a c. 650 metre walk from the site and consists of c. 30 currently trading retailers.

## **4. Belcamp SHD- Under Consideration**

Also, of relevance to the proposal and to Northern Cross as a whole is the current SHD application for the Belcamp lands to the north and west of Site 10. The application was submitted on the 5/5/22 and relates to lands at Belcamp Hall (Protected Structure), Malahide Road (R107), the R107/R123 junction, Carr's Lane, and R139 Road, Belcamp, Dublin 17. The SHD website is [www.belcampshd.ie](http://www.belcampshd.ie).

This current SHD application, ABP Ref.: 313494-22, is for the construction of 2,527 no. residential units (473 no. houses, 2054 no. apartments), creche and associated site works, including a Linear Park along the River Mayne and road infrastructure, including the East-West Link Road and the Belcamp Parkway.

**Figure 3: Belcamp SHD proposed site layout with subject site identified**



Source: [www.belcampshd.ie](http://www.belcampshd.ie)

The proposed road infrastructure within the Belcamp SHD includes two new arterial roads, the East-West Link Road and the Belcamp Parkway, a north-south arterial road which will form a new junction with the R139. The application documentation states that it is proposed to include the main internal transportation infrastructure as part of the first phase of the SHD development, including Belcamp Parkway and the East-West Link Road, to ensure there is adequate transportation provision in place before the development is occupied. While the scale and general proximity to the subject site of this proposed development is noted, it is not envisaged that this will inhibit or negatively effect the viability or sustainability of the proposed development nor Northern Cross as a whole. Further details in relation to this specific development are included within the Planning History sections of the accompanying Statement of Consistency.

## 5. Existing Mix and Composition of Land use

This section relates to Specific Information Item 4 of the Board's Opinion on the adjoining Site 2 SHD, which states that 'A study or report describing the existing mix and composition of land uses on and in the vicinity of the site in the context of the current Z14 zoning objective for the area'.

Northern Cross comprises predominantly of mixed use development across retail, commercial, office and residential in the form of high density blocks. The below table, as included within the accompanying Architectural Design Statement, provides an outline of the existing / permitted / proposed mix and composition within Northern Cross and the area dedicated to each use. The proposed development is 'Block 10' within the table reproduced as Figure 9 below.

**Figure 4: Masterplan (2007) Permitted and Proposed uses within Northern Cross**

TABLE ILLUSTRATING THE BREAKDOWN OF FLOOR AREAS, USES AND PLANNING STATUS OF EACH ELEMENT OF EXISTING AND PROPOSED DEVELOPMENT								
Building	Use	Commercial / Leisure	Retail / Service	No. of Apts.	Area of Apts.	Planning Status	Reg. Ref.	Notes
Bewleys (Unit A)	Food Processing	9,900 m <sup>2</sup>				Built		Completed
Walls (Unit B)	Office	3,060 m <sup>2</sup>				Built	2527/99	Completed
Unit C	Office	8,500 m <sup>2</sup>				Proposed	-	Proposed
Block D	Office	4,133 m <sup>2</sup>				Built	0335/00	Completed
Block E I & II	Office	10,780 m <sup>2</sup>				Under Construction	1127/06	Completed
Hotel	Commercial/ Leisure	9,637 m <sup>2</sup>		166 rooms		Built	2421/03	Completed
Block 1	Apartments/Retail		1,666 m <sup>2</sup>	130 Apt	11,627 m <sup>2</sup>	Built	2298/05	Completed
Block 2	Apartments/Retail		1,467 m <sup>2</sup>	107 Apt	9,647 m <sup>2</sup>	Proposed	-	Proposed
Block 3 (amendment)	Apartments/Retail		421 m <sup>2</sup>	103 Apt.	8,965 m <sup>2</sup>	Built	4854/03 2963/04	Completed
Block 4 & 6	Apartments/Retail		1,935 m <sup>2</sup>	159 Apt.	14,610 m <sup>2</sup>	Under Construction	3846/06	Start Jan07
Block 5	Apartment/ Retail		355 m <sup>2</sup>	72 Apt	5,950 m <sup>2</sup>	Proposed	-	Proposed
Block 7	Apartments		-	100 Apt	7,296 m <sup>2</sup>	Proposed	-	Proposed
Block 8	Apartments, Retail & Car Park		3,949 m <sup>2</sup>	129 Apt.	11,461 m <sup>2</sup>	Under Construction	2538/05	Complete March 07
Block 9	Apartments/Retail		1,660 m <sup>2</sup>	100 Apt.	8,936 m <sup>2</sup>	Planning Approved	1103/06	Complete end 07
Block 10	Apartments		-	50 Apt	5,070 m <sup>2</sup>	Proposed	-	Proposed
<b>Total</b>		<b>46,010 m<sup>2</sup></b>	<b>11,453 m<sup>2</sup></b>	<b>950 Apt.</b>	<b>83,562 m<sup>2</sup></b>			
<b>SUMMARY:</b>								
	Residential	81,562 m <sup>2</sup> (58.7%)						
	Non Residential	57,463 m <sup>2</sup> (41.3%)						

Source: Northern Cross Masterplan 2007

As is illustrated in the table above, Northern Cross is predominantly a mixed use development area, although a number of blocks which were granted permission before the development of the masterplan being in single use. The proposed development is denoted on the above Table as "Block B (Walls)", and as noted it is currently shown as a single use block. The proposed development will provide for 3 no. separate uses at this Block and will efficiently increase the overall floor area and plot ratio, which is further in line with the masterplan objectives for mixed use development and sustainable housing in line with the proximity of Northern Cross to high quality public transport.

Northern Cross as a whole is zoned Z14, to "seek the social, economic and physical development and/or rejuvenation of an area with a mixed use of which residential and "Z6" would be the predominant uses". The development of Northern Cross to date and as proposed in this application and future emerging proposals conforms to the zoning objective, with the above table demonstrating residential as the predominant use, at 59.2%, and significant employment generating uses in the form of office, nursing homes and hotel. This provision of residential units would be increased should the permission for 156 no. units at the site to the north be granted.

The provision of 55,281 sq.m of commercial and leisure space across a broad range of economic activities ensures 'Z6' employment and enterprise uses are also significantly represented within Northern Cross. Z6 uses at present include offices, hotel, childcare facility, open space, restaurants and neighbourhood shops.

## 6. Proposed Development and Relationship with Existing Development

The proposed development comprises a Strategic Housing Development of 176 no. residential units across a range of unit sizes and types, along with private and public open space, improvements to the public realm, cycle and parking facilities, roof level amenity spaces, residential amenity facilities at ground floor level, basement level storage and parking, and all associated development. A commercial and office aspect to the development is also included at ground floor level, with separate access from the residential units. This includes ground floor office units with own door access and allocated parking, and a non-retail café unit fronting the southern façade at ground floor level. The façade design provides for an interesting frontage which through the use of varied materiality has a distinctive identity while respecting and complementing the style of the existing blocks within Northern Cross.

The scheme provides for a landscaped approach which integrates with the adjoining development to the north, ensuring a high degree of connectivity. The materials and external design of the building are impactful while still in keeping with the character of the area. Every effort has been made to increase the density of the site without compromising the neighbouring sites or infringing too much on potential public space. The landscape design facilitates the use of the public spaces like the southern plaza from the outset and has developed in step with the northern development proposed at Site 10.

The proposal is for a mixed use development, in line with the aforementioned zoning objective and the overall Masterplan Proposals. The existing development to the south (office) and to the east (residential, currently under construction) are single use developments. The proposal will represent the sole mixed use block within the western side of Northern Cross, which it is submitted will further the vitality of the area.

## 7. Future Development

The Northern Cross development area is now substantially completed, with the site currently under consideration to the north representing a final piece of undeveloped land.

Site 10, located to the north of Rosemount House, is currently under consideration for an SHD application for 156 no. residential units across 2 no. single use blocks. The applicant and the design team have engaged with the applicant and team responsible for Site 10 in preparing the subject proposals for the subject site. The relevant report and documentation, including the daylight and sunlight assessment, assess the impact of the proposal in relation to the proposed site 10 development, to further ensure that there are no negative impacts between the two proposal, while landscaping and movement of pedestrians is harmonious between the two sites to ensure that connectivity is maximised. The proposal to the north is undertaken similar levels of consultation and sympathetic design, so as to eliminate negative cross impacts between the two.

**Figure 5: Permitted / Proposed / Future Adjacent Development in the context of the proposal**



Source: Plus Architecture – Architectural Design Statement

The accompanying daylight/sunlight assessment report prepared by OCSC provides further details on the acceptability of the proposed scheme in terms of daylight / sunlight levels to the proposed buildings and associated open space and in terms of impacts on / of existing and future

development in proximity to the site. The proposed development does not include for any additional roadways, and access to the underground parking is proposed via Mayne River Avenue, and is designed and located so that any potential impacts regarding traffic is minimised.

**Figure 6: Subject site in the context of adjacent future development to the North**



Source: JSA Architects Masterplan- Submitted Under Site 10 Planning Application

**Figure 7: Proposed Vehicular Access**



Source: Plus Architecture

## APPENDIX 1- NORTHERN CROSS MASTERPLAN 2007

### 8. Conclusion

The proposed development is for a mixed use development consisting of 176 no. residential units, office space and a café unit located in the western part of the Northern Cross development area, on a site currently used as a standalone single use office structure and known as Rosemount House. The proposed development will make a positive contribution to the mix of uses in the area, through providing for an in-demand land use whilst fully conforming with the Z14 zoning objective that is applicable to Northern Cross as a whole. The proposal has been informed by the previous masterplan for the Northern Cross lands, included as Appendix 1 for ease of reference, with an increase in height and density now proposed to reflect recent Government Guidelines (NPF, Apartment Guidelines 2020 and the Building Height Guidelines).

The proposal conforms with the relevant policies, objectives and standards in the Development Plan and the LAP , and integrates fully with the existing development and uses within Northern Cross whilst not jeopardising future development, as is currently proposed to the north, and under construction to the east. Where there has been a potential for a material contravention, this has been fully addressed and justified within the accompanying Material Contravention Statement.

Therefore, this document demonstrates the acceptability of the proposed development and further illustrates how the proposal fits in with the existing surrounding context and in the context of the previous Northern Cross Masterplans.

**NORTHERN**  **CROSS**

**MARCH 2007**



**walls**

**MASTER PLAN**

PLAN NO.	2200/07	DATE REC'D
DUBLIN CITY COUNCIL		
Planning Dept. 16 MAR 2007		
Application Rec'd		

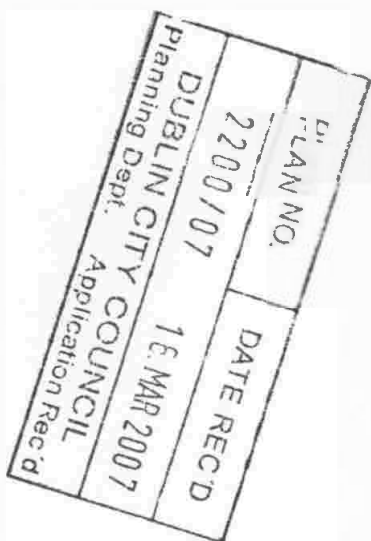
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## NORTHERN CROSS

### 1.0 Introduction

This Master Plan (of January, 2007) has been prepared for the site, known as 'Northern Cross', Malahide Road, Balgriffin, Dublin 17, which is on the boundary of the Dublin City Council and Fingal County Council areas. This Master Plan updates and replaces the original Master Plan which was prepared for the site in December 2004 and submitted as part of the planning application for Block No. 1, which is immediately located to the rear of the Hilton Hotel.

Since the original Master Plan was submitted in December 2004, a number of new residential, retail, office and commercial developments have taken place on the site. This Master Plan outlines the overall planning of the site and considers all existing, permitted and proposed development on the site in the context of the statutory Development Plans that have been prepared for the wider area. The Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework will also be considered.

### 1.1 Site Location & Description

The 'Northern Cross' site is located in an area known as the North Fringe and it is extensive in urban terms, with a total area of approximately 12.3 hectares (30 acres). It is located at the junction of the Malahide Road and the Northern Cross Route Extension (which is also known as the N32). The site, which is located within the City Council area, is located approximately 9.6 kilometres (6 miles) north of Dublin City Centre and approximately 6 kilometres (4 miles) from Dublin Airport.

This section of the Master Plan considers the overall planning of the Northern Cross Development in the context of the statutory Development Plans that have been prepared for the wider area. The Dublin North Fringe Malahide Junction Town Centre Urban Design Framework will also be considered. In addition to the above, the development of the adjoining sites (particularly to the north and east) will be referred to.

### Site Location Map of Northern Cross

## Introduction



Aerial View of Northern Cross



## 2.0 Statutory Context

There are a number of documents that are relevant to the statutory planning context of the site. These relate to the current Dublin City Development Plan 2005 – 2011, the North Fringe Area Action Plan (2000) and the Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework.

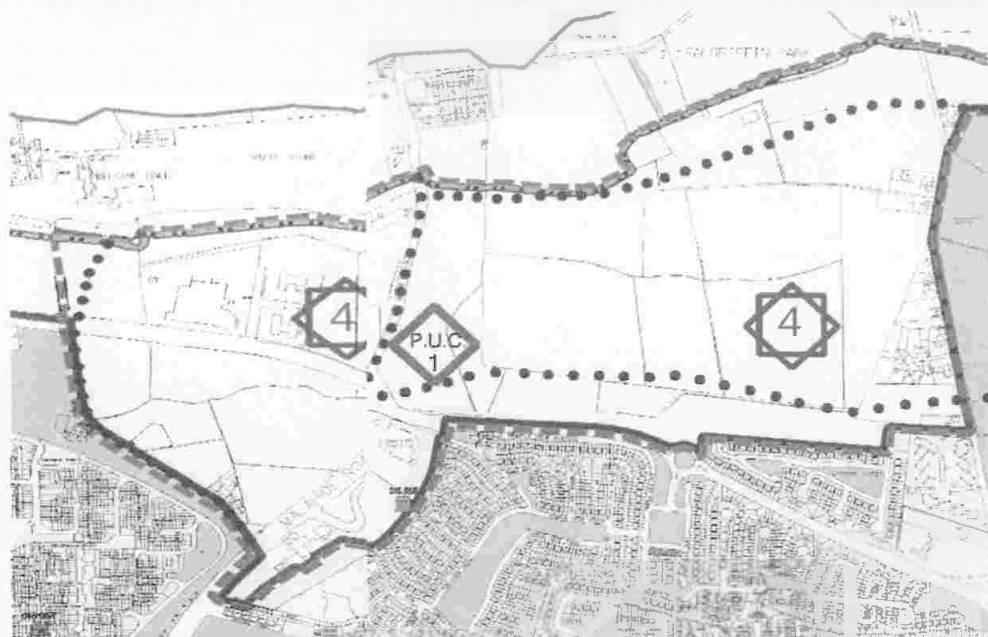
The site that is the subject of this Master Plan will be considered in the context of each of these documents.

### 2.1 2005 – 2011 Dublin City Development Plan Zoning Objective

According to the 2005 – 2011 Dublin City Development Plan, the land use zoning objective Z14 is as follows:

'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 comprehensive uses'.

# Statutory Context

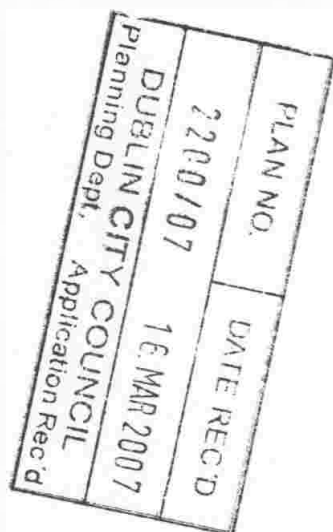


**Map Indicating the Zoning Objective of Northern Cross**

Therefore, the focus of the zoning objective for the site is both residential and employment land uses. According to the Dublin City Development Plan, the site that is the subject of this Master Plan forms parts of Framework Development Plan Area FDA4 – North Fringe, where 'proposals for comprehensive

development or redevelopment have been, or are in the process of being prepared, and in the case of each, a number of development principles to guide the development of each area have been identified.'

These principles are outlined in the following section.



# Dublin City Council Development Strategy

## Statutory Context

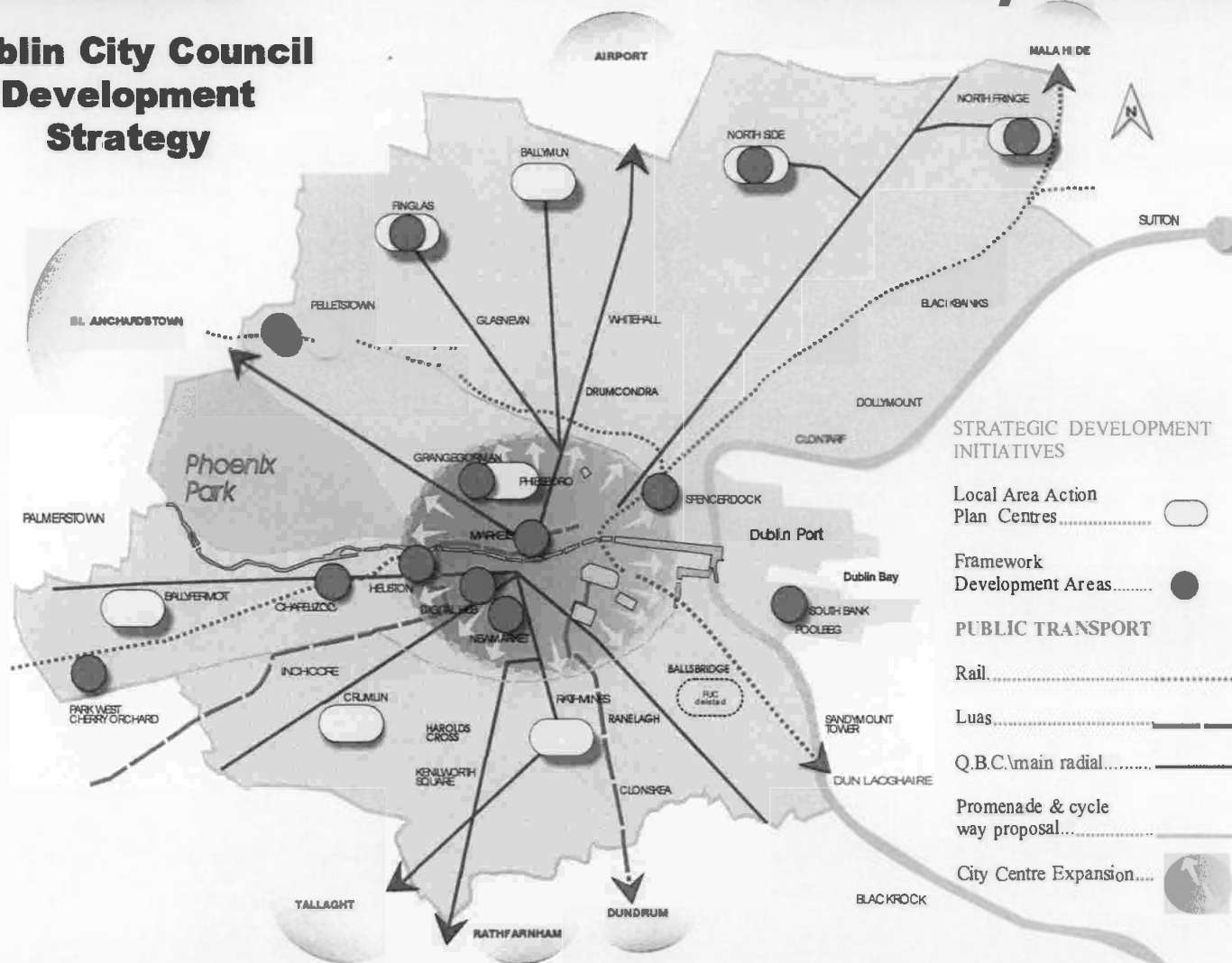


Fig. 1

A number of key development principles have been identified for the North Fringe Area and these include:

- To create a highly sustainable, mixed use urban district, based around high quality public transport nodes, with a strong sense of place.
- To achieve a sufficient density of development to sustain efficient public transport networks and a viable mix of uses and community facilities.
- To establish a coherent urban structure, based on urban design principles, as a focus for a new community and its integration with the established community, comprising an interconnected network of streets and public spaces, including:
  - (i) A central spine route, in the form of a boulevard or High Street, linking the Malahide Road with the proposed train station to the east.
  - (ii) Two high quality urban squares (one at the junction of the Malahide Road with the Main Street boulevard and the other adjacent to the rail station) as the main focus for Commercial and community activity.

- A flagship urban park in the redesigned Father Collins Park
- A new perimeter route running north from the Malahide Road via Belcamp Lane, relieving traffic pressure from the N32 and from the proposed Main Street boulevard.
- To promote the creation of a high quality public domain by establishing a high standard of design in architecture and landscape architecture.
- To develop the amenity potential of the Mayne River in the creation of a linear park.

## Statutory Context



### **A new 26 acre Urban Park is proposed by Dublin City Council at North Fringe (Father Collins Park)**

This Master Plan will illustrate that all development undertaken on the subject site to date and all future development proposed under this Master Plan is consistent with the key development principles, zoning objectives and site development standards as set out in the Dublin City Development Plan 2005 - 2011.

All other considerations such as transport and open space are reflected in the layout of the development. With the high standard of design achieved, Northern Cross provides high quality residential, employment, retail and commercial development in this new town centre location.

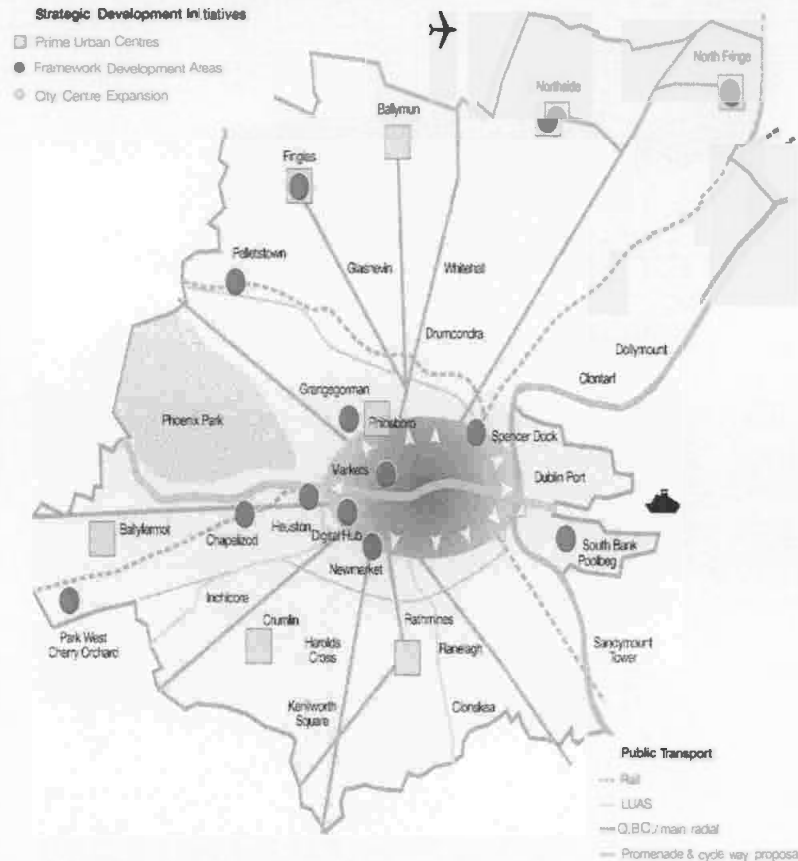
## 2.2 North Fringe West Prime Urban Centre

According to the Dublin City Development Plan, the subject site will form a significant part of the North Fringe West District Centre for this location. This District Centre will have a key role in delivering a broad range of 'integrated services' such as residential accommodation, retail and commercial facilities and employment opportunities in this part of the city. North Fringe West District Centre, has also been designated a Prime Urban Centre which will have in the future 'the capacity, by reason of their existing size, accessibility to public transport and/or established urban form, to deliver on a range of requirements including an increased density of development, a viable retail and commercial core and a distinctive spatial identity. A number of general development principles apply to Prime Urban Centres:

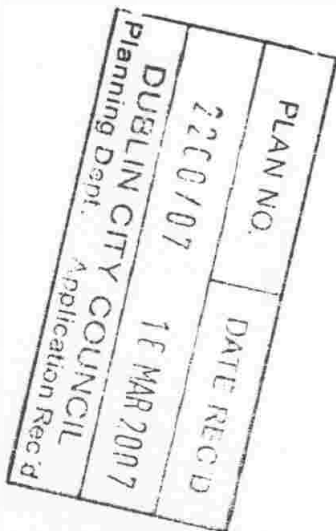
- (i) Population: Establish significant residential population bases with diversity in unit types and tenures capable of establishing long term integrated communities.
- (ii) Density: Ensure the establishment of high density developments capable of sustaining quality public transport systems and supporting local services
- (iii) Commercial / Retail / Employment: The creation of a vibrant retail and commercial core with animated streetscapes and the provision of mixed use developments incorporating retail, office, residential and live work units.
- (iv) Built Environment: The creation of high quality, mixed use urban districts with a distinctive spatial identity.



# Statutory Context



All development undertaken to date on the Northern Cross site and all future proposals for the subject site have been designed to be consistent with the development principles for Framework Development Areas and Prime Urban Centres.



# Statutory Context

## 2.3 North Fringe Area Action Plan

The key development concepts for the development of the subject site and the wider North Fringe area have their origins in the North Fringe Area Action Plan which was produced in 2000. The North Fringe Area of Dublin City comprises approximately 200 hectares (490 acres) of land that is located on the north eastern edge of the City immediately adjacent to the boundary with Fingal County Council. When the original area action plan was produced in the year 2000, the undeveloped lands in the north east of the city and the lands at Pelletstown (which is also located on the northern side of the city), represented a significant proportion of the total amount of undeveloped land remaining in the City at that time.

As the demand for additional housing and other land uses (such as employment, retail and commercial uses) grew strongly, the City Council recognised the important role of the North Fringe for the future housing needs of the City.

Therefore, the North Fringe lands were considered to be of strategic importance to the future development Dublin. In order to ensure the proper planning of these lands, the North Fringe Action Plan was prepared. The main objective of this Action Plan was to provide for the establishment of a coherent urban structure to serve as a focus of identity and the basis for integration of the new and existing communities in the area, in the City Council area and in the adjoining County of Fingal.

In order to ensure an integrated approach, the plan was prepared in close consultation with Fingal County Council. This process was central to identifying the potential for co-ordination and maximising the links between the areas. The objectives and proposed spatial structure together with a range of specific design strategies constitute the urban design framework, which underpins the entire Action Plan.



# Statutory Context

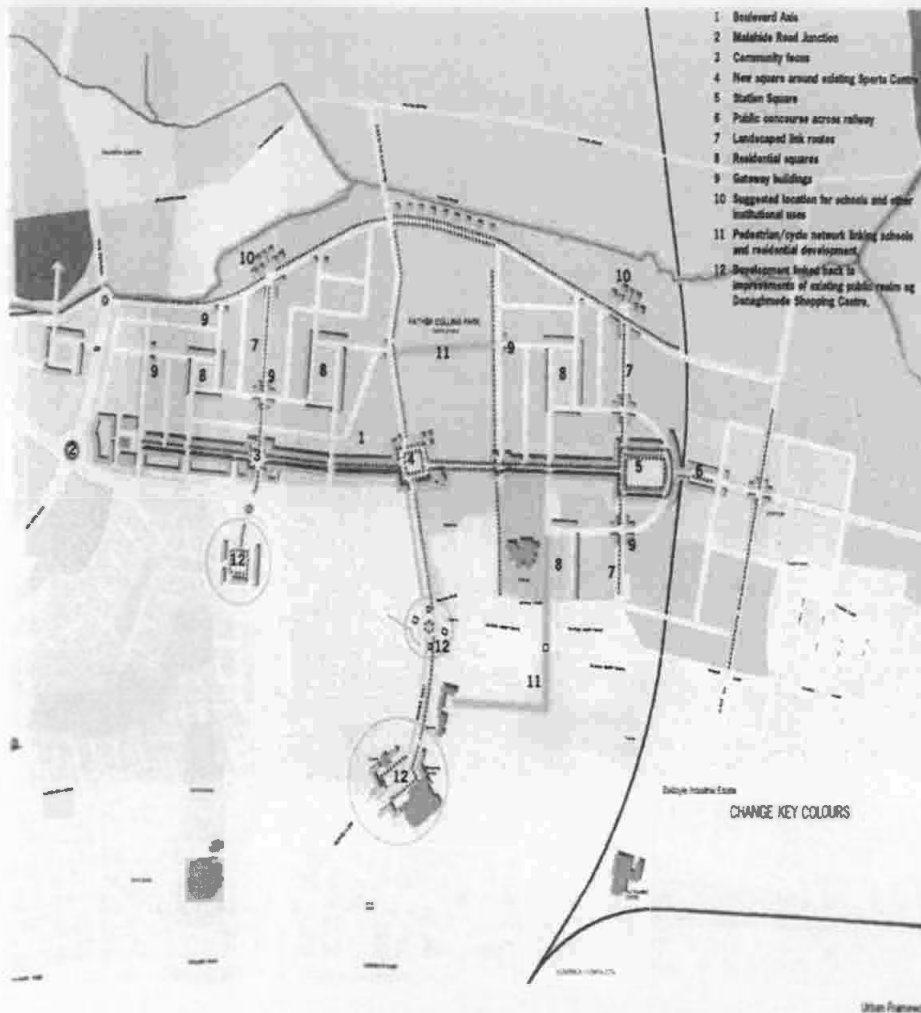
## 2.4 Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework

The original North Fringe Area Action Plan was intended to provide for the establishment of a coherent urban structure to serve as a focus of identity and to enable the integration of the new and existing communities in the North Fringe Area. The Dublin North Fringe Malahide Junction Town Centre Urban Design Framework puts forward a development strategy that is intended to augment the original North Fringe Area Action Plan and provide more detailed guidelines for the development of the land holdings in the North Fringe.

The Urban Design framework put forward a vision for the future development of the area. This vision is to create a highly sustainable mixed use urban district that is based around high quality public transport links. According to the Urban Design Framework, there are a number of key principles that must be adhered to in the design of the future development proposals in this location. These key principles include,

- I The creation of user friendly streets,
- II The creation of a new town centre,
- III Making a new town square,
- IV Providing a balance of uses and
- V Ensuring a network of effective links.

The existing and proposed development for the subject site is considered under these headings in section 3 of this Master Plan.



### 3.0 Development in Northern Cross

Northern Cross is comprised of high quality buildings of contemporary urban design accommodating a broad mix of uses which include high order retail functions. A number of the buildings in Northern Cross have been completed, whilst other buildings remain under construction. The table in this section gives a breakdown of each of the buildings, its particular use and its current planning status. This section also includes a layout of the proposed scheme.

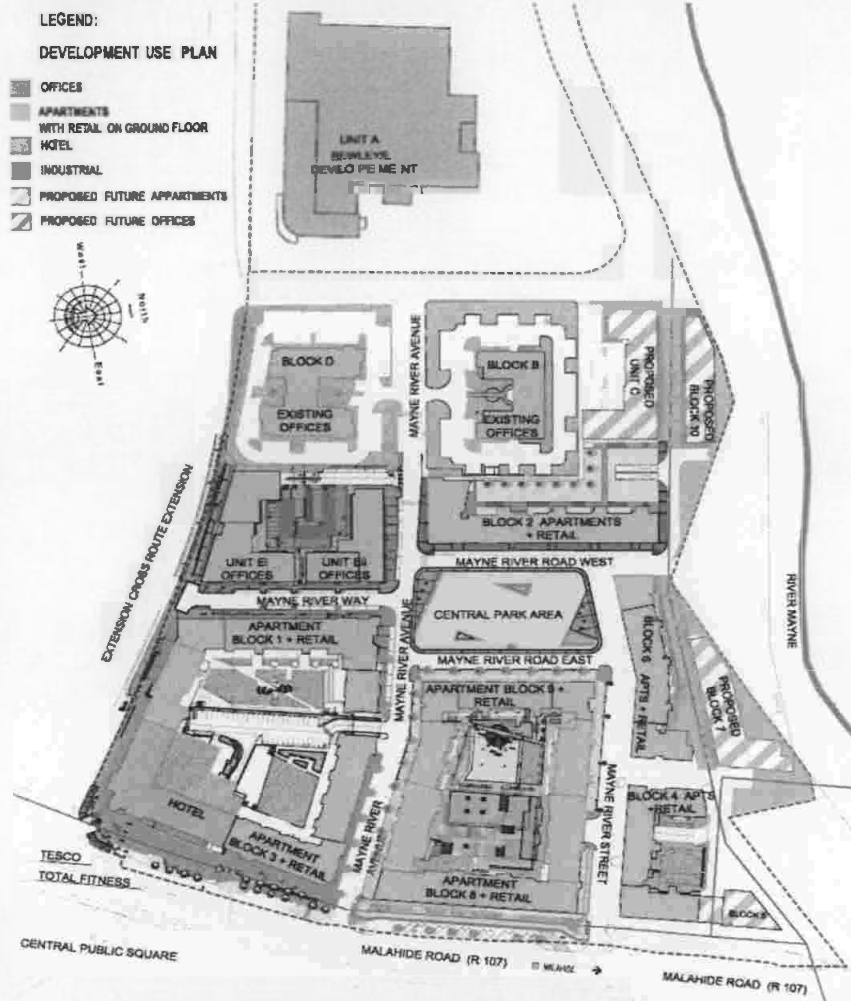
#### 3.1 Introduction

Northern Cross has a number of different elements, including residential, employment, retail and commercial functions which reflect its location at the heart of a new town centre in this part of the city. The uses in Northern Cross complement this new town centre location by giving animation and activity at street level and by providing a residential population at the upper levels at a density appropriate to a central urban area. Northern Cross also provides for a significant proportion of employment uses in the form of own door offices, manufacturing / distribution, retail and commercial development.

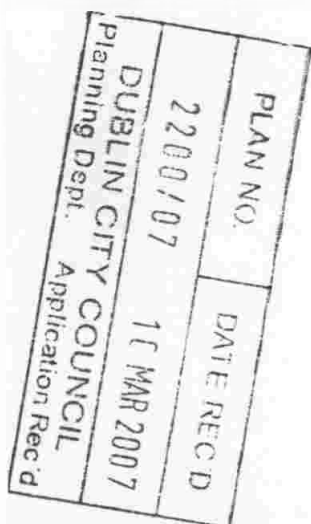
#### 3.2 Layout of Northern Cross

As stated, the site that is the subject of this Master Plan forms the northwestern sector of the North Fringe West Prime Urban Centre. Fronting onto the Malahide Road, which forms the central boulevard of the Prime Urban Centre, the scheme was designed as a series of urban blocks in accordance with the Malahide Junction Town Centre Draft Urban Design Framework. The scheme also includes a neighbourhood park in the centre of the scheme. The layout of Northern Cross is illustrated on the adjacent site layout plan.

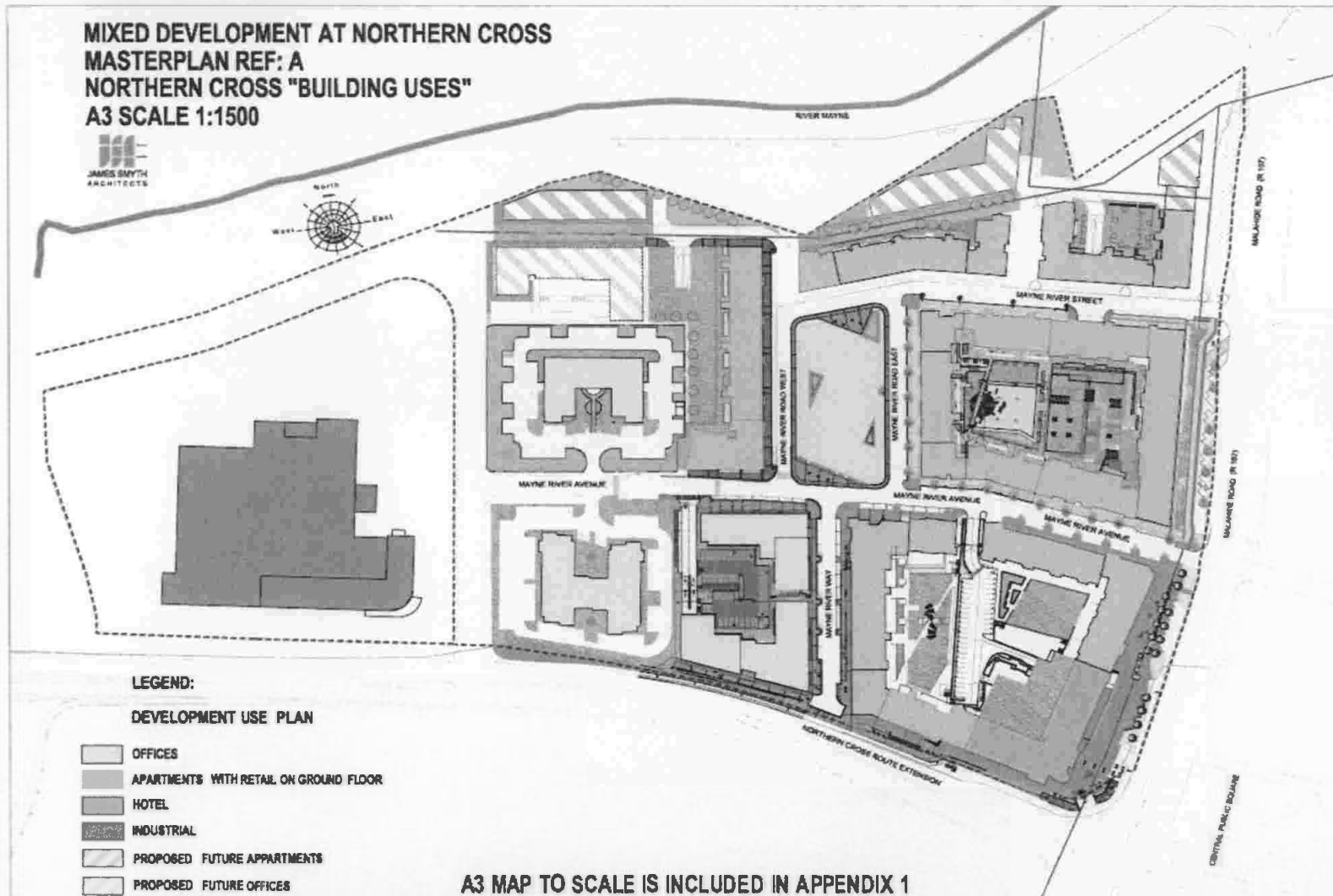
## Town Centre Development



Proposed Site Layout Plan for Northern Cross

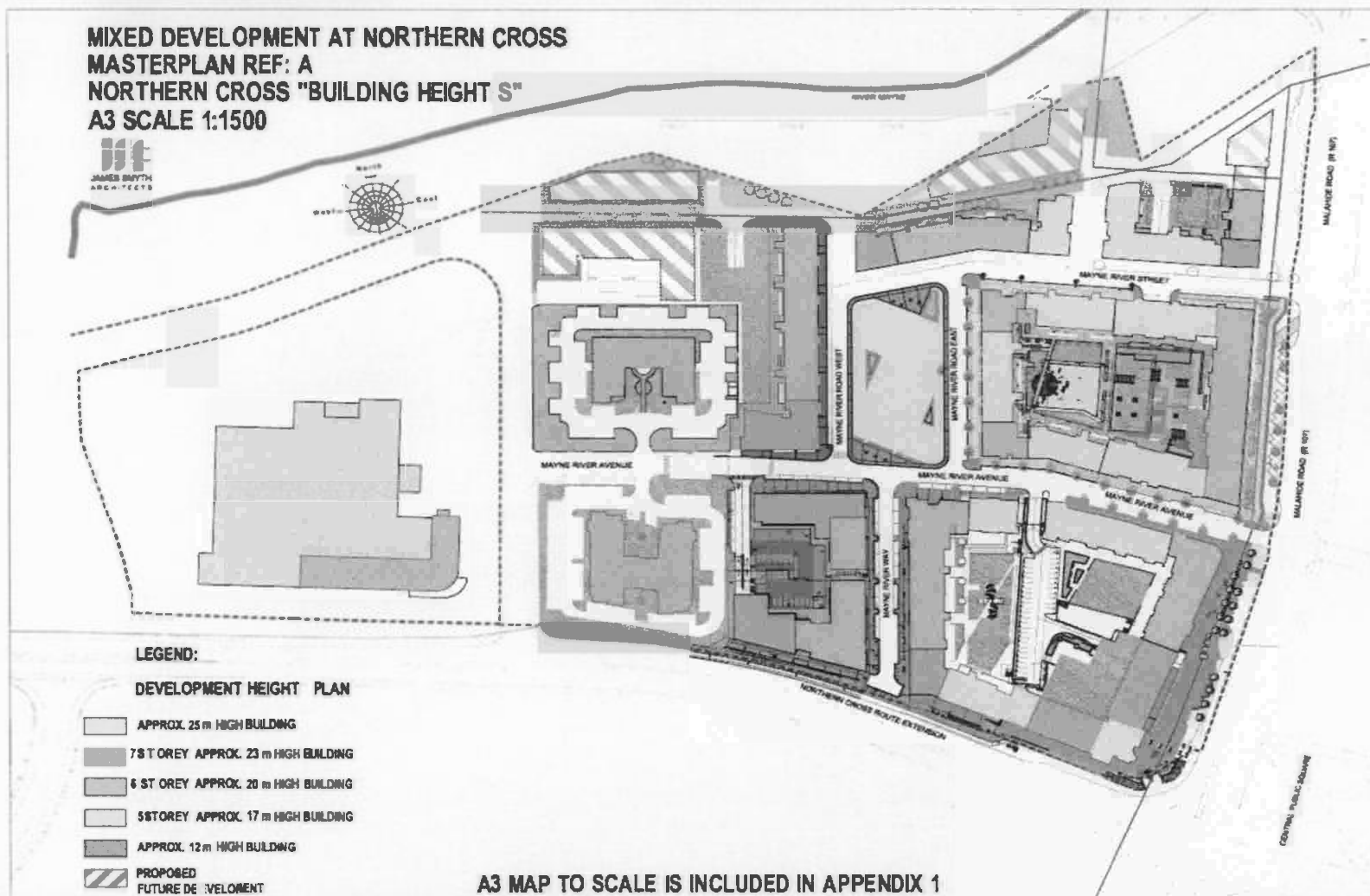


# Town Centre Development



# Town Centre Development

**MIXED DEVELOPMENT AT NORTHERN CROSS  
MASTERPLAN REF: A  
NORTHERN CROSS "BUILDING HEIGHT S"  
A3 SCALE 1:1500**



**A3 MAP TO SCALE IS INCLUDED IN APPENDIX 1**

# Town Centre Development

TABLE ILLUSTRATING THE BREAKDOWN OF FLOOR AREAS, USES AND PLANNING STATUS OF EACH ELEMENT OF EXISTING AND PROPOSED DEVELOPMENT

Building	Use	Commercial / Leisure	Retail / Service	No. of Apts.	Area of Apts.	Planning Status	Reg. Ref.	Notes
<b>Bewleys (Unit A)</b>	Food Processing	9,900 m <sup>2</sup>				Built		Completed
<b>Walls (Unit B)</b>	Office	3,060 m <sup>2</sup>				Built	2527/99	Completed
<b>Unit C</b>	Office	8,500 m <sup>2</sup>				Proposed	-	Proposed
<b>Block D</b>	Office	4,133 m <sup>2</sup>				Built	0335/00	Completed
<b>Block E I &amp; II</b>	Office	10,780 m <sup>2</sup>				Under Construction	1127/06	Completed
<b>Hotel</b>	Commercial/ Leisure	9,637 m <sup>2</sup>		166 rooms		Built	2421/03	Completed
<b>Block 1</b>	Apartments/Retail		1,666 m <sup>2</sup>	130 Apt	11,627 m <sup>2</sup>	Built	2298/05	Completed
<b>Block 2</b>	Apartments/Retail		1,467 m <sup>2</sup>	107 Apt	9,647 m <sup>2</sup>	Proposed	-	Proposed
<b>Block 3 (amendment)</b>	Apartments/Retail		421 m <sup>2</sup>	103 Apt.	8,965 m <sup>2</sup>	Built	4854/03 2963/04	Completed
<b>Block 4 &amp; 6</b>	Apartments/Retail		1,935 m <sup>2</sup>	159 Apt.	14,610 m <sup>2</sup>	Under Construction	3846/06	Start Jan07
<b>Block 5</b>	Apartment/ Retail		355 m <sup>2</sup>	72 Apt	5,950 m <sup>2</sup>	Proposed	-	Proposed
<b>Block 7</b>	Apartments		-	100 Apt	7,296 m <sup>2</sup>	Proposed	-	Proposed
<b>Block 8</b>	Apartments, Retail & Car Park		3,949 m <sup>2</sup>	129 Apt.	11,461 m <sup>2</sup>	Under Construction	2538/05	Complete March 07
<b>Block 9</b>	Apartments/Retail		1,660 m <sup>2</sup>	100 Apt.	8,936 m <sup>2</sup>	Planning Approved	1103/06	Complete end 07
<b>Block 10</b>	Apartments		-	50 Apt	5,070 m <sup>2</sup>	Proposed	-	Proposed
<b>Total</b>		46,010 m <sup>2</sup>	11,453 m <sup>2</sup>	950 Apt.	83,562 m <sup>2</sup>			
<b>SUMMARY:</b>								
Residential		81,562 m <sup>2</sup> (58.7%)						
Non Residential		57,463 m <sup>2</sup> (41.3%)						

The Street Names in Northern Cross are derived from their proximity to the river Mayne, which is located immediately north of the site. As illustrated on the site layout plan, vehicular access to Northern Cross is via Mayne River Avenue, which connects the Malahide Road with the Northern Cross Route extension. Mayne River Way provides an access for pedestrians / cyclists to Mayne River Avenue from the Northern Cross Route extension. Mayne River Street lies to the north of the scheme. This street is connected to Mayne River Avenue by Mayne River Road East and Mayne River Road West. These streets also form the boundaries to the central neighbourhood park.

The new urban blocks, which were designed to give a strong urban feel to the overall development, vary in scale, materials and form in accordance with their function and their location on the site.

### 3.3 Hilton Hotel

The Hilton Hotel has been designed as a landmark building in Northern Cross. It occupies the most prominent location on the Master Plan site and a central location in the new town centre. It is located at the junction of the Malahide Road and the Northern Cross Route Extension and will interface with the proposed urban square (to be located immediately opposite). The Hilton Hotel Building is 6 storeys in height rising to 8 storeys in the corner tower feature. With 166 bedrooms, conference facilities and a restaurant, the hotel provides a valuable facility for the new urban area. Car parking for the hotel is at basement level and access is from Mayne River Avenue.



  
**Hilton**  
Dublin Airport

**Hilton Dublin Airport  
Hotel, Northern Cross**



# Town Centre Development

## 3.4 Block 1

Block 1 encloses the remainder of the urban block that accommodates the Hotel and Block 3. It is located at the junction of Mayne River Way and the Northern Cross Route Extension and Mayne River Way and Mayne River Avenue. This building is predominately 6 storeys in height and it accommodates a total of 130 apartments and 9 retail / commercial units at ground floor level. The largest unit (which fronts onto Mayne River Avenue) contains a crèche. Car parking for Block 1 is located at basement and surface level with access from Mayne River Avenue.

## 3.5 Block 2

Planning permission has been sought for block 2. This proposed block, located to the west of the site, is located on Mayne River Road West and overlooks the central neighbourhood park. Block 2 has been designed to complete the square of development around Unit B (Walls HQ) accommodate 6 no. retail / commercial units at ground floor level and 107 apartments overhead. This block will be predominately 6 storeys in height with a double basement car park.

## 3.6 Block 3

This apartment building immediately adjoins the Hilton Hotel. Block 3 accommodates retail / commercial development at ground floor level and apartments overhead. The building is also 6 storeys in height along the Malahide Road dropping back to 5 storeys on Mayne River Avenue. It accommodates a total of 103 apartments and 4 retail units. The apartments have been designed to incorporate variations in both design and materials to reinforce the urban grain. Parking for Block 3 is located at basement level with provision for surface parking in the enclosed courtyard and at street level.



**Block 3 Comprising Residential & Retail Development**

# Town Centre Development

## 3.7 Block 4 & 6

Planning permission was recently granted for Blocks 4A and 4B and it is presently under construction. This 5 and 6 storey block, which is located at the junction of the Malahide Road and Mayne River Street comprises 159 apartments and 15 no. retail / service units. Car parking for Blocks 4 and 6 is located at basement and surface level.

## 3.8 Block 5

No planning permission has been sought for block 5. The site for Block 5 is located close to the northern boundary of the Master Plan site. It is envisaged that this block will accommodate retail or commercial uses at ground floor level and residential uses overhead. Wayleaves (which follow an east and west path) for the Northern Fringe Main Drainage Services seriously restrict the development of an entrance to Block 5 as indicated on the master plan layout in this section. The presence of this way leave will

preclude the development of a basement car park under Block 5. As a result, it is envisaged that the car parking requirement for this block will be met elsewhere on the site by the provision of a double basement car park under Block 2. It would be assumed that any building that would be erected on this prominent site would be a landmark building that would maintain the building lines of Block 7 and Block 5 to complete the streetscape along the Malahide Road.

## 3.9 Block 7

Block 7 is currently at proposal stage. This block will be located on a site adjacent to the northern boundary of the site adjoining the River Mayne. It will be comprised of residential accommodation only with total of 100 no. apartments. The block will be consistent in height to existing and permitted buildings in Northern Cross. It is envisaged that car parking will be provided at basement and surface level. Access to Block 7 will be via Mayne River Street.

**Elevation of the Recently Permitted Block 6**



# Town Centre Development

## 3.10 Block 8

Block 8 is located between Block 3 and Block 4 and fronts onto the Malahide Road. This building comprises 129 apartments and a total of 6 no retail units at ground floor level. The occupied retail units include high quality retail functions such as Fresh supermarket, Meadows & Byrne and Insomnia, all of which provide important retail functions in this new town centre. Block 8 is predominately 6 storeys in height. Car parking is provided at multi levels above and below ground. Access to the car park for Block 8 is via Mayne River Street.

## 3.11 Block9

Block 9 is currently under construction. This block encloses the remainder of the urban block that accommodates Block 8 and it is located at the junction of Mayne River Avenue and Mayne River Road East, and at the junction of Mayne River Street and Mayne River Road East. Block 9 also forms the eastern boundary of the central neighbourhood park. The building will comprise a total of 100 apartments and 13 retail/ service units. Block 9 will be predominately 5 storeys in height and car parking will be located at basement level.

## 3.12 Block 10

Block 10 is at proposal stage. This block will be located on a site to the northwest of the Northern Cross site, immediately adjacent to proposed Block C. It will be comprised of residential accommodation only with total of 50 no. apartments. The block will be consistent in height to existing and permitted buildings in Northern Cross scheme. It is envisaged that car parking will be provided at basement and surface level and access to Block 10 will be via a small access road from Mayne River Street.



**Mixed Uses in Block 8, Northern Cross**

# Town Centre Development

## 3.13 Office Units B & D

Office Buildings B and D are the original office buildings that were constructed in Northern Cross. Both office blocks are three storeys in height with floor areas of 3,060 and 4133 sq. m. respectively. Car parking for both office blocks is at surface level and access to Blocks B & D is via the shared access road (with Bewleys) which is located on the western boundary of the site. The occupants of the office buildings B & D include PJ Walls Limited and Lyndonbarry Developments.

## 3.14 Office Unit C

Office Unit C is at proposal stage. This office building will be located on a site located in a north western part of the Northern Cross site immediately adjacent to existing office building B (Head Office of PJ Walls). It is envisaged that this Office Building will be 5 storeys in height with a floor area of 8,500 sq. m. Car parking for Block C will be located at basement level and access will be via a small access road from Mayne River Street.

## 3.15 Office Units EI & EII

Units EI and EII are currently under construction and nearing completion. This building has frontage onto the Northern Cross Route Extension on the southern boundary of the site, is comprised of 10,780 sq. m. of office accommodation and it will be occupied by JP Morgan and Experian. Blocks EI and EII are predominately 5 storeys in height. Car parking for these office buildings is at basement and surface level with access from Mayne River Avenue.



**Office Units EI & EII, Northern Cross**



**Office Unit B**

## 4.0 The Vision

The Northern Cross development that is the subject of this Master Plan is considered in the context of the key principles that have been identified in the Draft Urban Design Framework – principles that must be adhered to in the design of high quality urban environments.

### 4.1 Making User Friendly Streets

In accordance with the Dublin North Fringe Malahide Junction Town Centre Urban Design Framework, a boulevard is now in place on the Malahide Road. Northern Cross has incorporated this element of the Framework by facilitating the widening of the Malahide Road and providing mixed use development with active retail and commercial functions at ground floor level.

#### Interface with the street:

The eastern elevation of Northern Cross creates a strong and dynamic urban edge along the Malahide Road. A new street edge has been created which makes a positive contribution to the streetscape and generates animation and activity in this central location. These elements of the scheme will become the focus for the linkages to the surrounding areas of the North Fringe.

#### Mix of Uses:

A wide range of uses can be found in the Northern Cross scheme. This is achieved by the provision of the commercial uses (such as the Hilton Hotel and Giraffe creche) and high quality retail uses (such as Fresh Supermarket, Meadows & Byrne Homewares, Insomnia Café and Java Republic) in the central area followed by residential uses which are located between the town



**The Boulevard, Northern Cross, Malahide Road**

centre and the predominately employment and industrial uses to the west of the site. The mix of uses is consistent with a district centre function. The provision of retail / commercial uses in the currently vacant units at ground floor level of Blocks 1, 3, 4, 6 and 9 will also contribute to the range of uses in this location.

## Surveillance:

The proposed apartments (and hotel rooms) at the upper levels of the Hilton Hotel Building and Block 3, 8 and 4A provide passive surveillance of the public areas on the Malahide Road directly outside. The mix of urban density uses – namely residential, commercial and retail will also help to ensure that there is 24 hour activity in the area and maintain pedestrian and vehicular movements on the internal and external street network. The streets within Northern Cross will also benefit from passive surveillance as well as CCTV on site.

## Scale:

The development has also been designed with appropriate urban scale buildings with easy pedestrian accessibility to proposed public transport infrastructure on the proposed Malahide Road boulevard.

## Treatment:

Careful attention has also been paid to the interface of the development with the boulevard. A mixture of high quality paving materials with hard landscaping are proposed that will harmonise with the treatment of the boulevard.

All of the above elements enable the scheme to contribute to the creation of user friendly streets in a high quality urban environment.



**Active Day & Night Time Uses in Northern Cross**



**Exterior of Fresh Supermarket**



**Interior of Fresh Supermarket**



**Exterior of Meadows & Byrne**



**Interior of Meadows & Byrne**

## 4.2 Creating a New Town Centre

The policies of the Dublin City Development Plan 2005 - 2011 and the strategy of the Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework, provide for a new town centre in this location that will be the focus for the east and west North Fringe.

According to the Draft Urban Design Framework, a new town centre at Malahide Junction will incorporate a mix of uses including retail (Tesco), leisure (Total Fitness), commercial (Hotel and ground floor commercial uses) and employment (Bewley's, existing office functions). A key objective is to ensure that a mix of uses will be provided with a significant residential function overhead. In order to achieve this objective, residential development (on the upper floors of the buildings fronting main streets such as the urban avenue and boulevard) comprise a substantial element of the existing development and the proposed development on the lands that are the subject of this Master Plan.

Northern Cross is consistent with the proposal to locate a new town centre in this location as a result of the following:

**Mix of Uses:** The mix of uses provided in Northern Cross is consistent with this town centre as the ground floor units accommodate a wide range of retail, commercial and recreational uses. These uses are as follows:

At present, a total of 3 retail units are occupied. As there are a total of 7 retail and commercial units, these range of uses will significantly increase when the development is fully completed and occupied.

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**.Mixed Uses on Adjoining Sites:** The retail uses in Northern Cross complement the range of retail units in the Tesco Clare Hall Shopping Centre site and the Total Fitness Centre.

**.District Centre:** Once the Northern Cross scheme is completed and the adjoining sites are fully developed, the town centre will provide a major retail and employment function.

**.Day Time & Night Times Uses:** At present, the Hilton Hotel makes a major contribution to night time activity through its restaurant and bar and late night shopping in the adjoining retail uses.

**.Landmark as a Focus of an Urban District:** In most cases, central urban areas are noted for their landmarks or functions. The Hilton Hotel building with its corner tower feature is of sufficient height and scale to form a landmark in this urban location. In addition, Block 5 (which is proposed) will also be a landmark building.

**.Sense of Place:** The design and siting of the hotel (which allows for a wide pavement with hard landscaping and planting) provide for an expansive and pleasant pedestrian environment that will reflect the importance of this central location.

**.Residential Function:** A significant element of Northern Cross is the major residential function for the town centre, with more passive daytime uses (e.g. employment) located outside the central area.

This mix of uses is intended to give rise to a true town centre, affording the opportunities of living and working in the same location.

## The Vision



**Retail & Commercial  
Uses, Northern Cross**



## 4.3 Making a New Town Square

A key element of the Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework is the creation of a new Town Square which is intended to provide a strong urban focus to the centre of this new prime urban centre. Northern Cross has been designed to complement the proposed town square in the following ways:

◦**Complementarity:** Northern Cross will complement a Town Square by providing animation and visual interest through ground floor retail and commercial uses. Similarly, the Town Square will provide a pleasant outlook for the apartments and hotel rooms at the upper floors

◦**Building Height and Scale:** The height and scale of the buildings in Northern Cross will create a strong urban setting for the proposed town square.

◦**Sense of Place:** The design and siting of the Hilton Hotel and Block 3 apartment building (which allows for a wide pavement with hard landscaping and planting) provide for an expansive and pleasant pedestrian environment which will successfully link Northern Cross with the proposed Town Square.

◦**Treatment:** The materials and finishes of the buildings in Northern Cross are of a high quality and consistent with a contemporary urban area. It is envisaged that this material will be consistent with the finish of the proposed town square.

The proposed mix of recreational and retail uses will also make a positive contribution to the proposed urban plaza.

### Public Realm at Hilton Hotel, Northern Cross



#### 4.4 Balance of Uses

The provision of a wide diversity of uses is a feature of central Urban areas and a key requirement of the North Fringe East Prime Urban Centre. Northern Cross will make a significant contribution to this diversity of uses in the following ways:

- **Hilton Hotel:** The 166 bedroom Hotel development is an essential urban use as it gives rise to considerable activity in the central area. The range of activities associated with a hotel such as a bar, restaurant and leisure activities also provide for a wide range of day time and night time uses.
- **Commercial & Retail Uses:** The ground floor of each urban block in Northern Cross is comprised of non residential units that can be used for retail or other commercial functions. The majority of the ground floor units that front onto the new urban boulevard in Block 8 (i.e. existing Malahide Road) have active retail uses at ground floor level (such as Fresh and Meadows & Byrne). It is envisaged that other high street type retail uses and complementary services (such as restaurants, cafes and bars) will occupy the remaining units in Blocks 8 and Block 4B currently under construction.
- **Blocks 1, 8, 9, 4 and 6** also accommodate retail / commercial units at ground floor level. While retail uses will be sought for these units, it is likely that commercial and office uses are more likely to be attracted to this part of the development. The ground floor of Block 2, (which is currently proposed) is likely to accommodate commercial or employment uses, such as own door office units. This feature of the development will give rise to a range of uses that are expected in an urban area.

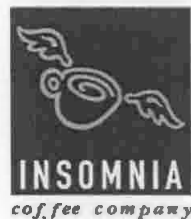
## The Vision



**Hotel, Childcare, Office & Retail Uses in Northern Cross**



**Retail, Residential and Commercial Uses On Malahide Road, Northern Cross.**



**Clare Hall Shopping Centre at City Junction**

## The Vision

▣ Existing Uses: The existing uses such as the Tesco Clare Hall Shopping Centre and the existing Total Fitness Gym make a major contribution to the North Fringe East Prime Urban Centre by provide retail uses and recreation and leisure activities.

▣ Employment Uses: Northern Cross accommodates a range of major employment functions. The Master Plan site contains approximately 18,000 sq. m. of purpose built office accommodation in Blocks B, D, EI & EII. Two of the existing office blocks are occupied by PJ Walls Construction and Lyndonbarry Developments. The area immediately to the west of the site accommodates the Bewleys industrial development.

▣ Residential and Ancillary Facilities: There is a substantial residential element to the upper floors of the buildings located in the centre. The residential element will support local services in this location and to afford the opportunity of living and working in the same area. Ancillary facilities such as a large creche are also provided.

▣ Adjoining Sites: It is anticipated that the area immediately to the east of the subject site (under the ownership of Shannon Homes) and bounded by the Malahide Road to the west and Grange Road to the south will also make a significant contribution to the range of uses in the town centre as planning permission exists for approximately 2,000 units housing units in this location.

Therefore, Northern Cross incorporates a sustainable and appropriate mix of land uses for anew urban area.

## 4.5 Network of Effective Links

It is an objective of the Draft Urban Design Framework to ensure that all roads will link across the study area and beyond, to surrounding residential areas which will demand regular cross routes and pedestrian crossings where appropriate. Northern Cross complies with this objective as follows:

➤ **Compliance with the Framework:** The street network in Northern Cross broadly complies with the Draft Urban Design Framework, but due to restrictions on vehicular access points (imposed by Dublin City Council), it has not been possible to connect all of these new streets up to the existing road network until all road improvements (such as include the Parkway) have been carried out. However, the existing access points will be operational and full pedestrian access will be available in the interim.

➤ **Future Linkages:** There are shuttle links with the wider area (i.e. airport and North Fringe East) at present. This will continue in the interim until full public transport is provided. It is also envisaged that the streets on the Master Plan site will form connections with new streets proposed for the wider North Fringe Area further enhancing permeability.

➤ **Pedestrian Friendly:** The street layout in Northern Cross comprising short blocks and a large amount of linkages within the area will encourage pedestrian movement and maximum use of public transport options in the area (such as QBC bus services and the new DART station proposed for Grange Road).

The above features of Northern Cross ensure that the scheme is a highly sustainable mixed use urban district that is based around high quality public transport links.



**Pedestrian Areas on the Boulevard, Northern Cross.**



**Cycle Parking Facilities on the Boulevard, Northern Cross.**

## 5.0 Urban Framework

This section outlines the design of the Northern Cross having particular regard to compliance with site development standards, scale, height and massing, movement and access and the open space strategy.

### 5.1 Site Development Standards

All elements of the Northern Cross have been designed to meet the site development standards of the 2005 Dublin City Development Plan with respect to matters such as quality of accommodation (i.e. floor areas, room sizes and provision of balconies). All other standards such as car / cycle parking and refuse storage provision have also been met, thereby ensuring that the proposed development will achieve the high standards in terms of the quality of accommodation.

### 5.2 Scale: Height & Massing

Northern Cross is consistent with the Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework by its incorporation of the following elements:

Landmark Building: The provision of the Hilton Hotel as a landmark building adjacent to the new town square. This building, which is of appropriate height and scale forms a focus to the new town centre. Block 5 (which is proposed) is also expected to be a landmark building.

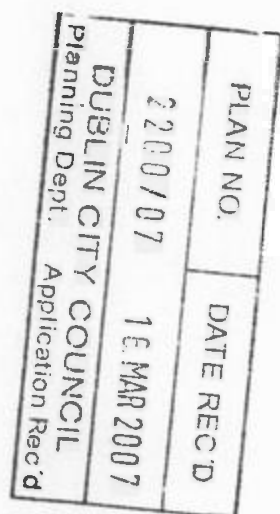
# Urban Framework



**Raised Deck above Parking Area in Block 3**



**Terraces and Balconies to Apartments in Block 3**



Scale & Design: The Scale and Design of the buildings in Northern Cross are consistent with a town centre location and make a positive contribution to this contemporary urban streetscape. In addition, the buildings accommodate a range of uses including retail, hotel and residential and the multi-use purpose of the buildings is reflected in their design.

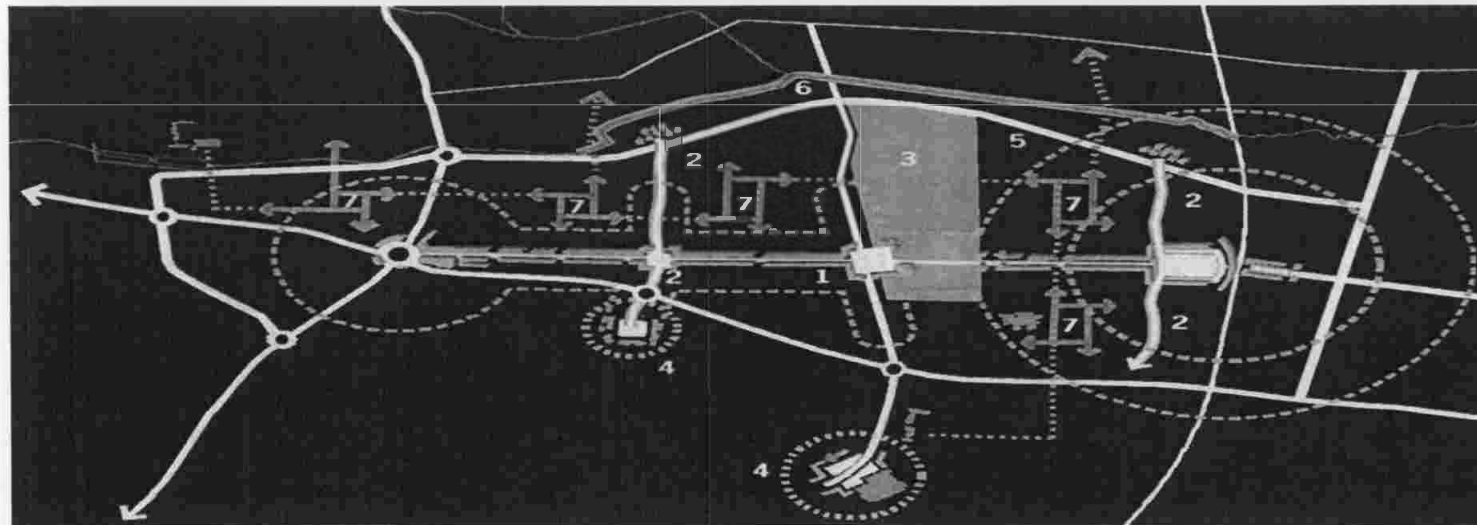
Minimum Building Heights: The buildings heights proposed in the development are consistent with those outlined in the Draft Urban Design Framework with 6 storey buildings fronting the major routes and the town square.

## 5.3 Movement and Access

In order to create a highly sustainable mixed use urban district that is based on high quality public transport provision

and other sustainable alternatives, it is necessary to ensure high levels of pedestrian permeability and the provision of a Cycle network. According to the Dublin North Fringe Malahide Junction Town Centre Draft Urban Design Framework, this element is particularly important to an urban area. In order to achieve this objective, Northern Cross has been designed to incorporate pedestrian links and cycleways with a reduced emphasis on vehicular movement.

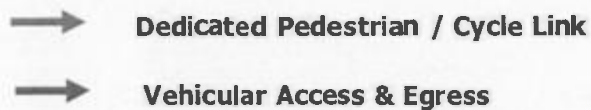
✧ Compliance with Framework: The layout of the new streets within the proposed development is consistent with the Draft Urban Design Framework. Although the vehicular access points have been restricted (by Dublin City Council), it is understood that this is a temporary measure until the road network has been completed.



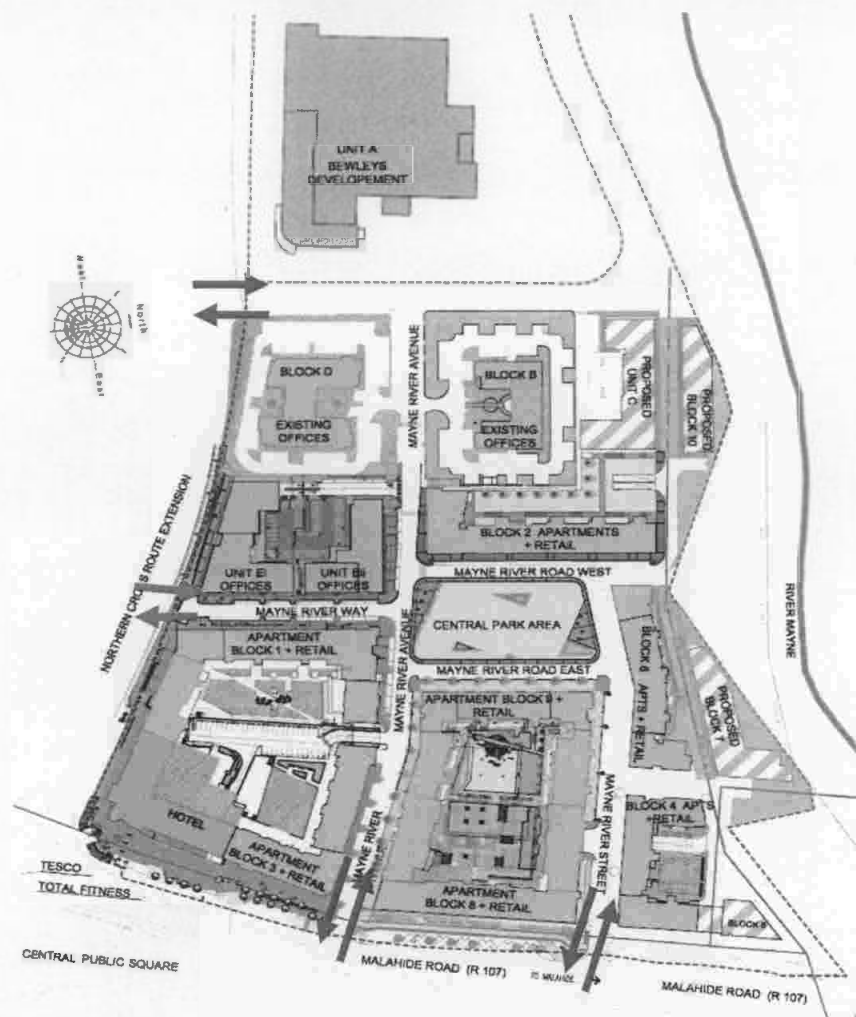
network has been completed. However, provision has been made within the scheme for future connections and in the interim, full access will be available to pedestrians and cyclists.

❖ **Street Pattern:** The streets in Northern Cross generally follow a grid iron format running east west and north to south. In general, the buildings are designed in block formats with each street connected to the urban avenue (i.e. the Northern Cross Extension) or to the proposed boulevard (Malahide Road).

❖ **Cycle ways:** As illustrated on the diagrams, a network of cycle routes are provided throughout Northern Cross, that are intended to link the scheme with adjoining developments (such as the East North Fringe) and the wider City Council cycle network throughout the city. These cycle ways will be provided along the main routes of the Malahide Road (the Boulevard) and along the Northern Cross Route Extension. These cycle paths will be clearly delineated. Bicycle parking areas are also being provided.



## Urban Framework



## NORTHERN CROSS

**Pedestrian Provision:** A quality pedestrian environment has also been provided in Northern Cross. This has been achieved by the incorporation of the following features into the scheme:

- Pathways of sufficient width to ensure pedestrian convenience and usability for all users. The width of the pavements will also reflect their location in a central urban area.
- The use of high quality paving materials, planting and street furniture (e.g. seating, street furniture) to provide for a pleasant pedestrian environment.
- The identification and provision of 'pedestrian desire lines' such as the shortest walking route to the bus stop or central area in the street layout will further enhance the usage of the pavements and the pedestrian environment.
- High quality public lighting for the safety and convenience of pedestrians, as well as public art features / litter to provide for a high quality public realm.

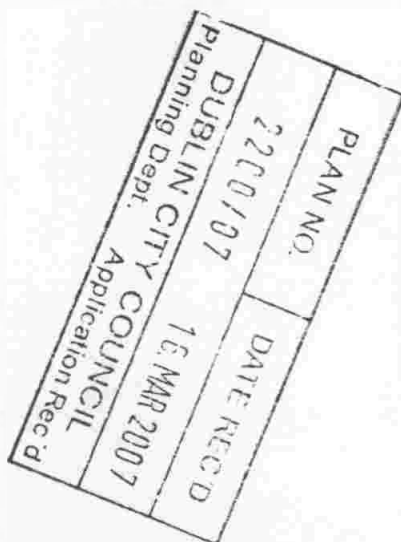
Provision has also been made for vehicular access. However, the restrictions on vehicular movement (such as reduced numbers of links to the urban avenue and boulevard) will make the use of cars less attractive close to the town centre area. This feature of the proposed development combined with the provision of high quality pedestrian and cycle links and public transport should help to ensure greater use of sustainable forms of transportation.

### Landscaping of Public Areas, Northern Cross

## Urban Framework



**Landscaping & Surface Parking, Northern Cross**



## 5.4 Open Space Strategy

The design of Northern Cross includes the provision of high quality public open spaces as well as generous private open spaces within each residential block.

### 5.4.1 Public Open Space

There will be a number of public open spaces accessible from the development. These open spaces include the urban plaza which will be located in the town centre, (and overlooked by the hotel) and the proposed public park which will be located within the site.

**Urban Plaza:** The urban plaza will be located immediately in front of the hotel. A number of elements have been included in this scheme to ensure the positive integration of this urban plaza with the Northern Cross mixed use development. These elements include the provision of urban scale buildings to reinforce the town centre and provide a setting for the urban plaza. The location of retail and commercial development at ground floor level of the Hilton Hotel building, Block 3 and Block 8 also animates the streetscape and creates a vibrancy in the town centre.

**A Neighbourhood Park:** A neighbourhood park was permitted as part of the Block 9 planning application and this park which is located in the centre of the site has now been completed. The park will have an area of approximately 3,400 sq. m. Unlike the urban plaza (which will be paved), the neighbourhood park will be landscaped with grass and planting providing both a valuable recreational amenity for the future residents of Northern Cross and a pleasant outlook for the surrounding buildings.

### Hierarchy of Open Spaces

The provision of the public park will fit into the hierarchy of open spaces in the North Fringe, by providing a public open space for use at a neighborhood level, which will be easily accessible from all of the proposed uses on the Master Plan

# Urban Framework



**Central Neighbourhood Park, Northern Cross**

Residential Building	No. of Apts.	Open Space Provision	Planning Status	Reg. Ref.	Average Open Space Per Apartment
<b>Block 1</b>	<b>130 Apt</b>	5,004 m <sup>2</sup>	Built	2298/05	38.49 m <sup>2</sup>
<b>Block 2</b>	<b>107 Apt</b>	4,070 m <sup>2</sup>	Proposed	-	38.07 m <sup>2</sup>
<b>Block 3</b> (amendment)	<b>103 Apt.</b>	2,979 m <sup>2</sup>	Built	4854/03 2963/04	27.11 m <sup>2</sup>
<b>Block 4 &amp; 6</b>	<b>159 Apt.</b>	4,824 m <sup>2</sup>	Under Construction	3846/06	30.33 m <sup>2</sup>
<b>Block 5</b>	<b>72 Apt</b>	1,512 m <sup>2</sup>	Proposed	-	21 m <sup>2</sup>
<b>Block 7</b>	<b>100 Apt</b>	2,800 m <sup>2</sup>	Proposed	-	28 m <sup>2</sup>
<b>Block 8</b>	<b>129 Apt.</b>	5,122 m <sup>2</sup>	Under Construction	2538/05	39.71 m <sup>2</sup>
<b>Block 9</b>	<b>100 Apt.</b>	3,928 m <sup>2</sup>	Planning Approved	1103/06	39.28 m <sup>2</sup>
<b>Block 10</b>	<b>50 Apt</b>	1,950 m <sup>2</sup>	Proposed	-	39 m <sup>2</sup>
<b>Total</b>	<b>950 Apt.</b>	<b>32,189 m<sup>2</sup></b>			<b>33.88 m<sup>2</sup></b>

**Table indicating Private Open Space for Apartments in Northern Cross**

<b>Neighbourhood Park (Centre of Site)</b>	3,700 m <sup>2</sup>
<b>Proposed Urban Plaza (adjacent to site on Boulevard)</b>	4,000 m <sup>2</sup>

**Table indicating Public Open Space for Apartments in Northern Cross**



## Urban Framework

site. The proposed public park will also be accessible to the east and south parts of the North Fringe. Its accessibility will be improved by the high quality pedestrian links that will connect the Northern Cross Neighbourhood Park with the proposed public parks on the adjoining site to the east (under the ownership of Shannon Homes / Stanley Holdings) and with the existing open spaces to the south of the site.

**Pedestrian Movement:** A feature of highly sustainable urban areas is that a significant proportion of total transport movement is by cycling and walking. The decision to locate the public park in the centre of the Master Plan area, was made to ensure that it is accessible on foot (and by bike) from the proposed residential parts of the scheme. It is estimated that the proposed public park will be easily accessible from all parts of the proposed scheme (including the employment component).

### 5.4.2 Private Open Space

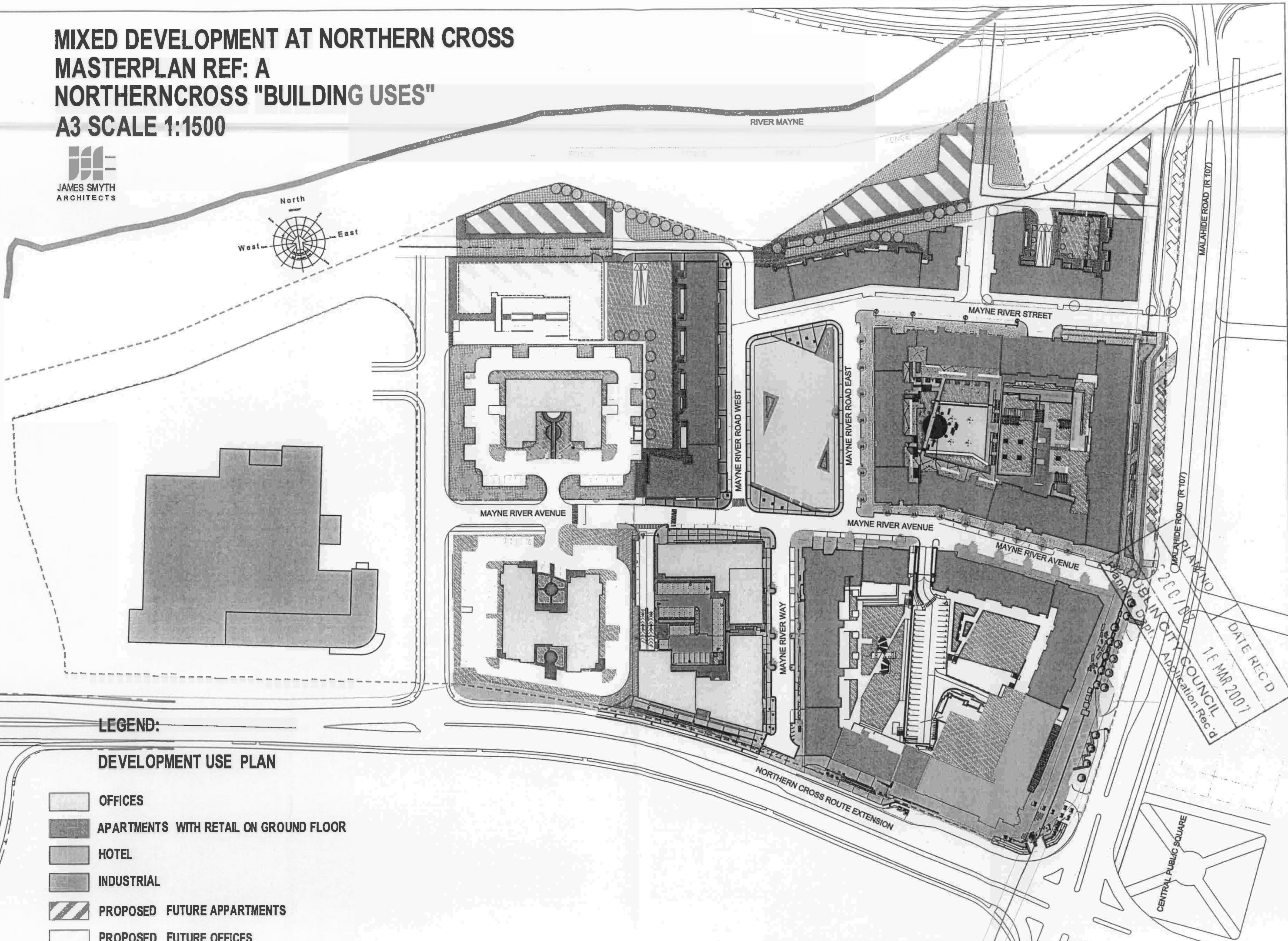
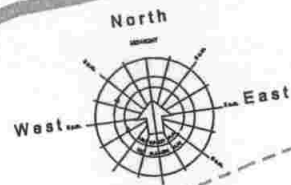
The existing and future residents of Northern Cross also have access to a range of high quality private open space which include balconies and ground terraces as well as communal courtyards, raised decks and roof gardens.

The balconies and ground floor terraces have been designed to the highest standards with a particular focus on aspect and usability. This is reflected in the use of high quality boundary treatments to provide for maximum levels of privacy.

All residential units will have access to communal open spaces in Northern Cross. The communal open spaces are comprised of courtyards, raised decks and roof gardens. All of these spaces will be finished and landscaped to the highest standards.

- A3 MAP OF BUILDING USES IN NORTHERN CROSS
- A3 MAP OF BUILDING HEIGHTS IN NORTHERN CROSS

MIXED DEVELOPMENT AT NORTHERN CROSS  
MASTERPLAN REF: A  
NORTHERNCROSS "BUILDING USES"  
A3 SCALE 1:1500

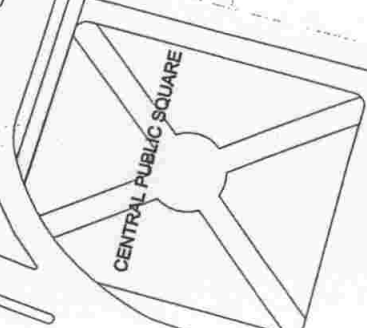


LEGEND:

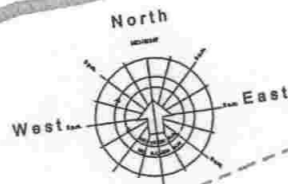
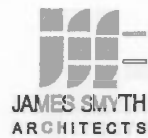
DEVELOPMENT USE PLAN

- OFFICES
- APARTMENTS WITH RETAIL ON GROUND FLOOR
- HOTEL
- INDUSTRIAL
- PROPOSED FUTURE APARTMENTS
- PROPOSED FUTURE OFFICES

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DATE REC'D  
16 MAR 2007



MIXED DEVELOPMENT AT NORTHERN CROSS  
MASTERPLAN REF: A  
NORTHERN CROSS "BUILDING HEG HTS"  
A3 SCALE 1:1500



RIVER MAYNE

MALAHIDE ROAD (R 107)

MAYNE RIVER STREET

MAYNE RIVER ROAD WEST

MAYNE RIVER ROAD EAST

MAYNE RIVER AVENUE

MAYNE RIVER AVENUE

MAYNE RIVER AVENUE

MALAHIDE ROAD (R 107)

DAYE REC'D

CENTRAL PUBLIC SQUARE

NORTHERN CROSS ROUTE EXTENSION

LEGEND:

DEVELOPMENT HEIGHT PLAN

- APPROX. 25 m HIGH BUILDING
- 7 STOREY APPROX. 23 m HIGH BUILDING
- 6 STOREY APPROX. 20 m HIGH BUILDING
- 5 STOREY APPROX. 17 m HIGH BUILDING
- APPROX. 12 m HIGH BUILDING
- PROPOSED FUTURE DEVELOPMENT