



Masterplan Update

Guinness Quarter

Opening the historic St. James's Gate to the people of Dublin and beyond.

Ballymore has just submitted its masterplan to Dublin City Council seeking to regenerate and open St. James's Gate to the people of Dublin and beyond.

Seeking to balance community, cultural, enterprise, and residential uses, this overview details the masterplan's main elements and proposals for the site to become the 'Guinness Quarter'.

Opening the Gates

- ▶ The guiding ambition of this development is for it to be fully integrated into the wider Liberties area with open and accessible street access for everyone.
- ▶ New entrances are proposed at Crane Street and Rainsford Street to provide greater connectivity to the wider community.
- ▶ Pedestrians and cyclists have been prioritised in the masterplan, which includes provision for 2,000 bicycle parking spaces in the heart of the development.



St. James's Gate



Welcoming and Accessible Public Spaces

- ▶ The masterplan introduces more than two acres of public outdoor spaces, all landscaped to create pockets of greenery to surprise and delight.
- ▶ The largest of these spaces is a versatile public square for people to gather and socialise.

Retaining Buildings

- ▶ The masterplan retains the site's industrial heritage with the refurbishment, repurposing, and extension of heritage structures.
- ▶ Iconic St. James's Gate features, including the Guinness front gates and the existing site walls, will all be retained.
- ▶ The most historical buildings on site including the Front Gate, No1 Thomas St (Arthur's House) and the Vat houses 1 and 2 – will be retained by Diageo and are integrated into the masterplan.

A new food hall and marketplace

- ▶ One of the most exciting features of the masterplan is the food hall, which will be a landmark destination for people to taste and experience the very best of regional, national, and international food cuisine.
- ▶ A marketplace, showcasing local, regional, and national producers and creators, is also included within the masterplan.



Community & Culture for Thinkers, Makers, and Doers

Recognising the importance of community and cultural spaces, the masterplan includes proposals for:

- ▶ A multi-functional space in the main public square, which together with other cultural spaces included in the masterplan, will create opportunities for thinkers, makers, and doers.
- ▶ A flexible multi-use space that can accommodate a variety of uses, including performances with seating for c.300 people.
- ▶ Dedicated community spaces have been designed to facilitate a range of uses.

A Mix of Housing Types

- ▶ 336 homes, with a mix including one, two, and three bedroom apartments. The scheme includes homes to buy, homes to rent and social homes.
- ▶ 20% of the site's residential space will be for social housing.
- ▶ Our ambition is that the Iveagh Trust will be our partner to manage the on-site social housing.



Mixed-Use Commercial

- ▶ Commercial workspaces designed to cater for a sustainable mix of large, medium, and small enterprises. These spaces will complement the adjacent world-class Guinness Enterprise Centre, which caters for ambitious and innovative companies.
- ▶ Retail units of varying sizes have been designed to attract a mix of established and independent retailers.
- ▶ A proposal to re-purpose Brewhouse 2 for use as office space, with Diageo having its new Irish headquarters in the building.

Hotel Accommodation

- ▶ The Georgian and Victorian buildings fronting James's Street/ Thomas Street, are planned to be given a new lease of life as hotel accommodation. In addition, a more contemporary hotel building is proposed to be located off the main square.



Thomas Street, Dublin 8.

Dublin's First Zero Carbon District

- ▶ Using innovative energy technologies, the masterplan envisages that the development will become Dublin's first operational Zero Carbon District.
- ▶ The masterplan features sustainable urban design at its best, with elements of contemporary architecture and urban design that complement and respect the site's industrial heritage.



Map of the proposed Guinness Quarter showing the general layout of streets and buildings.