



Pembroke Quarter to create a vibrant waterfront community

An exciting new chapter is about to open for the Poolbeg Peninsula and the surrounding communities of Irishtown, Ringsend and Sandymount.

Almost 20 years after the closure of the Irish Glass Bottle factory, the potential of the site is finally to be realised with the development of the Pembroke Quarter – a vibrant waterfront community strategically located between Dublin City and Dublin Bay.

The creation of this new unique urban quarter will see the transformation of approximately 15 hectares of a former industrial site into an integrated and vibrant waterfront neighbourhood with a balanced mix of residential, offices, retail, hotel, cultural and community facilities, leisure, food and beverage and open-air public amenity space within walking distance of Dublin City Centre.

At the heart of the Pembroke Quarter will be approximately 3,800 new homes, providing housing for up to 9,500 people along with in excess of 90,000 sqm of commercial, civic and enterprise space. The commercial and enterprise space will provide jobs for more than 10,000 people, many of them from Pembroke Quarter and nearby communities.

It will be a place where residents, people employed there and visitors can live, work and play. The inclusion of a range of different housing types combined with a powerful mix of local amenities, shops, workplaces, educational facilities, and public spaces will build a

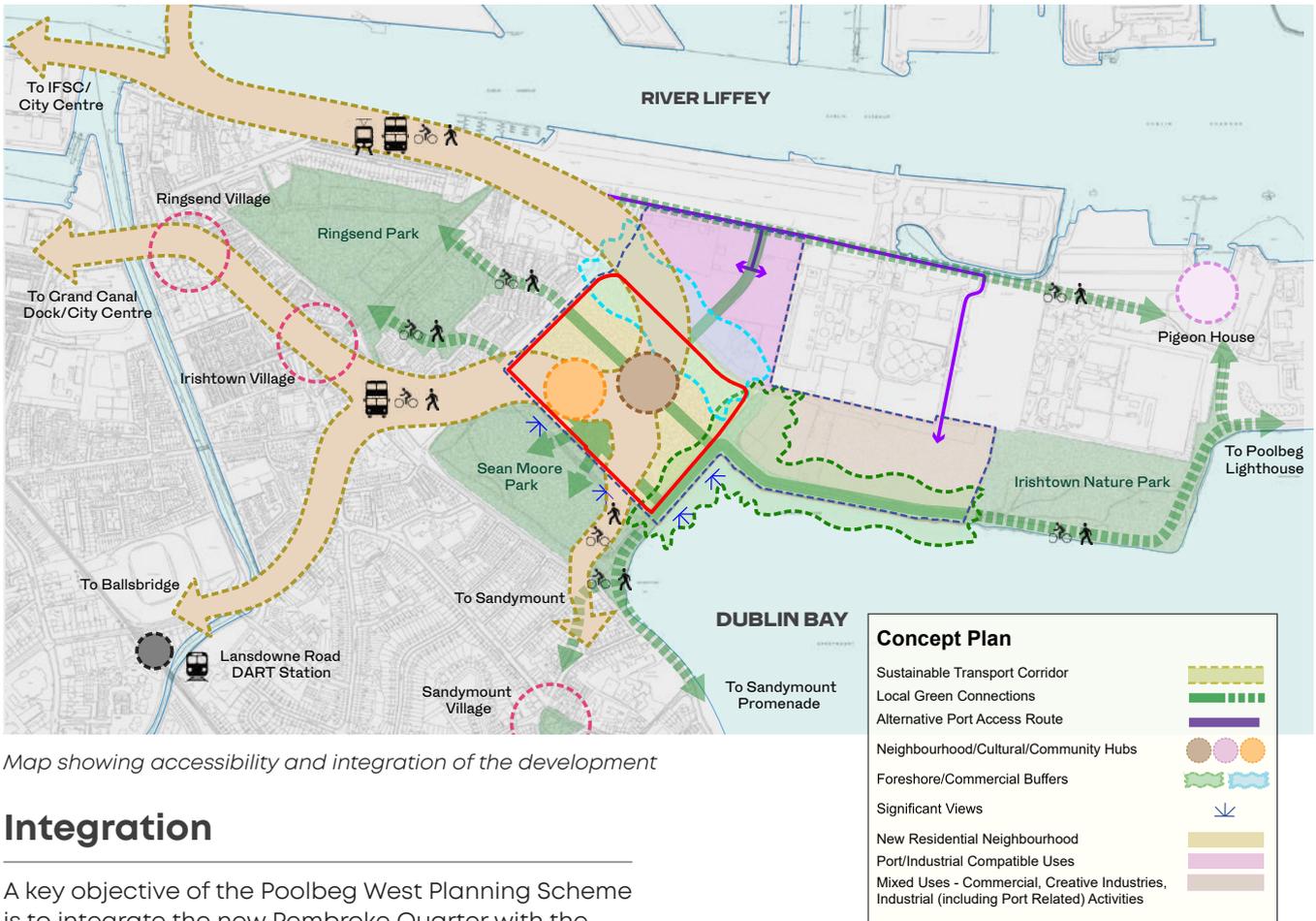
strong and resilient community with a vibrancy and vitality of its own.

The overall objective is to deliver a high quality, environmentally sustainable residential-led mixed-use urban quarter featuring a mix of tenure and residential unit types. Creating a sustainable and balanced community is a core aim. A key factor in achieving this balance is the provision of an appropriate mix of unit types to meet the needs of a wide range of residents.

With this in mind, the Pembroke Quarter will include 10% social housing throughout the development. A further 15% of the residential units will be allocated to affordable housing. These homes will be integrated throughout all areas of the Pembroke Quarter in order to allow a genuinely diverse community to build and thrive.

Pembroke Quarter lies within the Poolbeg West Planning Scheme approved by Dublin City Council and confirmed by An Bord Pleanála in April 2019.

The scheme will be sensitively developed in relation to the surrounding residential dwellings in the area. Subject to permission, construction on the first residential element could begin in early 2022, before welcoming the first residents to Pembroke Quarter in 2024.



Map showing accessibility and integration of the development

Integration

A key objective of the Poolbeg West Planning Scheme is to integrate the new Pembroke Quarter with the surrounding communities. The Pembroke Quarter has the potential to bring new life and opportunities to the communities of Irishtown, Ringsend and Sandymount. These communities each have strong and very unique identities and Pembroke Quarter will add to this distinctiveness.

The site itself will be highly permeable, allowing for public access at all times. This ensures easier, and improved routes for local residents to the enhanced coastline and strand. Physical connections between the areas will be designed to encourage communities to interact within their shared villages, parks and community, sporting and leisure facilities.

Those physical connections will include pedestrian links and cycling routes, along with the provision of a new bus route and Luas extension. It will also include links to the city centre via the new dodder bridge along the South Docks, and to the coastal path and Irishtown Nature Park through a Coastal Promenade. This will provide a key link connecting Sandymount Strand to Poolbeg lighthouse and South Wall.

The permeable edge to Sean Moore Park allows the extension of the park to envelop the Coastal Link road facilitating the potential extension and grading of green space and making the shared space accessible to members of neighbouring communities.

Dedicated public transport infrastructure will also be integrated into Pembroke Quarter in order to promote a high level of use of sustainable transport.

Local routes and greenways will be facilitated and connected through the scheme, allowing for local journeys to occur with ease and safety. Cyclists will connect to existing routes to Poolbeg lighthouse, and with new local routes through the provision of the new street network, including the Coastal Link, creating a more leisurely route through the scheme.



Artist's impression of design style



Artist's impression of design style

Employment

Of critical importance to the sustainability of the Pembroke Quarter will be the creation of more than 10,000 new jobs by its commercial and enterprise elements. Members of the new community as well as their neighbours in the local area should be able to find work close to their homes.

That will mean the creation of in excess of 90,000sqm of new commercial office and enterprise space.

A mix of office types will be developed to allow for flexible formats and adaptable uses including life sciences, enterprise, media and hotel accommodation.

Amenity

Social sustainability is firmly to the fore of the community, promoting the development of local community, cultural and recreational uses.

A key feature of this exciting new urban quarter will be the generous provision of well designed, attractive, multifunctional public open spaces. These will complement new community, sports, education and other ancillary facilities and spaces which could be used to promote the local creative and arts' communities.

A central amenity space for residents, visitors and people who work in Pembroke Quarter will connect the civic heart of the community bringing the natural landscape deep into the Quarter, allowing and promoting informal gatherings and social activity.

Map showing potential community amenity locations





Artist's impression of design style



Masterplan with Phase One highlighted

Next steps

The next step towards realising this exciting new vision for the Poolbeg Peninsula and its neighbouring communities will see Pembroke Beach DAC submitting a planning application for the development of Phase 1 of the Pembroke Quarter.

This phase of the development consists of approximately 600 apartment units in three individual buildings fronting onto Sean Moore Road. The buildings will include 10% social housing and 15% affordable housing and accommodate high quality amenity space for the residents and community, inclusive of a new crèche, as well as 400sqm of retail space being provided for the convenience of the community.

This Phase 1 proposal is fully consistent with the Strategic Development Zone (SDZ) and is the beginning of a multi-phase programme which will take approximately 10 years to complete. Future phases of Pembroke Quarter will feature an exciting mix of residential, retail, offices, enterprise space, and community facilities.

We will continue consulting with our neighbours in local communities and other stakeholders in advance of submitting planning applications for these phases, potentially starting later this year.

Find out more

Full details of the SDZ can be accessed via Dublin City Council. The Phase 1 proposal and the overall masterplan for the scheme will also be available via DCC in July 2021.

We have also developed a public information website which can be found at <http://pembrokedublinfour.com/virtual-public-information>. Here you can find site layout plans and other images of the proposed Phase 1 scheme, plus key information about the overall Masterplan. You can feedback your views via this website, and ahead of planning for future phases, this website will also act as a platform for public consultation.

In the meantime, we will keep you updated on all developments as they occur.