

THE FUTURE OF THE SOUTH GEORGIAN CORE



July 2013

Paul Kearns - (Planning and Economic Development – Dublin City Council)
Research Findings and Recommendations to Steering Group.

The future of the South Georgian Core?

THE FUTURE OF THE
SOUTH GEORGIAN CORE

*“.....to examine trends in the
South Georgian Core
with a view to addressing
issues of vacancy and re-use..”
(pg1 Study Brief)*



July 2013

Paul Keams - (Planning and Economic Development – Dublin City Council)
Research Findings and Recommendations to Steering Group.



Facts – Vacancy Levels?

South Georgian Core



Merrion Square (19%)

“Magnify Short Term downturn”

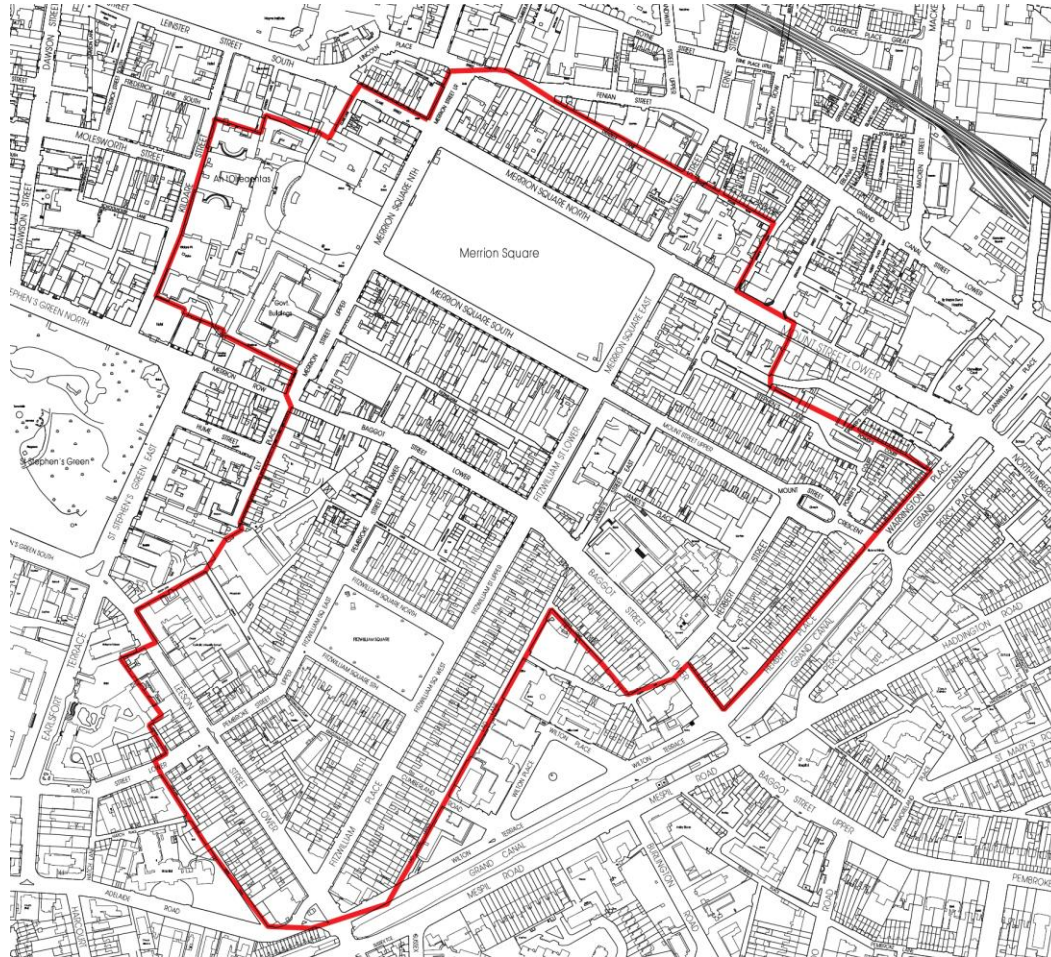
or

“Obscure Long Term risk”

Lower Rents

“Opportunity or Warning”

Study Area? - *Where is the South Georgian Core?*



Issues to be addressed

South Georgian Core

*Current and future **Market Trends...***

*Review of existing **Zoning Policy.....***

Bus Parking...

Conservation... Policy and Practice...

Planning ... Policy and Practice

Disability Access Certificates.. Policy and Practice

*International Best Practise...**UNESCO***

Perception of Georgian Dublin

Barriers to Investment....

A wide, multi-lane city street with cars parked on both sides and buildings lining the street. The street is paved with asphalt and has white lane markings. The buildings are multi-story, with some having balconies and others having modern facades. The sky is clear and bright. The text "The Georgian Mile? Or Dual Carriageway?" is overlaid in the center of the image.

The Georgian Mile?
Or
Dual Carriageway?

The Challenges.....



“Area in trouble”

Traditional Office market “decline”

“Perfect Storm”

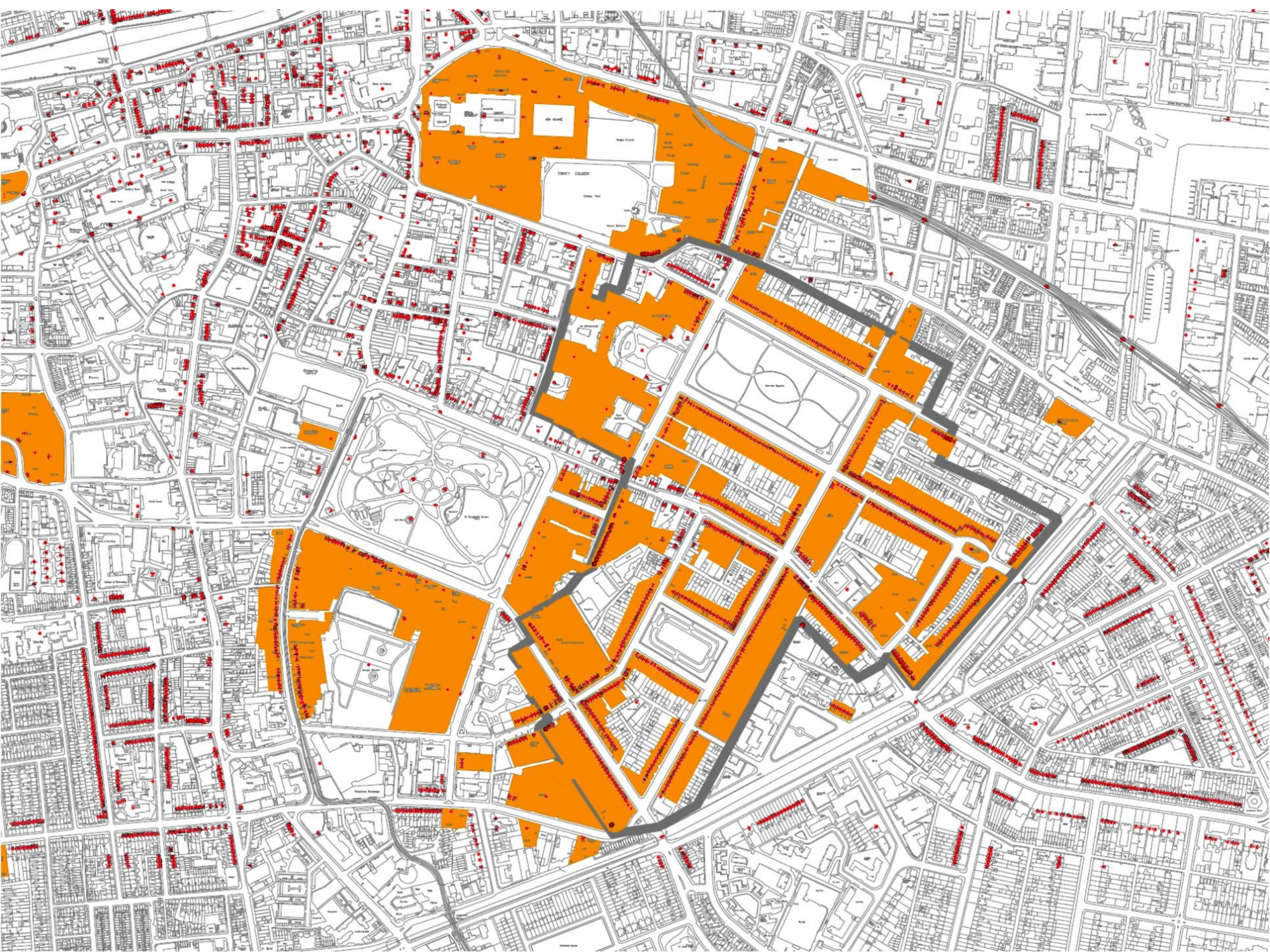
Disability Access Certificates

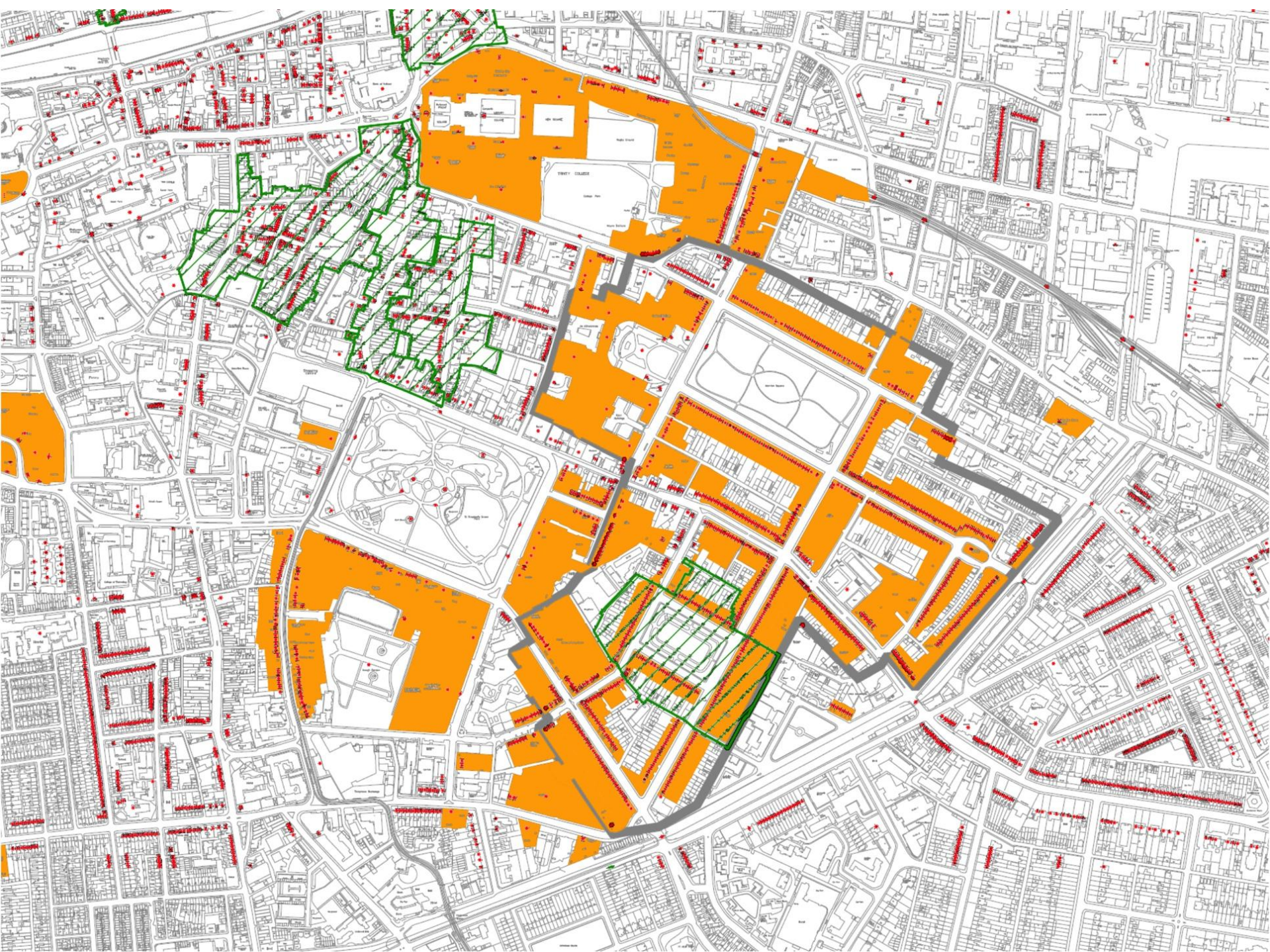
Conservation

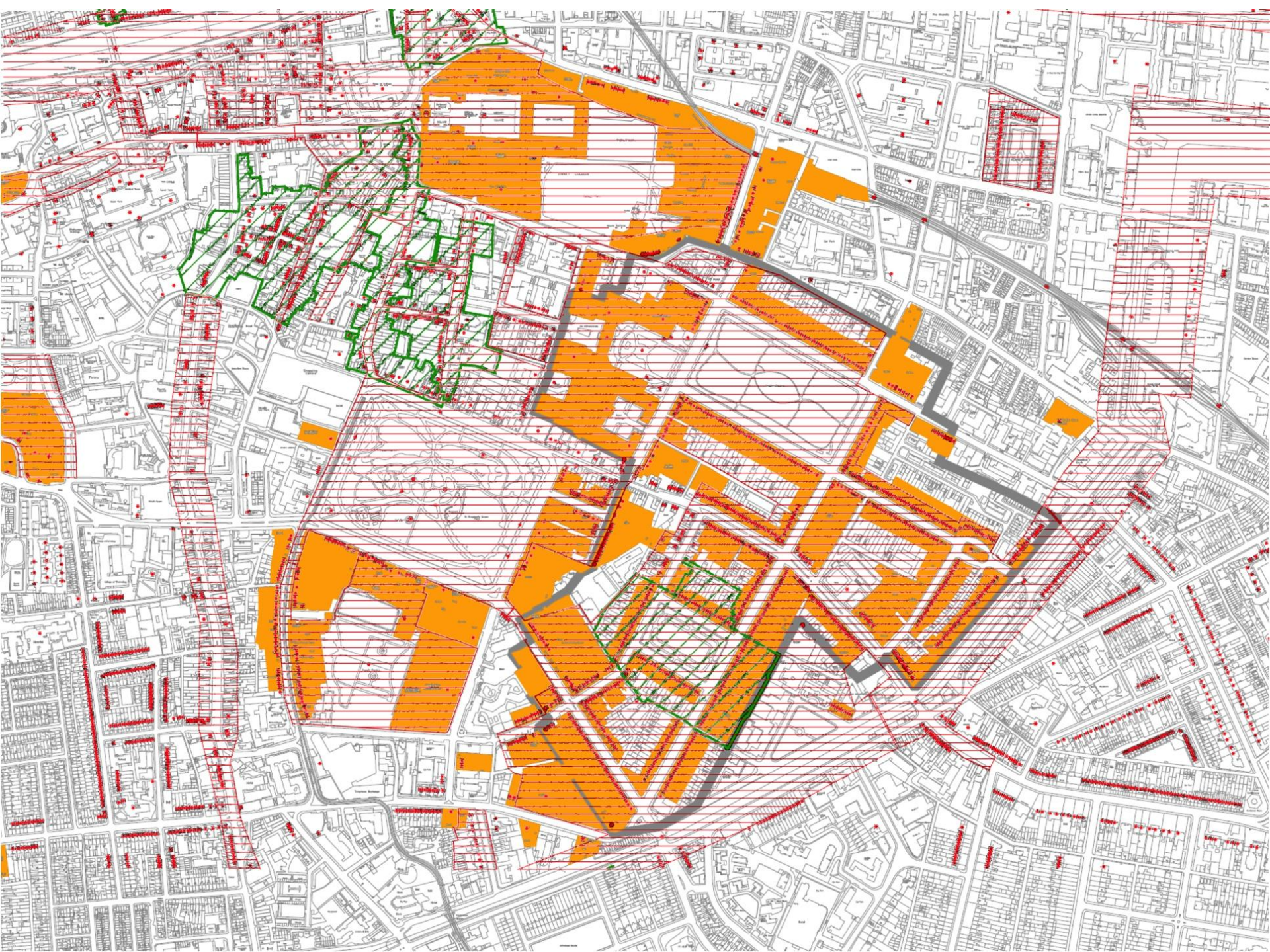
Access to Finance

“The Vision thing”...









Opportunities....



“Reduction in Prices”

“Restoring Residential ?”

“Branding the City”

Edinburgh - Lesson # 1



A Living Georgian City....

“Georgian Conservation Area”



*“.....the aim is to maintain and enhance these areas, as **active residential streets and squares during the day and at night time.....**” Z8 Zoning objective p190*



Restoring Residential Status of South Georgian Core...positive



Single Family Homes

“Too big”

“Too small”

“Nobody lives there”

“No privacy”

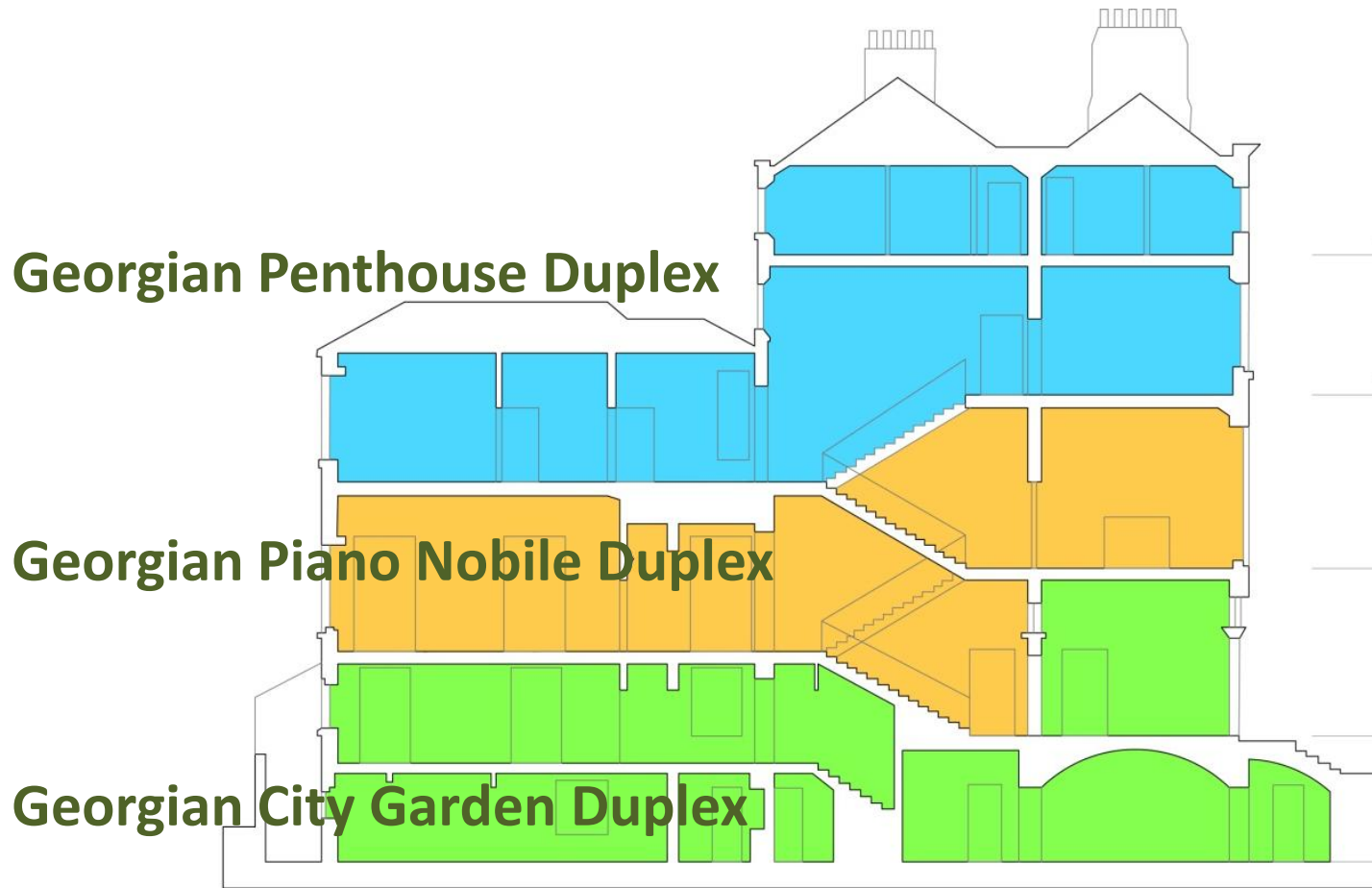
“Views to the rear”

“Traffic..Buses..Noise”

“Too many stairs”

“...not enough demand, wealth..”

Restore Residential Status Sub-Division?...Challenges



Restore Residential Status Sub-Division... "fear"



Restore Residential Status Sub-Division...



Choice, Diversity, Quality...

Does it have to be residential use?



Optimum use?

Supporting Sustaining a Liveable City – Urbanism!



*Can we learn from the branding New York's
Brownstones?*



Martyr, Noble, Esoteric



Why does it not communicate Wealth, Status, Prestige
Fashionable, Desirable...?

Edinburgh - Lesson # 2



Avoiding the “Silo” Mentality

Integrated Decision Making...
Generates Consensus...Best Practice Solutions



The Perfect Policy Syndrome..

Cost...

Conservation...*Clarity , Consistent, Timely*

Confidence...*Belief in the Vision*





Bedford Square Dilemma?
Inappropriate Physical Intervention
or
Restoring Liveability

A Residential Vision The future of the South Georgian Core



*What is the Value of this Area
to the City of Dublin?*

MORTGAGED

AILESBUURY ROAD

MORTGAGED FOR £175

Card must be turned this side up if property is mortgaged.

600
1400
1700
2000
sites of any doubled on at group.
£200 each
£200 plus 4 houses
£200

GO TO THE
DO NOT PASS "GO"
DO NOT COLLECT £200



GO

ASS

SHREWSBURY ROAD



£400

SUPER TAX



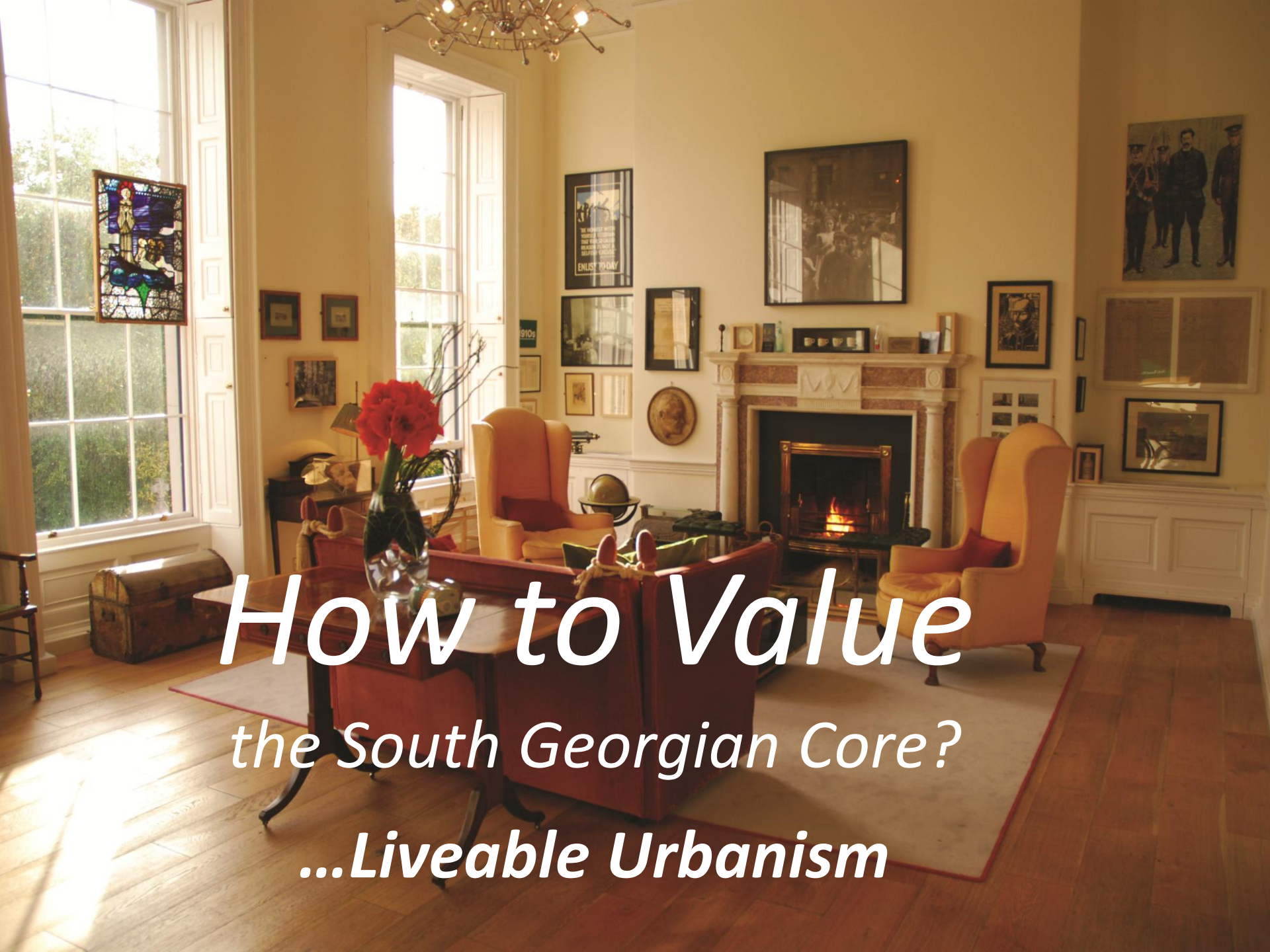
PAY £100



*“...There is nothing more illustrative of what we believe in than **where we choose to live...**”*



*Do “we” Really Value?
The future of the
South Georgian Core...*



*How to Value
the South Georgian Core?
...Liveable Urbanism*