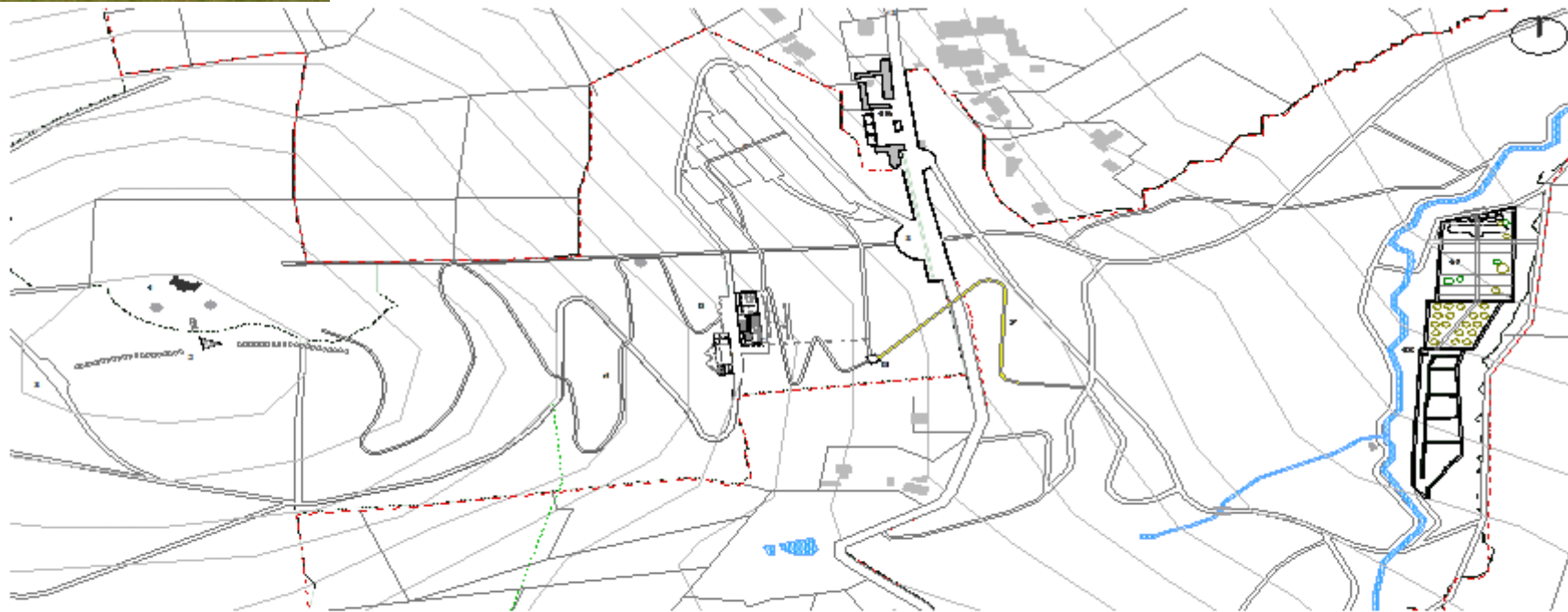


# County Council meeting – 14<sup>TH</sup> March 2016.

## Dublin Mountains flagship project.



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21. DUBLIN CITY COUNCIL

# DRAMATIC VIEWS.....



Looking north east across Glenasmole Valley towards Piperstown Hill



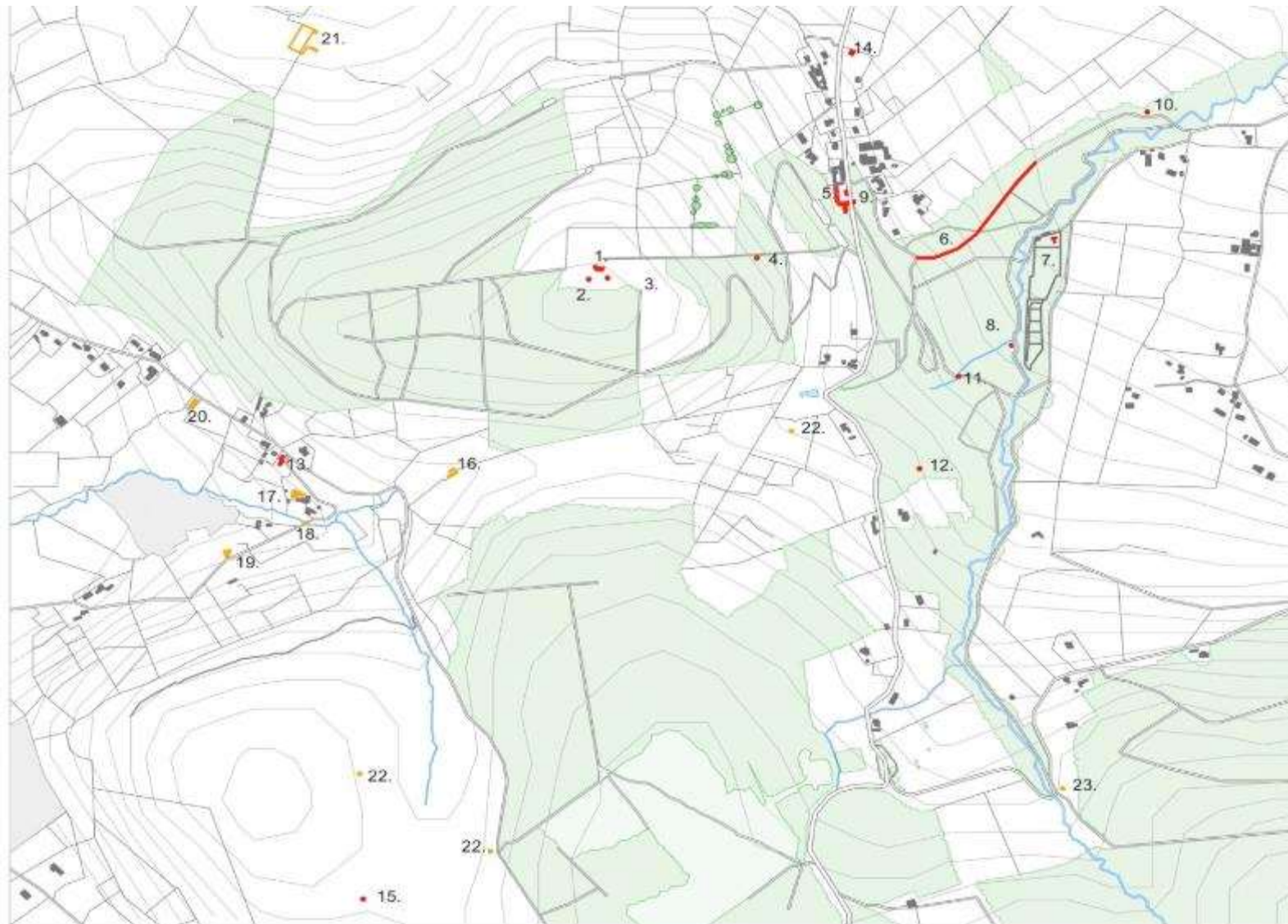
Looking west across Glenasmole from local road at Cunard toward Ballymorefin and Slieveabawnoge



Looking south and west over Glenasmole from Piperstown Hill



# HISTORY/ARCHEOLOGY



# The Project : Tourism Strategy 2015

- Dublin Mountains – a valuable resource
- Positions the outdoors as a visitor experience
- Flagship project – an attraction destination

## Feasibility Study & Masterplan

- Architect led team – PKA, Paul Keogh Architects
- Multi-disciplinary team
- “Wow” factor – “Must See” destination attraction

## Where? Feasibility / Constraints

- To be within SDCC / Coillte lands
- To connect with existing routes and trails
- On site cultural / natural heritage

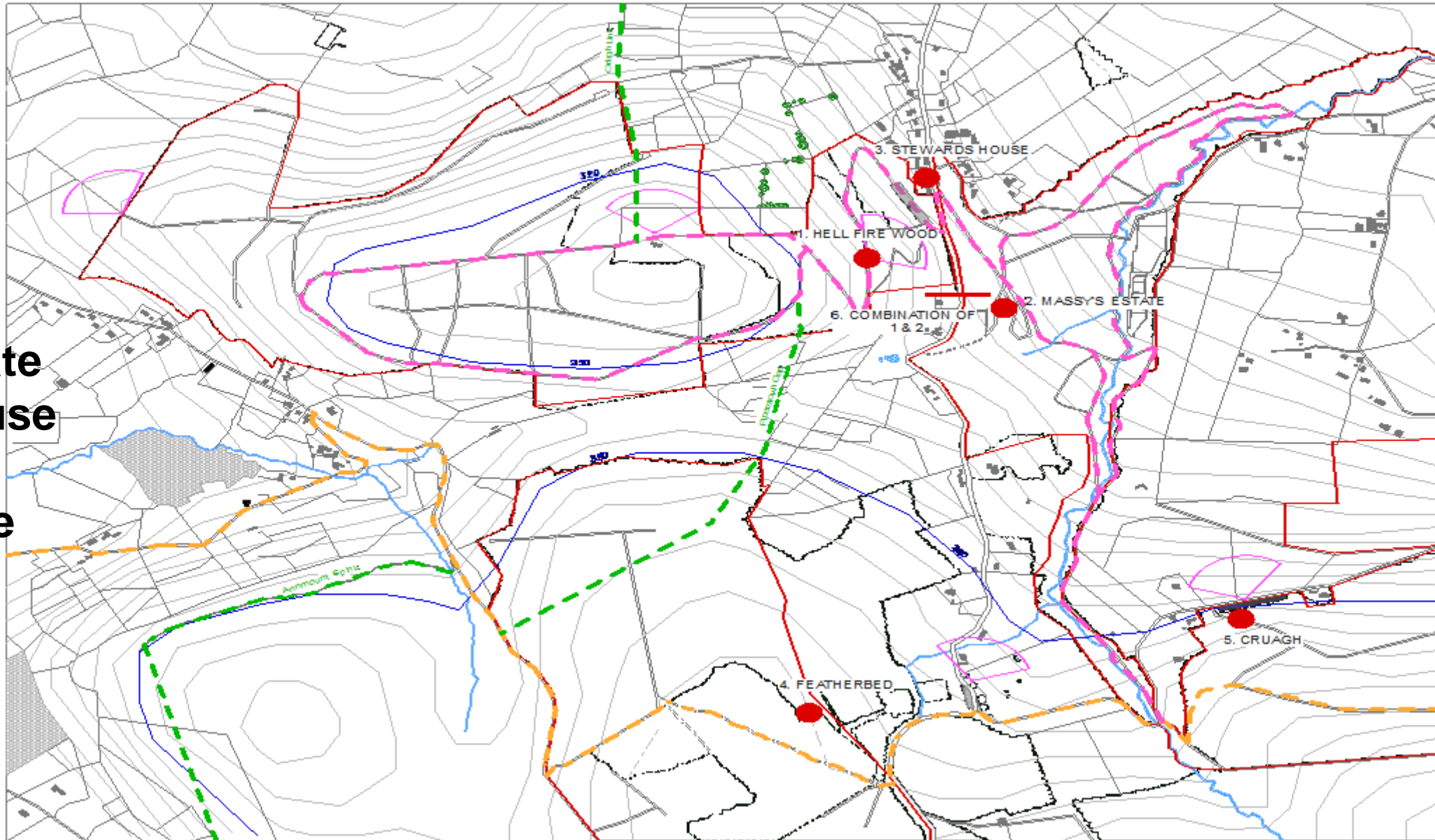




## SELECTION MATRIX – SIX SITES EXAMINED.

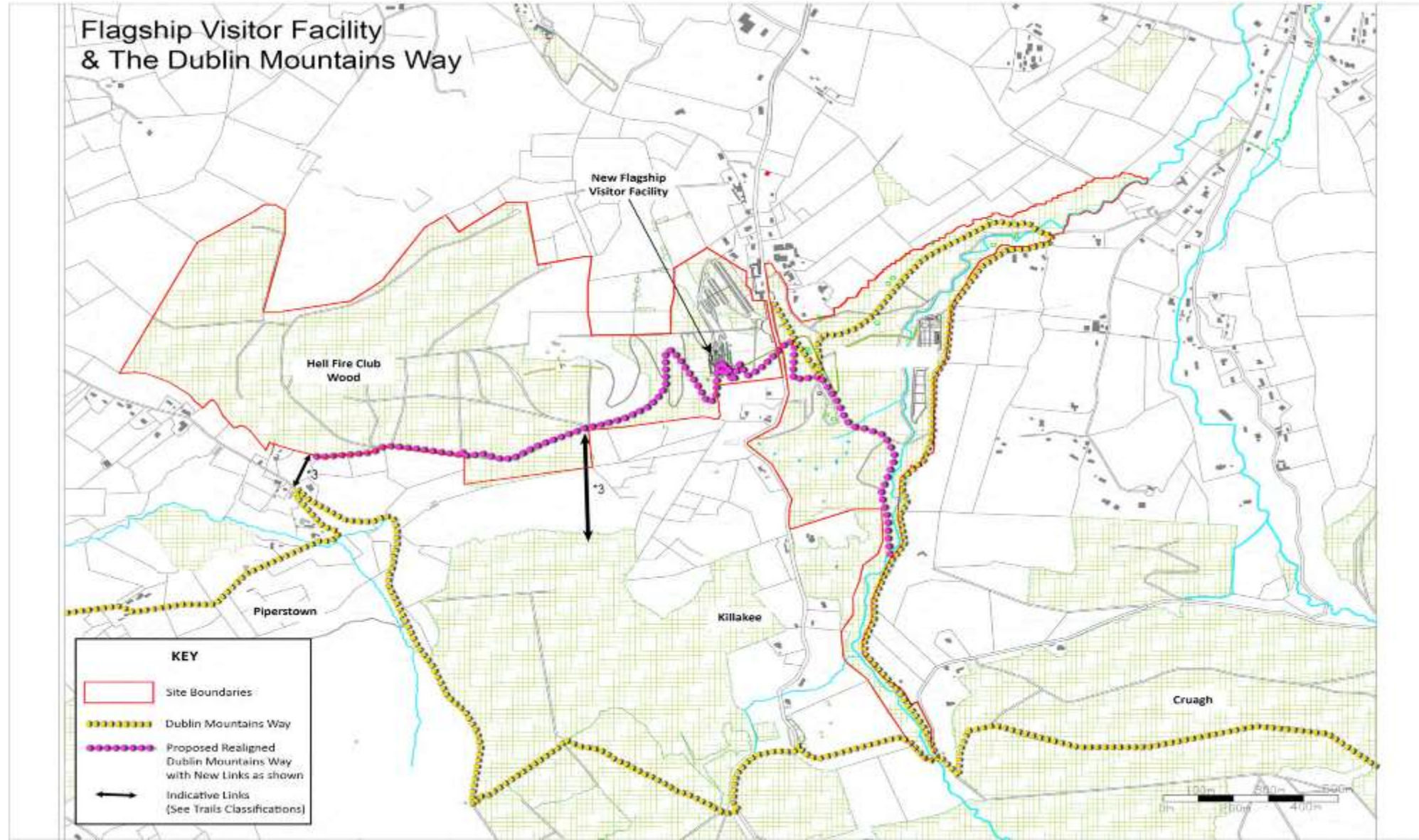
# Site Options

- Cruagh
- Featherbed
- Hellfire
- Masseys Estate
- Stewards House
- Hellfire and Masseys Estate Combined



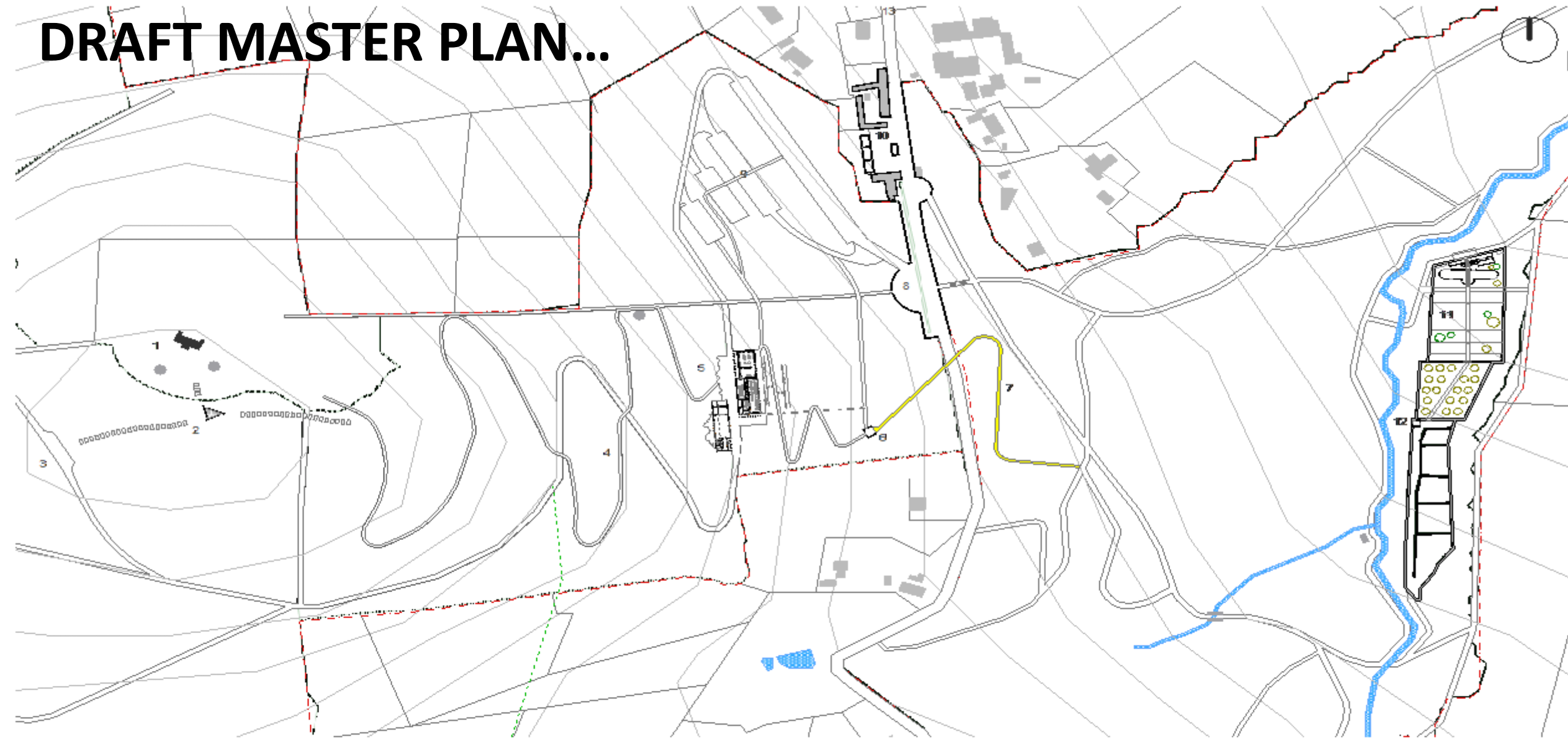
# Preferred option : Hellfire and Masseys Estate Combined

“DRAFT  
Masterplan  
consolidates and  
defines the  
visitors’ potential  
appreciation of a  
unique place and  
experience in the  
Dublin  
Mountains.”





# DRAFT MASTER PLAN...



- 1 HELL FIRE CLUB
- 2 WEDGE ENCLOSURE
- 3 HFC SHUTTLE DROP OFF
- 4 EVENTS VENUE

- 5 DUBLIN MOUNTAINS VISITOR CENTRE
- 6 BRIDGE HOUSE
- 7 TREETOP FOOTBRIDGE
- 8 ARRIVAL PROMENADE

- 9 UPGRADED CAR PARK
- 10'S BRYANUS HOUSE COMPLEX
- 11 MASSY'S GARDENS
- 12 MASSY'S POTTING SHED

- 13 TO STOCKING LANE COACH PARK

DRAWING: PREFERRED MASTERPLAN



# SITE LAYOUT



CINNARKE STRATTON BRYNOL DK  
LAND PLANNING & DESIGN

DESIGN OFFICE  
3 WOLFEARTH PLACE DUBLIN 2  
TEL: 01 501 5414 FAX: 01 501 5415  
EMAIL: info@cinnarke.com

PROJECT:  
Dublin Mountains  
Fingert Tourism Centre

DRAWING:  
Terraced Parking Design Concept

DATE: NOVEMBER 2016

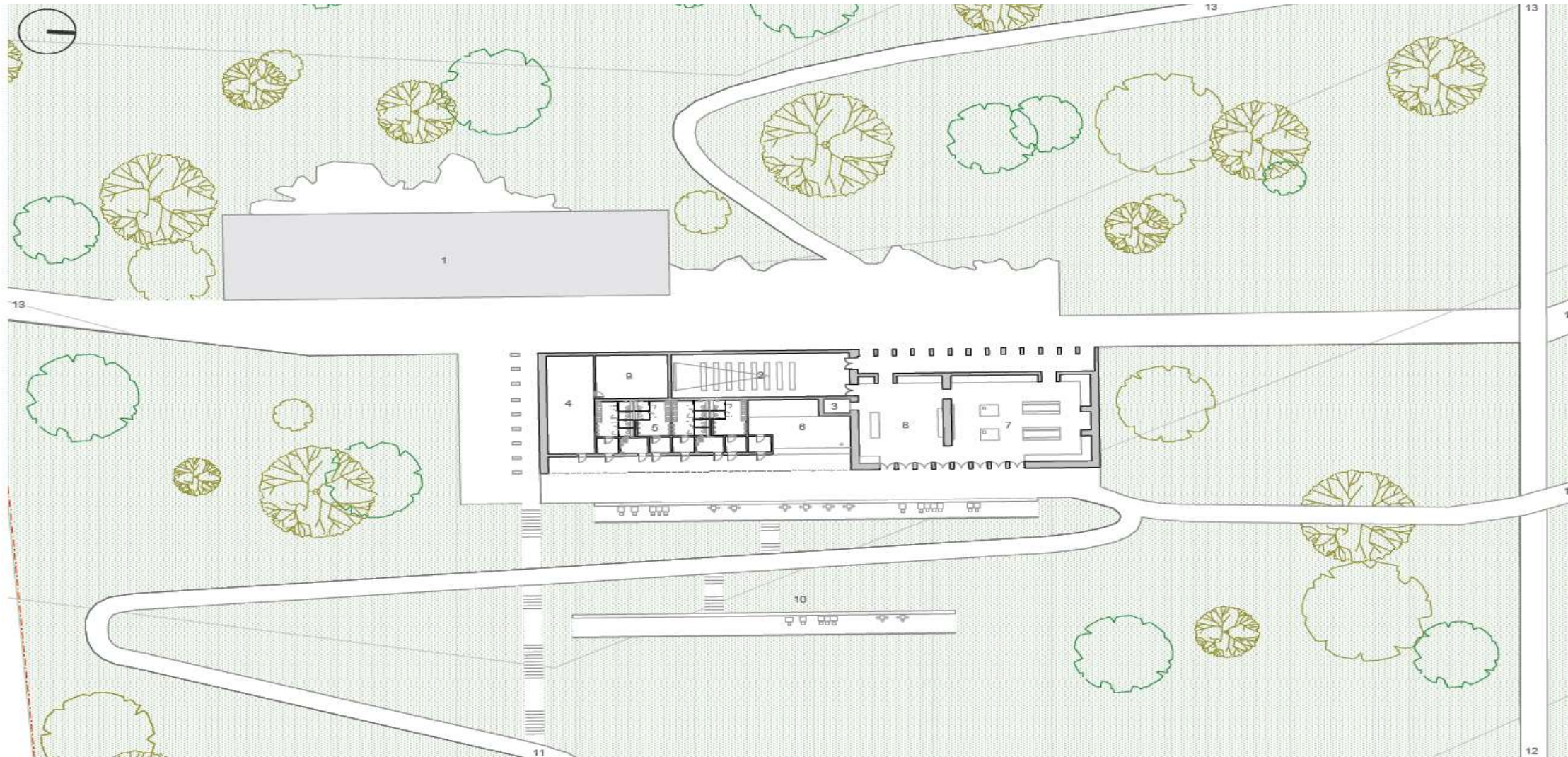
SCALE: 1:1250

DRAWN: GM  
CHECKED: DOL

DRAWING NO: 15433-2- Car Park



# PROPOSED FLAGSHIP BUILDING (PLAN)



1 EVENTS SPACE	614m <sup>2</sup>	6 TO GO KIOSK / RETAIL	90m <sup>2</sup>	11 TO BRIDGE HOUSE / CAR PARK
2 AV ROOM / EXHIBITION	137m <sup>2</sup>	7 RAMBLER'S LOUNGE	218m <sup>2</sup>	12 TO ARRIVAL PROMENADE
3 LIFT TO CAFE		8 RETAIL	132m <sup>2</sup>	13 TO HELL FIRE CLUB
4 STORAGE	80m <sup>2</sup>	9 PLANT	58m <sup>2</sup>	14 TO CAR PARK
5 TOILETS	140m <sup>2</sup>	10 VIEWING TERRACES		
		TOTAL AREA:		1467m <sup>2</sup>

DRAWING: LOWER GROUND FLOOR PLAN

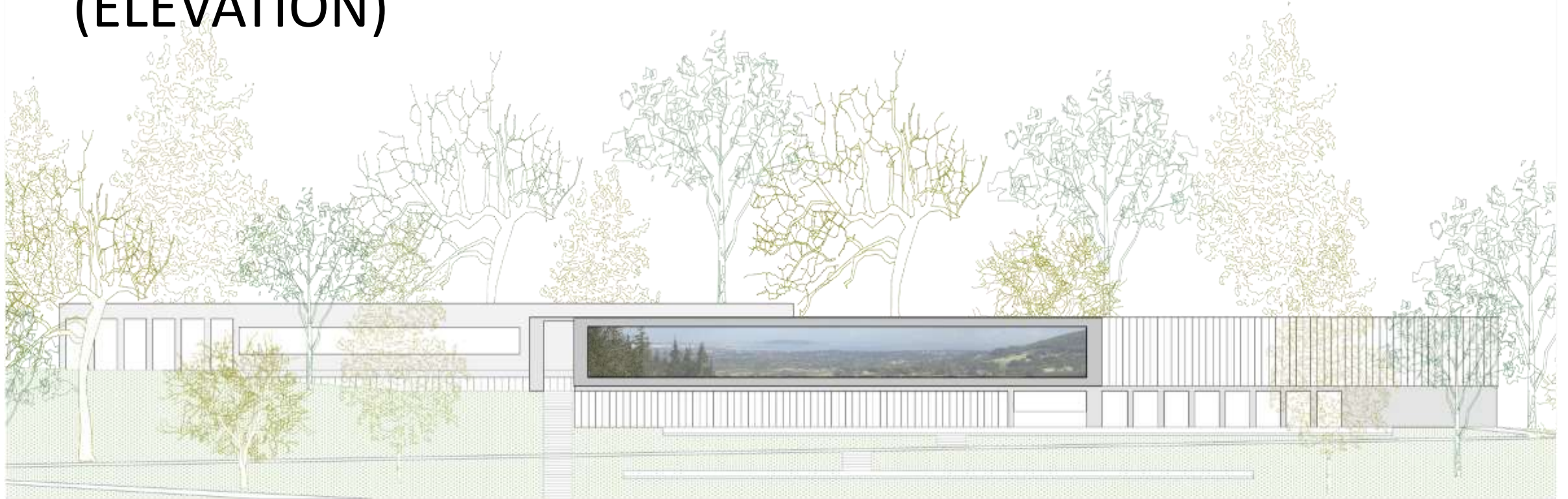
SCALE: 1:500

DRAWING NO.: 1545 / PO / 003 / A





# PROPOSED FLAGSHIP BUILDING (ELEVATION)







...THE TREE TOP WALK –link between  
Hellfire & Masseys...

Kew Gardens – Surrey, (UK)

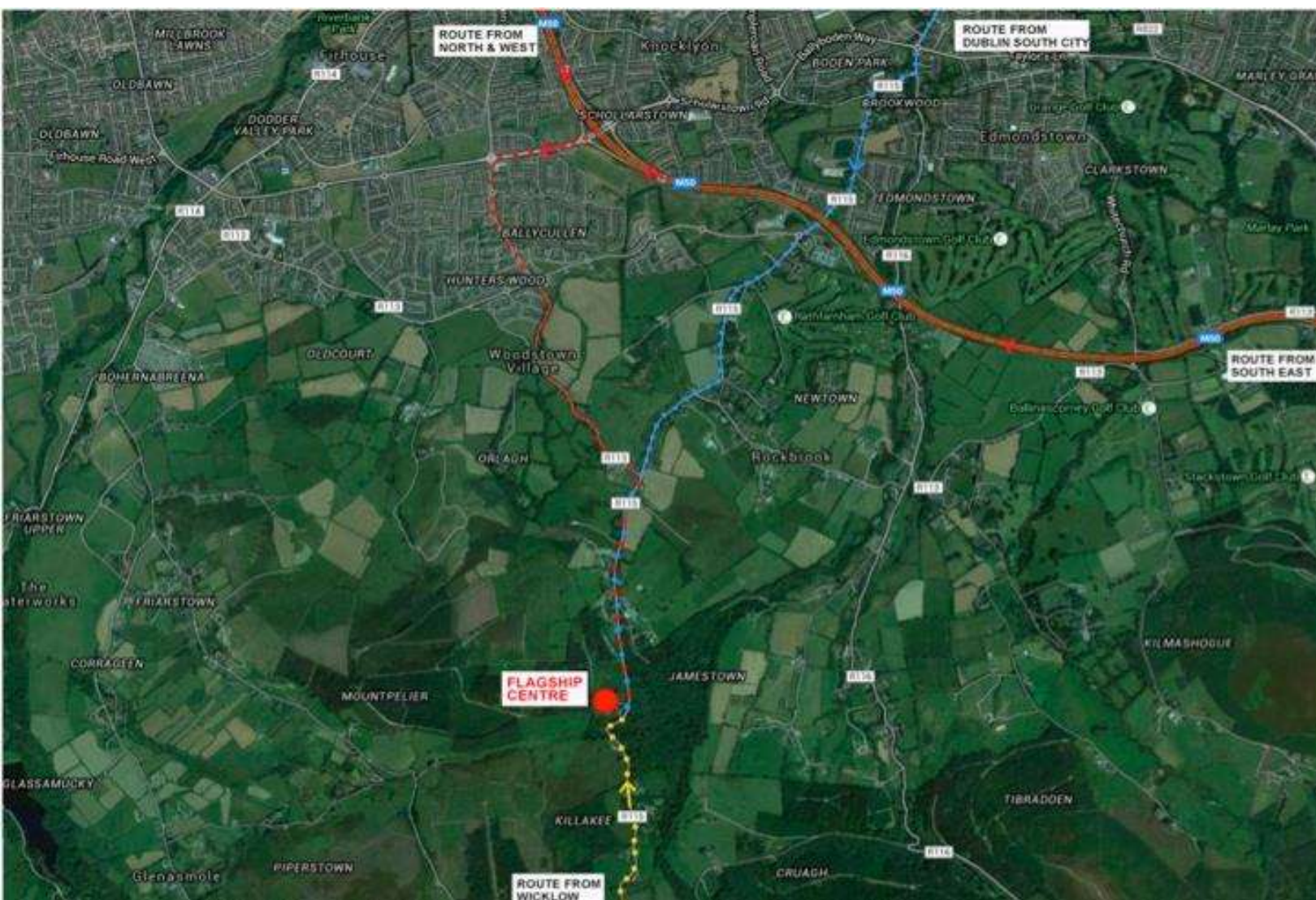
DRAWING: SECTION WITH TREETOP CANOPY WALK

SCALE: 1:1000

DRAWING NO.: 1545 / PO / 006 / A



# TRANSPORT – MANAGING VISITOR NUMBERS



## 1. Public Transport

Public Transport will be promoted as the primary means of access. For this a short 2.5 km long shuttle bus service is proposed to connect with the existing high frequency Dublin Bus Route No.15 at Woodstown Village / Stocking Avenue, from the Stocking Lane Coach/Car Park. Other services such as an increased frequency to Rockbrook, and a dedicated tourist bus from Dublin Castle should be considered.

## 2. Car

The masterplan proposes an extension of the existing car park at the Montpellier Hill Site to hold a capacity of 300 cars, 24 of which are disabled spaces. Pedestrian routes from the car park to the centre and to the tree canopy footbridge provides safe access to the sites.

## 3. Coach

Provision is made in the car park for coach drop off, and the masterplan proposes the consideration of a coach park at Stocking Lane with a shuttle service.



# VISITOR PROJECTIONS-review by Jim Power economics

*“The proposed flagship development in the Dublin Mountains should be viewed in the context of three separate tourism objectives. There is the national tourism perspective as outlined by Failte Ireland and the Department of Transport, Tourism & Sport; there is the strategy of ‘The Grow Dublin Tourism Alliance’ which focuses on Dublin tourism; and there is the local tourism objective as outlined in the tourism strategy of South Dublin County Council.....*

*...The proposed flagship tourism attraction in the Dublin Mountains has the potential to become an integral part of the overall Dublin tourism portfolio and make a significant economic and financial contribution to tourism in Dublin and at a national level.”*

	Year 1	Year 2	Year 3	Year 4	Year 5
Estimated Visitor Numbers	100,000	150,000	200,000	250,000	300,000
Gross Wages (€)	605,340	768,210	993,313	984,675	984,675
(PAYE/PRSI/USC/Employer's PRSI) (€)	242,136	307,284	397,325	393,870	393,870
Net Wage (€)	363,204	460,926	595,988	590,805	590,805
Multiplier Effect (€)	544,806	691,389	893,982	886,207	886,207

# ESTIMATED COSTS

Costs estimated by the Consultants have been tested by an independent Quantity Surveyor and in-house.

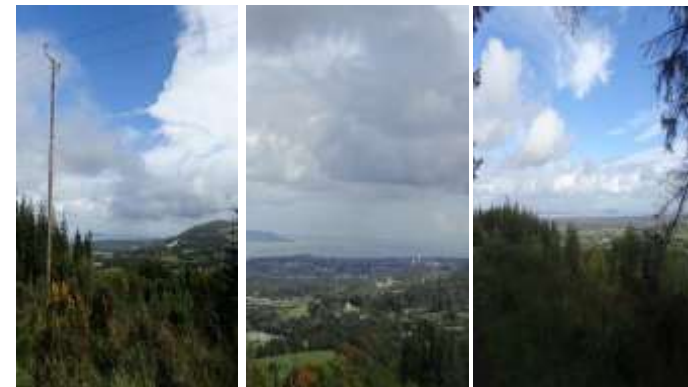
Including VAT and fees total costs are estimated at **up to 19 Million Euro** depending on final design.





# NEXT STEPS

1. MOU WITH COILLTE.
2. PLANNING PROCESS (EIS –AN BORD PLEANALA.)
3. IDENTIFY FUNDING. (Subject to Planning)



Dublin City from Montpelier Hill – as forestry is harvested the existing panoramic views will open fully over the city