

**ASSESSMENT OF POTENTIAL OF
ORLAGH HOUSE FOR FLAGSHIP
TOURISM PROJECT
FOR SOUTH DUBLIN COUNTY COUNCIL**



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1. INTRODUCTION

This report follows the feasibility study and master plan completed by Paul Keogh Architects in response to the 2015 South Dublin Tourism Strategy proposed in which the principle recommendation was the creation of a Dublin Mountains Flagship project at Hellfire and Massey's Wood.

South Dublin City Council, The Dublin Mountains Partnership and Coillte all have a key objective to develop a flagship facility to act as a tourism attraction and actively support this project.

Following the format that was carried out in the flagship study for the Flagship tourism facility in the Dublin Mountains PKA have included a matrix to examine the potential feasibility of the three options.

This report is to examine the potential of the following three options:

- 1 Orlagh House as a flagship tourism facility for Dublin Mountains combined with Hellfire Dublin Mountains visitors centre.
- 2 Hellfire Dublin Mountains combined with Orlagh House.
- 3 Orlagh House as a stand-alone Dublin Mountains flagship tourism project without Hellfire Dublin Mountains visitors centre.

To deliver a 'flagship project' we understand the definition to be:

"A major attraction is defined as flagship when its appeal is attributed to distinct qualities, including uniqueness, location, international reputation and outstanding media attention and, making it a must see attraction and relatively large in size and economic impact" [Source: A Weidenfeld 'Iconicity and Flagshipness of Tourist Attractions']

2. ACHIEVING FLAGSHIP STATUS

What is a Flagship Facility?

At the outset, it is important to understand the meaning of flagship destinations or attractions. The South Dublin Tourism Strategy describes them as:

- Attractors to the destination in their own right
- A central component of a destination's differentiation
- Determining the visitor's travel decision and choice of destination
- Typically involving an overnight stay in the destination
- Generating economic benefits for the destination

Another definition is:

"A major attraction is defined as 'flagship' when its appeal is attributed to distinct qualities, including uniqueness, location, international reputation, and outstanding media attention, making it a must-see attraction and relatively large in size and economic impact" (Source: A Weidenfeld 'Iconicity and Flagshipness' of Tourist Attractions)

The range of features or attributes that the Dublin Mountains flagship facility would be expected to include:

- To be in a key location that will ensure success as a flagship tourist attraction for the region
- To be based on best practice design, layout and operation in a sensitive natural environment
- To adopt innovative and sustainable transport and access solutions
- To have the capacity to accommodate visit numbers and to operate in a sustainable way (economically and environmentally)
- To have the capability for adaptation in response to changing requirements/demands
- To become a "must-see" attraction for visitors to Dublin
- To act as a gateway to welcome and orientate visitors to the Dublin Mountains
- To make it possible for visitors to enjoy the "Best Views" of Dublin
- To provide orientation for visitors to the Mountains but also to the County as a whole
- To offer food and related facilities
- To have interpretation spaces and displays on the Mountains and their activities
- To act as a node for hiring of equipment, for guiding and other services and for booking activities
- To offer opportunities for interactivity and learning, including events and exhibitions

- To act as a launching point for walks and trails

South Dublin Tourism Strategy Flagship Proposals

The South Dublin Tourism Strategy provides a brief description of the flagship facility as consisting of 3 main elements and other subsidiary ones:

1. Orientation/Interpretation Centre
2. Outdoor Pursuits/Education Centre
3. Elevated Viewing Platforms
4. Looped Trails – linked with DMW
5. Activity Events
6. Dublin Mountains Touring Route

The Orientation/Interpretation Centre is described as:

- Presenting the Dublin Mountains Story
- Being targeted at visitors seeking to learn about:
 - Geology
 - History
 - Archaeology
 - Nature
 - The future of the Mountains
 - What to do in the Mountains
 - How best to enjoy the Mountains while maintaining the quality of the environment
- Providing facilities such as:
 - Parking
 - Food and beverage
 - Toilets etc.
- Offering visitor information on:
 - Guided walks
 - Maps/orientation to other attractions in the Mountains and elsewhere in South Dublin

Flagship Uniqueness

At this early stage, the challenge is to turn these proposals and concept into something that would actually function as a flagship attraction. To do so, it has to be something that visitors (overseas and domestic) directly associate with a visit to Dublin:

- Something that you have to see and experience as part of your visit
- One of the things that motivates you to visit Ireland

As they stand at the moment, these are proposals that might not fully achieve that status or appeal, unless they involve:

- an iconic structure or landmark (to draw people up into the mountains)
- a critical mass of interest/activities (of significant scale and mix of appeal)
- a unique theme that attracts interest and curiosity

2.1 MARKET ANALYSIS: EXISTING AND TARGETS

Existing Visitors: the Dublin Mountains area is regarded as a popular place to visit for a range of recreational activities.

Existing visitors include people engaged in:

Short Leisure Walks: for fresh air, exercise, dog walking, enjoying the countryside, family trips, socialising with friends. These can be quite frequent activities starting from home (ie. the local market) or from a car park in or near the area (ie. the wider Dublin area market). Some also travel by bus.

They are of potential importance to a new centre because they could be a source of regular visits to use its facilities (eg. the catering, toilets). Good parking at the centre and direct access to attractive short walking routes will enhance their use of it.

Given the high proportion of VFR tourists (ie. those staying at least one night with friends and relatives) who come to the South Dublin area, these local visitors are also important for bringing such visitors from outside up into the Mountains. In this case, these VFR tourists would be a target for a centre interpreting the stories of the Dublin Mountains, providing panoramic views and orientation (and encouragement to go further afield).

Informal Touring by Car: for enjoyment of the route(s), scenery, stopping places, picnic areas and viewpoints. These visits are probably mainly from the Dublin catchment (eg. weekend drives and family outings). However, some are from further afield on longer days out, on short breaks in the Dublin area and on part of a longer tour of parts or all of Ireland.

In terms of volume and potential income, this is likely to be a significant market for the new centre. It includes day visitors, as well as tourists from domestic and out-of-state sources. It is also a broad market sector ranging from family groups to older couples. The centre's interpretation, orientation, catering and retailing functions, as well as the viewpoint, will appeal to this market group.

The new centre has the potential to increase the number of visits to the Dublin Mountains by this market if it achieves flagship status. To do so, it must offer uniqueness, capitalising appeal and quality – often referred to as the "wow" factor or "must see".

Organised Excursions: into and around the Mountains, usually by coach from central Dublin or a cruise terminal. Currently, these mainly involve taking tourists to the Wicklow Mountains/Glendalough and rural Pub Tours. However, in the case of the Hellfire Club, a ghost tour is on offer.

The latter operates all year round for 2 nights per week, with 13 places per trip, giving a capacity for 1,350 visits per year. Evidence from other more frequently held Dublin ghost tours suggests that they can average 10,000 customers per year, with 60-70% from outside Ireland. This, therefore, is an important activity that could help to attract more visitors into the Mountains (especially those from overseas).

Excursions are important to the growth of visits to the Dublin Mountains because they bring people who do not have access to a car or do not use public transport. While 44% of overseas visitors to Ireland as a whole use their own car or hire one as part of their stay, the equivalent figure for overseas visitors to the Dublin area is around 30%. This demonstrates the importance of having excursions available. Similar information on domestic markets is not available.

In a sense, excursions will provide an important connection between the new centre (and the area) and the target markets. Development of the new centre will provide a new destination for these excursions, helping to draw them further into the Mountain area. For that reason, it must be able to offer an experience and reputation that is of significant appeal to excursion customers. This includes cruise ship visitors.

Site name	County	Visits pa approx	Car Park Spaces	Walking Trails	DMW or WW	MTB Trails	Permanent Orienteering	Un-Authorised MTB	Un-Authorised Equestrian	Scramblers
Hill Fire	SDCC	50000	70	Yes			Yes	Yes	Yes	Yes
Massy's Estate	SDCC	20000	0	Yes	DMW			Yes	Yes	Yes
Cruagh	SDCC	30000	35	Yes	DMW					
Featherbed	SDCC	10000	2	Yes	DMW					
Commons	SDCC		0	No						
Ballinascorey	SDCC		2	No				Yes		Yes
Seahan	SDCC		4	No						
Crooksling	SDCC		0	No						
Lugg	SDCC	5000	2	Yes				Yes	Yes	
Silverthou	SDCC	5000	2	Yes				Yes	Yes	
Tibradden	DLRCC	50000	50	Yes	Both	Yes		Yes	Yes	Yes
Kilmashogue	DLRCC	Incl in Ticknock	40	Yes	Both	Yes		Yes	Yes	Yes
Ticknock	DLRCC	100000	100+	Yes	DMW			Yes	Yes	Yes
Ballyedmunduff	DLRCC	Incl in Ticknock	0	Yes	DMW			Yes*	Yes	
Barnalangan	DLRCC	20000	20	Yes	DMW			Yes	Yes	
Camckpologan	DLRCC	30000	10	Yes	DMW			Yes	Yes	
Killipier Park	SDCC			Yes	DMW					
Sean Walsh Park	SDCC			Yes	DMW					
Bohernabreena	Dublin City			Yes	DMW					
Marlay Park	DLRCC			Yes	WW					
Rathmichael										
Wood	DLRCC			Yes	DMW					
		320000	237							

Source: DMP
September 2015

* including site for Wheel-O- wheelchair orienteering

DMP Recreation Sites

Hill Walking/Rambling: including people on long walks like the Dublin Mountains Way, the Wicklow Way, other mountain walks and many others on shorter waymarked ways, forest walks and tracks.

While this is predominantly a day visit (at least 3 hours away from home) market from the local Dublin catchment, it is also likely to include some visitors who are staying at least one night in overnight accommodation.

Some walk alone, some as couples or small groups of friends and others in larger groups, as an organised outing for club members or as a guided walk or part of an event. DMP offers regular free guided walks led by volunteer rangers.

Depending on its location, a new centre could be attractive to some of these walkers, as a starting or assembly point but also (depending on the route) as a stopping point for rest, refreshment, information, interpretation display or as an end to the walk.

Mountain Biking: as individuals, small groups and club outings. There are currently 3 official mountain biking sites in the Dublin Mountains, with Ticknock as the main centre, attracting around 100,000 visits per year.

Mountain Recreation Strategy listed 25 known sites in 2007 where un-authorised mountain biking was taking place. The latest information from DMP identifies 10 such sites.

Mountain Biking is likely to attract a mainly local and regional market but visitors from a wider area are known to come for events.

With Ticknock as the existing main centre, it is unlikely that the proposed flagship centre under consideration would be able to play much of a role in mountain biking in the area, other than providing information on where the activity is allowed to take place and where visitors would be able to hire bikes.

Road Cycling: as individuals, groups and clubs taking part in casual rides, club spins, hill climbs and training runs, mainly from the Dublin catchment. However, some are likely to be long-distance tourists from outside the area.

As discussed under car touring, depending on the routes used, road cyclists may be attracted to the new centre as a place to stop for refreshment en route or as a place of assembly for group outings. Some secure bike parking would be a requirement.

Mountain Running: involving organised races and training runs. The Dublin Mountains Strategic Plan for the Development of Outdoor Recreation (2007) lists 13 summits/areas in the whole Dublin Mountains that are used for races.

This might be regarded as a niche market, compared with others, but the above strategy shows that in 2007 there were 13 Leicester League Races, averaging 200 runners and 20-25 spectators. This implies around 3,000 visits in that year.

There may be a role for the new centre as an assembly point for some of these races. It should also be able to alleviate the car parking problems they experience by having sufficient parking and providing shuttle services to and from starting points. The centre could also support this activity with its catering, toilets and possibly changing facilities.

Orienteering: primarily as a club member, in training and competition. Most forests in the Dublin Mountains are mapped for orienteering. The Recreation Strategy found no evidence of events generating overnight stays in the area. The latest information from DMP (Table x) identifies 5 permanent orienteering sites and one for Wheel-O (wheelchair orienteering).

Again, the new centre could act as an assembly point for orientation events in its immediate area. Participants could park there and be shuttled out to the competition zone (as in the case of mountain runners). Available support from the centre could also include catering, toilets and possibly changing facilities.

Motorcycling: The roads in the area have the characteristics that are attractive to on-road motorcyclists, who might stop at some points to look at the view but this is not regarded as a major market group. However, the centre could meet their parking, assembly, catering and orientation requirements.

In contrast, off-road motorcycling (scrambling and trials) in the Dublin Mountains is a popular activity, officially and unofficially (casual). The Dublin Mountains Recreation Strategy lists four main areas used for official events in 2007:

- The Slade of Saggart – competitions mainly on Sundays in winter
- Butler Mountain (near Brittas) – competitions, training and coaching all year round
- Glassmucky - competitions, training and coaching all year round
- Cruagh Wood – important national competitions on winter Sundays

If these four locations stage around 100 events in a year, averaging 40-70 competitors and 100 officials and spectators (source: Dublin Mountains Recreation Strategy) then organised mountain biking events attract around 15,500 visits per year. Some of these participants may use the new centre for refreshments and assembly.

This excludes unofficial scramblers who are also regular visitors. DMP has identified 8 un-authorised scrambling sites in 2015.

Off-Road Driving: which is basically a specialist market participating in a few events each year (7 in 2007). As above, it is unlikely to generate much interest in the new centre.

Horse Riding: with the main participants being the operators and customers of 5 centres within or adjacent to the Dublin Mountains area. Horse riding in the forests is by permit only. While the majority of participants who ride on a regular basis come from the Dublin area, there may be a role for the centre as an information and booking point for visitors wishing to take part. There are 8 areas where DMP has identified un-authorised equestrian use in 2015.

Adventure Activities: Other than those already mentioned, the main ones in the area are Zipit Tibbradden and Paintball (Killemann). Neither are likely to have any direct relevance to the proposed new centre, apart from perhaps as a source of information and booking. However, in order to establish its appeal to family groups, there will be a requirement for some form of adventure experience in or close to the new centre. A close association with Tibbradden would help to achieve this, given that an estimated 50,000 visits are made to the area in a year.

Angling: within the Mountains area, the main fishing locations are the Bohernabreena Reservoirs. These are unlikely to have much of an association with the new centre but will feature as part of its orientation function.

Special Interest Groups: visiting the area for birdwatching, wildlife study, archaeology, etc. They come as couples, small groups, field trips and families enjoying the nature trails.

Although coming mainly from the local/Dublin catchment, such groups have the potential to become important users of the proposed new centre where interpretation displays, educational spaces and catering will be available.

Target Markets

The Greater Dublin Taskforce (GDT) report "Destination Dublin – A Collective Strategy for Growth to 2020" (2014) described the marketing position that creates Dublin's unique appeal to visitors as:

"Dublin is the vibrant capital city bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors."

To function as a flagship attraction in these natural outdoors, the proposed new Dublin Mountains flagship project must add to that vibrancy, variety and surprise. To do so, it must stimulate and achieve a substantial uplift in the Mountain area's existing visit levels and roles that have been described above.

The GDT report identifies Dublin's key overseas market sectors for the development of tourism over the next 5 years as:

- Holidaymakers identified as "Social Energisers"
- Holidaymakers identified as "Culturally Curious"
- Business Tourism
- Cruise Tourism
- Event Tourism

In recognition of these key target market sectors for the wider Dublin region, the South Dublin Tourism Strategy (2015), after analysis of the area's market position and potential, recommended that future tourism development in the County should be focussed on three principal forms:

- Business tourism, capitalising on present strong visitor base for commercial and industrial activity
- Outdoor activities, exploiting the County's key natural assets of Dublin Mountains, the many waterways, cultural resources and parks
- Sports, expanding the range of facilities in the County and targeting both participants and spectators

3. GENERAL DESCRIPTION OF HOUSE

3.1. Description

Orlagh House is set within 98.94 acres (40 ha) of parkland on the edge of the Dublin Mountains. The property is listed on the record of protected structures, South Dublin City Council. The Natural Inventory of Architectural Heritage. The main house was originally constructed in 1790 and subsequently extended over the next two centuries. The main three storey building along with the eastern and western two storey elevations are of traditional masonry and brick construction with smooth rendered external walls, solid floors at ground floor and basement levels and timber floors overhead. The main house has a pitch slated roof with single glazed aluminium windows throughout. A hexagonal belvedere was subsequently added to the roof ridge. The two blocks to the rear were added during the 1960's and are of modern concrete frame construction with concrete floors and roofs enclosed by prefabricated panel walls incorporating glazing.

A single storey timber framed glazed cloister with a lean – to slated roof connects the original building to the rear wings. Internally, in the ground floor the floor to ceiling height is generous at 4.7 m and much of the original ornate corbeling still remains. Briefly, accommodation comprises an Oratory, a drawing room and three interconnecting rooms. Adjoining the dining room to the rear is a catering kitchen.

The ground floor of the 1960's block includes a servants' and staff facilities such as a laundry room, common room, dining and bathroom facilities. The upper floors of the main building and the rear extensions are divided into a mix of single and double bedrooms. The first floor comprises 23 bedrooms, a reading room and a number of shared bathroom and shower room facilities. The second floor comprises a further 8 bedrooms and additional shower and bathroom facilities. Seven of the bedrooms have ensuite facilities and all of the bedrooms have a wash hand basin.

There is a basement under part of the house which comprises a games room, storage facilities and the boiler room. The house is set within mature parkland a walled garden, woodland walks and tree lined walking trails. There is a derelict farm structure, a ball alley and an outdoor swimming pool all in need of restoration (in ruins). The land is undulating with a northerly aspect and of good agricultural quality with extensive frontage onto Gurny Hill and Old Court Road.

3.2. Subject to Contract/Contract Denied/Without Prejudice

Orlagh was constructed in 1790 as a private residence by barrister Lundy Foot esq. It first changed hands in 1815 when it was purchased by Nathaniel Caldwell, a director of Bank of Ireland, and again in 1837 when it was sold to Andrew Carew O' Dwyer esq. B.L. The west wing ground floor extension was added during the 1840's.

In 1872 The Order of St. Augustine purchased the property to use as a novitiate and added a number of extensions over the next two decades, including an extra storey to the building and the east wing extension.

Improvements continued at various stages throughout the 20th century. Additional land was acquired, in 1945 and 1963. In the early 1960's the two small wings at the back of the house were demolished and rebuilt to provide additional bedrooms and large kitchen facilities. This was followed by a refurbishment during the 1980's where the property was upgraded throughout. However the entire property is now in need of renovation.

In 1997 due to falling novice numbers, Orlagh was developed into a retreat centre and has been in operation since. The retreat centre closed in the spring of 2016. The property is located on the southside of Gurny Hill at its junction with Ballyculien Road and Old Court Road on the edge of the expanding Dublin suburb of Rathfarnham. The property is located within the jurisdiction of South Dublin County Council approximately 12 km south west of Dublin city centre and occupies a prominent location with views of Dublin city and surrounding suburbs.

The surrounding suburbs are sought after residential locations with excellent. The house has connectivity with ease of access to the M50 & the N81. The area is also served by Dublin Bus service.

3.3. Zoning

The property is within an area zoned "Objective B – To protect and improve rural amenity and to provide for redevelopment of agriculture in the South Dublin County Council Development Plan 2010-2016".

We note from the development plan the following uses are: "Permitted in Principle" under this land use zoning objective:

Aerodrome/Airfield, Agricultural Buildings, Boarding Kennels, Caravan Park/Holiday, Cemetery, Industry – Extractive, Nursing Home, Open Space, Place of Worship, Public Services, Rural Industry-Cottage, Rural Industry-Food, Traveller Accommodation.

"Open for Consideration" under this land use zoning objective: - Abattoir, Bed and Breakfast, Car Park, Community Centre, Cultural Use, Doctor/Dentist, Education, Garden Centre, Guest House, Heavy Vehicle Park, Home Based Economic Activities, Hospital, Hotel/Motel Industry-Light, Industry-Special, Recreational/leisure/sports club, recycling facilities, refuse landfill/lip, refuse transfer station, Residential Institution, Restaurant, Science and Technology Based Enterprise, Transport Depot, Veterinary Surgery.

Residential is "Open for Consideration in accordance with Council Policy for development in rural areas"

Development Plan 2016-2022.

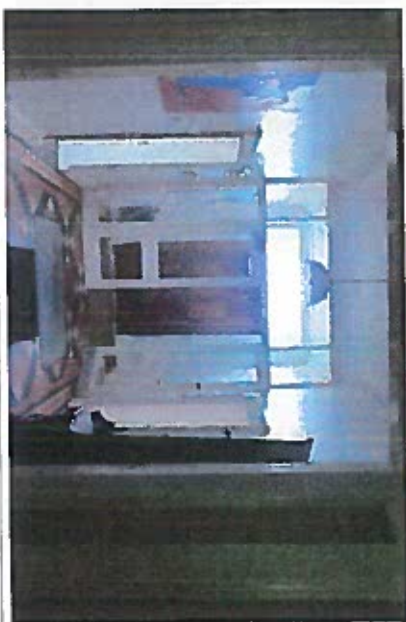
3.4. Services

Mains electricity, broadband, oil fired central heating throughout, drainage via a septic tank and water supply via a private well.

3.5. Areas

The house is 1608 msq
The site is 98.94 acres (40 ha)

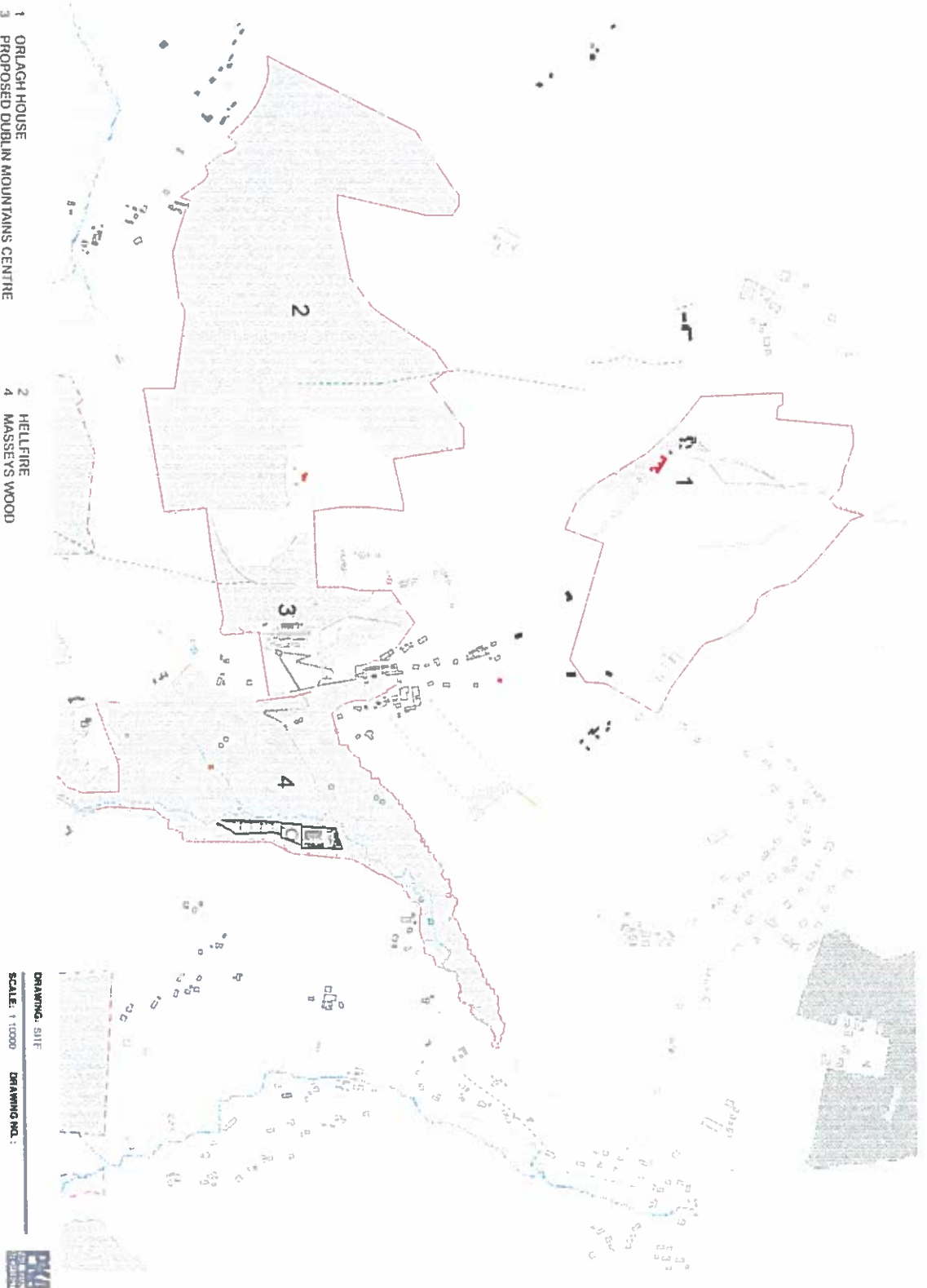
4. ORLAGH HOUSE - PHOTOGRAPHS



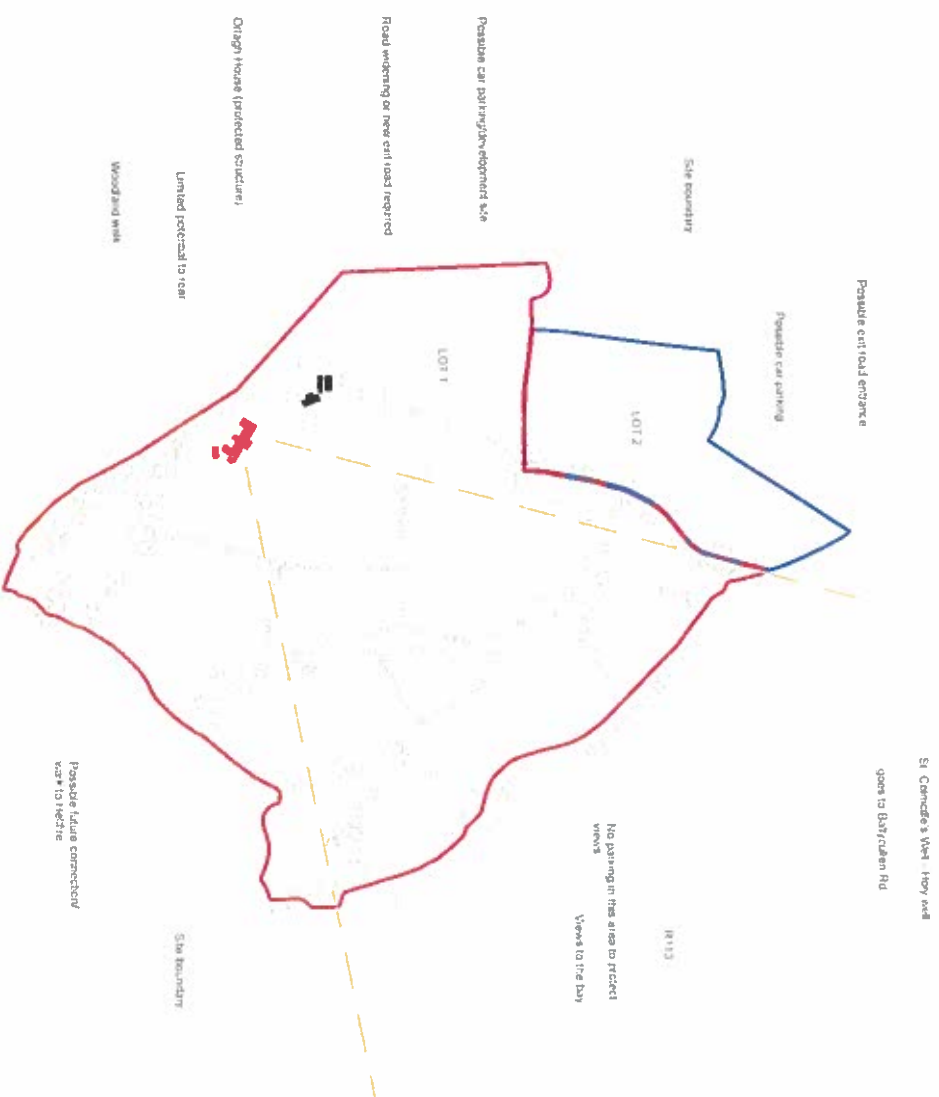


5. SITE DRAWINGS

5.1 SITE PLAN



5.2 SITE PLAN ANALYSIS



DRAWING: ORLAGH HOUSE SITE
SCALE: 1:5000 DRAWING NO.:



6. PLANS

6.1. GROUND FLOOR - EXISTING

GROUND FLOOR AREA 462.88 sqm

DRAWING: OPLAGH HOUSE FIRST FLOOR PLAN

SCALE: 1:100 DRAWING NO. 101





SCALE: 1:100 DRAWING NO.



6.3. GROUND FLOOR – POTENTIAL USES

GROUND FLOOR AREA. 462.88 sqm
FIRST FLOOR AREA. 419.34 sqm
TOTAL FLOOR AREA. 882.22 sqm

DRAWING: ORLAGI HOUSE FIRST FLOOR PLAN
SCALE: 1:100 DRAWING NO.:



7. MATRIX

Matrix assessment of potential of Orlagh House for Flagship Tourism Project.

Assumption – Combined + Orlagh assumes flagship to be built on Hellfire. Orlagh as flagship assumes flagship to be built on Orlagh Lands.

Assumptions:

1. Site appraisal:

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Archaeology/ Heritage	1	1	Orlagh House is a protected structure, Reg no: 11220008. A Georgian house dating from 1790, extended in 1875 and in the 1960s. There is no archaeology on the site and the house is of limited architectural, historic and social interest. - Two decorative plaster ceilings and two fireplaces are the main features. It requires extensive refurbishment to enable the house to be restored to an acceptable architectural conservation standard. Hellfire site is rich in archaeology and heritage: Neolithic passage tombs, standing stone etc.	1	Hellfire site is rich in archaeology and heritage. Neolithic tombs, standing stone, wedge tomb. Old Military road, Masseys estate, ice house, Masseys walled gardens stone bridges etc. With future tree felling views can be opened up from Hell fire to the wider Dublin uplands landscape which contains numerous, passage tombs portal tombs prehistoric cairns and wedge tombs Orlagh House is an extended Georgian house dating from 1790. No Archaeology at Orlagh Limited heritage interest on site.	5	Orlagh House does not have any recorded archaeology on site, Orlagh House is a protected structure. Reg no: 11220008. A Georgian house dating from 1790, extended in 1875 and in the 1960s. The house is of limited architectural, historic and social interest. Closest national monument is the maintained holy well of St Columcille – not on Orlagh site. The house is set in a mature enclosed parkland, with walled orchard to the rear. There is a handrail alley -this is of heritage interest, but is not unique in Ireland. Two interior rooms of the original house have fine original plaster ceilings, fireplaces and door cases. The windows are not original.
Views	1	1	Orlagh as flagship cannot deliver the "WOW" factor views. The view is of Dublin bay but the relationship of the city to the bay is not clearly legible. Hellfire offers Panoramic Café not possible at Orlagh – cannot create the continuous glazed window as its windows openings are protected. Hellfire location closer to top of Montpelier to access views more quickly – means a shorter experience, which means more volume potential, which makes it more econ viable for coach and weekend domestic visits. Future commercial harvesting of forest will open up views of Wicklow Mountains and rest of Dublin Mountains from Hellfire. This opens up huge interpretative potentials for trails, heritage and archaeology. Not option from Orlagh as purchase of site would still be dependant on further acquisition to connect to Hellfire.	1	Hell Fire provides "WOW" views from both Hell Fire and the proposed visitor centre panoramic café of Dublin city, Howth, Dublin Bay and Dúnlaoghaire, from which the story of the development of Dublin can be told, and the story of the city of Dublin close relationship to the sea. Future tree felling will open up views to the south revealing the rich heritage of the Dublin uplands archaeological sites Orlagh would provide framed views of Dublin bay not - as spectacular as from Hell fire - of Dublin Bay and the city of Dublin from the house. Orlagh also provides views of tranquil parkland with mature trees, however this does not build on the Dublin mountains landscape tourism theme. A glimpse of the bay is offered at the entrance to Orlagh house	6	The views from the house do not relate to the Dublin mountains, the larger mountain landscape, the archaeological sites in the mountains. Purchase of site would still be dependant on further acquisitions to connect to Hellfire. The built environment of the historic and modern city and beyond is legible from Hellfire, not from Orlagh. The story of the city can be told from Hellfire from the Centre and from Hellfire hill site, not from Orlagh.

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Helfire combined	Notes Criteria - does Orlagh offer the potential to be the tourism flagship project with the addition of Helfire combined option 1+2?	HELLFIRE Flagship with Orlagh combined	Notes Criteria - does Orlagh improve overall proposition?	ORLAGH Flagship without Helfire	Notes Criteria - does Orlagh deliver a flagship project without constructing visitor centre?
Connection to Existing Trails	2	2	Orlagh has an existing walk through woodland to rear of house but this is unexceptional and too short to be a tourist attraction of regional interest. No reduction in walking routes. <i>Subject to connectivity</i> , to Helfire, further land acquisition would be required.	2	Hell fire Dublin mountains visitor centre has existing popular walks and the tree top canopy walk will connect Masseys' walks to Helfire's walks. Orlagh has existing walks behind the house but this is limited and not very interesting. <i>Subject to permission</i> Orlagh could be accessed to Helfire.	6	Orlagh has an existing woodland walk to rear of house, and the house is in a parkland setting this is small and unexceptional and not designed for large numbers of people. Woodland walk to rear of house is steep and narrow, it is not suitable for universal access, its slope 1:20. It is not close to the existing looped walks, orienteering courses, Dublin Mountains Way and the archaeological sites in the Mountains. The site is not contiguous to Helfire. This seriously compromises a key objective of the flagship to serve as a gateway into the mountains.
Connection to New Proposed Trails	1	2	Orlagh has an existing woodland walk. No reduction in walking routes subject to connectivity. Orlagh also has additional woodland walks more similar to public park walks	2	Orlagh has existing walks which subject to permission and /or land acquisition could be accessed from Helfire	5	Orlagh has existing walks but site is not contiguous to Helfire, Dublin Mills Way, potential Owenduff Greenway and future archaeological trails. This seriously compromises a key objective of the flagship to serve as a gateway into the mountains.
The potential visitor experience	1	5	Arrival underwhelming, not a Dublin mountains experience, close to suburban housing. Parking area could be developed for cars at side of Orlagh house. Existing avenue to house very impressive and pleasant, but only suitable one way. New exit may be required. House is impressive externally, except for pvc replacement windows, conservation grade replacement required. Interior rooms not exceptional. Disconnected from visitor centre. Is this it "not a landmark building. Orlagh provides car parking opportunity which is more attractive than that proposed in the Helfire site for the overspill car parking /shuttle bus base on stocking lane. Orlagh house	1	Arrival on site parking for 300 cars on site next to visitor centre in Dublin mountains. Wow views at Hell Fire. A range of walks offered. Hell Fire, Masseys, Tree Canopy walk and elevated mountain country side experience with extensive walks. Archaeology interpretation, and guides provided on site. A destination panoramic café, retail and audiovisual resource all on offer. Orlagh house can complement Helfire venue by offering. Additional car parking and coach parking and shuttle buses can be accommodated. The house can also provide hostel accommodation, and conference facility with catering to complement activities at Helfire. The house could also complement hell fire by providing the dining experience for groups /corporate entertaining.	6	Arrival underwhelming, not a Dublin mountains experience, close to suburban housing. Parking area could be developed for cars at side of Orlagh house. Existing avenue to house impressive and pleasant, but only suitable for vehicles one-way. New exit road may be required. Orlagh house can provide a café and hostel accommodation if restored but this would not be a landmark destination of international appeal.
Functional space provision	1	1	Orlagh: Ground floor use only for visitor centre use 640 sqm however the protected structure status of house limits functional uses within the ground floor. Potential Ground floor use - conference / café, meet and greet guides prior to shuttle bus transfers Upper floors hostel - 23 bedrooms inc. 7 with en-suite? Or staff offices Not suitable for audio visual, retail, large café. Accessibility is compromised due to raised ground floor and no access to rear sloped site + Helfire 2000 sq. meters includes panoramic café, events space, retail, interpretation, toilets all accessible	1	Helfire Dublin Mountains Visitor Centre 2000 sq meters provides car parking, toilets, meet and greet, interpretation, audio visual, retail, audio visual, panoramic café, toilets, coffee to go for hikers on the move Orlagh to complement Helfire could provide additional shuttle bus / coach parking /car parking in an elegant parkland setting. The ground floor rooms could be used for meets and greets, guides prior to entering onto shuttle bus to Helfire and the wider mountain landscape. The first floor could complement hell fire by providing offices for event managers, marketing, and business manager for Helfire, Coille? etc. The ground floor rooms could also be used for corporate entertaining and fine dining to complement Helfire	5	Orlagh: Ground floor use only for visitor centre use. Lift would need to be installed into protected structure. Possible ground floor uses - corporate entertaining, conference, café, meet and greet, local history guides for shuttle bus transfer First floor possible uses - accommodation /staff offices /Coille offices? Parking opportunities / coach, shuttle buses

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes Criteria - does Orlagh offer the potential to be the tourism flagship project with the addition of Hellfire combined option 1+2?	HELLFIRE Flagship with Orlagh combined	Notes Criteria - does Orlagh improve overall proposition?	ORLAGH Flagship without Hellfire	Notes Criteria - does Orlagh deliver a Flagship project without constructing visitor centre?
Site capacity (potential development	1	1	Orlagh offer a place for orientation before travelling to the Hellfire Dublin Mountains visitor centre. Feasibility study outlined development potential on Hellfire site. Hellfire offers opportunity for landmark destination centre. Limited development potential on Orlagh site.	1	Limited development potential on Orlagh site. The existing setting of Orlagh is dependant on Parkland in front of the house with uninterrupted views. Development of the house is not appropriate – views from house would be obliterated. Development at rear of house is not easily possible due to the steeply sloping terrain. Development may be possible to the right hand side of the house but this would require further detailed feasibility report.	5	Limited development potential on Orlagh site. The existing setting of Orlagh is dependant on Parkland in front of the house with uninterrupted views. Development of the house is not appropriate – views from house would be obliterated. Development at rear of house is not easily possible due to the steeply sloping terrain. Development may be possible to the right hand side of the house but this would require further detailed feasibility report. Orlagh house has limited capacity for numbers of people. Includes site purchase and restoration/renovation costs and new car park, based on outline estimate by PKA
Capital expenditure projections	1 €15m- €18m	2 €21 m- €24m	Based on Order of magnitude from Sweett Group, Quantity surveyors, Dublin Mountains Feasibility report for Hell Fire + Orlagh The character of the site is that of a parkland rather than mountain landscape. The elevation of the site is too low to offer exceptional views of the city as a flagship facility. Development on the land will be restricted due to the protected status of the house.	€21 m- €24m	Based on Order of magnitude from Sweett Group, Quantity surveyors, Dublin Mountains Feasibility report for Hell Fire + Orlagh The land holding in Orlagh adds to the overall combined approach with Hellfire as the Flagship. The land offers the opportunity for additional overflow car parking / coach parking / shuttle bus point – a new road on the Orlagh site and gate onto Ballyculien road will be required to accommodate two way traffic. The land offers an alternative route to hell fire – subject to the purchase of additional private lands. The land offers scope for catering deliveries for corporate entertaining and it offers the opportunity to hold small festivals on the grounds to the front of the house.		The land holding in Orlagh is 40ha (96.94 acres). It comprises of undulating good quality agricultural land, with mature trees. The area in front of the house is not suitable to develop buildings / structures or car parking as this would compromise the setting of the protected structure – the house, and it would impact on the views of the house towards Dublin bay. Any additional buildings would have to be built to the west side of the house near the existing dilapidated farm building structures. The area behind the house is steeply sloping and this area would have to be excavated if a south facing space behind the house is required.
Overall Site Appraisal	1.1	1.8		1.3		5.4	

2. Transport:

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Elevation	220-350m	120-350		120-350m		120-210m	Below Amenity line
Public Transport Distance to Nearest Frequent Service	2.5km	1km (0.5km to Boundary)	Assuming the distance measured is to Orlagh Building (not site boundary)	2km	Assuming the distance measured is from possible Flagship Building (not site boundary)	0.5km	Assuming distance is from Orlagh Building
Public Transport Rank:	1	1		1		1	
Cycling Distance from City Cycle Tracks Height Gain (from 80m at Ballyboden)	2km 170m	1km (0.5km to Boundary)	Assuming the distance measured is to Orlagh Building (not site boundary)	2km 170m	Negates need to use narrow minor Kilakee road BUT requires internal roads be built	1 km	Negates need to use narrow minor Kilakee road BUT requires internal roads be built
Cycling Rank:	1	1	Improved access	1	No Change	1	Improved access
Walking Route from City: All from Ballyboden via Owenduff Greenway & Massey's Wood	3.5km	1km (0.5km to Boundary)	Assuming the distance measured is to Orlagh Building (not site boundary)	No Change	Negates need for narrow minor road	Better Access	Negates need for narrow minor road
Walking Rank:	1.5	1	Improved Access	1	No Change	1	Improved access
Car Access Distance on narrow minor road	2km	0.5km	Improved Access	0.5km	No Change	0.5km	Improved access. Negates need to use narrow minor road
Car Rank:	1	1	Improved	1	No Change	1	
Overall Transport	1.1	1		1		1	

TRANSPORT:

- Transport: Orlagh has its entrance within 5 mins drive from M50 off Ballyculien Road. Footpaths / Cycleways are available to within 0.5km of Orlagh Entrance. There may be scope for use of development leazes to finish link all the way to Orlagh.
- Will need to widen internal road or new exit road and gate required to allow fire increased capacity.
 - Eliminates the need to send large number of Vehicles and Shuttles up narrow sections of Kilakee Road
 - Could stop numbers going to the Hellfire Car Park and thus impact of some of the local business enterprises
 - Orlagh Lands could bring much improved roads, cycling and footpath connectivity to the wider urban / rural boundary
 - Serves an overall purpose of dispersing visitors and traffic more evenly between two sites and perhaps eliminates the need for Stocking lane option.
 - Parking /shuttle/coachparking at Orlagh to be limited to right of house , in Lot 2 and to area right of house

3. Services:

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Elevation	270-300m	200-300m		200-300m		200-210m	
Water Supply Distance to Nearest Public Supply at Stocking Lane Reservoir (100m OD)	3.5km	1.5km	Drinking Water well currently utilise on site. New water mains required. Eliers development (Dairrada is in close proximity)	1.5km	No Change from original proposal – need to serve location on Hellfire Hill To connect to water mains at Orlagh House will be required	1.5km	New water connection required if Orlagh to change to Flagship project Drinking Water well currently utilise on site. Eliers development (Dairrada is in close proximity)
Pumping Height							
Water Supply Rank:	2.5	2.5		2.5		1.5	
Foul Drainage Site suitability for local treatment and infiltration	Poor for Site 2	2	Foul Sewer is available at Eliers development (Dairrada is in close proximity 1km from House through agricultural lands	1	No Change from original proposal – need to serve location on Hellfire Hill	1	Foul Sewer is available at Eliers development (Dairrada is in close proximity 1km from House thro agn lands
Foul Drainage Rank:	1	1		1		1	
Electricity Distance to 3 Phase sub-station	250m	250m	Electricity on site at Orlagh. No electricity on site on Hellfire	250m	No electricity on site at Hellfire	250m	Electricity on site
Electricity Rank:	2	2		2		1	
Gas Distance to Supply	3.5km	3.5 km	No gas on site on Orlagh	3.5 km	No Gas on site on Hellfire or Orlagh	1 km	No Gas on site
Gas Rank:	2	2		2		1	
Surface Water Drainage	2	2	Surface Water Drainage is for Ballyculleen Stream – subject of flood alleviation scheme. Attenuation Pond doubling as an amenity if desirable (Grange Castle model)	2	Surface Water to be dealt with via stream at Masseys	1.5	Surface Water Drainage is for Ballyculleen Stream – subject of flood alleviation scheme. Attenuation Pond doubling as an amenity if desirable (Grange Castle model)
Overall Services	1.9	1.9		1.9		1.2	

Services issues narrative: Orlagh House already has some services – Drinking Water via well – no details available. 1km to urban connection Foul Sewer via Septic Tank – no details available – 1km to urban connection ESB & Gas both available on site. Surface Water (Ballyculleen Stream flows through Orlagh lands (Flood alleviation pond doubling as Amenity – Could follow GC model).
Anomaly/maintenance/role of the outdoor swimming pool needs to be clarified as could be a hidden cost or risk?
Given the location of the House built so close to the steep incline of the hill and with the tree canopy at the back is there a history of flooding on the land, damp was evident throughout the property and there were retaining walls built at rear of property to support the steep incline at rear.

4. Air, Soil & Water

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Air Quality Impact Higher vehicle Emissions to higher elevation sites	1	0.5	Lower Development Area	1	No change from original proposal	0.5	Lower Development Area
Water Quality Impact Suitability for surface water drainage discharge	1	0.5	Surface Water Drainage is for Ballyculien Stream – subject of flood alleviation scheme. Attenuation Pond doubling as an amenity if desirable. (Grange Castle model)	1	Surface Water to be dealt with via stream at Masseys	0.5	Surface Water Drainage is for Ballyculien Stream – subject of flood alleviation scheme. Attenuation Pond doubling as an amenity if desirable. (Grange Castle model)
Soils Impact All sites are similar on land managed for forestry	1	1	Simpler dig on agricultural land. Less inclines	1	Inclined site but shallow dig	1	Simpler dig on agricultural land. Less inclines
Overall Air, Soil & Water	1	0.7		1		0.7	

Air, Soil, Water:

- More Difficult to build in the mountain area however once built low maintenance costs as new build(Hellfire Flagship)
- Higher risk trying to refurbish Orlagh and higher ongoing costs (Orlagh Flagship)
- Creation of infrastructure in Orlagh lends itself to Ballyculien Flood Alleviation scheme – attenuation as well as amenity (lake with fountains)

5. Tourism Criteria:

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Attributes To accommodate a flagship must see attraction	1	2	Orlagh is not a must see flagship. Not stately home. Not stately garden. Nice but not special. Limited architectural features. Its main attraction is large house in parkland setting Two Georgian rooms with plaster ceilings and two good fireplaces	1	Hellfire is a tourism destination. Potential to be striking. Sudden opening of views – more spectacular. Hellfire has its own story, not just 1600s. potential of the tombs/archaeology Orlagh can complement as a transfer car to shuttle bus point, could reduce traffic volumes into the mountains. Close to Dublin Mountain Way	5	Orlagh is not a must see flagship. Not stately home. Not stately garden. Configuration of the building problematic for visitor flow, and accessibility. Limited architectural features. Possibly other uses in addition to Hellfire Flagship need to be considered Shuttle transfer etc.
Visibility For tourists/ walkers	2	2	Close proximity to M50 but further off the Dublin Mountain Way Good 'settling in' location for walkers Not currently connected to Coillte Lands	2	Close proximity to M50 but further off the Dublin Mountain Way Good 'settling in' location for walkers Not currently connected to Coillte Lands	4	Close proximity to M50 but further off the Dublin Mountain Way Good 'settling in' location for walkers Not currently connected to Coillte Lands
Nodal Point Good location for orientation and service facilities	2	2	Urban Park Gateway to Mountain but subject to access and is further from DMW. Offers less potential as a gateway from Glendalough/McCloy	2	Hellfire has immediate mountainous destination feel. Already escaped from urban area	3	Urban Park Gateway to Mountain subject to access. On edge of newly built suburbia.
Views	1	2	Hellfire views are better than Orlagh Views	1	Hellfire views are better than Orlagh Views	5	Hellfire views are better than Orlagh Views
Visibility from City	1	2	Opportunity for sky beam from Hell fire to be visible from whole city if desirable for celebrations etc. Orlagh not visible from city	1	Opportunity for sky beam from Hellfire to be visible across the whole city if desirable for celebrations	2	Not visible from Dublin but part of foothills facing the city
Potential to generate economic benefit	1	1	This is the piece that needs a wider discussion "Economic" Benefit Location, quality and restrictions of Protected Structure offer less potential to deliver economic returns for Orlagh as flagship compared to Hellfire. Even considerations of new build on Orlagh lands are problematic, as entire lot is protected structure curtilage. Cognisance should also be given to alternative uses at Orlagh that compete with existing business in the area. Complementary options are limited.	1	This is the piece that needs a wider discussion "Economic" Benefit Proximity to peak, economies/scale from new build in terms of café, retail etc and overall quality of attraction higher at Hellfire. Restrictions on alteration and development of Orlagh, even for Craft village etc. and on-going maintenance constrain economic returns.	6	This is the piece that needs a wider discussion "Economic" Benefit Proximity to peak, economies/scale from new build in terms of café, retail etc. and overall quality of attraction higher at Hellfire. An economic model for Orlagh is problematic due to configuration of the House and restrictions. Possible income streams – car parking, corporate dining? small café ? conference ? first floor : offices ? hostel accommodation ? lease of lands to farmer ?
Tourism Ranking:	1.3	1.8		1.3		4.1	Development potential restricted due to protected structure and its curtilage. Running costs/overheads would be high.

6: Planning/Environmental Constraints:

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Zoning (Current policy favours dev below 350m, Draft Dev Plan would negate this preference. Land uses open for consideration vary)	2	2	Agriculture We note from development plan the following uses are: "Permitted in Principle" under this land use objective: - Aerodrome/Airfield, Agricultural Buildings, Boarding Kennels, Caravan Park-Holiday, Cemetery, Industry - Extractive, Nursing Home, Open Space, Place of Worship, Public Services, Rural Industry-Cottage, Rural Industry-Food, Traveller Accommodation. "Open for Consideration" under this land use zoning objective: - Abattoir, Bed and Breakfast, Car Park, Community Centre, Cultural Use, Doctor/ Dentist, Education, Garden Centre, Guest House, Heavy Vehicle Park, Home Based Economic Activities, Hospital, Hotel/ Motel Industry-Light, Industry-Special, Recreational facility/ sports club, recycling facilities, refuse landfill/ tip, refuse transfer station, Residential Institution, Restaurant, Science and Technology Based Enterprise, Transport Depot, Veterinary Surgery.	2	Amenity We note from development plan the following uses are: "Permitted in Principle" under this land use objective: - Aerodrome/Airfield, Agricultural Buildings, Boarding Kennels, Caravan Park-Holiday, Cemetery, Industry - Extractive, Nursing Home, Open Space, Place of Worship, Public Services, Rural Industry-Cottage, Rural Industry-Food, Traveller Accommodation. "Open for Consideration" under this land use zoning objective: - Abattoir, Bed and Breakfast, Car Park, Community Centre, Cultural Use, Doctor/ Dentist, Education, Garden Centre, Guest House, Heavy Vehicle Park, Home Based Economic Activities, Hospital, Hotel/ Motel Industry-Light, Industry-Special, Recreational facility/ sports club, recycling facilities, refuse landfill/ tip, refuse transfer station, Residential Institution, Restaurant, Science and Technology Based Enterprise, Transport Depot, Veterinary Surgery.	2	Agriculture We note from development plan the following uses are: "Permitted in Principle" under this land use objective: - Aerodrome/Airfield, Agricultural Buildings, Boarding Kennels, Caravan Park-Holiday, Cemetery, Industry - Extractive, Nursing Home, Open Space, Place of Worship, Public Services, Rural Industry-Cottage, Rural Industry-Food, Traveller Accommodation.
Open Character of the Mountains (above 350m)	1	1	Not compromised	1	Not compromised	1	Not compromised
Impact on protected views from the City	1.5	1.5	Positive views	1.5	Positive views	2	Positive views
Impact on scenic routes and drives	1.5	1.5	Driver comes to Orlagh from M50 / Tailight before Hellfire / Masseys, Gateway Point, Direct route from Rathfarnham too	1.5	Existing location for Hellfire / Masseys entrance are well known. Unauthorized parking on road a problem	1	Driver comes to Orlagh from M50 / Tailight before Hellfire / Masseys, Gateway Point
Site Capacity (to accommodate low rise building)	2	2	Excellent capacity for additional development into the future from lands but not house but with caveat of connectivity issue to Hellfire through adjoining private lands. May be restriction of development in curtilage.	2	Additional development requires input from Coillte	5	Capacity for additional development into the future from lands but not house but with caveat of connectivity issue to Hellfire through adjoining private lands. May be restriction of development in curtilage.

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	Notes	HELLFIRE Flagship with Orlagh combined	Notes	ORLAGH Flagship without Hellfire	Notes
Natura 2000 Sites (none affected, site specific assessment of preferred options required)	1	1	None	1	None	1	None
Impact on Landscape Character	1	1	Agricultural to 'Parkland'	1	MOU Commercial Forestry	2	Agriculture/ parkland Loss of agricultural land of development takes places on land.
Land Ownership Coille/Private	1	2	Less reliance on Coille Expansion is in control of Council Land Agricultural in nature, with exception of private beside Hellfire.	2	No change to existing MOU with Coille	2	No change in the Coille running of their property. Purchase of lands + house required
Within SDCC Land (none)	-		C90 acres SDCC Lands + Coille Lands. Increased proposal	1	C90 acres SDCC Lands + Coille Lands. Increased proposal	3	C 90 acres not on SDCC Lands
Forestry/ Woodland	3	4	10 acres of Orlagh woodland c/w trails. Connectivity to Coille lands required. Lower elevation.	4	10 acres of Orlagh woodland c/w trails. Connectivity to Coille lands required. Lower elevation. Coille lands are selling point re views / elevations.	4	10 acres of Orlagh woodland c/w trails. Connectivity to Coille lands required. Lower elevation.
Total Planning Environmental Ranking	1.4	1.6	Protected structure status may limit the opportunities for adaptation + limits development on the land	1.7	The combination of Orlagh with Hellfire would enable the development to be required on the Orlagh Site	2.3	Protected structure status may limit the opportunities for adaptation + limits development on land

POSITIVES

1. The re-use of this protected structure, one of Ireland's historic houses would enable this building to survive into the future.
2. The property would provide an amenity to local residents – park, walks, festivals, etc.
3. The lands could provide an important overflow / base to go up into the mountains to hell fire and beyond, a interchange for cars, buses, coaches, cyclists, to shuttle buses. This location for shuttle buses / coach park is more attractive than the stocking lane site, and it is closer – This will provide faster journey times and less fuel costs.
4. With future land purchase a direct walking route could be made to hell fire
5. It could provide a good hospitality mix in conjunction with visitor centre providing corporate dinners / events
6. Provides a prestigious historic Irish house experience
7. Orlagh house could provide an addition to the tourism offer in the area- scope for added activities.

NEGATIVES

1. Orlagh House would need security / caretaker from date of purchase.
2. Orlagh house requires renovation / repairs in its entirety to bring the house up to acceptable standard for public use including: accessibility, fire compliance, structural repairs, roof repairs, insulation, new windows, new electrical and plumbing / sanitary, heating installations.
3. Orlagh House would need adaption for new use, this would be partly dependant on conservation best practice being achieved, development could be restricted due to protected structure status.
4. the recent extensions detract from the architecture of the original house, these should be demolished, this would reduce the quantum of accommodation.
5. Orlagh house lands are partly restricted for development due to the views from the house restricting development to the front of the house.
6. The house would have to be connected to mains sewerage.
7. A new entrance / road widening would have to be provided to accommodate increased vehicular access.

What could Orlagh House / Grounds be used for :

- Corporate entertaining – dining, conference in conjunction with Hell fire Dublin Mountains Visitor Centre.
- Outdoor pursuits centre / Bottom base for Mountain Biking and other downhill pursuits
- Transport hub – cable car to bring people and MTBs
- Transfer point Shuttle bus, carparking / coach parking / cycle parking
- Offices-first floor, – cattle, event managers
- Limited accommodation for onward hiking to Wicklow Way
- Limited accommodation for corporate entertaining
- Camping provision for tourists
- Offices-first floor, – cattle, event managers
- Limited accommodation for onward hiking to Wicklow Way
- Limited accommodation for corporate entertaining
- Camping provision for tourists
- Children's group outdoors events – schools, scouts, teams
- Amenity/ boating pond – as in Barristown
- Irish animal farm / pet farm
- Plant additional woodland / forestry
- Provision of flood alleviation – attenuation and amenity
- Weddings
- Contribute to open space requirements for local residents

Economic Considerations

The actual costs of the economic considerations are outside of the scope of this report they could be established in a feasibility report for Orlagh House. To purchase Orlagh House and to develop it into a facility for public use would involve expenditure, that would need to include the following items:

- Purchase costs
- Feasibility / master plan costs
- Professional design team fees
- Renovation / repairs costs
- Running costs / maintenance costs of protected structure
- Maintenance of the grounds / farming of the grounds
- Revenue income streams
- Labour costs
- Security costs
- Marketing costs
- Branding costs

7. SUMMARY

7.1. MATRIX SUMMARY

	HELLFIRE Combined Option 1+2	ORLAGH Flagship with Hellfire combined	HELLFIRE Flagship with Orlagh combined	ORLAGH Flagship without Hellfire
Site Appraisal	1.1	1.8	1.3	5.4
Transport	1.1	1	1	1
Services	1.9	1.9	1.9	1.2
Air, Soil & Water	1	0.7	1	0.7
Tourism Criteria	1.3	1.8	1.3	4.1
Planning/ environmental Constraints	1.4	1.6	1.7	2.3
Total	1.3	1.5	1.4	2.5

MARKING SYSTEM:

1= More favorable
5=Least favorable

7.2. SUMMARY

This report has compared the attributes of the three options namely:

1. Orlagh house as Flagship with Hellfire
2. Hell fire Flagship with Orlagh
3. Orlagh without Hell fire

Orlagh cannot deliver the wow factor views, the on site archaeology, the heritage or mountain and woodland walks of exceptional quality and interest to create a Flagship Tourism facility of national importance.

Rather Orlagh could provide complimentary facilities to the Dublin mountain visitor centre in the form of a place of arrival – transport interchange, a corporate venue, centre offices, provide school / scouts events etc. local park and walks.

Orlagh house therefore presents an opportunity to support and consolidate the tourism offer in the vicinity of the Dublin Mountains and the Dublin Mountains proposed Visitor Centre at Hell Fire and Massesys Wood. However this would require expenditure to purchase the property, and further expenditure to renovate and to maintain the property into the future.

The uses and the adaption of the house could also be restricted in regard to the protected status of the house.

Consideration should also be given to not impeding private investment in the house as this could effectively sustain and complement the tourism offer without incurring on-going costs to South Dublin City Council and bring economic diversity to the area.

We therefore recommend that the Dublin mountains visitor centre should be located at Hell Fire / Massesys wood with tree top walk to connect the two sites, and that Orlagh should be considered to be purchased if sufficient funds are available to future proof the Visitor center to provide the facilities as outlined above.

