



Townscape and Visual Impact Assessment

Proposed Mixed-Use Development on Jamestown Road, Finglas, Dublin 11

Prepared on behalf of

Jamestown Village Limited.

May 2025 / Project No. 7055


Proposed Mixed-Use Development at Jamestown Road, Dublin 11

Townscape and Visual Assessment

Client Name	Jamestown Village Limited
Agent Name	John Spain Associates Planning and Development Consultants
Document Reference	7055/JRD11/TVIA/2025
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Quality Assurance

Approval Status in accordance with Park Hood's IMS (ISO 14001:2015, ISO 9001:2015 and ISO 45001:2018 & SSIP).

Issue	Date	Baseline Prepared by	Graphics prepared by	Report prepared by
<i>Baseline</i>	<i>05-10-2024</i>	<i>Conor Thallon</i>	<i>Ryan Hood</i>	<i>Andrew Bunbury</i>
<i>Preliminary Issue</i>	<i>16-04-2025</i>	<i>Andrew Bunbury CLMI Landscape Architect and Director; Park Hood</i>		
<i>Final Issue</i>	<i>13-05-2025</i>			

Disclaimer

All feasible and reasonable attempts have been made to ensure that the information provided by a range of public sector institutions and presented in this report is accurate and up-to-date. Park Hood is not responsible for accidental perpetuation of inaccuracies in these records and any consequent effect on the conclusions in this report.

This report has been prepared by Park Hood with all reasonable skill, care and diligence within the General Terms and Conditions of the Contract with the client.

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1.0 Introduction

Statement of Expertise

- 1.1 This assessment has been prepared by Park Hood Chartered Landscape Architects on behalf of Jamestown Village Limited.
- 1.2 Park Hood is a Chartered Member of the Irish Landscape Institute and Landscape Institute UK with extensive experience in preparation of Landscape / Townscape and Visual Impact Assessments for large scale projects throughout Ireland and the UK. The primary author is Andrew Bunbury who is a fully qualified Landscape Architect and Chartered Member of the Landscape Institute (CMLI) with over 25 years' consultancy experience in the profession across Ireland and the UK. He works between the Dublin, London and Belfast offices of Park Hood where there are 35 members of staff including a further fifteen Chartered Landscape Architects.
- 1.3 All work is undertaken in compliance with the *Landscape Institute's Code of Standards of Conduct and Practice for Landscape Professionals* and checked in accordance with Park Hood's ISO 14001:2015 and ISO 9001:2015.

Proposed Development Summary

- 1.4 This assessment relates to the redevelopment of a vacant former factory site (c. 1.82 ha) and construction of a mixed use development across 5 no. Blocks (A-E) (over single basement) providing 298 no. apartments 116 no. 1-bed, 182 no. 2-bed units (including 2 no. 3-person units and 180 no. 4-person units) each with balcony or terrace and c. 1,418 sqm of community/cultural/arts floor area, c. 702 sqm of commercial floor area (café, coworking space, retail) and a c. 295 sqm creche on lands at the Finglas Business Centre, Jamestown Road, Finglas, Dublin 11.
- 1.5 A full description of the Proposed Development is contained within the Planning Statement (John Spain Associates) and Design Statement (John Fleming Architects) submitted with this application and is not repeated here.
- 1.6 This report outlines the potential effects of the proposed development on the townscape / landscape character and visual amenity of the Application Site and surrounding area in this part of Dublin.

Guidance Documents

- 1.7 The approach and methodology based on the *Guidelines for Landscape and Visual Impact Assessment (3rd Edition)* by *The Landscape Institute and the Institute of Environmental Assessment (2013)* by *The Landscape Institute and the Institute of Environmental Management & Assessment (GLVIA)*.

- 1.8 The European Landscape Convention definition of landscape confirms that it includes the landscapes of villages, towns and cities, i.e., townscapes. So 'Townscape' is defined as the landscape within a built-up area, including the buildings and the relationships between them.
- 1.9 There are a number of published guidance documents including Development Plans, which include planning designations relevant to the Study Area as listed below:-
- *Dublin City Development Plan (2022-2028);*
 - *Finglas – A Regeneration Strategy by Dublin City Council (2005);*
 - *Urban Development and Building Heights Guidelines for Planning Authorities by Department of Housing, Planning and Local Government (DHPLG) (2018);*
 - *Urban design manual - a best practice guide by the Department of Environment, Heritage and Local Government (2009);*
 - *National Landscape Strategy 2015–2025;*
 - *Sustainable Urban Housing: Design Standards for New Apartments (2020); and*
 - *Sustainable Residential Development in Urban Areas and the accompanying Urban Design Manual: A Best Practice Guide (2009).*
- 1.10 Other sources of information and guidance are contained in Appendix A.
- 1.11 The baseline assessment included study of Ordnance Survey Ireland historical mapping and recent aerial photography (primarily using Google Earth) to assess how this part of Dublin has developed since the 19th century as well as assess calculations of relevant distances or areas.

Method of Assessment

Townscape and Visual Effects – Distinctions

- 1.12 Townscape and Visual effects deriving from a proposed development are assessed separately although the process is similar. The conclusions on significance are ultimately an evaluation of the combined effects of both. The distinction between townscape and visual effects can be summarised as follows:-
- Townscape effects relate to the potential impacts on the physical characteristics or components of the environment which together form the character of this part of the city, including buildings, roads, paths, vegetation and water areas; and
 - Visual effects relate to potential impact on visual receptors whose views in this part of the city could be changed as a result of this proposal, such as pedestrians, people working in offices, or people in vehicles passing through the area.

Townscape and Visual Assessment Process

- 1.13 The process can be summarised as undertaking the following key tasks:
- Site survey and visits undertaken in October 2024;
 - Assessing the Baseline Townscape Setting and Conditions;
 - Evaluation of key components of the proposed Development based on site layouts, plans and elevations prepared by John Fleming Architects and other members of the design team;
 - Consideration of Mitigation and Enhancement Measures;
 - Assessment of Townscape / Landscape Effects;
 - Assessment of Visual Effects; and
 - Conclusions.
- 1.14 The process includes assessment of photomontages and wirelines of the proposed development from 12 no. representative viewpoints prepared by 3D Design Bureau which are presented in a separate stand-alone document accompanying this planning application. Extracts from each of the viewpoints are included within this TVIA for ease of reference.

Establishing the Study Area

- 1.15 The study area includes the Application Site itself and the wider townscape where the proposed development may have an influence either directly or indirectly. There is no specific guidance on extents of study areas applicable to this type of development in Ireland. Given the Finglas / Poppintree area comprises built townscape, the use of digital Zone of Theoretical Visibility Maps (based on topography) to assess potential viewpoints was considered superfluous as urban views are usually constrained by built environment.

Townscape Character Assessment

- 1.16 The combination of desk-top analysis and site survey allows judgment to be made on the key elements that contribute to the townscape character and its wider condition, value and sensitivity. Townscape value, quality and sensitivity is affected by factors including: (i) whether the resource is common or rare; (ii) whether it is considered to be of local, regional, national or global importance; (iii) whether there are any statutory or regulatory limitations / requirements relating to the resource; (iv) the quality of the resource; (v) the maturity of the resource, and (vi) the ability of the resource to accommodate changes. The following rating is the basis of this part of the assessment:-
- **Highest Value Townscape** - Very vulnerable to change. *High Sensitivity*;
 - **Very Attractive Townscape** - Some ability to absorb change in some situations without having significant effects. *Medium Sensitivity*;

- **Good Townscape** - Some ability to absorb change in some situations without having significant effects. *Medium Sensitivity*;
- **Ordinary Townscape** - Able to accommodate change without significant effects. *Low Sensitivity*;
- **Poor Townscape** - Damaged landscapes very capable of accommodating change. *Very Low Sensitivity*.

1.17 The report considers the magnitude and scale of effects the proposed development would have on existing townscape elements, character areas and resources either directly or indirectly. This is affected by factors including: (i) the physical extent and nature of the key elements that make up the proposal; (ii) the townscape context of these effects and (iii) the time-scale of impact, such as whether it is temporary (short, medium or long term), permanent with reversible potentials, or irreversibly permanent and are rated as follows:-

- **Profound** - Total loss or major alteration to key elements / features / characteristics of the baseline (i.e., pre-development) townscape or view and /or introduction of elements considered to be totally dominant when set within the attributes of the receiving townscape.
- **Substantial** - A prominent change that may be large in scale and / or extent and include the loss of key townscape characteristics or the addition of new features or elements that would potentially change the overall landscape quality and character at a wider scale.
- **Moderate** - Partial loss or alteration to one or more key elements / features / characteristics of the baseline (i.e., pre-development) townscape or view and / or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic when set within the attributes of the receiving townscape.
- **Slight** - Minor loss or alteration to one or more) key elements / features / characteristics of the baseline (i.e., pre-development townscape or view and /or introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape.
- **Negligible** - Very minor loss or alteration to one or more key elements / features / characteristics of the baseline (i.e., pre-development) townscape or view and /or introduction of elements that are not uncharacteristic with the surrounding townscape - approximating the 'no change' situation.

Visual Amenity Assessment

1.18 The baseline studies establish the area from which the proposed development may potentially be visible and the different groups of people ("visual receptors") who may experience views or changes to view context. Twelve representative viewpoints were identified in locations that are publicly accessible near the Application Site with determination based on known visibility or from locations where there may be significant numbers of visual receptors e.g., users of Jamestown Road, local parks or residential areas (See Figure 2 below).

1.19 Viewer sensitivity ranges from high to low based on the nature of the visual receptor (resident, tourist, commuter etc.) and the visual value or quality attached to a particular view. The visual effects deriving from the proposed development are based on the combined judgement of the anticipated change in nature, visual amenity and duration of the particular view (magnitude) and the nature of the visual receptor (sensitivity) and are rated as follows:-

- **Severe** - A major change or obstruction of a view that may be directly visible, appearing as the dominant and contrasting feature appearing in the foreground.
- **Substantial** - The proposal forms the focus or an immediately apparent component in the view and will redefine its baseline characteristics.
- **Moderate** - The proposal is likely to form a readily apparent component within the overall view but the baseline characteristics will continue to prevail.
- **Slight** - The proposal forms a minor component in the wider view which might be missed by the casual viewer / observer. Awareness of the proposal would not have a marked effect on the overall quality of the view.
- **Negligible** - The proposal is barely discernible or may be at such a distance that it is very difficult to perceive equating to a no-change situation.

Nature of Townscape and Visual Effects

1.20 Townscape / landscape and visual assessment has aspects that can be considered subjective. While magnitude of change to a view can be factually defined, any subsequent objective assessment is based on, experience, observation, evidence and informed professional opinion.

- **Positive Effect** - A change that improves the quality of the townscape character and fits very well with the existing townscape character.
- **Neutral** - A change which does not affect the scale, landform or pattern of the townscape and maintains existing townscape quality.
- **Adverse Effect** - A change which reduces the quality of the townscape and cannot be fully mitigated.

Significance of Landscape and Visual Effects

1.21 Significance of visual effects is not absolute and can only be defined in relation to each development and its specific location. Usually an effect is considered 'significant' if the level of effect is 'moderate/substantial' or 'substantial.' The significance of landscape and visual effects is determined by cross-referencing sensitivity of landscape or view with the magnitude of change.

Photomontages and Visualisations

1.22 Twelve photomontages from the representative viewpoints and in and around this part of Dublin are contained in the Photomontages booklet prepared by 3D Design Bureau (April 2025) that accompanies this planning application. Park Hood based the viewpoint selection on the *Landscape*

Institute Technical Guidance Note 06/19: Visual Representation of Development Proposals. The guidance also includes reference to photographic technology, including camera selection, choice of lens and printing which were taken into account by 3D Design Bureau (who have set out further details on methodology and presentation at the outset of their booklet). **See Photomontages produced by 3D Design Bureau.**

2.0 Baseline Townscape Setting

The Application Site

- 2.1 The Application Site comprises 1.76 hectares / 4.35 acres of vacant land aside the Finglas Business Centre, to the north-west of Jamestown Road, Finglas, Dublin 11. The city centre is located approximately 5.7km to the south-east.

Photo 1 Application Site – Aerial Photograph



Aerial view of Application Site showing context in relation to adjacent townscape and built form looking south-east towards the city centre

- 2.2 The site comprises a rectangular area of land measuring approximately 150m x 108m set between the Jamestown Road to the east and Finglas Business Centre to the west. The natural topography has been graded to facilitate former uses and it subsequently has a flat character though it rises slightly from the south (+69m) to the north-east (+71m). There are no watercourses or water bodies on the site. No significant changes in ground level are evident to the adjacent sections of Jamestown Road or the Finglas Business Centre lands.
- 2.3 The land currently has no specific land-use and is a brownfield site. It formerly was the commercial premises of WI Ltd, a steel fabrication company that ceased trading in 2011. Evidence from aerial photography suggests these building extended across approximately 0.68 hectares. It now comprises a largely featureless landscape with the ground made up of crushed rubble and levelled out areas following removal of former industrial scale buildings in 2013/2014. There are remnant paved surfaces or hard standing indicating location of former foundations and roads or service yards. An ESB Sub-Station is located to the centre of the site.

Photos 2 and 3 Application Site – Existing Site Setting



View north across site from entrance road into the Finglas Business Centre



View of Application Site from junction of Jamestown Road and Sycamore Road to the south-east showing nature of boundary wall and context in relation to the Finglas Business Centre.

- 2.4 The site is closed off to any vehicular or pedestrian access. It is bound by a 2m high concrete block wall to the north which retains a strip of landscape of approximately 2.5m in width made up of

unmanaged scrub, weed and grassland. Beyond this is a palisade fence that defines the boundary to the rear of the Burgess Galvin & Co. commercial and manufacturing premises. To the west and south, the site is defined by a 2.4m high palisade fence that also crosses and closes off a former site entrance to the north-west from within the Business Centre lands.

- 2.5 The boundary to Jamestown Road comprises a concrete block wall of approximately 3.75m to 4m in height which obscures views into the Application Site. There is a single site entrance located at the north-east corner which has a set of locked steel bar gates set back from the road.

Photo 4 Jamestown Road



View east along Jamestown Road showing nature of existing boundary wall which serves to obscure views of the Application Site to passing traffic and road users.

- 2.6 The site has not been subject to any management or use for some time and scrub, low perennial weed, grass and moss has begun to colonise surface areas. In some areas, self-seeded *Buddleia* (*Buddleja davidii*) has established in pavement cracks or softer ground but none of the vegetation would be considered of significant ecological or landscape value. There is some incidental scrub and small remnant trees on the site's eastern and northern boundary but none would be considered of significant nature or worthy of retention. The boundary walls are heavily covered in ivy.
- 2.7 Within Jamestown Road pavement as it abuts the south-east site (beyond the Application site boundary), is a linear line of four street trees (*Pyrus chanticleer*). While not mature or significant enough to affect views, they do provide an element of green in an otherwise urbanised and road-scape dominated environment. There are no trees or vegetation in pavement areas on the south or western boundaries towards the Finglas Business Centre lands.

Photo 4 Application Site – Site Boundaries



View from north-west corner of Application Site looking towards Jamestown Road and the boundary with the commercial lands to the north.

Local Townscape Character

- 2.8 The Application Site is located in Finglas (*Fionnghlas*, meaning "clear streamlet") which is a north-western outer suburb of Dublin with its northern boundary defined in part by the M50 Motorway. This part of the city is dominated by commercial and light industrial parks to the north, west and south-west and expansive residential housing estates to the east and south-east. Poppintree (*Crann Phapáin*) to the north is a neighbourhood of the large outer suburb of Ballymun. Finglas is a designated Key District Centre (KDC4) and described as representing *"...the top-tier of urban centres outside the city centre..."* and which *"...underpin a wider area and act as strong spatial hubs providing a comprehensive range of commercial and community services to the surrounding populations"*.
- 2.9 Jamestown Road provides a link between the R104 St Margaret's Road (1.2km due north) and the R103 Seamus Ennis Road (800m due south). It provides access to low density suburban housing estates in North Finglas and Poppintree and extensive commercial areas including Jamestown Business Centre, the Finglas Business Centre, Century Business Park, Mygan Business Park and Poppintree Industrial Estate. These areas comprise large scale buildings including hi-bay logistics units, warehouses, offices and commercial yards.
- 2.10 An open area to the south of the Application Site extending to approximately 0.65 hectares is part of the Irish School of Motoring property and used for training vehicles including HGVs.

Photo 5 Local Townscape Setting



Views west from Application Site across northern part of the Finglas Business Centre lands.

- 2.11 Jamestown Road and the associated commercial / industrial estates extend nearly 1km north to south and across 43.11 hectares severing the Finglas townscape. There is no connectivity or linkages afforded towards McKee Avenue and Melville Road which are the nearest public roads to the west and north respectively. Within the DCC Finglas - A Regeneration Strategy (2005), it noted with regards to Jamestown Road that “...15% and 20% of traffic is currently made up of Heavy Goods Vehicles HGV (excluding buses)” based on the TTA prepared for this by Transport Insights. The M50 / M2 junction is located approximately 1km to the north.
- 2.12 Charlestown Shopping Centre (850m to the north of the Application Site) and Clearwater Shopping Centre (1.4km due south) are located beyond the village core, to the north and south of Finglas respectively.
- 2.13 To the east of the Application Site, bounding Jamestown Road and encompassing a swathe of land extending towards Glasnevin are a series of housing estates built out by Dublin Corporation between the 1950s and 1960s. The nearest housing areas are located off Sycamore Road / Park and Oakwood Road / Park / Close and comprise rows of semi-detached and terrace two-storey townhouses. Facing the Application Site on Jamestown Road is a row of semi-detached one and two storey townhouses (Nos. 163a to 195 Jamestown Road – odd numbers only) with the front house facades facing the road over front gardens and being approximately 27m from the Application Site boundary wall.

Photo 6 Local Townscape Setting

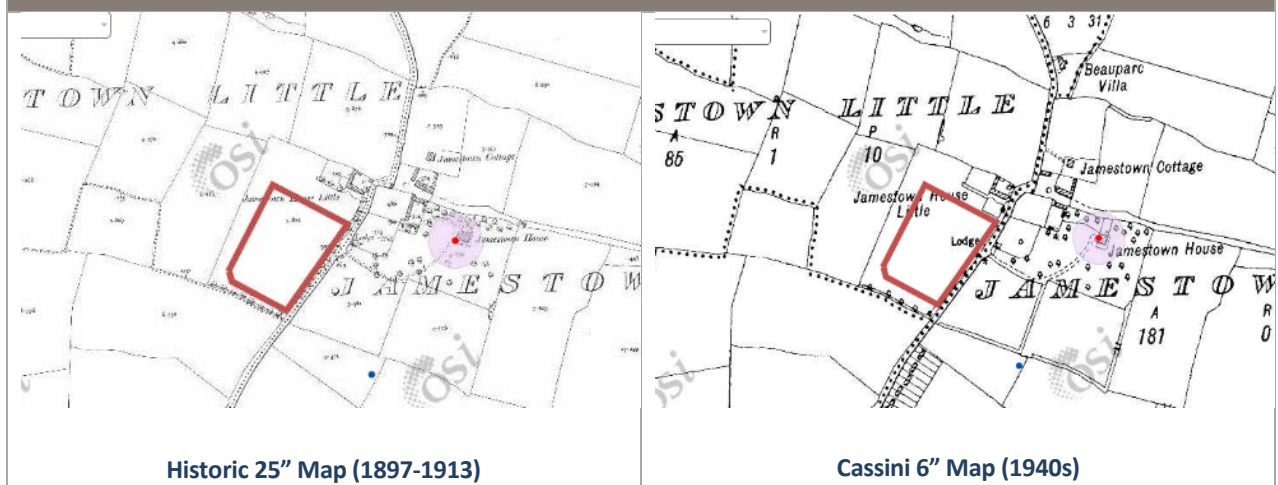


Views east along Oakwood Road which is part of a large residential area located to the immediate east of the Application Site built out by Dublin Corporation in the 1950's to 1970's.

Local Townscape History

- 2.14 Ordinance Survey maps from the 19th century show the site in a rural landscape with Jamestown Little House located just beyond the north-east boundary of and a “lodge” annotated on the Application Site.

Figure 1 Historical Map of Application Site (Courtesy of OSI and NIAH Historic Map Viewer)



- 2.15 The trajectory and alignment of Jamestown Road is very similar to that which exists today though it is annotated as Jamestown Lane at this time and provided the main connection between Finglas

village and Poppintree although the adjacent landscape is depicted primarily as fields at this time. The townland of Jamestown Great centred on a farmstead called Jamestown House located to the east (approximately 160m distant from the Application Site).

- 2.16 Finglas was originally the site of an Early Christian abbey said to have been founded in 560 A.D. It is clearly annotated as a defined settlement with clear separation to the nearest parts of Dublin which are annotated as open lands or farmland on historic maps dating up to the 1952 Ordnance Survey Dublin Popular Edition. The Application Site is also shown as farmland at this time.
- 2.17 In the 1950s and 1960s the area was subject to significant housing development to re-house many north inner-city Dublin residents and Finglas and Ballymun were part of several large-scale local-authority suburbs created around the city. Factories and commercial land-uses also encroached on the former farmland to provide employment in the locality. An early example was the Jeyes Sanitary Compounds Company factory (1946-1947) at McKee Avenue located 450m south-west of the Application Site. The newly arrived workforce in the area was also served as a draw for further factories. By the 1970's the landscape had been transformed and an urbanised townscape existed between Finglas and the city centre and any rural character was lost. This included the building out and development of the Finglas Business Centre and Jamestown Business Park.
- 2.18 The Application Site itself contains no historical significance or features and there are no protected structures or notable features in the immediate locality.

Photo 7 Jamestown Road



Jamestown Road severs the local townscape with, in general, residential development to its east and commercial industrialised townscape to its west.

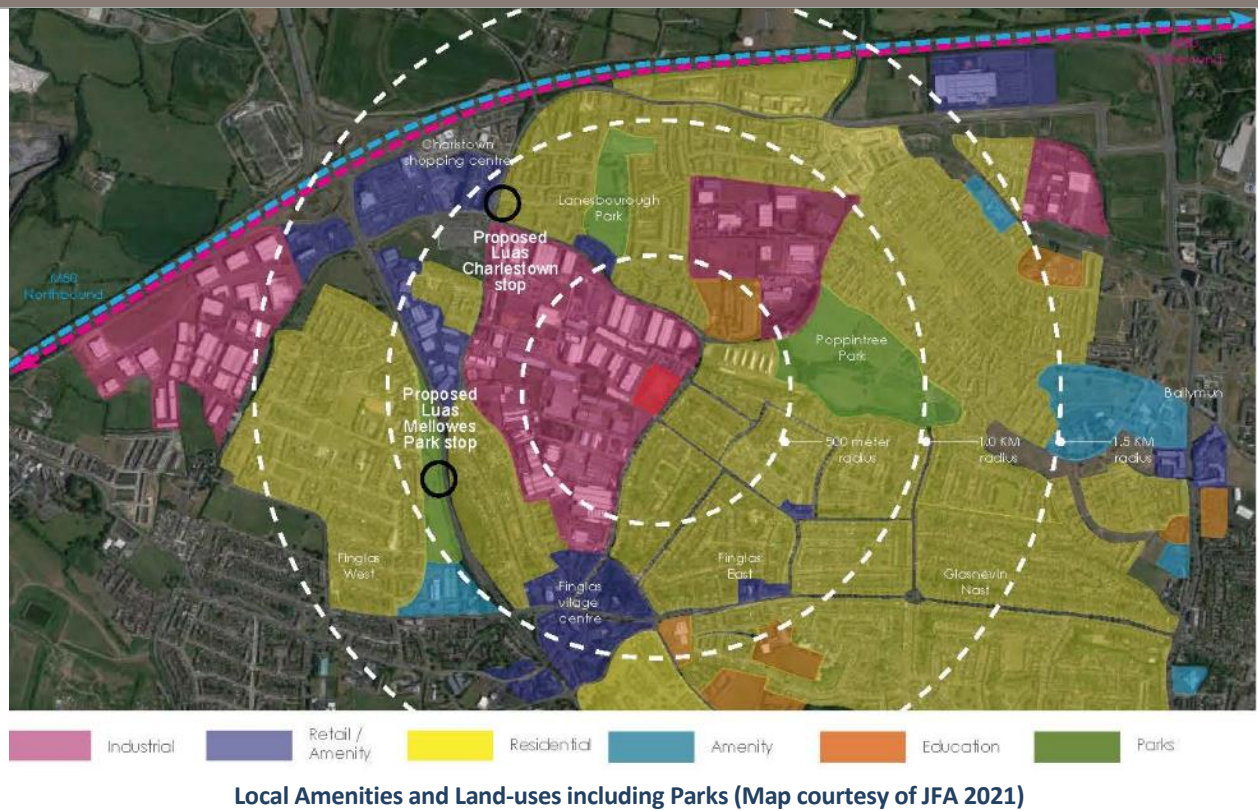
- 2.19 The nearest designated building is the former house at Jamestown Great (Referenced by NIAH as

SMR DU014-064 and being of indeterminate date) located 160m to the east in Oakwood Close. No visual remnants of this remain and the area is a small area of open space backed onto by houses on Oakwood Road. Further east in Poppintree Park is a well (a natural spring well of uncertain are SMR DU014-065). Both are sufficiently distant or screened to be affected by activity or land-use on the Application Site.

Local Amenities, Parklands and Open Spaces

- 2.20 There are public parks within 1km of the Application Site at Poppintree Park to the east and Mellows Park to the west. An area of open space is located at Meakstown just over 450m to the north bound by residential housing estates. All are too distant from the site for there to be any potential effects deriving from activity on the Application Site lands on their character or sense of place.

Figure 2 Surrounding Context including Public Park Locations



Planning History of the Application Site

- 2.21 In August 2022, consent was granted by An Bord Pleanála (Reference ABP 312568-22) for the construction of a mixed use development across five number Blocks {A-E} providing 321 number Build to Rent apartments, 110 number one-bed and 211 number two-bed units (each with balcony or terrace) and circa 4,497 square metres gross floor area of commercial uses. The An Bord Pleanála Board Order concluded:-

“It is considered that, subject to compliance with the conditions set out below, the proposed development would not seriously injure the residential or visual amenities of the area or of property in the vicinity, would be acceptable in terms of urban design, height and quantum of development and would be acceptable in terms of traffic and pedestrian safety and convenience. The proposed development would, therefore, be in accordance with the proper planning and sustainable development of the area.”

Planning, Heritage and Environment Designations

Dublin City Development Plan 2022-2028 (DCDP)

2.22 The Dublin City Development Plan 2022-2028 was adopted on 2nd November 2022 and came into effect on the 14th of December 2022. It sets out policies and objectives to guide how and where development will take place in the city over the lifetime of the plan.

2.23 The application site is designated as part of SDRA 3 – Finglas Village Environs and Jamestown Lands on account of the strategic location of the area, the proposed public transport network and extent of land available and suitable for regeneration. The DCDP outlines that SDRAs are to be the focus of compact growth over the plan period with the objective to facilitate ongoing intensification, infill and compaction. Specific to this site and area, it notes the following:-

“The Jamestown lands, located to the immediate north of the village, at 43.1 hectares, are currently used for a range of low density employment and other uses, with a high level of underutilisation and a number of vacant sites. They have been identified as having significant potential for regeneration and providing new brownfield redevelopment within the city, proximate to existing services and planned high quality public transport investment.”

“The lands situated to the north-east, along Jamestown Road, shall be developed at an approximate ratio of 70% employment/commercial (gross) and 30% residential (gross), to support the continuation of a sustainable working community in the area. Net densities for residential plots will have a range of 80-100 units per hectare.”

2.24 DCDP Section 13.5 ‘Strategic Development Regeneration Areas’ outlines the guiding principles for the Jamestown Road area as set out in the Jamestown Masterplan (Reference: https://www.dublincity.ie/sites/default/files/2024-03/appendix-20_jamestown-masterplan-2023.pdf). In general, development proposals that align with these principles will be supported with the key guiding principles including the following:-

- *All vehicular streets and green links shall be planted with an avenue of trees along their length and on the landscaped set-back for Jamestown and McKee Roads;*
- *Planting and Landscaping must be framed on a policy of promoting biodiversity, with a high proportion of native species and those which support this aim, and specific areas of parkland identified for biodiversity purposes;*
- *The SDRA Guiding Principles Map identifies opportunities for additional building height on corners/facades of certain proposed urban blocks and potentially locally higher buildings;*

- *Notwithstanding this, in general, building heights in the range of 4-6 storeys will be encouraged in order to provide a coherent street of structure, with an appropriate sense of enclosure;*
 - *Where opportunities for locally higher buildings are identified, this shall be to enhance the overall urban structure in a coherent way, e.g. at prominent corners, to close vistas, or as features, and shall not apply to the overall block. This is to avoid the proliferation of monolithic 'slab' blocks. Additional height, where appropriate, should be no more than 1/3 of the overall length/width of the urban block; and*
 - *Height shall respond to the existing context and respect existing residential properties along McKee Avenue, Jamestown Road and St. Margaret's Court. Having regard to the proposed Luas, in general, there is potential for locally higher buildings towards the north-west of the lands, subject to design and amenity safeguards.*
- 2.25 Any proposal for greater height than the prevailing context and intensification in SDRA's must demonstrate compliance with the performance based criteria set out in its Table 3. However, the DCDP notes that 'Finglas Village Environs and Jamestown Lands' SDRA is considered appropriate for higher buildings and density.
- 2.26 The lands to the immediate east of the Application Site, across Jamestown Road is designated Zone Z1 'Sustainable Residential Neighbourhoods' with the stated objective "to protect, provide and improve residential amenities."
- 2.27 Finglas is a designated Key Urban Village (KUV4), forming the top tier of urban centres outside the city centre, and has a role "to serve the needs of the surrounding catchment providing a range of retail, commercial, cultural, social and community functions that are easily accessible by foot, bicycle or public transport; in line with the concept of the 15-minute city." General principles with regard to development in KUVs are set out in Section 14.7 within Chapter 14 'Land-use Zoning'. A number of key general principles with regard to development in KUVs includes the following:-
- *Mixed-Use: Promote an increased density of mixed-use development including residential development with diversity in unit types and tenures capable of establishing long-term integrated communities;*
 - *Density: Ensure the establishment of higher density development capable of sustaining quality public transport systems and supporting local services and activities. Encourage the development/redevelopment of under-utilised sites and intensification of underutilised areas such as surface parking. Opportunity should be taken to use the levels above ground level for additional commercial/retail/services or residential use;*
 - *Commercial/Retail: Promote the creation of a vibrant retail and commercial core with animated streetscapes. A diversity of uses should be promoted to maintain vitality throughout the day and evening;*
 - *Built Environment: Ensure the creation of high-quality, mixed-use urban districts with a high quality public realm, distinctive spatial identity and coherent urban structure of*

interconnected streets and child-friendly, accessible public spaces and urban parks. Development should have regard to the existing urban form, scale and character and be consistent with the built heritage of the area.

- 2.28 There are no designated Views or Prospects in the Area Plan and no Conservation Areas, designated landscapes or open spaces close enough to the Application site to be affected by any townscape / landscape or visual changes. There are no trees on the Application Site or any vegetation that would be considered worthy of survey, protection and consideration.

Finglas – A Regeneration Strategy

- 2.29 The Finglas Regeneration Strategy is focused on the core of Finglas for which the commercial core is located in and around Main Street/Church Street, Jamestown Road and Seamus Ennis Road and the historic village centre centred on Church Street west of the N2. The stated objectives are as follows:-

- *A strong and sustainable economic base in the village;*
- *A substantial residential population within Finglas Village capable of supporting a broad range of local services and facilities;*
- *A wide range of leisure and community uses; and*
- *A high quality and attractive physical environment.*

- 2.30 Reviewing the Strategy, it is evident that its scope is focused on Finglas village and its cope does not extend to include the actual Application Site, 750m to its north. However, the key considerations include traffic on Jamestown Road and how this could be reduced particularly towards the village itself.

Urban Development and Building Height Guidelines for Planning Authorities (2018)

- 2.31 Specific Planning Policy Requirement (SPPR) 1 of these Guidelines states the following:-

“In accordance with Government policy to support increased building height and density in locations with good public transport accessibility, particularly town/ city cores, planning authorities shall explicitly identify, through their statutory plans, areas where increased building height will be actively pursued for both redevelopment, regeneration and infill development to secure the objectives of the National Planning Framework and Regional Spatial and Economic Strategies and shall not provide for blanket numerical limitations on building height”.

- 2.32 Within Section 3.1 regarding Building Height and the Development Management Process, it notes there is a “...presumption in favour of buildings of increased height in our town/city cores and in other urban locations with good public transport accessibility.”

- 2.33 The subsequent Development Management Criteria advises on assessment requirements and states planning applications within the city satisfies the following criteria:

- *The site is well served by public transport with high capacity, frequent service and good links to other modes of public transport;*

- *Development proposals incorporating increased building height, including proposals within architecturally sensitive areas, should successfully integrate into/ enhance the character and public realm of the area, having regard to topography, its cultural context, setting of key landmarks, protection of key views.³ Such development proposals shall undertake a landscape and visual assessment, by a suitably qualified practitioner such as a chartered landscape architect;*
- *On larger urban redevelopment sites, proposed developments should make a positive contribution to place-making, incorporating new streets and public spaces, using massing and height to achieve the required densities but with sufficient variety in scale and form to respond to the scale of adjoining developments and create visual interest in the streetscape.*

National Inventory of Architectural Heritage

- 2.34 The National Inventory of Architectural Heritage (NIAH) identifies no monuments, historic sites or zones on the Application Site.

Environmental Protection Agency

- 2.35 Maps available from the Environmental Protection Agency (EPA) indicate no protected landscapes, environment or ecology areas on or close to the Application Site.

Townscape / Landscape Quality and Value

- 2.36 The Application Site comprises a brownfield (redundant) landscape which would be categorised as *poor* townscape of *low* sensitivity, quality and value.

Photo 8 Landscape Condition



View across western part of the Application Site in its current condition

- 2.37 There are no significant or notable landscape features on this site worthy of retention and the current site has an aesthetically detrimental appearance. This consequently has a negative effect on local townscape character and setting. It has been in a similar condition for over a decade and reduces the townscape quality of this part of Jamestown Road. Dumping is notable aside the entrance off Jamestown Road but the majority of the site presents itself as a graded out post-industrial site with colonising scrub and weed beginning to establish itself. It is therefore very capable of accommodating change in townscape / landscape and visual terms.
- 2.38 The boundary treatments include concrete block walls, barbed wire and palisade fencing which are of utilitarian nature designed to restrict vehicular and pedestrian access but also present a cold and low visual appearance that could be significantly improved.

Photo 9 Local Townscape Condition



The Application Site presents itself as a vacant brownfield with emergent scrub, unmaintained grass and remnant hard surfaces and contributes little to the quality and value of the local townscape in its current condition.

- 2.39 To the east of the Application Site are swathes of dense low-rise suburban housing estates dating from the 1950s to 1960s that would be categorised as *ordinary townscape of medium sensitivity* with no designated landscapes or conservation areas. To the west, north and south are commercial and industrialised landscapes which have a functional and utilitarian character. There are trees in road verges and incidental landscaped areas but in general these areas are categorised as *poor townscape of low sensitivity*. Jamestown Road is a significant transport corridor with noted heavy traffic volumes that both physically and aesthetically severs the townscape in this area.
- 2.40 While across Finglas and Poppintree, there are localised areas of improved or higher quality townscape / landscape, the lack of environment, amenity, landscape or planning designations suggest this part of the city has a *low* sensitivity in landscape and visual terms. This correlates with

the recent DCDP considerations in relation to underutilised, brownfield and vacant sites with significant potential for regeneration in the Jamestown area.

Existing Views and Representative Viewpoints

2.41 Built townscape ensures that views consistently change in context, scale and extent with many views of the Application Site, even from close proximity locations within the nearby housing estates and business parks closed off by intervening buildings or boundary features. There are no medium or longer views due to intervening townscape and the gently undulating topography not facilitating potentially elevated views towards the Application Site. Short range views of the Application Site are largely confined to an approximate 500m long corridor on the Jamestown Road as it approaches and passes the site and glimpse views from within the nearby townscape. To demonstrate site visibility or impacts, viewpoints were selected within publicly accessible areas based on the following criteria:-

- Site investigation to establish locations where there was likely to be significant views; and
- Identifying those locations where there was likely to be a significant number of visual receptors (e.g., main roads, potential public congregation places and residential areas)

2.42 Twelve representative viewpoints were selected at the locations identified on Figure 2 below.

Figure 2 Representative Viewpoint Locations



<ul style="list-style-type: none"> • Viewpoint 1 – Jamestown Road / Sycamore Road Junction; • Viewpoint 2 – Sycamore Road; • Viewpoint 3 – Oakwood Park / Sycamore Park Junction; • Viewpoint 4 – Jamestown Road (south); • Viewpoint 5 – Melville Road; • Viewpoint 6 – Melville Road; 	<ul style="list-style-type: none"> • Viewpoint 7 – Jamestown Road (north); • Viewpoint 8 – Jamestown Road (north); • Viewpoint 9 – Oakwood Park / Oakwood Close Junction; • Viewpoint 10 – Poppintree; • Viewpoint 11 - Jamestown Road / Sycamore Road Junction; and • Viewpoint 12 – Finglas Business Centre
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3.0 Proposed Development

- 3.1 The proposed development to be called “Jamestown Village” includes the removal of existing boundary fences, remnant areas of hardstanding and walls, colonising scrub and a comprehensive redevelopment of this site.

Site Preparation and Construction Works

- 3.2 The construction operations likely to affect townscape and visual amenity include the following:-
- Site access off existing access from Jamestown Road and internal access road within Finglas Business Centre lands;
 - Removal of existing sub-station;
 - Removal of existing colonising scrub and weed vegetation across site;
 - Fixed construction plant, including cranes and scaffolding and gantries;
 - Site hoarding along the property boundary;
 - Mobile construction plant, such as excavators and lorries;
 - Storage and compound areas, welfare facilities, security and safety lighting;
 - Removal of boundary wall to Jamestown Road and palisade fence towards Finglas Business Centre lands (to be undertaken at the latter stages of the construction process); and
 - Staged works relating to the construction of new buildings and infrastructure.
- 3.3 All construction impacts will be temporary, localised and short-term.

Summary of Proposed Development

- 3.4 The proposal comprises the redevelopment of a vacant former factory site (c. 1.82 ha) Finglas Business Centre, Jamestown Road, Finglas, Dublin 11 and construction of a mixed use development across 5 no. Blocks (A-E) (over single basement) providing 298 no. apartments 116 no. 1-bed, 182 no. 2-bed units (including 2 no. 3-person units and 180 no. 4-person units) each with balcony or terrace and c. 1,418 sqm of community/cultural/arts floor area, c. 702 sqm of commercial floor area (café, coworking space, retail) and a c. 295 sqm creche.
- 3.5 In summary, it will consist of the following:-
- Demolition of existing ESB substation (c. 32 sqm) and boundary treatments;
 - Block A (6/7 storeys) comprises a c. 161 sqm café, bike storage, ESB substation, switch room at ground floor level with 84 apartments (31 no. 1-bed and 53 no. 2-bed units) at ground to sixth floor level;

- Block B (6/7 storeys) comprises bike storage and meter room at ground floor level and 51 apartments (23 no. 1-bed and 28 no. 2-bed units) at ground to sixth floor level;
- Block C (4-7 storeys) comprises a c. 295 sqm crèche (with external play area), bike storage, ESB substation and switch room at ground floor and 82 no. apartments (34 no. 1-bed and 48 no. 2-bed units) at ground to sixth floor level, with telecommunications equipment at roof level consisting of microwave dishes (1.1 metres in height above lift overrun) and antenna at eastern elevation at fifth floor level;
- Block D (3-5 storeys) comprises a c. 1,418 sqm community/cultural/arts space, ESB substation, switch room and comms room, at ground floor with 63 apartments (18 no. 1-bed and 45 no. 2-bed units) at ground to fourth storey level and external roof terrace (c. 200 sqm);
- Block E (3 storeys) comprises c. 230 sqm of retail, c. 311 sqm of coworking office space, ESB substation and switch room, bike and bin store at ground floor with 18 no. apartments (10 no. 1-bed and 8 no. 2-bed) at first and second floor level and external roof terrace (c. 155 sqm);
- Provision of c. 2,309 sqm of external communal open space comprising a landscaped garden courtyard with children's play area and outdoor fitness area and bicycle parking, roof terrace at Block D (200 sqm) and Block E (155 sqm);
- Provision of c. 1,916 sqm of public open space provided in the form of a public plaza and pedestrian between Blocks A, D and E (including informal play), bicycle parking areas provided throughout the surface level of the site;
- Shared vehicular and bicycle access from a new local street branching west from Jamestown Road at the northeast corner of the site (extending to the western boundary), with 11 surface visitor car parking spaces (3 no. accessible) and drop-off bay in the northern part of site, with ramp access to a basement level (c. 5,130 sqm) providing 143 car parking spaces (5 no. accessible, 9 no. visitors and 12 no. car share) , with a total of 630 no. bicycle parking spaces (480 long term, 150 short term) at ground floor and basement levels;
- Toucan crossing to the east of the new local street across Jamestown Road and new cycle lane along Jamestown Road with reconfigured bus stop;
- New signalised crossing and junction upgrade works at the southern boundary at the entrance to Finglas Business Centre; and
- All associated infrastructure and enabling works associated with the development, green/blue roofs, telecommunications equipment, landscaping, pedestrian access, set down area at southern perimeter, boundary treatments and ESB substation and switch room at northern perimeter.

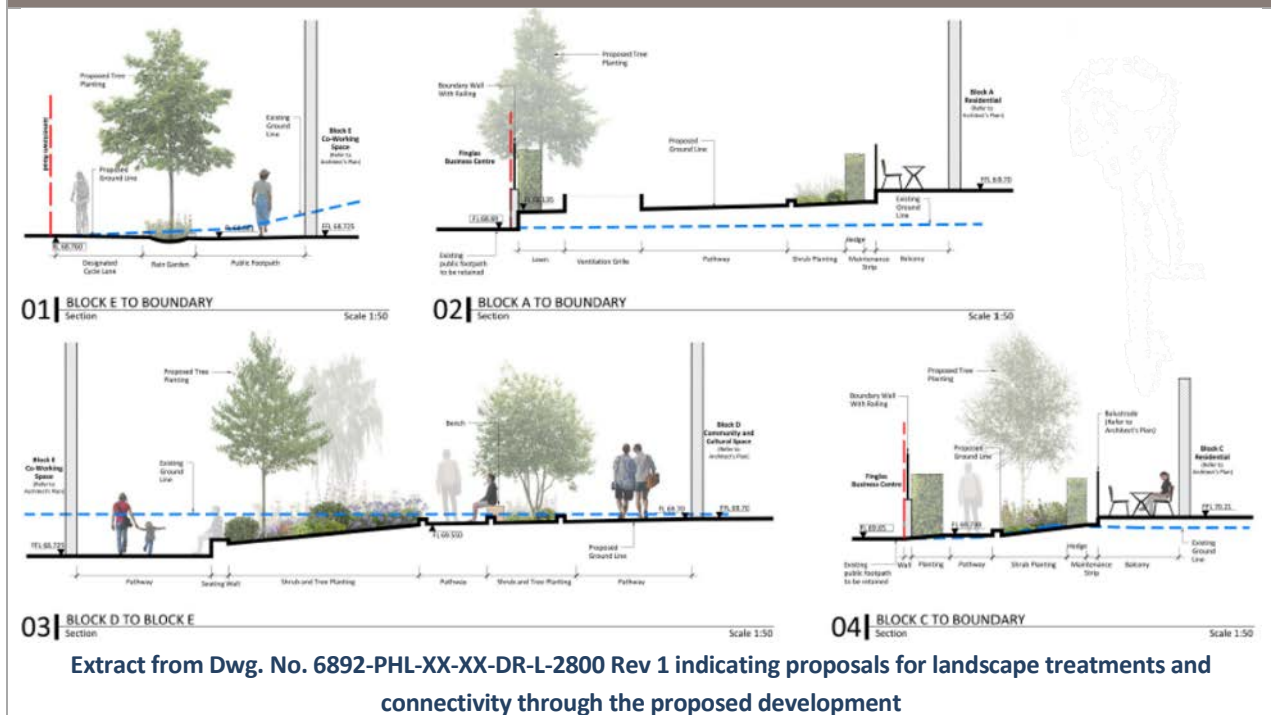
Business Park;

- The proposal is designed on an axis that correlates with the existing townscape structure with geometry aligned to Jamestown Road and the Finglas Business Park;
- The facades and architecture will give the proposed development a crisp and modern appearance with material selected based on sustainability and visual quality. Further information on architecture and detailing is contained in the Design Statement (John Fleming Architects);
- The building height varies to correlate with the guidance on building heights in the DCDP;
- The scale offers adequate enclosure to the street and public/private spaces as well as creating a strong urban edge and public realm along Jamestown Road;
- The public realm design will be of high quality and increase the landscape condition, quality and value in this neighbourhood;
- Enhanced pedestrian linkages and permeability across the site linking Jamestown Road to the Finglas Business Centre lands;
- Amenity and garden areas are set at ground floor level across the site and will provide an active street frontage and vitality with the building having active uses and facades on lands adjacent to the public realm;
- Indoor communal spaces are integrally linked to external terraces, roof gardens and courtyards to provide social amenity spaces for use by all residents aiding in the creation of a community. The key open spaces, plazas, courtyards and landscape areas are overlooked by adjacent properties to provide informal supervision;
- Functional areas including bin storage are located within basement areas to visually obscure these from publicly accessible areas (i.e., roads and garden areas);
- Provision of play areas and facilities including a Crèche (adjacent to the central open space) and a Play Area for older Children and Teenagers. Appropriate play equipment will be designed, installed and maintained in accordance with *BSEN 1176 and / or BSEN 1177 or BS 5696, DIN 7926 and BS 7188*);
- Cycle parking provision (Sheffield stands) for bicycles;
- At ground level, there will be extensive and high quality landscape and garden works (as set out on Park Hood Drawing 6892 L201 accompanying this application). This will include feature lighting, fencing, green wall solutions, tree, groundcover and shrub planting, hedgerows, lawn areas, and quality hard landscape treatments based on a SUDs drainage scheme; and
- The proposed development will fully comply with all building regulations in terms of access for all and needs for residents.

Landscape Design and Green Infrastructure Considerations

- 3.8 The **Landscape Design and Access Statement (Park Hood)** states the aim “... is to create high quality communal and public open space including areas of pocket parks, play and fitness facilities, areas for passive and active recreation and social/community interaction. This strategy aims to form a residential and public realm space which fulfils the criteria set out in the Dublin City Development Plan 2022-2028.”

Figure 4 Proposed Landscape Works



- 3.9 The development includes landscaped areas for public and residential amenity use and internal plazas, roof gardens and play areas dedicated to private use for residents. A public entrance point will be located to the south and will be landscaped in such a manner to clearly mark it out as the main arrival point.
- 3.10 The landscape plan includes extensive tree planting (including at semi-mature size) along Jamestown Road to create a natural and welcoming environment for residents. The proposed planting schedule will provide seasonal interest and natural buffers between external spaces, path routes and the courtyard whilst creating shelter and focal points. The proposals include green roofs, hedges, groundcover and shrub planting that will enhance biodiversity on this site. The designs include green boundaries and buffers where feasible. A roof terrace is included on the upper floor of Block D for resident use and includes seating, amenity and flexible spaces. A mixture of low ornamental shrubs will be used to create interest and colour along the pedestrian footpaths.

- 3.11 Hard landscaping materials were chosen based on suitability for a residential scheme and long term use with variations provided in the form of shape unit size, mix and colour. All of the specified materials are robust in nature in order to maximize the longevity of the development and minimise maintenance issues.
- 3.12 The landscape design proposes three main areas of 'play' and includes traditional, multi-play and all-inclusive equipment. All of these areas are located within the central garden courtyard space.
- 3.13 The majority of green space is overlooked by resident's windows or balconies ensuring adequate passive surveillance of all spaces by residential units in order to both enliven the area and make it a 'home' for the residents of the development. The collective landscape and public realm areas associated with this development correlate with open space requirements.

4.0 TOWNSCAPE AND VISUAL ASSESSMENT

Introduction

- 4.1 The aim of this report is to objectively and professionally assess how the proposed Jamestown Village development will affect the landscape, townscape and visual amenity of the Application Site and this part of Dublin. The terminology and glossary is based those used in the *Guidelines for Landscape and Visual Impact Assessment 3rd Edition (2013)*.
- 4.2 The key consideration in this project is the magnitude and significance of effect based on comparing the scale and shape of the proposed development against what is offered by the existing setting, visual quality and sensitivity of the Application Site. Particular regard is given to the proposal's mass and height. A further consideration is the people who use or pass through this area who may feel that the visual and townscape quality could be affected by this proposal.

Construction Stage

- 4.3 Visual impacts will potentially derive from the following:-
- Presence and operation of construction traffic, cranes, plant and equipment;
 - Removal / demolition of boundary walls and vegetation cover; and
 - Lighting for safety and security.
- 4.4 There is no significant demolition of any buildings necessary as this work has already been undertaken. The only existing features that will be removed are the ESB Substation and the boundary palisade fence towards Finglas Business Centre and the concrete block wall facing Jamestown Road. Their removal is likely to be late on in the construction process as they will provide site security and screening during the construction stage. Such is their condition and nature, the removal of these features would have no significant effects on local townscape character and demolition would have *neutral* effects (i.e. no better or worse) on the character of the site.
- 4.5 For the majority of areas in Finglas, the construction phase will have *slight* to *negligible* effects in the earlier stages of construction due to visual containment (afforded by the wall on Jamestown Road) and nature of these works. The boundaries towards the Finglas Business Centre will include hoardings to clearly delineate working areas which will also obscure views from ground level areas. Existing buildings and walls to the north will also form a visual screening function.
- 4.6 In the immediate area, there will be a temporary reduction in townscape quality to facilitate demolition works, construction activity, building works and land-take associated with gantries, scaffolding and hoardings. This stage will constitute a *profound* change to the Application Site setting resulting in *moderate temporary adverse* effects to the locality. As the construction of higher floors commences, there will be a greater degree of exposure with significant effects

anticipated to the immediately adjacent areas on Jamestown Road and within the Finglas Business Centre. Given the context of existing built environment and site setting, the effects would be of a *medium* magnitude and not categorised as significant beyond the immediate area.

- 4.7 Effects deriving from construction traffic on Jamestown Road would not represent a significant change, in landscape or visual terms, from the existing situation given that this is a notably busy road as per evidence provided and referenced above within the TTA prepared by Transport Insights (2005).

Townscape Effects (on completion)

- 4.8 Any assessment must be measured against the current situation on site which contributes little to the local townscape setting being a vacant brownfield site bound by a major road and utilitarian buildings set in a largely functional landscape. In terms of this TVIA assessment, the mass and height of the proposed buildings are the overriding factors but it would also become part of the evolution, integrity, legibility and identity of Finglas / Poppintree and this part of the Jamestown Road. The following section reviews the likely impacts on key townscape areas identified in the baseline assessment section above and includes consideration of *Section 3.0 Building Height and Development Management process* within the *Urban Development and Building Heights Guidelines for Planning Authorities by Department of Housing, Planning and Local Government (2018)*.

Visual P1 Proposed Development



Presentation Montage - Image courtesy of 3D Design Bureau (2025)

View of proposed development from Jamestown Road

Application Site

- 4.9 In terms of the Application Site, there is nothing in terms of built or natural features including vegetation, facades or architecture that will be lost. The key part of the landscape and visual assessment therefore relates to the scale and nature of the proposed development.
- 4.10 This development will result in significant changes to site character due to introduction of a substantial set of buildings that will reinstate built form after an absence of over a decade; it will occupy much of the site when viewed from external areas and will completely alter the baseline setting once completed. However, such a change does not equate automatically to adverse effect on the locality as this proposal gives this site a more effective use in than is currently the case or has been for over a decade.

Visual P1 Internal View of Proposed Development



Presentation Montage - Image courtesy of 3D Design Bureau (2025)

Internal view of proposed open space within the Jamestown development site

- 4.11 12.41% of the site area is set as public open space. Public realm and streetscape improvement can be accepted as contributing towards the 10% public open space requirements (as set out in the DCDP) and, in this regard, the proposed development extends to include lands up to the existing public footpath on Jamestown Road and encompasses footpath areas extending to 150m which will be subject of a major environmental improvement and enhancement scheme (subject to

agreement with the Local Authority). The works to the public realm will be undertaken in compliance with the Street Palette of the *Construction Standards for Road and Street Works in Dublin City Council (2005)*.

- 4.12 There will inevitably be significant effects to areas on and immediately aside the proposed development but the degraded baseline setting ensures such a proposal can be successfully introduced to this area without causing any adverse townscape / landscape effects. Irrespective, the proposed development will have a *profound* effect on the Application Site categorised as *high* magnitude but this is not something that should be seen as adverse in townscape / landscape character terms with notable positive townscape character effects. The new facades, architecture, landscape and public realm will reinvigorate and revitalise this site giving it a more appropriate use contributing positively to the immediate cityscape character and sense of place.

Visual P2 View from the entrance toad to the Finglas Business Centre



Presentation Montage - Image courtesy of 3D Design Bureau (2025)

Close proximity view of proposed Jamestown Village development from within the Finglas Business Centre lands to looking north across the proposed development lands

Jamestown Road and Local Townscape

- 4.13 The existing built environment including large-scale commercial buildings and dense low-rise residential estates ensuring much of this area will experience *no or negligible effects* (i.e.,

insignificant) due to the proposal being visually obscured but it will result in a change to the local sense of place. The proposed development will be taller than the existing built form on this section of Jamestown Road resulting in a distinctive and major new set of buildings constituting a significant addition to the local architecture and townscape.

- 4.14 There are factors that assist in absorbing this scale notably the broad width of Jamestown Road and the adjacent modern and evolving townscape that ensure, while sizeable, it can be accommodated without detriment or adverse character effects. Further, the façade designs include elements and treatments to break up their mass and scale in the local views and there will be an improved public realm relationship with Jamestown Road with new paving, practical and visual amenity and landscape works. The proposal will have positive effects in terms of local townscape character as a consequence of the removal of the existing boundary wall and the enhanced open space provision, linkages into the site while providing a distinctive and notable building giving this part of Jamestown Road added built variation and identity (in accordance with the general structure, use, height, design and green infrastructure guidance as set out in DCDP).

Visual P3 Jamestown Road



Presentation Montage - Image courtesy of 3D Design Bureau (2025)

Close proximity view of proposed development from Jamestown Road to the south of the site

- 4.16 Existing built form towards the Finglas Business Centre to the west and other commercial lands ensure the proposed development will be visually contained with only *slight* or *negligible* effects to these areas in character terms.

- 4.17 There will be negligible effects on Poppintree Park, Mellows Park and the area of open space at Meakstown due to intervening built environment and vegetation that ensure views of the Application Site are obscured.

.. The collective will give this part of the city a changed character and identity as well as being likely to attract further investment which will have indirect positive effects on its character. Consequently, the development can be successfully absorbed into this area without causing adverse townscape / landscape effects and it is evident in townscape character terms that this site lends itself to a proposal of this nature and scale.

Finglas and Poppintree

- 4.19 The existing Finglas and Poppintree townscape has a density of built form that ensures the majority of areas in this part of the city will experience *negligible* or *no* effects due to the proposal being visually obscured (i.e., no significant effects). There will be no effects to any designated cultural heritage or historic sites / environments or public open spaces and amenity landscapes.
- 4.20 In isolation, the proposal will result in a distinctive and major new set of buildings rising up to seven storeys in height that will change the immediate area's sense of place and be a significant addition to the local architecture and townscape. The proposal will be higher than the existing buildings in this area but would not be unique in terms of mass or scale when measured against that of built form and footprints in adjacent commercial, business and recent residential houses in this part of the city.

Dublin City

- 4.21 The Application Site has been vacant for some time contributing little to the character or quality of this part of the city. This development will signify the positive commencement of a new phase for this area though change has been a constant feature in this part of Dublin since the mid-20th century with varying success.
- 4.22 As noted previously, the development will have *substantial* effects on areas close to the proposed development but the baseline setting ensures this can be successfully absorbed without causing any adverse townscape / landscape effects. The completed buildings will improve the city quality and character symbolising progress and contributing positively to this area's identity and the architectural character.
- 4.23 In general, views experienced by pedestrians are focused at ground level where the proposal will be obscured by existing buildings ensuring *negligible* or *no* effects to the vast majority of the city (i.e., no significant effects). Where the proposed development is visible in glimpse views, it will invariably be a part of a built townscape and have *slight* to *moderate* effects on townscape character. However, its location aside large scale buildings, infrastructure and vacant lands ensure it can be accommodated without resulting in detrimental or unacceptable effects to the city

character. There are no designated views, landmarks, prospects or vistas affected by this proposal.

- 4.24 In summary, the effects, while significant will be a positive statement in terms of the townscape development, legibility and future serving to bring life and density into this part of the city.

Visual Impact Assessment

- 4.25 The following section summarises the existing setting and likely or anticipated effects on the twelve no. representational viewpoints for which photomontages have been prepared by 3D Design Bureau based on the proposed development plans and elevations.
- 4.26 An extract from the proposed view photomontage is included below for ease of cross-reference but the existing and proposed views are set out in larger scale within the Aerials, Presentation, CGIs and Photomontages Document prepared by 3D design Bureau which also accompanies this application.

Viewpoint 1 Jamestown Road



Verified View VP1- Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Jamestown Road / Sycamore Road Junction	Distance to Application Site	Less than 25m
Viewpoint Baseline	This is a close proximity view of the Application Site with the view defined by a partial view through a security fence of vacant lands and a large wall aligning Jamestown Road. Commercial lands are located to the west of the road and residential properties located to the east. The wide road serves broadly as the boundary between the land-uses while physically		

	<p>and aesthetically severing the townscape.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties on Jamestown Road and on Sycamore Road leading to the east of this viewpoint.</p>
Viewpoint Sensitivity	Medium
Predicted Change	<p>The close proximity of this viewpoint ensures that there will be inevitable <i>substantial</i> and significant effects deriving from the proposed development which will rise into and dominate the skyline to the west. Such effects should be measured against the existing visual setting of a redundant land and broad road-scape that would not be one of a notable visual quality or aesthetic merit being a functional and utilitarian townscape. Given the modern and commercial nature of buildings in this view, this addition would not have any detrimental effects on the setting or character of this area.</p> <p>There are positive effects in terms of relationship between the Application Site and Jamestown Road including tree planting and broadened / enhanced public realm</p>
Significance Summary	<p>Major: A prominent change that would change the overall townscape quality and character of this area but includes positive elements in terms of architecture and public realm treatments.</p>

Viewpoint 2 Sycamore Road



Verified View VP2- Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Sycamore Road / Clancy Road Junction	Distance to Application Site	165m
Viewpoint Baseline	Sycamore Road leads east off Jamestown Road at a junction adjacent to the south-east corner of the Application Site. It provides access to a dense low-rise residential area that is part of bigger swathe of housing estates developed out by Dublin Corporation in the 1950s to 1970s. The estates comprise rows of semi-detached and terrace two-storey townhouses and the majority of visual receptors in this area will be residents. The Application Site is obscured from this section of Sycamore Road by both the boundary wall and intervening houses off Sycamore Road and Jamestown Road.		
Viewpoint Sensitivity	Medium		
Predicted Change	The proposed development will be an apparent addition rising into the skyline and backdrop to the west off Jamestown Road being slightly higher than the intervening residential housing and having <i>slight neutral</i> effects. This will represent an increase scale of local architecture and, while taller, no detrimental effects are predicted when taking into account distance, street scale, urban context and that the proposal does not close off views of any notable townscape elements.		
Significance Summary	Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.		


Viewpoint 3 Oakwood Park / Sycamore Park Junction



Verified View VP3 - Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Oakwood Park / Sycamore Park junction	Distance to Application Site	270m
Viewpoint Baseline	This viewpoint is from within the low-rising housing estate developed out by Dublin Corporation in the 1950s to 1970s to the east of the site. It is from a road junction where there is an open view to the west down Sycamore Park in the direction of the Application Site. The site itself and Jamestown Road are obscured by intervening houses and vegetation off the Sycamore Park cul-de-sac. The majority of visual receptors will be residents.		
Viewpoint Sensitivity	Medium		
Predicted Change	<p>The proposal will be a visible addition to the backdrop rising above the intervening residential townscape into the western skyline representing a slight increase in built form and height which would have a <i>moderate neutral</i> effect on the local sense of place. However, the dense nature of housing estate ensures views are limited from the broader Oakwood Park / Sycamore Park area and visual effects would be <i>negligible</i> away from those areas in direct alignment with the Application Site.</p> <p>In this view, the form and scale will represent a change in existing building form of this part of the city with a visible difference between low and high rise buildings at this juncture. It would not affect the local landscape quality, sun angles or any broader appeal of Oakwood Park or</p>		

	Sycamore Park with changes primarily related to a partial change to the backdrop view and sense of place.
Significance Summary	Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.

Viewpoint 4 Jamestown Road (South)			
			
<i>Verified View VP4 - Image courtesy of 3D Design Bureau (2025)</i>			
Viewpoint Address or Location	Jamestown Road opposite the Jamestown Business Park	Distance to Application Site	200m
Viewpoint Baseline	<p>Travelling north from Finglas village, the Jamestown Road is aligned with business and commercial lands to the west and dense low-rise housing estates to the east. The wide road serves broadly as the boundary between the land-uses while physically and aesthetically severing the townscape.</p> <p>The Application Site is obscured by its boundary wall, intervening road-side vegetation and boundaries.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties on Jamestown Road leading up to Sycamore Road further north.</p>		
Viewpoint Sensitivity	Medium/Low		

Predicted Change	<p>The proposed development will be an apparent addition to the skyline to the north with parts rising above the intervening commercial lands aligning the road having <i>slight neutral</i> effects on views for this section of road.</p> <p>While forming a set of new and taller buildings in the medium distance, no detrimental effects on this part of Jamestown Road are predicted when measured against the street scale, urban context and commercial architecture of existing buildings in this view.</p> <p>The magnitude of change is considered acceptable as the new buildings would effectively balance with the adjacent townscape and the horizontal streetscape / traffic corridors and large scale of buildings to the west of Jamestown Road while introducing an architectural landmark that would contribute to and enhance townscape legibility.</p>
Significance Summary	<p>Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.</p>

Viewpoint 5 Melville Road



Verified View VP5 - Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Melville Road	Distance to Application Site	205m
Viewpoint Baseline	<p>Melville Road is over 170m to the north of the Application Site with commercial lands including the Mygan Business Park located across the intervening lands. The road links the R014 to the west and the Jamestown Road / Melville Road roundabout providing access to extensive commercial and residential estates.</p> <p>Potential (oblique) views of the Application Site are obscured to passing road users by intervening boundary treatments at the Mygan Business Park, vegetation and buildings within the Burgess Galvin & Co. commercial and manufacturing premises.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties to the north of the road in the Melville area.</p>		
Viewpoint Sensitivity	Low		
Predicted Change	<p>The majority of the proposal will be obscured but there will be visible changes to the view backdrop rising above the boundary and intervening commercial buildings into the southern skyline and represent a <i>slight</i> increase in built form. However, the dense nature of building in this area and its scale and nature ensures that views are limited from the majority of this area and effects would be <i>negligible</i>. The majority of potential</p>		

	<p>visual receptors are unlikely to note any change as there is little to draw the eye towards this oblique view.</p> <p>In this view, the building type, form and scale will represent a change but it would not affect the visual quality and amenity of Melville Road or the adjacent lands due to the low sensitivity and value of the intervening townscape.</p>
Significance Summary	<p>Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.</p>


Viewpoint 6 Melville Road



*Verified View VP6 - Image courtesy of 3D Design Bureau (2025)
(Note the redline indicates the outline of the proposed development)*

Viewpoint Address or Location	Melville Road	Distance to Application Site	280m
Viewpoint Baseline	<p>Melville Road is over 170m to the north of the Application Site with commercial lands including the Mygan Business Park located across the intervening lands. The road links the R014 to the west and the Jamestown Road / Melville Road roundabout providing access to extensive commercial and residential estates.</p> <p>The extent of large scale commercial units to the south of the road ensures that any (oblique) views of the Application Site are obscured to passing road users.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or</p>		

	cycle use. There are also adjacent residential properties to the north of the road in the Melville area.
Viewpoint Sensitivity	Medium / Low
Predicted Change	The proposed development will be obscured by intervening buildings within the Mygan Business Park and no visual effects are predicted.
Significance Summary	No change

Viewpoint 7 Jamestown Road (North)			
			
<p><i>Verified View VP7 - Image courtesy of 3D Design Bureau (2025)</i> <i>(Note the redline indicates the outline of the proposed development)</i></p>			
Viewpoint Address or Location	Jamestown Road near Willows Football Club	Distance to Application Site	120m
Viewpoint Baseline	<p>Travelling south from the Jamestown Road / Melville Road roundabout, the Jamestown Road comprises a single carriageway set between the grounds of a football club, vacant lands, residential properties and commercial lands including Mygan Business Park.</p> <p>The Application Site is obscured by intervening buildings, vegetation and boundary treatments.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use.</p>		

Viewpoint Sensitivity	Medium/Low
Predicted Change	The development will be obscured by intervening buildings and vegetation to the west of Jamestown Road. The upper parts of the taller parts of the proposed development may be visible in winter months (following leaf fall) but, in broad terms, effects are assessed as <i>negligible</i> on account of distance, viewer sensitivity and that any awareness of the proposal would not have a significant or marked effect on the overall quality of the existing view.
Significance Summary	Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.

Viewpoint 8 Jamestown Road (North)



Verified View VP8 - Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Jamestown Road near Oakwood Road junction	Distance to Application Site	20m
Viewpoint Baseline	<p>Jamestown Road passes the site for an approximate length of 150m which is defined by a concrete block wall of approximately 3.75m to 4m in height and obscures views into the Application Site. An existing entrance is located approximately 25m from this viewpoint.</p> <p>This section of road comprises a single carriageway set between the Burgess Galvin & Co. commercial and manufacturing premises to the west and low-rise but dense housing estates to the east.</p> <p>The road is subject to heavy traffic with significant numbers of visual</p>		

	receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties on Jamestown Road and leading into Oakwood Road.
Viewpoint Sensitivity	Medium
Predicted Change	<p>The proposed development will have <i>moderate</i> effects on this close proximity view and for the adjacent section of Jamestown Road being a notable change to building form and townscape layout in this area.</p> <p>The magnitude of change is considered acceptable as the new buildings will effectively balance with the adjacent townscape and the horizontal streetscape while introducing buildings on currently redundant lands which would provide enhanced townscape legibility to this part of Jamestown Road and Finglas.</p> <p>The proposal will offer some variation and relief to the form and scale from that currently characterised by similar and repetitive building type to both east (residential) and west (commercial) of the Jamestown Road. Positive elements of the proposal will include the removal of the utilitarian concrete block wall, new paving and public realm areas, tree planting and improved streetscape and landscape.</p>
Significance Summary	Moderate: Partial alteration to the baseline townscape setting but not one that is uncharacteristic when set within the attributes of the receiving townscape

Viewpoint 9 Oakwood Road / Oakwood Close Junction



Verified View VP9- Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Oakwood Road / Oakwood Close Junction	Distance to Application Site	130m
Viewpoint Baseline	<p>Oakwood Road leads east off Jamestown Road at a junction adjacent to the north-east corner of the Application Site. It provides access to a dense low-rise residential area that is part of bigger swathe of housing estates developed out by Dublin Corporation in the 1950s to 1970s. The estates comprise rows of semi-detached and terrace two-storey townhouses.</p> <p>The Application Site is obscured by its boundary wall, intervening vegetation and houses off Oakwood Road and Jamestown Road. The majority of visual receptors in this area will be residents.</p>		
Viewpoint Sensitivity	Medium		
Predicted Change	<p>The proposed development will be a discernible change rising into the skyline to the west and partially evident above the intervening residential housing and behind existing street trees having <i>slight neutral</i> effects.</p> <p>While an evident addition to the visual backdrop from this part of the housing estate, it would not have any significant or adverse effects due to distance, intervening screening elements and existing townscape context.</p>		
Significance Summary	<p>Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.</p>		

Viewpoint 10 Poppintree



*Verified View VP10 - Image courtesy of 3D Design Bureau (2025)
(Note the redline indicates the outline of the proposed development)*

Viewpoint Address or Location	Poppintree	Distance to Application Site	235m
Viewpoint Baseline	<p>Located to the north of the Application Site is a link road between Jamestown Road and the Poppintree / Ballymun area. This view is located at the entrance to the Finglas Training Centre where a glimpse view is afforded in the direction of the Application Site across a sport pitch (Willows Football Club) between residential blocks associated with the Parkview Housing Complex.</p> <p>Potential views of the Application Site are obscured to passing road users by intervening hedges and boundary treatments at the football club.</p> <p>The road is subject to significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties at Parkview.</p>		
Viewpoint Sensitivity	Medium to Low		
Predicted Change	The proposal will be obscured by intervening buildings and vegetation towards Jamestown Road equating to a no-change effect.		
Significance Summary	No change as the proposal will not be visible.		

Viewpoint 11 Jamestown Road



Verified View VP11- Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Jamestown Road near the Sycamore Road Junction	Distance to Application Site	50m
Viewpoint Baseline	<p>This is a close proximity view of the Application Site with the view defined by a partial view through a security fence of vacant lands and a large wall aligning Jamestown Road. Commercial lands are located to the west of the road and residential properties located to the east. The wide road serves broadly as the boundary between the land-uses while physically and aesthetically severing the townscape.</p> <p>The road is subject to heavy traffic with significant numbers of visual receptors including commuters, commercial users and pedestrian or cycle use. There are also adjacent residential properties on Jamestown Road and towards Sycamore Road leading to the east of this viewpoint while commercial lands are directly opposite to the west.</p>		
Viewpoint Sensitivity	Medium		
Predicted Change	<p>The close proximity of this viewpoint ensures that there will be inevitable <i>moderate</i> effects deriving from the proposed development which will rise into the skyline to the north-west.</p> <p>Such effects should be measured against the existing visual setting of a redundant land and broad road-scape that would not be one of a notable visual quality or aesthetic merit being a functional and utilitarian</p>		

	<p>townscape. Given the modern and commercial nature of buildings to the west of Jamestown Road, this addition would not have any detrimental effects on the setting or character of this area.</p> <p>There are positive effects in terms of relationship between the Application Site and Jamestown Road including tree planting and broadened / enhanced public realm</p>
Significance Summary	<p>Moderate: Partial alteration to the baseline townscape setting but not one that is uncharacteristic when set within the attributes of the receiving townscape</p>

Viewpoint 12 Finglas Business Centre



Verified View VP12- Image courtesy of 3D Design Bureau (2025)

Viewpoint Address or Location	Finglas Business Centre	Distance to Application Site	175m
Viewpoint Baseline	<p>The Finglas Business Centre comprises modern, managed industrial and office developments made up of approximately 50 51 light industrial units extending across lands to the west of the Application Site and accessed off Jamestown Road. The units are typical concrete block and metal deck roofs and many include two-storey office spaces.</p> <p>The Application Site is obscured from the majority of areas within the Business Centre due to intervening buildings but there are views along the internal access roads (such as this view) with the site set on the vacant lands to the east.</p> <p>The majority of visual receptors will be those who are here for work or</p>		

	work-related reasons such as delivery drivers.
Viewpoint Sensitivity	Medium / Low
Predicted Change	<p>The proposed development will be a discernible change with a portion of Block C rising into the part of skyline to the east and evident above the intervening industrial units having <i>slight</i> effects on this view</p> <p>While an evident addition to the visual backdrop from this part of the business centre estate, it would not have any significant or adverse effects due to distance, intervening screening elements and the baseline landscape / townscape context of light industrial land-uses.</p>
Significance Summary	Minor: The proposal forms a minor component in the view and will not have any notable effect on its overall quality or setting.

5.0 Conclusion

Baseline Setting

- 5.1 The Application Site comprises 1.76 hectares / 4.35 acres of vacant land aside the Finglas Business Centre, to the north-west of Jamestown Road, Finglas, Dublin 11. The city centre is located approximately 5.7km to the south-east. It comprises a brownfield (redundant) site which would be categorised as *poor* townscape of *low* sensitivity, quality and value.
- 5.2 The majority of the site presents itself as a graded out post-industrial site with colonising scrub and weed prevalent and emerging. There are no significant or notable landscape features on this site worthy of retention and the current site is aesthetically detrimental having a negative effect on local townscape character and setting. The boundary treatments include concrete block walls, barbed wire and steel palisade fencing which are of utilitarian nature.
- 5.3 To the east of the Application Site are swathes of dense low-rise suburban housing estates dating from the 1950s to 1970s that would be categorised as *ordinary townscape* with no designated landscapes or conservation areas. To the west, north and south are commercial and industrialised landscapes which have a functional and utilitarian character and would be categorised as *poor townscape*. Jamestown Road is a significant transport corridor with noted heavy traffic volumes.
- 5.4 While across Finglas and Poppintree, there are localised areas of improved or higher quality townscape / landscape, the lack of environment, amenity, landscape or planning designations suggest this part of the city has a *low* sensitivity in landscape and visual terms. The recent changes to the planning designations for the Application Site lands and direction for this area in the Dublin City Development Plan 2022-2028 is a reflection of the existing townscape condition and its potential for regeneration.
- 5.5 Built townscape ensures that views consistently change in context, scale and extent with many views of the Application Site, even from close proximity locations within the nearby housing estates and business parks closed off by intervening buildings or boundary features. There are no medium or longer views due to intervening townscape and the gently undulating topography not facilitating potentially elevated views towards the Application Site. Short range views of the Application Site are largely confined to an approximate 500m long corridor on the Jamestown Road.

Proposed Development

- 5.6 The proposal comprises the redevelopment of a vacant former factory site (c. 1.82 ha) and construction of a mixed use development across 5 no. Blocks (A-E) (over single basement) providing 298 no. apartments and c. 1,418 sqm of community/cultural/arts floor area, c. 702 sqm of commercial floor area (café, coworking space, retail) and a c. 295 sqm creche on lands at the Finglas Business Centre, Jamestown Road, Finglas, Dublin 11.
- 5.7 Works include services and amenities, car parking and cycle spaces, public realm works towards Jamestown Road and creation of internal communal open spaces and roof terraces.

Predicted Significance of Landscape and Visual Effects

- 5.8 Any assessment must be measured against the current situation on site which constitutes a vacant brownfield site bound by a major road and utilitarian buildings set in a largely functional landscape that contributes negatively to local townscape and has limited aesthetic appeal. In broad terms, a proposal of this nature and scale will become part of the integrity, legibility and identity of this section of Jamestown Road with significant effects to local townscape character and visual amenity. The proposed development will constitute a significant change to the local sense of place with built form extending across the majority of the Application Site and therefore being an immediately apparent and substantial change to close proximity views from Jamestown Road and adjacent areas.
- 5.9 While it will be a substantial development, the baseline setting of large scale townscapes, built form and broad road-scape ensure this area is capable of absorbing such a change without detriment or unacceptable townscape effects. In all views, the proposed development would be seen in context with other large buildings, infrastructure, elements or structures.
- 5.10 The proposal offers the opportunity for a marked improvement in the architecture and streetscape comparative to the existing situation. This includes semi-mature tree planting and extended public realm landscape works on a 150m long section of Jamestown Road. The collective will also provide enhanced townscape sense of place and legibility while offering variation and relief from the prevailing similar and repetitive building type in this part of Finglas. Consequently, it is considered the development can be successfully absorbed into this area without causing adverse townscape / landscape effects.
- 5.11 Beyond close proximity areas, the existing built environment provides a density of building and vegetation that will ensure the majority of areas will experience negligible to no effects (i.e., insignificant) on townscape character and visual amenity due to the proposal being visually obscured. There will be no effects to any designated historic sites, views, townscapes, key landmarks or environments at a local or city wide level.

Summary Statement on Townscape and Visual Effects

- 5.12 The Application Site comprises a former industrial (and now brownfield) site that contributes adversely to the character and visual quality of this part of Dublin. The proposed development, while substantial, would result in a positive contribution to the townscape character and urban fabric of this part of Jamestown Road and the Finglas area. While recognising there are some significant local impacts, this report concludes that this proposal, on balance, has no unacceptable townscape / landscape or visual effects and can be successfully absorbed into the character and views of this part of the city and is consistent with the building heights set out at Figure 4.1 of the Jamestown Masterplan which forms Appendix 20 of the Dublin City Development Plan 2022-2028.

APPENDIX A - REFERENCES

- *Guidelines for Landscape and Visual Impact Assessment (3rd Edition) by The Landscape Institute and the Institute of Environmental Assessment (2013) (GLVIA);*
- *Landscape Institute Technical Guidance Note 06/19: Visual Representation of Development Proposals (2019) by The Landscape Institute (2019);*
- *Landscape Institute Technical Guidance Note 2/19: Residential Visual Amenity Assessment (RVAA) by The Landscape Institute (2019);*
- *Guidelines on the information to be contained in Environmental Impact Statements - Environmental Protection Agency (2002);*
- *Advice Notes on Current Practice in the preparation of Environmental Impact Statements - Environmental Protection Agency (2003);*
- *EPA Guidelines on the Information to be contained In Environmental Impact Assessment Reports (Draft August 2017);*
- *National Landscape Strategy 2015–2025;*
- *Construction Standards for Road and Street Works in Dublin City Council (2005).*
- *Design Manual for Urban Roads and Streets by the Department of Housing, Local Government and Heritage (2019);*
- *All-Ireland Pollinator Plan 2015-2020 (National Biodiversity Data Centre (2015);*
- *Dublin City Biodiversity Action Plan 2015-2020 by Dublin City Council (2015);*
- *National Inventory of Architectural Heritage <http://www.buildingsofireland.ie>; and*
- *National Parks and Wildlife Service (NPWS) and Environmental Protection Agency - <https://gis.epa.ie/EPAMaps>*