
European Urban Regeneration Product Council

Dublin – September 2018

Overview

ULI Europe's Urban Regeneration Council fosters stronger interaction between city governments, real estate developers and practitioners and major institutional investors. It looks to share ideas and experiences from around the world to help provide insights into best practice in city development and urban regeneration.



Introduction

Ian Mulcahey,
Managing Director, Gensler

Key takeaways:

- Discussed theme of “Creating spaces that promote innovation”.
- Linked this theme with the building that the Council Day took place, 1 Windmill Lane.
- Gave a brief history of the building as a successful music studio as an excellent example of urban regeneration.



Penrose triangle to describe the situation as “Impossibility in its purest form”.

The roles of Dublin City Architects are under seven headings: Improve construction quality; Adopt a design led approach; Combat climate change; Develop a compact city; Public space as unifying focus; Make excellent buildings; Value our built heritage.

Key takeaways:

- Donut Growth in Dublin
- No directly elected mayor in Dublin – he would possess as much power as Taoiseach
- Affordable Public Rental Sector + Affordable Private Rental Sector + Sustainable Homes = Impossibility in its purest form
- Must agree what represents value for money in housing

active management with a focus on: development opportunities, short lease situations and disciplined recycling of capital”

Kevin then went on to give some interesting figures in terms of Ireland’s recovery since the economic crisis.

Kevin ended his presentation by discussing the various ongoing projects in the docklands, the heart of Dublin’s urban regeneration campaign. He outlined various lots under construction, stated the proprietors of the projects and briefly discussed the impact that they will have on the surrounding areas.

Key takeaways:

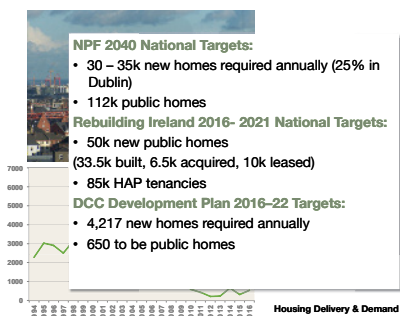
- Historically Dublin was a family office market (few families owned much property)
- REIT Legislation 2013 aimed to speed up the movement away from this:
 - What will be the next long term source of capital
- Kevin explained how during his time at NAMA they aimed to group debts and create deals to redistribute various projects for recovery.
- Developers are keen to ensure the market is not oversupplied

‘Wake Up To Dublin!’

Ali Grehan, Dublin City Architect

Ali’s presentation explored the difficulties Dublin faces as a city and how people like herself and other Dublin City Architects are working to combat these difficulties. The focal points of this discussion were based around how changes are ongoing in Dublin concerning social, cultural, economic and environmental matters and how these topics of change are influenced by the city’s governance and aims of sustainability.

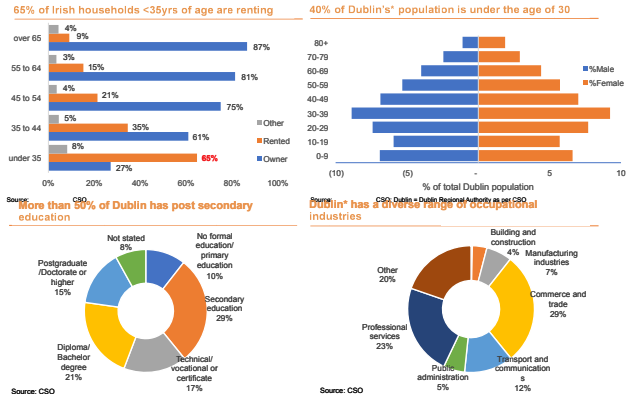
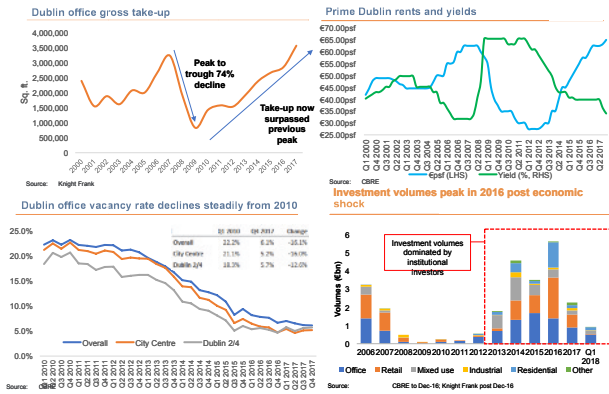
Particular focus was given to the city’s demands for new homes and how the projected targets are unrealistic in terms of supply and demand meeting the affordability and sustainability needs of the population. ‘A Value Proposition’ was offered in slide 15 of the presentation in which Grehan uses a



‘Dublin: A City Reborn’

Kevin Nowlan, CEO, Hibernian REIT

Kevin’s presentation began with an overview of Hibernia REIT’s history and portfolio as well as how they aim to “deliver through



Docklands South Lotts Tour 'Creative Placemaking'

Ali Rohan, Head of Ireland, Kennedy Wilson Europe

Juanita Hardy, Senior Visiting Fellow for Creative Placemaking, Urban Land Institute

Key takeaways:

- Capital Dock is a campus style development designed by architects O'Mahony Pike.
- The development's 346,000 square feet of office space is capable of accommodating over 3,500 staff.
- Capital Dock's offices were fully-leased more than 12 months before completion.
- There is a 190-unit residential element includes a 23-storey tower designed to mark a new gateway to Dublin city.
- Future residents of Capital Dock will be entitled to avail of a range of amenities and professional services provided by Kennedy Wilson.
- Apart from its provision of office and residential space, the development will include 1.5 acres of new public space, retail and restaurant offerings.

In Juanita's presentation the main topic of discussion was how arts and culture plays a role in design and creative placemaking. Juanita defined placemaking as, "Combining elements of the built environment in a compelling way that attracts people."

It was explained throughout the presentation that the main stakeholders in such projects are the government, the various developers and partners and most importantly, the community.

Being based in Washington DC, Juanita offered numerous case studies of how creative placemaking has been applied to various project sites in the US. One of which is Crosstown Concourse in Memphis, Tennessee. It was originally built as a Sears mail-order processing warehouse and retail store. The building was placed on the National Register of Historic Places in 2013 and renovated into a mixed-use development in 2015. Since the beginning of the Crosstown Arts project in 2010, the building has been resurrected as a "mixed-used vertical urban village."

Key takeaways:

- Places need to have a lasting impact on the people that visit them in order to be successful

Creative Placemaking and Health at ULI



Urban Land Institute Mission: Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Center for Sustainability and Economic Performance

Building Healthy Places: Leveraging the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities

Creative Placemaking: Building strong, healthy cities by promoting the integration of arts & culture in community revitalization

- The dividend of creative placemaking: “People stay longer, come back more often and spend more money in places that draw their affection.”
- In order to achieve this:
 - Begin with the end in mind
 - Bring artists and the community in to the project early

“Creative placemaking involves placemaking efforts that bring art and culture in tandem with good design, foster healthy, equitable, thriving places.”

Panel Discussion:

Chair: **Donal McDaid**, Director, ARUP

Panellists:

Juanita Hardy, Senior Visiting Fellow for Creative Placemaking, Urban Land Institute

Brian Moran, Senior Managing Director, HINES ‘Creative Placemaking’

Key takeaways:

Juanita:

- Various age groups require consideration

- Implementing creative placemaking invokes higher returns.

- “The Docklands will be a very different and interesting place in 5 years – provided that the people there are able to stay”

Brian:

- Get professional help from the get-go
- Density of Dublin City is not quite where it needs to be.
- Future legislation will be implemented to allow for higher builds, etc.

THE CREATIVE PLACEMAKING DIVIDEND

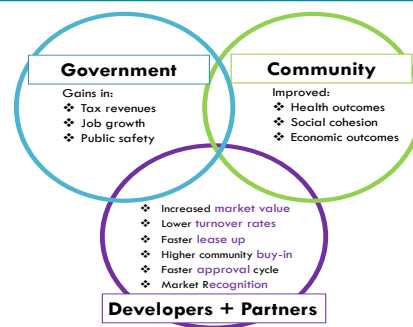
Sulphur Springs, TX (Population 15,449)



People stay longer, come back more often and spend more money in places that attract their affection.



STAKEHOLDER BENEFITS OF CREATIVE PLACEMAKING



TEN BEST PRACTICES IN CREATIVE PLACEMAKING

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ Begin with the end in mind ▪ Bring artists and the community upfront ▪ Mine local art and cultural assets ▪ Engage local artists ▪ Understand and articulate stakeholder benefits | <ul style="list-style-type: none"> ▪ Form cross sector partnerships ▪ Identify critical skills to deliver ▪ Look for early wins ▪ Maintain a long view ▪ Explore creative financing |
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Urban Land Magazine article (March/April 2017): www.uli.org/creativeplacemaking



‘Microsoft Dublin – Connecting Everyone and Everything’



Amanda Baldwin, Interior Designer,
Gensler

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Amanda's presentation offered insight into the processes behind creating such a unique place to work in Microsoft's offices, in Dublin. Her and her team used the analogy of an island to work off of when designing the interior for one of the world's leading tech firms. They sought to discover where the various groups of people and personality

types would flock to when they arrived on the island and how to accommodate them when they got there. They did this by using a series of filters and lenses as guidance. These filters were: people, environment, technology and curation. With regard to these filters they wanted to create purposeful collisions of the different departments that would offer a personal experience to make the employees forget they were in fact in a place of work while all the while stimulating

their creativity and motivation, ie. "Connecting everyone and everything"

The presentation was followed later in the day by a site tour which gave weight to her words as we made our way through a truly remarkable building. References to the island analogy can be seen throughout, particularly in the centre piece of the ground floor, the digital waterfall.



Members and guests of the Council

Amanda Baldwin, Gensler

John Bruder, Burl Real Estate

Marta Colas, Arup

Ray Crowley, BCP

Jacopo della Fontana, D2U - Design to Users

Richard Doorly, Henry J Lyons

Javier Dorao, Distrito Castellana Norte

Mahmood Faruqi, Studio M02

Alicia Gomez, Gensler

Ali Grehan, Dublin City

Manfred Guenterberg, Wolfsburg AG

Juanita Hardy, ULI

Jonathan Hayes, Skidmore, Owings & Merrill LLP

Roger Hobkinson, Colliers

Alexandre Huyghe, Re-Vive

Jose Jaguan, EDSA

Bas Jochims, Bouwinvest

Dilip Khullar, Cadena Desarrollos, S.L

Tinka Kleine, PGGM

Alexandre Lamot, A. Lamot & Co

Donald MacDonald, Hooke and MacDonald

Donal McDaid, Arup

Sadia McEvoy, Ashurst

Julien Michel, Immobel

Brian Moran, Hines

Ian Mulcahey, Gensler

John Mulcahy, IPUT

Vanessa Muscara, M&G

Kevin Nowlan, Hibernia REIT

Frank O'Neill, Hibernia REIT

Gert-Joost Peek, Rotterdam University of Applied Science

Gerard Philippson, Sopedi Real Estate Financial Products

Thomas Poulis-Leinberger, AEW

Dan Ringelstein, Skidmore, Owings & Merrill LLP

Alison Rohan, Kennedy Wilson

David Thomson, Hibernia REIT

B. Wesel, Bouwinvest

About ULI Europe

The Urban Land Institute is a global, member-driven organization comprising more than 40,000 real estate and urban development professionals in 76 countries dedicated to advancing the Institute's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. In Europe, we have over 3,000 members.

European Councils are forums for industry leaders to meet, exchange ideas, share best practices and foster thought leadership in their specific sector of the real estate market. Consisting of a genuinely international membership, the councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate.

Join us today

The success of ULI's Product Councils relies on the active participation of our senior executive full members. If you would like to share your expertise and be involved in shaping the future of real estate in Europe, please contact the relevant Chair or Louisa Batts at louisa.batts@uli.org for information on applying to join a Council.

<https://europe.uli.org/join>

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