

INTRODUCTION Introduction to the Strategic Review

«Increasing the designed landscape beauty of the Park, facilitating universal public access, sustainable use of the Park's resources and communicating this message to all.»

THE IMAGE OF THE PARK - A VISION

Experience is made up of many memories. Most memories are formed subjectively, as we rarely can find the time to stop and to analyse, in an intellectual way, why we feel certain things in certain environments. Our feelings are strongly influenced by the way our environments are organised. Being within a park can of course induce feelings of pleasure and vitality, and one of the main reasons that parks are provided is for this peaceful enjoyment of the people (res publica), for species both native and adventitious.

Certain fundamental elements within a park provide it with identity, structure and meaning, and these can be expressed as an intellectual image of the place. I recall, as a child, running with delight across the vast lawn before the Wellington Monument, to climb its great steps. This image has meaning for me and evokes pleasure. But what other image-provoking pieces does the Phoenix Park consist of and of what is it made? What are its constituent parts, how do they relate to one another and how can they be made more beautiful? What, in short, is the anatomy (physiology) of The Park?

It is these series of challenging questions that the following Review seeks to explore in 3. To prepare a development plan for the Magazine Fort (Package C). support of its guiding vision:

'Increasing the designed landscape beauty of the Park, facilitating universal public access, promoting sustainable use of the Park's resources and communicating this message to all.'

Dr Denis Byrne BArch PhD RIAI RIBA

A FLOWER FOR THE GARDEN OF DUBLIN

Through careful pruning, judicious seeding, vigilant pest control, and under the loving hand of the gardener (homo hortens), the garden is rendered beautiful.

Beautiful, it's abundant bounty preserves a perennial sanctuary for the well-being and

THE STRATEGIC REVIEW

The Department of Culture, Heritage, and the Gaeltacht and the Office of Public Works (OPW), under a partnership agreement with Fáilte Ireland received funding to make an investment in the development of a Visitor Experience Strategic Review for the Phoenix Park.

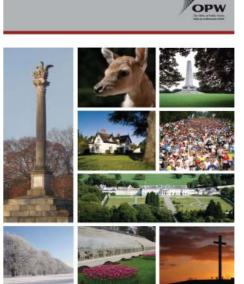
There were three objectives of the Review:

- 1. To review the future 'tourism' development potential of the Phoenix Park (Package A)
- 2. To prepare a development plan for the Phoenix Park Visitor Centre (Package B), and

This document is Package A of the Review, and it makes recommendations as to the further development of Packages B and C. These further packages will commence on the completion of Package A- The Strategic Review.

The Strategic Review in an Environmental Context

The European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. No. 435/2004, as amended by S.I. 200/2011) is the relevant legislation for consideration of Strategic Environmental Assessment (SEA) for non-statutory plans or programmes. These Regulations require that an SEA is carried out sense of peace and tranquillity.'



The Phoenix Park Conservation Management Plan



Freestanding granite obelisk, 62ms tall, designed by Sir Robert smirke as testimonial to Arthur Wellesley, Duke of Wellington undation stone laid 1817, completed June 1861. Tapering, four sided shaft, with pyramidal apex, on three-stepped monumental pedestal. Each face contains bronze plaque cast from cannons captured at Waterloo. The tallest obelisk in Europe, the monument

is a popular attraction in Dublin

for plans and programmes for a range of sectors, including tourism, whereby the plan or programme sets the framework for future development, such as in a Masterplan.

The Phoenix Park Visitor Experience Strategic Review, provides an overview of present and potential future uses of the Phoenix Park, in terms of the visitor experience. In the future, it is the intention of OPW to actively pursue the full potential of the Phoenix Park, with the existing Conservation Management Plan (2011) and this Strategic Review as guides. Additionally, the Park is a key asset as identified in the Dublin City Development Plan, and any future interventions will be subject to its policies and objectives.

As set out in this Strategic Review, this potential for future uses will be identified and confirmed through a detailed review process and future plans will be drawn up at the appropriate time. These future plans will then be subject to environmental appraisal, either collectively or individually, as appropriate.

The Review in relation to the Phoenix Park Conservation Management Plan

The Phoenix Park Conservation Management Plan 2011 sets out the parameters for any future Park Development. This Review has been built on the very solid foundations provided by this document, and we hereby acknowledge a debt of gratitude to its authors. This Review seeks to be a companion piece to this master document, and the recommendations contained herein should be read as attempts to underpin the stated principal vision of the Management Plan, which is:

'To protect and conserve the historic landscape character of the Phoenix Park and its archaeological, architectural and natural heritage whilst facilitating visitor access, education and interpretation, facilitating the sustainable use of the Park's resources for recreation and other appropriate activities, encouraging research and maintaining its

INTRODUCTION 1.2 Purpose and Scope of the Review





THE BRIEF

Package A: Visitor Experience -Review the future tourism development potential of the Phoenix Park.

The following are excerpts from the Scope of Works document, part of the material for the original tender.

'The great value of the Phoenix Park may be that it delivers fully on the brand promise of green spaces on the edge of the City and is a tremendous opportunity to offer top quality walking, cycling, running, family play, experiences of wildlife and fresh air to visitors to Dublin. The Phoenix Park is also within walking distance of superb visitor attractions such as Kilmainham Goal, Guinness Storehouse, Irish Museum of Modern Art (Kilmainham Royal Hospital), National Museum at Collins Barracks and the Irish National War Memorial Gardens.'

The Review's Objectives

- Enhancing the visitor experience and attractiveness of the Phoenix Park may help further develop the attractiveness of this cluster of attractions and, by doing so, may help to spread the economic benefits of tourism within Dublin.
- The Phoenix Park as a destination has the potential to develop further and appeal to new audiences and users. Within this part of the study we require consultants to prepare a strategic park overview and make recommendations for the future tourism development of the park as an iconic experience.

The Review's Tasks

- · Consolidate all plans and research carried out to date
- · Prepare and audit existing infrastructure and activities
- Profile existing audiences and users and stakeholders
- Prepare research into international exemplars of city centre tourism-centric cultural/ historic green spaces, parks & military instillations
- The review and possible development of new linkages, greenways and circulation routes both to the Phoenix Park (from surrounding major cultural & tourist offerings) • Interpretative concepts and costings and within the Phoenix Park.
- Benchmark the park against international exemplars
- · Highlight future development ideas appropriate to the historic landscape and setting.
- · Provide a costed road map aimed towards creating a world-class visitor experience.
- Provide a logical sequencing of works and proposed phases.
- · Create a comprehensive highly visual development plan

The Review's Ambition

It is the ambition of the Strategic Review to create new products and a visitor proposition aligned to the Dublin brand strategy.

The Review's Sequencing

The Visitor Experience Review may have key recommendations which could influence the design and interpretative concepts suggested for the Phoenix Park Visitor Centre and Magazine Fort. Consultants are therefore required to complete work on (Package A) before commencing the detailed development work required in Packages B and C.

Package B: Ashtown Demesne

Prepare a development plan for the Phoenix Park Visitor Centre at Ashtown Demesne, leading to a planning application.

Outputs

- Detailed architectural plans and costings
- Café and retail concepts

Package C: Magazine Fort

Prepare a development plan for the Magazine Fort, leading to a planning application.

- Detailed conservation architectural plans and costings as appropriate
- · Interpretative concepts and costings
- Engineering studies

«Look into the cup: the tissue of order Forms under your stare. The living surfaces Mirror each other, gather everything Into their crystalline world...»

Thomas Kinsella, 'Phoenix Park'

2 TOMORROW - Making it Happen 2.1 An Integrated Visitor Experience - a Connected City



Cross-city connectivity and mobility are key factors which have an influence upon how the Park is perceived by everyday users and visitors. Accessibility and mobility to and from the Park today is fragmented and oriented primarily towards the private car.

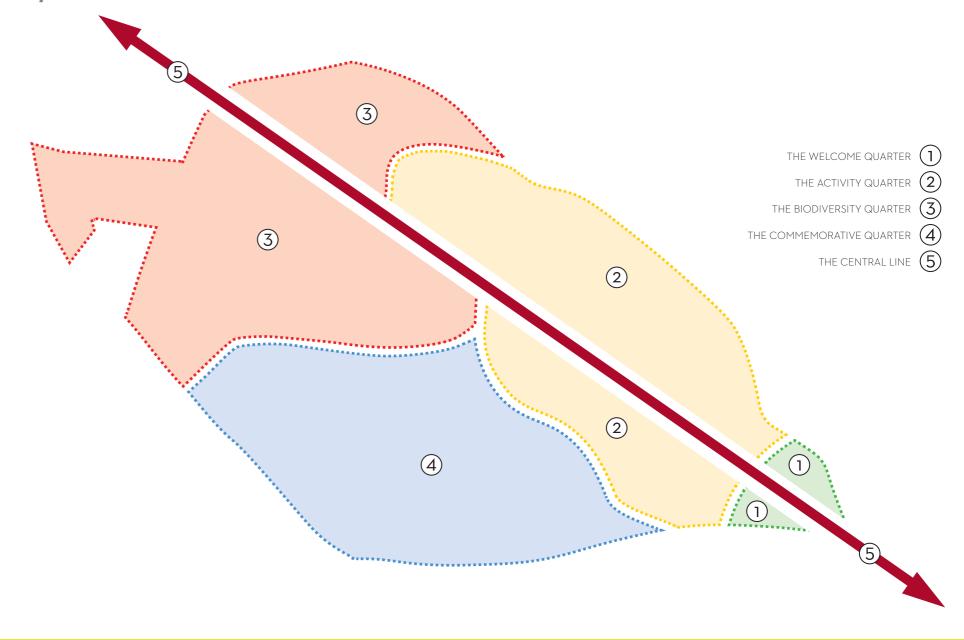
Integrated connectivity and public transport mobility are identified opportunity areas considered as part of this Strategic Review. Improving and enhancing connectivity between the Park and the City will serve to underpin the proposed new strategies, in support of a new Integrated Visitor Experience for Dublin.

The following sections of this Review document aim to provide a 'reframed' understanding of the Phoenix Park. This understanding considers the characterisation of the Park itself, the existing uses within, existing services and infrastructure, along with the assets and features which make the Park successful today.

Whilst appreciating and recognising that the successes of the Park are important, it is equally important to understand potential opportunities – particularly ones which will serve to provide for an enhanced integrated visitor experience at the Phoenix Park. The above map, and the initiatives shown opposite, provide a glimpse of a connected future for Park and City.



«Within the Park, a series of internal character areas, or 'quarters' have been identified. This approach brings a fresh perspective in understanding the Park and its existing context while creating practical opportunities for an integrated visitor experience.»





Within the Park a series of internal character areas or 'quarters' have been identified. These character areas provide a framework for an in-depth understanding of the overall character of the Park and for a careful analysis of the current visitor experience.

Informed by existing natural and physical features, each quarter has a different visitor experience offering. Unlike previous studies and review documents of the Phoenix Park, this document focuses on character areas in the context of visitor experiences and how these can potentially be improved upon.

This approach brings a fresh perspective in understanding the Park and its existing context while creating practical opportunities for an Integrated Visitor Experience. It will be underpinned with an understanding of Fáilte Ireland research on visitor segmentation and recent visitor market research surveys by 'Behaviour and Attitudes' (B&A).

The following pages set the scene for each 'quarter' within the Park and begin to identify opportunities, all of which collectively aim to provide a framework for an integrated visitor experience at the Phoenix Park.

2 TOMORROW - Making it Happen 2.2 The Opportunities

2.2.1 The Central Line and Other Routeways

THE CENTRAL LINE

A central spine of circulation along Chesterfield Avenue consisting of pedestrian, A Spine of Discovery cycling, horse carriage and shuttle bus lanes with stops at intervals. At these intervals The central line is essentially a linear space of movement through the park, at various may be located visitor engagement and information in various forms, possibly 'hides', speeds, but it could be so much more; for instance, it could incorporate similar to those used on the Marconi Station looped walk on the Wild Atlantic Way • Visitor information (see images). The hides form small shelters, provide space for interpretation panels • Key wayfinding and some have small art installations/engagement activities imbedded in them. Visitors • may either continue along the Central Line or move off towards one of the nearby • flagged attractions.

- Temporary and permanent art installations and outdoor exhibitions
- Features such as seating areas, sundecks, fountains and water elements, picnic tables
- A circuit training layout of varying intensities
- Children's activities
- Refreshment kiosks
- Shared space for pedestrians, cyclists and rollerbladers, with possibly skateboarding
- A series of quieter spaces off the Line for sitting in different landscaped atmospheres to view the moving life of the park

Improving Linkages

Chesterfield Avenue, at just over 4km long, connects the City to the western suburbs. This entails a large throughput of commuter traffic. However, we believe that herein lies an opportunity to improve external linkages. With a highly serviced Central Line, commuters may be persuaded to leave their cars at, or near the gates (car parking companies take note) and take the public transport on offer to reach the nearby Heuston Station with bus, train, LUAS and bicycle travel opportunities.

Way-finding

The beautiful tree-lined Avenue provides a clear organising device for orientation within the park. A way-finding strategy, possibly using distinctive 'hides' as intermittent recognition points, would guide the visitor to the Park's many sites and visitor attractions, and provide information about the sites of interest adjoining the Park (IMMA, the War Memorial, etc).



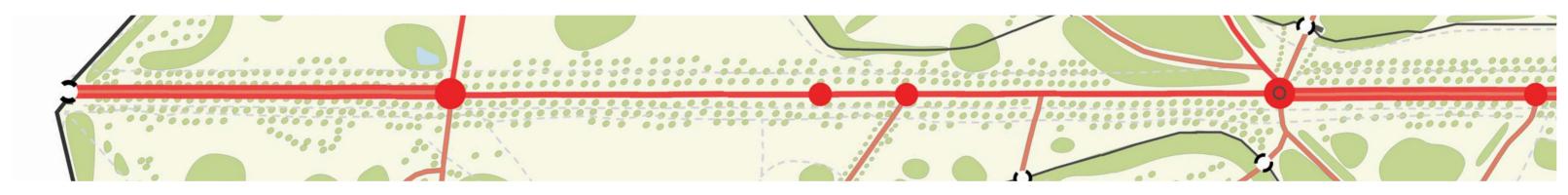
















Playgrounds and Parks - Playing is integral to developing a healthy brain and body for both adults and children. Recent studies* have shown that taking risks (and overcoming them) during play is an important part of child development, and that preventing children from encountering risks may lead them to develop anxiety. *Sandseter and Kennair, 2011.







The Central Line - a Space that Encourages both Movement and Relaxation, a world class piece of infrastructure

Taking visitors along a clearly defined central route, offering information and off-shoot options, in 'leave and return' movements, and a Destination with activities – play, sport, fun, art and ecology.

A High Line and Greenway combined - walking, running, cycling, horse & carriage, skateboard, and hop-on, hop-off shuttles - with information points at intervals along the route, telling of the Park's history and visitor attractions.

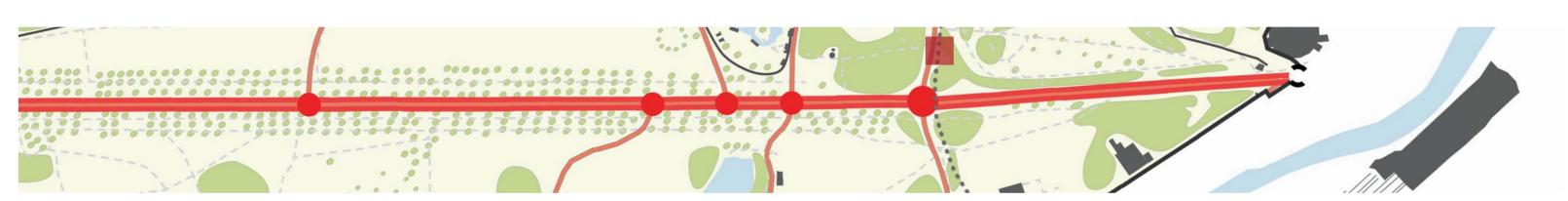






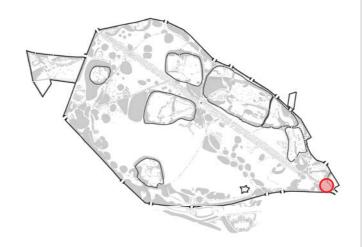






2 TOMORROW - Making it Happen2.2 The Opportunities

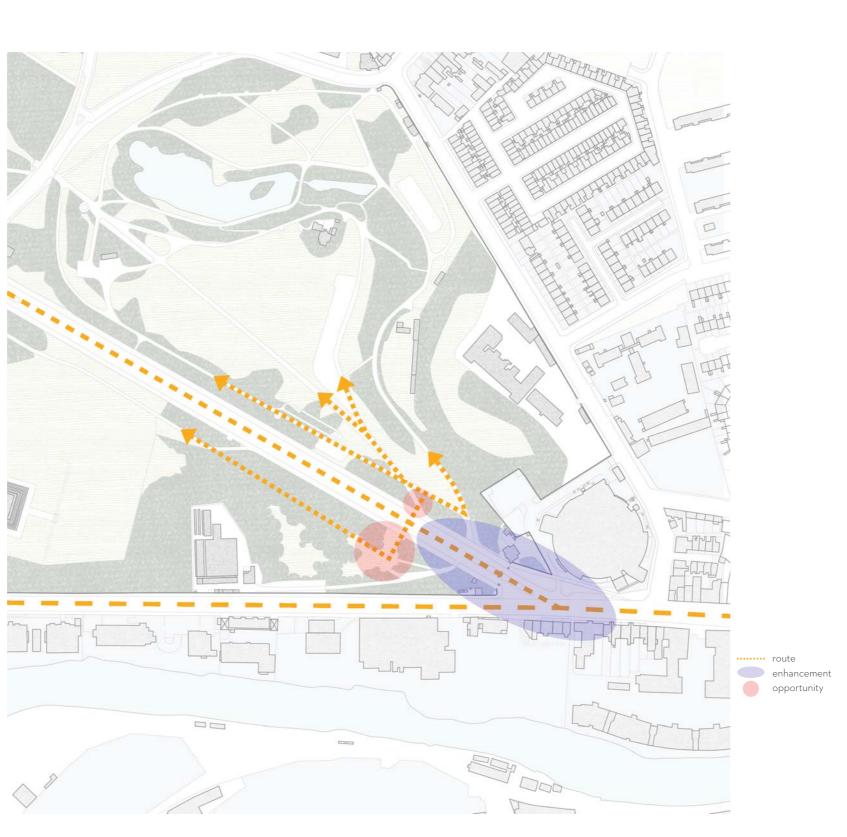
2.2.2 The Welcome Quarter - Welcome Pavilions











WELCOME

The historic photographs tell us of the former clarity and simplicity of the old entrance to the Park. It shows an uninterrupted stretch of paved ground from the City reaching as far as the eye can see, to the crest of the hill at the first junction to where the statue of Gough stood, silhouetted against the sky. This image proved a template for us, something to aim for, and we have attempted to distil and give form to this powerful essence whilst accommodating the necessary multi-modes of transport.

Thus, we envisage an opportunity for a clean paved surface, free of the overt trappings of vehicular traffic (similar to many calming initiatives elsewhere) and therefore presenting an Avenue fit for the scale of the Phoenix Park. The statue of Gough (or another worthy personage) may be positioned at the crest of the hill to reproduce the theatrical effect of figure and silhouette to provide a measure of drama.

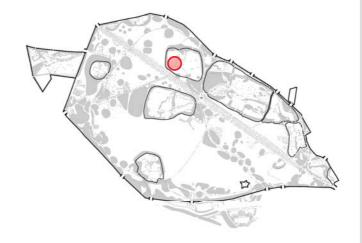
The original Park lodges (two in number) are currently in use as a residence (RHS) and as a bike hire facility (LHS). A space for a new welcome lodge or pavilion has been found within the grove of Holm Oaks, neither aboriginal nor indigenous, but functionally planted to occlude the near view of the City. This building position may find a symmetrical echo across the Avenue to allow a pair of welcome pavilions emerge to frame the threshold of the Park. These are of an appropriate modern scale, both to be visible to the approaching visitor, perhaps from the nearby Luas and rail lines, and to accommodate an information centre for visitors, as an introduction to the Park. Here may be found information on the hiring of bikes or segways, the current position of the deer herd, or the events and performances in the Parks many arenas and public spaces, or simply a place to sit for a few minutes, a pause, before the eventful Park journeys ahead.

The Welcome Pavilions may also glow in the evenings, as lanterns, to summon people, perhaps out of an autumn drizzle to seek shelter or perhaps, as calm presences, to tell more convincingly of the Park's offer of repose or restorative activity, within the tumult of the City.



2 TOMORROW - Making it Happen2.2 The Opportunities

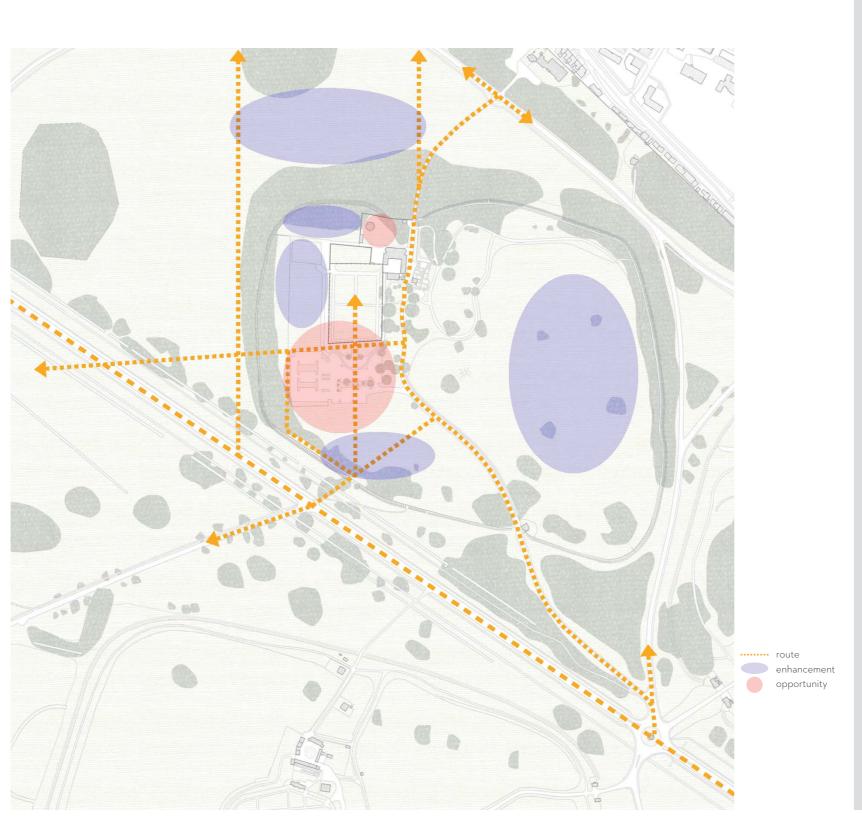
2.2.3 The Activity Quarter - Ashtown Demesne











ASHTOWN

The historic environment of Ashtown contains within it the seeds of a built landscape. As previously shown, an analysis of the Demesne landscape demonstrates it to consist of three spatial conditions; meadow, ornamental gardens and working enclosures enclosures such as the Walled Garden, the stable yards and the Frame Garden. It is within these working enclosures that we seek a home for the quantum of development that may be considered for this place. Our investigations have suggested that the main, or at least, a major Visitor Centre could be positioned here. The resolution of the car parking issue may be contained within the methods employed by large events, such as Bloom, which temporarily colonises discreet parts of the park for temporary parking of cars. This transitory dynamic could be reproduced in a more permanent form with careful and well-designed car parking areas.

Working within the historic footprints we conceive of the possible siting of a great interior hall, positioned to take advantage of many different gardens and landscaped spaces adjoining, formed to shelter the various activities proposed for the new Visitor Centre, and which will find a comfortable and appropriate home here. The many activities of the new Centre will animate the different garden spaces to produce a democratic landscape attuned to nature and enjoying its great variety and abundance.

It is also this Review's recommendation that the current exhibition and cafe space be re-purposed as a Children's Education Centre, complete with its own set of landscape spaces. These may be envisaged and suitably designed as an activity landscape for older children, comprising the old water tower and nearby ruined building, as well as the many mature trees, to conjure up a place of mystery and excitement.

Flora and Fauna

Other potential initiatives would include the repurposing of the Frame Garden as a small-fauna accompaniment to the main walled gardens expertise in flora. The apiary is currently located here and to this may be added insect 'hotels' and refuges for the smaller mammals.

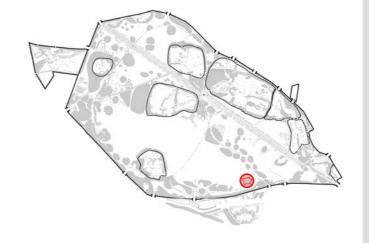


Bloom Festival



2 TOMORROW - Making it Happen 2.2 The Opportunities

2.2.4 The Commemorative Quarter - Magazine Fort



«potentially at the centre of a great network of connections»









NEXUS

The Magazine Fort is potentially at the centre of a great network of connections, a nexus. Its previous uses avoided routeways and shunned visitors. This has changed. Its usefulness will be demonstrated in another direction, that of actively seeking company and promoting connectivity. The word Fort brings to mind potent images from childhood, and in any new beginning or re-purposing it is proposed that the Fort itself is the

Aspects of the Fort, such as the ramparts, may be refurbished to provide a circuitous Rampart Walk with fine views over the Park, towards the City and further to the distant mountains. The Magazine Stores themselves, spaces of great power and potency, may simple be cleaned and refurbished to accommodate light exhibition or event spaces. The heavy lifting of visitor information and facilities could be accommodated within a conversion of the old tin-roofed shed-like structure on site, which formerly housed the Bakery. This would seem to be the optimum and appropriate position for an intervention of this scale within the seventeenth century fort, a National Monument. The immediate surrounding landscape may be activated by a Moat Walk, within the dry bed of the old ditched ravelins.

The Fort's position within the military landscape of the Liffey Valley would be considerably emphasised with the construction of the proposed new footbridge connection to the War Memorial Gardens. This would re-also reunite the Park with its former possessions south of the river. The proposed Heritage and Military Trail on this side of the City would find, in the Fort, a suitable new focus as a visitor centre for the Park and its southern environs.



POTENTIAL OPPORTUNITIES IN THE FORT

- 1 Entrance Upper entrance from roadway (City), lower entrance from the moat (Park).
- 2 Exhibition and visitor facilities Outdoor exhibition space showing conservation-in- action, the life and times of the fort and indoor facilities such as small shop/cafe, wc's, and staff rooms
- 3 Rampart walk Restored stone walk along the fortified ramparts offering excellent views
- 4 Magazines Exhibition and event spaces, with light touch services and infrastructure
- (5) Moat walk A surprising new park space, and the opposite of the rampart walk, offering no views except of the green and stone walled enclosure



- 2 TOMORROW Making it Happen 2.2 The Opportunities
- 2.2.5 The Commemorative Magazine Fort



CEREMONY

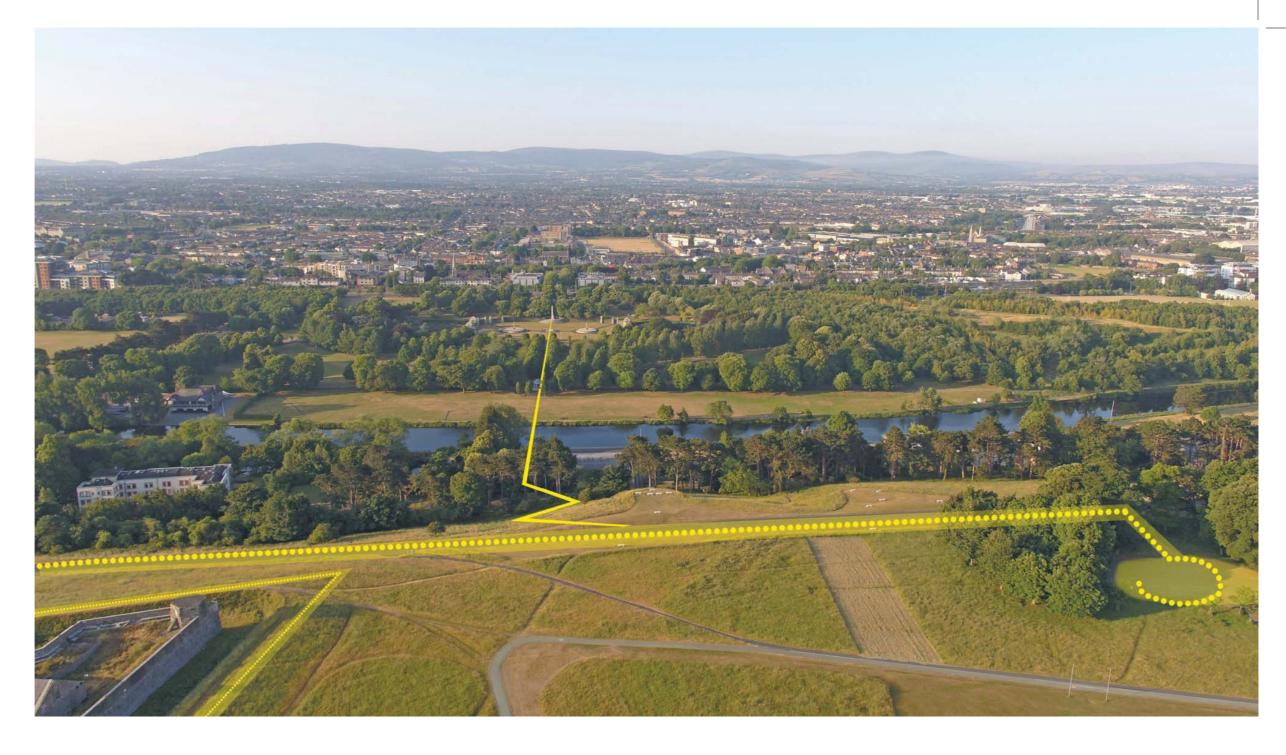
The anticipated ceremonial reunion of the north and south sides of the river, by a new bridge - originally proposed by Sir Edwin Lutyens - is an active current initiative of the OPW. The bridge will link the Park to its former hinterland south of the river, as well as, more darkly, connecting a part of the machinery of war (The Fort) to ritualised memories of that unfortunate human activity (The Memorial Gardens); the Books of the Dead may thus be more conveniently accessed by the living.

THE ASCENT FROM THE VALLEY (see oposite)

In order to conveniently assist that access and to facilitate an easy ascent to the Fort, on a commanding ridge at some height above the river valley, there is an opportunity for a feature method of vertical circulation.

Whether this be by funicular, as may be seen in some Portuguese cities (Lisbon, Porto) or by elevator, as may be seen in various others, is a matter of taste and budget. Dublin has no such precedent, which fact has in itself, in the past, often been sufficient reason for the introduction of a new (or old)-fangled novelty.

However, the ascent may simply be by a well-designed ramp and staircase, perhaps more intrinsically satisfying, though it is unlikely that this in itself will perform the function of 'feature'.



FEATURE ACCESS











RECOMMENDATIONS & NEXT STEPS Proposed Actions

BRINGING THE PARK AND CITY TOGETHER

The Phoenix Park to Dublin Bay - the East-West Axis

Fáilte Ireland, OPW, DCC and NTA to commission a full study of the Connectivity and Mobility Potential of the East-West Axis.

7 The Phoenix Park and Hinterland - Three Strategic Routes

1. The Heritage and Military Route, 2. The Biodiversity Route, 3. The Green Route, Fáilte Ireland, OPW, DCC and NTA to commission a full study of Three Strategic Routes.

3 The Green Link

Fáilte Ireland, OPW, DCC and NTA to commission a full study of the Green Link area, possibly as an integral part of the proposed Connectivity and Mobility Potential of the East-West Axis (above).

✓ Waterways Ireland

Fáilte Ireland, OPW, Waterways Ireland, DCC and NTA to commission a full study of the Dublin Canal Greenway Inner Loop.

5 Connecting with the City

Heuston Station LAP; Heuston Gateway Development Plan; Irish National War Memorial Gardens Conservation Management Plan; Grangegorman Military Cemetery Conservation Management Plan; The Liffey Valley Park; Kilmainham and Inchicore Heritage Trail, Phoenix Park Planning Context Study - OPW to monitor and support initiatives that seek better connections between the Park and its hinterland

6 Key Sites Adjoining the Phoenix Park

OPW to monitor the status of strategic development sites adjoining the Park particularly in relation to the proposed Welcome Quarter.

7 Important Sites within the Park

page 46

OPW to commission a study of the relationship between the Park and Farmleigh, and between the Park and the other important sites, with a view to maximising the possible visitor synergies.

WELCOME QUARTER

8 Welcome Pavilion

Consider the provision of a welcome area and building(s) for visitors at the Parkgate Street entrance.

Q Heuston Quarter

Actively pursue engagement and collaboration with Dublin City Council regarding public realm and landscaping improvements within the Heuston Quarter.

10 Klondike Nurseries

Explore and assess the range of possible uses for the Klondike Nurseries area.

ACTIVITY QUARTER

11 Ashtown Demesne

Assess the potential within Ashtown Demesne for:

(A) a new visitor reception facility

(B) a new education centre in the re-purposed existing exhibition building

(C) associated hard and soft landscaping consistent with the new facilities to provide an outdoor adventure area and nature trail.

12 Chesterfield Avenue Opportunities

Consider the associated stretch of Chesterfield Avenue as an opportunity for:

(A) providing crossing points

(B) for assisting in the provision of visitor activities

(C) regulating traffic speed and providing limited car parking integrated with

(D) providing opportunities for visitor information, interpretation, way-finding and appropriate activities.

BIODIVERSITY QUARTER

13 Knockmaroon Entrance

Consider the provision of a welcome area, facilities and building for visitors at the Knockmaroon entrance.

Potential of Quarter

Undertake a feasibility study to explore the educational, recreational and leisure potential of the quarter.

COMMEMORATIVE QUARTER

15 Magazine Fort

Consider further the possibilities of new uses for the Magazine Fort.

16 Bridge at the War Memorial Gardens

Assist in delivering the design and construction of the proposed bridge at the War Memorial Gardens.

«The following proposed actions have been identified within the review and are collected here that they may be assessed for priority.»

by connecting existing pathways and planning new ones.

Connolly rail line.

THE CENTRAL LINE 7 Transport Study Consider commissioning a new Transport Study in the Park and volume of gate usage, to review the car and pedestrian traffic. 18 Mobility Management Plan Undertake a Mobility Management Plan for the Park based on the new Transport Study, to include recommendations for a car parking management strategy, a traffic calming strategy, public transport links, pedestrian and cycle lanes, leading to a Co-ordinated Routeways Strategy for the Park. 19 Shuttle Bus Service Re-assess the viability of the Phoenix Park Shuttle Bus Service in light of the above Mobility Plan. 20 Connecting Railway Stations Explore connecting links with Ashtown and Heuston mainline rail stations. 21 Railway Stop

Explore the provision of a Phoenix Park rail stop on the new Heuston to

GATES

22 Opening of Gates

potential for improvement.

Consider the opening of new pedestrian gates along Conyngham Road 25 The Wall (A) at the proposed new bridge crossing to the Memorial Gardens (B) between Islandbridge and Parkgate Street, perhaps in conjunction with the archway for the train tunnel; also consider the re-opening of the To prepare a feasibility study to examine the possible ways wherein existing gate along Chapelizod Road. the potential of The Wall may be maximized and presented to the Public as routeway, artifact, natural habitat and an embedded piece 23 Signage and taming of traffic of history. At the threshold and the gates, remove all extraneous signage and explore 26 Valley Edge the possibilities of using the surrounding ground surface for vehicular traffic Assist in delivering the design and construction of the proposed new bridge (A) encourage the taming of vehicular traffic at the War Memorial Gardens. (B) increase the perception of the primacy of pedestrians and cyclists within 27 Valley Edge page 8 the Park, with granite being preferred. 21 Improvements Undertake a feasibility study to explore the recreational and leisure potential of the Valley Edge at the the Park's south boundary. Consider to improve the public first approach to the Park by: (A) repair and make workable all original gate and railing features, e.g the 28 Active Edge weighted pulley system that operates the turnstile action at the Park Lane Undertake a feasibility study to explore the recreational and leisure potential Chapelizod entrance of the Active Edge at the the Park's north boundary. (B) explore the potential for public realm improvements outside the various gates with the appropriate stakeholders, specifically at the Type A thresholds (C) undertake a restoration of the Park lodges and study their potential use 29 Pathways for public activities Explore the possibility of providing a Boundary Wall nature trail / walkway, (D) undertake feasibility studies of each of the Thresholds to further identify

EDGES

APPENDICES The Team

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The Office of Public Works The Department of Culture, Heritage and the Gaeltacht Fáilte Ireland

Statutory Authorities

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MALACHY WALSH & PARTNERS Jack O'Leary

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4 APPENDICES4.2 Acknowledgements and Bibliography

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