

5.

CREATE DESTINATIONS

The future vibrancy of the Docklands largely depends on individual enterprise. For this reason, entrepreneurs should be incentivised to start new businesses in the Dublin Docklands. The area can be made attractive to them by offering a large variety of spaces for rent or sale, from the affordable and inconspicuous to the exclusive and high-profile; from small to large. Buildings on the waterfront should provide substantial space with high ceilings to accommodate different types of uses. In conjunction with new buildings, the ground floor of existing buildings with water frontage could be converted from office space and meeting rooms into public uses.

On the campshires themselves, existing structures can easily be converted into attractive amenities such as cafés and shops.



CAFÉ/BAR

DOCKLANDS ARTS CENTRE

PUBLIC ART

INFORMATION PAVILION

CHILDREN'S PLAY SPACE

5-STAR YACHT CLUB

YEAR-ROUND WATERFRONT
ATTRACTIONS

BARS/RESTAURANTS/CLUBS

EVENTS, FESTIVALS, MARKETS
- TEMPORARY AND PERMANENT

CULTURAL OCCUPATION

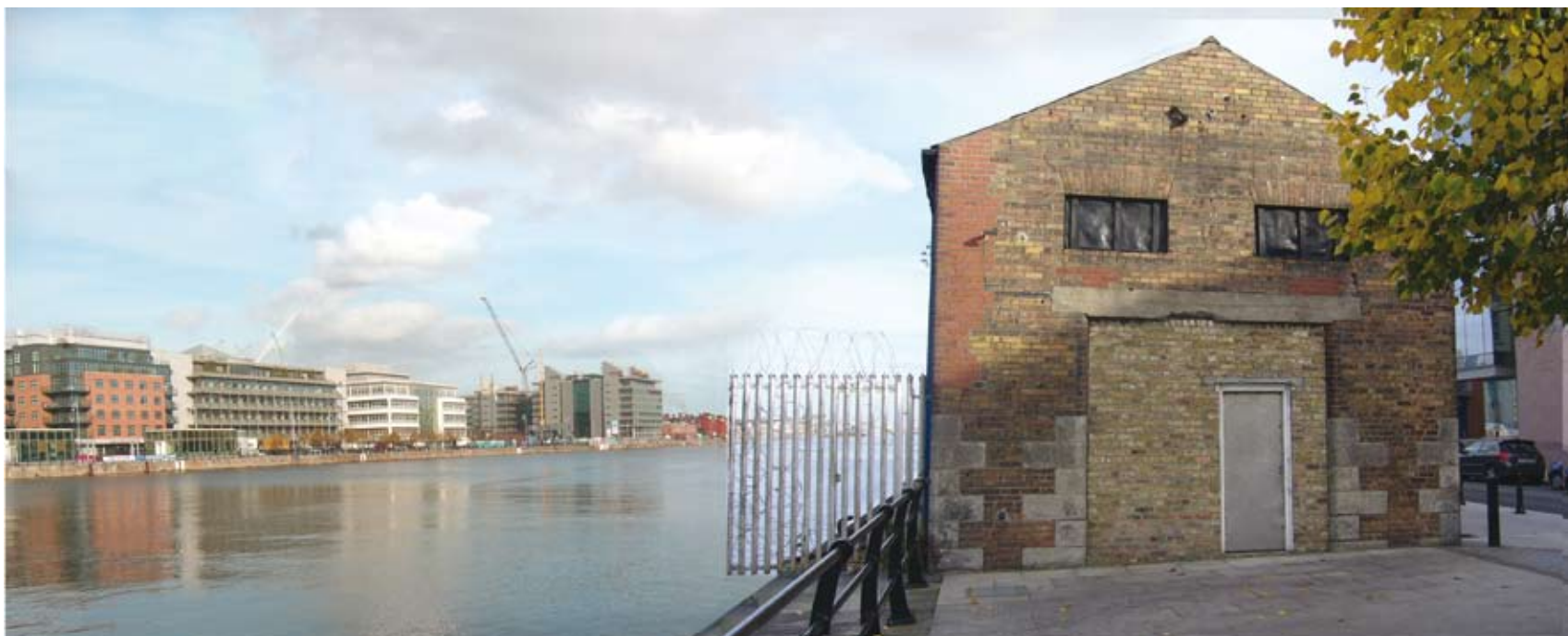


BJ MARINE

The two BJ Marine warehouses on Sir John Rogerson's Quay have been empty for a long time waiting for new users or the sledgehammer. These two structures present a great opportunity to liven up the waterfront with a minimal investment in new buildings and outdoor space. To preserve the warehouses on the campshire it is necessary to create more space around the structures, as they block the flow of pedestrians and cyclists. A cantilevered terrace over the Liffey would give these warehouses the space they need, allowing enough space for movement.



BJ Marine - ad hoc trading



The BJ Marine warehouse on Sir John Rogerson's Quay - existing situation



A possible café/eaterie or other commercial use to animate the area

The warehouses will be converted into commercial uses possibly a café/eaterie to cater for growing demand among office workers and residents for outlets of this type and accommodate a venue for temporary exhibitions, installations and events.

On the campshire around the buildings and on pontoons in the River Liffey, temporary art exhibits can be installed to animate the space and give artists the opportunity to express and reflect.

ARTS AND CULTURE

Arts and culture play a crucial role in creating awareness and a sense of ownership in an emerging urban quarter like the Docklands. The campshires will provide a platform for a broad spectrum of contemporary urban culture, through a dynamic and alternating programme, rather than via permanent installations and sculptures.

On the campshires a number of uncluttered sites will be identified where temporary events and festivals can take place.



The BJ Marine warehouse on Sir John Rogerson's Quay - existing situation



Animation of the campshire through temporary art installations

ARTS AND CULTURE

(Continued)

A real integration of arts and culture into the fabric and experience of Docklands will enable Docklanders, visitors and various other users to achieve a rich sense of place. A study is currently being undertaken to look at new opportunities for arts and cultural projects in Docklands as well as recommending locations and operators for these ventures.

The scope of the study includes public facilities such as public spaces, galleries and jazz boats as well as production facilities, artists' studios, atelier-style developments, film studios and electronic production houses.

In relation to the campshires, the BJ Marine buildings present a real opportunity to engage the public in a creative redevelopment that embraces both the river and the campshires.

The Docklands Authority will also deliver a public art programme creating focal points in strategic locations, emphasising entry points to the area and aiding interpretation of the space.

In the future it is envisaged that art projects will occupy the river, from sculptures and concerts to plays - all housed on pontoons and ships.

The linear form of the Campshires provide an ideal space for large outdoor events such as the Maritime Festival that involve walk-about street theatre and casual engagements with the public.

An arts programme is being devised that takes advantage of that linear characteristic where artists can create temporary installations and stage live performances that engage with a moving rather than a static audience.

In future developments, we will encourage designated areas where small groups could gather and temporary covered stages or small tented pavilion-like structures could be constructed.

Over the summer young artists' programmes will be run, for example one which will centre on the diving bell as an historic object. This will enable artists to respond to a fascinating structure that occupies the campshires like a monument. Many of these proposals explore the concept of an anti-monument. They will provide a playful reinterpretation that is temporary, so generating a renewed interest in the bell as an historical maritime object.



CUSTOM HOUSE QUAY

The former offices of the Docklands Authority at Custom House Quay are in a distressed state. The architecture of the building adds little joy to the canals and the length of the structure blocks views of the river. Redevelopment of the site will offer the opportunity to add new public amenities on the north side of Sean O'Casey Bridge.





Custom House Quay - existing building