



# PHIBSBOROUGH SHOPPING CENTRE REGENERATION

Architectural and Urban Design Statement  
April 2026

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# EXECUTIVE SUMMARY

This Architectural and Urban Design Statement has been prepared in support of a planning application by Stormborn Capital Acquisition Three Ltd for the redevelopment of the Phibsborough Shopping Centre lands.

The report sets out the site in its physical, social and historical context, identifies the principal stakeholders, provides the relevant ownership information, and explains the urban design and architectural rationale underpinning the proposed development. In particular, it outlines the vision for a renewed mixed-use hub, its relationship with the surrounding urban context, the delivery of significant public realm enhancements, and the architectural language, form and material expression of the project.

The proposal supersedes previous permissions that have now expired, while carrying forward the established principle of development already accepted by An Bord Pleanála and Dublin City Council, namely the regeneration of this strategically located site through a high-density, mixed-use scheme incorporating student accommodation, hotel accommodation, retail, community uses and a new civic plaza.

The applicant's focus is firmly on delivery. The intention is to secure planning permission and progress directly to implementation, ensuring that the long-anticipated regeneration of this landmark site can now be brought forward in a clear and deliverable manner.

This regeneration project represents a significant opportunity for Phibsborough. It will deliver a vibrant and sustainable development that supports compact growth, makes more efficient use of an underutilised urban site, promotes sustainable transport and active travel, and reinforces the role of Phibsborough as a dynamic Key Urban Village. In doing so, it will help establish the conditions for a stronger, more connected and more resilient neighbourhood at the heart of the area.



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# 1. INTRODUCTION



## 1.1. Development description

We, Stormborn Capital Acquisition Three Limited, intend to apply for a 6 year planning permission at Phibsborough Shopping Centre, Phibsborough Road, and No's 345-349 North Circular Road, Dublin 7, and immediately adjacent lands. The site is bounded by North Circular Road to the south, Connaught Street to the north, Dalymount Park to the west, and Phibsborough Road to the east. The application does not include Units 11 and 13-16, including Tesco, of the existing Shopping Centre.

The proposed development consists of the following:

- Demolition of existing stand and associated structures on the east of Dalymount Park Stadium, the existing warehouses at No's 345-349 North Circular Road, and other ancillary site clearance works. Alterations including partial demolition and reconstruction of Retail Units 1-3 and part demolition of Retail Unit 12 of Phibsborough Shopping Centre to facilitate the proposed development;
- The development includes upgrades to the façades of the existing Shopping Centre, including the enhancement of existing shop fronts and associated signage zones
- The refurbishment, change of use and extension of the existing Phibsborough Tower, a 7 storey building with plant and antennae at roof, above retail at ground floor, from office and first floor gym and ancillary car parking uses, to use as a hotel (Block A). The development includes a 2 storey extension to the existing 8th floor level (a maximum height of 9 storeys over ground floor retail) and provision of a 9 storey extension to the rear for stair/lift core, plant and circulation areas. The development includes the demolition of the existing southern core from first to eighth floor and the construction of a new enclosed stair/lift core from first to ninth floor level. The proposed hotel will provide a total of 150 no. hotel bedrooms, including 7 no. quad/family rooms. The hotel includes associated facilities including concierge/reception, co-working office space, a licenced bar/restaurant use, staff facilities, storage rooms, plant and back of houses areas at first floor level. Access to the hotel is provided via a 2 storey extension on the northern elevation from Connaught Street entrance, with additional entrances from internal links from Phibsborough Road.
- Construction of a 9 storey purpose-built student accommodation (PBSA) scheme (Block B), over and adjacent to the existing Phibsborough Shopping Centre) providing 411 no. PBSA bedspaces from first to ninth floor level (including 357 no. single rooms and 27 no. twin rooms, in 57 no. clusters comprising 5 no. 4 bed, 11 no. 5 bed, 1 no. 6 bed, 20 no. 7 bed, 6 no. 8 bed, 13 no. 10 bed and 1 no. 12 bed clusters). The PBSA ranges from 5 storeys along Phibsborough Road above existing Shopping Centre and parking at first floor level, and 9 storeys fronting the Dalymount Park Stadium. The PBSA includes ancillary internal student amenities including multipurpose space at ground floor level, study rooms and gym at first floor level and communal open space at ground, second and seventh floor level. Bike and bin store provided at split ground floor level.
- Construction of a 4-storey mixed use building fronting North Circular Road (Block C) providing retail/café/restaurant floorspace of 710 sq.m at ground floor level and 23 no. cost-rental apartments from first to third floor level (21 no. 1 beds and 2 no. 2 beds). Each apartment includes a private winter garden along the western and northern elevations, arranged around a first-floor communal open space.
- Extensive public realm improvements are proposed, including new civic plaza linking Phibsborough Road, North Circular Road and Connaught Street, facilitating access to Dalymount Park Stadium, and associated public realm works (which includes alterations to the existing footpaths / public roads, internal vehicular and pedestrian routes, boundary treatments, and utility connections), and associated site development works on Phibsborough Road to facilitate BusConnects;
- The development includes the removal of existing surface level car parking spaces and the reconfiguration of the existing first floor podium car park, to provide 2 no. spaces at surface level and 49 no. spaces at first floor level for retail and hotel uses. Cycle parking will be provided comprising 446 no. long-term spaces and 112 no. short-term spaces serving the hotel, residential and student accommodation uses.
- The development includes upgrades to the façades of the existing Shopping Centre and replacement of shop fronts;
- Provision of a new service yard to serve the proposed development to the rear of the site, accessed from Connaught Street;
- The proposed development includes 4 no. ESB substations, landscaping, boundary treatments, plant, bin stores, PV panels, servicing, lighting, drainage, and all associated site development works necessary to facilitate the development.

## 1.2. Project Overview

The proposed redevelopment of Phibsborough Shopping Centre is conceived as a mixed-use regeneration project that combines architectural renewal with a fundamental reorganisation of the site's urban structure. The scheme brings together a hotel, student accommodation, retail, food and residential uses within a coherent composition of retained and new-built elements, creating a more active, permeable and legible town-centre environment. In doing so, it seeks to reposition the site as a contemporary urban hub at the heart of Phibsborough.

Architecturally, the proposal is anchored by the retention and adaptation of the existing landmark tower and associated retail structures, embracing the 1960s heritage of the Shopping Centre rather than replacing it in its entirety. The existing tower is re-imagined as a hotel, with refurbishment, extension and carefully integrated new interventions giving renewed life and prominence to one of the area's most recognisable built elements. Alongside this, the ground-floor retail frontage is upgraded and reconfigured to support a more attractive and active street edge.

The wider urban design strategy is focused on creating new permeability, stronger active frontage and a significantly enhanced public realm. A new street, civic plaza and pedestrian-priority spaces are introduced to transform the site from its current fragmented and vehicle-dominated arrangement into a more connected and welcoming urban quarter. New buildings complete and frame this public realm, as detailed below:

### Block A – Hotel and Retail

Block A retains, refurbishes and extends the existing landmark tower and associated retail structures. It accommodates a new hotel within the adapted tower, with upgraded retail and active frontage at ground level. Its design approach is based on the adaptive reuse of the existing Brutalist fabric, giving renewed life to a defining architectural element of the site.

### Block B – Student Accommodation

Block B provides a new purpose-built student accommodation building, including communal facilities and external amenity space. It is organised around a new courtyard and reshaped to define the site's edge along Phibsborough Road and the new Dalymount interface. The design strengthens active frontage, permeability and the relationship with the new public realm.

### Block C – Residential and Market Style Retail/Café/Restaurant

Block C is a mixed-use corner building completing existing urban block. It comprises a *market style* retail/café/restaurant uses at ground floor level activating and interfacing with immediate public realm and following a flexible contemporary layout, and residential accommodation above from first to fourth floor. It is designed as a smaller-scale element that steps down towards the surrounding streets, helping transition to the finer grain of the existing urban context integrating within North Circular Road historical character. It also helps defining the new public space at the heart of the scheme.

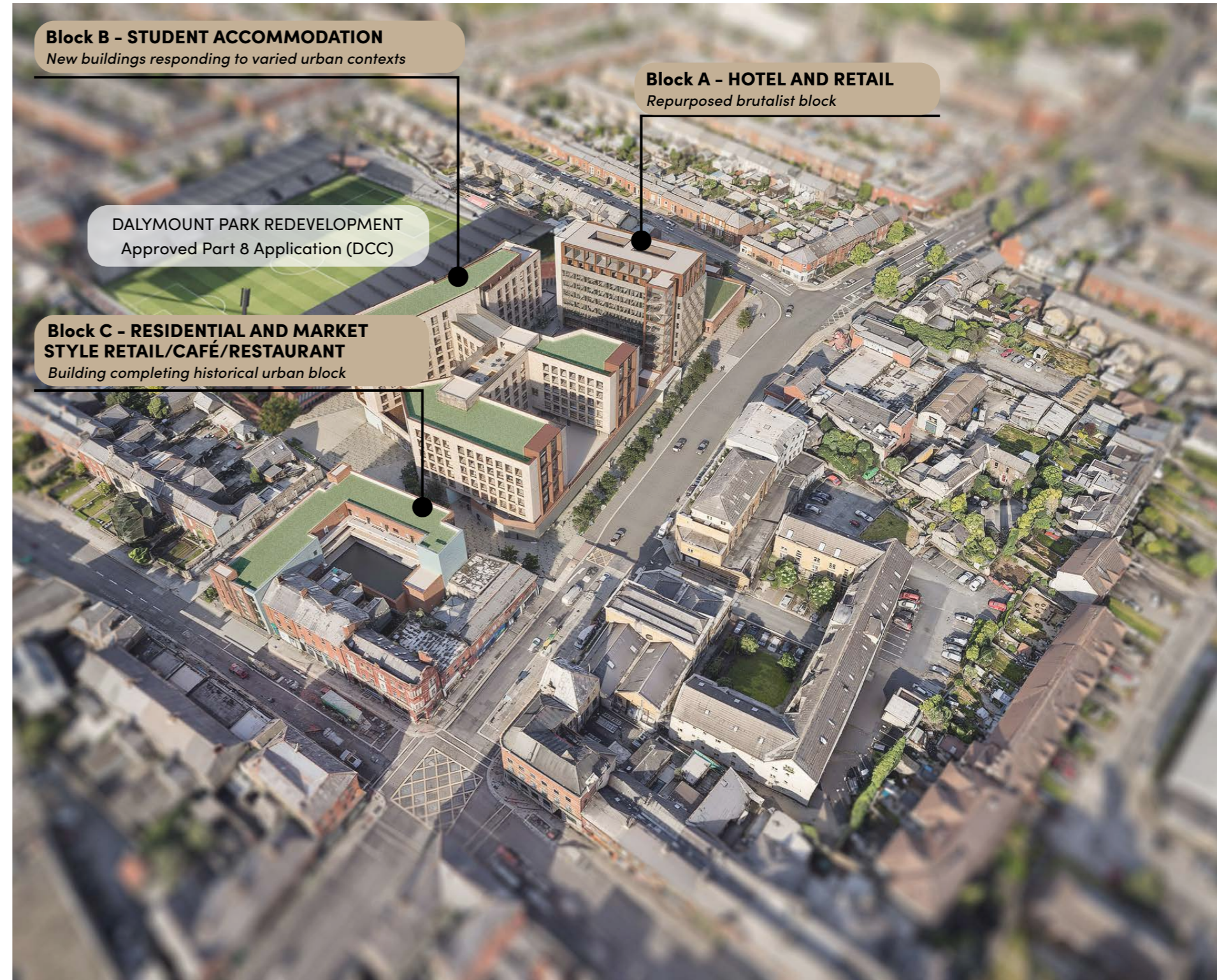


Figure 1-1. Aerial overview of proposed development. Source: MCORM, 2026.

### 1.3. Background to the Regeneration of Phibsborough Shopping Centre

The regeneration of Phibsborough Shopping Centre has long been recognised as central to the renewal of Phibsborough as a Key Urban Village and an important district centre on Dublin's north side. Occupying a landmark site at Phibsborough Road and adjacent to Doyle's Corner, the lands form a substantial part of the village core and present a significant opportunity to consolidate the centre through a more intensive and coherent mixed-use form of development. Previous permissions established the principle of redevelopment for the site, and the current proposal builds on that accepted direction while responding to a materially changed context, including new ownership of the Shopping Centre in September 2025 and renewed momentum around implementation.

The need for regeneration is reinforced by the site's strategic location and by the scale of change now taking place in the wider area. Most notably, the redevelopment of Dalymount Park continues to be advanced by Dublin City Council as a major community and regeneration project for Phibsborough. In November 2025, Dublin City Council approved borrowing to address the funding gap for the stadium project, and in March 2026 the Council confirmed further changes intended to strengthen the scheme and expand its community benefits.

Together, these developments underline the importance of a coordinated approach to the Shopping Centre lands, given their immediate relationship with Dalymount Park, the public realm and the wider village core.

The redevelopment of Phibsborough Shopping Centre therefore represents an opportunity to bring a long-discussed regeneration project into delivery through a viable, mixed-use urban scheme. The objective is not only to intensify an underperforming town-centre site, but also to improve permeability, animate the public realm, support existing commercial activity, and reinforce the role of Phibsborough as a vibrant, connected and sustainable urban village.



Figure 1-2. Aerial overview of site's current status. Source: MCORM, 2026.

## 1.4. Pre-planning process and stakeholder engagement

Prior to the Planning Application, engagement was undertaken with Dublin City Council, existing occupiers, infrastructure stakeholders and the local community. Community liaison was particularly important given the central role of Phibsborough Shopping Centre within the urban village and its relationship with Dalymount Park, which has long been recognised in local planning policy as a key sporting and community asset in the area. The local community consistently identifies Dalymount Park as an important part of Phibsborough's identity, history and civic life, and this has informed the wider regeneration context for the Shopping Centre lands.

Dublin City Council, as local planning authority, has also had a key role in this process, reflecting the close relationship between the future of the Shopping Centre, the public realm and the ongoing redevelopment of Dalymount Park as a major community facility. A s-247 application and meeting took place in December 2025 (sketch-design illustration of the design at that stage provided opposite). Feedback received in this process has been incorporated into our refined design for this planning application. Engagement with occupiers has reflected the need for TESCO and other tenants to remain operational and to be integrated into a renewed mixed-use development. Recent progress in relation to both Dalymount Park and the Shopping Centre further underlines the importance of a coordinated and community-responsive regeneration approach.

Finally, the project also acknowledges the relevance of urban infrastructure stakeholders. This ensures a well-served and connected redevelopment in terms of both energy and transport, namely the planned Bus Connects corridor.

As regards stakeholder's engagement, it is particularly relevant to note the following:

- The Applicant/MCORM have had meetings with the Dalymount development team on a weekly basis over the last three months to ensure a coordinated design approach. Final details have been agreed on the interface between the proposed development and the Dalymount Park redevelopment Part 8 Application.
- A meeting was also held with the Applicant/MCORM and the Dalymount Park Redevelopment Steering Group in March of this year. Items from this such as a walk of fame of famous players who have represented the country and played in Dalymount is now incorporated into the landscape design. The naming of the future buildings within this regeneration project will be agreed with input from the steering group.
- Meetings with TESCO and the Applicant were held on numerous occasions, considering TESCO a key project stakeholder, to ensure their store would be operable throughout the regeneration project.
- From meetings with the Applicant and BusConnects it is confirmed that the works along the Phibsborough Road are scheduled to commence in the first quarter of 2027. The design has been informed by the aforementioned integrating the planned bus stop into a generous public realm linear area with ground floor retail frontage along Phibsborough Road.
- The Design Team, led on this occasion by OCSC, has engaged with ESB to ensure adequate power capacity and sustainability of the proposed development.

### LOCAL AUTHORITY



### RETAIL STAKEHOLDERS



### SPORTS/COMMUNITY STAKEHOLDERS



### URBAN INFRASTRUCTURE STAKEHOLDERS

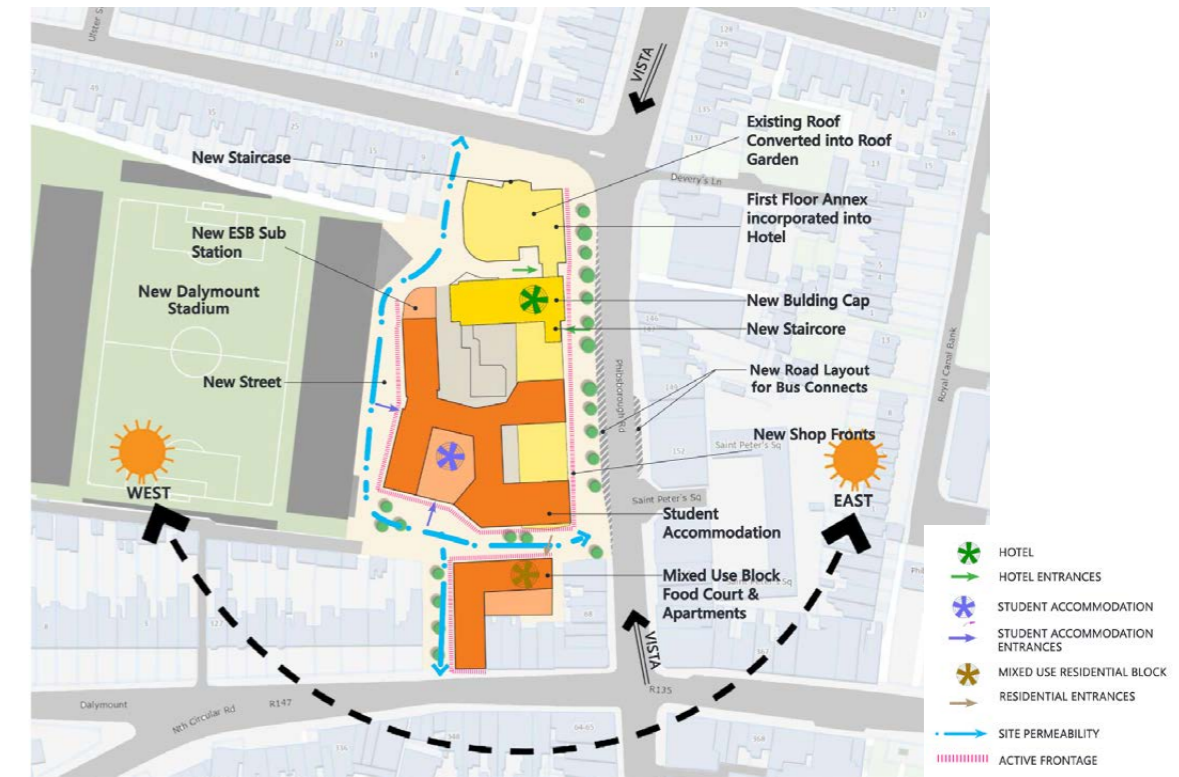


Figure 1-4. Conceptual diagram illustrating design development of the proposal including identified stakeholders. Source: MCORM, 2026.



Figure 1-3. Schematic categorising and identifying relevant project stakeholders. Source: MCORM/the Applicant, 2026.

## 1.5. Design Team

The proposed development is supported by a strong multi-disciplinary design team, bringing together architecture, urban design, planning, landscape and engineering expertise within a coordinated consultant structure. This integrated approach ensures that the project can be developed holistically, with design quality, technical performance, sustainability objectives and delivery requirements considered in parallel throughout the process.

MCORM acts as Architect and Urban Designer, providing overall design coordination and leading the integration of the various consultant inputs into a coherent development proposal. This role includes oversight of the architectural response, urban design strategy, spatial coordination and the incorporation of sustainability considerations across the scheme. JSA Planning Consultants provide specialist planning advice and guide the project in relation to statutory, policy and procedural matters, helping to ensure that the development is aligned with the relevant planning framework and consent requirements.

Ait Urbanism and Landscape contribute urban design and landscape expertise, supporting the quality of placemaking, open space design, public realm treatment and the overall relationship between built form and landscape structure. DBFL Consulting Engineers provide key engineering input in relation to infrastructure, access, movement and civil engineering matters, ensuring that the proposal is technically robust and responsive to site-specific servicing and transport requirements. OCSC Consulting Engineers complement the wider technical team through their mechanical and electrical engineering expertise, supporting the coordinated resolution of the building services proposal.

Together, these consultant team members form an integrated multi-disciplinary framework in which each discipline contributes specialist knowledge while working collaboratively towards a unified design outcome. This approach strengthens the quality, consistency and deliverability of the proposed development and ensures that planning, design, landscape, engineering and sustainability considerations are fully coordinated from the outset.

### CORE DESIGN TEAM

**Planning consultant:**



**Architect and Design Team Lead:**



**Landscape Architect:**



**M&E Engineer:**



**C&S+Transport Engineer**



## 1.6. Design vision and approach

To transform the site into a more vibrant, connected and pedestrian-focused urban quarter, combining architectural renewal with a strong public realm strategy and a more diverse mix of uses.

The proposal is guided by the following key design principles:

### 1. Greatly enhanced public realm: a pedestrian-friendly environment in place of a car-dominated setting.

The current vehicle-led character of the site is replaced with a more pedestrian-priority environment, where movement, activity and public life are given greater importance. Cars are tucked away at first-floor podium level, accommodated discreetly within the proposed architecture, allowing the ground plane to be released for active frontage, public space and attractive movement for pedestrians.

### 2. New links and improved permeability.

New routes are introduced through the site, including an important connection via the interface with Dalymount Park, helping to integrate the lands more effectively into the wider movement network and regeneration context.

### 3. Open and inviting interface with North Circular Road.

The proposal creates a stronger and more welcoming relationship with North Circular Road, improving visibility, access and the overall public presence of the scheme.

### 4. Phibsborough Shopping Centre brutalist block retained and repurposed profiting its embodied energy and carbon footprint.

This approach supports a more resource-efficient form of regeneration, reducing construction waste and extending the useful life of an existing landmark building. Its original façade will be cleaned to fully expose the existing concrete aggregate at its best condition.

### 5. A new block integrated with the existing corner cluster at North Circular Road

A new mixed-use block is positioned at the southern edge of the site, completing the existing urban block in the north-west corner of junction between North Circular Road and Phibsborough Road, therefore repairing and consolidating the existing urban edge at a scale that responds appropriately to the finer grain of its immediate 19th Century surrounding context.

### 6. New building forms responding to a variety of contexts

The scheme introduces a range of building forms and scales that respond to the different urban conditions across the site, from the more strategic frontages to the adjoining established streetscape.

### 7. Response to BusConnects on the eastern side

The eastern edge of the development is designed to respond to the reconfigured street environment arising from BusConnects, aligning the proposal with a more sustainable and future-focused movement framework.

### 8. A new mix of uses to support vibrancy

The introduction of hotel, student accommodation, residential, market style retail/café/restaurant creates a lively mix of activity throughout the day and evening, helping to stimulate greater interaction within the enhanced public realm.

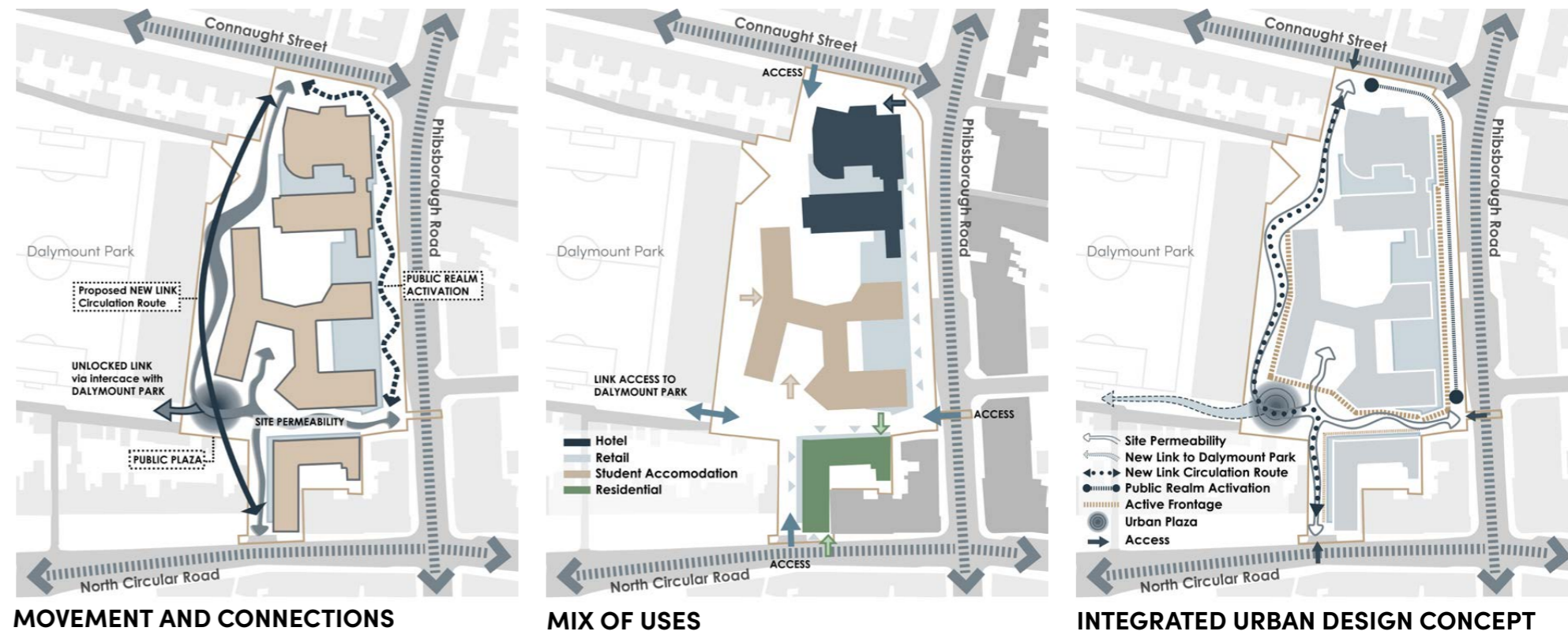


Figure 1-6. Urban Design diagrams illustrating the design vision presented. Source: MCORM, 2026.

Figure 1-5. CGI of significant public realm enhancement proposed along Phibsborough Road. Source: MCORM, 2026.



## 2. THE SITE



## 2.1. Site Identification

Phibsborough is identified as a Key Urban Village in the DCC Development Plan 2022-2028.

This zoning extends to c.4.5 hectares centred on the junction of North Circular Road and Phibsborough Road - ‘Doyle’s Corner’.

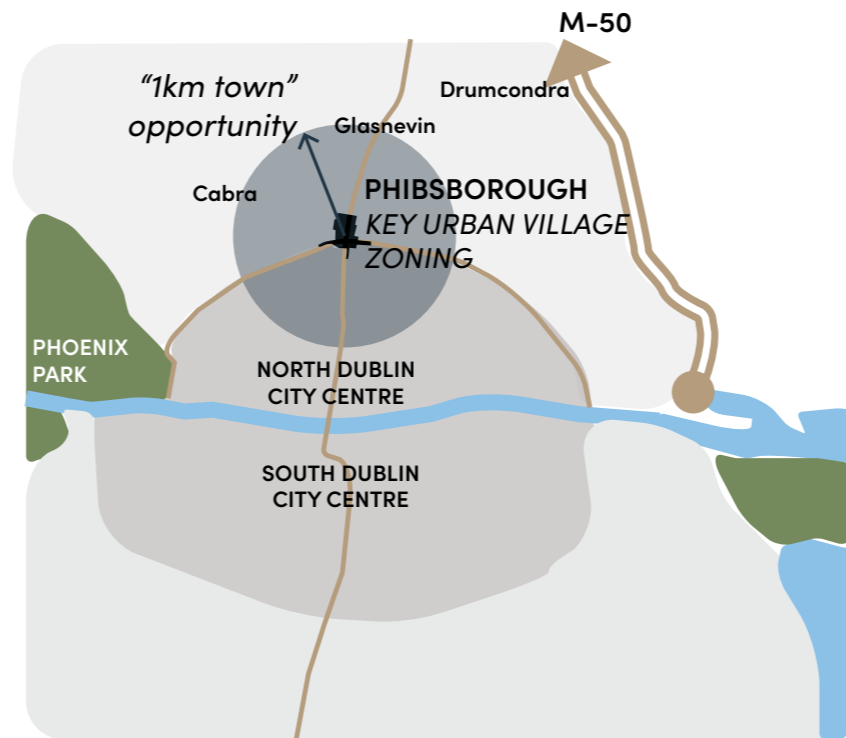
The applicants lands - ‘the shopping centre site’ cover a significant portion this area. Phibsborough is identified in the Dublin City Development Plan 2022–2028 as a Key Urban Village (KUV 8) and, in particular, the project’s site is zoned **Z4**, which establishes the objective *“to provide for and improve mixed-services facilities.”*

The DCC 2022–2028 Development Plan also emphasises the requirement for a strategic approach to strengthen the hierarchy of urban villages and to consolidate and develop them as key focal points for the communities they serve.

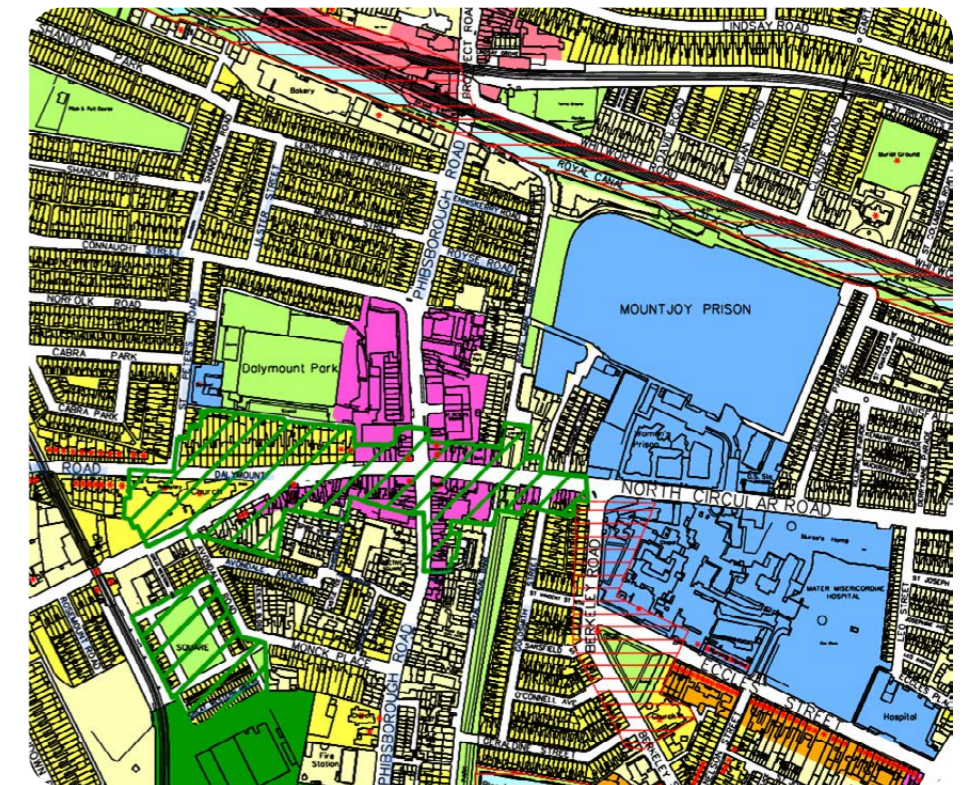
In addition, it notes that the ongoing regeneration and redevelopment of the shopping centre site will be supported as well as sensitive infill development to further consolidate and enhance the role of the village.

As shown in schematic provided on the right, Phibsborough has a strategic location in the wider Dublin City context along one of the primary north-south city routes. It is well served by existing public transport including Dublin Bus and Luas and cycle infrastructure. The proposed Bus connects scheme and future Metro stop plans will further strengthen and enhance the local area.

**Figure 2-3.** Panoramic overview of current site’s condition (below). Source: MCORM, 2026.



**Figure 2-1.** Diagrammatic site location map identifying the site in the urban northern edge of Dublin City, at the core of Phibsborough Urban Village. Source: MCORM, 2026.



**Figure 2-2.** Caption of DCC zoning map applicable for the proposed development. The projects takes place within Z4 zoned land and adjoins the Phibsborough Centre ACA, outlined and hatched in green.



## 2.2. Approach to the locality :“1km neighbourhood concept”

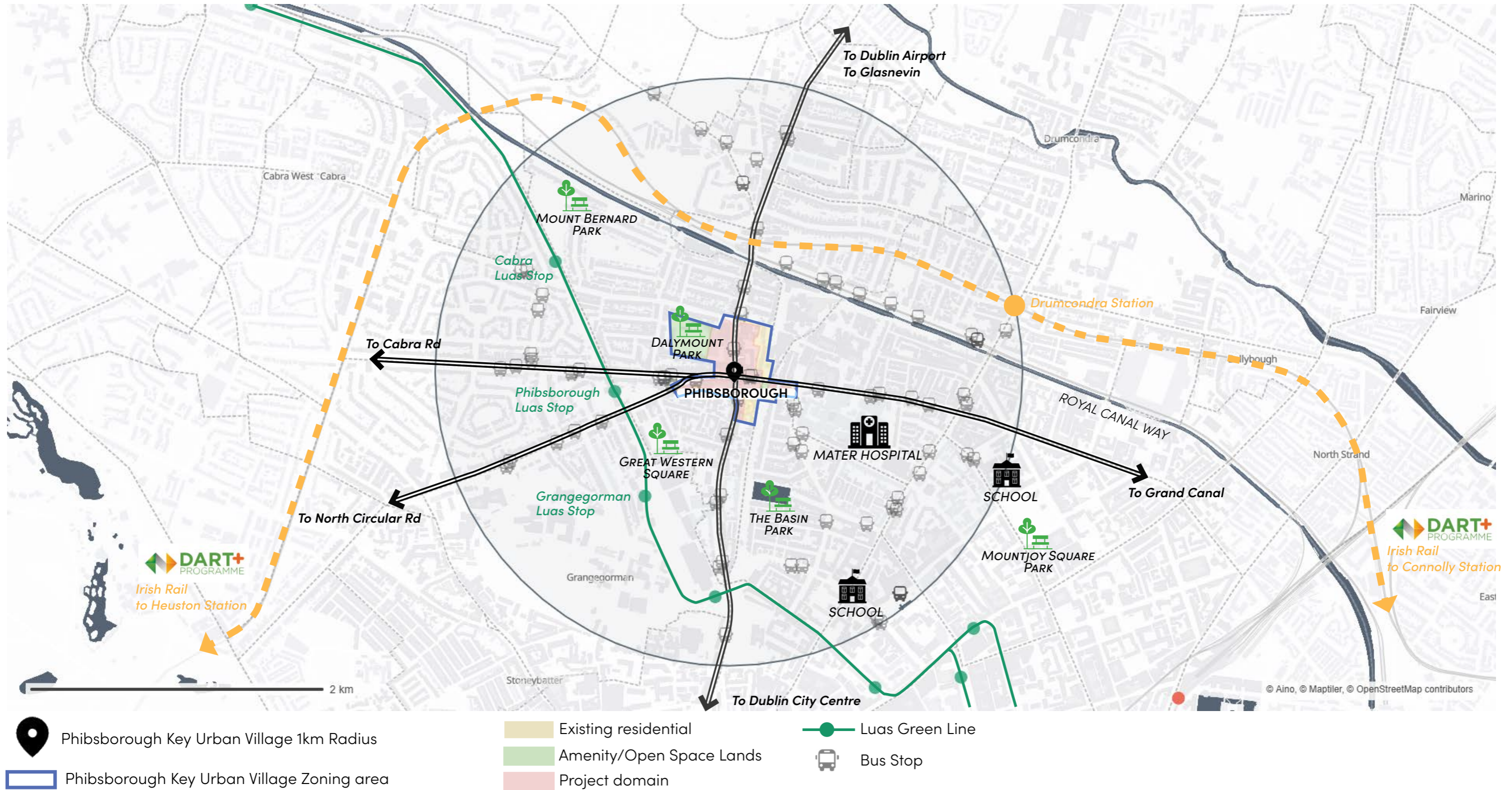


Figure 1-7. Urban analysis of the site and its 1km surroundings as the project intends to consolidate the 1km neighbourhood model in Phibsborough. Source: MCORM, 2026.

### 2.3. Site's current condition

- SUBJECT SITE AREA
- KEY URBAN VILLAGE ZONING
- FUTURE METRO STATION STOPS
- IRISH RAIL
- LUAS GREEN LINE
- PEDESTRIAN / CYCLIST GREENWAYS
- LOCAL LANDMARKS BUILDINGS WITH INCREASED HEIGHT
- BUS CONNECTS CORRIDOR

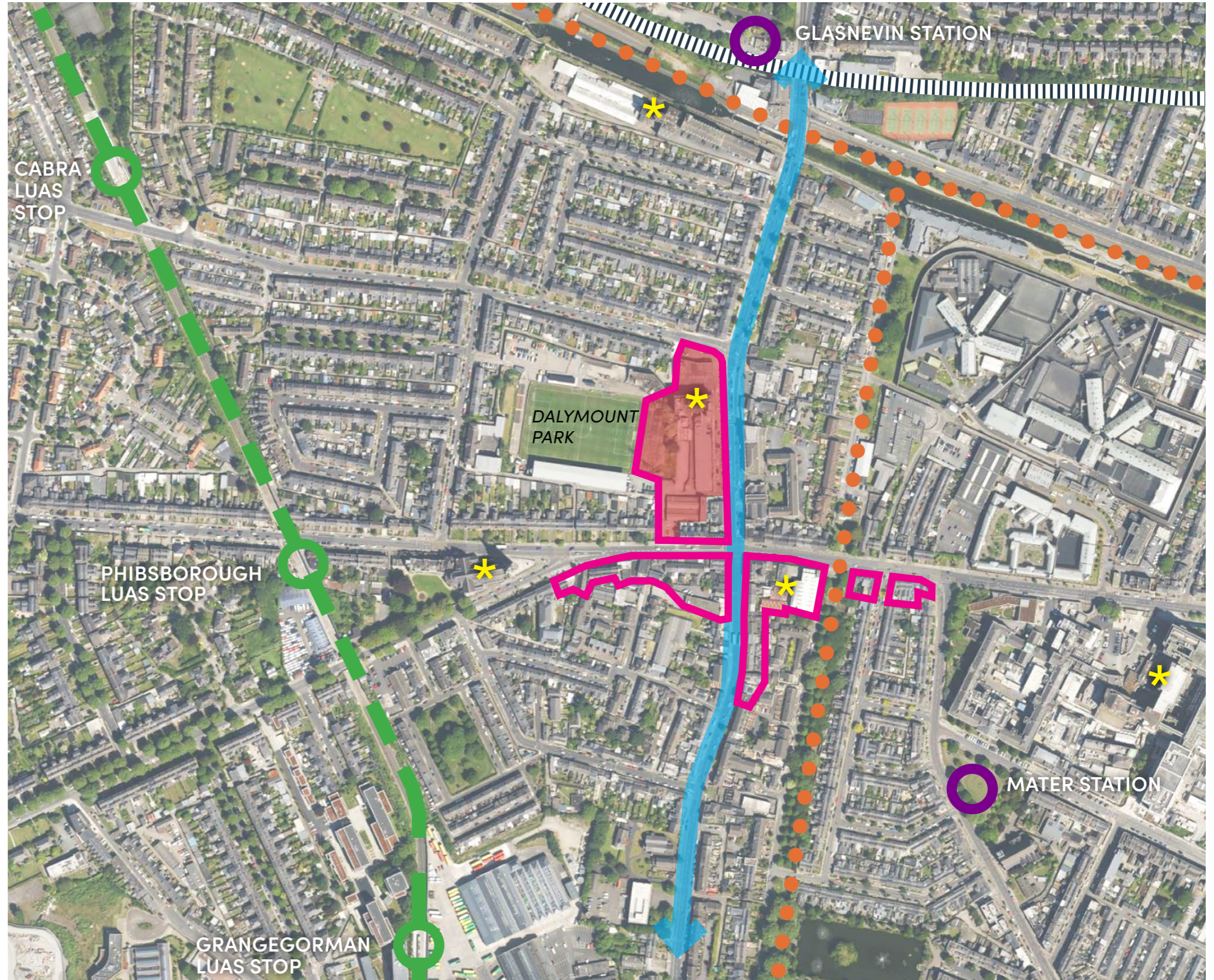


Figure 1-8. Aerial view identifying the site and illustrating most proximate urban fabric. Source: MCORM, 2026.

## 2.4. Site photographs

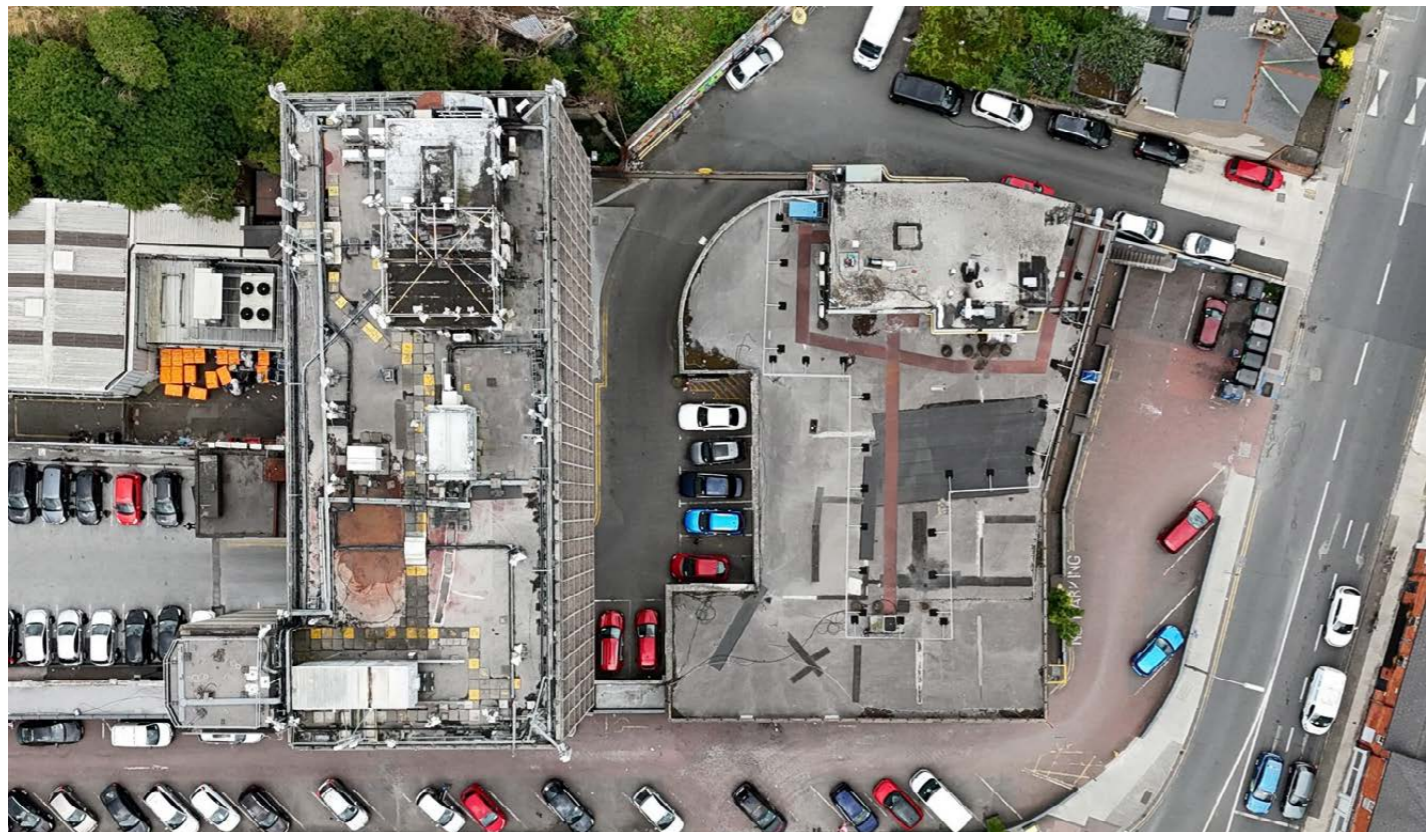
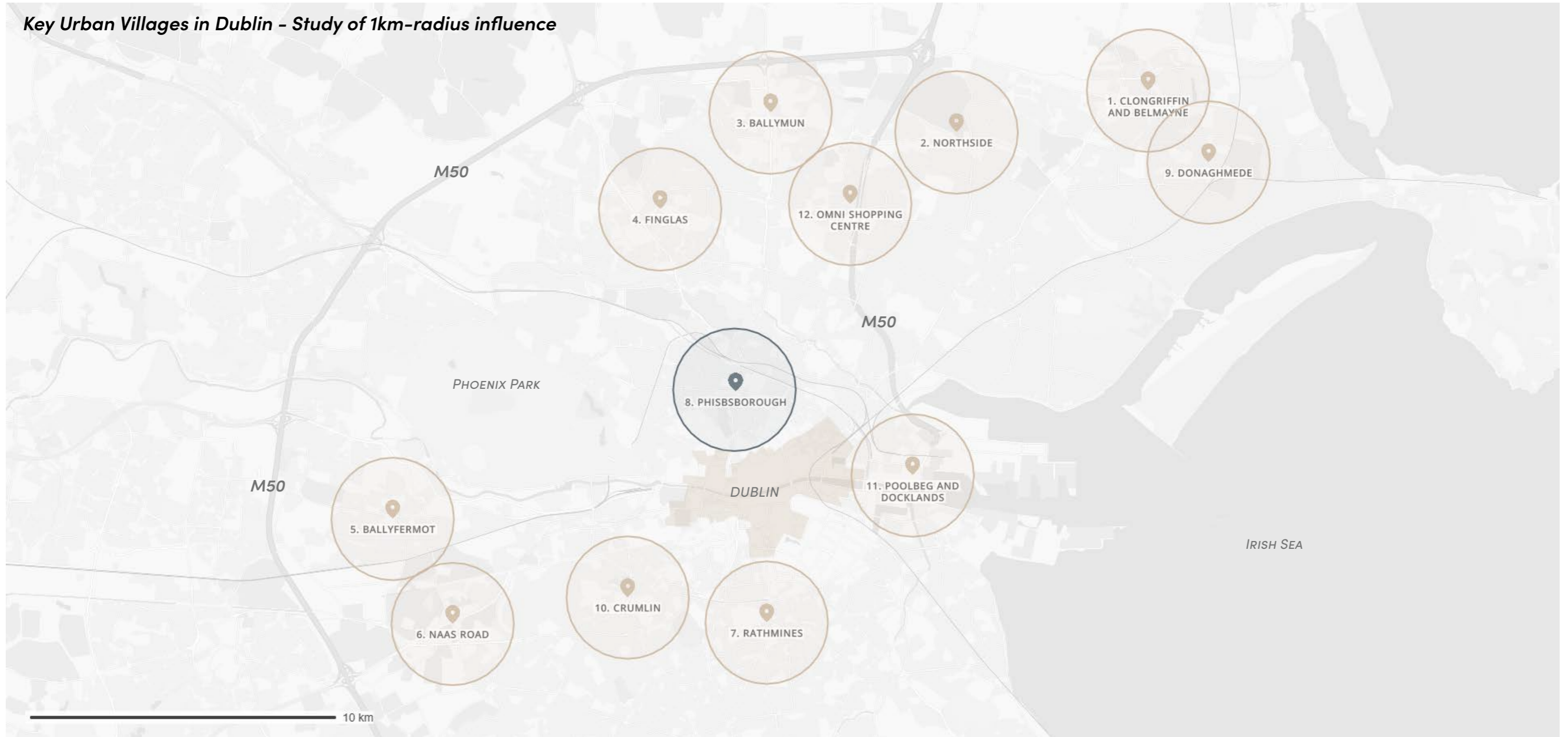


Figure 2-4. Set of aerial photographs giving a more detailed overview of the current site's status. Source: MCORM, 2026.

## 2.5. Phibsborough: Key Urban Village in Dublin



**Figure 2-5.** Site location map focusing on the Key Urban Village condition of Phibsborough. Up to 12no. Key Urban Villages form part of Dublin City area of influence and represent strong opportunities for consolidating 1km neighbourhood and mix-use hubs. Source: MCORM, 2026.

## 2.6. Site History and Evolution

The development of Phibsborough came with the layout of the North Circular Road and the Royal Canal in the late 18th century and was accelerated by the arrival of the Midlands and Great Western Railway in the 1840s.

The overall character of Phibsborough is defined by large areas of residential development mainly Victorian in date but also includes Georgian, Edwardian and modern buildings.

A number of houses from the first half of the 19th century remain to be present, generally built of yellow-brown brick with parapet fronts and steps up to the ground floors. The consolidated development in the latter half of the 19th century left a fine stock of red-brick terraces associated with the Victorian period.

The Shopping Centre site was originally developed as a terrace of single-storey houses - 'Dalymount Terrace' - a name adopted by the stadium (Dalymount Park). As seen on the maps opposite, the houses predated the completion of 'Doyle's Corner' and were constructed using the original yellow brown brick evident in the oldest remaining buildings in the Phibsborough area.

The houses were purchased in the 1960s, demolished and replaced with the shopping centre completed in 1969 in concrete Brutalist style of urban renewal common at that time.

The Kelly's Yard part of the site was most notably used as a tram depot at the turn of the last century. The tramlines and buildings have long since been demolished although elements of the old stone boundary walls remain.

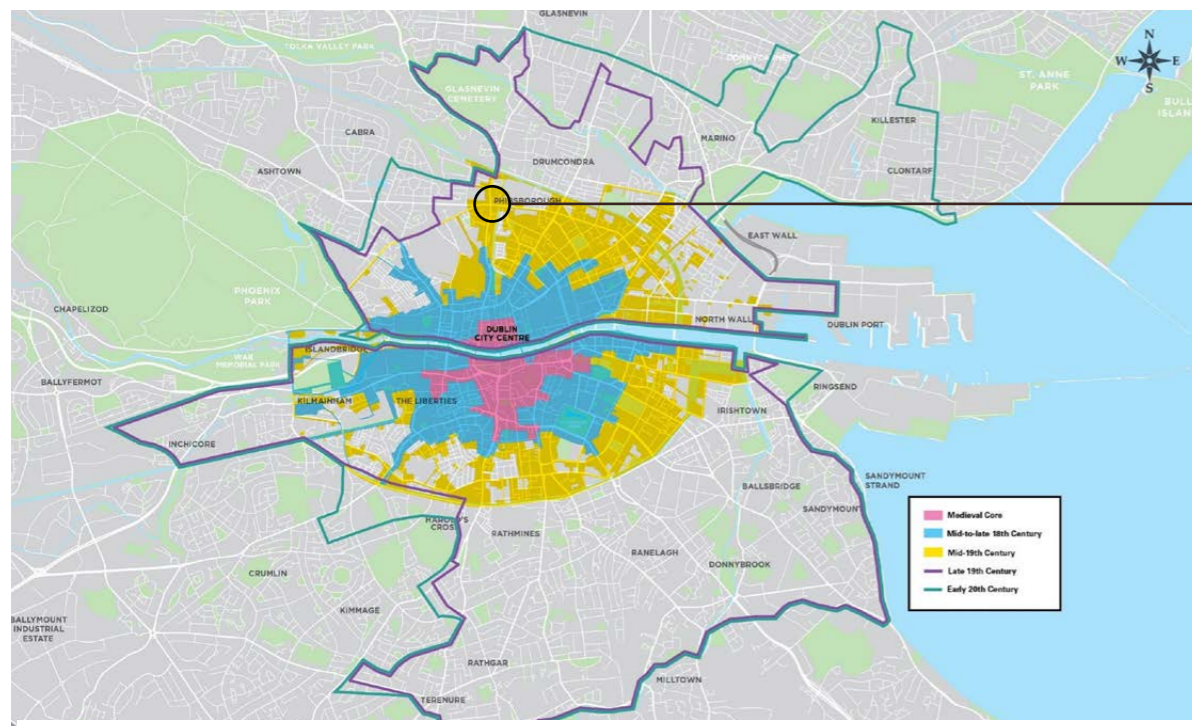


Figure 2-6. Map of Dublin illustrating its historical development along key stages of its history. Phibsborough consolidates as an urban settlement in the mid to late 19th Century.

Location of Phibsborough within the Mid-19th Century linear development along its main road.



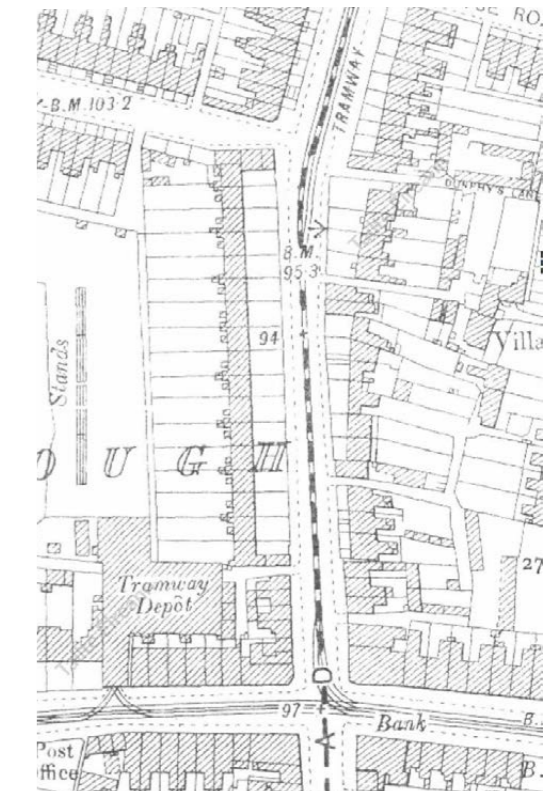
1960s view of Phibsborough Road



2010s view of Phibsborough Road



1840s OS mappina



1900s OS mappina

Figure 2-7. Maps and images showing the site's historical evolution.

Phibsborough historically on the edge of the city centre has a nuanced character influenced by its sequential and somewhat piecemeal history of development in comparison to some of the more formal Georgian streetscapes developed closer to the city centre.

Evidence of the original buff brick houses of the late 18th century early 19th century are interwoven with the later fashionable change to the red colour for the primary facades from the mid 19th century onwards.

Doyle's Corner - the junction between North Circular Road and Phibsborough is defined on the four corners by Victorian style red brick buildings with shopfront plinths with varying degrees of ornamentation, detail and relief.

From this epicentre the style and scale of building varies along each of the junction arms. The shopping centre site itself having its own unique character.

It is acknowledged that the proposed development takes place within the historic context previously identified and it formally adjoins the Phibsborough Centre Architectural Conservation Area domain. The proposed development has therefore had full regard to Chapter 11.5.2 of the Dublin City Development Plan 2022–2028, and in particular Policy BHA7, which requires that development within or affecting an Architectural Conservation Area contributes positively to its character and distinctiveness and refers to the relevant ACA Character Appraisal and Framework. The scale and character of the surroundings, as identified in the aforementioned report, has been fully considered in the design proposals for the proposed regeneration, particularly at the southern mixed-use block - including residential and market style café/retail/restaurant uses - which completes an existing block of Victorian buildings within the conservation area.

The Phibsborough Architectural Conservation Area Report notes:

***"...the strong visual quality of the varying groupings of terraced brick buildings and the rhythmic architectural pattern provide an attractive built environment with eclectic detailing. The building pattern is diverse and has evolved with quite a dense grain."***

It is important to note that, whilst the development does not take place within the ACA domain, the analysis carried out and the design proposed have had full consideration to the formal and material characteristics of the immediate surroundings which pertain to same.

Please refer to section 6 where the architectural formalisation and materialisation is outlined with reference to the existing context, particularly for Block C adjoining the ACA's edge and completing frontage to North Circular Road at that location.



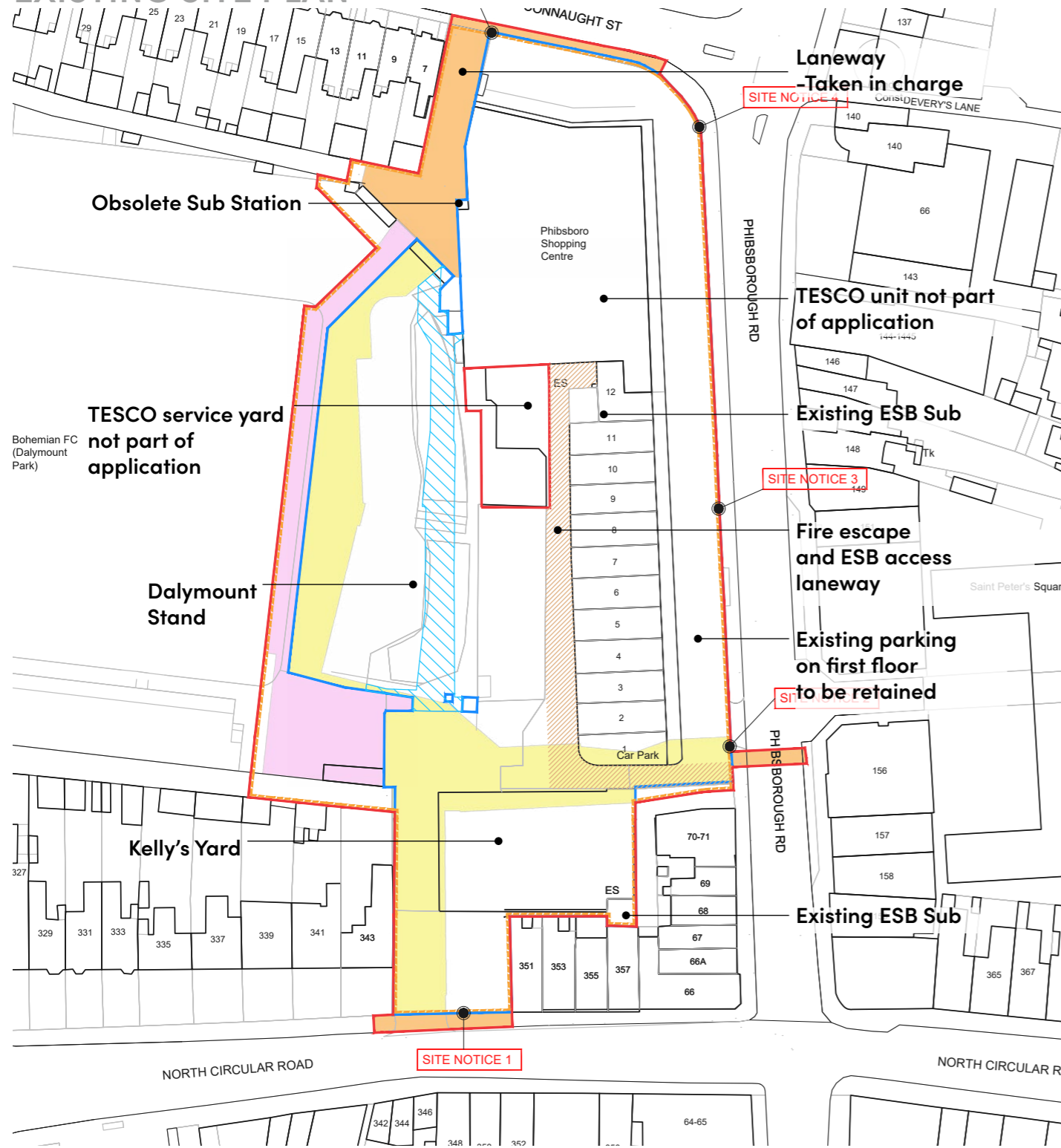
Figure 2-8. Set of photographs identifying the mid-19 Century Victorian character of the site. Source: MCORM, 2026.

### **3. OWNERSHIP AND PLANNING HISTORY**



### 3.1. Ownership, landtake and context information

#### EXISTING SITE PLAN



#### EXISTING SITE PLAN -WITH NEW DALYMOUNT STADIUM AND BUS CONNECTS MAP

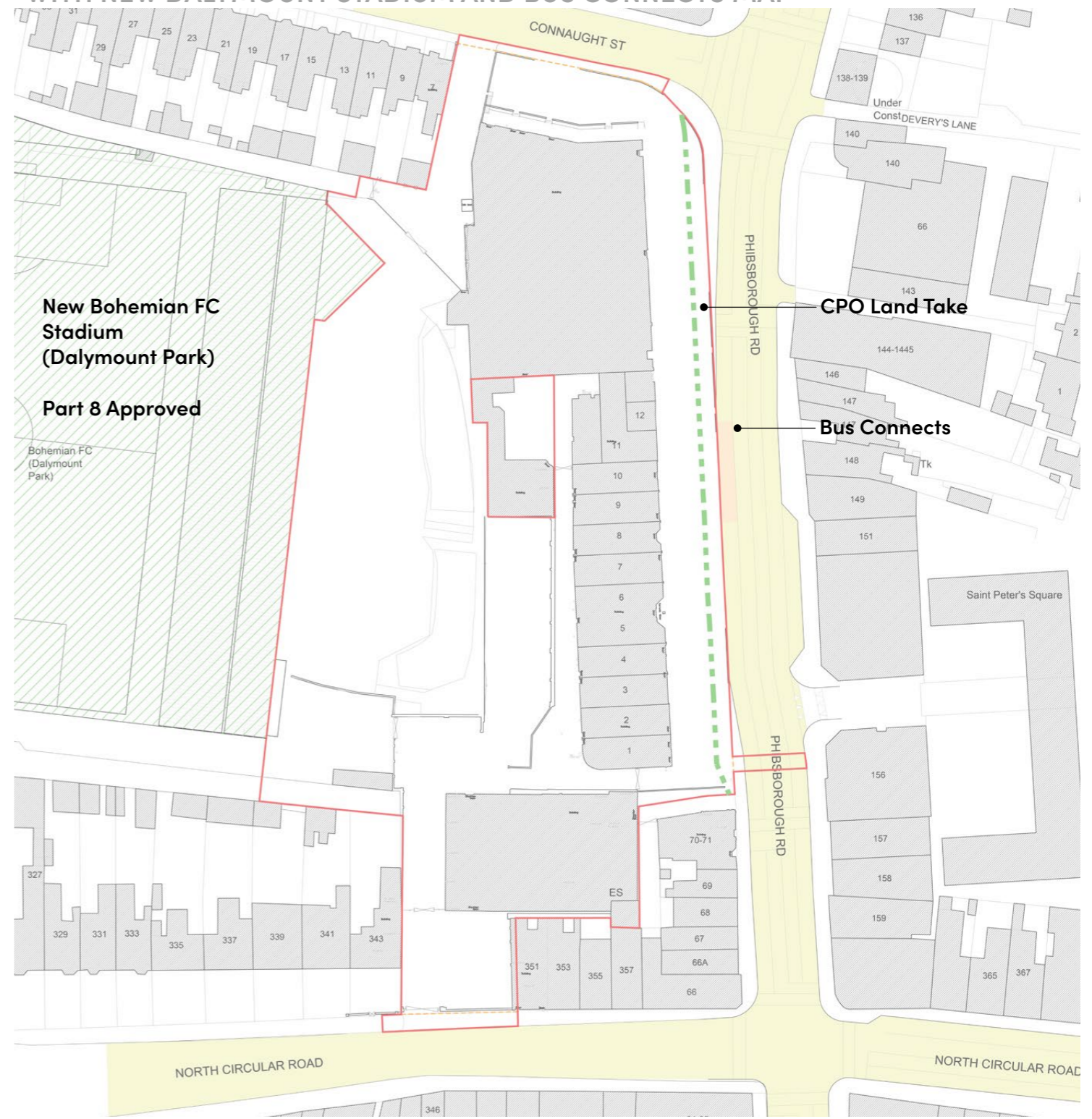


Figure 1-9. Site plans illustrating site boundary of planning application and existing condition of the site. Site plan on the right includes New Bohemian FC Stadium corresponding with the redevelopment of Dalymount Park within the approved DCC Part 8 Application. Source: MCORM, 2026

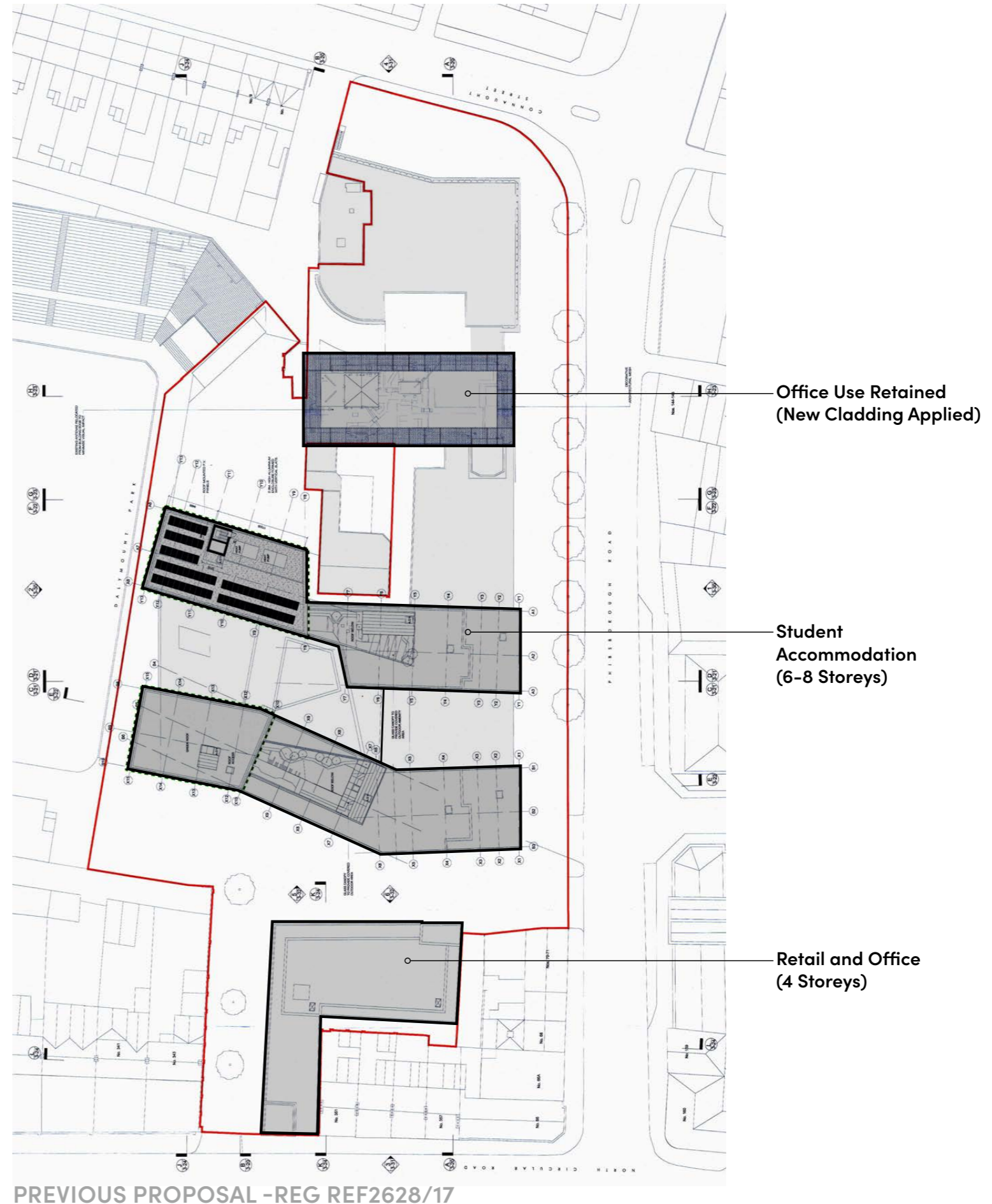
### 3.2. Planning history: previous permissions

There have been two previous permissions on the site as follows:

- ABP-300241-17 (Reg. Ref.: 2628/17): Approved mixed-use scheme including retail, offices, restaurants, 341 student units, and civic plaza.
- ABP Ref.: 308875-20 – SHD Amendment: Change to 321 co-living units with enhanced amenities. 2023 Dalymount Park Part 8: Approved new 8,034-capacity stadium, community hub, and east-west pedestrian link connecting to the Shopping Centre.
- The recent Dalymount Part 8 planning approval will also impact the site layout. The proposed scheme reconfigures the interface with Dalymount Park from the previous permission. Details of the new interface between both redevelopments have been agreed between Applicant and DCC, as previously stated in the stakeholders section.

Key elements from previously approved schemes are:

- Mixed-Use Development: Retail, office, student/co-living, and civic plaza functions appropriate for a Key Urban Village.
- Height & Density suitable for this strategic growth node.
- Student/Shared Accommodation compatible with nearby institutions and supported by excellent transport links.
- Design & Heritage: Sensitive step-down massing, high-quality façades, and active frontages integrate with the historic Victorian ACA setting.
- Transport & Permeability: Zero-parking student model and improved pedestrian/cycle links considered exemplary.
- Public Realm: Civic plaza and improved permeability identified as major community gains.
- Infrastructure: Services and flood risk acceptable; no significant environmental effects



PREVIOUS PROPOSAL -REG REF2628/17

# 4. PLACEMAKING AND URBAN DESIGN RESPONSE



## 4.1. Significance of Phibsborough Shopping Centre brutalist landmark

As illustrated in the urban streetscape studies opposite, the Phibsborough Shopping Centre Building is a prominent element in views from different locations across the area. Since its completion in 1969, it has formed part of Phibsborough's urban landscape. Due to its height, scale and Brutalist character, it stands apart from the predominantly Victorian built fabric of the village.

Designed in a robust Brutalist language, as shown in the photograph opposite, its massing, height and exposed concrete expression give it a strong civic and visual presence, establishing it as a landmark at the heart of Phibsborough in close relationship with Dalymount Park and the wider crossroads. In urban terms, the building continues to express the transition of the area from a traditional village centre to a more metropolitan, commercially intensified district centre, reflecting broader post-war planning and retail trends consolidated during the second half of the twentieth century. Its significance is therefore not only architectural, but also morphological and social. Although it splits public opinion, the centre has become an important reference point in the collective identity of Phibsborough because of its scale, visual prominence and association with a transformative period in the area's development. For that reason, the proposed scheme integrates and references the structure as a locally distinctive example of Irish Brutalism, whose value lies not only in its architectural expression, but also in the way it records changing attitudes to retail, mobility, density and urban growth. Its intrinsic placemaking value within Phibsborough's urban core has informed the design team's approach to retain, embrace and integrate the building within an overall mixed-use hub.



Figure 4-1. Urban streetscape study at Doyle's corner busy junction at Phibsborough Road towards Glasnevin. Source: MCORM, 2026



Figure 4-2. Urban streetscape study at Phibsborough Road looking towards Dublin City. Source: MCORM, 2026.

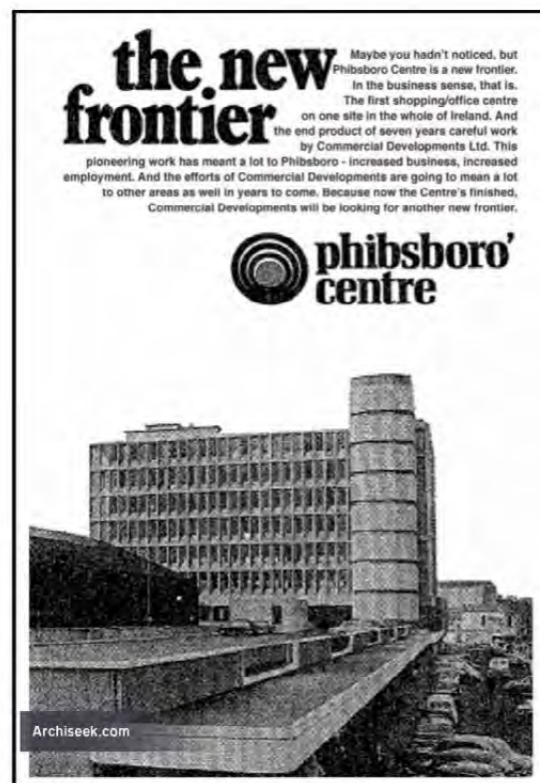


Figure 4-3. Advert October 1969. Source: Brand New Retro / Archiseek.



Figure 4-4. Frontal proximate view of Phibsborough Shopping Centre brutalist building with Phibsborough Road and current car-dominated environment right of the image. Source: MCORM, 2026.

## 4.2. Urban Design response: built form and interface with context

The proposed regeneration area creates a new pedestrianised public realm for the village as a counterpoint to Doyle's Corner and the busy junction that is the centre of Phibsborough.

The new public realm will elevate the otherwise car dominated civic offering in the area.

New permeability is created via the new street network and the definition of new urban blocks.

The proposed pedestrianisation of the shopping area along Phibsborough Road presents a generous space and set back to the public thoroughfare and the new alternative route through the scheme to North Circular Road invites people into the new public plaza area.

Active frontage and commercial uses are provided at ground floor level within the scheme that together with the associated footfall for the new stadium shall create vibrant public spaces.

The varied building forms and heights respond sensitively to their context: a strong urban edge defined by the new buildings merges cohesively with the existing built fabric.

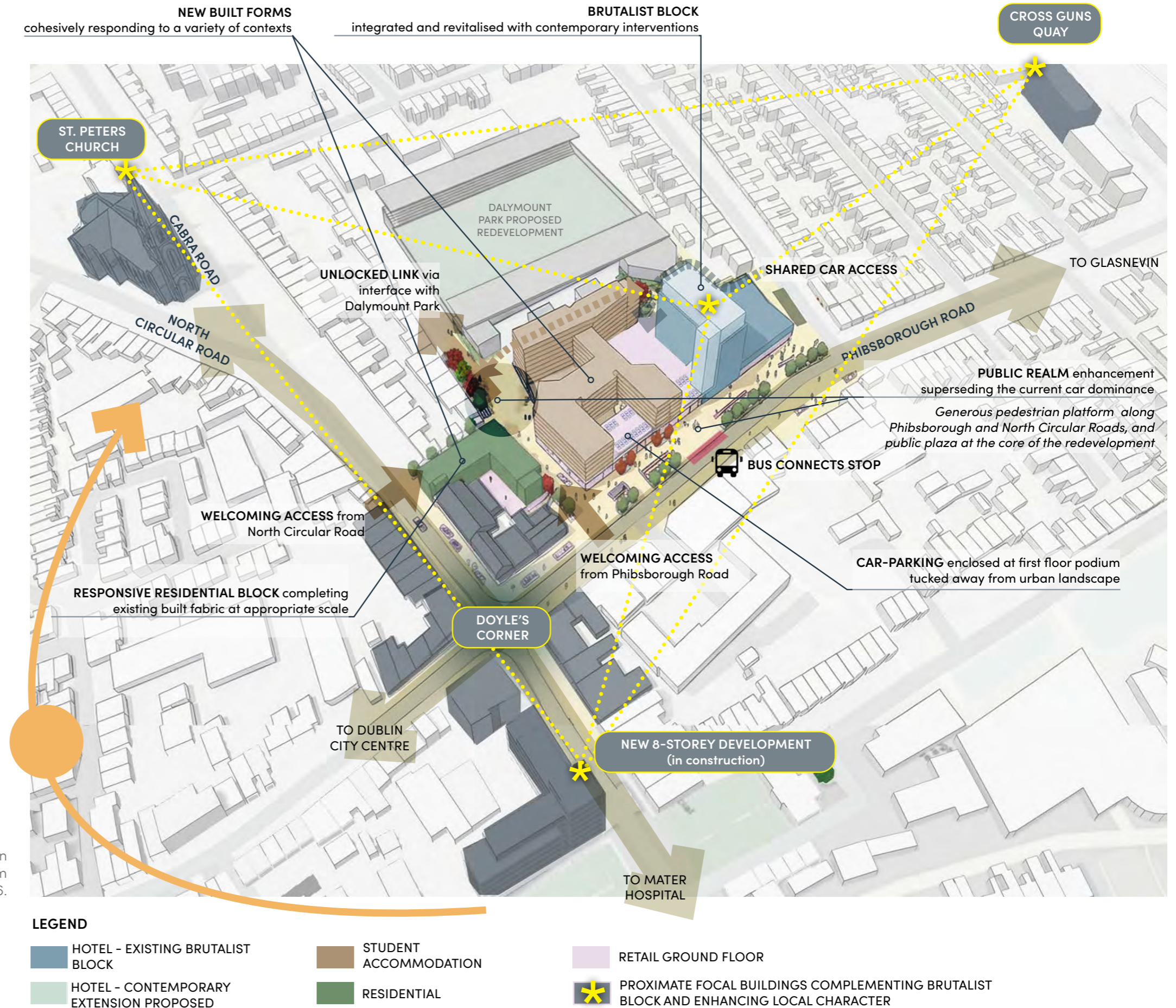


Figure 4-5. 3D schematic showing the proposed urban design rationale, integrating use, massing and movement/public realm strategies within the proposed development. Source: MCORM, 2026.

### 4.3. Urban layout and public realm strategy

Public realm design has been developed in close coordination with the Landscape Architects within the design team, AIT Urbanism and Landscape, as part of an integrated placemaking strategy, as illustrated opposite.

The design approach seeks to achieve a cohesive relationship between the proposed architectural form and the surrounding public realm, ensuring that buildings, streets, spaces and landscape are conceived as interrelated components of a unified urban environment. In this respect, the public realm is not treated as residual space, but as a defining element of the overall redevelopment strategy and a key contributor to the long-term regeneration of the site.

The redevelopment delivers substantial public realm improvements, with civic space along Phibsborough Road together with new streets, routes and plaza areas comprising approximately 43% of the site, equating to c.4,900 sq.m. This represents a significant enhancement in the spatial quality, permeability and amenity value of the lands, creating a more generous, legible and pedestrian-priority environment throughout. In particular, the scheme establishes a strong pedestrian connection through the site and provides a high-quality arrival space in the context of Dalymount Park, reinforcing the role of the development within the wider regeneration framework for Phibsborough.

The frontage to Phibsborough Road is reconfigured as a more civic and pedestrian-focused environment, responding to the removal of surface car parking in the context of BusConnects and allowing the streetscape to be re-imagined as a more attractive and people-centred urban edge. High-quality paving, seating, planting and street trees are introduced to support usability, comfort and visual amenity, while also contributing to a more distinctive sense of place. A restrained and durable material palette, including exposed aggregate concrete and natural stone, is applied across the site in order to ensure visual coherence, robustness and a high standard of finish within the public realm.

A new pedestrian street linking North Circular Road and Connaught Street significantly improves permeability through the site and strengthens access towards Dalymount Park and the wider village core. This new route is complemented by a coordinated landscape strategy that integrates SuDS and blue-green infrastructure measures throughout the development, including permeable soft-landscaped areas, tree pits and blue/green roofs. These elements contribute not only to the environmental performance of the scheme, but also to the character, biodiversity value and overall quality of the public realm, supporting a more sustainable and resilient urban quarter.

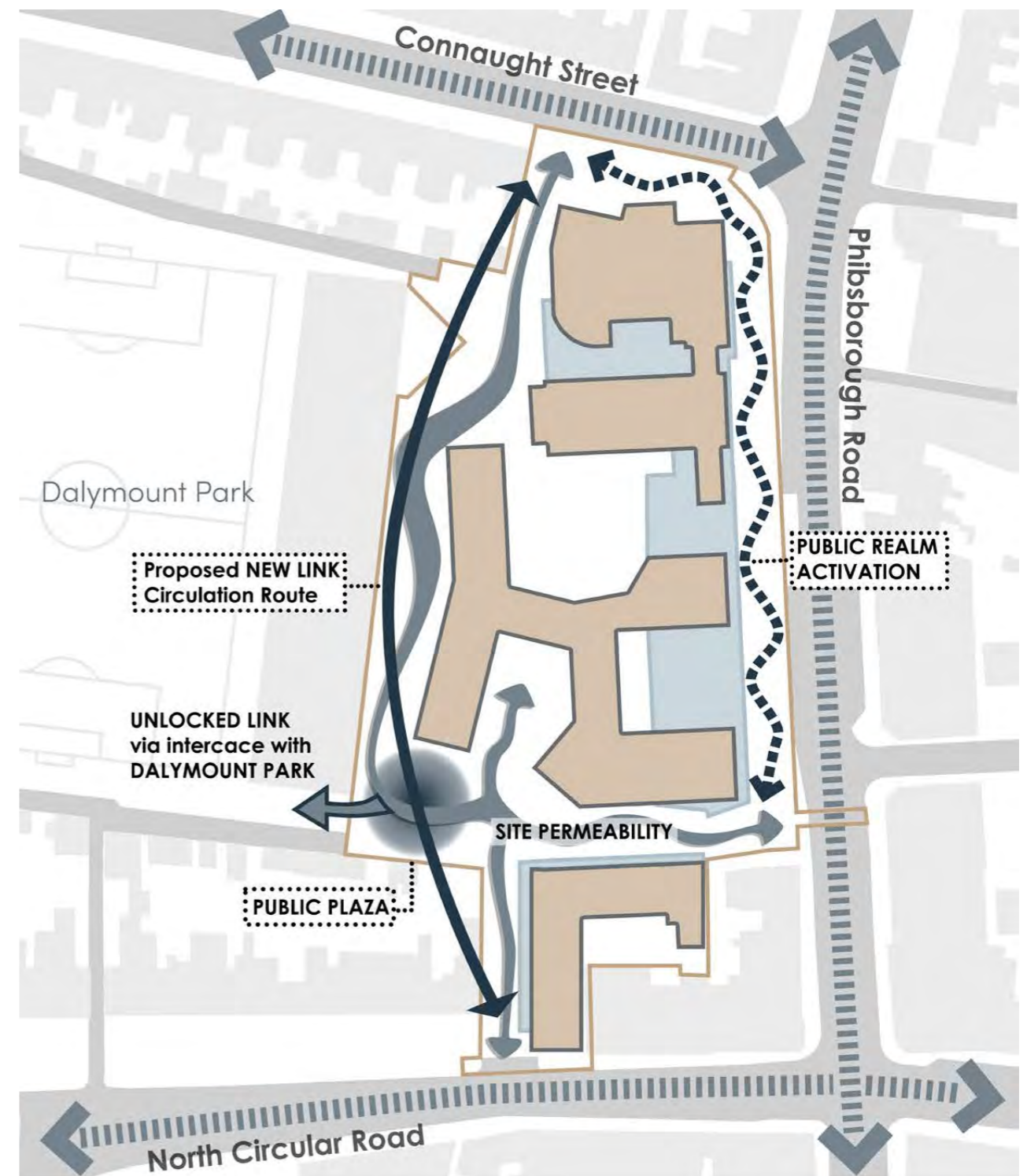


Figure 4-6. 2D movement and connections concept. Source: MCORM, 2026.

## 4.4. Key building - public realm interfaces

### RELEVANT PRECEDENTS



Interesting paving pattern and planters with seating edges



Linear urban plaza space with planting islands and seating edges



Exposed aggregate panels with natural stone banding matching historic public realm finishes at Phibsborough Centre ACA.

Figure 4-8. Public realm precedents.



### Key public realm areas

- 1 Hotel Entrance and Connaught Street
- 2 Pedestrianised Public Realm on Phibsborough Road
- 3 Entrance from North Circular Road
- 4 Central Public Plaza
- 5 Interface at Dalymount Stadium

Figure 4-7. Proposed site layout featuring public realm areas and ground floor spaces. Source: MCORM/AIT, 2026.

#### 4.4.1. HOTEL ENTRANCE AND CONNAUGHT STREET

Located at the northern end of the site along Connaught Street, the proposal forms a key part of the public realm, linking into the wider streetscape along Phibsborough Road and establishing a clear and legible point of arrival to the hotel. This creates a strong presence on the street and defines the point of entry into the building.

A new build element is introduced at the end of the existing building to form a clear and identifiable main entrance to the hotel. The architecture of the new element mirrors the geometry of the existing tower, creating a cohesive relationship between the new and existing structures while clearly marking the entrance and bookending the existing structure.

Two universally accessible parking spaces are provided adjacent to the entrance, with soft landscaping and cycle parking integrated into the layout to define the space and support a high-quality streetscape.



NEW ENTRANCE AT THE NORTHERN EDGE OF THE SCHEME AS MAIN HOTEL'S ACCESS POINT



Figure 4-10. CGI of hotel entrance and corner of TESCO retail unit. Source: MCORM, 2026.



Figure 4-9. Detailed plan of hotel entrance north of the scheme, beside TESCO retail unit. Source: MCORM, 2026.

#### 4.4.2. PEDESTRIANISED PUBLIC REALM ON PHIBSBOROUGH ROAD

The treatment of the Phibsborough Road frontage, located along the western edge of the site, is a key part of the overall design. At present, the street is heavily traffic-dominated, with a strong emphasis on vehicular movement and a limited pedestrian experience. The existing surface car park along this frontage will be significantly reduced as part of the proposed BusConnects scheme, presenting an opportunity to rethink how this edge addresses the street. Car parking is instead provided at podium level within the development, allowing the frontage to prioritise pedestrians and create a more comfortable and active street environment.

The existing canopy is removed and replaced with a higher, more open canopy, improving visibility along the street, allowing more light to reach the footpath and strengthening the connection between the ground floor uses and the public realm.

The shop fronts are redesigned to provide a more consistent and active street edge, improving the overall appearance of the frontage and supporting activity along the street.

A landscaped strip is introduced along the street edge, incorporating tree planting, seating and soft landscaping. This will transform the character of the existing traffic-dominated environment and creates a more comfortable setting for pedestrians. The planting defines the edge of the public realm and provides a clear buffer between the busy road and pedestrian space.

The design responds to the BusConnects proposals and supports a more pedestrian-focused streetscape. Access for servicing and emergency vehicles is accommodated through controlled points, ensuring the frontage remains focused on activity and movement at street level.



Figure 4-12. CGI of activated public realm and retail frontage along Phibsborough Road.. Source: MCORM, 2026.



Figure 4-11. Detailed plan of new public realm area along Phibsborough Road. Source: MCORM, 2026.

#### 4.4.3. ENTRANCE FROM NORTH CIRCULAR ROAD

Located at the southern end of the site and accessed from North Circular Road, the residential block defines the primary entrance to the scheme and establishes a clear and identifiable point of arrival.

The entrance from North Circular Road is reinforced and clearly defined, establishing a legible connection into the development and improving permeability through the site.

The ground floor is activated with retail, café and restaurant uses, forming an active frontage along this edge. These uses open directly onto the public realm, supporting activity and creating a lively street interface.

A flexible external space is provided adjacent to these uses, allowing for pop-up market stalls and informal seating on selected days, adding variety and supporting a more dynamic use of the space.

Soft landscaping, cycle parking and seating are introduced along the edge of the route to define the space, while the landscaping along the boundary forms a buffer to the existing residential properties.



Figure 4-14. CGI showing pedestrian access activated by non-residential ground floor uses at mixed-use block C. Source: MCORM, 2026.



Figure 4-13. Detailed plan of the new pedestrian access from North Circular Road at block C. Source: MCORM, 2026.

#### 4.4.4. CENTRAL PUBLIC PLAZA

Located at the centre of the site, at the interface with Dalymount Park, the public plaza forms the main space within the development and acts as the primary focus of the scheme. The space is framed between Blocks B and C and Dalymount Park creating a well-defined and enclosed environment. The plaza is directly connected to Phibsborough Road, Connaught Street and North Circular Road, creating strong pedestrian links and making it a well-used and accessible space at the heart of the development.

It accommodates a range of uses, including pedestrian movement, informal gathering and day-to-day activity, and supports spill-out from the adjacent retail, café and restaurant uses, as well as the student accommodation communal areas and reception.

A strong active frontage is formed around the plaza, including retail uses, the student accommodation reception, multi-purpose space and the Dalymount club shop, contributing to a lively and well-used space throughout the day.

A mix of hard and soft landscaping is introduced, with seating, planting and cycle parking integrated into the layout to create a comfortable and usable environment.



Figure 4-16. CGI showing central public plaza delivered by the proposal showing connection onto Dalymount Park approved Part 8 scheme. Source: MCORM, 2026.



Figure 4-15. Detailed plan of the new pedestrian access from North Circular Road at block C. Source: MCORM, 2026.

#### 4.4.5. INTERFACE WITH DALYMOUNT PARK

Located along the western edge of the site, between the development and Dalymount Park, a new street is introduced providing a direct route from Connaught Street to the main public open space. This establishes a clear and legible connection through the site and improves overall permeability, linking the surrounding streets with the internal spaces of the scheme.

The street is primarily pedestrian-focused, forming a new piece of public realm within the development. Vehicular access is permitted along the street as far as the hotel entrance, allowing for servicing and drop-off, while maintaining a pedestrian-friendly environment beyond this point.

The gym and meeting rooms are positioned along the street and overlook it, contributing to activity and presence along the route. Access to the student accommodation is provided via a cluster entrance and a core entrance, both located along the street. Planting along the street edge helps to define the space and soften the interface with Dalymount Park, while a defensible space is created in front of the cluster to clearly define public and private spaces.

The material finishes along this street have been informed through discussions with Dalymount Park, ensuring a coordinated and considered interface between the development and the stadium edge. The street then opens out into the main public open space, forming a natural point of arrival within the scheme.



Figure 4-18. CGI showing new pedestrian-only street configuring the interface between the Dalymount Park redevelopment and the proposed scheme. Source: MCORM, 2026.



Figure 4-17. Detailed plan showing how the public realm interface with Dalymount Park ties in with the proposed ground floor spaces along same. Source: MCORM, 2026.

# 5. PROPOSED DEVELOPMENT OUTLINE



### 5.1. Layout and function

The new proposals draw on some of the key moves previously established and are informed by the changing site and planning context, and the plans for Dalymount and Bus Connects, which fully inform the proposed site layouts.

We propose to embrace the 1960s heritage of the site. The existing landmark tower and linear shops with distinctive concrete panel elevations are to be retained.

The tower will be re-imagined as a new modern hotel. New stair cores will be added to meet modern standards, the elevations will be carefully restored, the first floor annex will be incorporated and two new storeys will be added giving the building a new lease of life and modern aesthetic.

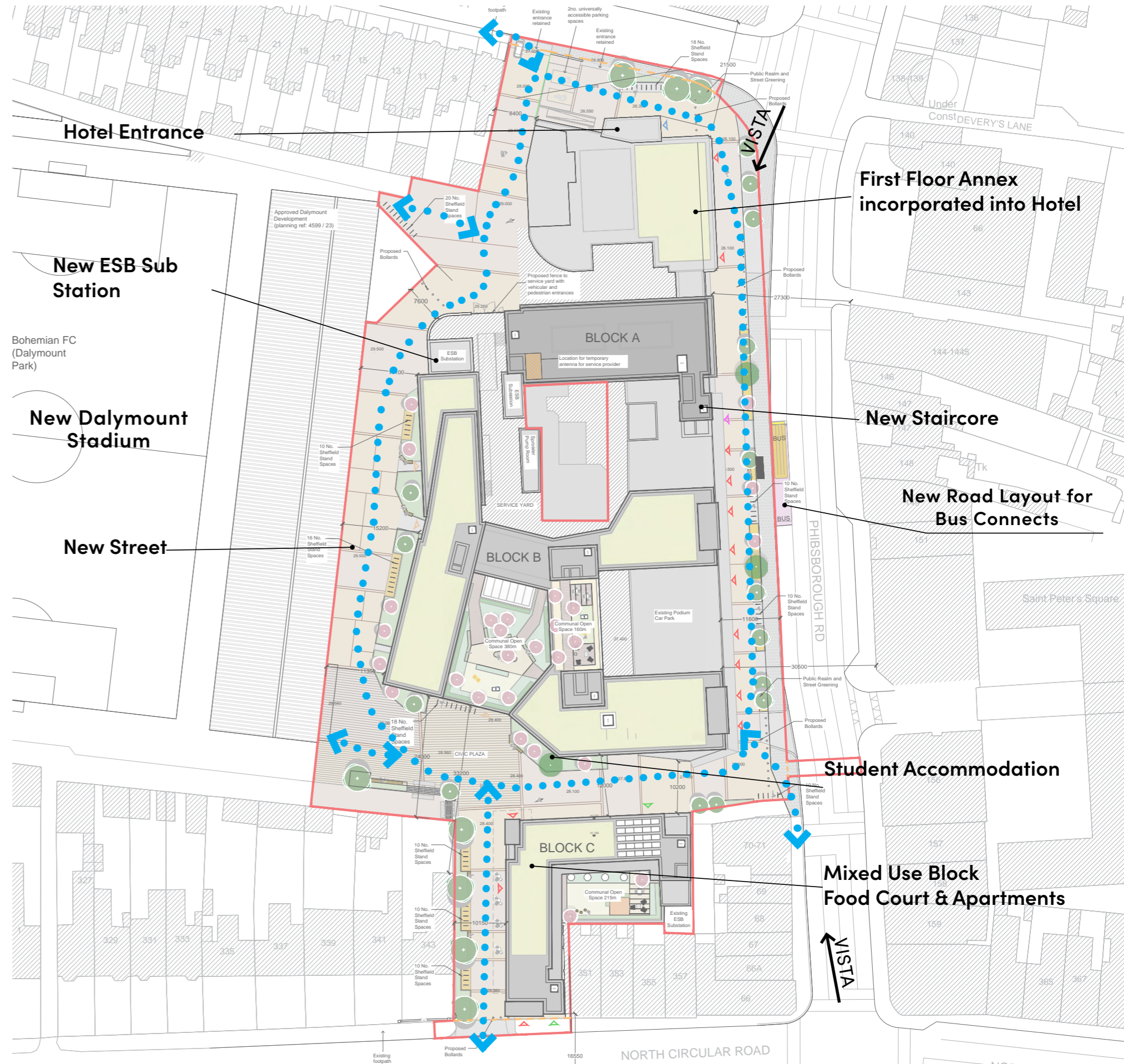
The street level shops will be refurbished and new public stair and lift cores will be provided to the first level car park to facilitate a move away from street level parking and to improve the public realm along Phibsborough Road.

The student accommodation block is to be reshaped from the previous planning application. The finger block massing above the shops is retained to address Phibsborough Road while a new south-facing communal courtyard is introduced in the block to create a central focal point in the building, overlooking the south and facing a new public plaza which is well defined by this block and the proposed mixed-use building (Block C). This architectural gesture also unlocks a new pedestrianised street along the new Dalymount Stand. The building layout is adjusted in that area to address the street and provide both increased active building frontage and public realm area.

Proposals to wrap and enclose the existing buildings on the corner of North Circular and Phibsborough Roads are retained in a new mixed use block with food court at ground floor level and residential apartments above. This block is designed at a height of 4-storeys to step down addressing the exiting Victorian building fabric.



Figure 5-1. Site layout plan of the proposed Phibsborough Shopping Centre redevelopment. Source: MCORM, 2026.



## 5.2. Overlay of Previous Permission

The new layout is influenced by the previous permissions and in principle the site layout is similar.

The key differences are the elimination of parking at street level along Phibsborough Road and the creation of a new street along the proposed Dalymount stand.

As part of the revised design strategy we propose some modifications to the buildings as can be seen in the opposite overlay.

Our proposals aim to embrace and rejuvenate the existing tower block. The previous overhanging areas along Phibsborough Road are set back to ensure the tower holds prominence along the street. The proposal for the new buildings also incorporates additional separation in between buildings forming part of Block B - Student Accommodation and delivers an improved architectural rhythm and order along the streetscape.

Along the west the development of the Dalymount proposals allows us to define a new street scape that was previously considered more back of house. The block is reconfigured in this area to provide a faceted and elongated active street front.

We also propose to move the ESB substation permitted in the Part 8 approval to alleviate the street constriction it currently would create.

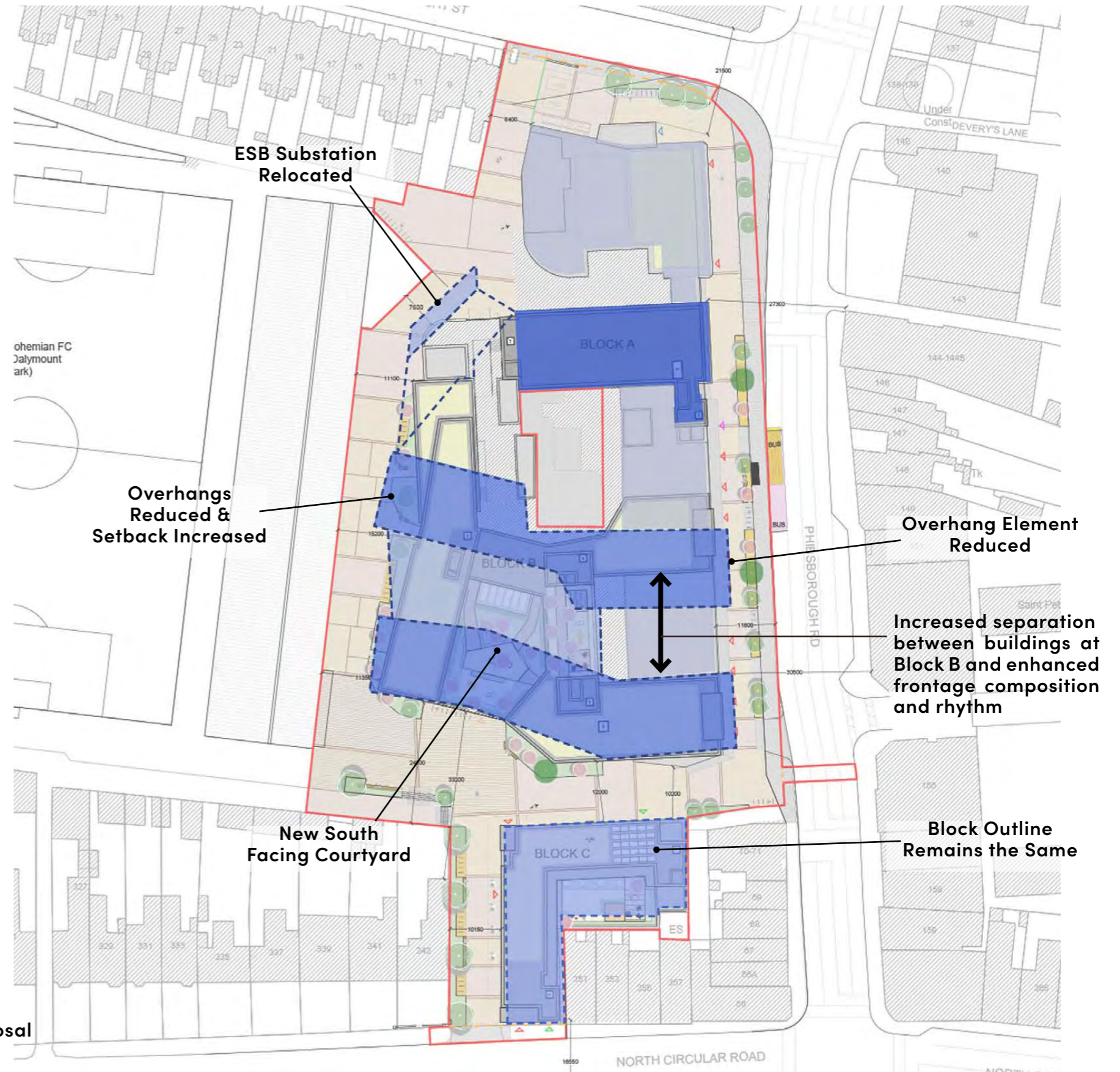


Figure 5-2. Overlay of former and current proposals. Source: MCORM, 2026.

### 5.3. Public Realm gain from previous permission



Figure 5-3. Diagrams highlighting the improved public realm provision compared with the former proposal. Source: MCORM, 2026.

### 5.4. Mix of uses

The proposed development has also been informed by a set of international influences (provided opposite) blended with the Irish and local Phibsborough's context which are relevant to our design vision and mix of uses that will be provided at this location.

Standard Hotel London  
By Orms, Shawn Hausman Design,  
Archer Humphries Architects



Priory Food Market



Loom Student Accommodation  
Cork Street



Charlemont Street Regeneration  
By MCORM Architecture and  
Urban Design



Hotel - 150 No. Rooms	
Existing Retained / Refurbished	4008.5 sq.m
Proposed Additional Area	2044.5 sq.m
<b>Total</b>	<b>6053 sq.m</b>
Commercial - 9 No. units	
Existing Retained / Refurbished (Block A - 6 units)	720 sq.m
Proposed Units (Block A - 2 units)	240 sq.m
Proposed Commercial (Block C - 1 units)	875 sq.m
<b>Total</b>	<b>1835 sq.m</b>
*Gross Area associated with Tesco excluded from application = 2270 sq.m	
Student Accommodation - 411 No. Bed Spaces	
Proposed Floor Area	14480 sq.m
Ancillary	201 sq.m
	14681 sq.m
Residential - 23 No. Apartments	
Proposed Floor Area	1615 sq.m
Overall Totals	
<b>Total Gross Area</b>	<b>24184 sq.m</b>

Figure 5-5. Overall schedule of accommodation outlining mix of uses. Source: MCORM, 2026.

Figure 5-4. Precedents exemplifying the mixed-use nature of the overall proposal. Source: MCORM, 2026

## 6. ARCHITECTURAL INTENT



## 6.1. Existing brutalist architecture

The shopping centre was designed by David Keane & Partners in the 1960s with strong influence from the contemporary works of Marcel Breuer in the USA and the project developers.

The defining feature of the complex is the repeating grid created by the structural facade panels. Each panel is a window with the glass recessed with rough cast concrete splayed reveals to create deep frames. Smooth faced concrete contrasts with the pebble dash finish creating strong lines, detail and emphasis on the grid. The existing subtle change of geometry between concave and convex angles panels on the first floor annex and the existing tower creates an architectural dialogue between the elements. The repetitive grid of the prefabricated panels is then offset by the larger and more deliberate massing moves such as the more vertical solid design to the prominent stair core, the linear ground level canopy / shops and the gap created at first floor level by elevating the tower block above the first floor carpark.

Some examples of similar buildings refurbished for modern use include Hotel Marcel in Connecticut and The Standard Hotel in London.

Our response to the existing architecture of the site is developed along the following sections.

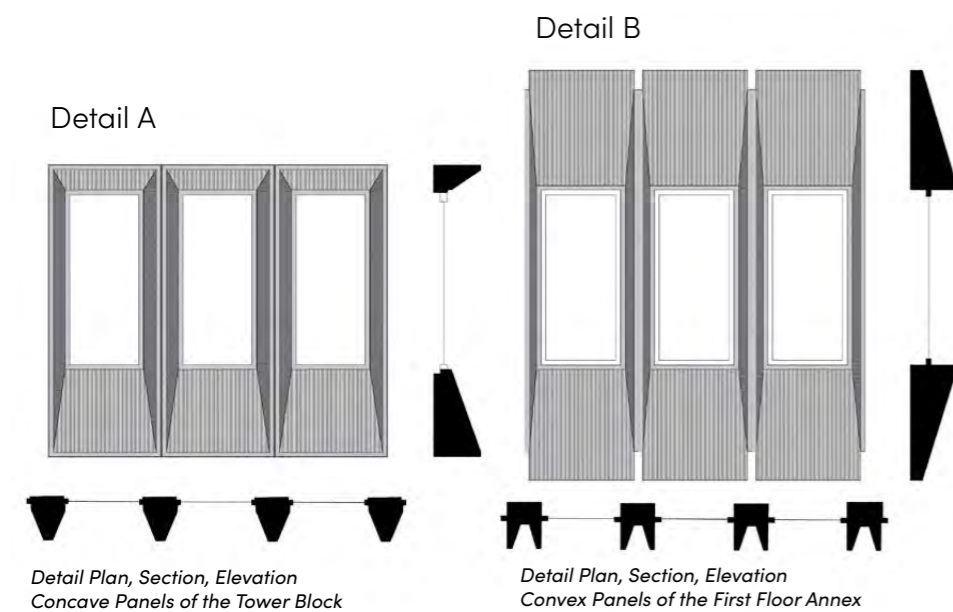


Figure 6-1. Detail plans, sections and elevations of current concrete elevations. Source: MCORM, 2026.



Figure 6-3. The Standard Hotel in London is a relevant precedent both in terms of our existing and proposed architecture.



Figure 6-4. Hotel Marcel - Connecticut- Marcel Breuer, presenting similar façade language as the Phibsborough Shopping Centre.

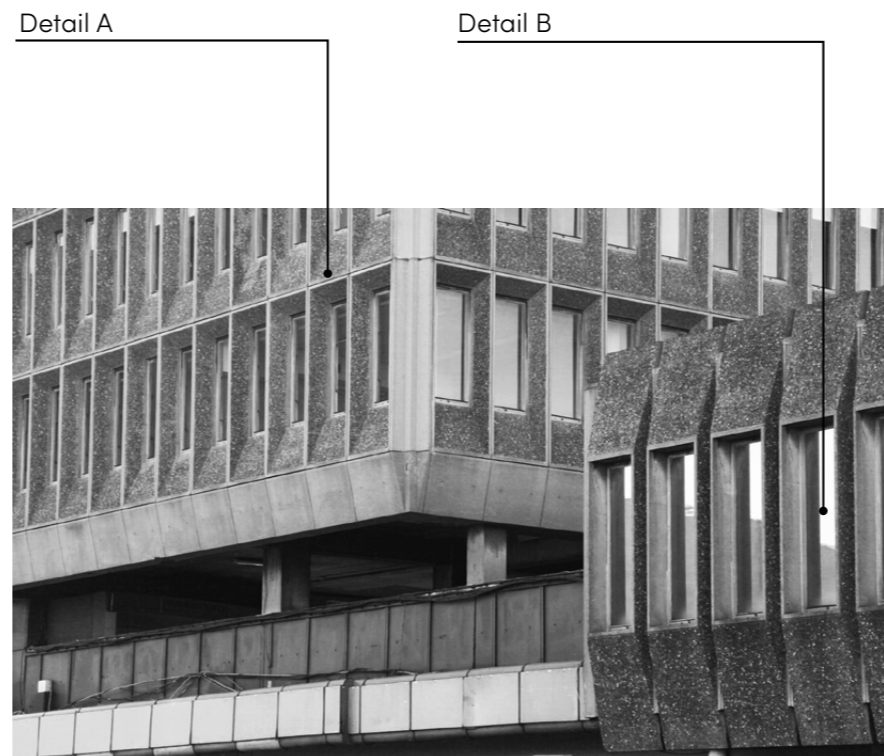


Figure 6-2. Façade zoom-in of Phibsborough tower and annex.

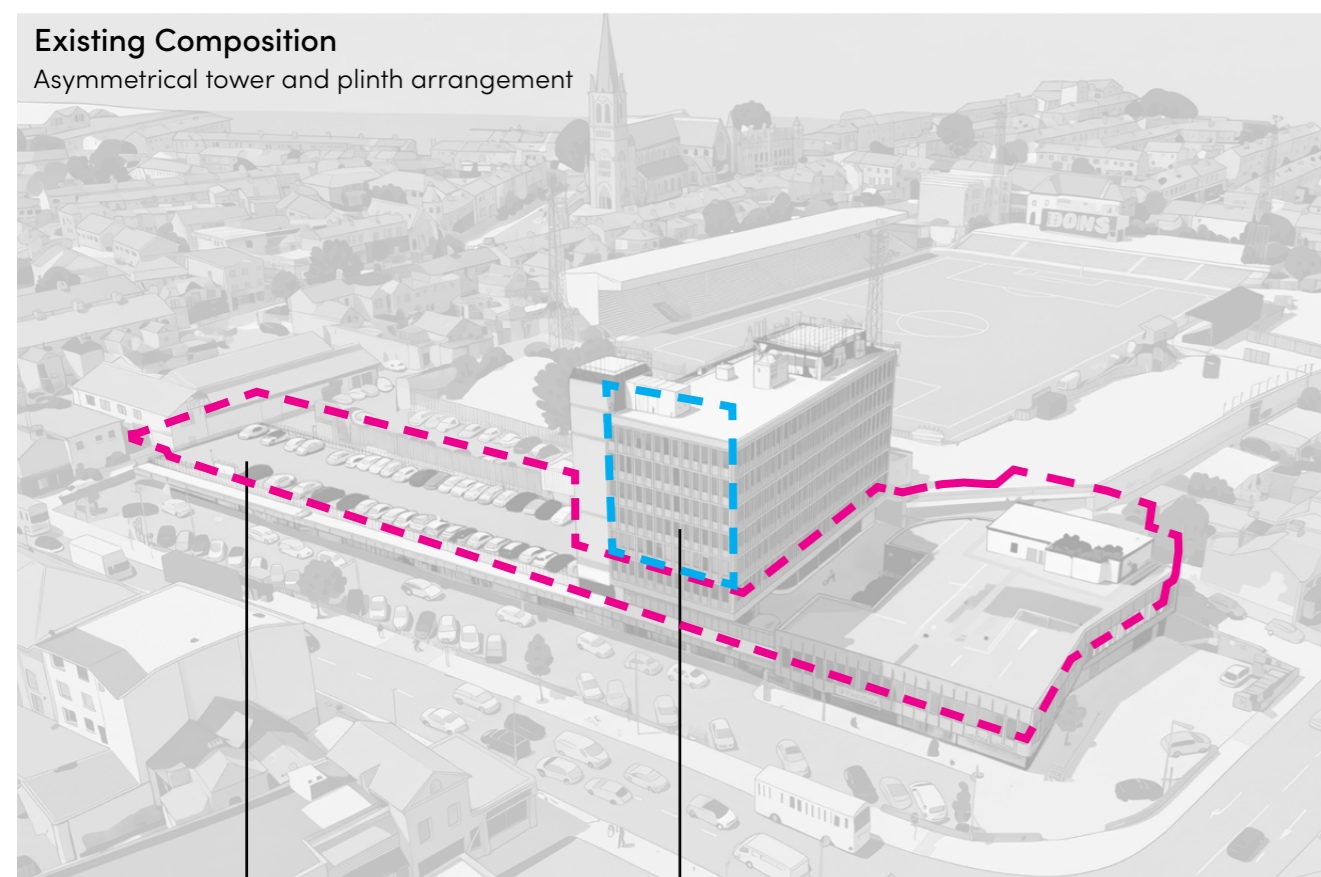


Figure 6-5. Phibsborough Shopping Centre in 1970s.

## 6.2. Responsive built form

The architectural composition to Phibsborough Road is directly informed by the plan layout which positions two blocks of student accommodation over the existing retail line shops south of the existing tower. Similar separation distances between the new and existing blocks result in a rhythmic composition of three elements over the existing plinth. The increased height of the tower gives it primacy within the overall arrangement.

The architectural language respects the Brutalist integrity while reinterpreting its motifs – repetition, depth of façade and splayed reveals. The new two storey hotel entrance provides a subtle bookend to the northern end of the existing block. The reduced grid density in the new elements allow for a lighter and more contemporary expression which complements the rigor of the existing brutalist language.




### Existing Composition

Asymmetrical tower and plinth arrangement

**Plinth**  
Defines the street edge

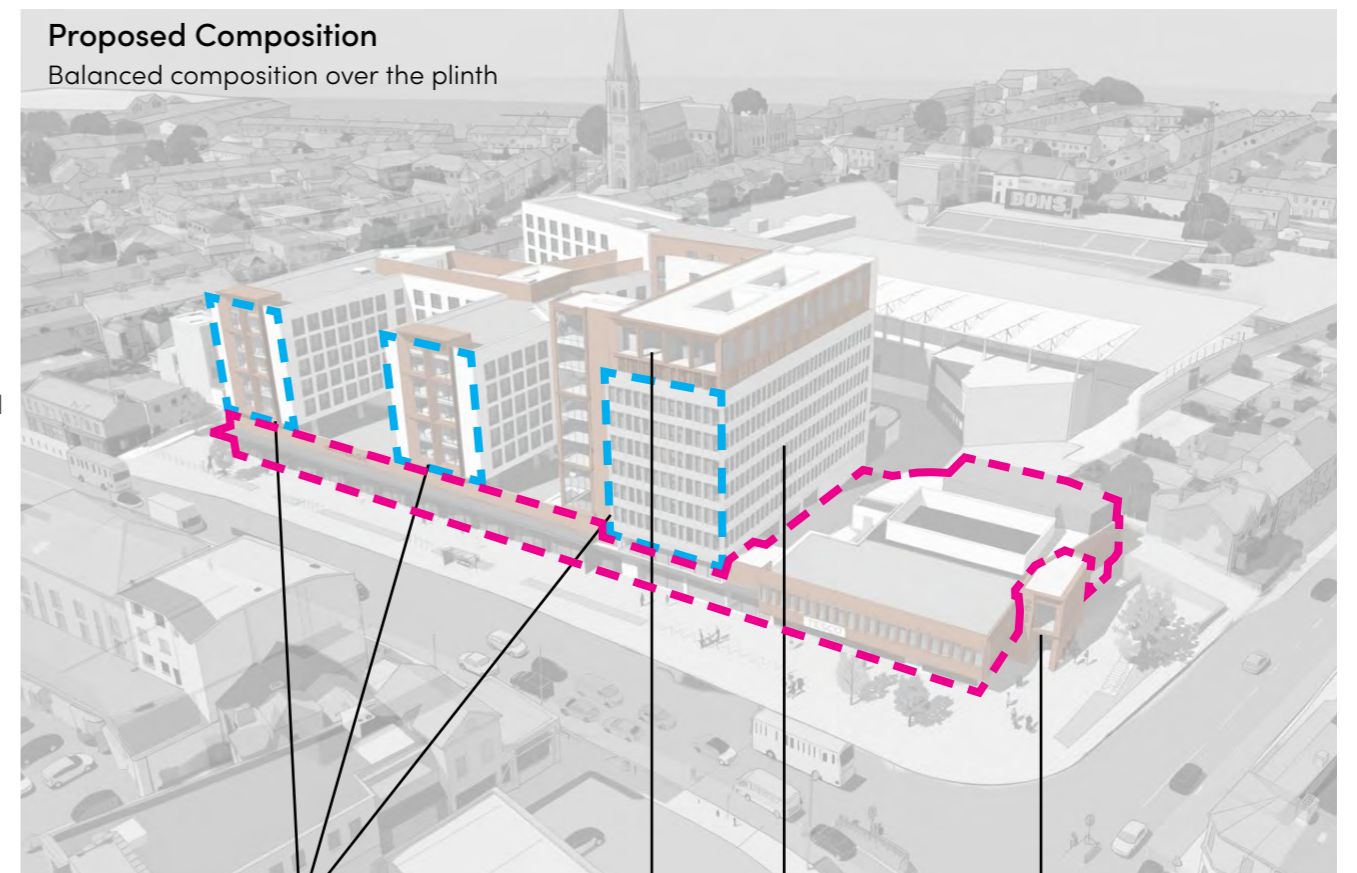
**Brutalist Tower**  
Significant marker in the existing context

 Plinth

 Main elements to Phibsborough Road above the plinth

**A clear tower and plinth relationship defines the existing architectural order**

Reworking the existing architectural order



### Proposed Composition

Balanced composition over the plinth

**Rhythmic Composition**  
Three elements spaced above the existing plinth completes the asymmetrical nature of the current composition

**Retained Tower**  
Anchors the scheme

**Tower height increased**  
the height is increased and recessed at the top floor balancing the form

**Bookend**  
Completes the composition and gives frontage to Connaught Street

**The existing order is retained and extended, creating a stronger composition, clearer edges and more active street front**

Figure 6-6. Massing and composition schematics of current architecture and proposed architectural intent. Source: MCORM, 2026.

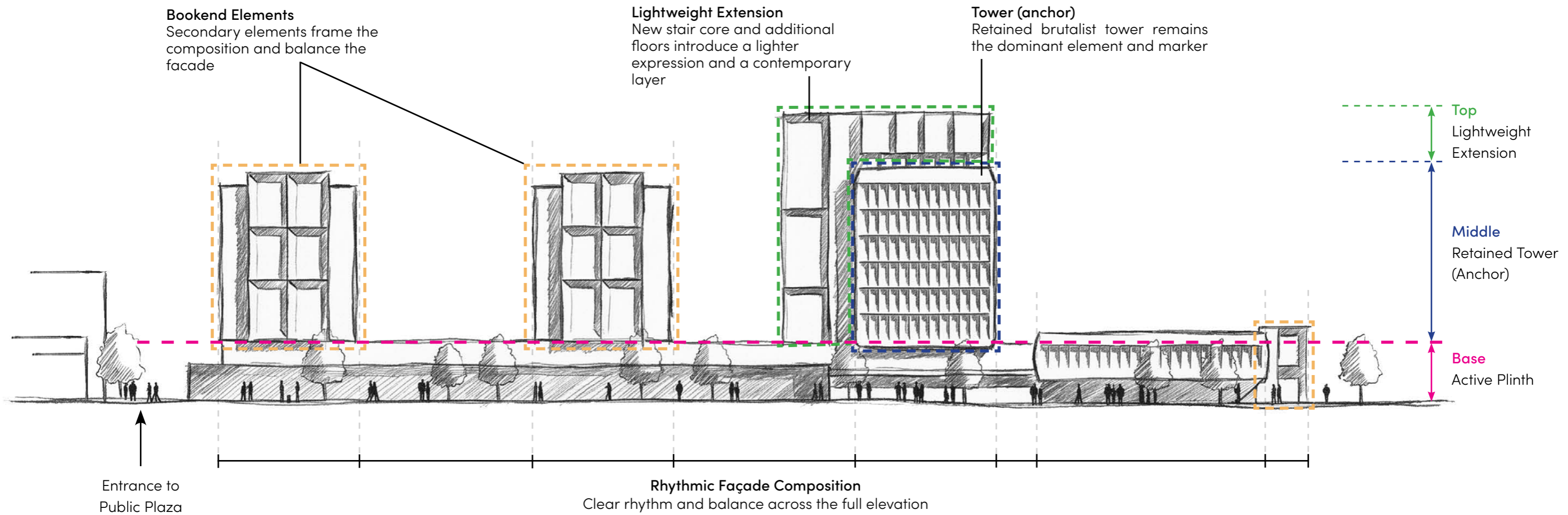


Figure 6-7. Sketch-design elevation to Phibsborough Road explaining the architectural intent of the proposal. Source: MCORM, 2026.

The influence of the plan form on the architectural expression continues along the route from the Phibsborough Road through into the plaza situated at the heart of the scheme. The building form is cranked in response to open up into this key space within the overall public realm. A break in the frontage over the entrance to the student accommodation serves to reduce the blocks visual impact on the vista from the North Circular Road whilst giving prominence to the communal facilities associated with this principal use within the scheme.

The block form along the new interface with Dalymount Park responds to the different plan geometries along the Plaza, the Eastern Stand in the Dalymount development, and the existing configuration of the tower. The cranked nature of the block allows the link to open up around the midpoint of the route, and a recessed vertical element at this location announces an entrance to the student block while providing visual break in the façade.

The architectural rationale has been carefully balanced with regard to the residential amenity in the new blocks. The plan form and massing allow for generous pockets of separation between clusters, enabling good daylight and sunlight penetration into courtyards, living areas and bedrooms.

*A sequence of moves that create a permeable, welcoming and people focused development*

**Primary Pedestrian Route**

New pedestrian link connects through the site

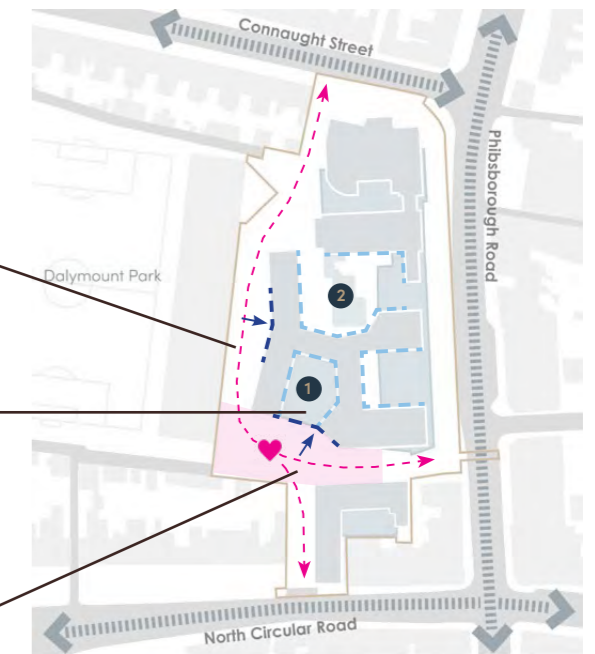
**Breaking in Massing**

Breaks introduce relief in the façade, creating separation and enhancing daylight and amenity

1. **Outdoor Amenity**  
Creates usable external spaces.
2. **Response to Context**  
Stepped form responds to context and shapes around existing on-site elements.

**Central Civic Plaza**

A generous public plaza forms the heart of the development and connects with surrounding streets and Dalymount Park



- Building form cranks to open up public spaces
- Breaks in Massing
- Primary Pedestrian Route
- Central Civic Plaza

**Figure 6-8.** Form development concept. Source: MCORM, 2026.

**Break in Massing:**

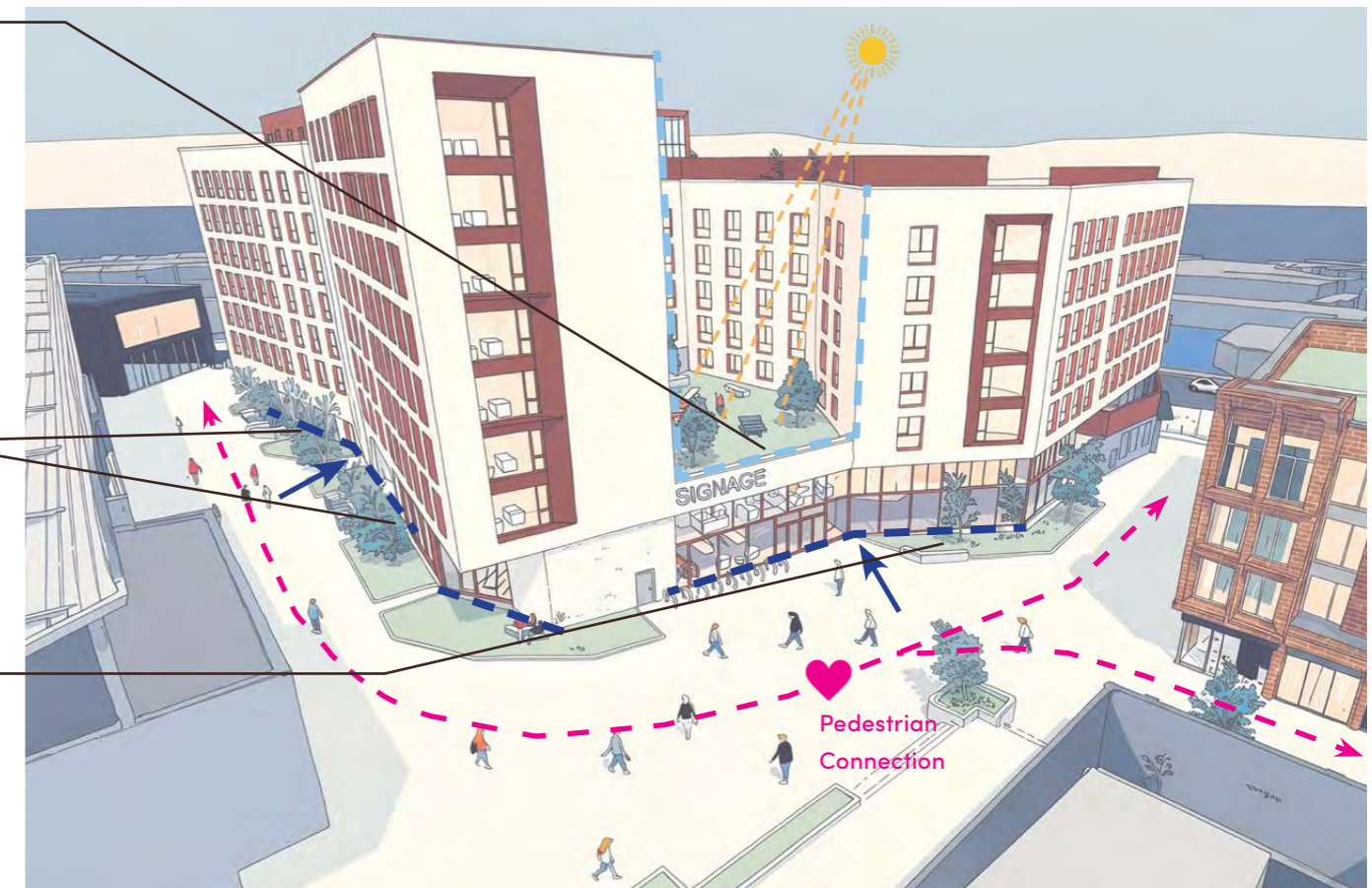
Prevents an overly imposing massing on the vista from North Circular Road and allows for a south facing outdoor communal space

**Cranked Form:**

Cranked edges define the street and reinforce an active urban frontage.

**Opening the Plaza:**

Building form pulls back to create a generous civic space linking Phibsborough Road to Dalymount Park.



**Figure 6-9.** Form development massing showing detail of proposed new plaza. Source: MCORM, 2026.

### 6.3. Detail and materials

As an overarching principle, we propose to revitalise the existing built fabric and adapt newly incorporated design elements following the form and modulation already in place. The existing concrete panels of tower are to be cleaned and treated to give them a new lease of life. At street level the existing shop canopy is to be removed and replaced at a higher level with new taller shop fronts resulting in a rejuvenated and more legible shopping area. A 2-storey plinth is created together with first floor level frieze to the carpark area. The refurbished tower block and finger blocks of the student accommodation block hover above the plinth as if suspended above the shops.

The convex panels of first floor annex are re-clad as the new hotel's reception and bar area. We propose a light coloured buff brick as the field material for the student accommodation block drawing on the tonality of the concrete tower. The repeating grid pattern and floor plate of the tower block is suited to a new use as hotel bedrooms and the proposed student accommodation and residential areas will also adopt a regular pattern of bedroom windows.

The splayed concrete panels of the tower block give depth and shadow to the existing facades. We propose to expand this language of facade depth to the new blocks with modern interpretations to create counterpoints that play on scale and proportion. The new elevations are embellished at key locations through the use of feature relief panels and splayed reveals that reference the language of the tower.

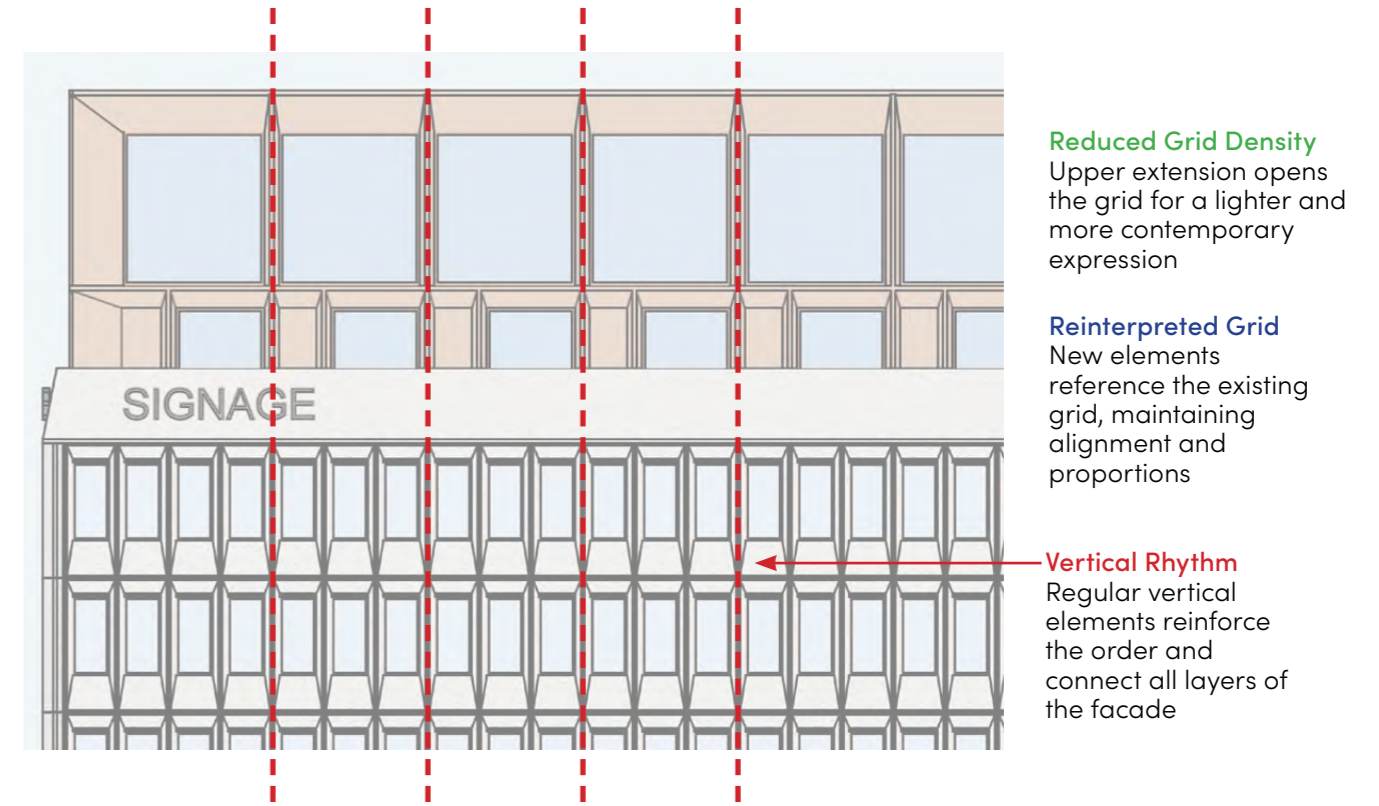


Figure 6-13. New 'cap' to the Tower Block replacing the overgrown plant area. Source: MCORM, 2026.



Figure 6-10. New Shop fronts to Phibsborough Road. Source: MCORM, 2026.



Figure 6-11. Student Accommodation Block integrates with the materials of the tower block. Source: MCORM, 2026.

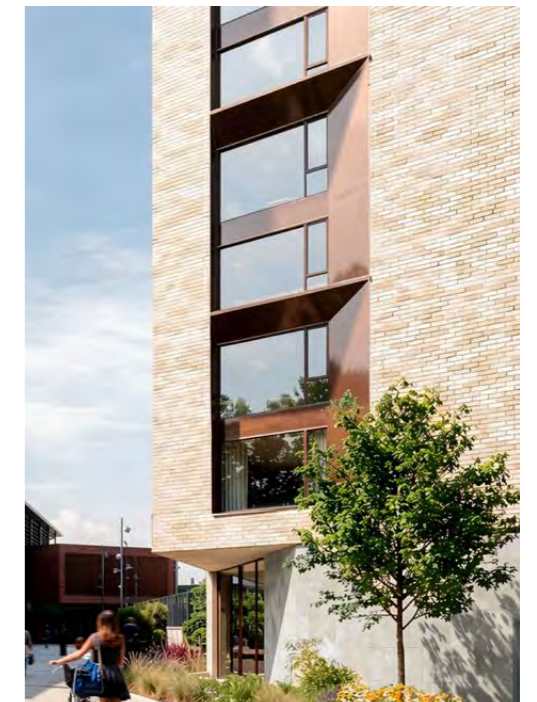


Figure 6-12. Splayed features create visual interest at facade detailing. Source: MCORM, 2026.

Copper coloured panels are proposed referencing the brown-coloured stone used in the existing concrete panels and together with the light buff brick references the original yellow/brown brick style and materiality of the older parts of Phibsborough. The use of metal also enhances variety in size and scale with larger two- and three-storey featured elements which create contrast and enhance visual interest, as illustrated.

The residential block responds more directly to the surrounding Victorian context through its scale, proportions and use of stock brick, providing a contextual edge to the southern part of the site, as referenced below.

By contrast, the student accommodation adopts a more contemporary expression, with a light buff brick finish overall, and feature copper coloured metal cladding applied in prominent volumes and details connecting the project across and with the existing built fabric. This configures a legible transition between the finer-grain historic streetscape and the retained Brutalist structure of the former Phibsborough Shopping Centre.

In this way, the architectural approach responds to the varied conditions across the site and is consistent with the intent of the Phibsborough Centre ACA in terms of scale, materiality and design quality.

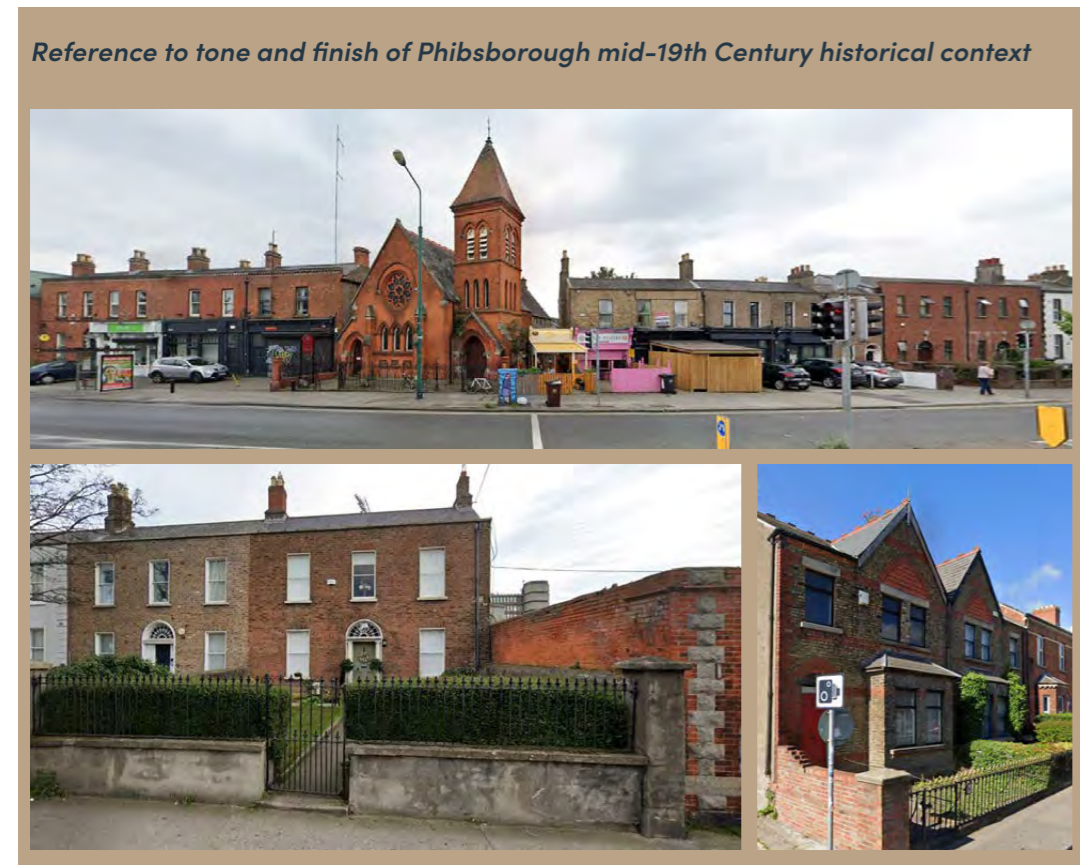


Figure 6-14. Victorian character of Phibsborough. Source: MCORM, 2026.



Figure 6-15. CGIs of new blocks proposed (Student Accommodation and mixed-use block) highlighting their principal materials. Source: MCORM, 2026.

Internally, within the new public plaza area, the repurposed two storey plinth wraps around the block as double height glazing forming the base of the student accommodation block and the main entrance area. The glazing acts as a contrast to the more heavily weighted crisp brick facades above. This treatment continues along the new street facing Dalymount.

Block C on the opposite side of the new public space is smaller in scale and we propose to change the tone of brick in this location. The building wraps and encloses the rear of the existing terraced buildings in that location. We propose a darker red/brown brick here influenced by the tones of the existing brick facades along North Circular Road and Phibsborough Road.

The darker colour will contrast with the lighter buff colouring of the hotel and student accommodation block, while matching the tone of the Victorian fabric to North Circular Road, alongside alignment with the brick materials proposed for the Dalymount Park Stadium redevelopment (Part 8 Application, DCC, approved).

Together the finishes will create variety in the new public plaza emphasising place making while also providing distinction between the various building uses within this new public realm.

The glazing and winter garden areas draw on the fenestration style proposed for Block B ensuring a continuity of architectural language across the development.



Figure 6-16. Double height glazed plinth to the base of the student accommodation block. Source: MCORM, 2026.



Figure 6-17. Residential Block with contrasting brick and 3-storey feature elements over ground floor level. Source: MCORM, 2026.

## Palette of materials

### Primary Facade Materials



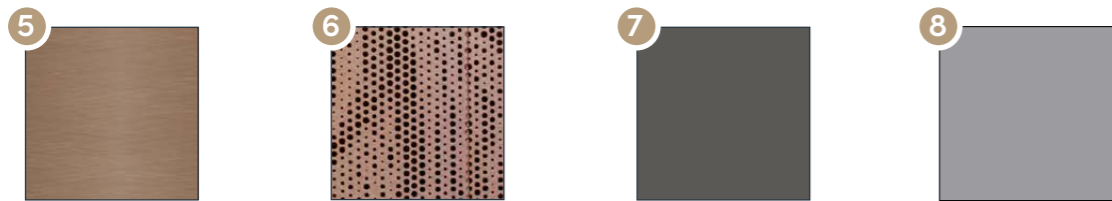
Existing exposed aggregate panels on the existing tower (retained)

Buff Brick

Stock Brick

Blue Limestone

### Secondary Materials

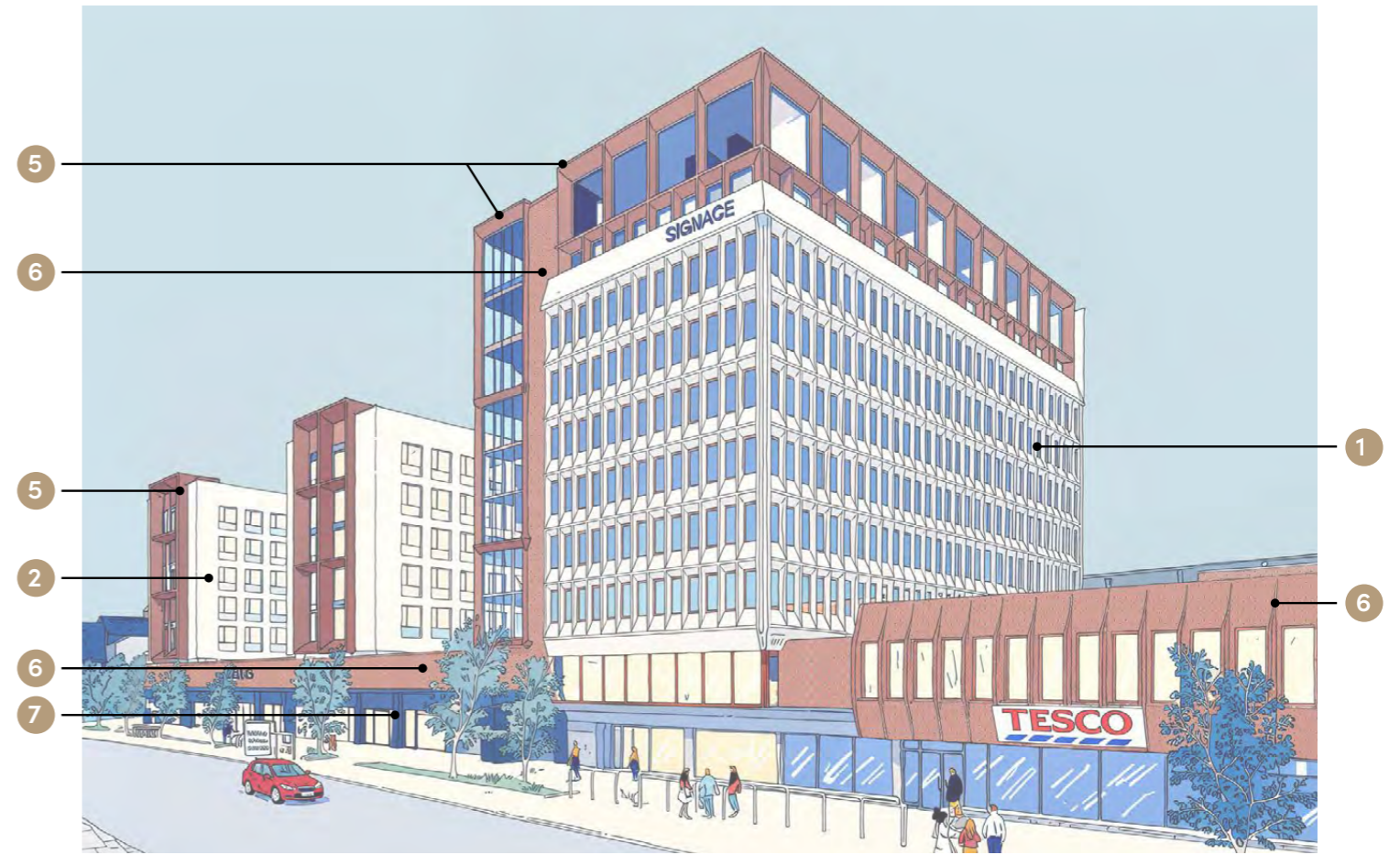


Powder coated metal cladding and windows to match on Block A and B

Perforated cladding to match No.5

RAL 7022 to ground floor shop fronts

RAL 7004 Windows on Block C



Street View from Phibsborough Road



## 6.4. Details of Block A - Hotel and Retail

The works to Block A consist of the refurbishment and extension of the existing shopping centre building on site including new shop fronts at ground floor level and facade treatments and internal alterations to the first floor annex and tower block.

The tower block is to be converted into a new 150 bedroom hotel. The existing stair and lift core on the south side of the tower is to be removed and two new staircores are to be provided. A third new staircore will provide access to the first floor annex which will be converted into the hotel reception and bar area.

The existing roof top plant and antenna is to be removed and two new floors of accommodation are to be provided to the tower.

Parking at ground level along Phibsborough Road is to be removed and reassigned to the first floor car park which is to be converted for retail use.

A third new staircore on the northern end of the site will provide access to the first floor annex from Connaught Street marking the new hotel entrance and bookending the existing structure.

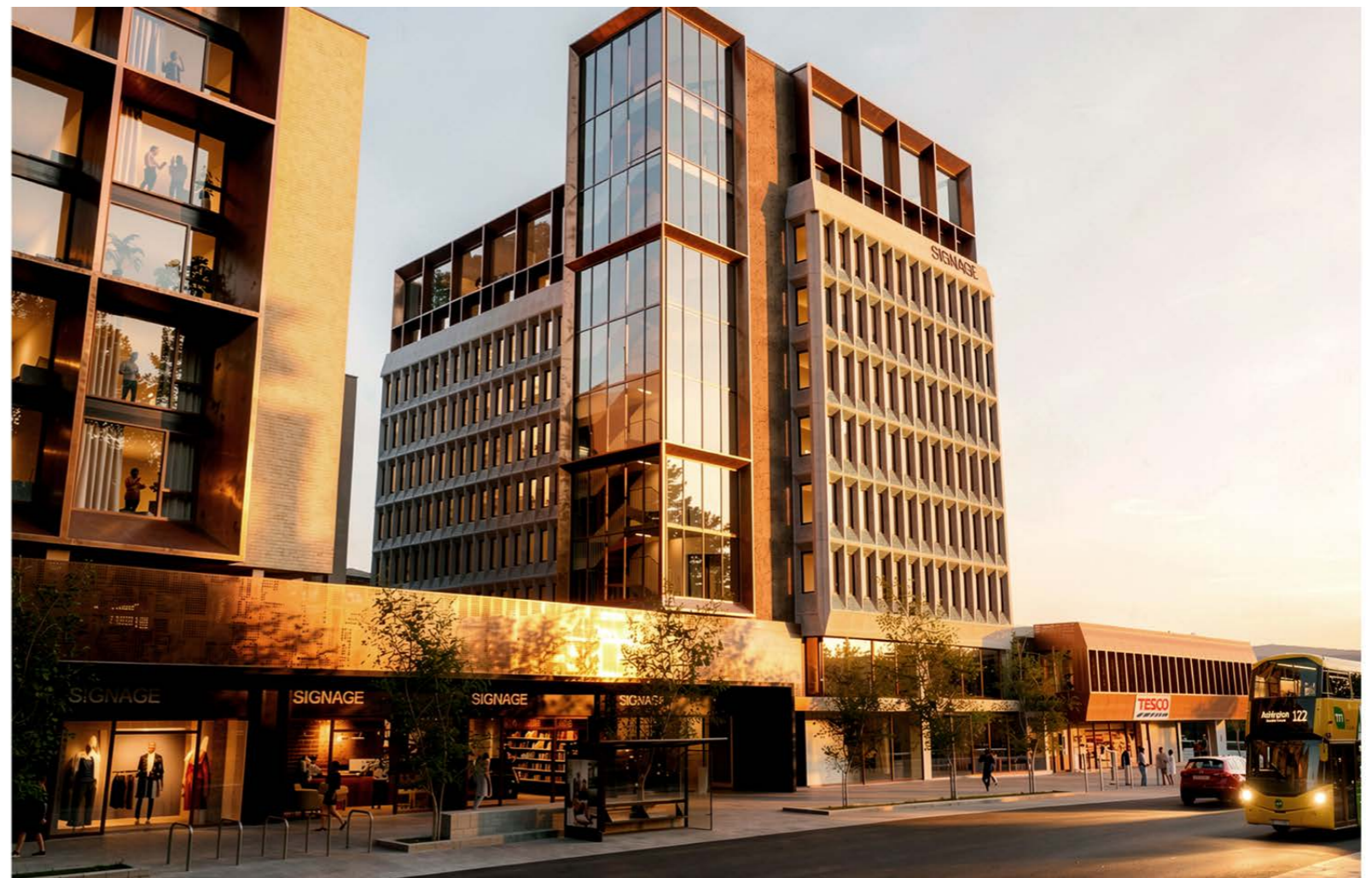


Figure 5-8. Residential Block with contrasting brick and 3-storey feature elements over ground floor level. Source: MCORM, 2026.

**BLOCK A - HOTEL & RETAIL  
GROUND FLOOR PLAN**

- Block A - Hotel/ Ground Floor Retail/ Commercial
- New works Outlined
- Existing Structure
- Proposed Construction
- Hotel Room Entrance
- Indicates Universally Accessible Hotel Room
- Q Indicates Quad / Family Room



New shopfronts



Escape Stairs from podium car park

Units Retained In Situ



Last Unit Consolidated

New Shopfronts

New Stair & Lift Core to Retail parking

New stairs & Lift to access first floor annex

TESCO not part of this Application

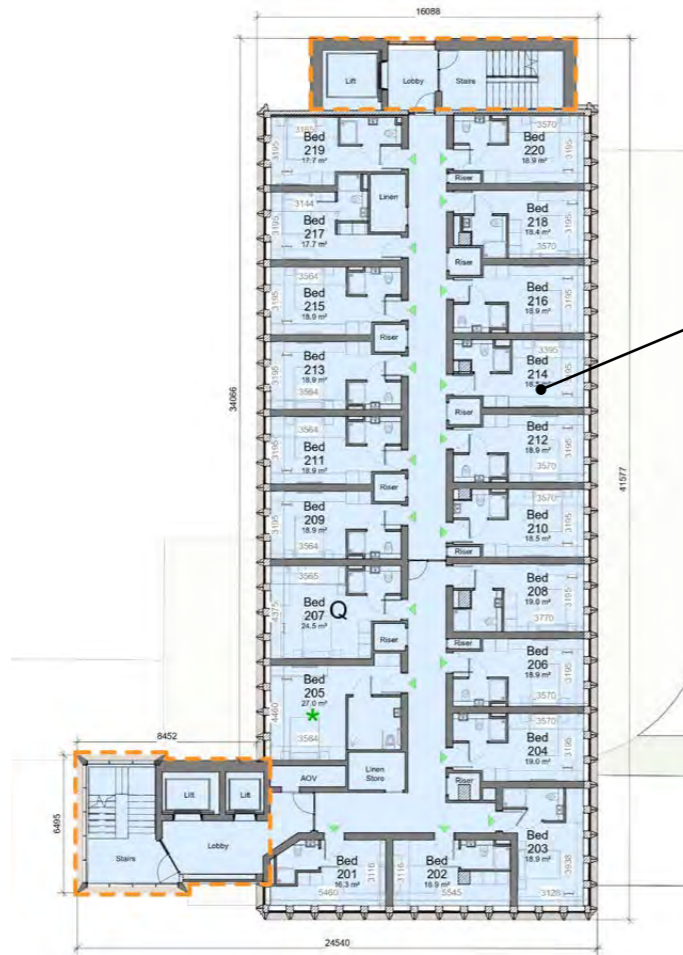


# BLOCK A - HOTEL & RETAIL UPPER FLOOR PLANS



Key Plan

- Block A - Hotel/ Ground Floor Retail/ Commercial
- New works Outlined
- Existing Structure
- Proposed Construction
- Hotel Room Entrance
- Indicates Universally Accessible Hotel Room
- Q Indicates Quad / Family Room



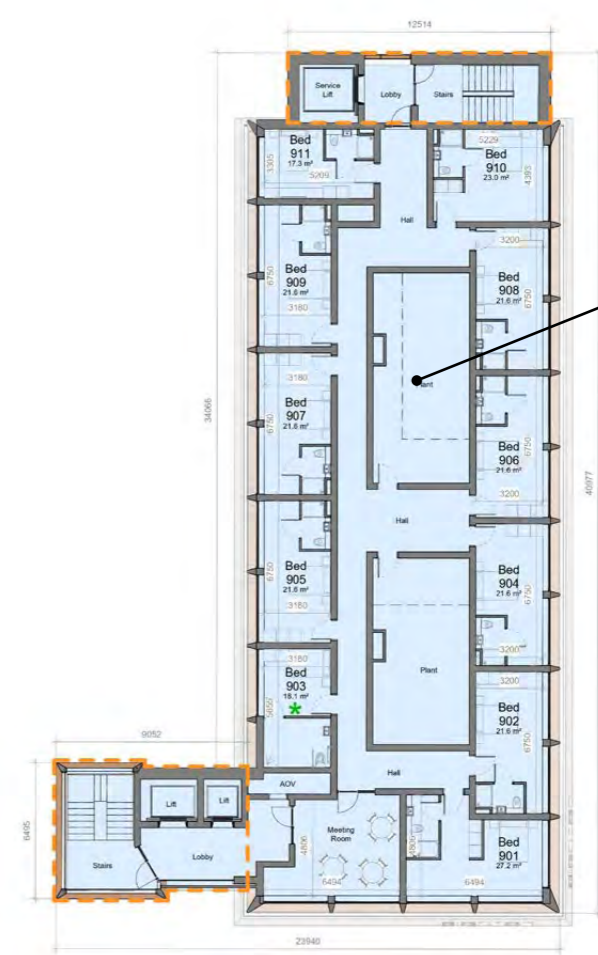
TYPICAL FLOOR PLAN  
(2ND - 7TH FLOOR)

Floor Plate  
refurbished  
for bedroom  
use

New core

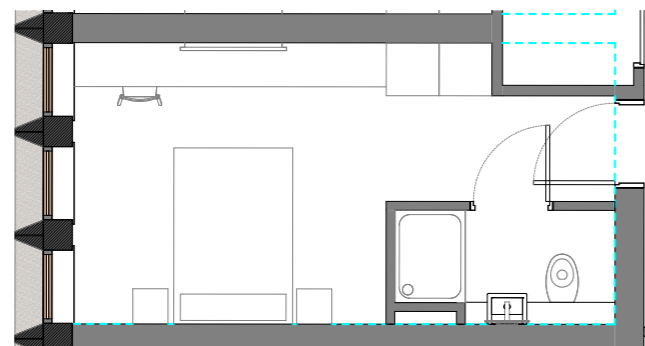


8TH FLOOR PLAN

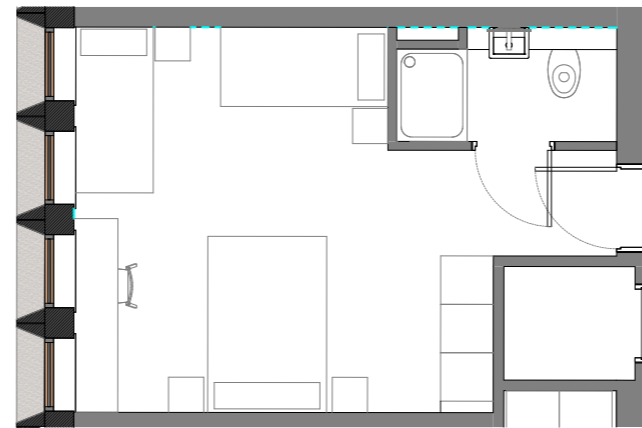


9TH FLOOR PLAN

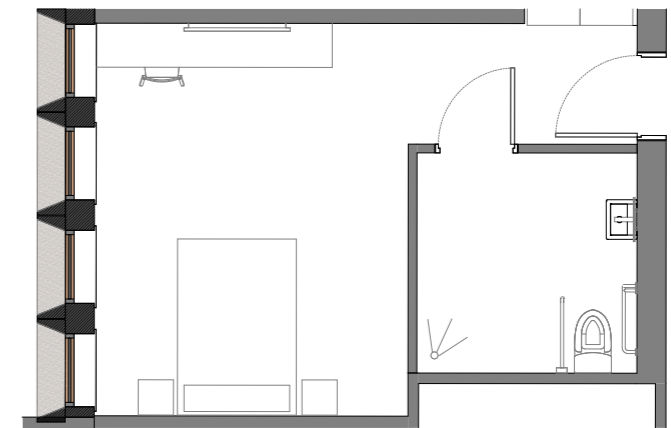
Plant Areas discreetly  
hidden in the plan



TYPICAL HOTEL ROOM



FAMILY QUADRUPLE HOTEL ROOM



UNIVERSALLY ACCESSIBLE HOTEL  
ROOM

## 6.5. Details of Block B - Student Accommodation

Block B is proposed as a student accommodation building similar to the use established for the site by Reg. Ref: 2628/17. This block is interlocked with Block A and over sails the first level carpark area. Together they create a perimeter urban block.

The previous building layout is to be reshaped. A new pedestrianised street is provided along the new Dalymount Stand to the west and the layout is adjusted in that area to address the street and provide increased active building frontage.

The finger block massing above the street level shops is retained as a modulated frontage to Phibsborough Road while a new communal courtyard is introduced in the block to create a central focal point in the building overlooking the previously permitted south facing public plaza.

A total of 411 no. Bedspaces are provided in the new building that varies from seven storeys on Phibsborough Road to eight storeys over undercroft facing Dalymount .

Communal space for the students is provided at a rate in excess of 5 sq.m per bedspace. The areas include a mixture of internal and external spaces. At ground and first floor level there are lounge areas, a student gym, study areas, library, laundry room, meeting rooms and general purpose room. At second floor level there is an external south facing courtyard and a roof top garden at seventh floor.

A variety of room types are proposed including single rooms, twin rooms and universal rooms. Clusters range in size from 4 bedrooms to 12 bedrooms and living areas are provided in accordance with the Apartment Guidelines 2025.

The building is accessed from the new public plaza to the south with secondary access provided along the new street facing Dalymount.

A service yard is provided to the rear with access to plant areas and bin collection.

The access lane to the rear of the retail units in Block A and Tesco service yard are retained in-situ.



# BLOCK B - STUDENT ACCOMMODATION GROUND FLOOR PLAN



STUDENT ACCOMMODATION MAIN ENTRANCE

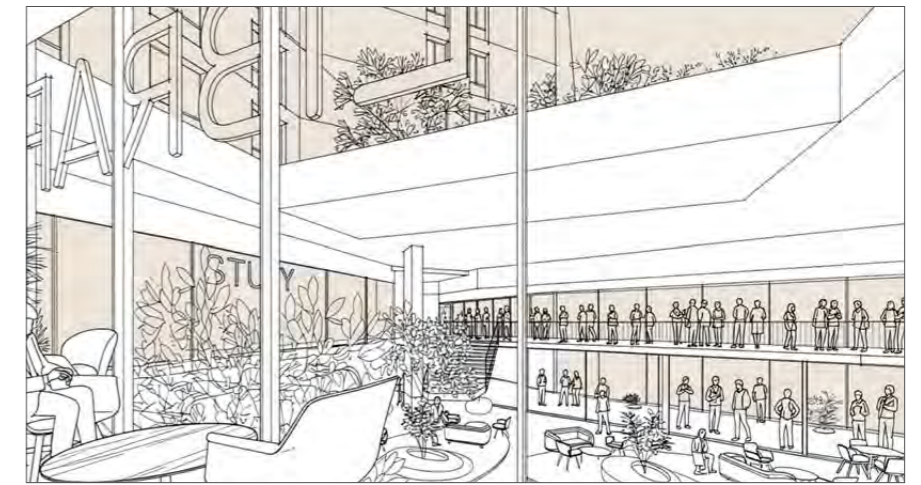


VIEW OF RECEPTION AREA AND COMMUNAL SPACE BEYOND



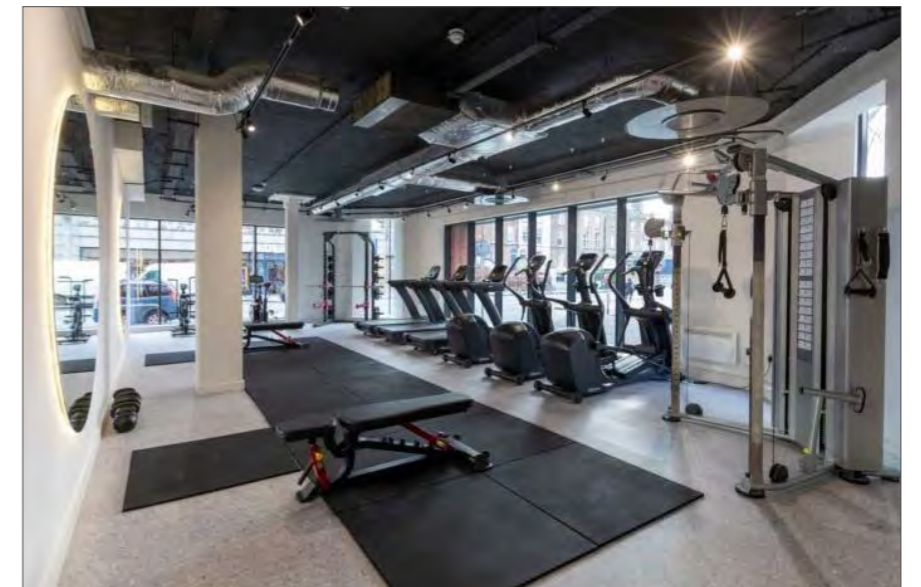
Key Plan

# BLOCK B - STUDENT ACCOMMODATION FIRST FLOOR PLAN



INTERNAL VIEW OF ENTRANCE SPACE

First floor level facing south



EXAMPLE OF GYM SPACE - RATHMINES HOUSE



Key Plan

# BLOCK B - STUDENT ACCOMMODATION SECOND FLOOR PLAN

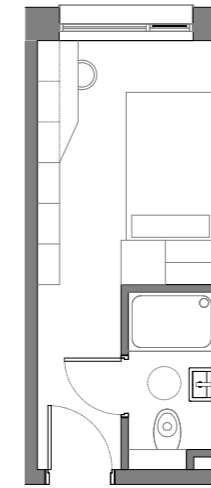
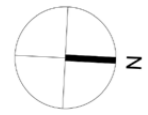


VIEW OF COURTYARD SPACE

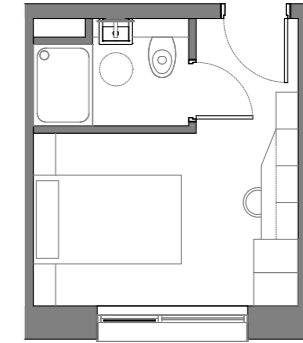


LANDSCAPING OF COURTYARD SPACE

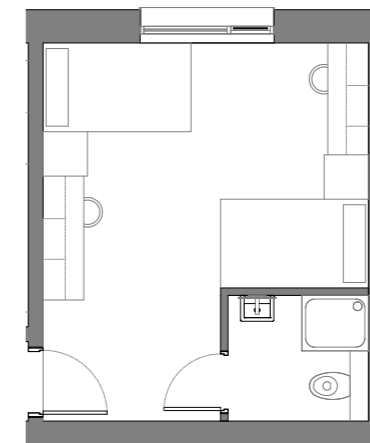
# BLOCK B - STUDENT ACCOMMODATION THIRD - SIXTH FLOOR PLAN



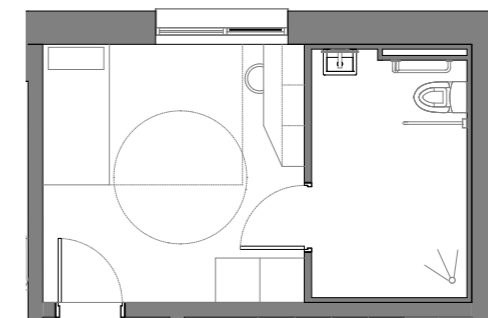
**SINGLE ROOM TYPE A**  
13.9 sq.m



**SINGLE ROOM TYPE B**  
13.9 sq.m



**TWIN ROOM**  
25.0 sq.m

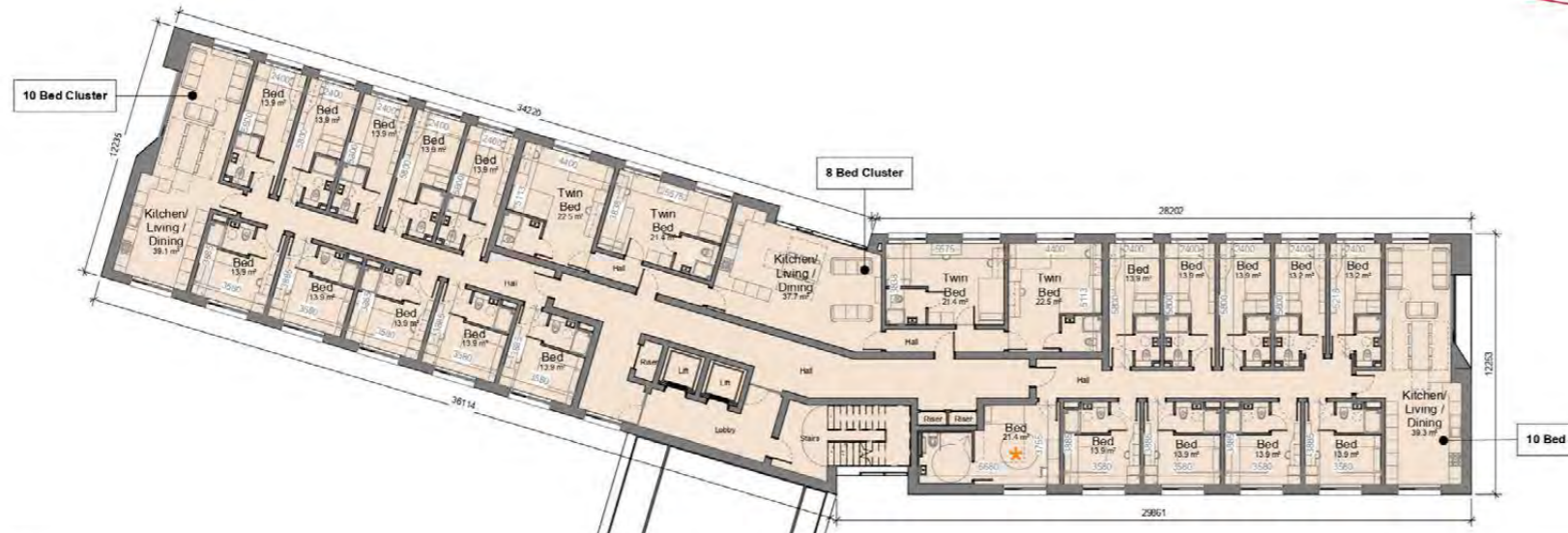
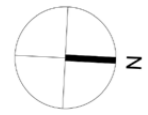


**UNIVERSAL DESIGN ROOM**  
22.7 sq.m



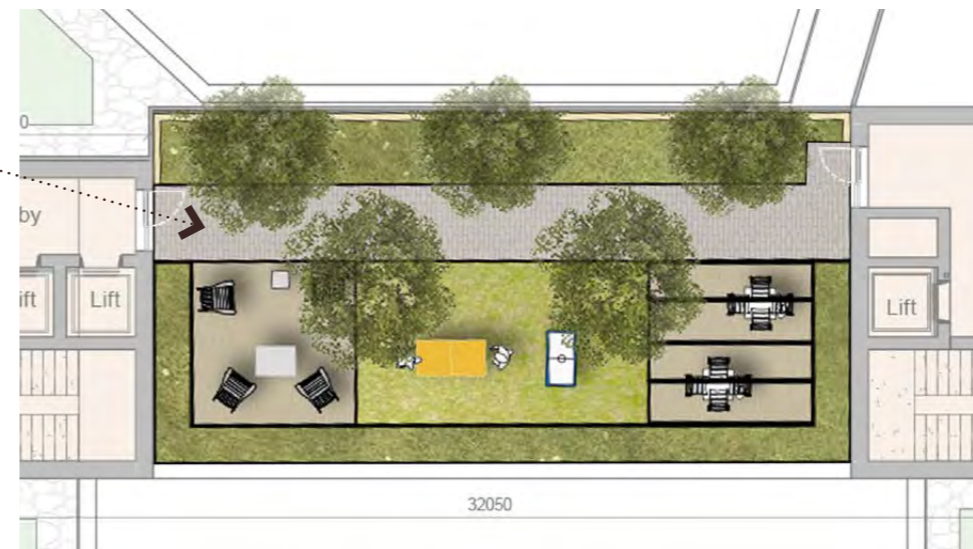
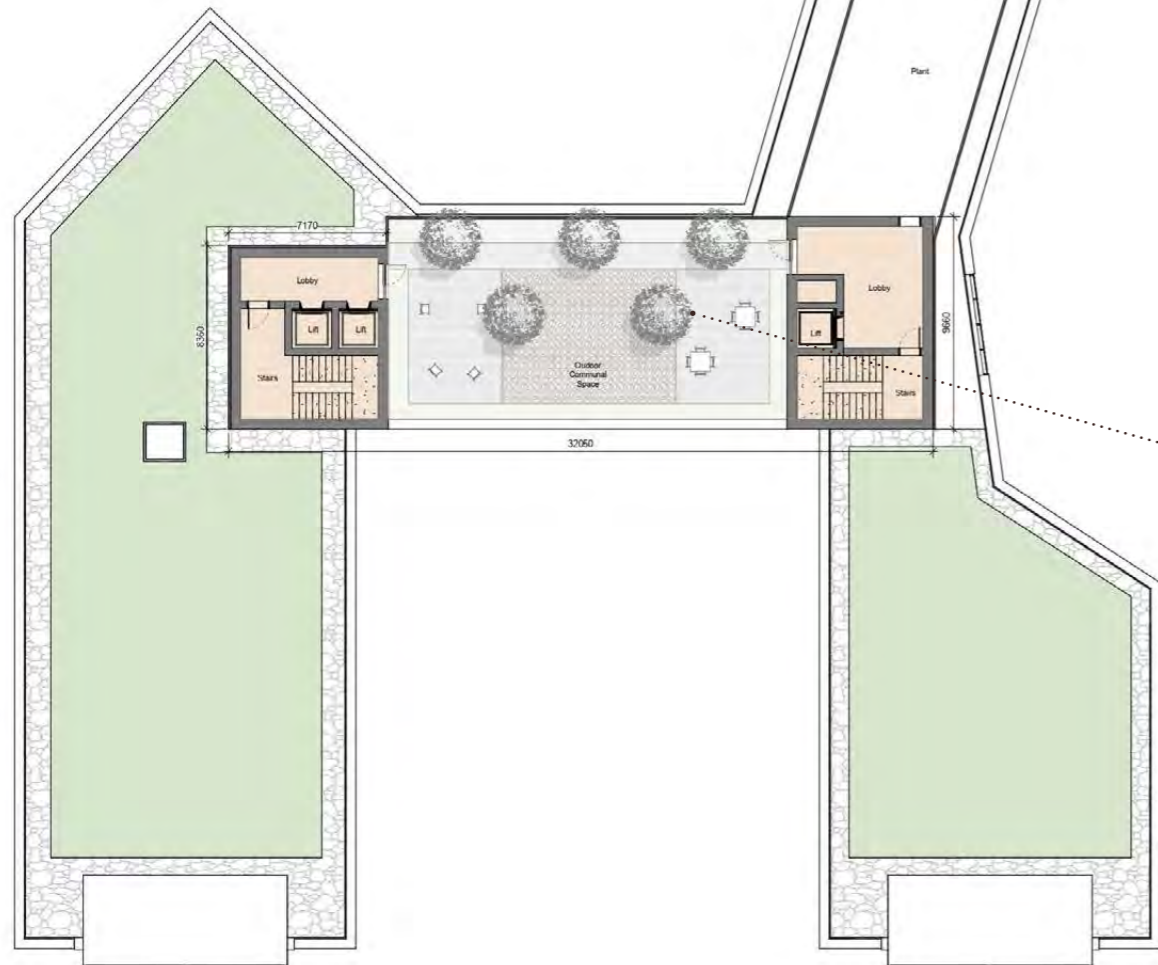
Key Plan

# BLOCK B - STUDENT ACCOMMODATION SEVENTH FLOOR PLAN



VIEW OF ROOF TERRACE

- Block B - Student Accommodation block
- Unit/ Cluster Entrance
- ✦ Indicates Universally Accessible Student Accommodation Room

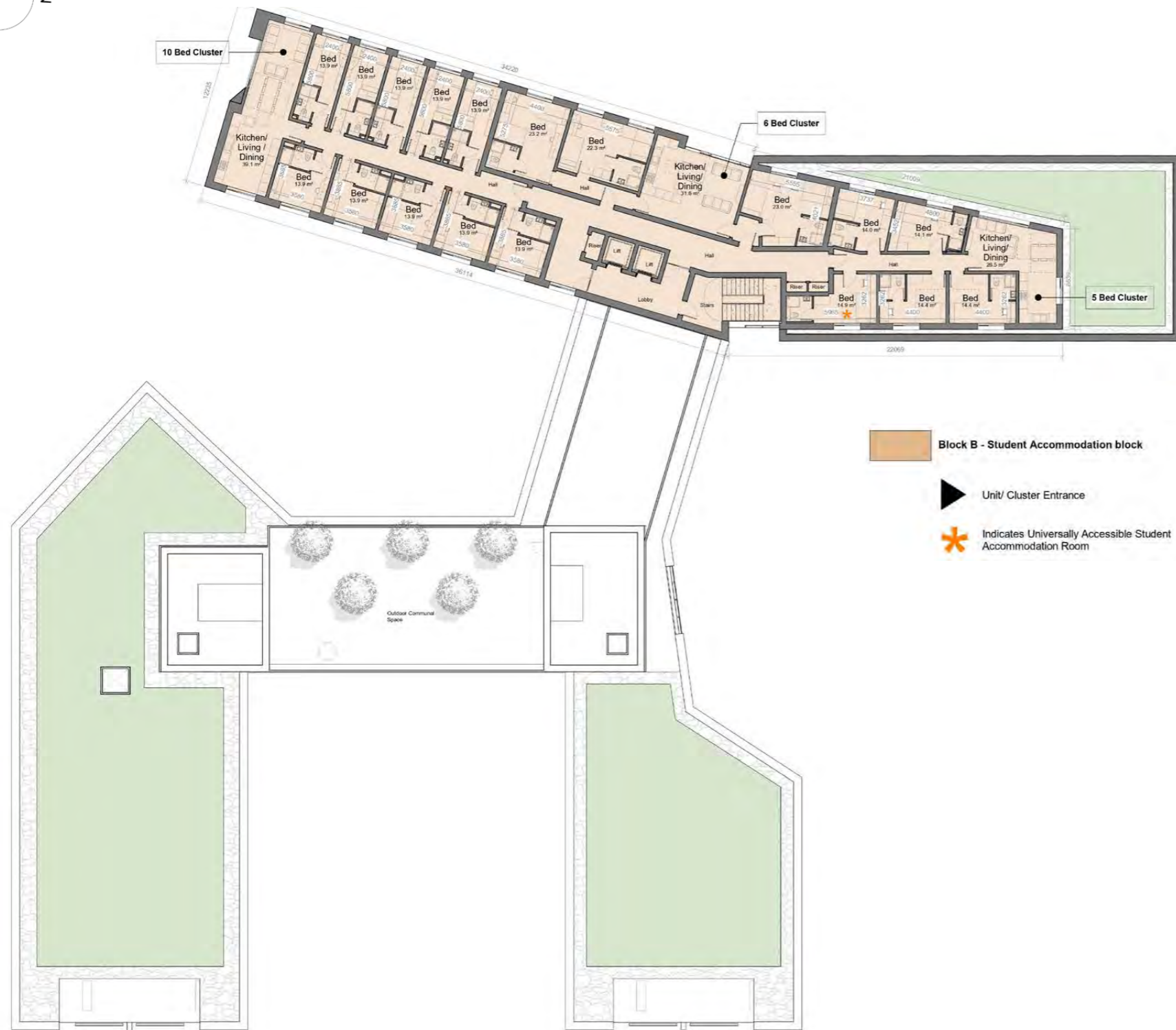
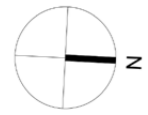


LANDSCAPING OF ROOF TERRACE



Key Plan

# BLOCK B - STUDENT ACCOMMODATION EIGHTH FLOOR PLAN



Key Plan

## 6.6. Details of Block C - Residential and market-style café/retail/restaurant

Block C follows the footprint established in the previous permissions on site. The overall shape of the building is retained and the previous retail/ office use is replaced with a retail / residential use.

At ground floor level a large open plan food hall type retail unit is proposed with entrances from both North Circular Road and the new public plaza.

Three levels of apartments arranged around a first level courtyard are located above the retail units. 24 No. one bed units are proposed suitable for use for critical worker accommodation. The units are generously sized and are provided with winter garden private open spaces. A high percentage of dual aspect is proposed with the associated deck access layout.

Communal open space is provided in the south facing first floor courtyard. Bicycle storage and bin storage is provided at ground floor in a dedicated residential ancillary space.





VIEW TOWARDS RETAIL SPACE FROM NEW PLAZA

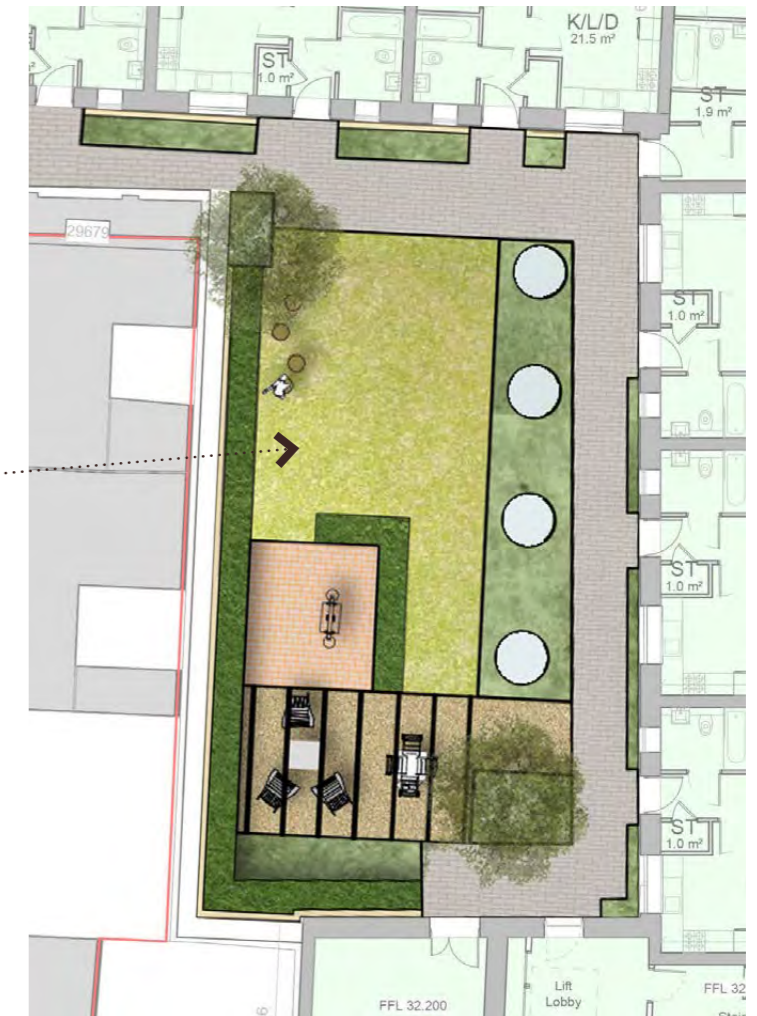


MARKET-STYLE CAFÉ/RETAIL/RESTAURANT EXAMPLE

BLOCK C - RESIDENTIAL  
GROUND FLOOR PLAN

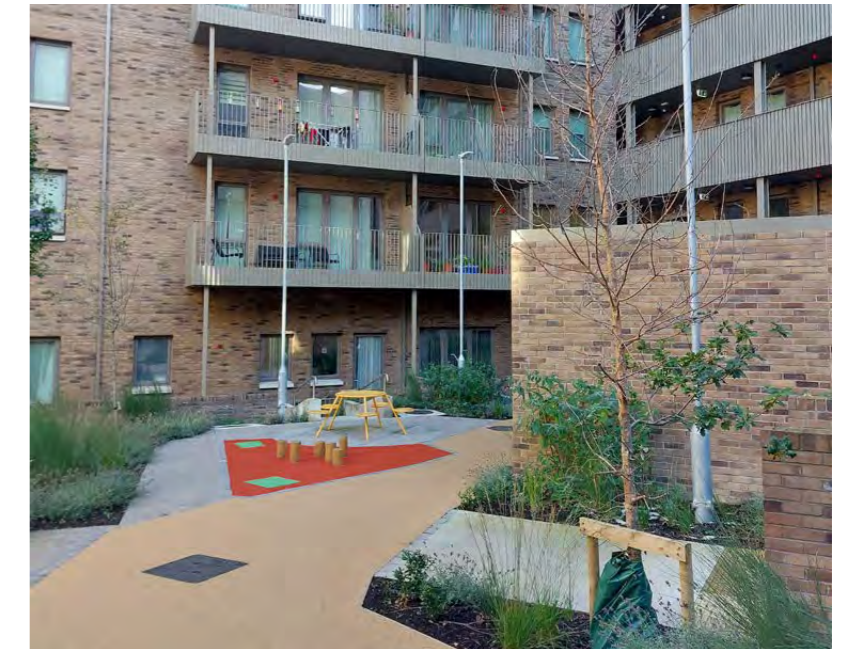


Key Plan



LANDSCAPING OF COMMUNAL SPACE

BLOCK C - RESIDENTIAL  
FIRST FLOOR PLAN



EXAMPLE OF COMMUNAL SPACE - BONHAM COURT

BLOCK C - RESIDENTIAL  
SECOND FLOOR PLAN



Key Plan



BLOCK C - RESIDENTIAL  
THIRD FLOOR PLAN

## BIKE STORES

A total of 558 no. bicycle parking spaces are proposed as part of the scheme, comprising 446 no. long-stay spaces and 112 no. short-stay spaces, in accordance with the 2026 scheme proposal.

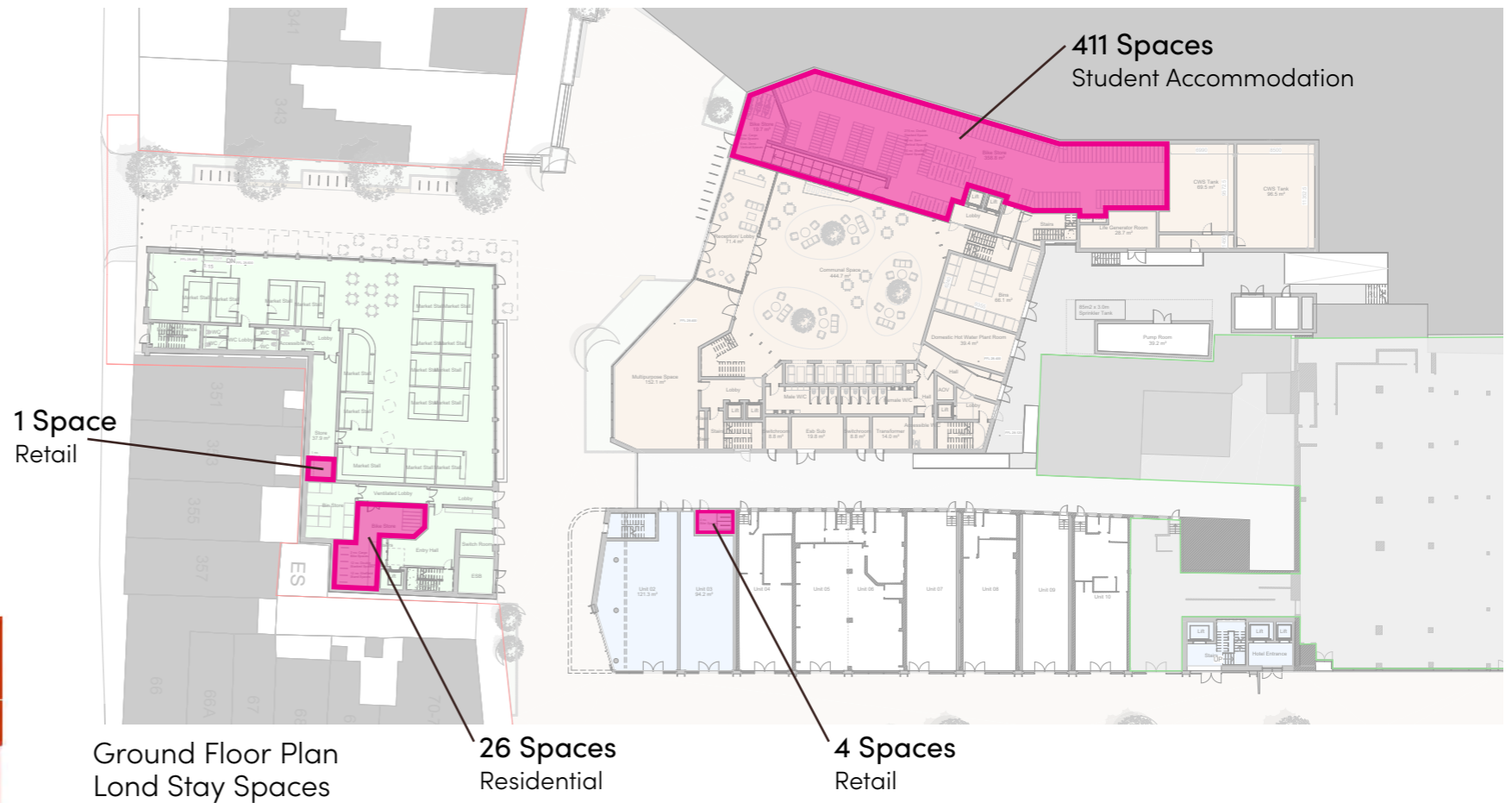
The retail provision includes 5 no. long-stay spaces (4 in Block A and 1 in Block C), serving staff requirements. The student accommodation provides the majority of spaces, with a combined total of 411 no. long-stay spaces in Block B.

The hotel use is supported by 4 no. long-stay spaces. The residential apartment provision includes 26 no. long-stay spaces.

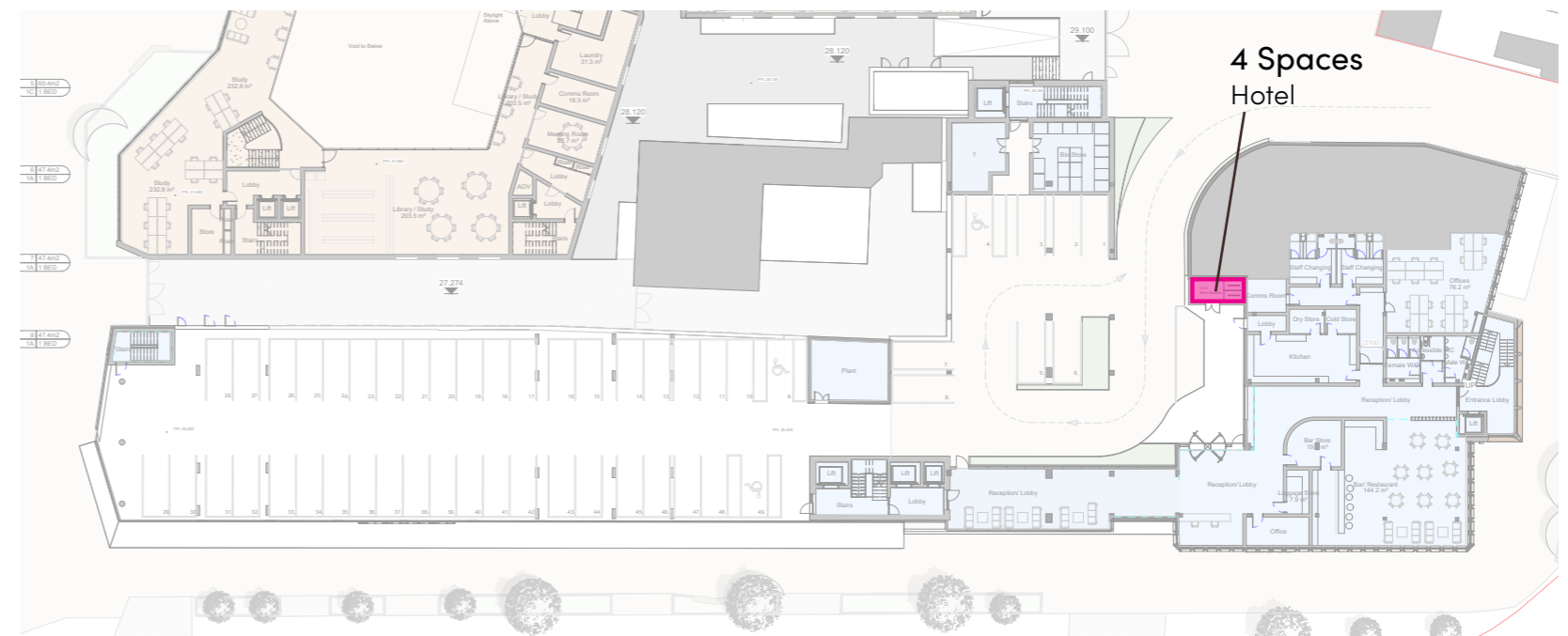
All 112 no. short-stay spaces are provided separately and distributed evenly throughout the scheme at convenient and accessible locations.

A Cycle Strategy Report from DBFL accompanies the application

Land Use	No. of Unit/GFA/bed	DCC Development Plan Standard (Minimum)		Compact Settlement Standard (Minimum)		2026 Scheme Proposal		
		Long Stay	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay	
Retail	Block A	960 sqm	4	10	-	-	4	12
	Block C	875 sqm	1	8	-	-	1	7
Student Acc	Block B (1-Bed)	357 bed	357	71	-	-	411	81
	Block B (2-Bed)	54 bed	54	11	-	-		
Hotel	150 Room		3	n/a	-	-	4	-
Apartment	1 Bed	23	23	12	23	12	26	12
	Sub Total		442	112	23	-	446	112
Total			554				558	



Ground Floor Plan Long Stay Spaces



First Floor Plan Long Stay Spaces

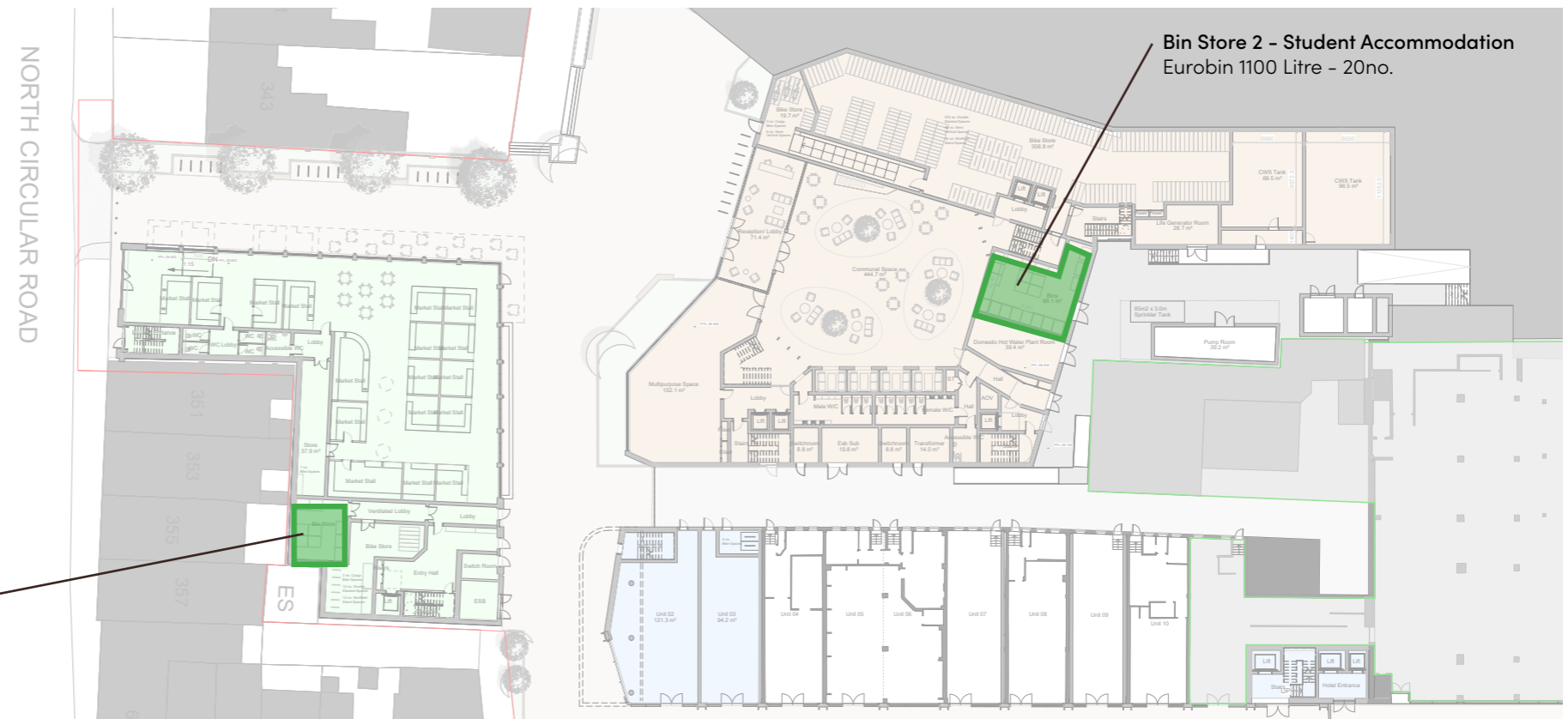
# BIN STORES

An Operational Waste Management Plan has been prepared by ORS and is included with the application.

Table 6.7 – Bin Requirements per Building (Rounded Up)

Building Type	Organic	DMR	Glass	MMW	Total Bins	Area (m <sup>2</sup> )
Student Accommodation	5	9	1	5	20	28.8
Hotel	4	8	1	5	18	25.92
Retail	2	3	0	2	7	10.08
Residential	0	1	0	1	2	2.88
<b>Total</b>	<b>11</b>	<b>21</b>	<b>2</b>	<b>13</b>	<b>47</b>	<b>68 m<sup>2</sup></b>

Bin Store 1 - Residential and Retail/Café/Restaraunt  
Eurobin 1100 Litre - 9 no.



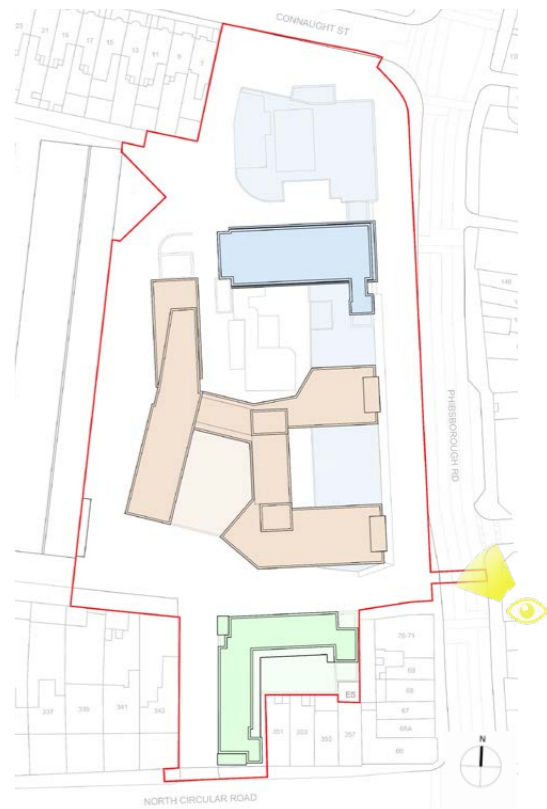
Ground Floor Plan



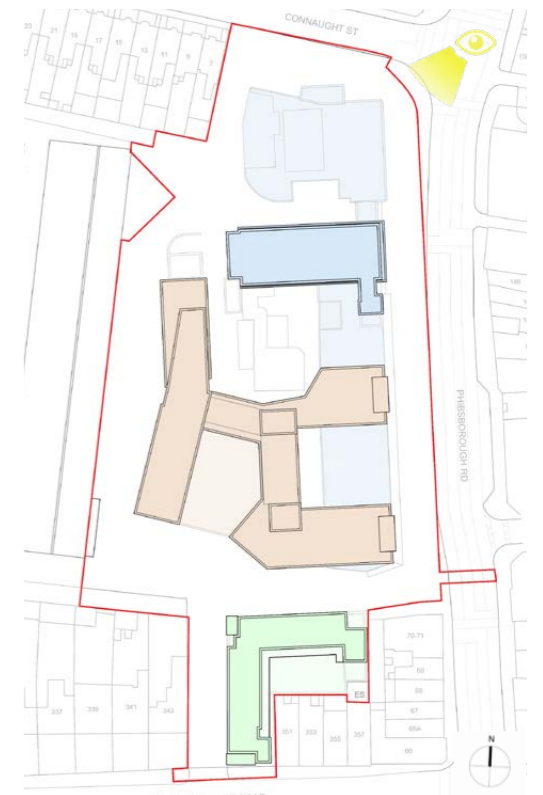
First Floor Plan

## 8. CGI VISUALISATIONS

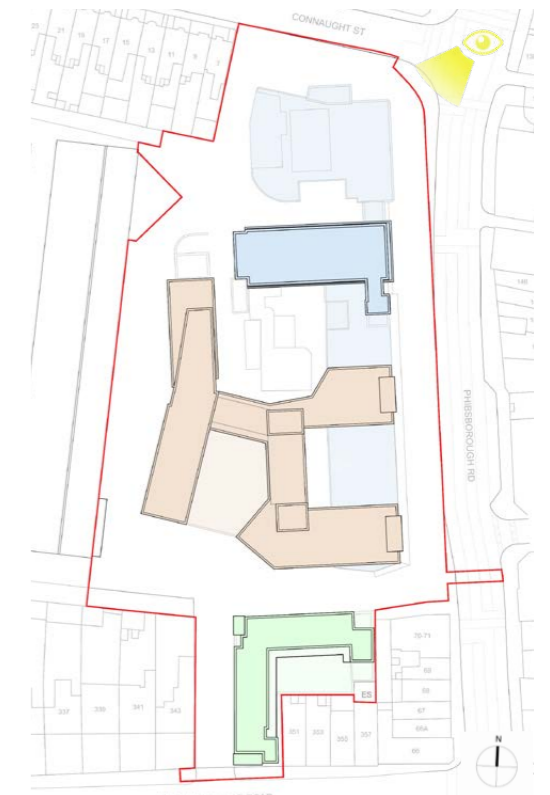




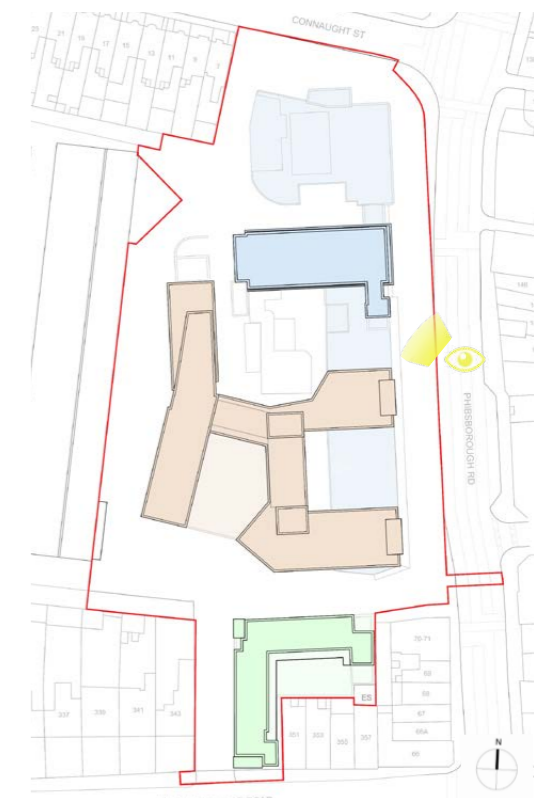
Key Plan



Key Plan



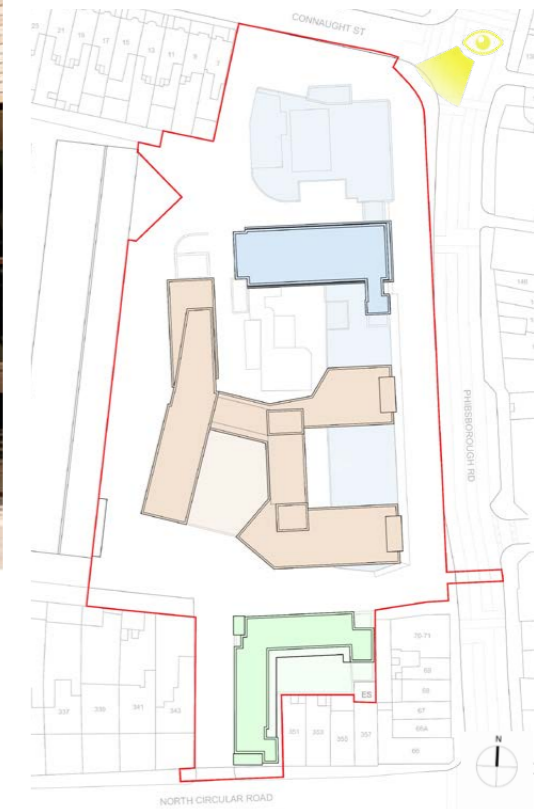
Key Plan



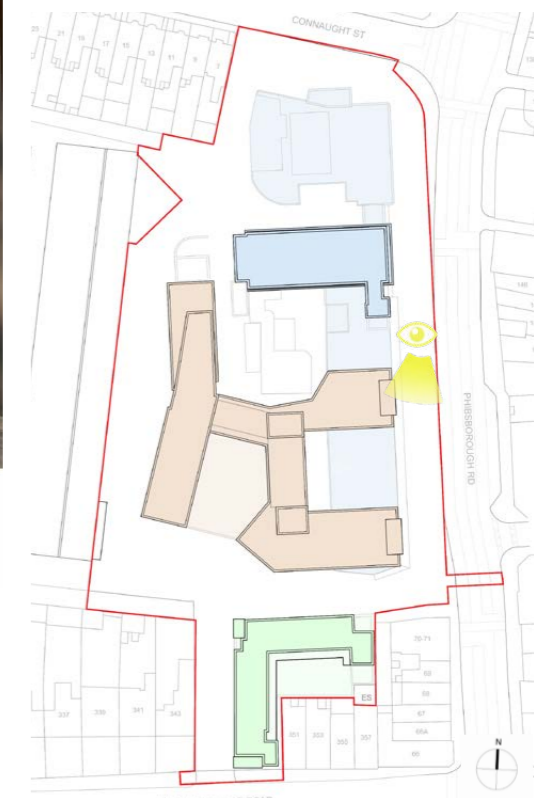
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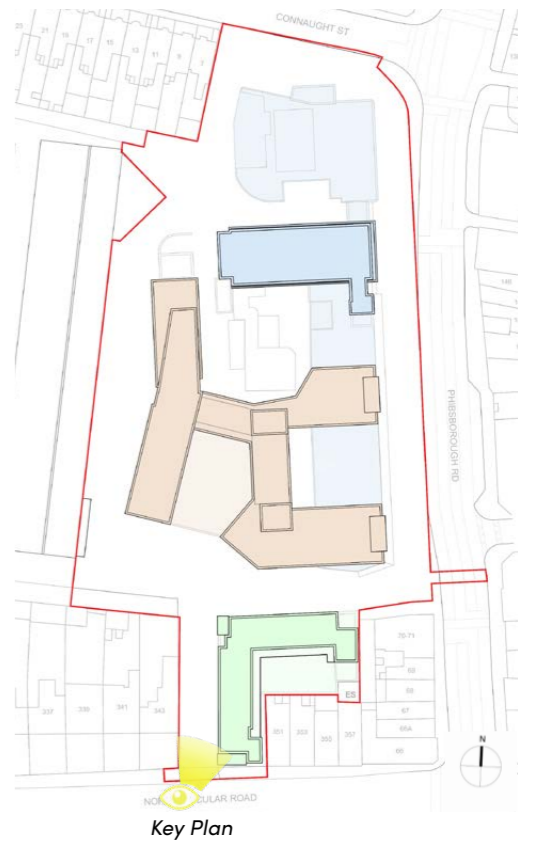
CGI view showing Dalymount Park regeneration scheme as per the approved part 8 application



Key Plan



Key Plan





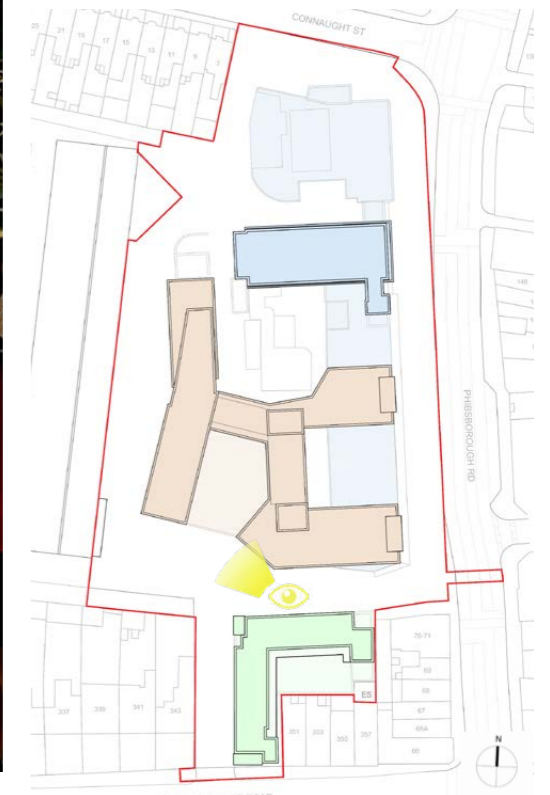
CGI view showing Dalymount Park regeneration scheme as per the approved part 8 application



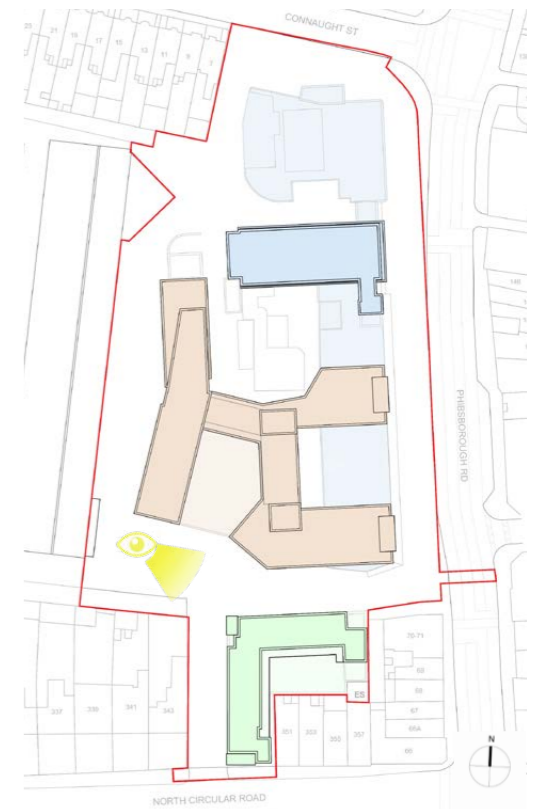
Key Plan



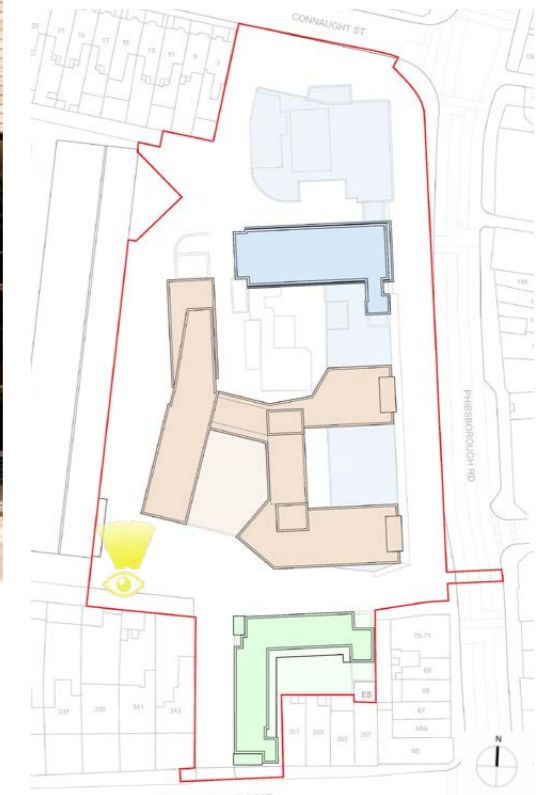
CGI view showing Dalymount Park regeneration scheme as per the approved part 8 application



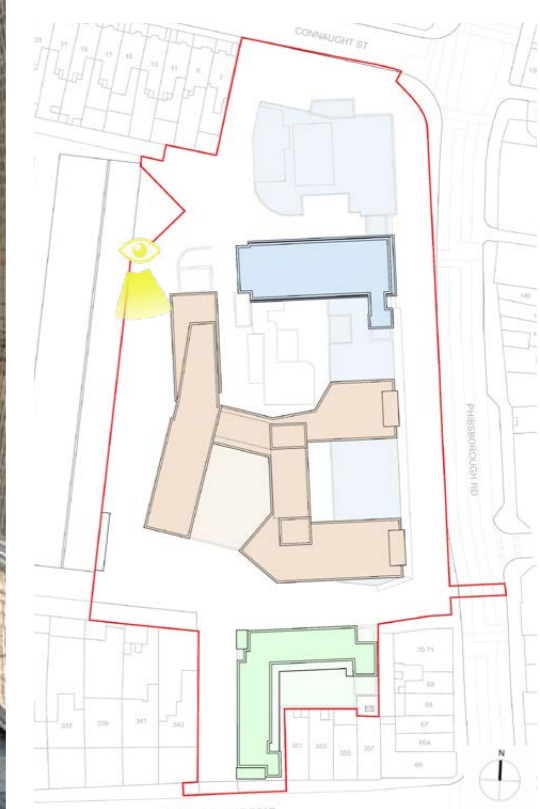
Key Plan



Key Plan



Key Plan



Key Plan



Key Plan

**M<sup>i</sup>CORM**  
ARCHITECTURE  
AND URBAN DESIGN

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Dublin 8, Ireland  
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**Tullamore**

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