

### Section 1:

#### Qualitative Urban Design Guidelines

The purpose of these Guidelines is to set out high-level guidance and principles on key aspects of urban design quality and to ensure a consistent approach across the Town Centre.

The Guidelines seek to support the parameters established in the Urban Development Code and supplement the quality controls in the Planning Scheme, as well as underpinning the relevant Development Area Objectives.

The Guidelines will further assist in the development management process where quality aspects should be considered and form part of the development of proposals. In this regard, applicants / developers should have regard to these Guidelines in the preparation of development proposals and in turn planning applications.

The Guidelines relate to the following key areas:

1. Diversity, Viability and Vitality.
2. Adaptability.
3. Building Quality.
4. Quality of Open Spaces and Streets.

#### **1. Diversity, Viability and Vitality.**

Town Centres must function effectively and efficiently if it is to meet changing social and economic contexts and the objectives of sustainable development. Diversity of use and activities is a key attribute of sustainable city centres, providing town centres with longer-term adaptability and robustness to survive changing economic and social conditions over time. Diversity encompasses, among other things, mix of uses, adaptability of built form, and variety of buildings and blocks. Diversity is a key component of urban vitality and viability.

Viability is the ability of the local, urban economy to exist and to continue to attract investment into the longer-term within levels which avoid depletion of resources and secure important aspects of social equity. Vitality, in contrast, is a shorter-term objective, which refers to the 'busyness' of town centres. It is normally measured by a set of metrics including footfall, commercial yields, local rental values, vacancy rates, customer views and behaviour, and retailer representation.

Cherrywood Town Centre must strive to secure its own vitality and viability. An appropriate mix of uses that are diverse but related (related diversity), and the careful distribution and concentration (clustering) to secure synergies and benefits of association.

In a spatial sense, certain uses (e.g. retail and services) need to be continuously and seamlessly connected to generate and grow critical footfall. Other uses which support each other need to be located near to each other (within a short walk or within view). This, alongside the need to promote walking and cycling and access to public transport, requires an intensity of use and spatial compactness.

Nurturing the mutual and reciprocal relationship between land uses (e.g. the supporting secondary role that cafes, restaurants and bars make to support the primary role of a major civic or cultural use) is essential. Also, significant changes to the retail and services sectors, has driven a reframing of the role of town centres with a renewed emphasis on the

experience of the town centre, new and innovative offers and the re-integration of the social or community economy. The evening and nighttime economy (ENTE) is increasingly important to the success of town centres, where the traditional base of retail and services has declined, often due to larger external forces (notably increasing sector competition and the growth of on-line retailing and services).

Cherrywood Town Centre provides a unique opportunity to deliver into the future, a combination of primary destination uses (e.g. substantial civic or cultural attractions) and the supporting services (e.g. restaurants, cafes, bars, venues). Providing for the larger community of Cherrywood will also require a focus on delivering on the assets of successful town centres of district centre scale, such as larger multi-purpose hotels, and new leisure, recreation and tourism facilities for Cherrywood and the County. This could also position Cherrywood within the County's tourism network.

### *1.1 Land Use Range and Mix*

The range and mix of uses in the Town Centre have been informed current policy and plans, consultation and review studies (notably around employment uses, community uses and retail and services). The overall range and mix of land uses are consistent with the District Centre role of the Cherrywood Town Centre and the vision and principles of the Cherrywood Planning Scheme.

Within the Town Centre important concentrations and associations need to be developed to secure critical mass and a logical order and arrangement of land uses. This is essential to achieve the vision and principles of the Planning Scheme, and the general principles and objectives of placemaking. In terms of distribution of land uses, there is a clear distinction (albeit with a rational transition) between the use range and mix of the Town Centre Core and the Town Centre Environs respectively.

The general overall approach to the distribution of land uses across the Town Centre is as follows:

- Primary retail and services functions for Cherrywood are located in TCC1, with a secondary concentration in TCC3, and smaller, dispersed, tertiary provision in TCC2 and TCC4.
- The consolidation of substantial Town Centre Core residential use in TCC1 and TCC3 and in a mixed-use context.
- Primary civic and community use, including cultural uses, in TCC3 with secondary elements across the Town Centre.
- An expanded recreation, leisure and tourism role for the Town Centre, focused on TCC3, with close synergies with the cultural dimensions of civic and community use.
- A focus on smaller scale, niche and innovative employment generating activities/office-based activity, including creative and knowledge intensive business services (KIBS) in the Town Centre Core, under a new category of UrbComm.
- A widening of the range of uses included in the Employment (Strategic Urban Employment and UrbComm) designation in the Town Centre Environs, to allow greater flexibility in responding to market, civic and community needs.

The urban design concepts and code guide the distribution of uses within the urban form of the Town Centre in an overall concept and more specifically by indicating primary use by frontage at different levels.

## 1.2 Frontage Land Use

Frontage use has been chosen as the method (See urban design concepts and the code) to guide horizontal use mix and distribution, in preference to urban block use or building use, as it allows greater flexibility for later design and development solutions.

In a mixed-use town centre context, it is also important to acknowledge vertical land use mix at different levels in blocks and along streets and spaces (See Figure 1: Horizontal and Vertical Mixed Use). The urban design concepts provide guidance on this at basement/sub-podium, ground floor and upper floors.

Horizontal and vertical mixed use will be necessary across most blocks in the Town Centre Core land use area, given the larger and overall range and mix of uses, and this will require specific place-based solutions and architectural design expertise.

Figure 1.1. the horizontal and vertical mixed use image



Figure 1.2. Indicative 3D showing the horizontal and vertical mixed use along frontages



### 1.2.1 Large Format Retail

Larger format comparison and convenience retail will be an important part of the retail provision in the Town Centre. It is always a challenge to accommodate larger floorplates within a compact and diverse urban centres. However, careful location, configuration and design can deliver on floorspace needs while retaining the essence of the Town Centre by:

- Taking advantage of level changes across superblocks, urban blocks and frontages;
- Combining ground and first floor retail space;
- Combining lower ground basement/sub-podium space and ground floor retail space;

As a broad rule of thumb, larger retail units of up to 800sqm gross floor area can be accommodated in a single level or combined levels within the urban blocks in the Town Centre, subject to any necessary 'wrapping' of the volume with smaller unit frontage - along all street or space frontages.

For units of between **800 and 1,500sqm** gross floor area, 'wrapping' may still be possible while also maintaining active street and space frontages, but designers are still required to explore combined level options as a preferred strategy.

For units of between **1,500 and 2,500sqm** gross floor area, the option will be provided to amalgamate two selected blocks in both TCC1 and TCC3, where the option of combined levels cannot be achieved. These are:

- TCC1B1 and 2; and
- TCC3 3 and 6.

The amalgamation of blocks must ensure that all frontages remain active that horizontal and vertical mixed use and appropriate built form and urban grain is achieved.

Units **in excess of 2,500sqm** gross floor area, should be located in combined levels at basement and ground floor only. These units must have a ground floor frontage to a mixed-use frontages. Where units such as these cannot be achieved, **a sequential approach** to larger format retail delivery across the Town Centre may need to be explored by the Planning Authority.

### 1.2.2 Objectives for Frontage Land Use

Land use	Frontage objectives		
	Basement/sub-podium	Ground floor	Upper floors
Primary retail and services - Cherrywood Square, Cherrywood Main Street and Civic Square.	Flexible, but connected to upper floor uses. Suited to medium and larger format convenience retail and ancillary uses (e.g. 800sqm->2,500sqm). Associated car parking and loading.	Continuous fine grain of active, retail and services uses. Integration of social and community enterprise. Potential for mezzanine use for medium-scale format retail (e.g. 800-1500sqm) Ground floor access to other upper floor uses. Strong interface with streets and spaces. Managed on-street loading and services to smaller and medium scale retail and services. ENTE and the 'experience economy' focused on Cherrywood Square, Civic Square and south Main Street.	Integrated with ground and lower floors and other upper floor uses.

Secondary mixed use	See other uses.	Horizontal use mix within each urban block. All primary access upper floor uses from the street. Important solution for larger avenues and routes.	Flexible vertical use mix. Integrated with lower floors as appropriate.
Residential	Associated car parking, and ancillary use.	Primarily residential interface (living street) maximising direct and frequent access to ground and upper floor units from streets and spaces. Potential for live-work typologies. Minor set-back or privacy strip as necessary. Internal courtyard reserved for shared private open space.	Integrated with lower floors. Upper floors mixed use subject to specific assessment.
Recreation, tourism and leisure	Opportunity for larger format spaces connected to upper floors. Associated car parking, and ancillary use.	Small, medium and large format within a horizontal mixed-use frontage. Opportunity for large hotel and conference venue in TCC3 and smaller hotel/accommodation in TCC2.	Flexible vertical use mix. Integrated with lower floors as appropriate.
Civic and Community	Opportunity for larger format spaces connected to upper floors. Associated car parking, and ancillary use.	Primary, vibrant civic interface with public space in landmark building in TCC3. Potential for integration of other uses (retail and services, recreation, leisure and tourism) within a horizontal, mixed-use frontage. Elsewhere smaller scale, accessible and public-facing community uses.	Flexible vertical use mix. Integrated with lower floors as appropriate.
UrbComm	Associated car parking, and ancillary use.	Smaller scale, generally a part of horizontal mixed use of individual urban blocks. Access to other upper floor uses as appropriate. Important role for larger avenues and routes.	Flexible vertical use mix. Integrated with lower floors as appropriate.
SEU Town Centre Environs	Associated car parking, and ancillary use where individual basement provided.	Flexible horizontal use mix within SEU designation. Small, medium and larger grain. Primary access to streets and spaces. Access to other upper floor uses as appropriate.	Flexible vertical use mix within SEU designation. Integrated with lower floors as appropriate.

To support the interpretation of the code the objectives for frontage land use are summarised in the above Table.

### 1.3 Scale of Land Uses

The mix of use in the area should also seek to achieve diversity in the scale of land uses provided. Larger scale uses can play an important role in anchoring and driving land use mix across the Town Centre. They generally develop relationships with other Town Centre uses, that provide supports or services.

While large-scale uses will be required as potential drivers for the Town Centre economy, a good mix of medium and small-scale uses must be included to deliver vitality and viability in the Town Centre Core. An example might be printers, stationers and cafes, which provide support to larger creative uses, or nearby professional offices.

Small and medium size uses provide for small and medium size type businesses, and a rich variety of these businesses supports diversity and provides greater and longer-term, quality employment.

Small and medium size businesses also tend to be independent in nature developing strong links with other local business and make a strong contribution to the local economy.

In planning and designing for land use, the overall aim should be to provide a proportionate mix of large, medium and small scale uses, - a relatively small number of larger-scale uses, a greater number of primary or medium scale uses, and a larger number of small scale uses in the Town Centre Core. The planning and design of urban blocks, and the approach to the urban grain will be critical in achieving a mix in the scale of land uses in the Town Centre Core (See Chapter 6 DA2 Cherrywood and the accompanying Urban Design Code for the relevant guidelines).

#### 1.4 Temporary, Occasional and Meantime Uses

Within the range of uses in the Planning Scheme, there is potential to accommodate temporary, occasional or 'meanwhile' uses such as entertainment, events, and markets, and 'meanwhile' uses in undeveloped spaces and areas. These uses could meet community needs and encourage connectivity and activity in disconnected or underused areas. Subject to development management and ongoing management and monitoring, this could be done without compromising the medium to long term objectives of the Planning Scheme.

Figure 1.3: Vertical and horizontal sub division mix



## 2. Adaptability

### 2.1 Robust Urban Blocks

Urban blocks represent the developable element of parcels of land in the area when all public streets and spaces are excluded. The Urban Development Code provides for a pattern of urban perimeter blocks that responds to the principles and objectives for the sustainable development of the Cherrywood Town Centre.

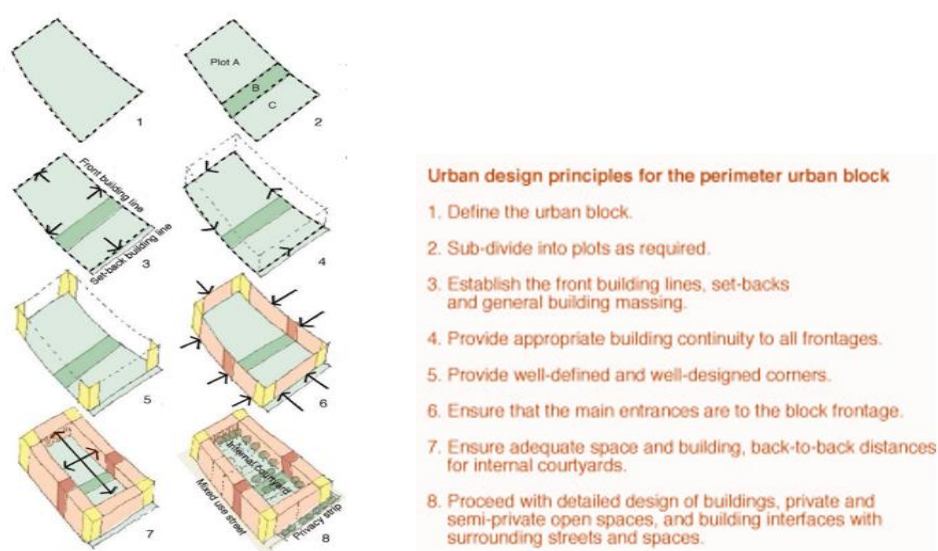
The perimeter block typology is the basic and ubiquitous model for robust urban structure. It allows all frontages of the block to be developed, by bringing most, if not all, massing/building frontage to the street or space interface. The perimeter block has a number of benefits including the possibility of activity to all streets and spaces and a clear definition between public streets and spaces and internal areas such as private or semi-private courtyards. When properly sized and shaped, it provides for good access to daylight and sunlight and passive ventilation for residential and non-residential uses. It is a robust form, that allows for vertical and horizontal use mixing. A robust urban block also facilitates the delivery of the block as a single entity or in smaller plots.

The success of the perimeter block, depends on some key criteria, including:

- The clearly defined extent of the urban block.
- Carefully considered building lines and building setbacks to reflect ground floor uses and the function/role of the street or space, and to achieve adequate front to front distances between blocks.
- Massing to the perimeter of the urban block.
- Building frontage to all sides, including the shorter sides (secondary street frontage) of the urban block.
- Proper design and attention to corners, and avoiding 'dead' or windowless gables.
- An appropriate scale of buildings to provide the appropriate level of enclosure of the associated streets and spaces.
- Adequate back-to-back distances within the urban block to ensure adequate light and privacy and internal open space
- Appropriate building setbacks from the street to suit the use of ground floors.
- Adequate arrangements for pedestrian, cycle and vehicular access around, within or below the urban block.

A robust urban block is sized and shaped in such a way as to be capable of delivery as a single entity or in smaller elements known as plots.

Figure 2.1: Urban design principles for mixed grain urban



## 2.2 Mixed Urban Grain

Urban grain is a way of describing the degree of mixing of different physical elements in an urban area. Urban grain is sometimes used to describe urban block patterns or the nature of internal ground floor subdivisions, but these do not deliver longer-term fine urban grain. A better indicator of urban grain is the pattern of the subdivision of plots within urban blocks (sometimes referred to as horizontal subdivision). Plots can be described as the smallest independently developable or discrete element of the urban block, and they are the land or defined area on which individual buildings will be development and/or redeveloped. Importantly fine urban grain will be needed to manage active frontages on sloping streets in the Town Centre (See 3.5).

The approach to the urban grain is critical in achieving a mix in the scale of land uses in the Town Centre Core. A greater variety in the urban grain will give rise to the greater variety in the built form (buildings of different sizes and configurations) required for a mix in the scale of land uses in the Town Centre Core.

A mixed urban grain is central to the urban design concept and Masterplan for the Town Centre and it cannot be achieved without providing for smaller plots in key locations in the area, where variety and diversity are most critically needed – in the case of Cherrywood Town Centre, Cherrywood Square, Cherrywood Main Street and Civic Square.

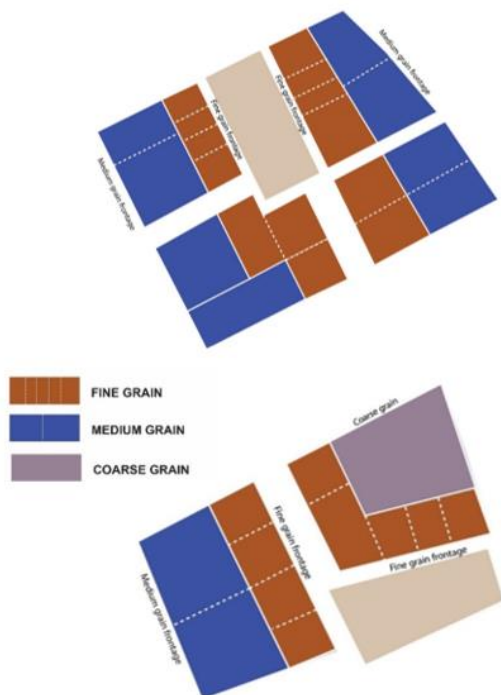
Smaller plots are also important as they provide for smaller, independent buildings, which are more adaptable and flexible for changes of use and occupancy over time. Buildings on smaller plots also anecdotally provide greater levels of mixed use. Other benefits include greater variety and richness in the streetscape. Small plots, smaller buildings and internal spaces are crucial to the success of creative and cultural quarters and essential for the development of the evening and night-time economy.

The benefits of a mixed urban grain are significant, as:

- It results in a greater richness in use mix;
- It provides a range of development parcels for a range of potential uses;
- It is attractive to a wider range of potential developers;
- It is attractive to smaller, independent businesses;
- It results in a range of designers and range of approaches to building;
- It produces a greater diversity of building types and expression;
- It produces spatially, independent buildings with greater adaptability and flexibility for changes and modification in many cases; and
- It gives flexibility for the phasing and incremental development of blocks.

The subdivision of larger buildings at ground floor level will also be important to achieve mix of use at ground floor level. It will not, however, provide the flexibility or independence required by many small businesses, particularly, evening and nighttime economy uses.

Figure 2.2: Indicative mixed urban grain





### **3. Building Quality**

Matters relating to building design are set out in applicable chapters in the Planning Scheme, and other standards and controls in the County Development Plan, as well as, national level and Ministerial Guidelines, also have general application and will guide the development management process, when individual proposals for development are advanced as part of the planning application process.

These guidelines focus on place-based building quality, and elaborating, where necessary, on existing guidelines and controls, or applying these more closely to the context of the Cherrywood Town Centre.

#### *3.1 Adaptable Range of Building Typologies*

A range of typologies will be needed to accommodate different land uses and to ensure a diversity and variety in the built fabric of the area. Thus, buildings should be designed to reflect their function. Mixed-use buildings, in particular, should be designed to accommodate future changes of use. This will require a 'loose-fit, long-life' approach, where additional internal or external space or dimensions may be provided.

The mixed urban grain approach of varying plot sizes in individual blocks will facilitate a variety of building typologies. Smaller mixed-use building typologies will require appropriate and bespoke design consideration and solutions. The Planning Scheme allows for increased floor to floor dimensions at ground floor level to accommodate flexibility and adaptable layout, which can accommodate, many uses, including live-work.

#### *3.2 Architectural Diversity*

Given the extensive diversity and intensity of use proposed for the Town Centre Core and Town Centre Environs (the Town Centre), this needs to be expressed in a greater diversity of architecture and architectural style in the Town Centre.

The Town Centre itself is not a single, large development but a place with a collection of many different urban contexts (e.g. new and proposed urban spaces; arterial, link and local streets; etc.). The overall approach and the architecture should respond to this context and the basic need for a mix in the scale of uses and the urban grain to support this.

The smaller plot buildings will be required to be spatially independent of adjoining buildings, with separate entrances and private courtyard/storage spaces. Individual architectural design approaches by different design practices will be required for different buildings in individual blocks. Variety, and innovation, of design, construction, materials, and colours will be promoted to enhance architectural diversity.

The overall maximum building height will be in accordance with the building height concept. Where coarser urban grain and larger buildings are proposed, a careful approach to the design of facades will be required. Individual buildings on the medium and large plots within blocks should express distinctive building design. Designers will be required to clearly express the ground floor, the main façade, a strong parapet and roof form.

A vertical emphasis to the facades should be achieved, by design and the use of different materials and colours. Building entrances should be designed as a key element of the facade, which may also be expressed vertically in the main façade.

Balconies may be incorporated in multi storey, residential development to improve the expression of the facade and the interface with streets and spaces.

The treatment of ground floor comers must be carefully considered in terms of design and interface. This since, corners provide an opportunity for architectural diversity, with the inclusion of features, such as raised parapets and additional building height. Distinctive corner buildings can also aid legibility, signifying a significant route or gateway.

Architectural diversity requires the input of many designers. It is essential that key buildings of civic and urban design importance are of highest architectural merit. It is also important that the variety needed for fine urban grain is achieved through the insertion of innovative high- quality buildings.

In the case of the fine grain buildings, the principal developer will be required to retain a separate design practice, following a competitive process carried out in consultation with the Development Agency.



*Figure 3.1: Examples of Architectural Diversity*

### *3.4 Building and Street/Space Interface*

The interface of the building and space is critical to the success of streets and spaces in the Town Centre. The purpose of the street or space and the nature of the frontage land use will determine the approach to the design of the interface.

In all instances, interfaces should be carefully designed and attractive, and provide appropriate levels of interaction and safety.

Generally, for primary retail and services and mixed-use frontage to streets and spaces there should be no building set back from the back of the street or space. On the primary retail and services frontages, interface design should include frequent entrances to ground floor uses and upper floor uses, generous windows and display areas, varied and richly detailed and designed shopfronts, generous floor-to-floor heights (in line with Planning Scheme requirements) and design for potential for uses to spill out onto the street or space.

For new ground floor residential frontage to streets and spaces, there should be building set-back or a small privacy strip (not greater than 1.0 metre deep) depending on context. Consideration should be given to non-residential use (e.g. community) on residential corners, in which case a set-back would not need to be provided. Less private rooms such as kitchen, living and dining rooms should be positioned to the main frontages, with direct access to ground floor units from the street or space, and carefully designed shared access to upper floors. Balconies at upper floors will assist with street and space interface and passive supervision.

### *3.5 Sloping Street and Spaces and Ground Floor Interface*

There are significant topographical differences and changes in the Town Centre that will result in significant gradients in the Town Centre streets and spaces. In addition, link streets, Luas and the attached podiums at TCC1A, TCC2 and TCC4 are in place and represent important fixed levels

In relation to streets and spaces, levels and gradients key considerations are to :

- Tie in as closely as possible with existing Luas infrastructure, podiums and link streets.
- Apply the principles of Access for All throughout the Town Centre network of streets and spaces.
- Gently sloping rather than step surfaces, avoiding grade breaks on streets and spaces, with the use of steps only in exceptional circumstances.
- That all new streets and spaces meet DMURS gradient standards, with a target gradient of no less than 1:20 (exceptionally only and for short distances - 1:12);
- Cherrywood Square and Civic Square are to be level or of imperceptible gradient.

On sloping streets and spaces, particular attention needs to be given to closely matching ground floor levels to gradient changes. Ground floor building levels must change frequently to ensure entrances and thresholds are level with the finished street.

On these streets, fine urban grain will be preferred as a strategy to match street gradients and entrances, while also contributing to building and land use variety. Cherrywood Main Street is one such case which includes slopes either side of the Cherrywood Main Street Bridge.

Excessive level differences between the ground floor of buildings and the street will not be permitted. Building designers will be required to work closely with the designers of the streets and spaces in this respect.

### *3.6 Roofscape*

Variety of roofscape (skyline/roofline/roof profile) will contribute to the architectural and visual diversity of the sector. The building height concept provides for variety in building height in each urban block and this should assist in securing a varied roofscape form.

A variety of roof types will be expected to reflect building variety. Large expanses of roof should be avoided on medium and large buildings and should be broken by changes in form, ridge and/or pitch. There should be an avoidance of long extents of parapets and flat roofs.

Natural roof finishes will be normally be preferred. Alternative durable materials will be considered where it contributes to quality building design and construction.

### *3.7 Green Buildings*

Green building is a philosophy and a code for sustainable building. It relates to all types of building and its key components are :

- Energy management – including energy supply, energy efficiency (see NZEB) and energy use.

- Water management – including water conservation, rainwater harvesting and grey water recycling.
- Waste management – including fewer and more durable materials, end of life recovery and reuse of materials and building user’s reuse and recycling.
- Health and well-being – including achieving good indoor air quality, natural light, noise levels.
- Landscape - including integration of biodiversity, roof gardens, green roof, planting, etc.
- Resilience and adaptability – including resilience to flooding and climate change, flexible spaces for use changes, and
- A Renewable Energy Strategy.



Figure 3.2: Examples of Building and street/space interface

#### 4. Quality of Space

In achieving quality streets and spaces, the following key objectives will inform detailed space design:

- All spaces should be utilised. No space, no matter how small, should be left-over and all spaces should have a clear role and function.
- All public spaces should allow for the opportunity for civic and cultural events appropriate to their scale and include the necessary built-in services and infrastructure.
- All spaces should be designed to be safe and should be perceived to be safe. Uncluttered spaces with good sightlines with adequate lighting that are well maintained will complement the essential passive supervision of streets and spaces by workers, visitors and residents. Vehicular traffic through the area will be strictly controlled within pedestrian priority areas.
- All spaces should be attractive to residents, workers and visitors alike.
- High quality design based on the essential local character or genius loci, and well-considered concepts and themes, including local culture and art, will be required.
- Spaces should be uncluttered to provide an understated setting for the built heritage and to ensure that they are robust for a variety of uses and activities.
- All spaces should be designed for comfort. In this regard, consideration should be given to micro-climate, orientation and existing and proposed, surrounding buildings. Informal and formal seating should be provided in all spaces, with shelter provided where appropriate.
- All spaces should be designed to be accessible to all in society, including those with disabilities children and older people. Gentle slope will be favoured in preference to abrupt and stepped level changes.
- Opportunities for biodiversity (tree planting and landscaped areas and features) and sustainable urban water management should be included in space design proposals
- Ample opportunities should be provided for play – both formal and informal.

Figure 4.1: Key Space Section showing Sunlight and Daylight

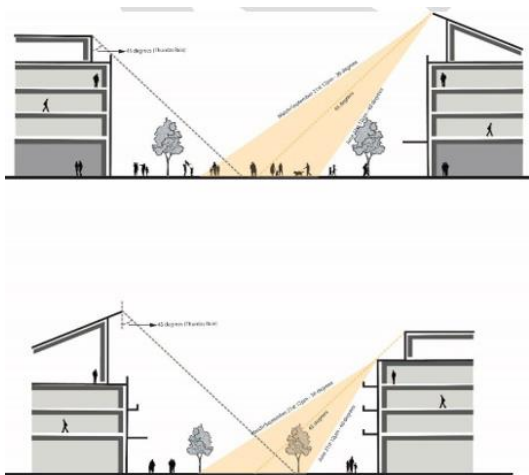


Figure 4.2: Examples of Qualities of space



#### 4.1 Materials and Finishes

High quality and durable materials are essential in creating successful places. The former Town Centre Urban Form Development Framework (UFDF) established a palette of materials and finishes, which promoted consistency in finishes and materials for the public realm within an overall landscape plan.

A portion of that landscape plan has been implemented as part of the completed development to date. This approach to materials, finishes and landscaping across the Town Centre should continue and in this regard key principles are set out in Section 2 of this Appendix (Establishing Quality – Materials, Finishes and Landscaping Guide).

Within this overall landscape plan and palette of materials and finishes, a unique design approach should be pursued for the urban spaces of exceptional importance which are respectively: Cherrywood Square and Civic Square.

#### 4.2 Public Art

Public art should be included in the main urban spaces and elsewhere throughout the public realm, where opportunities arise. Ideally, local artists should be involved in the design of the remaining streets and spaces in the area. Artistic input into the design of the floor-plane and the boundaries of the streets and spaces, would be welcome.