



MAKING IMPACT

REPORT TWO

Evaluating the social, cultural,
economic and environmental impact
of our investment at Wilton Park, Dublin

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IPUT REAL ESTATE
DUBLIN

CLOSED FOR
RENOVATION

MAKING IMPACT

REPORT TWO

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Hassell **prol** **Gehl**

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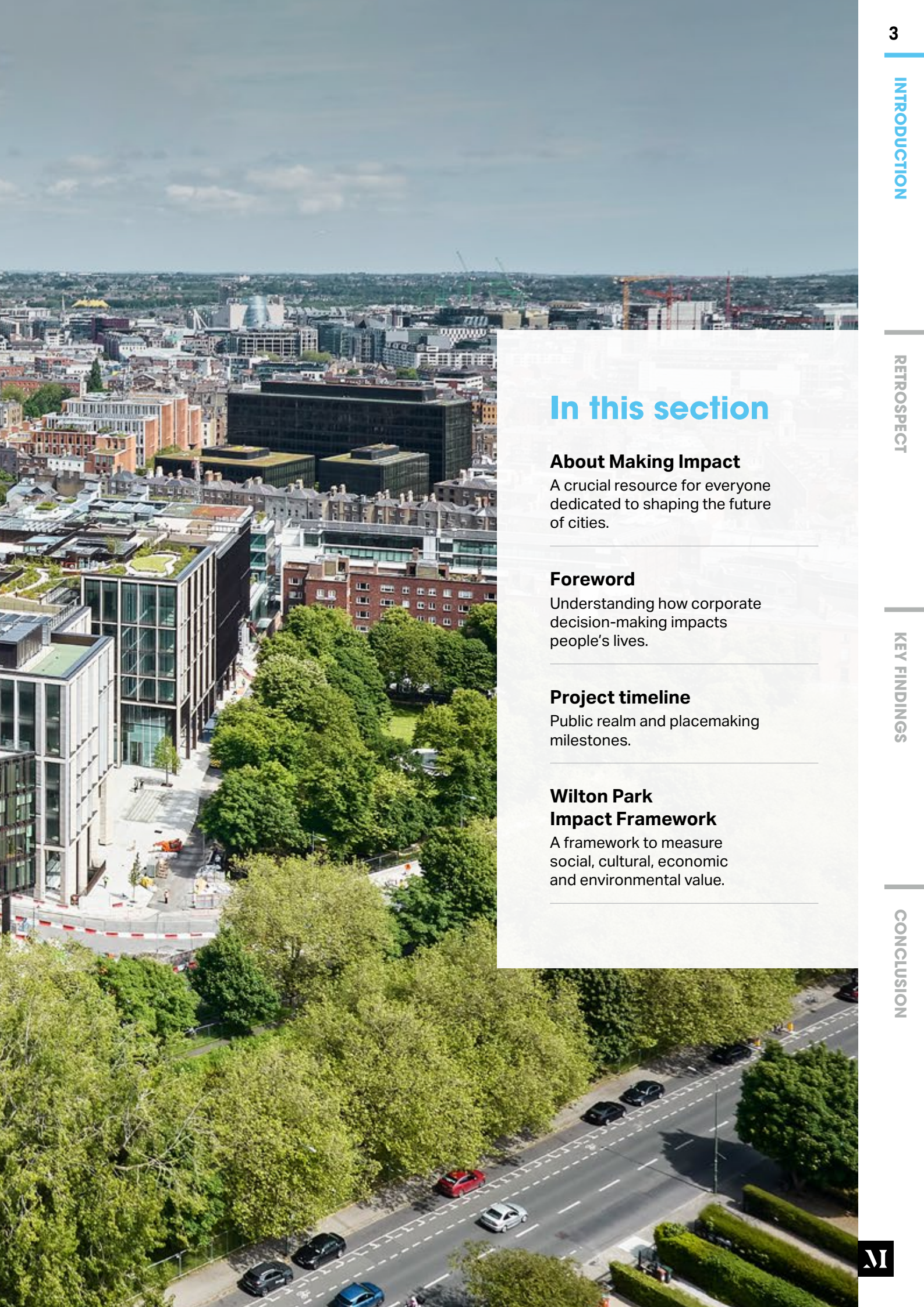
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Introduction





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Wilton Park Impact Framework

A framework to measure social, cultural, economic and environmental value.

About Making Impact

A crucial resource for everyone
dedicated to shaping the future of cities

'Making Place': Laying the foundations for our thought leadership journey

In 2020, we published 'Making Place', a landmark research report that examined the role of placemaking in the commercial development sector. It highlighted that investing in buildings, landscaping, and public spaces is key to the future of workplaces.

It delivered hard data and insights that show that weaving attractive developments into the fabric of our cities can reinvigorate urban communities.

'Making Impact': Launching a groundbreaking five-year longitudinal research study

In 2023, we launched 'Making Impact', a pioneering five-year research project, the first of its kind globally. This study is designed to quantify the impact of our €300 million placemaking investment at Wilton Park. Every year, it will measure the tangible contribution each placemaking initiative makes to this area's vibrance, value and attractiveness.

Generating five years of data and insights on Wilton Park's placemaking journey

Between 2023 and 2027, the 'Making Impact' study will deliver five annual reports. Each one will track a new chapter in Wilton Park's evolution.

Our commitment to continuous reporting is crucial to the integrity of the study. It creates a unique opportunity to track the ups as well as the downs of an urban neighbourhood in transition.

Over time, these reports will become an invaluable resource for everyone who plays a role in shaping the future of cities. Asset owners, occupiers, investors, planners, architects and the wider real estate industry.

Partnering with world-leading placemaking experts

We have partnered with three leading independent agencies for the 'Making Impact' study. Hassell, PRD and Gehl are global experts in placemaking and design. We will be collaborating closely with them over the five-year time horizon of the study.

The project team will explore how the actions we have taken and the objectives we have met align with IPUT's original vision for the Wilton Park development.

For a detailed outline of this vision, see the Wilton Park Impact Framework on Pages 12 and 13 of this report.

A snapshot of the Making Impact Study

1

study into placemaking impact.

3

world-leading placemaking and design agencies brought together.

4

impact pillars measured: Social, cultural, environmental, and economic.

5

year time horizon with 5 annual reports.

18

measurement areas.

73

bespoke qualitative & quantitative metrics.

Designing a bespoke methodology to measure impact across four key pillars

Our expert team has devised a baseline and a comprehensive methodology that uses 73 metrics specific to Wilton Park. This framework meticulously tracks our investment across three crucial facets of placemaking:

- 1) **public realm and landscaping,**
- 2) **programming and events,**
- 3) **governance and management.**

The study will capture and measure how our initiatives contribute to four distinct dimensions of value: social, cultural, environmental and economic.

Looking back at Year One of 'Making Impact'

The first 'Making Impact' report was published in November 2023. It explained the rationale behind the study, outlined our methodology and set the stage for this five-year journey. It shared key findings from the 2022/23 reporting period. It highlighted six valuable lessons we learned in Year One and committed to using what we've learned to make even more positive impact at Wilton Park.

Reporting on Year Two of 'Making Impact'

Year Two of our five-part series brings fresh insights, data and case studies from the 2023/24 reporting period. This report takes another

deep dive into the impact of our ambitious placemaking strategy in this neighbourhood. It also shares another six key lessons which will shape our initiatives over the coming year.

The impact of ongoing construction

The second year of our 'Making Impact' study coincided with the neighbourhood's most intensive phase of transformation. This meant that the public realm of Wilton Park was disrupted for the entire 12-month period of reporting.



Construction work in the public space, Wilton Park, Dublin 2.

INTRODUCTION

Pressing pause on our placemaking programming

Construction work was ongoing across the development throughout the reporting period. Roadworks were in place as we upgraded streets and walkways. The park was temporarily closed for extensive renovation and we had to press 'pause' on almost all of our placemaking initiatives.

Our original goal to re-open the park in summer 2024 was delayed by unusually wet weather in spring, which impacted on planting. At the same time, access to the public walkways along the Grand Canal was restricted.



Delivering a powerful reminder of how public spaces shape communities

Naturally, these challenges affected the data we collected this year. But they also underscored the vital importance of investing in placemaking. Now, more than ever, it is clear that people's sense of wellbeing, connection and belonging are directly affected when they don't have access to pleasant streets, welcoming public areas and relaxing natural amenities.

And, as we reopen Wilton Park and reignite our placemaking initiatives, we are excited about the vibrant revival of public life and the renewed sense of community that will define Year Three of our study.

“

It is clear that people's sense of wellbeing, connection and belonging are directly affected when they don't have access to pleasant streets, welcoming public areas and relaxing natural amenities.



Year One and Year Two of
'Making Impact' in numbers

43

stakeholder
interviews.

100

hours of site
observations.

358

intercept
surveys.



Foreword

Understanding how corporate decision-making impacts people's lives



Launching 'Making Impact' - Our pioneering placemaking study

A year ago, IPUT embarked on an ambitious journey with the launch of the first report in our five-year 'Making Impact' research series. This study is the first of its kind globally. A quantitative and qualitative deep-dive into the long-term effects of real placemaking at a real development.

Now, two years in, our belief in this project is stronger than ever. The insights we're uncovering aren't just benefitting IPUT. They're already becoming an important resource for developers, city planners and stakeholders across our industry.

Sharing key findings from Year Two of 'Making Impact'

The year's report is essential reading for everyone who is invested in the future of urban communities. It presents hard facts and evidence on the direct impact of construction disruption. It provides crucial insights on the impact of removing an important green amenity like a park, even temporarily.

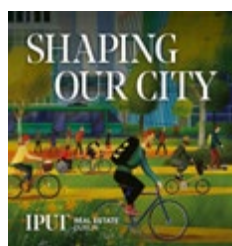
It highlights the crucial role that public spaces play in city neighbourhoods and how they contribute positively to a city's social fabric. It also underscores our belief that investing in placemaking is essential for the vitality of our cities - a theme that we have explored at length in our 'Shaping Our City' podcast series.

Turning a year of challenge into a crucial opportunity

Year Two of our 'Making Impact' study coincided with a pivotal period of intense construction at Wilton Park. Over 12 months, we reached practical completion on office buildings Two, Three, and Four Wilton Park. At the same time, we undertook roadworks to upgrade and improve the streetscape and closed the one-acre park for extensive renovation.

These factors combined caused significant disruption across the neighbourhood, and they forced us to press 'pause' on many of our most important placemaking initiatives.

Having the 'Making Impact' study up and running, at such a critical stage of transformation, provided us with a unique opportunity. The project team was on-site to track and analyse the social, cultural, economic and environmental impacts of this disruption. They could also track how restricted access to public spaces and green amenities directly affected people's lives and their perceptions of the neighbourhood.



To listen our 'Shaping Our City' podcast series [Click here](#)

Taking a step back to move forward

It's hardly a surprise that people's connection to Wilton Park diminished this year. It has been frustrating for us to watch the goodwill we have built up since the pandemic decline, but we know the dynamics of the construction journey. We are prepared to accept temporary public dissatisfaction so we can bring our vision to life and lay the groundwork for Wilton Park's long-term future.

Even during this challenging year, the community could see that we were hard at work creating something valuable for everybody.

Taking the time to get every detail right

In an industry dominated by short-term thinking, IPUT stands apart. We believe in the importance of meticulous, long-term planning. We are committed to getting every detail right - even if it means taking a bit longer.

When a particularly rainy spring affected planting and our renovation plans at the park, we made the difficult decision to push back the reopening of this popular amenity.

Roof garden at Two Wilton Park, Dublin 2.



When our study showed that pollinator counts in the area had seen significant year-on-year increases, we expanded the scope of our planting programme right across the neighbourhood.

When we had to put many of our placemaking initiatives on hold, we found other ways to improve life in the community.

In June 2024, a team of IPUT volunteers rolled up their sleeves to do a neighbourhood clean-up. We also established a partnership with Waterways Ireland to upgrade a section of the Grand Canal.

Announcing new occupiers. Validating our long term vision

This reporting year coincided with a sharp decline in capital values and a slowdown in office space uptake in cities across Europe including Dublin. Despite this challenging backdrop, we announced that Stripe and EY will be joining LinkedIn at Wilton Park in 2025/26.

The commitment of corporate occupiers of this calibre is a powerful endorsement of our vision and strategy. It underscores the quality of this development and their confidence in our long-term commitment to the neighbourhood's future.

Responding and adapting to feedback

A standout feature of the 'Making Impact' study is its dynamic feedback loop. By integrating public input, we're able to refine our placemaking strategy in real-time, so we can stay in step with the needs of the Wilton Park community. The feedback we received in Year One has already inspired us, and in response, in 2023/24, we added more greenery and family-friendly spaces.

Setting the stage for Wilton Park's transformation

The strides we've made this year have set the stage for a new kind of public experience at Wilton Park. As we head into 2025, we are poised to ignite a new wave of energy across the neighbourhood.

Our €2 million investment in the park will open up an extraordinary new leisure amenity. The greenery we've planted in the park, rooftops and courtyards will thrive and flourish. Our buildings will welcome 5,000 new employees. Wilton Park's streets and new public spaces will come alive with energy and vitality.

While we have learned a lot in the first two years of intense research, 2024/25 will be a landmark year for Wilton Park and for our 'Making Impact' study. Our project team will once again be on-site, monitoring, measuring, and quantifying the impact of every space, facility and amenity.

I look forward to sharing the findings with you, this time next year.

Niall Gaffney
Chief Executive
IPUT Real Estate Dublin

Project Timeline

Public realm and placemaking milestones

First investment

We acquired Fitzwilton House a brutalist, 20th century office block.



1982

2014-2017



Further investment

We took on the freehold of the private park and opened it to the public. We acquired three more buildings: Lad Lane Apartments, Wilton Park House, and Gardner House.

Lad Lane artist studios

We leased three artist studios in Lad Lane, which have provided 15 artists with free space over 5 years.



2018

2019



Attracting Wilton Park's first occupier

We pre-let Wilton Park's One Wilton Park to the social media company LinkedIn.



Park activation

We opened the park to the public and installed lots of movable deckchairs.

Augmented reality

We launched Ireland's first-ever augmented reality exhibition.



2020

2021

2020-2022: pandemic precautions

We put a series of precautions in place to ensure that people could safely enjoy the outdoor spaces at Wilton Park.



Coffee kiosk

We installed a rent-free kiosk in the park so 'Why Not Coffee' could serve hot drinks to the community.

Living Canvas

We installed Europe's largest screen dedicated to digital art. Since then, 'Living Canvas' has shared close to 100 artworks with the public at Wilton Park. The screen has now been moved to the Irish Museum of Modern Art.



Extensive renovation and improvement works

During 2023/24, we closed the park temporarily for extensive renovation and moved into the final construction phase on Wilton Park's buildings and the public realm.

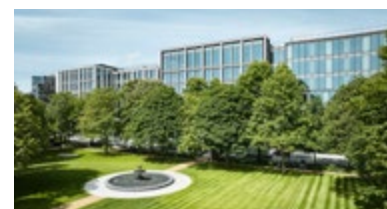


Community events and art installations

We hosted a series of community events in the park. We offered free drop-in yoga with Reformation Yoga. We partnered with the RSPCA to create a 'Bark in the Park' for local dog owners and created a public installation showcasing new work by the artists at Wilton Park Studios.

Re-opening of the park and public realm

The park and public spaces were completed and opened to the public.



2021

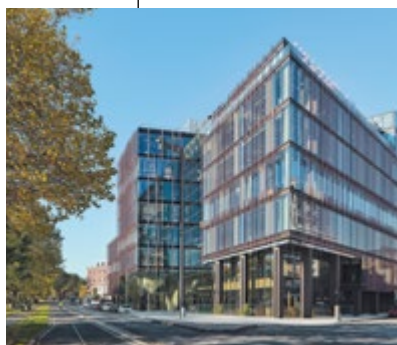
2022

2022

2023

2023

2024



First building opens

One Wilton Park completed with significant improvements to the public realm, including the construction of a public footpath on Lad Lane.



Launch of 'Making Impact'

We commissioned 'Making Impact', a ground-breaking, five-year study that uses Wilton Park as a living laboratory. We launched the Year One report in November 2023.



Wilton Park secures two more blue-chip occupiers

In summer 2024, we announced that two more global giants had chosen Wilton Park as their global headquarters. Financial services company Stripe and professional services firm EY will be joining LinkedIn in 2025/2026. This move cements the development's status as a premier business hub.

Wilton Park Impact Framework

Creating a framework to measure the social, cultural, environmental and economic value of our placemaking investment

The Wilton Park Impact Framework sets out our approach to measurement over the five years of the study. The methodology was developed in year one: 2022/23. It is based on a thorough analysis of Wilton Park's potential, incorporating leading global practices and aligning with established technical standards, where applicable.

The framework is built around three key levels of impact:

The Vision...

sets out what we aim to achieve in the long-term. This is measured by how valuable, vibrant, and loved the neighbourhood becomes.

The Objectives...

describe our everyday goals. These are measured across social, cultural, environmental, and economic value dimensions.

The Actions...

capture what we are doing in practical terms to meet our objectives. These will be measured by the number and type of investments made in the public realm, programming, and governance of Wilton Park.

The Impact Framework reflects the full scope and breadth of IPUT's ambition for Wilton Park. It comprises 18 measurement areas and 73 individual qualitative and quantitative metrics. It is designed to consider the many different ways that a development of this scale and quality can, and should, deliver impact.

We started measuring impact against our metrics in 2023, and will continue tracking for five years. Our framework will continually adapt and evolve to respond to new insights and findings.



Vision

What we aim to achieve in the long-term



A vibrant, integrated, and resilient neighbourhood which enhances cultural, economic, and community life in Dublin

Measures

Valuable

Vibrant

Loved

Objectives

What we are working towards every day

Creating inviting public spaces



Celebrating art and culture



Championing green values



Creating a world-class commercial destination



Measures

Local engagement
Community wellbeing
Place quality

Cultural engagement
Artistic production
Cultural identity

Nature engagement
Carbon emissions
Environmental quality

Employee engagement
Thriving businesses
Economic opportunity

Actions

What we do to achieve our objectives



Public realm



Programming



Governance

Measures

The number & types of investments made in the public realm, programming & governance at Wilton Park

Retrospect



Preparations being made for the opening
of the public space at Wilton Park, Dublin 2.

In this section

Tracing the origins of Wilton Park

From cultural community
to thriving commercial district.

Learnings from the last five years

Reversing decline by
reimagining workplaces.

Transforming activity patterns

Making Wilton Park a
destination seven days a week.

Looking to the future with confidence

Encouraging a rise in footfall
and on-street activity.

RETROSPECT

Tracing the origins of Wilton Park

From cultural community to thriving commercial district

Wilton Park's roots go back to the 1700's, when development began around Baggot Street and Leeson Street, the two main roads into Dublin city. The small settlements south of the Grand Canal expanded into the Baggot East Townland. The area to the north became one of the most fashionable addresses in Georgian Dublin. The one-acre park at the centre of the neighbourhood was laid out at around the same time as Fitzwilliam and Merrion Squares. It soon became a popular gathering place for the city's elite and the tradesmen who worked along the canal.

Tracking the shift from creative hub to corporate hub

In the 1940's and 1950's, this was the most exciting cultural community in the city. It was a hotbed of creativity and a magnet for some of the most important Irish writers, poets and artists of the 20th century. Mary Lavin, Patrick Kavanagh, Flann O'Brien, Lucian Freud, and Brendan Behan all lived and worked locally.

But, by the 1960's, Dublin's rapid economic growth was making waves across the neighbourhood. Flats and apartments in Georgian townhouses were converted into office space. Purpose-built office blocks like Fitzwilton House and Wilton Park House sprang up along the elegant streets.

Census data from the 1970's and the 1980's shows the residential population of the area declining sharply. And, as writers and artists moved out to make way for corporations, the neighbourhood lost some of its character, sense of community and creativity.

Mapping the neighbourhood around Wilton Park

Today, this neighbourhood is one of Dublin's best-established commercial districts. Its connectivity and accessibility have attracted a strong presence from global finance and technology companies. Its resident population is also increasing.

In 2016, around 40,000 people worked within a 10-minute walk of Wilton Park. That's nearly four times the number of local residents. The daytime population of the area is younger compared to the average Dublin community, with more people working in professional jobs.

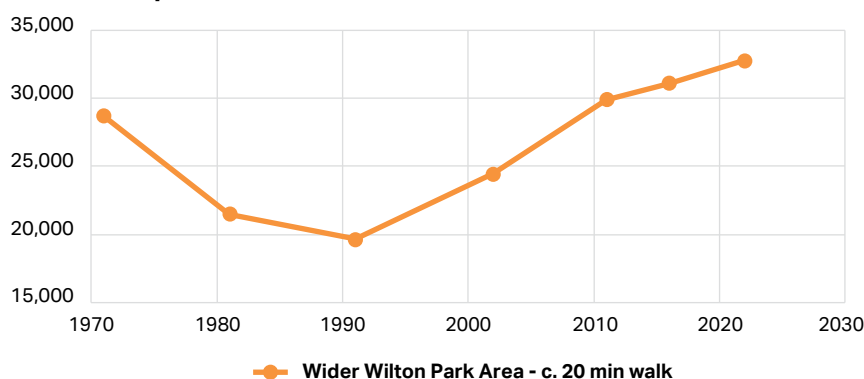
84%

of the daytime population is made up of workers, compared to just 53% across Dublin
(2016 Census)

56%

of the daytime population is aged 25 to 44 years, compared to around 40% across Dublin
(2016 Census)

Resident Population – 1970-2002



Source: CSO

“

In the 1940's and 1950's, this was the most exciting cultural community in the city. It was a hotbed of creativity and a magnet for some of the most important Irish writers, poets and artists.



Wilton Park, prior to the redevelopment works.

RETROSPECT

Breathing new life into a historic neighbourhood

IPUT has been investing in this neighbourhood since the early 1980's, when we acquired Fitzwilton House.

Between 2014 and 2017, we strengthened our presence in the area. We acquired another two 1960's office buildings: Gardner House and Wilton Park House. We invested in Lad Lane Apartments and in the triangular private park at the heart of the community.

At the time, the buildings were run-down, the public realm was tired and neglected and the streets were impacted by moderate antisocial behaviour. But we recognised a unique opportunity to revitalise Wilton Park. To draw on its rich history and personality. To use world-class design and placemaking to craft a new future for this historic neighbourhood.

Our vision was to create a vibrant, inclusive, resilient urban community. An inviting destination that would make a real contribution to the social, cultural and economic life of the whole city.

Fostering community throughout the construction journey

Throughout the construction journey, we have looked for ways to create connection in the community. In 2019, we opened up the park to the public. We installed public benches and deckchairs to create a safe, welcoming green amenity.

During 2023/24, we closed the park for a complete renovation and put the finishing touches to the neighbourhood streets and public spaces. By the end of this year, the neighbourhood will have even more amenities and facilities. And we'll be inviting in the whole city, to help write the next chapter in Wilton Park's history.

Reflecting on Mary Lavin's legacy: Insights from her granddaughter, writer Kathleen MacMahon

"I've lived all my life in the area around Wilton Park, which used to be very liberal and artistic. My grandmother, Mary Lavin, lived on Lad Lane, and she was very active on the local creative scene. Today, Dublin feels more corporate than creative. That's why it's so refreshing to see a developer like IPUT championing spaces for art and artists within the fabric of the city.

The significance of this presence in our daily lives cannot be overstated. Imagine a future where a young professional from LinkedIn sits on a park bench and meets another young person armed only with a notepad, a pen, and the dream of writing a novel.

Two years later, they might buy that very novel, inspired by its origins and the person who brought it to life. That, to me, would be a beautiful future for Wilton Park."



“

My grandmother, Mary Lavin, lived on Lad Lane, and she was very active on the local creative scene. Today, Dublin feels more corporate than creative. That's why it's so refreshing to see a developer like IPUT championing spaces for art and artists within the fabric of the city.

Kathleen MacMahon
Granddaughter of Mary Lavin

RETROSPECT

Learnings from the last five years

Reversing decline by reimagining workplaces

The last five years have seen a fundamental shift in how people work, especially in knowledge-based industries like technology, finance, and consulting. This shift was fast-tracked by the COVID-19 pandemic, which forced businesses to pivot to remote working.

Wilton Park, like every other area in the city centre, saw a noticeable decline in footfall as a result of lockdowns and social distancing.

To evaluate the impact of these changes, we analysed five years of location intelligence data supplied by Huq Industries. Between 2019 and 2020, the wider Wilton Park neighbourhood saw a decline in footfall of 47%, followed by a further drop of 28% in 2021. There has been some recovery, but footfall volumes in 2023/24 are still around 24% below the five-year average.

Similar patterns have emerged in commercial business districts in cities across the world. The average Irish office worker now works remotely at least once a week according to the 2023 Remote Working in Ireland Survey.

This seismic change in work culture means that employers, developers and city planners need to radically reimagine office space and to reshape urban landscapes.

IPUT's landmark 2020 research report 'Making Place' explored the role of the workplace in the future of our cities.

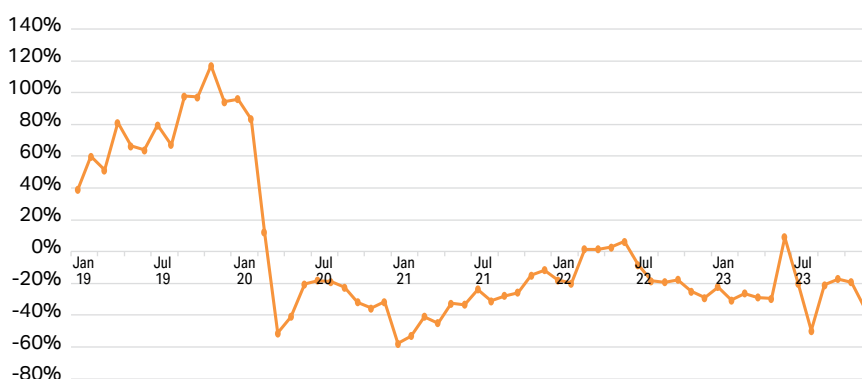
It highlighted the urgent need for office developments that offer more to today's workers. Creating exciting social and cultural experiences. Boosting health and happiness. Opening up green spaces where people can connect with nature and one another.

Wilton Park is designed from the ground up to respond to these challenges. We have invested over €300 million in this area and, we will continue to invest in facilities and amenities. We are confident that this approach will drive and increase traffic at Wilton Park for years to come.

“

Our research shows that footfall in the area has yet to recover to pre-pandemic levels. By investing in facilities and amenities in the neighbourhood, we are attempting to reverse this decline and increase footfall at Wilton Park for years to come.

Variations in monthly footfall between 2019-2023 within a 10-minute walk of Wilton Park



Source: HUQ Industries, location intelligence data.



Refurbished fountain installation at Wilton Park, Dublin 2.

Transforming activity patterns

Making Wilton Park a destination seven days a week

Wilton Park is part of a thriving business hub clustered around the Grand Canal between Leeson Street and Baggot Street. The neighbourhood’s activity patterns are largely shaped by office workers. This means that the area is busy on weekdays and quieter in the evening and at weekends.

Data collected within a 10-minute walk of Wilton Park over the last five years underscores this pattern. Between 2019 and 2023, people have been spending around 24% more time in the neighbourhood on weekdays compared to weekends.

Footfall was up by 11% on Thursdays compared to the weekly average. This spike in activity is more than likely due to the popular weekly Mespil Road lunchtime food market, which takes place each Thursday.

In stark contrast, people have been spending 23% less time in the area on Sundays. This reduced level of engagement is due to the scarcity of leisure amenities at weekends. Levels of footfall fell further during 2023/24 when the neighbourhood park was closed for renovation works.

Introducing inviting amenities to reenergise the community

The newly reopened renovated park will create one of Dublin’s most attractive amenities. A safe green space with regular opening hours, scores of new trees, thousands of new shrubs, a restored fountain, a dog run and a play area for children.

At the same time, we’ll be inviting the city to discover Wilton Park’s bright new streetscape and a new public square with an interactive water feature. By 2025/26, 5,000 employees will be part of the community and our purpose-built cafés, restaurants and other retail offerings will be open for business.

We are confident that our investments in the public realm will attract more people into Wilton Park seven days a week, and make it one of most visited neighbourhoods in the city.

Highlighting nearby hubs of pedestrian activity

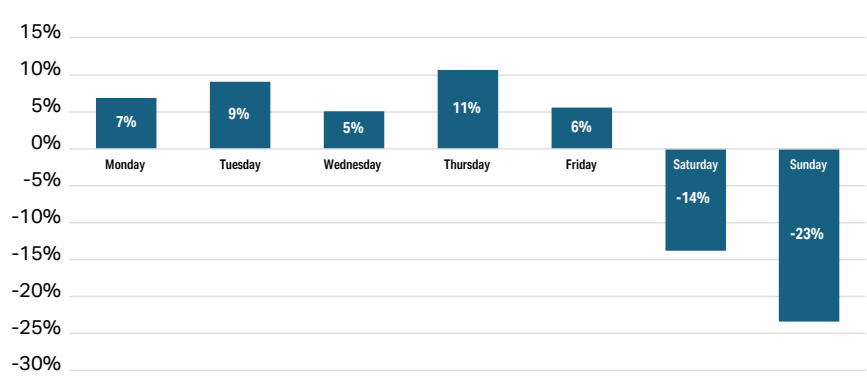
Our research team has collaborated with Huq Industries to create a heatmap that tracks the hotspots of pedestrian activity around Wilton Park over the last 5 years.

It demonstrates the draw of the shops along Baggot Street Upper and underscores the crucial role of the canal crossings at Baggot Street and Leeson Street. It shows that the route along the Grand Canal attracts significant foot traffic. It spotlights increased traffic along Fitzwilliam Street, to the north of Wilton Park. And it captures high activity along Burlington Road, where several global companies have their offices.

The data for the heatmap was collected during the final construction and park restoration phase at Wilton Park. We can see that the development is not yet one of the most visited places in the neighbourhood. But a closer look at our site reveals that pedestrian activity is concentrated in the park’s most easterly corner, a sunny spot close to the canal crossing at Lock C4.

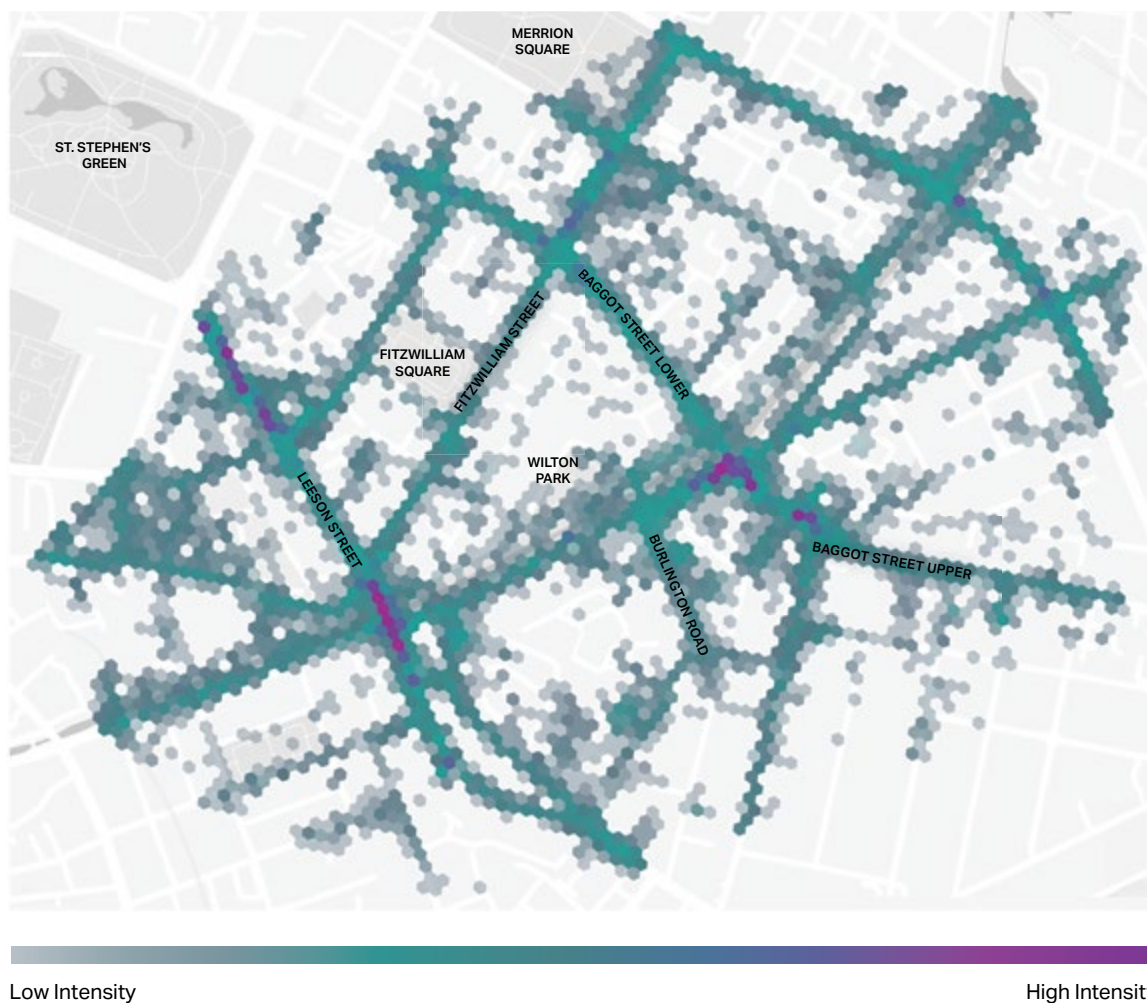
Analysing the current distribution of footfall in the area is helping us to better integrate our development with existing city networks. And, now that construction is coming to a close, we predict that Wilton Park will emerge as a new pedestrian hotspot. We look forward to reviewing this again in the 2024/25 study period.

Variations in daily dwell-time within a 10-minute walk of Wilton Park, 2019-2023 average



Source: HUQ Industries, location intelligence data.

Heatmap of pedestrian activity around Wilton Park between 2019-2023



Source: HUQ Industries, location intelligence data.

Looking to the future with confidence

Encouraging a rise in footfall and on-street activity

Since 2019, Wilton Park has been disrupted by two major challenges. COVID-19 restrictions, coupled with the ongoing construction works, have taken their toll on footfall and dwell time. But now the development is nearing completion. And, as Dubliners discover and explore Wilton Park's exciting new amenities, we anticipate a steady rise in footfall and on-street activity.



Key findings from 2023/24





In this section

Findings from a year of construction

Studying the impact of a year of intensive construction work on our key performance measures

FOUR THEMES

Social

Impact on the social life of Wilton Park

We are committed to making a place where communities come together.

Cultural

Impact on the cultural life of Wilton Park

We are committed to celebrating art and culture.

Environmental

Impact on the environmental life of Wilton Park

We are committed to setting an example of green and sustainable placemaking.

Economic

Impact on the economic life of Wilton Park

We are committed to making the most attractive place to work in Dublin.

KEY FINDINGS FROM 2023/24

Findings from a year of construction

Studying the impact of a year of intensive construction work on our key performance measures

We are investing €2 million in innovative placemaking initiatives at Wilton Park. 'Making Impact' puts a framework around this investment so we can demonstrate its real benefits to this neighbourhood.

The study is designed to meticulously measure how valuable, vibrant and loved this area becomes between 2023 and 2027.

The results of the first two years of the study were, inevitably, going to be affected by construction work at the site.

Last year, when we established our baseline, work at Two-Four Wilton Park was still underway and the public park was open but had not been renovated.

This year, Two-Four Wilton Park was still under construction while we were collecting data. The park was closed for renovation and access to the canal was compromised during the summer.

This meant that the two most important green amenities in the area were not available to the public during our on-site observations. As a result, this year's findings are a powerful reminder of just how vital green spaces and public areas are to our communities.

Less public space means less vibrant public life

The 2023/24 reporting period shows significant declines in the number of people passing through and spending time at Wilton Park compared to the previous year.

Data supplied by Huq Industries reveals a 40% drop in foot traffic and a 46% decrease in dwell time around the Wilton Park development. These figures are probably a direct result of the temporary closure of the public park.

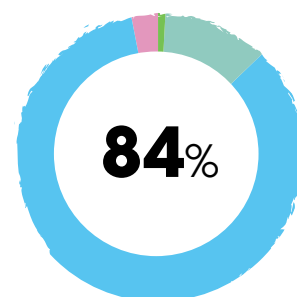
This year has also seen a downturn in the diversity and age range of visitors to the area. Site observations in February and June 2024 revealed that only 30% of the area's visitors were women, while just 1% were children.

Observations show some commercial activity, primarily driven by the popular weekly Mespil Road Lunchtime Market and 'Why not Coffee'. But most of the activity in the neighbourhood this year was related to the ongoing construction works.

In June 2024, 55% of intercept survey respondents said that they were in the area to work or meet colleagues. Only 8% had come to socialise with friends and family.

This is in stark contrast to the previous year, when the park was still open, and one in three visits were for social reasons. The whole neighbourhood was uplifted as people gravitated to this green amenity to eat lunch, hang out over coffee, relax in deckchairs, walk their dogs, enjoy the art installations and join the outdoor yoga classes.

Visitor age distribution

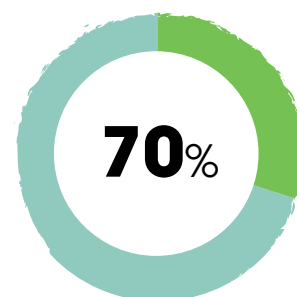


84% of visitors are aged between 25 and 64.

Source: Public life study, February and June 2024.

■ 0-14 ■ 15-24 ■ 25-64 ■ 65+

Visitor gender distribution



70% of visitors are male.

Source: Public life study, February and June 2024.

■ Female ■ Male

-40%

Difference in footfall between study years 2022/23 and 2023/24.
Source: Huq Industries.

-46%

Difference in dwell times between study years 2022/23 and 2023/24.
Source: Huq Industries.

55%

Percentage of Wilton Park's visitors who are in the area for work purposes.
Source: June 2024 Audience Intercept Survey.

Construction works impact public perception

It's no surprise that ongoing construction work and limited access to green spaces have had a profound affect on public perception this year. Visitors to Wilton Park, surveyed in May 2023, rated their overall experience 34% higher on average than those surveyed in June 2024.

Satisfaction with the area's streets and public spaces dropped by 21% between May 2023 and June 2024. At the same time, people's attachment to Wilton Park decreased by an average of 8% across three measures: sense of belonging, sense of care, and sense of community. Our findings showed that people's assessment of the area's strength of identity also declined by 14%.

These statistics highlight the crucial role that the public realm and green spaces play in this neighbourhood. They strengthen our conviction of the importance of these elements and further strengthen our commitment to investing in placemaking and nurturing positive social experiences and a sense of community.

Delivering high quality buildings increases satisfaction

On a positive note, we were pleased to discover that satisfaction with the quality of our buildings has remained consistently high over the course of the 2023/24 reporting period. This is especially encouraging since we completed the façades of Two-Four Wilton Park during this time.

We are confident that, once people have an opportunity to enjoy the restored park and the new streetscape, they will be just as satisfied with the quality of Wilton Park's public realm.

6.5/10

Audience satisfaction score.
Source: June 2024 Audience Intercept Survey.

3.6/5

Audience attachment score.
Source: June 2024 Audience Intercept Survey.



“

I am very much looking forward to the park reopening and seeing the end of all the building works on the surrounding streets. I think the area will be massively enhanced by the new development.

Audience Intercept Survey, June 2024

KEY FINDINGS FROM 2023/24

Flagship developments attract flagship occupiers

Wilton Park is recognised as a landmark commercial scheme in the Dublin market. It is designed to provide over 580,000 sq ft of premium office space and to showcase the power of placemaking in creating world-class city communities.

The project has been developed against a backdrop of economic challenges created by the COVID-19 pandemic and escalating global conflicts.

Even as the construction at Wilton Park has progressed, capital values declined globally and office leasing activity slowed in cities across the world. In spite of this, the quality of our buildings and our vision for this neighbourhood continued to attract leading corporate occupiers.

In 2019, LinkedIn chose Wilton Park as its prestigious global headquarters. And, in 2024, we announced that EY and Stripe will also be putting down permanent roots here. These commitments lay the foundations for Wilton Park's future economic ecosystem.

By 2025/26, 5,000 new employees will be part of the Wilton Park business community. Creating new buzz and energy, increasing footfall and driving the success of a new wave of local businesses.

Sometimes taking a step backwards is essential to move forward

Ongoing construction work and limited access to public spaces were real challenges for Wilton Park in 2023/24. It is very clear, from this year's reporting, that we took a temporary step back on our ambitious placemaking journey. But it is very encouraging that, despite these challenges, the people we surveyed remain positive and confident about the future of the development.

Our intensive 2023/24 construction and park renovation programme means that building work at Wilton Park is almost complete. We are opening up new amenities and launching new public spaces. And, in 2024/25, we'll be focusing on building excitement, energy and connection right across the Wilton Park community.

340,000 SQ FT

Office space let across the two most recent transactions.

5,000

Numbers employed once all tenants are in occupation.



“

It is very clear from this year's reporting, that we took a temporary step back on our ambitious placemaking journey in 2023/24. However, we recognise that sometimes taking a step backwards is essential to move forward.

FOUR THEMES

Social



Impact on the social life of Wilton Park

We are committed to making a place where communities come together

In late May 2023, we closed the public park for extensive renovations. We knew that it would be greatly missed by the community. But we also knew that this disruption was essential to delivering a beautiful safe green space that could be enjoyed for years to come.

The results of this year's study underscore just how vital public spaces are to people who live and work in our cities. We were able to learn, first hand, how the social life of a neighbourhood declines when spaces like this are unavailable.

Restricting access to inviting public spaces erodes feelings of safety, comfort, and enjoyment

In the 1980's, urban design expert, Jan Gehl, identified the three key criteria that attract people to public spaces

- **Safety**
- **Comfort**
- **Enjoyment**

During 2023/24, our observation and intercept studies showed a decline in all of these parameters.

The number of people who reported feeling safe at Wilton Park declined by 8% during the day and 12% at night. This was probably because, with less activity in the area, people were more likely to find themselves alone on the streets. Perceptions of safety may also have been affected by temporary security fences erected along the Grand Canal.

When we ask people about their enjoyment of the neighbourhood, one of the key things they mention is public seating. During 2022/23, when the park was open, it provided over 100 seats - from traditional benches to movable deckchairs and multifunctional furniture like our photo-bench installations. All those seating options were temporarily unavailable when the park was closed in 2023/24.

The newly restored park will offer even more inviting places to sit and linger. And we are confident that our new benches, deckchairs, water and lighting features will hugely increase people's sense of safety, comfort and enjoyment.

“

The area needs more and better quality seating for relaxing and eating.

Local resident
Audience Interviews,
February 2024

“

The current construction work is having a negative impact on the enjoyment of the park.

Local resident
Audience Interviews,
February 2024



Construction work at Wilton Park, Dublin 2.



Maintaining community anchors

Small comforts can breathe life into a community

“

I would love to see IPUT bring back the coffee shop when the park reopens.

Local resident

Audience Intercept Survey,
June 2024



'Why Not Coffee' began with entrepreneur Chris Masterson making his rounds on his 'barista bike'. His coffee proved so popular with locals that, in 2021, we set-up a kiosk in the park and offered it to him rent-free. Within months, it became an important social hub for the whole neighbourhood and Chris's business had grown from a one-man operation into a five-person team.

We understand the positive impact a place like this plays in the rhythm of the whole neighbourhood. And we were determined to keep 'Why Not Coffee' open for as long as possible - even as the rest of Wilton Park closed for renovations.

We relocated the kiosk to the edge of the park so Chris could keep trading until April 2024. This simple move helped to keep social life going, despite the disruption of ongoing construction. Neighbourhood footfall and commercial activity were higher in the area while 'Why Not Coffee' was still open. We observed 28% more people spending time in Wilton Park and 14% more commercial activity in February 2024, compared to June 2024. These results may well prove the powerful draw of a good cup of coffee and a welcoming place to linger and chat.

Our findings underscore our belief that small comforts can breathe life into a community.

Understanding the value of being a good neighbour

Committed to taking care of the wider community

We're committed to taking care of our neighbours and we are always looking for ways to minimise and offset the impact of our construction.

The Court Apartments is a characterful residential block opposite Wilton Park. Since we began work here, in 2019, we've been in regular contact with the building's management board. We soon realised that some of the block's communal areas were in real need of upgrade. So, in 2023/24, we stepped in to pledge our financial and practical support. We provided design and construction expertise to the residents and we carried out the work that was needed with care and precision. We also contributed around €140,000 to cover nearly 80% of the project costs.

The response from residents has been overwhelmingly positive. We're always delighted to be able to improve life for our neighbours. And we hope the work we've done here is some compensation for the disruption to the neighbourhood and the temporary closure of the local park.

“

Given that we're managing a building from the 1950's, maintenance is a significant aspect. It was incredibly beneficial that IPUT had the necessary expertise, knowledge, and on-site builders to help us.

Court Apartment resident





Delivering new inviting public spaces

Creating a quality destination

Our vision for Wilton Park was to create a quality destination for Dubliners. A contemporary urban neighbourhood filled with exciting new amenities and welcoming public spaces. The disruption to the neighbourhood during 2023/24 has been necessary to turn this vision into a reality.

Over the past year, we've been completing construction work on a new paved public square with an interactive water feature. We have been busy renovating the park. Landscaping lawns, repairing paths, planting new trees, shrubs and flowers to make it even more inviting to the community.

We've also been responding to the suggestions and feedback we received in year one of the 'Making Impact' study. We've created a sunlit 'parklet' on Lad Lane for late-afternoon gatherings. We've added a dog run at the park. We've also made a safe play area for children. This means that, in total, we have invested more than €1 million in child-friendly initiatives and facilities.





Covered street at Wilton Park, ceiling art installation by James Earley.

FOUR THEMES

Cultural



Impact on the cultural life of Wilton Park

We are committed to celebrating art and culture

In the 1950's, Wilton Park was an important centre of creativity. Artists, writers and poets frequented its cafés, pubs and restaurants. Leading figures like Mary Lavin, Brendan Behan, Lucian Freud and Brendan Behan were all part of this vibrant community.

But in the 1970's and 1980's, the bohemian spirit that once defined this area was overshadowed by the rise of corporate culture. Today, most see the neighbourhood purely as a business quarter.

Part of our vision for Wilton Park is to create a new cultural hub for the city. Right from day one, we have found ways to make art a central part of this development. We offered temporary rent-free studios for artists and turned the streets around Wilton Park into a public gallery for installations and exhibitions.

And now, as construction at Wilton Park completes, we are replacing these temporary spaces with permanent facilities to make creativity an enduring part of this community.

Doubling down on our commitment to give artists a place in this community

Long before we broke ground at Wilton Park, we were thinking of ways to bring art into the community. In 2018, we rented three studios on Lad Lane and transformed them into vibrant creative spaces. Then we partnered with the Royal Hibernia Academy (RHA) to launch an innovative artists-in-residence scheme.

This initiative has been a huge success and, in December 2023, as our lease on these studios was ending, we were determined to find a way to make it a lasting fixture in the neighbourhood.

We are thrilled to announce the return of the Wilton Park's artist-in-residence scheme in late 2024. It has been shaped by invaluable feedback from our resident artists and the broader community. And it has a new and permanent home in three beautiful purpose-built workspaces on the lower ground floor of Two to Four Wilton Park. We are already looking forward to sharing the work that will be created here in years to come.

Alan James Burns and Anna Spearman talk about their Wilton Park Studio experience

Artists Alan James Burns and Anna Spearman were part of the first group to enjoy free studio space at Lad Lane. In June 2024, we caught up with them to explore how this opportunity shaped their work and their lives, leaving an indelible mark on their artistic journeys.

“

I found my way into the Wilton Park Studios through an open call advertised by the RHA. I had never had a space in the city before, and at the time I didn't have a space anywhere else either. I immediately felt the positive effects of having a place to work outside of my home. I believe that separation is really important for mental health.

The studio also greatly helped progress my work by providing a space for teamwork and access to a wider network of collaborators. It's quite unusual for an artist to be able to afford a space in a location like Wilton Park, even though that's where we can play a meaningful role on the city's creative scene.

I think IPUT is doing well to make art accessible in the centre of Dublin. If the new studio spaces could be made more accessible, it would further contribute to nurturing an inclusive art community.

Alan James Burns

Alan is a visual artist focused on producing collaborative, interactive, socially-engaged, and site-specific artworks.



“

I was one of three artists working in the Wilton Park studios between May and December 2023. I am based in Sligo so it was a great opportunity for me to reconnect with Dublin, in particular galleries and art events and to have a connection with the other artists in the building.

The studio gave me the time and space to continue working in an explorative way without the pressure of an expected outcome.

The rent-free studio was much appreciated as it allowed me to spend this time in Dublin.

I look forward to seeing how IPUT's support of the arts continues into the future.

Anna Spearman

Anna has a multifaceted practice, concerned with the curious and playful language inherent in the processes of both object-making and painting.



Honouring a female author who shaped Wilton Park's rich literary legacy

Celebrating Mary Lavin in a genuine and meaningful way



“

With a nice public space named after her and a beautiful sculpture designed by one of Ireland's most accomplished living artists, I believe IPUT has ensured that Mary Lavin's legacy continues to be an integral part of Dublin's heritage.

Kathleen MacMahon
Writer

Short story writer, Mary Lavin, was a crucial female voice in the male-dominated world of 20th century literature. She made her home in Lad Lane from the 1940's until her death in 1996. She was inspired by the surrounding neighbourhood and some of her best work was set in the streets around it.

As we created our vision for the future of Wilton Park, we saw an opportunity to honour her important cultural legacy. And, in 2021, we decided to name the most important public space in the development after her.

This year, we completed Mary Lavin Place, a stunning 6,000 sq ft paved square in front of Two-Four Wilton. This beautiful open space with its dynamic interactive water feature will be new cultural hub for neighbourhood.

We also commissioned renowned Irish sculptor Eilis O'Connell to create an abstract sculpture inspired by Mary Lavin's writings.

It now takes pride of place in the renovated public park.

We want to reflect Lavin's legacy in a genuine and meaningful way, so both of these initiatives have been developed in close conversation with her family.

6,000 SQ FT

Plaza dedicated to Mary Lavin.

€1.6m

Investment in Mary Lavin Place.

“

I've been visiting Wilton Park since I was an art student in the 1970's. At the time, the area was inexpensive and run down, but still beautiful and attractive on account of the park and the canal. I think it is always important to remember past generations, so I was happy when IPUT asked me to create an installation for this place.

This will be my first piece designed specifically for a park. I am committed to reflecting the intimacy of that space by creating a sculpture that engages the surroundings and wants to be touched.

My other point of inspiration was, of course, Mary Lavin. I was drawn to a text from 1967 entitled "One Evening". It's about a boy who sweeps into Wilton Park on a bicycle, and it is beautiful in its description of motion and emotion. I hope that my artwork will take on a similar biomorphic presence.

Eilis O'Connell
Artist

Pictured: Eilis O'Connell overseeing the finishing touches of *Dipping the Other Wing* at an art foundry in Greece.



Achieving recognition for our cultural contribution

Supporting arts and culture in the city

IPUT's dedication to arts and culture has been recognised by two important awards in the last year.

In September 2023, our Living Canvas installation won Best Large Sponsorship at the Business to Arts Awards. This award celebrates creative projects that leave a legacy "beyond balance sheets and institutions".

In May 2024, our CEO, Niall Gaffney, was awarded the RHA Gold Medal. This honour has been awarded, annually since 1994. It recognises individuals who make a significant contribution to the Academy and to the arts in Ireland. It reflects both Niall's and the wider IPUT teams' commitment to support artists and to make art part of every major building project.



Niall Gaffney, CEO of IPUT Real Estate Dublin with Dr. Abigail O'Brien, President of the RHA at the presentation of the RHA Gold Medal.



Building a lasting legacy for the 'Living Canvas' exhibition

A positive impact that extends far beyond Wilton Park

In November 2021, we launched 'The Living Canvas' at Wilton Park. It was one of the world's first outdoor digital screens dedicated to arts and culture, and the largest ever screen in Europe dedicated exclusively to cultural use. This exciting initiative turned the area into a huge outdoor art gallery.

It has captivated the neighbourhood across ten seasons, showcasing more than 120 artists and sharing close to 100 artworks with the public. Now, we are getting ready to share this exciting installation with an even wider audience.

In late 2024, we partnered with the Irish Museum of Modern Art (IMMA) to install the screen in the grounds of the museum. For the next two years, it will support IMMA's strategy to create 'radically public' spaces. Presenting leading film and visual art outside the traditional confines of the gallery and creating partnerships and collaborations with local community organisations.

This move underscores IPUT's commitment to making a positive impact that extends far beyond Wilton Park to influence the cultural life of Dublin City.

“

There is no real history of philanthropy in the arts in Ireland, so what IPUT has done over the recent years with the Living Canvas is hugely appreciated within the arts world.

Mary Cremin
Irish Museum of Modern Art



Living Canvas at the Irish Museum of Modern Art.

FOUR THEMES

Environmental



Impact on the environmental life of Wilton Park

We are committed to setting an example of green and sustainable placemaking

This year, at Wilton Park, we launched an extensive planting initiative - not just in the park, public spaces, and courtyards, but also across the rooftops of our buildings. We worked with expert landscapers to create a rich tapestry of greenery that will delight people and attract wildlife and biodiversity.

Originally, we planned to plant 13,000 new shrubs and 22 mature trees, but this year, we exceeded our projections. The neighbourhood now has 15,000 new shrubs and 70 new trees. Green spaces now cover about one third of the total Wilton Park site across all levels.

Turning our rooftops into hives of activity

This year, while the park and public realm were still under construction, we planted around 24,000 sq ft of greenery across the rooftop gardens at our Wilton Park buildings.

We're delighted to report that these spaces quickly transformed into a bustling new home for the city's bees and buzzing insects.

In June 2024, we carried out a series of pollinator counts using Biodiversity Ireland's Flower-Insect Timed (FIT) Count methodology.

The average number of insects per FIT count in Ireland is 9. But, over twelve 10-minute counts, we observed an impressive average of 12 individual insects.

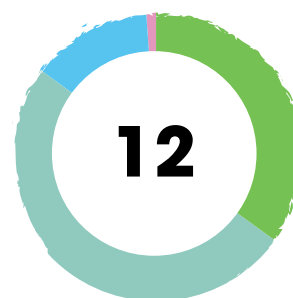
We were excited to find that honey and solitary bees made up about half of our visitors, with bumblebees accounting for 35%. And thrilled to spot that a few hover flies and a solitary ladybird had flown up to enjoy our greenery.

These observations are designed to help us and other developers to understand how rolling out greenery above cities can support dwindling pollinator populations and improve urban biodiversity.

The results are so promising that we firmly believe that there is now a compelling case for spreading a green initiative across the rooftops of the buildings throughout the city.



Types of pollinators



12 : individual insects observed per 10-minute count on average.
Source: FIT Count, June 2024.

■ Bumblebees ■ Solitary/honey bees
■ Hoverflies ■ Other insects

24,000 sq ft

Extent of greenery on rooftops at Wilton Park.

70

new trees planted at Wilton Park.

15,000

new shrubs planted at Wilton Park.

Showing up to show we care for the environment and the community

Making a difference with a caring approach

A project like this is always going to cause temporary disruption, and that can diminish the sense of pride people have in their neighbourhood. But we believe that, while construction is going on, there's a lot that developers can do to show they care for the local environment.

So, in early summer this year, when Tom Costello, IPUT's Head of Development at Wilton Park, noticed a lot of litter and rubbish in the streets and footpaths around Lad Lane, he decided to do something about it. He put out a call across IPUT, asking for volunteers to help with a clean-up. And, on a June afternoon a team of enthusiastic IPUT employees rolled up their sleeves and got to work.

This hands-on approach made an immediate impact to the local area. It also won the hearts of the people who live and work here. Passers-by were surprised and delighted, and they stopped to chat to our team. Their spontaneous positive reactions are an important reminder that taking a caring approach at every phase of development makes a real difference.

“

It was wonderful to come home to find a group of cleaners sweeping away years of rubbish.

Local resident

22.5 HOURS

Community clean-up volunteering.





Demonstrating our commitment to sustainability

IPUT's dedication to sustainability shines through every detail of the Wilton Park development

We've invested over €150,000 to create pedestrian-friendly footpaths across the neighbourhood. We're encouraging low-carbon commuting with an active travel infrastructure that includes crossings and bike parking facilities.

We've taken our passion for sustainability to new heights - literally. The rooftops at Wilton Park feature 4,270 square feet of solar panels, so that solar energy can play a crucial role in the sustainable operation of our workplaces. And we've added around 12,000 square feet of deep substrate planting to manage rainwater.

Two-Four Wilton Park, which moved into the completion phase this year, will be targeting high global efficiency ratings. This development is all about setting new benchmarks for sustainable practices in Ireland. Inspiring other developers and city planners. Showing how next-generation workplaces will actively reduce carbon footprint and make a meaningful contribution to the environment.



Partnering with Waterways Ireland to rejuvenate the Grand Canal

Doing our bit for the greater good



Grand Canal, Wilton Park, Dublin 2.

Our 2023/24 observations and surveys at Wilton Park highlight the important role that the Grand Canal plays in day-to-day life. This picturesque green waterway is hugely valued, not just by the local community, but by the city.

This year, we were delighted to announce that we are partnering with Waterways Ireland to rejuvenate the canal banks between Leeson and Baggot Street. The project will upgrade and improve pathways and access, to make time spent by the water along this stretch of the canal an even more inviting and enjoyable experience.



FOUR THEMES

Economic



Impact on the economic life of Wilton Park

We are committed to making the most attractive place to work in Dublin

During 2023/24, Wilton Park went through its most intensive phase of construction. The neighbourhood was disrupted by three key projects: The completion of Two-Four Wilton Park, the closure of the park for renovation, and roadworks to upgrade the streets and create new walkways and cycle paths around the area.

With so much going on, our ability to contribute to the local economy during this year of reporting was limited. But, despite these challenges, we were determined to do what we could and, when the park closed, we moved 'Why Not Coffee' so it could continue trading until April 2024.

Welcoming more occupiers, driving more trade

While we weren't in a position to improve the economic life of the area in 2023/24, we can now share some exciting news that will shape the area's future success. Stripe and EY will be joining LinkedIn at Wilton Park in 2025/26.

Once all the buildings in the development are fully occupied, the real economic transformation of this neighbourhood will begin. This diverse mix of tenants will hugely increase footfall in the area and create a vibrant and dynamic public realm.

We are already looking forward to measuring the positive impact this will have on the community over the coming years of the 'Making Impact' study.

Preparing to reboot Wilton Park's economic life

The areas between Wilton Park and St. Stephen's Green already pulse with commercial activity.

Leeson Street and Baggot Street both serve up a vibrant menu of food, drink and leisure options. These thriving local businesses are supported by office workers from nearby blue chip companies like Bank of Ireland, Amazon, Sky Ireland, Macquarie, Huawei and CBRE.

The economic heartbeat of Wilton Park currently beats a little slower. The neighbourhood is still recovering from the aftermath of the COVID-19 pandemic, and many office workers are still working from home for part of the week. So, local businesses face quieter streets, especially in the evenings and weekends when the buzz of office life fades.

Despite these challenges, local business owners remain optimistic, and with good reason.

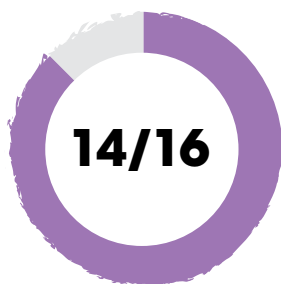
LinkedIn already occupies two buildings at Wilton Park and EY and Stripe will be in place by 2025/26.

By then, around 5,000 new office workers will have joined the neighbourhood. Wilton Park's new square will be a new social hub for the community. New amenities will be up and running. The restored park will be attracting new visitors from all over the city.

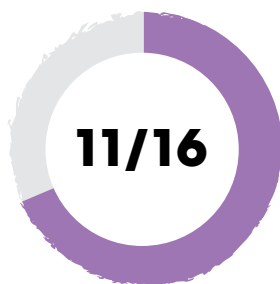
Everything will be in place for an exciting economic transformation. And the 'Making Impact' study will continue to meticulously measure the ripple effect on the neighbourhood over the subsequent years.



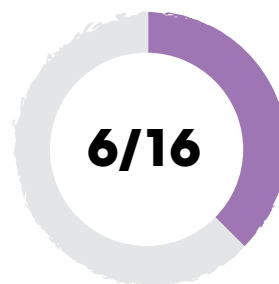
Barges docked at the Grand Canal, Wilton Park, Dublin 2.



14 out of 16 local shops are satisfied with the area as a place to do business.



11 out of 16 local shops said workers are their primary customers.



Only 6 out of 16 local shops are satisfied with customer footfall at weekends.



Creating permanent spaces to foster creativity

Positively influencing the lives and work of artists and creatives

The shortage of affordable space in Dublin city is a huge challenge for local artists, small enterprises and communities.

When we began work on Wilton Park in 2019, one of our goals was to demonstrate how developers like ourselves can be a part of the solution.

Over the 2023/24 study period, we have pledged nearly 5,000 sq ft of rent-free space, valued at €32,000, to 'Why Not Coffee' and Wilton Park Studios.

When we measure the positive impact of this commitment, the results speak for themselves. 'Why Not Coffee' has had the opportunity to thrive, expand its team, and build a solid reputation in the local community.

Wilton Park Studios, created in partnership with the RHA, has gone from success to success. Over the past year, it has welcomed three new artists. That means that, since 2019, 15 artists have been part of the programme.

They consistently report that these city-based residencies have had a profoundly positive influences on their lives and their work. And that having access to free space has given them new freedom to focus, experiment, network and collaborate without the burden of travel and rental costs

We have built longevity into both of these initiatives, so that they can become an enduring part of the local community.

In 2024, Wilton Park Studios will move to a permanent home at Two-Four Wilton Park. And we're looking at opportunities to extend our support to a vibrant mix of other small businesses.

Getting a head start on the 2022 - 2028 Dublin City Development Plan

Four years after we introduced these initiatives, the 2022 -2028 Dublin City Development Plan introduced a requirement that aligns with our approach. Future developments are required to allocate a minimum of 5% of floor areas for creative, cultural, or community uses for commercial buildings over 10,000 square metres.

The Wilton Park experience offers key learnings for this new Dublin-wide policy. And it highlights that providing free space is just the beginning. Partnerships, lease terms and support are essential to creating an environment where creativity and small enterprises can survive and thrive.

€17,000

Investment in rent-free artist studio space in 2023/24.

€15,000

Investment in rent-free coffee kiosk in 2023/24.





Una Seally, artist in residence, Wilton Park Studios, Dublin 2.

Conclusion

Preparations being made for the opening
of the public space at Wilton Park, Dublin 2.

In this section

Six lessons from Year Two

What have we learned from our second year of research?

Responding to feedback

Taking suggestions on board and using them to shape our placemaking strategy.

Moving into the most impactful phase of our placemaking journey

Anticipating what will be a crucial year in our study programme.

CONCLUSION

Six lessons from year two

What have we learned from our second year of research?

1

Plans change, and that's okay

Every construction project comes with its share of unpredictability. In 2023, the unusually wet winter negatively affected our planting plans, and, unfortunately, we had to delay reopening beyond the 2023/24 reporting year.

This challenge came with a small silver lining. It gave us more time to review and understand community feedback from 2022/23, and to respond with some key design changes to improve the park experience. The park reopened in October 2024 with more greenery along with new children's amenities and a dog zone. We hope that this will make the space even more inviting for everybody.

2

Invest beyond the red line

This year, we extended beyond the site's technical boundaries and made substantial capital investments in the wider neighbourhood.

We supported the refurbishment of a local apartment building. We enhanced intersection infrastructure. We co-created a 2-year public exhibition with the Irish Museum of Modern Art (IMMA). And we spearheaded a canal regeneration project in collaboration with Waterways Ireland.

Each investment underscores our belief that the impact of a place extends far beyond its borders. And highlights our commitment to weaving community and culture into the fabric of the city at every stage of development.

3

Putting sustainability front and centre

We are committed to responding to the challenges of climate change. Our promise to protect and enhance the natural environment means constantly adapting our portfolio to be more energy-efficient, climate resilient, and biodiverse.

Wilton Park is designed, from the ground up, to be a thriving ecosystem for birds, bees and butterflies as well as for people. This year we have been busy planting thousands of pollinator-friendly shrubs, flowers and trees across the site to attract wildlife. And, as our buildings near completion, it's been a joy to see bees and buzzing insects make our rooftop gardens part of their pollination routes.

Last year's surveys revealed that natural beauty is hugely important to the people who live and work locally. In their feedback, they specifically asked for more flowers and greenery. We responded by significantly exceeding our planting projections in 2023/24. The neighbourhood now has 15,000 new shrubs and 70 new trees. Green spaces now cover about a third of the total Wilton Park site across all levels.



“

We know that sometimes we have to take a step back so we can lay an even stronger foundation for the future. This year, at Wilton Park, we have been doing just that.



4

Personal touches matter

In the fast-paced world of construction management, it's easy to overlook smaller, seemingly less pressing details of a project. Yet, it is these personal touches that often make a lasting impact. This year, we have been particularly mindful of this.

Despite the general closure of the park to facilitate extensive restoration, we made a dedicated effort to keep 'Why Not Coffee' operational for as long as possible. And, amidst the final phase of construction, the IPUT team took time to conduct a neighbourhood clean up.

This approach has not only helped us to achieve our long-term project goals but also ensured we make a positive and enduring impact in the meantime.

5

Reimagine the spaces between buildings

When we began this five year research study in 2023/24, we set out to meticulously measure the impact of our investments in placemaking and public spaces at Wilton Park. And, while we anticipated that this year would be dominated by the disruption of construction, we didn't fully anticipate the valuable lessons this would teach us.

Temporarily closing the park for an extensive renovation gave us some of the most compelling evidence yet on the crucial role of the spaces between buildings.

Our goal over the coming years of the study will be to demonstrate how integrating a development with the surrounding community improves life for everybody. And, as Wilton Park's beloved park and new public spaces open, we're looking forward to a resurgence in activity and a renewed sense of connection and belonging across the neighbourhood.

6

Focus on enduring benefits

IPUT is committed to long-term investment. We want to make places that increase in value and appeal, year-on-year. We know that sometimes we have to take a step back so we can lay an even stronger foundation for the future. This year, at Wilton Park, we have been doing just that.

The results of this report capture the negative impact of our extensive park renovation and our extensive construction work on public spaces around Two to Four Wilton Park. But these disruptions were temporary and the work we've carried out this year will deliver significant long term benefits to the local community. So, we're confident that goodwill will soar when people have a chance to explore and enjoy the neighbourhood's new public spaces.

CONCLUSION

Responding to feedback

Taking suggestions on board and using them to shape our placemaking strategy

A crucial part of our research at Wilton Park is paying close attention to the feedback we receive and responding to it thoughtfully. Last year, our surveys highlighted a demand for more flowers and greenery, as well as better amenities for families. We also noted a strong demand for informal meeting spots with comfortable seating and plenty of sunshine.

This year, we have been adapting our designs to meet those needs. Adding more plants, trees, play areas and meeting spots than we first planned. By the end of 2024, the park and public spaces will be fully open. And, next year, we will be able to respond to requests for more cafés and restaurants, leisure activities and cultural events.

Social impact...

Community feedback

I would love it if there were different kinds of exercise classes in the park, like yoga and tai chi.

IPUT response

Our top priority has been reopening the park to offer a beautiful green space for everyone to enjoy. Now that it has reopened, we are excited to bring back a vibrant program of organised events, especially during evenings and weekends. We warmly welcome community suggestions, including ideas for various exercise classes.

Community feedback

The area needs more seating. It would be good if the chairs were put back in the park.

IPUT response

We have been carefully storing the deck chairs over the past year and we can't wait to bring them back. Last year's findings and feedback inspired us to add new public benches to the park, to make it an even more comfortable place to relax. And, in response to feedback, we decided to create a 'parklet' with a new seating area on Lad Lane where people can gather to enjoy the late afternoon sunshine.

Cultural impact...

Community feedback

I think the integration between the corporate tenants and cultural activities could be better, maybe with more networking events and shared collaborations.

IPUT response

We're always finding new ways to weave art and culture into our developments. In the past few years, we've focused on making room for creativity to flourish, with public art installations. And, now that the restoration of Wilton Park has been completed, we will be creating new cultural opportunities, partnerships and activities for our corporate occupiers.

Community feedback

I would be happy if the artists' studios were brought back to the area.

IPUT response

We are thrilled to announce the addition of three permanent artists studios on the lower ground floor of Two-Four Wilton Park. These rent-free spaces will be available to the city's creatives, and we will continue our collaboration with the RHA to identify artists.

Environmental impact...



Community feedback

We would like to see more planting to improve biodiversity in the area.

IPUT response

We have listened and incorporated a significant increase in planting in the park and building rooftops in response. We have already seen an increase in pollinators on site as a result.

Economic impact...

Community feedback

I'd like to see more activities in the buildings.

IPUT response

This year, we confirmed that Stripe and EY will join LinkedIn at Wilton Park. It might take a few years for the buildings to be fully occupied. In the meantime, we're exploring ways to activate the ground floors of these buildings with an exciting mix of temporary and permanent activities. This will allow the community to enjoy the area as our occupiers settle in.

Community feedback

I would like to see more places that stay open later, serving tea, coffee, and snacks.

IPUT response

Our goal is to transform Wilton Park into a lively neighbourhood that buzzes with energy and activity from early to late. So, we want to create amenities and events that keep the energy flowing well into the evenings and throughout the weekends.

The development has purpose-built retail space. We are currently looking for ways to integrate cafés and restaurants that stay open later, to create a welcoming environment for the community at every hour of the day.

Overall vision...

Community feedback

Please remove all the fences from the area, finish construction works, and reopen the park!

IPUT response

We hear you! This year, we have been hard at work completing work on our buildings and the park. The park has now re-opened and over the next few months, everyone in the community will be able to enjoy beautiful new public spaces, improved amenities and greenery.



CONCLUSION

Moving into the most impactful phase of our placemaking journey

Anticipating what will be a crucial year in our study programme

This report is the second instalment in our five-year 'Making Impact' series. Building on the findings in the first years report, it shines a spotlight on the vital role that public spaces and green areas play in urban communities. It marks a transformative moment for Wilton Park.

The huge effort we've made this year has paved the way for an entirely new experience in this part of Dublin 2 over the longer term. Over the next 12 months, this neighbourhood will transition from a building site to a world-class city destination.

And, as we open up the renovated park and the inviting new public spaces, we are eager to collect and share new data and insights on how these changes will impact Wilton Park's vibrancy and sense of community for the years to come.

We are already looking forward to what promises to be the most impactful phase of our placemaking journey in Year Three of our 'Making Impact' research series.





Preparations being made for the opening of the public space at Wilton Park, Dublin 2.

IPUT REAL ESTATE DUBLIN

About IPUT

We are IPUT, Dublin's leading property investment company

We own, develop and manage 75 assets around the city. Our fund has a 57+ year track record in Ireland, and we are the largest owner of office and logistics assets in the country.

We are a socially and environmentally-conscious investor with an unrivalled reputation for delivering the highest standards of design and placemaking.

Our ambition is to be one of the greenest funds in Europe, as we continue to set the benchmark for sustainability in Ireland.

We are passionate about shaping our city

We create exceptional workplaces for premium local and international occupiers and deliver outstanding long-term dividends to our shareholders.

We see every investment, every development, every building as an opportunity to make places that people will enjoy.

To regenerate and revitalise neighbourhoods. To make positive contributions to local communities for the benefit of everyone who lives, works, relaxes or socialises in our capital city.

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Hassell

Hassell is a leading international design practice with studios in Asia, Australia, the United States, and the United Kingdom. Our purpose is to create a better future by designing the world's best places – places people love. We do this by combining strategic insight with creative design to unlock the social, cultural and economic value of places. We collaborate with the best minds in research, industry and design worldwide and we're committed to making a positive impact on communities and our environment.

prd

PRD is a London-based consultancy specialising in research, strategy and delivery advice to inform more impactful investment in places, economies and communities. We use robust evidence to make the case for change, to define outcomes and to track change and impact.

Gehl

Gehl is an urban design and research consultancy offering expertise in the fields of architecture, urban design, landscape architecture, and city planning. With roots in Scandinavia, the team has experience evaluating public space and public life and creating urban strategies globally.



" IPUT deserve thanks for their vision in creating this space in honour of Mary Lavin. Mary was a figure of great integrity and one of the central figures in the refining of the short story format in English. It was her talent and dedication to her art that set her apart. Her work has not dated, and soon new editions of her work are about to appear.

In this place, this square and in print she has found her moment. I can imagine she would turn and see her name - Mary Lavin Place - and she would, I hope, have seen this as her due. She was a modest person, but she knew how good she was. We are honouring not merely her work but a brave and brilliant woman who has enriched this city, these streets, this country, and the world of the imagination. "

Paraphrased from an address
by author Colm Tóibín at the
official launch of Mary Lavin Place,
Wilton Park - October 2024.

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This research report has been prepared with meticulous attention to detail and a commitment to accuracy. However, it is important to note that despite our best efforts, inadvertent errors or omissions may occur. We do not guarantee the absolute absence of inaccuracies, and readers are encouraged to exercise their own judgment and verify information if necessary.



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