



# MAKING IMPACT

## REPORT THREE

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



**IPUT** REAL ESTATE  
DUBLIN



# MAKING IMPACT

## REPORT THREE

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DUBLIN

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**prd Gehl**  **Occasio**

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# Introduction





## In this section

### About Making Impact

Introducing Year Three of our groundbreaking five-year research study at Wilton Park.

### An update from our Chief Executive

Sharing Niall Gaffney's perspective on this year's findings and how the future is taking shape at Wilton Park.

### Development overview

Exploring how Wilton Park is pioneering a new approach to urban regeneration in historic Dublin.

Pictured:  
Visitors enjoying the reopened Wilton Park



## INTRODUCTION

# About Making Impact

## Introducing Year Three of our groundbreaking study

This is the third report from IPUT's groundbreaking, five-year 'Making Impact' research study.

It centres around Wilton Park, our flagship mixed-use development in Dublin 2. This innovative scheme is home to some of our most ambitious placemaking investments.

Our study examines the holistic effects of our placemaking strategy on investors, occupiers and the surrounding community.

### Sharing our research approach and methodology

We define placemaking as the process of deliberately planning, designing and managing public spaces to improve user experience.

Our research methodology is laid out in the Wilton Park Impact Framework. Our measurement approach involves ongoing monitoring of 73 specific indicators, complemented by nuanced observations.

Every year, 'Making Impact' measures how our placemaking initiatives are shaping long-term vision. And it tracks our progress against our four key objectives: social connection, cultural vitality, environmental sustainability and economic prosperity.

When the study is complete, it will be a comprehensive body of research exploring the link between placemaking investment and thriving city neighbourhoods.

### Capturing perspectives across the community

This study is powered by all of our stakeholders. The data and insights they provide are the backbone of our work.

Every year, our team sits down with our partners and occupiers to capture their perspectives. And we survey and interview local residents, employees and visitors.

Since 2023, we've captured the perspectives of 70+ stakeholders, completed over 850 surveys and carried out 445 hours of on-site observations.

We're grateful to everyone who has contributed to this crucial study for their time, input and generosity.

### Wilton Park Impact Framework



#### Vision

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

#### Social



Creating inviting public spaces

#### Cultural



Celebrating art and culture

#### Environmental



Championing green values

#### Economic



Creating a world-class commercial destination

Actions: Public realm | Programming | Governance



# The Making Impact study in numbers

	Years One and Two	Year Three
Stakeholder interviews	<b>43</b>	<b>30</b>
Hours of site observations	<b>100</b>	<b>345</b>
Audience intercept surveys	<b>358</b>	<b>497</b>

## Building insights year-on-year

The 'Making Impact' study began in 2023. It will continue tracking our placemaking initiatives at Wilton Park until 2027.

Our annual reporting cycle finishes on the 21<sup>st</sup> June each year, after which we review the results and publish our findings. Then we use what we've learned to refine our placemaking approach for the following year.



### Report One 2018–2023

This research set a benchmark for our study. It introduced our international research team, outlined the purpose of this five-year project and shared the methodology we developed to gather data and insights.



### Report Two 2023/24

When the neighbourhood's one-acre park was temporarily closed for renovation. This research captured the real-time impact of this loss for the local community and highlighted how access to public space is crucial for people who live and work in the city.



### Report Three 2024/25

When the renovated park and new square opened to the public. This research builds on the findings from our first two reports. It underscores the crucial role of placemaking investment in urban communities and captures Wilton Park at a pivotal point as it transitions towards economic maturity.

We are happy to share the results of 'Making Impact' freely with everyone who is passionate about the future of our cities. If you want to explore the study fully, you can download all reports in the series so far from: [www.iput.com/making-impact](http://www.iput.com/making-impact)



# An update from our Chief Executive

Niall Gaffney shares his perspective on Year Three and how the future is taking shape at Wilton Park



“

**When we bring international investors, occupiers and partners to Wilton Park, they're blown away. They tell us that they feel like this scheme could be in London or New York.**

## Tracking three years of transformation

I'm delighted to share the third report in the 'Making Impact' research series.

We're now just past the halfway point of our pioneering study at Wilton Park. This is more than academic research. It's a live demonstration of how social impact investing is transforming a historic Dublin quarter.

Every year, we share the insights and learnings from our study freely. This growing body of evidenced-based research is becoming an important resource for the international urban design community and for all interested in delivering meaningful social impact.

If I had to pick one key takeaway from our research so far, it would be this: We can't make social impact, cultural vitality, sustainability and economic success competing priorities. We need to give them equal weighting, if we want to build thriving city communities.

## Turning public feedback into placemaking action

Wilton Park showcases people-focused design at its best. Our study gives us the opportunity to learn from public feedback to make it even better. On-site observations and suggestions from the local community led directly to some of this year's most popular initiatives.

This is a wake-up call for anyone who thinks that placemaking happens behind the doors of boardrooms. It is a collaborative process. When we listen to the people who use our spaces, we can shape experiences that enhance their enjoyment of the neighbourhood.

## Navigating short-term dissatisfaction to deliver long-term vision

If our industry needed more proof that great public spaces are vital to city life, Year Two of 'Making Impact' provided it.

Our research team reported from a neighbourhood challenged by the temporary closure of the park and construction disruption. The local community were understandably frustrated. The data we shared in Year Two of our study clearly captured the sharp decline in public perception and satisfaction.

We'd spent years nurturing connection in this community, so it was difficult to see the goodwill we'd created being negatively impacted. But we stayed focused on our long-term vision to create what is now one of the most appealing neighbourhoods in the city.

## Tracking a remarkable rebound in public perception and opinion

This year's data proves that temporary dissatisfaction was the price that had to be paid to deliver Wilton Park's transformation.





Pictured: Wilton Park

“

Being able to quantify public satisfaction and demonstrate financial outperformance in return for our commitment to designing best-in-class workplaces and outstanding public realm shows that we are on the right path.

Visitor satisfaction hasn't just rebounded. It has jumped by 35% year-on-year. Approval for the public realm here is now at a record high.

On-site observations this year tracked a surge of energy and engagement across the community. Visitors arriving to the park to walk their dogs, join a yoga class or relax in our deckchairs. Neighbours and colleagues meeting in Mary Lavin Place for coffee. Kids playing happily in the new interactive fountain.

### Capturing the scale of the transformation

The scale of change in just 12 months has been extraordinary. The transformation we hoped for in 2024/25 is now coming to life all around us.

It's been exciting for us to watch people claiming our new public spaces as their own. What's even more exciting is that this is just the beginning. In 2026, Wilton Park will have all the ingredients of an inviting urban quarter: food, leisure, culture and nature.

### Mapping the future of the workplace

This study could not have come at a better time. The global pandemic didn't just rewrite the rules of

company culture. It fundamentally reshaped our industry. Our research in Dublin reflects the trend that we're seeing in every capital city.

Top-tier occupiers are moving beyond basic office space. They're demanding cutting-edge work environments built around hospitality-style experiences and world-class amenities.

Data from Year Three of 'Making Impact' shows that this combination of quality and innovation is becoming a key driver of occupier decision-making and financial performance.

### Proving that world-class workplaces attract world-class occupiers

We believe that investing in great workplaces drives meaningful returns and this year's findings reaffirm that conviction.

The development has attracted three blue-chip office occupiers, with the entire office scheme fully let to LinkedIn, EY and Stripe. Feedback from these occupiers shows that our placemaking strategy was a key differentiator in their location decisions.

And, over the next two years, we believe that our study will provide further definitive evidence that in addition to attracting occupiers, exceptional placemaking delivers outperformance for investors.

### Heading into Year Four of 'Making Impact'

Our 2025/26 research cycle will capture Wilton Park as momentum builds even further.

Thousands of new office workers will join the community. The revitalised canal bank will draw in more visitors and we'll welcome some of Dublin's most exciting eateries.

Our study will measure how these changes affect life in the neighbourhood and track the impact as Wilton Park becomes a new commercial and leisure destination for the city.

We are delighted with progress on-site during 2024/25 and as more occupiers move into the scheme over the next 12 months, we are confident that our Year Four report will share some of our most valuable and important insights yet.

**Niall Gaffney**  
Chief Executive  
IPUT Real Estate Dublin



“

These public realm upgrades reinforce the 'sense of place' people already have for this stretch of the canal. We hope that this investment will stimulate other similar investments in the public realm in the city in due course.



Pictured: Mary Lavin Place, Wilton Park



## INTRODUCTION

# Development overview

## Shaping a Dublin neighbourhood

Wilton Park is a blueprint for urban regeneration. A welcoming city quarter where culture, commerce and community thrive together. A place where sustainable workplaces sit alongside the city's best public spaces and amenities.

### Recognising the potential

We arrived in this historic Dublin neighbourhood in 1982, when we acquired Fitzwilton House. At that time, Wilton Park was a tired business district, often overlooked by the city. But, even back then, we recognised its potential to become a vibrant new commercial and social destination.

### Turning our vision into action

In 2014, we put our revitalisation plan for Wilton Park into action. We purchased three more properties and the freehold of the neighbourhood's one-acre private park. In 2018, we began construction.

### Delivering next-generation workplace experiences

We wanted Wilton Park's office buildings to set a new benchmark for the Irish industry. So, we set out to create the most cutting-edge, sustainable workplaces in the country.

One Wilton Park was completed in 2022, followed by Two to Four Wilton Park in 2024. World-class workplaces like these attract world-class occupiers. The entire office element of the scheme has been leased to three of the world's most successful companies: LinkedIn, EY and Stripe.

### Showcasing our most ambitious placemaking strategy

Wilton Park is a flagship for social impact investment. It demonstrates how world-class placemaking creates and sustains thriving urban communities. Even while construction was happening, we found ways to fill the area with new life, energy and creativity.

In 2018, we opened the beautiful park to the public and rolled out a programme of free events and activities. Since then, thousands of visitors have gravitated there to enjoy free deckchairs, yoga classes, art installations and live music.

In 2018, we became the first commercial development in the country to invite artists to be part of the community. We converted a building on Lad Lane into studios. And, for the next five years, it provided free workspaces for 15 talented local artists.

### Delivering outstanding public spaces

Closing the park in May 2023 for a major renovation was not an easy decision. But, when we reopened it in October 2024, the community was generally delighted with the transformation.

We preserved the park's layout and mature tree canopy and layered in lush planting, flowers and native species. We restored the 19<sup>th</sup> century fountain. Installed a striking contemporary sculpture. Created a dog park, a children's playground and comfortable seating. And we brought back our popular programme of events and activities.

At the same time, we opened Mary Lavin Place, a beautiful new public space with a striking interactive fountain. We were delighted to be able to honour one of Ireland's greatest female writers, who lived in the neighbourhood. In January 2025, we launched our new Writer-in-Residence scheme, another tribute to Wilton Park's literary legacy.

### Restoring a Dublin landmark and a vital local amenity

The Grand Canal is a living link to Dublin's history. It's also a natural habitat for birds and wildlife and a relaxation space for people who live and work locally.

In January 2025, we partnered with Waterways Ireland to renew the stretch of this green corridor that runs beside the Wilton Park neighbourhood. We closed the canal path for seven months and renovated it completely. Now it's a more accessible and enjoyable space for everyone.

The next 'Making Impact' report will track how this renewed space is benefitting Wilton Park and the wider community.



## INTRODUCTION

# Key milestones

## PAST YEARS

- Completed 580,000 sq ft of premium office space (2022 & 2024) and 13,000 sq ft of residential space.
- LinkedIn initially occupied One Wilton Park (2022), later moving to Four Wilton Park (2024).
- Leased three artist studios on Lad Lane for our initial artist-in-residence scheme (2019-2024).
- Activated the park with art installations and community events (2019-2023).
- Closed the park for renovation (2023).

## STUDY YEAR THREE

2024/25

- Completed 58,000 sq ft park restoration and 15,000 sq ft public square construction.
- Opened Mary Lavin Place, the first public space in Ireland to be named after a female writer.
- Introduced new public amenities, including a dog park, playground, two fountains, benches, fresh planting, bike parking and public artwork.
- Fitted out 5,000 sq ft of new cultural and community space.
- Launched a writer-in-residence scheme and re-launched our artists-in-residence programme.
- Commenced canal upgrade works.

## NEXT STUDY YEAR

2025/26

- Artists-in-residence take up occupation at Wilton Park Studios.
- Celebrity-chef Mark Moriarty to commence operating from Wilton Park.
- The reopening of the Grand Canal, featuring new seating, improved walkways and enhanced greenery.
- Stripe's occupation of One Wilton Park and EY's occupation of Two to Three Wilton Park.
- Leasing of five ground-floor retail and hospitality units adjacent to Mary Lavin Place and the covered walkway connecting the square and Lad Lane.
- Continuation of our programme of community events and cultural partnerships.

**Pictured:** Siobhán O'Callaghan,  
artist-in-residence at Wilton Park Studios







# The wider view of 2024/25



Pictured: Mary Lavin Place, Wilton Park



## In this section

### Highlights: A year of milestones at Wilton Park

Our latest research tracks how considered placemaking is driving social and commercial success.

### The big picture

Our findings link Wilton Park's investment in quality with rising visitor satisfaction and strong market performance.

### Supporting a vibrant community

New data reveals how quickly our revitalised public spaces have transformed the neighbourhood.

### Stewardship and legacy

Our study measures our progress as we shift from construction to asset management and curation. And shows how our long-term approach has the potential to drive financial performance and resilience for Wilton Park and the wider neighbourhood.





# Highlights: A year of milestones at Wilton Park

Documenting the transformation of a city community

Year-on-year, our 'Making Impact' research series teaches us and our industry what it takes to build a vibrant, thriving city neighbourhood.

The 2024/25 reporting cycle coincided with a pivotal point in Wilton Park's journey. The precise moment when our placemaking vision became a daily reality.

As the neighbourhood emerged from the dust of construction, our

researchers were able to track this transformation in real time. Monitoring the difference each green space, each public place, each amenity and initiative made to the local community.

These highlights from our findings show best-in-class design in action, creating exceptional public spaces and driving financial outperformance.

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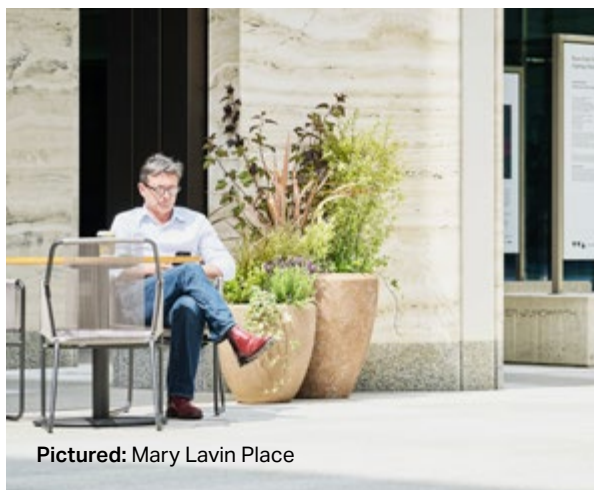
**This is what great placemaking looks like. Better experiences, stronger culture, a greener city.**



Pictured: Roof terrace, Wilton Park



## Sharing three highlights that put our progress in focus:



Pictured: Mary Lavin Place

# 1

### Opening up two of the city's best public spaces

2024/25 was a landmark year for Wilton Park. We officially launched a new public square and welcomed the public back to the renovated one-acre park. The response was joyful as people turned out to explore their new amenities.



Pictured: Wilton Park

# 2

### Watching visitor satisfaction recover

When we started our survey work at Wilton Park, public satisfaction was at 8.7. In 2024, the closure of the park and ongoing construction work led to a reduced rating of 6.5 out of 10. By June 2025, this had jumped to 9.3 out of 10. This not just a remarkable rebound. It's proof of the importance of the public realm.



Pictured: One Wilton Park

# 3

### Building commercial momentum

This year, leasing the available office element of the scheme sent a clear message to our industry. Even in a challenging market, best-in-class workspaces attract best-in-class occupiers. Wilton Park will be home to leading multinationals - LinkedIn, Stripe and EY.



# The big picture

Our research to date emphatically underscores the direct link between impact investment and social and commercial success.

### Measuring how public spaces shape public perception

We've spent the last 3 years diligently tracking the difference that public amenities make to the Wilton Park community.

Our findings show that access to inviting green spaces and welcoming public places has a dramatic impact on the daily life of our city.

Our researchers have observed this playing out in real time. First, when we closed the one-acre park temporarily for renovation as part of our development programme. And then, when we opened it to the public again.

### Charting satisfaction from renovation dip to record high

Between March 2023 and June 2024, while the park was closed, visitor satisfaction with the neighbourhood fell by 29%. When the park reopened in October 2024, satisfaction rebounded. And, by June 2025, it had risen by 35%. Wilton Park scored its highest-ever rating of 9.3 out of 10, endorsing the significant role that public realm plays.

### Recording a surge of satisfaction with our buildings

Our research shows that this dramatic rise in approval isn't confined to our public spaces. Between June 2023 and June 2025, satisfaction with the quality of our buildings jumped from 58% to 74%. And this is before the buildings are fully occupied. This data tells us that our people-centred placemaking approach is working.

## Overall visitor satisfaction score

**2023**

Pre-renovation

**8.7/10**

Intercept survey: May 2023

**2024**

During renovation

**6.5/10**

Intercept survey: June 2024

**2025**

Post-renovation

**9.3/10**

Intercept survey: June 2025



## Setting the benchmark for Irish commercial property

What does it take to deliver outstanding commercial property performance in a challenging market? Wilton Park points us towards the answer.

Over the last seven years, some of Dublin's most significant office leasing transactions have occurred here. The entire office element has been let to global giants LinkedIn, Stripe and EY. And in 2025, we announced a letting to Irish chef Mark Moriarty.

Our research has identified three factors that set this scheme apart for these occupiers: Best-in-class office workplaces built with uncompromising quality. Thoughtfully designed spaces between the buildings. And an exceptional neighbourhood with rich public amenities.

“

**I'm delighted to confirm that we will be moving to our new state-of-the-art landmark headquarters at the Wilton Park campus in summer 2026. Our new office will accommodate our growing business and our new ways of working. This will be a world class centre for collaborations, innovation and delivery.**

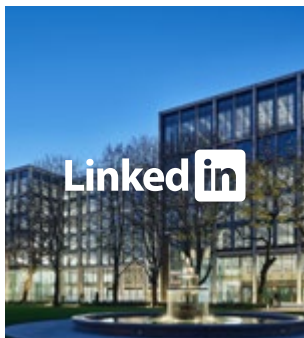
**Frank O'Keefe**  
EY Ireland Managing Director

2018 → 2020 → 2024 → 2025



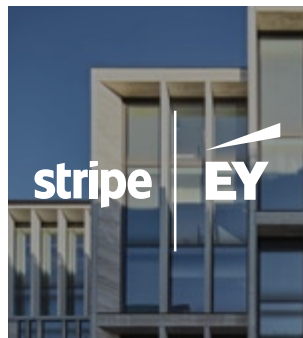
### Attracting Wilton Park's first occupier

LinkedIn pre-let 156,000 sq ft of office space at One Wilton Park.



### LinkedIn pre-lets 430k sq ft

LinkedIn pre-let remaining 430,000 sq ft of office space at Two-Four Wilton Park.



### Stripe and EY take over Wilton Park leases

Assignment of lease of One Wilton Park (156,000 sq ft) to Stripe.

Assignment of lease of Two and part of Three Wilton Park to EY (190,000 sq ft).



### Mark Moriarty and Stripe join Wilton Park

Stripe took occupation of One Wilton Park and celebrity chef Mark Moriarty was announced as the first retail occupier in the scheme.



## THE WIDER VIEW OF 2024/25

# Supporting a vibrant community

## Celebrating our new public spaces

This was an important year in the development of Wilton Park. We reopened the renovated park at the heart of the neighbourhood. And we inaugurated Mary Lavin Place, a new public space for the community.

On October 18<sup>th</sup> 2024, more than one hundred guests came along to celebrate the launch of our beautiful amenities. We were honoured to have Mary Lavin's family and friends with us. We opened an exhibition dedicated to her life and work, and acclaimed author Colm Tóibín paid a moving tribute to her legacy.

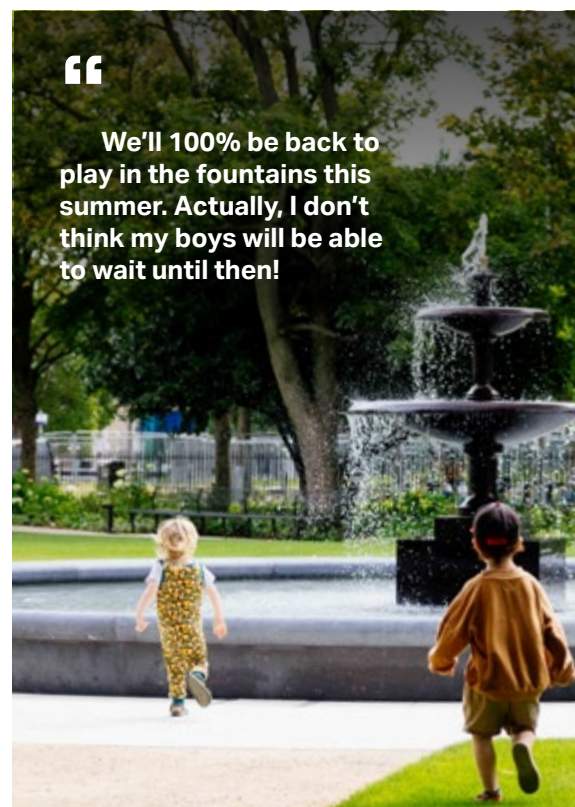
Later in the day, we invited everyone in the neighbourhood to come and enjoy complimentary refreshments as they explored the new park and square. Our research team was there to capture their spontaneous reactions.

### Capturing first impressions from the community

The response was very positive. The local community were pleased with the renovated park: the lush new planting and landscaping. The tranquil atmosphere. The comfortable seating.

They were delighted with the neighbourhood's new contemporary sculpture and the striking interactive fountain. And local residents were particularly pleased that Wilton Park's rich history has been woven through the contemporary amenities.

Closing the public park to enable a comprehensive restoration was a difficult decision. It took time to get every aspect of the public realm just right. This overwhelmingly positive public feedback proves, beyond question, that it was worth it.



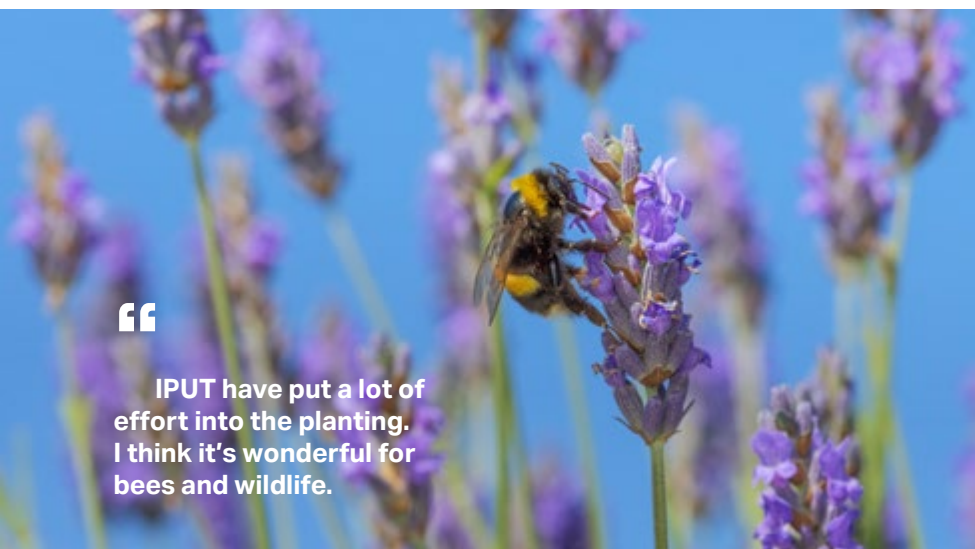
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We'll 100% be back to play in the fountains this summer. Actually, I don't think my boys will be able to wait until then!



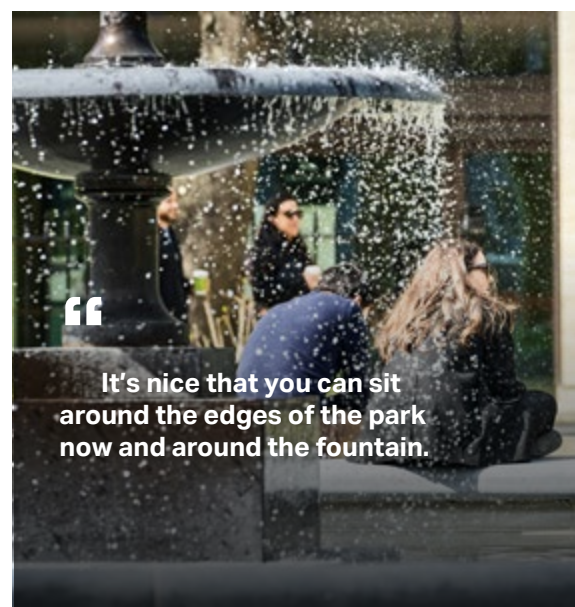
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We are so delighted to see a space named after a female writer.



“

IPUT have put a lot of effort into the planting. I think it's wonderful for bees and wildlife.



“

It's nice that you can sit around the edges of the park now and around the fountain.





“

The sculpture is incredible. I love the reflections and how they'll change with the seasons.



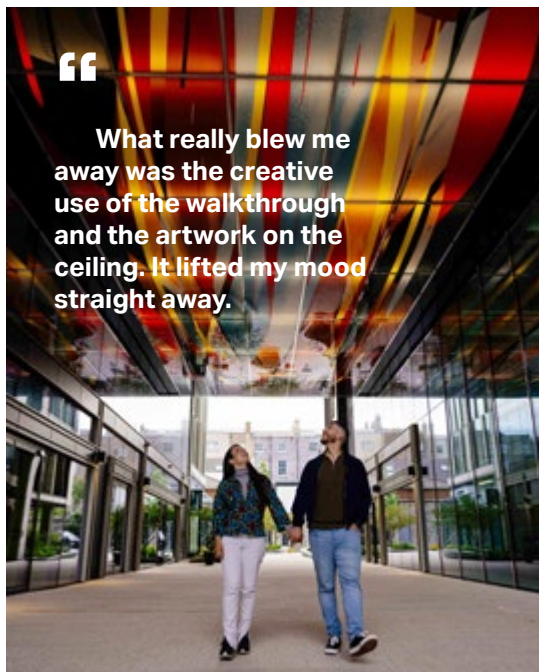
“

It's fantastic to see the park open again. It looks great and the fountain is lovely.



“

What really blew me away was the creative use of the walkthrough and the artwork on the ceiling. It lifted my mood straight away.



All quotes obtained in Intercept Surveys conducted in October 2024.

“

For someone with children like me, it's great with a little playground.



“

There really aren't many places to take your dog – it's great to have a dedicated space!





## THE WIDER VIEW OF 2024/25

### Charting the park's growing popularity

Our 2024/25 research captures how quickly the neighbourhood has embraced their renovated park. Within months of reopening, it has become a go-to place for rest and relaxation. In fact, one in three visitors told us this was their primary reason for visiting.

Socialising was also a key motivator. The most common activity we recorded in the park this year was conversation. Friends catching up. Neighbours stopping for a chat. Colleagues having lunch together.

### Welcoming record numbers of dog walkers

Our new dedicated dog area has been a huge hit with owners. This summer, they turned out in large numbers. 14% of respondents told us they were visiting the park specifically to exercise their pets.

### Watching deckchairs become the park's hottest commodity

Our research shows that the smallest things can have the biggest impact. We introduced deckchairs to the park in 2019. This year, by popular demand, we brought them back and we kept them out for longer so people could use them after work. Within days, they were being extensively used.

In June 2025, 27% of park visitors were using our public seating.

And our deckchairs were in constant motion, as people moved them around to catch the sunshine and enjoy the shade.

# 36%

**Visitors that come to rest and relax.**

Source: Intercept Survey, June 2025

# 24%

**Visitors that come to socialise with friends or family**

Source: Intercept Survey, June 2025

# 14%

**Visitors that come to walk their dog.**

Source: Intercept Survey, June 2025

“

**The park is definitely busier than before, partly due to its extended opening hours and partly because the deckchairs encourage it as a meeting space.**

Local employee, audience interview, May 2025

Pictured: Enjoying the deck chairs at Wilton Park





## Learning from Wilton Park's weekday rhythms

Wilton Park is still mainly a weekday destination. Activity follows the rhythms of office life and commuting. Footfall is consistently higher from Monday to Friday. Peaking before and after business hours, and at lunchtimes. This tells us that most of the people passing through work, live or study nearby.

Our ongoing intercept surveys support this picture. Around 50% of respondents are employed locally and one third are residents. These figures have held steady since we began our research in 2023.

## Putting Wilton Park on Dublin's map

We want Wilton Park to be an exciting new destination for the whole city. But building a profile takes time and consistency. And this year's data shows that the year-long closure of the park is still impacting public awareness.

Back in 2023, 44% of the visitors we surveyed thought that Wilton Park was widely known. Two years later, that figure had dropped to 29%.

The good news is that local engagement is increasing. Seven out of ten people we interviewed for our Year Three research

visit the neighbourhood at least once a week. And according to geolocation data, the unique visitor count to the area has more than doubled from 541,000 in 2022/23 to almost 1.2 million in 2024/25.

## Making the neighbourhood family-friendly

Our data shows that our new playground hasn't made its mark yet. Activity has been lower than we'd hoped. But, on a positive note, children between 0 and 14 now make up 6% of visitors during peak hours.

# Visitor Numbers at Wilton Park

2022/23

**541,000\***

2023/24

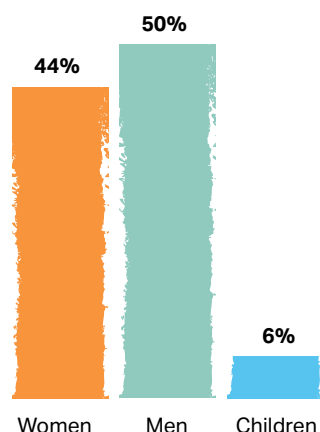
**740,000\***

2024/25

**1,191,000\***

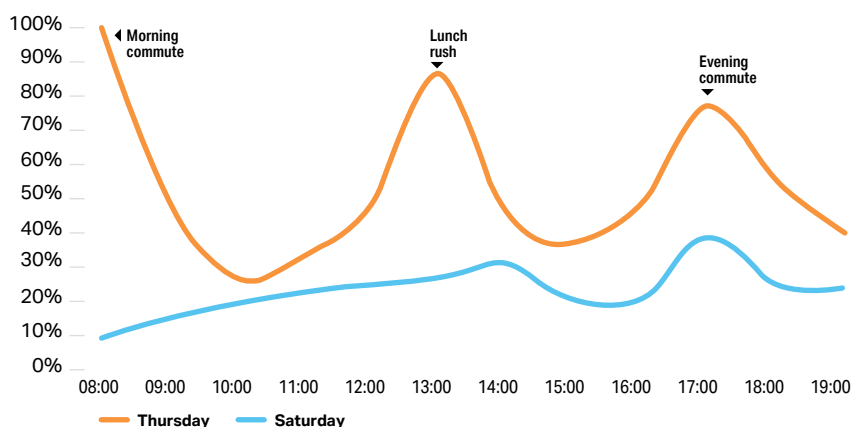
\* Annual unique visitors based on geolocation data provided by HUQ.IO

## Visitor demographics



Based on observations of our public realm visitors at 9am, 1pm, and 5pm (Daily, Nov '24 to Jun '25)

## Pedestrian and cyclist hourly rhythm



Based on observations of pedestrians and cyclists around Wilton Park (Feb 27, Mar 1, Jun 5, and Jun 7, '25)

# Stewardship and legacy

## Shaping Wilton Park's long-term future

Construction may be finished, but our work at Wilton Park is just beginning. We see ourselves as long-term stewards of this historic Dublin quarter. The neighbourhood now has a ten-person on-site team dedicated to managing its public spaces and amenities. And we will keep adapting our placemaking strategy to ensure that it becomes one of the most popular destinations in the city.

### Celebrating a local writer and her literary legacy

In the 1940's and 1950's, the area around Wilton Park was known as Baggotonia. This was the cultural heartbeat of the city. Ireland's literary giants chose to live and work here. These tree-lined streets inspired their novels, short stories and poetry.

Pioneering author Mary Lavin made her home on Lad Lane, just behind the Wilton Park site. Lavin was one of the most important voices of her generation. But, like so many women of her time, she was overlooked by history. Until now.

In October 2024, we dedicated our new public square in her honour. Mary Lavin Place celebrates her talent and her contribution to Irish literature. And it is the first public place in Ireland to be named after a female writer. We hope it keeps Lavin's memory alive and shows emerging female authors that their voices matter.



Pictured: Mary Lavin

“

**Ireland's first public space named after a female Irish writer has officially opened in Dublin.**

**Conor Hunt**

RTÉ News, 18 October 2024



“

The act of naming a public place is an important responsibility as it will carry a certain identity for years to come. Mary Lavin was one of the most influential writers of her generation, a pioneer of women's writing in the 1950's. We hope Mary Lavin Place will introduce new readers to her work, inspire a new generation of female writers, and attract visitors to this vibrant part of our city.

Niall Gaffney, Chief Executive, IPUT Real Estate Dublin, speaking at the official opening of Mary Lavin Place



Pictured: Launch of Mary Lavin Place



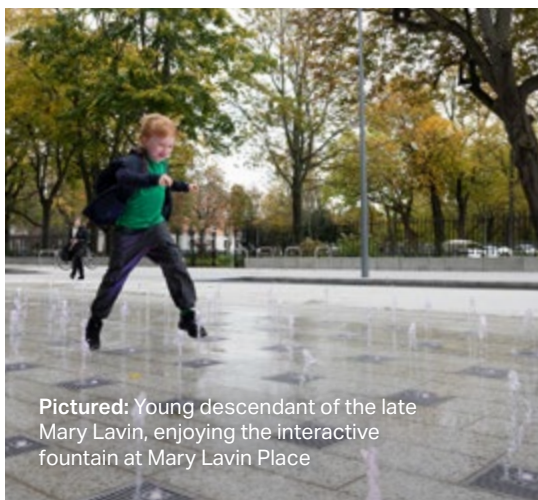
## THE WIDER VIEW OF 2024/25



Pictured: Family and friends of the late Mary Lavin at the opening of Mary Lavin Place



Pictured: Elis O'Connell with her sculpture 'Dipping the Other Wing'



Pictured: Young descendant of the late Mary Lavin, enjoying the interactive fountain at Mary Lavin Place



Pictured: Colm Toibín, Kathleen McMahon & Niall Gaffney, Chief Executive, IPUT Real Estate



# Standing on the brink of commercial transformation

This year's research captures Wilton Park at an economic turning point. As tenants complete their fit-outs, Wilton Park will be one of Dublin's most vibrant commercial locations.

The retail story is equally promising. Exceptional retail spaces have been marketed internationally. Our first tenant, Mark Moriarty has been secured and we are in advanced negotiations with three others. This marks the beginning of Wilton Park's transformation into a new social & leisure destination.

## 16/18

**Local businesses surveyed are satisfied with doing business in the Wilton Park area**

Source: Business Survey, June 2025

## Generating benefits beyond our boundaries

Our ongoing engagements with local retailers and restaurant owners show that they see this area as a good location. But the slowdown of office life after the pandemic is still impacting business. Low on-street activity in the evenings and at weekends is particularly challenging. They haven't seen a direct impact from the Wilton Park development yet.

But change is coming. By the end of 2026, 5,000 workers will be part of Wilton Park. New retail offerings will draw a steady flow of local residents, employees and visitors.

This commercial momentum has the potential to benefit the wider business community over the coming years.

## Responding to the real needs of a real community

Our placemaking approach is designed to evolve with the needs of this neighbourhood. And every year, our 'Making Impact' study captures crucial insights from the people who actually use our spaces.

This year once again, we listened and turned feedback and suggestions into action. We upgraded the surface of the dog park to make it more hard-wearing. We adapted the park's security presence so it's less intrusive without compromising safety. And we added more seating at Mary Lavin Place to enable people to sit and relax over coffee.

Next year, as the neighbourhood reaches full capacity, our research team will again be on site. Tracking the impact of all our initiatives on the local community and economy. Generating feedback and insights that will shape what comes next at Wilton Park.

“

**Wilton Park is a significant new addition to the area. There was no trade on that side of the canal before. It provides additional amenities for the immediate neighbourhood and wider catchment, creating great anticipation and expectation.**

Local Employee, Stakeholder Interview, June 2025



# Thematic findings



Pictured: Mary Lavin PLace, Wilton Park



## In this section

We share data, insights and stories that map our progress across the four themes of our placemaking strategy.

### FOUR THEMES

#### Social

#### **Creating inviting public spaces**

We share stories of how our new public spaces are bringing the Wilton Park community together. And we deliver insights that will help our industry to revitalise urban communities.

#### Cultural

#### **Contributing to the city's creative scene**

We share stories of how we're supporting Dublin's literary and artistic communities. And we track the activities and initiatives that are shaping Wilton Park's new cultural identity.

#### Environmental

#### **Championing a healthier environment**

We share stories of how our green initiatives are transforming this city community. And we demonstrate how placemaking creates healthier urban environments for people and biodiversity.

#### Economic

#### **Shaping a world-class commercial destination**

We share stories of how Wilton Park is supporting the commercial success of the neighbourhood and the city. And we analyse what sets this development apart for global occupiers.



## THEMATIC FINDINGS

## Social impact



# Creating inviting public spaces

Stories of our impact on the social life of Wilton Park

## Understanding what brings people together

We're transforming Wilton Park from what was a neglected urban quarter into a vibrant, welcoming community. This study meticulously tracks our progress, measuring public engagement and wellbeing as well as the quality of our spaces. The data tells us what is working and where we need to do better.

## Creating 80,000 sq ft of shared public space

2024/25 marked the beginning of an exciting new chapter for everyday life at Wilton Park. Construction and renovation ended. The park and public spaces opened up fully. And the lower ground floor of Two Wilton Park transformed into a purpose-built

space for the whole community. The neighbourhood now has 80,000 sq ft of shared space where social life can take root and grow.

## Turning local feedback into action

What sets Wilton Park apart is not just that it has some of the best public spaces in the city. It's that community feedback has played an active part in shaping these amenities.

The new dog park and playground were public suggestions. We brought back deckchairs and 'Why Not Coffee' by popular demand. And when people asked for seats where they could chat and relax on Mary Lavin Place, we made it happen.

## Supporting local wellbeing and biodiversity

Greenery is part of Wilton Park's character. And our data shows that it makes a real difference to people and pollinators in this corner of the city.

This year, we replenished the foliage in the park and invested in beautiful new planters for the streets around it.

And in June, we brought Reformation Yoga back to the park. Our free outdoor classes were as popular as ever with people coming together to join classes twice a week over the summer.

## Community attachment

67%

2023 Pre-renovation

55%

2024 During renovation

77%

2024 Post-renovation

Percentage of visitors who agreed or strongly agreed that Wilton Park mattered to their community. Intercept Survey: May 2023, June 2024 and June 2025



## Showing how green space connects the community

For three years now, we've been tracking the role that the public park plays in neighbourhood life. Last year, when we closed this green amenity for renovation, we reported an instant dip in engagement. This year, as it opened its gates again, the recovery has been extraordinary.

Our survey data shows a 15% net increase (2023–2025) in residents who see the park as important to their community. And eight in ten long-term visitors say their enjoyment of the area is greater today than it was five years ago.

## Sharing stories from this year's research cycle

In the following stories, we show how our new social spaces are bringing the Wilton Park community together. And we deliver insights that will help our industry to revitalise urban communities.

### Making a place where people want to be

Our vision for Wilton Park goes way beyond buildings and landscaping. We want this neighbourhood to be an exciting new destination for Dublin. A place where people come to spend time from early till late, seven days a week. This year we watched that begin to happen.

# 80,000

SQ FT

high-quality green, grey, and indoor community space.

# 7/10

long-term visitors think that the sense of community has improved over the past five years.

Intercept Survey, June 2025

# 8/10

long-term visitors feel an improved sense of enjoyment since 2020.

Intercept Survey: February and June 2025

Pictured:  
Wilton Park

“

It's not just the sculpture, or the fountain, or the planting. It's the sum of all these parts that makes Wilton Park a destination.

Non-local Visitor, Intercept Survey, October 2024



Creating two very different experiences.

In 2024/25, we opened up two appealing public spaces in the city. The renovated park with its green lawns, birdsong and quiet corners. And, right next to it, Mary Lavin Place, a strikingly designed urban square.

It's been fascinating to measure how visitors use these radically different spaces. For now, around two-thirds of the activity is centred on the park. That's partly because it's the larger area of the two and the ground floor retail units are not yet occupied. But it's also down to the fact that, in a busy city, people are drawn to nature and tranquillity.

Constantly refining our public spaces

We're already working to create a more dynamic spread of visitors right across the neighbourhood. In June, we added new public seating around the square to make a more comfortable place to rest, relax and socialise. We know from the last three years of research that a small tweak like this can make a huge difference.

Tracking subtle shifts in daily rhythms

Our data reveals distinct patterns across these two public spaces. Mary Lavin Place hums along

steadily all day. In the park, footfall is cyclical and linked to the weather and the weekly work schedule.

Park activity peaks on weekdays between noon and 2 pm, when local workers and residents gather to eat lunch in the open air. Thursdays bring the largest lunchtime crowd, thanks to the food market along the canal. We're confident that, when Wilton Park's new eateries open, we'll see this uplift on other weekdays too.

Measuring how access drives success

Wilton Park's accessibility is crucial to its future popularity. Our study has given us the opportunity to measure precisely how old routes and new links are shaping the daily flow of visitors.

Back in 2023/24, the existing path over the canal lock brought around 2,100 people to the neighbourhood every day. When it closed temporarily for renovation, footfall at the park fell sharply. We are confident that reopening this path will lead to a significant increase in activity. We'll be reporting on this in Year Four of our study.

In contrast, a brand-new route into Wilton Park is becoming established. The newly opened passageway between Lad Lane and Mary Lavin Place is becoming a vital link for the neighbourhood.

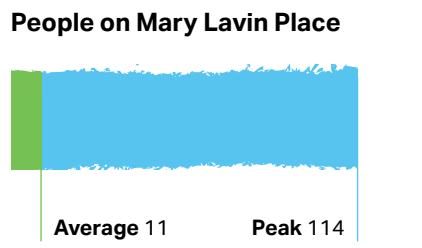
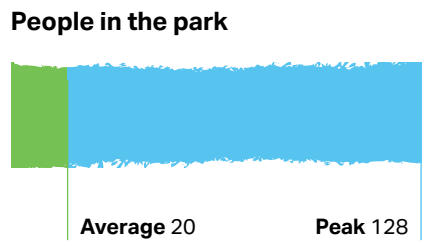
Around 750 people use it as a shortcut every day. And next year, as new food and retail offerings open, it should become even busier.

Tracking how sunshine drives on-street activity

The one thing we can't design at Wilton Park is the weather. This year, once again, it was a crucial factor in how people used the space.

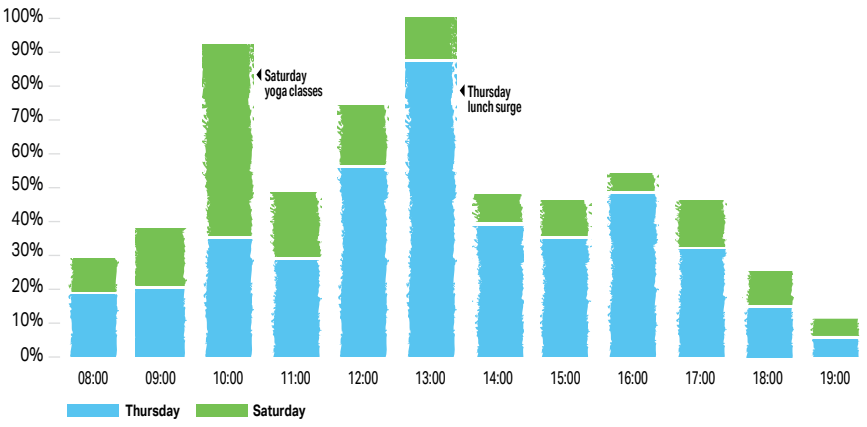
Between November 2024 and June 2025, 75% of the activity we recorded happened when the sun was shining. And in summer months, footfall was three times higher than in winter.

Visitor demographics



Highest number of people recorded spending time in the park and on Mary Lavin Place, outside special events. Based on observations of our public realm visitors at 9am, 1pm, and 5pm (Daily, Nov '24 to Jun '25)

Public realm hourly activity rhythm



Based on observations of people spending time in the park and on Mary Lavin Place (Feb 27, Mar 1, Jun 5, and Jun 7, '25). The chart combines weekday and weekend observations.



“

I like the new passage between the buildings. It makes the neighbourhood feel fluid and provides a useful direct link to Lad Lane.”

Non-local Visitor

Intercept Survey, October 2024



Pictured: Covered street, Wilton Park





## Using events to build belonging

One of our first priorities at Wilton Park was to bring people closer together. When we originally took over the park, we introduced a programme of free events and activities. We saw immediately how this lit up the whole area. Injecting life at quieter times, sparking connection and creating a real sense of community.

Since the newly restored park reopened, we've reintroduced and strengthened our programme. And, this year, over 800 people joined our gatherings.

## Creating a new social hub for the community

We kicked things off in October 2024 with the launch of Mary Lavin Place, which is designed to be a new social hub for the community. We welcomed visitors from across the neighbourhood to enjoy free refreshments and an exhibition dedicated to her work and her life locally.

## Welcoming back coffee and yoga classes

The popular 'Why Not Coffee' rolled back into Wilton Park in a newly refurbished van. We celebrated its return by treating the first 300 guests to free coffees.

In June 2025, we got together with Reformation Yoga to bring back our free yoga classes. We put up a new canopy to protect mats from sun and rain and the park welcomed the local yoga community on Wednesdays and Saturdays throughout the summer.



**Activities like yoga and music are great, especially at lunchtime, because they really cater to the office worker demographic.**

Local Resident, Audience Interviews, June 2025

## Finding new ways to bring people together

For International Women's Day, we turned a telephone box into a book swap. This captured people's imaginations and became a lively talking point. It has inspired us to explore simple, playful initiatives that spark conversations between strangers.

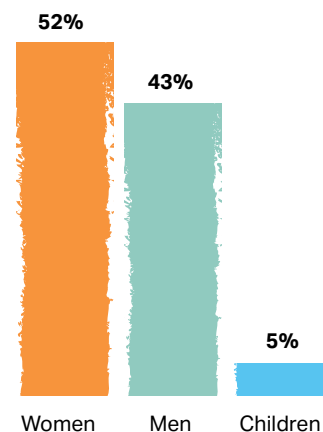
In June, we tried something new: live music in the park at lunchtime. More than 250 people gathered in the sunshine to enjoy the smooth sounds of a Brazilian bossa nova band.

## Turning our insights into action

Our data shows that events tend to increase the number of women and children visiting the park. And that's a trend we're keen to build on.

As we strengthen and expand our events programme, we'll be teaming up with local partners and looking for suggestions from the community. Our focus is to appeal to our neighbours and people who live nearby. But we're also keen to create activities that make Wilton Park even more family-friendly.

## Participant demographics



The data shows the distribution of adults (women and men) and children.

Event observations, 2024/25

# 800

**participants at free community events in 2024/25**

Event observations, 2024/25

Pictured below: Festival of Voice at Wilton Park







Pictured: International Women's Day  
book swap at Wilton Park





## Quality and variety drive popularity

Wilton Park has a simple lesson for us and for our industry. The broader the variety of amenities we offer, the richer the life of the community.

This year, we brought back three of our most popular initiatives: 'Why Not Coffee', free yoga classes and deckchairs. And we introduced some brand-new amenities: A dog park, a playground, new public art and a child-friendly interactive fountain.

The results speak for themselves. Our researchers reported an immediate uplift in the variety of ways that people used the space. Sociability was on the rise. One in three visitors were deep in conversation and many had come to meet friends or colleagues. Others dropped in to catch up on work, grab coffee or lunch, walk the dog, exercise or just relax with a book.

We were delighted to record such a rich mix of activity and to watch the park becoming a natural gathering place for everyone who lives and works locally.

## Welcoming dogs and their owners

Our new 2,350 sq ft dog park shows our study's feedback loop in action.

What began as a response to local suggestions has turned into a real success story. It's already part of the daily routine for many people and their four-legged friends. A place to stop, chat and share a friendly moment with other dog walkers.

Our surveys show that more than one in ten park users now visit the park specifically to walk their dogs. And the people we interviewed told us that it's one of the best pet-friendly facilities in the area.

Many travel from other parts of the city to bring their dogs to the facility.

The popularity of our dog park did come with one unexpected hiccup. A combination of rain and eager paws quickly turned the grass to mud. We fixed the issue immediately by resurfacing the area with a tougher material. So, dogs and their owners can enjoy their get-togethers in all kinds of weather.



**One green acre, designed with thought and intention, can transform city life completely.**

## Bringing the park to life with movable seating

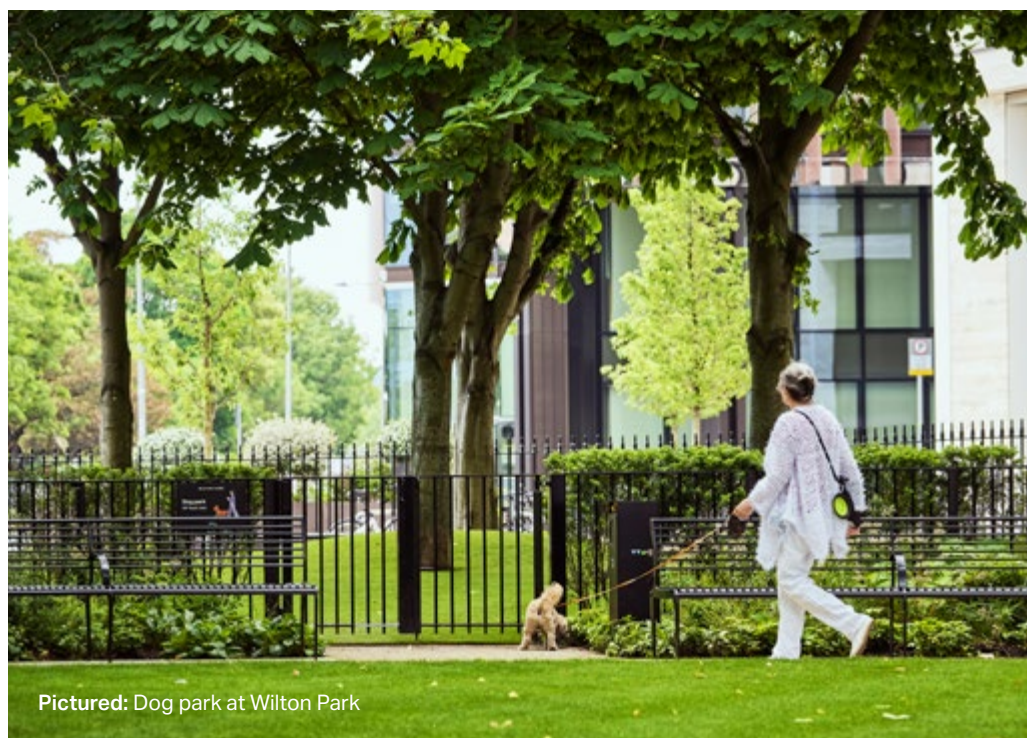
Our research shows that the smallest things can transform how people use a public space. Wilton Park's deckchairs are a perfect example of this. They are still one of the neighbourhood's most popular features.

The freedom to move them around delights visitors and keeps them in the park for longer. This year, our team captured the action as people used the deckchairs to make the park their own. Pulling them into circles for a chat, tucking them under the trees to enjoy the shade, dragging them into the covered canopy on wet days or moving them across the lawns to follow the sun.



**Wilton Park has the best dog facilities in the neighbourhood.**

Local Resident, Audience Interviews, June 2025



Pictured: Dog park at Wilton Park



“

**We'd love to see even more play equipment and areas for toddlers.**

Intercept Survey, June 2025



Pictured: Children's play area at Wilton Park

## Filling in the gaps in our public spaces

Interestingly, this year's research shows that in public areas outside the park, people tended to be standing instead of sitting. This is a really valuable insight. It tells us that we need to add more places to sit, especially around the coffee van on Mary Lavin Place, which is already a social magnet.

Our data also shows the growing need for cafés, shops and restaurants. Satisfaction with offerings available in the area has declined since 2023, and that's hardly surprising. As people spend more time in this neighbourhood, they expect more from it.

In June 2025, only 45% of visitors expressed satisfaction with the current provision of shops, cafés and restaurants. But, as we open up places to eat, drink and relax, we expect Wilton Park to draw people together from across the whole community.

## Watching how families use our amenities

This year's findings show that our new playground is still not on most visitors' radar. This may be because it's not big enough to attract children in large numbers.

But what we've noticed is that kids are being drawn elsewhere. They're happily splashing around in the interactive fountain, and they're captivated by the mirror-like Eilis O'Connell sculpture.

It's a powerful reminder that great design speaks to all ages. And it challenges us to think more creatively about how to make Wilton Park even more inviting for parents and younger visitors.

# 82%

**of visitors are satisfied with the availability of places to sit.**

Intercept survey, June 2025

# 45%

**of visitors are satisfied with the current provision of shops, cafés, and restaurants in the area.**

Intercept survey, June 2025



## FOUR THEMES

# Cultural impact

## Contributing to the city's creative scene

Stories of our impact on the cultural life of Wilton Park

### Reigniting Wilton Park's rich cultural history

For decades now, this neighbourhood has been seen as a business district. But, in the 1940's and 1950's, this was one of the most exciting artistic communities in the city. Talented writers, poet and painters lived, worked and socialised here. And together, they helped to shape Dublin's reputation for imagination and creativity. Our vision has always been to celebrate their legacy and to make this neighbourhood into a new cultural quarter for the city.

### Supporting the artistic life of our capital city

We've been laying the groundwork over many years. Turning the park into a venue for exhibitions like the Living Canvas. This huge outdoor digital screen made the neighbourhood into a gallery that featured the work of 140 talented local artists. The installation is now well established at its new home at the Irish Museum of Modern Art.

The first two 'Making Impact' reports meticulously tracked the success of our cultural investments. Measuring how they changed people's experience of this neighbourhood. And demonstrating how a development like this can support the artistic life of the city around it.

### Championing local writers and artists

This year was a turning point for Wilton Park's growing cultural identity. In October 2024, we opened Mary Lavin Place, the first public space in Ireland named after a female author. And, in January 2025, we launched our first Writer-in-Residence programme and welcomed novelist Naoise Dolan to our community.

We also doubled down on our support for visual artists. We made our temporary Wilton Park Studios initiative permanent and worked with the Royal Hibernian Academy (RHA) to identify three artists who would be the first to be granted two-year residencies here. And we commissioned new public artwork and sculpture.

### Strengthening creative connections and opportunities

This year, we continued to build Wilton Park's cultural profile. Working with established institutions like the RHA and the National Concert Hall. Partnering with innovative organisations like Fighting Words. And staging the opening events for Dublin Gallery Weekend and the Dublin International Literature Festival.

### Sharing this year's cultural stories and insights

In the following stories we show how we're supporting Dublin's literary and artistic communities. And we track the activities and initiatives that are shaping Wilton Park's new cultural identity.

# 84%

**of visitors think the provision of public art & sculptures has improved since 2020.**

Intercept survey, June 2025

# 48

**individual artists and creatives directly supported and featured in 2024/25.**

Intercept survey, June 2025

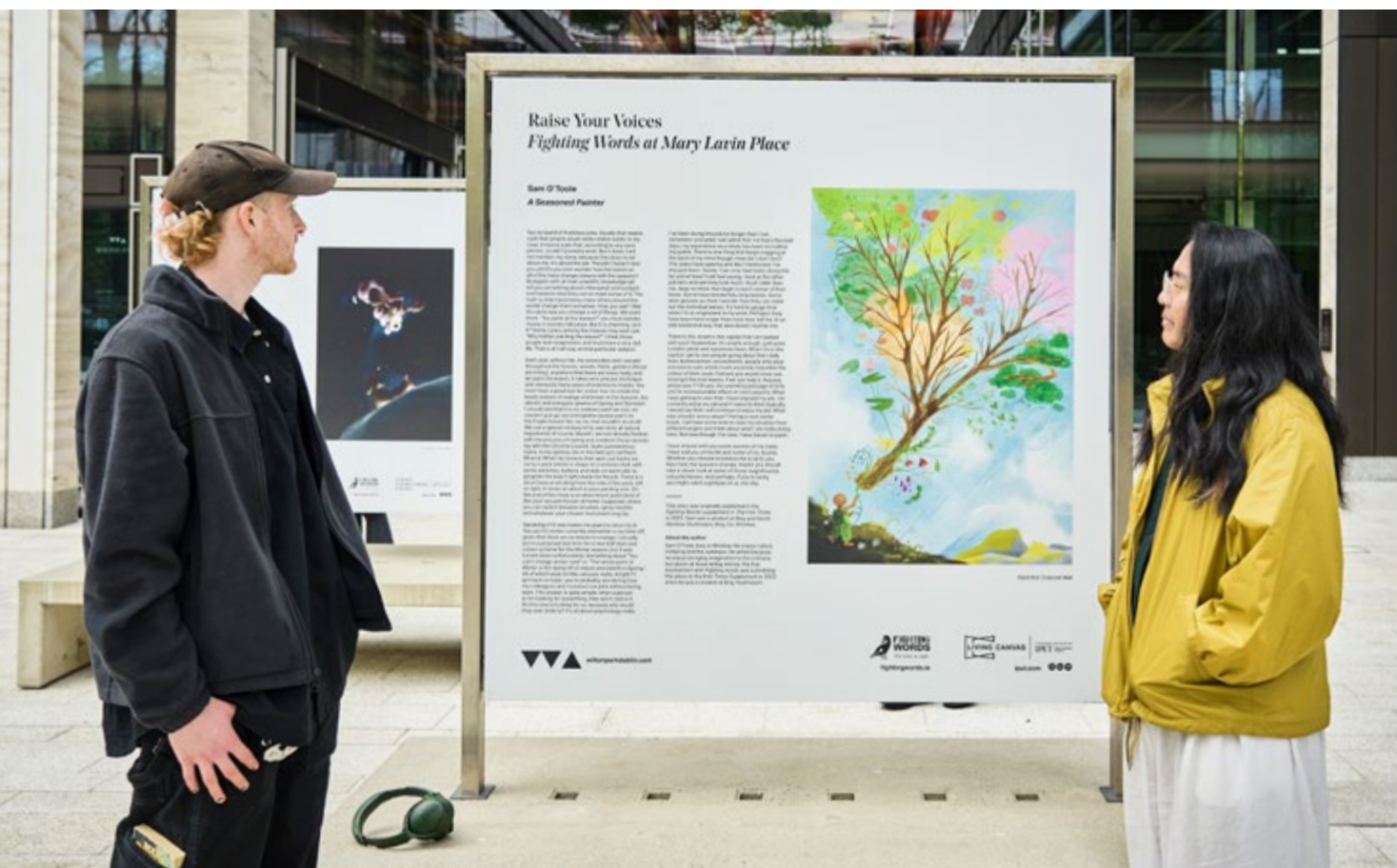
# 4

**creative residencies in art and literature supported.**

# 1,650

**attendees at cultural events and indoor exhibitions.**





**Pictured on this page:**  
Fighting Words exhibition  
at Mary Lavin Place,  
Wilton Park





## Making space for Dublin's creative community

### Launching an exciting new Writer-In-Residence programme

This was a year of literary firsts at Wilton Park. In January, we launched our first Writer-in-Residence. In doing so, we became the first commercial development in Ireland to invite an author to be part of the community.

Our year-long residency provides a refurbished Georgian apartment to the beneficiary - cementing our commitment to reigniting this neighbourhood's literary history.

And it reinforces our belief that if we give writers the space to create, they will give something meaningful back to the city.

### Welcoming one of Ireland's most talented female authors

A panel led by Colm Tóibín selected novelist Naoise Dolan as our inaugural Writer-in-Residence. She is part of a new wave of female authors who are redefining Irish literature internationally.

This residency was more than a professional opportunity for her. It was the catalyst that brought her back to live in her hometown for the first time since she graduated in 2016. And a chance to develop her work in the city that shaped her as a writer.

Dolan is currently completing her third novel and collaborating with us on an essay about life in the local community. And she's a regular contributor to literary events and conversations around the city.

### Building a vibrant creative ecosystem

Our Writer-in-Residence joins a well-established creative community. In 2019, we partnered with the Royal Hibernian Academy to create Wilton Park Studios. This pioneering programme offered talented visual artists rent-free workspaces right in the centre of the city.

This year, we made this temporary initiative into a permanent feature. We moved our studios from their old home on Lad Lane to a beautiful new space at Two Wilton Park. And 3 new artists have arrived to begin their two-year residencies.

Now, we're getting ready to add food to our exciting mix of creativity. Next year, trailblazing Irish chef Mark Moriarty will open his first studio kitchen in the Wilton Park community.

### Investing in Dublin's creative reputation

Dublin has always been seen as a city of culture and creativity. But the reality is that, today, many artists can't afford to live or work here.

The good news is that the Dublin City Development Plan 2022–2028 now requires certain developments to include 5% cultural and community space.

Our three years of research and proactive investment in Wilton Park Studios make a clear case for this kind of investment. We hope that our data will inspire our industry and show that culture is not an add-on. It's essential to make Dublin a thriving creative city.

# 2,500

**SQ FT**

artists' studios and exhibition space provided free of charge.

“

**It is great to see a developer make a commitment to the arts. The sculpture and artworks heighten the area. It's all very aesthetically pleasing.**

Audience Interviews, 2025

“

**Art and culture play an important role in city life. Initiatives like this give artists a step up, which is important because it's not easy being an artist. Studios are hard to find and expensive to rent – and you also have the cost of materials. Residencies like this make people aware of professional artists and the work involved in being an artist.**

**Siobhan Callaghan**  
Artist-in-Residence, 2025



“

The residency has given me the financial security to live and work in Dublin and, hopefully, put down permanent roots that enable me to stay in the city when it comes to an end. With this comes the financial freedom to explore things that interest me – and living in Wilton Park makes it easy to attend lots of literary events in the city. I love being here.

Naoise Dolan  
Write-in-residence, 2025



Pictured: John Banville and Naoise Dolan  
at Writing Dublin exhibition, Wilton Park





## Turning Wilton Park into an open-air gallery

We don't believe that Dubliners should have to go to museums and galleries to experience art and beauty. Every development we take on is an opportunity to make it a living, breathing part of our city.

For many years, we've been using Wilton Park as a temporary open-air gallery. Creating innovative projects like The Living Canvas that have filled the neighbourhood with colour and creativity.

## Commissioning art that belongs to the community

Now, we have stepped up our commitment and made art a permanent fixture. And, today, two of Dublin's most beautiful public artworks belong to the Wilton Park community.

Artist James Earley has created a vibrant backlit ceiling for the walkway between Mary Lavin Place and Lad Lane. This glowing corridor of colour brightens the day for passers-by.

Eilis O'Connell's fluid, mirror-like sculpture *'Dipping the Other Wing'* is a powerful new presence in the park. Inspired by a line from a Mary Lavin story, it captures the reflections and imaginations of everyone who walks past it.

## Turning benches into conversation-starters

The permanent art will stay put, and we'll be using Wilton Park's photo benches for our programme of rotating exhibitions. They were moved off-site during construction, but now we've installed 6 of them in Mary Lavin Place.

Since May 2025, they've featured a new collection of stories, poems and plays in English and Irish. This is a collaboration between Fighting Words students and illustrators from the National College of Art and Design. These young voices bring life and energy to the square and start conversations between strangers.

## Writing Mary Lavin back into Ireland's literary history

Placenames reveal a lot about who we choose to honour. And until now, no public space in Ireland has been named after a female writer.

Mary Lavin Place changes that. Lavin was one of the most influential voices of her time. An author who was published internationally, and a trailblazer who paved the way for generations of female writers who came after her.

In the 1940's and 1950's, she made her home in this community. Now, her name and her legacy live here permanently.

## Watching art reshape how people feel about a place

We can't yet quantify the economic value that public art and creativity deliver at Wilton Park. But we've been tracking their impact on the community since 2023. And this year's data tells a compelling story.

An impressive 84% of long-term visitors to Wilton Park agree that public art and culture in the area have improved significantly over the past five years. And, between 2023 and 2025 alone, satisfaction with public art and sculptures jumped by 32%.

The emotional response has been even more encouraging. Our audience surveys reveal that two of the words people picked to describe Wilton Park were 'inspired' and 'creative'. And visitors who came specifically for art and culture rated their experience nine out of ten.

Feedback like this proves what we've always believed. Culture spreads a ripple of positivity across a community.



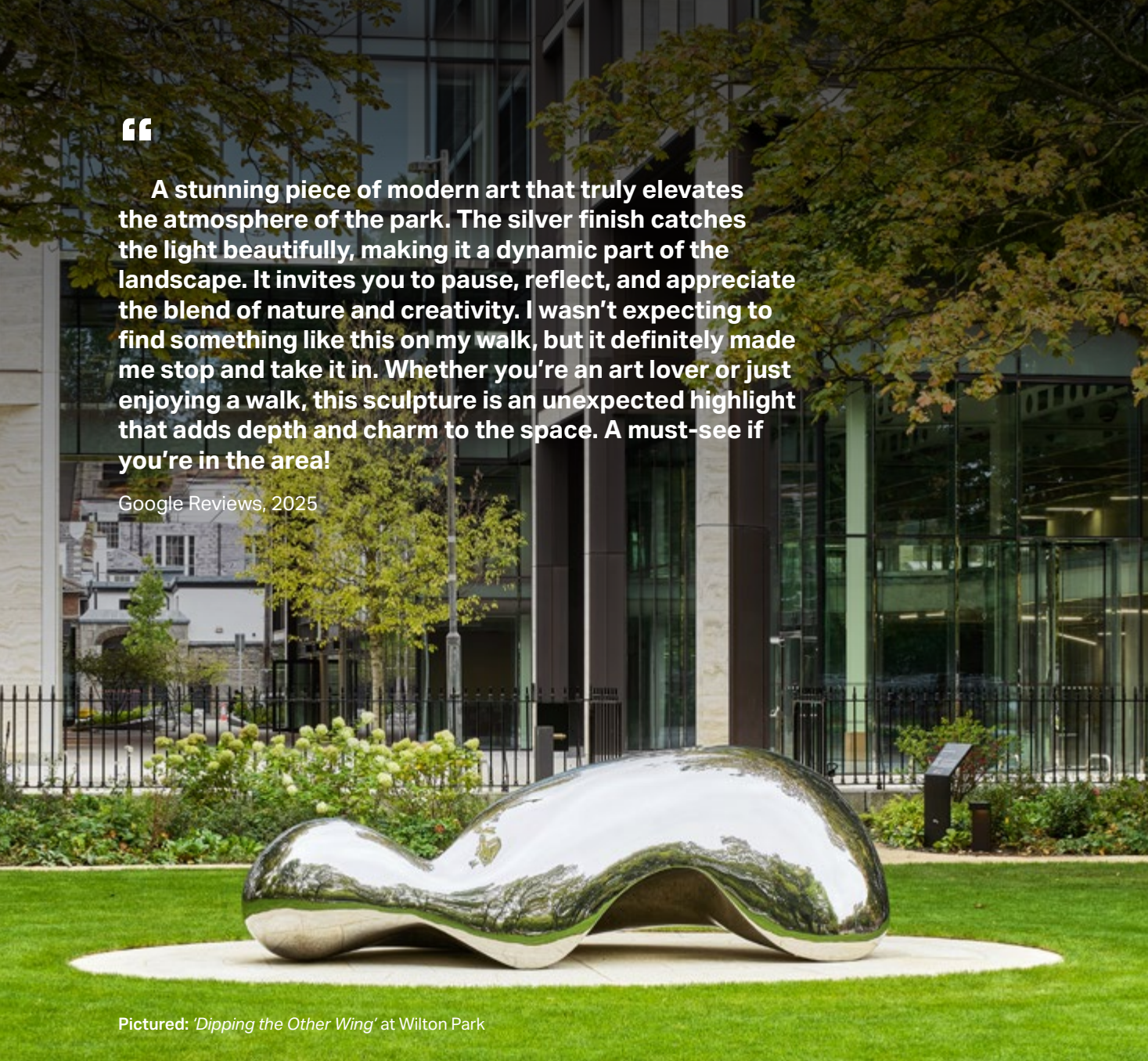
**Pictured:** Statement ceiling by stained glass artist James Earley at Wilton Park



“

A stunning piece of modern art that truly elevates the atmosphere of the park. The silver finish catches the light beautifully, making it a dynamic part of the landscape. It invites you to pause, reflect, and appreciate the blend of nature and creativity. I wasn't expecting to find something like this on my walk, but it definitely made me stop and take it in. Whether you're an art lover or just enjoying a walk, this sculpture is an unexpected highlight that adds depth and charm to the space. A must-see if you're in the area!

Google Reviews, 2025



Pictured: 'Dipping the Other Wing' at Wilton Park

# 9/10

Visitors who come to Wilton Park to experience art and culture rate their experience 9 out of 10.

Intercept Survey: February and June 2025

# 2024/25

ART INSTALLATIONS

2 permanent artworks & 4 temporary art exhibitions

## Visitor satisfaction with public art & sculptures

2023

2025

Increase

# 57%

# 75%

# +32%

Intercept Survey: May 2023 and June 2025





## Collaborating to create an exciting new cultural quarter

Our vision is to make Wilton Park into an arts destination for the whole city. Our first two 'Making Impact' reports showed how cultural partnerships are key to transforming the neighbourhood's identity.

## Working with leading arts organisations

In 2024/25 we facilitated collaborations with:

- The National Concert Hall
- The Royal Hibernian Academy of Arts
- Dublin Gallery Weekend
- Graphic Studio Gallery
- Fighting Words, a creative writing organisation.

And together, we created an exciting programme of events and activities.

## Putting Wilton Park on Dublin's cultural calendar

This year, we saw real progress as the neighbourhood came alive with art, music and creativity.

In November 2024, we teamed up with the RHA for Dublin Gallery Weekend. 'Kites Above Castles' brought 300 people to Two Wilton Park on opening night. And more than 1,000 art-lovers came to see the exhibition.

In June 2025, the National Concert Hall's first-ever Festival of Voice turned the park into an open-air stage where three choirs performed for an audience of 80.

Most of these visitors were discovering Wilton Park for the first time. They arrived curious and left inspired. And now that they've had a taste of what the neighbourhood offers, we're confident that they'll be back.

## Supporting creativity across the city

Our partnerships aren't just transforming Wilton Park. They are supporting artists and writers in every corner of the capital.

In December 2024, we supported A Love Letter to Dublin: The Best of Our Capital City in Words and Print at the Graphic Studio Gallery. This exhibition gave 40 artists an opportunity to celebrate Dublin through art and print.

Our collaboration with Fighting Words meant they could hire new staff and bring their workshops to South Dublin for the first time. They worked with more than 60 children and in addition young people from 20 schools participated in workshops and after school activities, learning how to use storytelling to unlock their creativity and confidence.

Collaborations like these will always be front and centre of our evolving placemaking strategy. We'll be measuring their impact at Wilton Park, as we grow the neighbourhood's new cultural identity.

And we'll be choosing new partnerships so we can actively support Dublin City Council's vision: "To embed cultural experiences and increase cultural participation throughout Dublin."

## 5

partnerships with creative institutions

“

**Art changes how people feel about a place, and how a place makes them feel.**

“

**IPUT's support for the arts feels very authentic; I feel that they are very invested in the National Concert Hall. We feel trusted to deliver the programme and this allows us to focus on both the music and engaging with the community.**

**Helen Carroll**  
National Concert Hall

*Pictured below: National Concert Hall's Festival of Voice, Wilton Park*





“

Having prestigious collectors like The British Library and universities add work from Graphic Studio Gallery to their collections is hugely significant for us. Without IPUT's support we wouldn't have been able to forge relationships with institutions like these.

Peter Brennan  
Graphic Studio Gallery



Pictured: Adrian Dunbar at *Kites Above Castles* exhibition, Wilton Park



## FOUR THEMES

# Environmental impact

## Championing a healthy environment

Stories of our impact on the environmental life of Wilton Park

### Using our park as a model for sustainable placemaking

The 19<sup>th</sup> century park at the heart of this development has always been one of the city's loveliest green spaces. When we took over the freehold, we faced a difficult decision. Should we protect what was here or build something better?

We decided to do both.

This gave us the opportunity to showcase sustainable placemaking for Dublin's real estate industry. And to measure precisely how a green amenity like this connects people to nature, lowers carbon emissions and creates a healthier city.

Between May 2023 and October 2024, we transformed the park completely. We landscaped lawns, upgraded pathways, preserved mature trees and planted new native species. Then we layered in foliage, flowers and bushes to create colour and attract pollinators.

And since it re-opened, in October 2024, it's become a haven for local people and for biodiversity.

### Delivering greenery across our streets and rooftops

Our park restoration was just the beginning. Our plan here was to bring greenery into every corner of the development. We turned our roof terraces into lush gardens and brought flowers and foliage into our courtyards. And when residents asked for more nature at eye-level, we added planters around our streets. Today, green spaces make up 30% of the entire Wilton Park site.

### Measuring the impact for the community and biodiversity

Public response to our environmental initiatives has been hugely positive. Our 2025 survey shows that 95% of long-term visitors think that the overall quality of green spaces and vegetation has improved since 2020. 9 out of 10 people tell us that they're satisfied with what we've provided.

And it's not just people who approve of our efforts. Our team has seen a rise in the number of pollinators and insects across the neighbourhood too.

“

**The artwork is amazing, along with the integration of nature. Even though IPUT have been building a lot of real estate, they've also taken care of nature.**

Intercept Survey, October 2024

“

**It's a beautiful amenity. I would congratulate whoever did the garden design because it's lovely.**

Intercept Survey, October 2024

**95%**

**of visitors have noticed improvements to the quality of green spaces and vegetation over the past five years.**

Intercept Survey: June 2025



## Satisfaction with green spaces

**80%**

**2023 Pre-renovation**  
Intercept survey: May 2023

**53%**

**2024 During renovation**  
Intercept survey: June 2024

**88%**

**2025 Post-renovation**  
Intercept survey: June 2025

### Investing in green space beyond our boundaries

Our commitment to supporting green city spaces doesn't stop at Wilton Park. In January 2025, we collaborated with Waterways Ireland to restore the stretch of the Grand Canal between the Leeson and Baggot Street bridges.

Protecting this beautiful natural corridor aligned perfectly with our placemaking strategy. It allowed us to support a thriving urban ecosystem and to revitalise one of the city's best-loved green amenities for the benefit of the wider community.

### Sharing this year's environmental stories and insights

In the following stories, we show how our green initiatives are transforming this city community. And we demonstrate how placemaking creates healthier urban environments for people and biodiversity.

### Most common word-associations

Peaceful

Calm

**70%** **52%**

Relaxed

**59%**

Intercept Survey: June 2025



Pictured: Planting at Wilton Park



## FOUR THEMES | ENVIRONMENTAL IMPACT



### Sharing a hidden green gem with the whole city

When we took over the one-acre park at the heart of the neighbourhood, it was neglected and inaccessible. But we recognised the value this green space could bring to the wider city. So, we invested to unlock its full potential.

We transformed it into a welcoming green amenity. With landscaped lawns, mature trees, lush planting and a beautifully restored 19<sup>th</sup> century fountain. This year, we replenished the park's greenery and commissioned 6 large planters for the streets around the development. This year, one visitor described it as a 'hidden gem'.

### Tracking the link between nature and neighbourhood

Our July 2025 audience survey shows that while only 1 in 5 visitors come to Wilton Park to engage with nature, almost everyone enjoys it when they're here.

9 out of 10 visitors agree that it's a great place to reconnect with nature. And 70% link the word 'peaceful' with their experience of the neighbourhood. Positive feedback like this shows the difference green space makes in a busy city.

### Showing that cleanliness and maintenance matter

When we took over the park, upkeep had been neglected for years. We're proud to report that we've turned that around completely.

In June 2025, 96% of long-term visitors agreed that the cleanliness and maintenance had improved since 2020. And, as more people discover the park, we're committed to making it one of the best-kept spaces in the city.

“

**Compared to other parks in Dublin, Wilton Park is a hidden gem. I love how safe and well maintained it is.**

Intercept Survey, June 2025

**9/10**

**visitors think that Wilton Park is a good place to connect with nature.**

Intercept Survey: June 2025

**9/10**

**long-term visitors have noticed improvements to trees, flowers, and plants over the past five years.**

Intercept Survey: February and June 2025



Pictured: Planting at Wilton Park





Pictured: Planting at Wilton Park





## Protecting and supporting biodiversity

### Creating habitats for urban wildlife

Our green spaces aren't just magnets for people, they're designed to attract the city's smaller residents too. And every year we're seeing more birds, bees and insects finding their place here.

The lush planting along the edges of the park creates 16,300 sq ft of inviting habitat. And our landscaped rooftops offer another 24,000 sq ft of flowers and greenery.

### Joining the dots in the urban ecosystem

This year's research shows our biodiversity strategy at work on two levels.

The park's mature tree canopy creates cool, moist microclimates that can be hard to find in urban landscapes. These habitats are alive with hoverflies and dragonflies. And beetles of every size are breaking down the leaf litter below, feeding the soil and acting as natural pest controllers.

These tiny insects are part of the bigger picture. They provide food sources for birds and small mammals and keep our corner of Dublin's ecosystem thriving.

# 6X

**more bees and bumblebees on the rooftops than in the park.**

Flower-Insect Timed Counts, Summer 2025

# 68%

**of insects counted were bees and bumblebees.**

Flower-Insect Timed Counts, Summer 2025



Pictured: Pollinators at Wilton Park



Pictured: Insect life at Wilton Park



Pictured: Planting at Wilton Park



“

**“IPUT have put a lot of effort into the planting. I think it’s wonderful for bees and wildlife.”**

Audience Interviews, 2025

Pictured: Pollinators at Wilton Park

## Turning our rooftops into pitstops for pollinators

It’s not always easy for bees and bumblebees to find foraging grounds in an urban setting. Our large, sunny, flower-dense roof gardens have quickly become crucial pitstops for the local pollinators.

In fact, our observations show something remarkable. We’re recording 1.7 times more insects on our rooftops than in the park below, and almost six times more bees and bumblebees.

Overall numbers improved slightly again this year, with an average of 12 insects observed in every ten minute observation window.

This data is good news for Dublin. It shows that our rooftops are supporting healthy pollinator populations that keep plant life blooming right across the city.

It’s good news for the people who work in our buildings too. Stepping out of a meeting and into a peaceful rooftop garden is more than a perk. It transforms people’s everyday experience of work.



Pictured: Wilton Park roof terrace

“

**On a warm afternoon in Wilton Park you’ll hear the hum of bees and see birds flitting back and forth through the trees. It’s hard to believe you’re in the middle of a busy city.**

Visitor to Wilton Park, Summer 2025





## Celebrating the canal that shaped our capital city

Wilton Park is lucky to have one of Ireland's most beautiful waterways right on its doorstep. The Grand Canal is a living thread in Dublin's history. Back in the late 1700's, it was a vital commercial artery that transformed the capital's economy. It opened a trade route between the capital and the River Shannon, and transported coal, grain and timber to and from the country.

When the commercial barges stopped in 1960, the canal became a vital natural amenity. A leafy green corridor in the growing city. Over the years, its towpaths, lock gates and bridges have inspired music and poetry. And today, it's one of Dublin's most precious green spaces.

## Tracking the downside of the canal's popularity

In last year's research, we observed that footfall around the canal was more than ten times higher than on the smaller surrounding streets.

This steady flow of people connecting with nature was wonderful to see. But we noticed that constant foot traffic was wearing down paths and green areas. And with so many visitors, it wasn't easy for everybody to find somewhere to sit and enjoy the scenery.

## Stepping up to renovate this green amenity

We decided to turn these insights into action. So we partnered with Waterways Ireland to restore the stretch of canal between the Leeson Street and Baggot Street bridges.

We set out to strengthen people's connection with this green space. And, at the same time, to protect biodiversity and make Dublin a more climate-resilient city.

The project restored pathways and added plenty of comfortable seating. It also strengthened flood defences and wildlife habitats, protected mature trees and introduced new native species.

The restored canal bank reopened in August 2025, too late for this year's reporting cycle. But this time next year, we'll be reporting on how it's impacting the local community.

## Delivering on our commitment to the city

This investment speaks to our deep commitment to Dublin. Revitalising a public space of this scale shapes our city and makes it a better place for everybody.

“

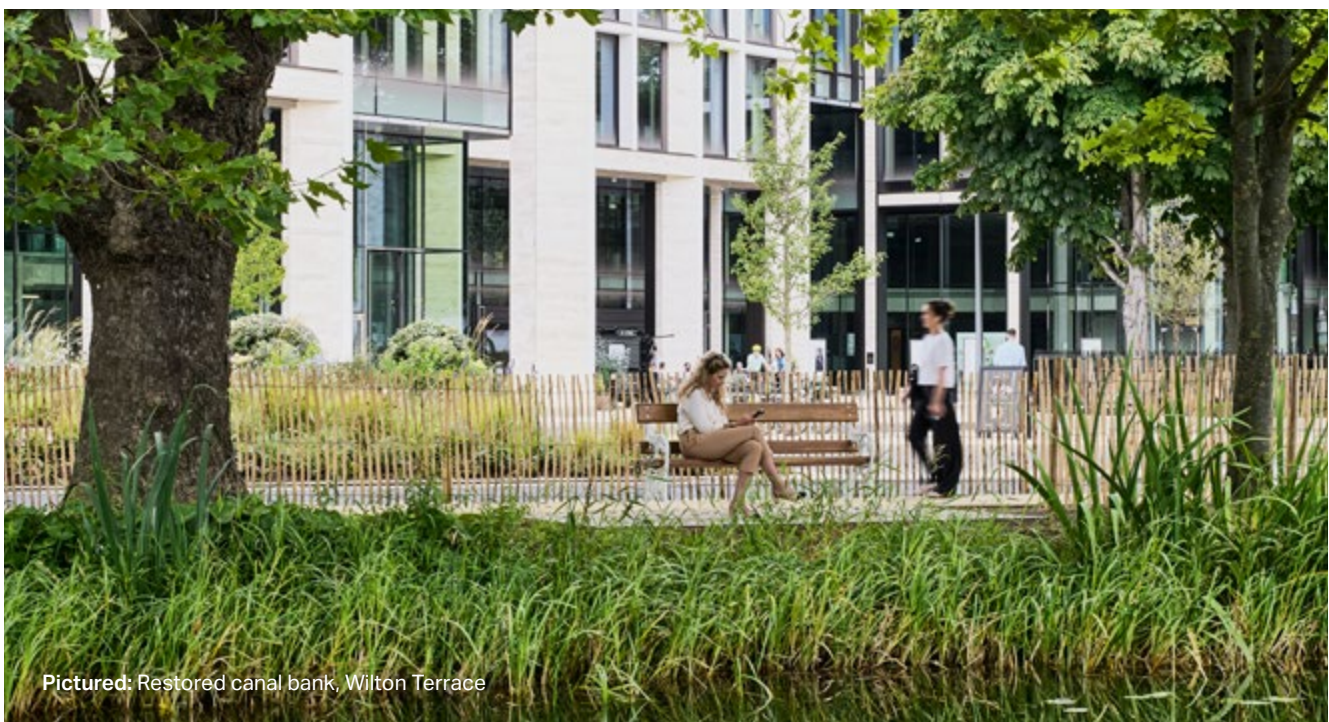
**The canal upgrade will have a massive impact on the whole neighbourhood.**

Audience Interviews, 2025

# 60%

**of the wider neighbourhood's outdoor activities cluster around the canal.**

Based on observations of activities at and around Wilton Park (Feb 27, Mar 1, Jun 5, and Jun 7, '25)



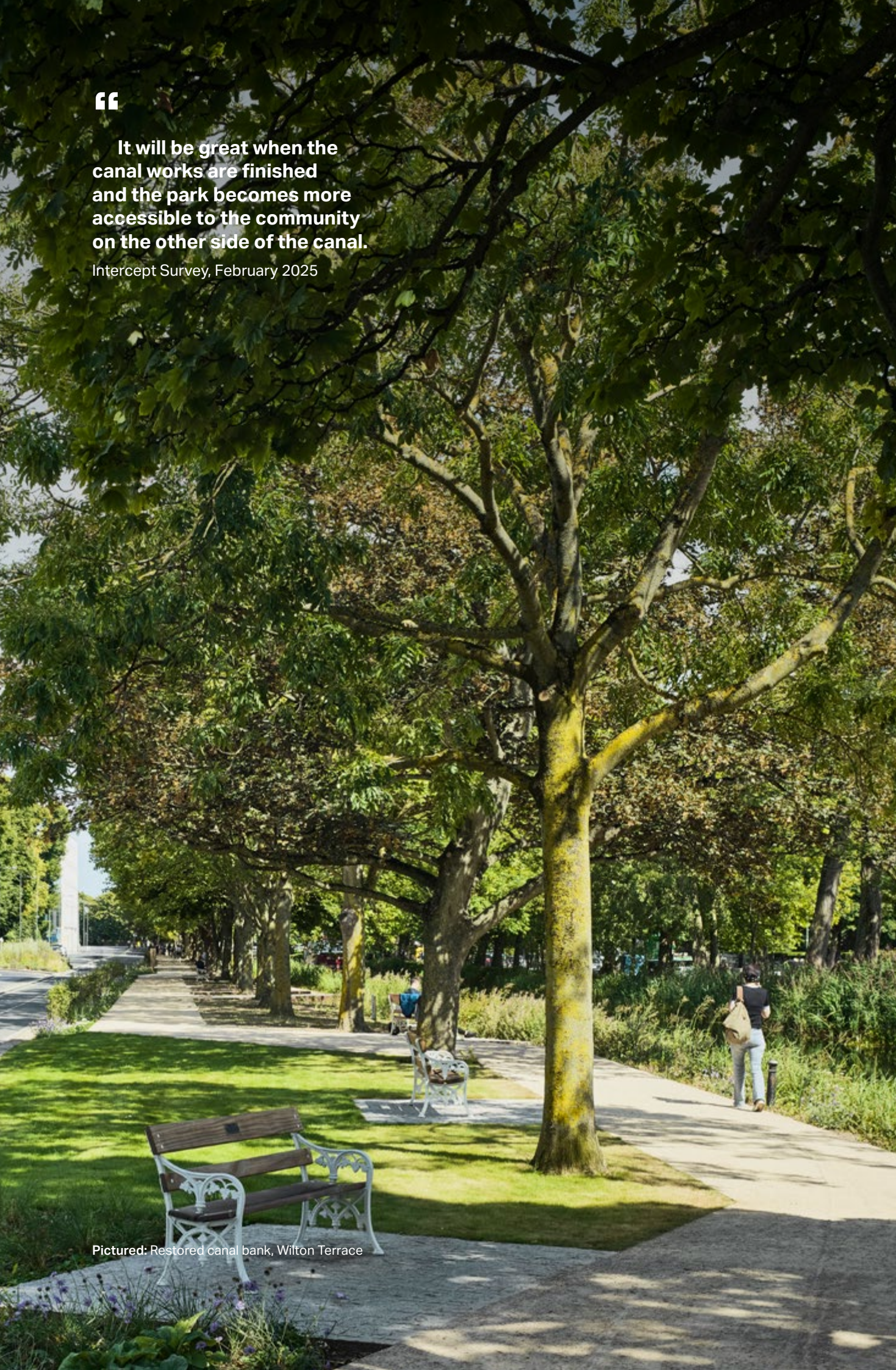
Pictured: Restored canal bank, Wilton Terrace



“

**It will be great when the canal works are finished and the park becomes more accessible to the community on the other side of the canal.**

Intercept Survey, February 2025



Pictured: Restored canal bank, Wilton Terrace



## FOUR THEMES

# Economic impact

## Shaping a world-class commercial destination

*Stories of our impact on the economic life of Wilton Park*

### Exploring the power of place in modern business

Our ambition for Wilton Park is for it to be a next-generation commercial location. The development delivers 580,000 sq ft of world-class, amenity-rich workplaces across four buildings.

But square footage only tells part of the story. Our 'Making Impact' study digs deeper, to find out why leading global companies choose one location over another. And how they're using next-generation workplaces to drive growth, value and performance.

### Navigating market disruption and proving resilience

Securing LinkedIn as an occupier laid the initial groundwork for Wilton Park's long-term commercial success. By 2020, they had agreed to lease the entire of the office space in the development. Then the pandemic happened. What followed was a fundamental shift in the global economy.

Within months, remote working was reshaping working environments and LinkedIn made the decision to sub-let part of the office space at Wilton Park. We were faced with the prospect of some empty buildings, which would

have negatively impacted Wilton Park's commercial vitality.

But the turnaround came fast. In 2024, two global giants, Stripe and EY, signed leases for the available space and the development was once again fully let. Stripe took occupation in October 2025 and EY will move in before the end of 2026.

This rapid re-letting proves that exceptional developments like this don't wait for the market to recover. They create their own demand.

### Tracking Wilton Park as it moves towards financial outperformance

2024/2025 was the year that Wilton Park shifted from a development to an operating asset. The pieces fell into place rapidly. EY and Stripe began the fit-outs of their workplaces. LinkedIn moved into their expanded Four Wilton Park campus. The ground-floor retail spaces came to the market. We opened the development's two beautiful new public spaces and put the finishing touches to a new 5,000 sq ft culture and community space and our three permanent artists' studios.

Our vision is coming to life. Wilton Park is evolving into place that appeals to many audiences. Corporate tenants who need a world-class workspace.

Employees who want a better life/work balance. Locals who want better neighbourhood amenities. Visitors looking for a great place to relax and socialise in the city.

### Pinpointing the drivers for commercial success

Our study tracks key metrics like public satisfaction and financial performance. This year's data delivers two insights.

The first is that best-in-class workplaces paired with exceptional public places deliver measurable returns. And the second is that thoughtful placemaking does more than deliver social value. It drives competitive advantage and commercial success.

### Sharing this year's economic stories and insights

In the following stories, we show how Wilton Park is supporting the commercial success of the city and the country. And we analyse what sets this development apart for global occupiers.



“

Market disruption tested Wilton Park's fundamentals. The fundamentals held.



Mary Lavin Place,  
Wilton Park, Dublin 2.





# 5,000

desks for office-based workers

# 580,000

SQ FT

of Grade A+ office space let

# 12,000

SQ FT

high-quality retail and food and beverage space offered to the market

“

The opening of 4 Wilton Park on the 7<sup>th</sup> of April 2025 marked a significant milestone in our journey to reimagine the workplace – not just as a location, but as a platform for connection, collaboration, and community. What stands today is a testament to what’s possible when we align purpose with execution – a space that brings people together, supports innovation, and sets a new standard for sustainability and experience.

Stephen Lynch

Director of Workplace Operations & Services,  
LinkedIn (LinkedIn Post, June 2025)

## Delivering on Wilton Park’s commercial vision

This year, our vision for the commercial identity of Wilton Park started to become a reality. We secured full occupancy across the development’s office portfolio. As occupiers move into their buildings, this neighbourhood will be transformed into one of Dublin’s most dynamic business quarters.

## Welcoming some of the world’s leading companies

In March 2024, LinkedIn expanded into Four Wilton Park, to create a connected campus with their existing Five Wilton Park headquarters. And, in July, two blue-chip occupiers signed long-term leases for the three remaining buildings.

Irish payments giant Stripe moved into their building in October 2025. Global professional services powerhouse EY who are currently fitting out their space will unite their team at Two and Three Wilton Park, in Autumn 2026.

## Delivering next-generation workplace experiences

These blue-chip companies are using Wilton Park as the springboard for the next phase of their growth. And they’re choosing next-generation workplaces designed to support workflow, collaboration and creativity.

LinkedIn’s expanded European HQ brings 2,000 Dublin staff together under one roof. This means that Wilton Park is the company’s largest office campus outside the US.

Stripe’s move will treble the size of its workplace, giving the company space to scale and strengthen its Dublin presence. And EY’s relocation will significantly increase its city-centre footprint, and create a single strategic hub for its Dublin team.

## Creating a cluster for global excellence

Together, these three occupiers are creating a cluster of world-class financial, technological and professional services firms. Their collective presence at Wilton Park strengthens Dublin’s position as a European business hub. It also signals that the city’s business axis is shifting. And what’s emerging is a new corporate quarter built around world-class amenities and infrastructure.

**EY’s assignment of Two and Three Wilton Park was the 2<sup>nd</sup> largest office leasing deal in the Dublin office market in 2024/25.**



“

This expanded EMEA HQ – LinkedIn’s largest office outside the US – is a strong endorsement of Ireland as a destination for global investment. Over the past 15 years, LinkedIn Ireland has grown significantly, now employing over 2,000 people. This is a testament to Ireland’s talented workforce and tech expertise.

Micheál Martin  
Taoiseach

Pictured: One Wilton Park

## Setting the gold standard for our industry

Until now, Wilton Park has been on the fringes of the city’s central business district. Our success in attracting these global leaders to this location speaks to everything we have built here and how the core city boundaries are being redrawn.

Our scheme is on par with the best commercial developments in cities like London or New York. It showcases world-class quality, design and architecture. The buildings deliver exceptional sustainability credentials, innovation and technology. The large lot sizes support campus-style occupancy.

Our workplaces are just minutes from the traditional core of Dublin. They offer excellent transport connections and a setting that blends neighbourhood character with contemporary amenities.

When EY announced its decision to locate here, they stated that *‘Wilton Park was selected following a rigorous selection process to ensure the highest standards of sustainability, collaboration and access to transport and amenities for EY people and clients’*.

## Restoring market confidence

Dublin’s office market has faced major challenges since the pandemic. In line with real estate markets globally, capital values declined as interest rates increased. Investors became more cautious. The rise of hybrid working caused many companies to press pause on their office strategies.

LinkedIn’s decision not to expand into the entire scheme at Wilton Park reflected these economic uncertainties and workplace changes.

But, over the last year, we’ve seen a surge of return-to-office mandates. This is driving recovery and growth in Dublin’s best locations.

Wilton Park is playing a leading role in restoring commercial confidence. Lettings to Stripe and EY have been among the most significant leasing transactions to sign in the capital in the last two-year period.

The rapid pre-letting of the same buildings that LinkedIn stepped away from validates Wilton Park’s exceptional quality. It shows that, even in challenging times, world-class developments attract world-class occupiers.

## Supporting Ireland economic strength and credibility

Wilton Park is more than a workplace. It’s a platform that supports leading global firms to grow. This creates local opportunity, builds Ireland’s reputation internationally and delivers real economic benefits for the country.





Pictured: Mary Lavin Place, Wilton Park



## Crafting an exciting new food destination

This year, we completed Wilton Park's five street-level retail units. Then we shifted our focus from construction to curation. Feedback from our surveys highlights an appetite for food and drink experiences that live up to the quality of everything we've built already.

So, choosing the perfect mix of retail offerings to complement the rest of the development is crucial. We're not just filling spaces. We're bringing together what we hope will be some of the city's most exciting culinary experiences.

## Welcoming Ireland's most exciting chef, Mark Moriarty

In June this year, we announced our first tenant. And Irish chef Mark Moriarty will be joining the Wilton Park community in 2026.

Mark's culinary studio will be a creative hub, a test kitchen and a HQ for his growing business. It will give him the freedom to develop new recipes and create video and podcast content. And it will establish a venue for pop-up events and private dining experiences.

We'll be announcing more new retail offerings over the coming months. And, in the meantime, we're delighted to report that Wilton Park's favourite mobile café is back in business.

## Bringing back Why Not Coffee

'Why Not Coffee' moved out of their kiosk in the park during our renovations. But, in January this year, Chris and his team returned in a sleek new van provided by IPUT.

Regular customers quickly found them in their new spot at Mary Lavin Place. The new menu of snacks from a local producer was an instant hit. And, within weeks, the van was a magnet for local workers and neighbours.

This summer, we listened to their feedback and added new tables and chairs around the square, to make it an even more inviting spot to enjoy coffee.

## Satisfaction with the quality of buildings and shopfronts

2023

58%

2024

66%

2025

74%

Intercept Survey: May 2023, June 2024, and June 2025

# 53%

53% of unique visitors are classified as having a high purchasing power

Based on geolocation data provided by HUQ.IO.

“

It would be really nice to have some restaurants and a variety of tenants on the ground floor.

Local Employee

Intercept Survey, June 2025



Pictured: Niall Gaffney, Chief Executive, IPUT Real Estate and chef Mark Moriarty





## Transforming vacant spaces into vibrant places

Meanwhile activation is a dynamic tool in our placemaking strategy. It turns empty spaces into opportunities, to build a sense of place, excitement and connection. This year, while we worked to fill our ground-floor spaces, we used them as a canvas for culture and creativity.

## Launching Dublin Gallery Weekend

In November 2024, Two Wilton Park hosted the opening event for Dublin Gallery Weekend. This annual event is a celebration of the city's contemporary art scene.

The central exhibition, *Kites Above Castles*, featured work by eleven artists. The public response was enthusiastic. One hundred guests joined us on opening night, and around 1,000 people came to see the show. This event put Wilton Park on Dublin's cultural map, and helped hundreds of art lovers discover the neighbourhood.

## Opening Dublin's International Literary Festival

In May 2025, the Dublin International Literary Festival came to Wilton Park. And we transformed one of our empty retail units into a venue for the opening night.

Writing Dublin featured Booker Prize winner John Banville in conversation with our Writer-in-Residence, Naoise Dolan. Together, they explored all the ways that writers and artists shape a city's cultural life.

This event was a stage for Wilton Park as well as the festival. Many of the 100 guests were first-time visitors. They stayed on afterwards, to soak up the atmosphere of the neighbourhood.

## Making creativity part of Wilton Park's identity

Cultural events like this are now part of Wilton Park's DNA. When our retail units are permanently let, we'll move them to a purpose-built space beside our artists' studios.

And we'll continue to use imagination and creativity, to bring life and energy to our public spaces. Like deckchairs, where people can relax. A marquee, where they can gather. Yoga sessions and open-air concerts that give people a reason to stay longer.

## Sparking creativity across the community

There is early evidence that our cultural initiatives are sparking positive change in the streets all around Wilton Park. Local businesses are coming up with their own placemaking ideas to attract customers.

This ripple effect will be an important focus for our study over the next two years. And we'll be carefully measuring the positive impact Wilton Park has on the wider neighbourhood.



**Pictured:** *Kites Above Castles* exhibition, Two Wilton Park





**Pictured (L-R):** Gemma Tipton, John Banville and Naoise Dolan at the Dublin Literary Festival, Wilton Park

“

**The cultural programming at Wilton Park has energised the neighbourhood. It has made it more of a locality and helped build more of a community, both through the new development and the interactions with the community. IPUT do what they do very well, which is more than most developers.**

**John Daly**  
Dublin Gallery Weekend

“

**IPUT have been brilliant and really enthusiastic about furthering the community, providing artistic support, the development of the park and making it amenable and accessible to the public.**

**Mark Davidson**  
Fighting Words



**Pictured (L-R):** Adrian Dunbar, John Daly, and Niall Gaffney, Chief Executive, IPUT Real Estate, speaking at Dublin Gallery Weekend



# Reflections

Pictured: Wilton Park



## In this section

### Six lessons from Year Three

Sharing the 6 most important takeaways from this year's study. And delivering key data and insights for the urban design community.

### Responding to feedback

Sharing key feedback from the people who live and work in Wilton Park. And showing how we're turning suggestions into action to improve local experiences.

### Coming up next

Anticipating Wilton Park's most transformative year so far. And looking forward to watching the neighbourhood evolve into one of Dublin's favourite destinations.



## REFLECTIONS

# Six lessons from Year Three

What have we learned from our third year of research?

1

## Transform the space, transform the place

We've always believed that access to quality public space can make or break an urban neighbourhood. Now, we have real-life data to prove it.

Last year, when we closed the park temporarily for renovation, we recorded a sharp decline in visitor satisfaction, footfall and dwell times.

This year, with the park and Mary Lavin Place open, we saw a remarkable turnaround. Visitor numbers didn't just rebound, they surpassed our 2023/24 benchmarks.

It's a powerful reminder that investing in the public realm is one of the most effective ways to revitalise city communities. And that sometimes you have to take a step back in order to move forward.

2

## Placemaking is a marathon not a sprint

Wilton Park continues to show that patience and adaptability are crucial to a successful placemaking strategy.

We're not just filling workspaces and creating amenities here. We're shaping experiences that will make this neighbourhood one of the most inviting destinations in Dublin.

That's not going to happen overnight. We need to keep listening to feedback from the people who use our public spaces. And to use their suggestions to constantly improve our amenities.

And we need to carefully curate the right mix of ground-floor retail units. Choosing partners who will delight locals, excite visitors and support existing local businesses.

It's about finding balance between good commercial decisions and creating a place that people love.

3

## Quality and variety improves appeal

World-class quality is built into Wilton Park's DNA. And it shows. The scheme offers very high quality workplaces alongside thoughtfully designed and curated public space.

Now, as we move beyond construction into full operation, variety will become just as important as quality.

Feedback from our study is helping us to understand and try to meet the diverse expectations of all our visitors.

We're broadening the appeal of our street-level units, our park and our public spaces. Finetuning our programme of activities, so we can create a destination with something for everybody. And we'll be tracking our progress carefully over the next two years of our study.



Pictured: Wilton Park



Pictured: Coffee at Mary Lavin Place



## 4

**Positive change is contagious**

Five years ago, we introduced branded deckchairs to Wilton Park.

They're now one of the most popular features in the neighbourhood. They've transformed our park from a space to pass through into a place to relax and linger.

And this year's report shows that they're inspiring local business owners to make placemaking initiatives of their own.

It's early days, but ripple effects like this are a great sign. They show that what we are building here can have a broader impact on the wider community and the city. We're looking forward to watching how this plays out in our next reporting cycle.

## 5

**Some impact is quiet but mighty**

You can see the impact of the deckchairs and our public art exhibitions right away. But some of the most powerful changes at Wilton Park are happening behind the scenes.

Our writer-in-residence and artist-in-residence programmes and cultural partnerships are sowing the seeds for a new cultural hub in the city. And we've teamed up with local organisations and charities to strengthen connection and wellbeing across the neighbourhood.

Programmes like these are quietly shaping Wilton Park into a more vibrant, sustainable, creative community.

## 6

**Communication is trust in action**

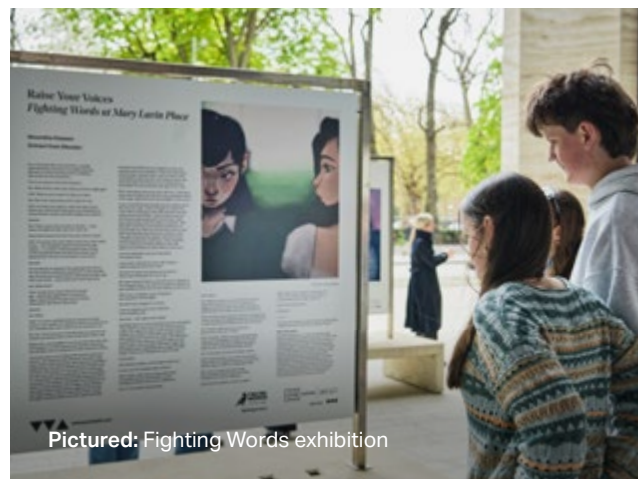
The trust and goodwill of Wilton Park's local groups and residents isn't a given. It's built through consistently clear, honest communication. Understanding expectations. Making sure everyone feels valued and included every step of the way.

It's our job to make sure that everyone knows what's happening and why. That means reaching out to people where they are. Using social media for key updates. Showing up in the public spaces where people gather. And meeting groups and individuals face-to-face for important conversations.

All these connections help to create a resilient local community where people know they have respect and agency.



Pictured: Wilton Park



Pictured: Fighting Words exhibition



## REFLECTIONS

# Responding to feedback

## Turning community suggestions into placemaking actions

Each year, our research study captures what matters most to local people and turns those insights into action. Every suggestion gives us an opportunity to meet the real day-to-day needs of this community.

In 2023/24, the feedback could not have been clearer. Everyone was eagerly awaiting the park reopening. And they didn't just want it back, they wanted more of what they loved about it. More lush planting and comfortable places to sit. More of those free outdoor yoga and exercise classes.

Over the last year, we've delivered on all of this. We've also responded to requests to make Wilton Park Studios permanent, and the neighbourhood now provides free space for 3 artists-in-residence.

In the 2024/25 research period, we once again welcomed feedback from the local community, which will shape our decision-making in the year ahead.

### Social impact...

#### Community feedback

The playground doesn't yet feel like a destination for families.

#### IPUT response

Feedback like this is so helpful for us. We want to make Wilton Park a go-to for parents and children. We'll be exploring ways to make our playground more appealing, and looking at a programme of child-friendly events and activities.

#### Community feedback

There hasn't been any yoga in the park since it reopened.

#### IPUT response

It's true. We reopened the park in October 2024 but it took us a while to get our events programme running again. The good news is that free twice-weekly yoga sessions were up and running all through this summer. And, honestly, we're just getting started. Over the next year, we'll be rolling out exciting new experiences and activities.

#### Community feedback

We need more deckchairs. On a sunny day, they are like gold dust.

#### IPUT response

We hear you! Our deckchairs are a huge hit, even on rainy days. So, we'll be keeping them in the park through autumn and into early winter. And we'll be adding even more seating so everyone has a spot to relax and enjoy the greenery.

### Cultural impact...

#### Community feedback

I like the idea of some sort of indoor community space element. A rotating space for gallery displays.

#### IPUT response

Excellent suggestion. We've just finished fitting out 5,000 sq ft of indoor community and cultural space, and we'll be using these suggestions to bring it to life over the next year.



## Environmental impact...

### Community feedback

People aren't used to the new landscaping yet, and some of the crossings can be difficult to navigate.

### Community feedback

I'd love to see comfortable chairs and benches along the canal.

### IPUT response

When we upgraded the towpath in conjunction with Waterways Ireland, we kept this feedback in mind. And, since it reopened in August, the canal bank has plenty of new places to sit and relax.

### IPUT response

We take issues like this very seriously. The good news is that the canal works are now finished, so getting around Wilton Park is easier. And we're in discussions with Dublin City Council to improve the neighbourhood's crossings to make them safer for pedestrians.

## Economic impact...

### Community feedback

It would be great to see more restaurants and places to go after work.

### Community feedback

I'd like to see more night-time activity at Wilton Park.

### IPUT response

We're working on it. We're putting the finishing touches to an exciting mix of retail uses. Celebrity chef Mark Moriarty is coming on board as our first tenant. And we're close to signing 3 more exciting uses. This time next year, Wilton Park will be an exciting new place to meet, eat and socialise.

### IPUT response

We agree. The last thing Dublin needs is another business district that shuts down after work. We want Wilton Park to buzz with life and energy from early to late. But we're not quite there yet.

Right now, the restaurants along the canal and on Baggot Street bring some people in at night and at weekends. But by 2026, 5,000 new workers will be part of the neighbourhood. And new retail offerings will help to fill the streets with life and energy.

### Community feedback

The area needs better promotion to attract more visitors, especially young people.

### IPUT response

Watch this space. In 2026, Wilton Park will have amenities to attract people of all ages. From Gen Z's to young families, office workers and weekend visitors. And we'll be actively promoting it as an exciting new destination for the whole city.



## REFLECTIONS

# Coming up next

## Moving to the next stage of unlocking Wilton Park's full potential

Wilton Park is entering its most dynamic phase yet. Over the next year, EY will join LinkedIn and Stripe. Thousands of new workers will arrive and the neighbourhood will become a vibrant business quarter.

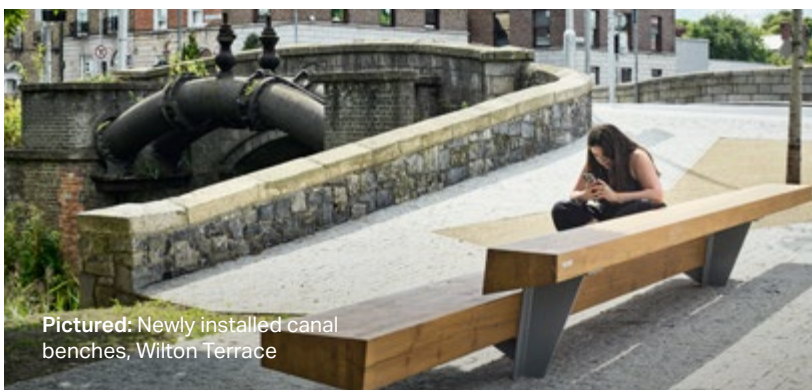
The restored park and Grand Canal will attract more visitors. Exciting new retail offerings will open their doors.

We'll launch new events and activities. And Wilton Park will evolve as an exciting new place to dine, unwind and socialise.

### Measuring what matters for all our stakeholders

Year Four of 'Making Impact' will capture this transformation in real time. We'll measure how our public spaces spark connection and belonging. Track how the new office population shapes the local community. Examine how our green spaces are impacting the local environment. And quantify how our efforts are driving Wilton Park's economic vitality and financial performance.

Our Year Four report will deliver fresh findings that will drive the global conversation about urban regeneration and social value creation. And provide insights that will continue to shape our placemaking strategy.











## About IPUT

### We are IPUT, Dublin's leading property investment company

We own, develop and manage a portfolio of prime buildings around the city. Our fund has a 60 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.

### 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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Occasio Insights is a research software and consultancy company founded by leading evidence-based design expert, Camilla Siggaard Andersen. Building on over a decade of deep expertise, Occasio empowers organisations to bring structure, trustworthiness, and collaboration to their research activities, especially in the domains of placemaking, design and innovation.



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 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.





## DISCLAIMER

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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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