

MAKING IMPACT

REPORT FOUR

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

IPUT REAL ESTATE DUBLIN

MAKING IMPACT

REPORT FOUR

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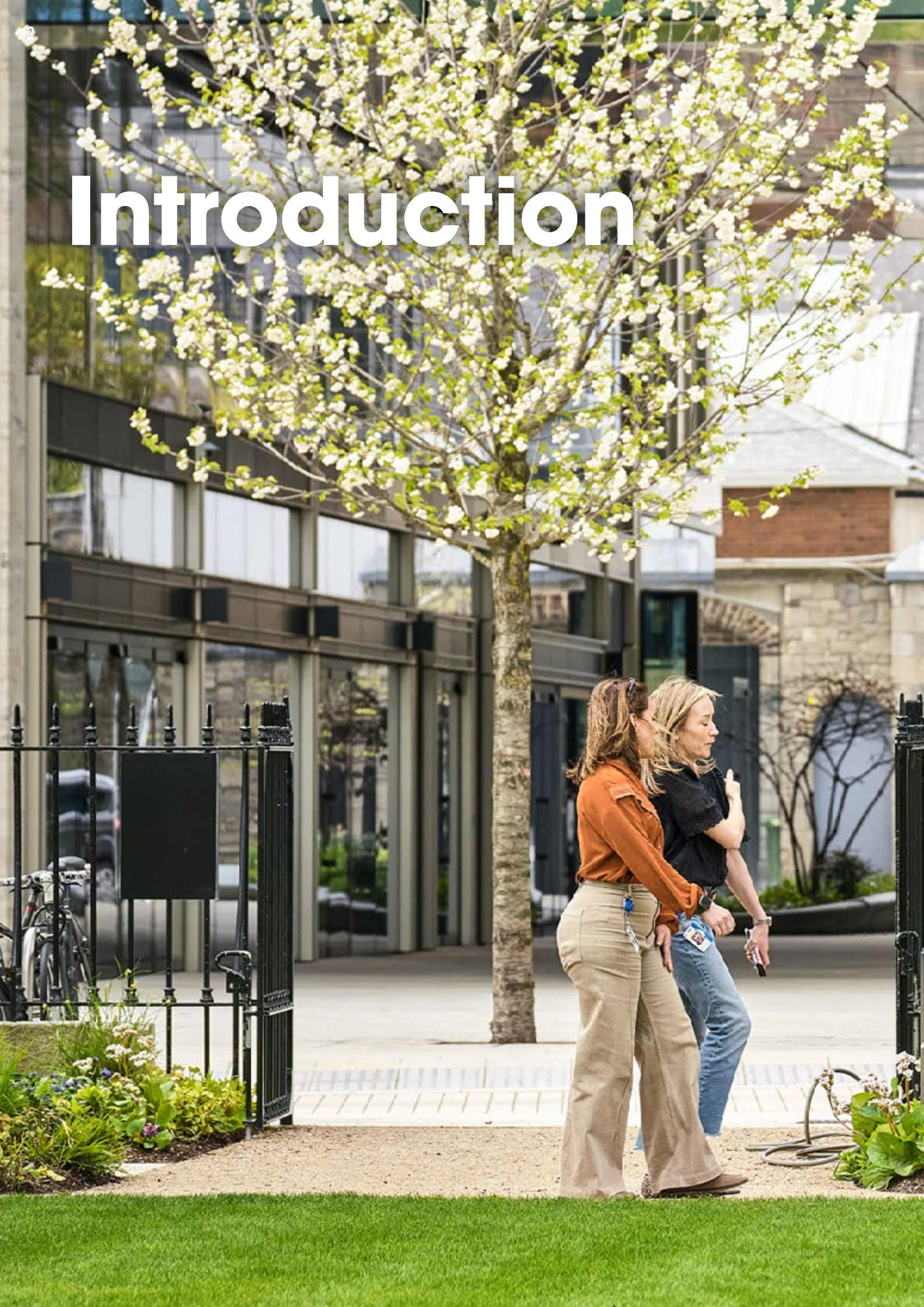
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Introduction





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Development overview
Wilton Park – A vibrant, integrated, resilient neighbourhood in the making.

Pictured:
Wilton Park, Dublin 2

About Making Impact

Introducing the penultimate year of our five-year journey

Welcome to Year Four

Four years ago, we launched our Making Impact research study with an ambition to better understand the relationship between placemaking investments and their social, cultural, environmental, and economic outcomes.

Conceived as a five-year project with annual reporting cycles, the study was designed to allow for observation, real-time learning and experimentation.

At the centre of this research is Wilton Park, our flagship commercial development in Dublin 2. Having launched several years into the project's development, our research was structured to track the evolution and impact of the development through to completion.

Year One established our baseline while the buildings were under construction and the public realm remained only partially accessible.

Year Two tracked the effects of closing the public realm for development, while Year Three demonstrated the immediate value of reopening the park alongside the new Mary Lavin public square and thoroughfare.

Now in Year Four, we are observing public life unfold across a fully integrated, established public realm, including the restored canal towpath.

Yet the picture is not quite complete. Our third anchor occupier, EY, was fitting out its space during the Year Four study period while ground-floor retail and hospitality spaces had yet to open to the public. These occupiers will undoubtedly have a significant impact in the final year of our study.

A timely moment for reflection

Given our progress and the milestones still ahead, Year Four offers a timely moment for reflection.

While past reports focused on Wilton Park's broader ecosystem, the organisational drivers behind the site have remained largely unexplored.

Accordingly, this report offers a streamlined metric update before our full Year Five evaluation, focusing instead on operational perspectives from across our headquarters and on-site teams.

Placemaking is ultimately about people. Therefore, reflecting openly on our own practices, and what our people have learned along the way, feels like an essential part of this research.

We hope you will agree, and enjoy this fourth issue in our Making Impact research series. We look forward to sharing the findings of the final year's research with you in due course.

The study in numbers

1
600,000 sq ft estate, including a one-acre historic park

5
study years documented by five annual reports

73
tailored impact measures & metrics

1,375
stakeholders engaged for insights & feedback

How we measure and report

To track progress, we rely on our Wilton Park Impact Framework, developed at the outset of our research study in 2023. Designed to capture 73 total indicators, the framework evaluates everything from hard operational data to valued qualitative feedback. This provides us with a rich dataset from which to obtain vital learnings but also to develop our approach throughout the development cycle and beyond.

Each year, we pull out the most compelling findings from this broad dataset to highlight in our report series. As a result, specific metrics may vary from year to year depending on where the most significant stories and shifts emerge.

For an in-depth breakdown of our methodology, please refer to earlier report editions.

> **Placemaking is ultimately about people. Therefore, reflecting openly on our own practices, and what our people have learned along the way, feels like an essential part of this research.**

We are happy to share the results of Making Impact with everyone who is passionate about the future of 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**



Report One
2018–2023



Report Two
2023/24



Report Three
2024/25

Wilton Park Impact Framework

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

Social	Cultural	Environmental	Economic
Creating inviting public spaces	Celebrating art and culture	Championing green values	Creating a world-class commercial destination

Actions: Public realm | Programming | Governance



Year Four Highlights

96%

of visitors say they feel safe after dark – highest since study began

86%

of the local community say they 'care for Wilton Park' with public perception at an all-time high

110+

hours of active programming attracting >2,500 attendees in the 12-month period

18%

rise in footfall along renovated Grand Canal towpath

10%+

increase in footfall in second half of Year Four reporting year

10K

square foot of retail let in the study year

x2

increase in visitor retention rate since 2023

91%

rate Wilton Park as 'a placemaking benchmark' – an all-time high

An update from our Chief Executive

Niall Gaffney shares his perspective on Year Four and outlines his ambition for Year Five



“ At IPUT, we wholeheartedly believe that delivering high quality public realm, buildings and experiences positively impacts the financial value of underlying real estate. This study is providing us with evidence and a rich feedback loop to validate this conviction.

We are now nearing the end of our pioneering Making Impact study at Wilton Park and I am delighted to share the fourth report in the Making Impact research series with you.

At IPUT, we wholeheartedly believe that delivering quality public realm, buildings and experiences positively impacts the financial value of underlying real estate. From the outset, the aim of this research has been to devise a trusted methodology to prove the market value uplift and other positive benefits that can be generated by investing in thoughtful placemaking and focussing on quality people-focussed design.

When we focus on delivering positive social impact, cultural vitality and the highest standards of sustainability, economic success invariably follows. This study is providing us with evidence and a rich feedback loop to validate this conviction. It is helping our team to develop our approach in real-time and use learnings to guide decision-making across our wider portfolio. The data hasn’t changed our core ambitions, but it has fine-tuned our execution.

Positive improvements year-on-year

Wilton Park has continued to come to life over the course of the Year Four study year. Public perception is at an all-time high, and local businesses are beginning to notice a positive improvement, and this is before the scheme reaches its full capacity.

It has been edifying to see both community attachment and employee satisfaction increasing year-on-year and visitor dwell times increasing. It is also encouraging to see active engagement with various cultural offerings and activities increasing over the course of the year.

It has always been our ambition that Wilton Park would be an exemplar of placemaking. So it is particularly encouraging that 90% of those interviewed as part of our research in Year Four believe that the scheme epitomises great placemaking – our highest ranking to date.



Pictured: Wilton Park and the newly restored Grand Canal towpath.

People matter

On the basis that people make places, it is important to recognise the myriad of different people who contribute to Wilton Park's success. Its success has been a collaborative process. For this reason, we have made a conscious effort in this year's research to speak to many of the people who are involved with Wilton Park day-to-day and who see merit in our approach to placemaking. We have spoken to various members of the IPUT team who look after operations on-site as well as interviewing a myriad of different stakeholders and beneficiaries. We value their feedback.

The final piece of the jigsaw

We are on course to see Wilton Park reach its pinnacle next year as the development reaches full occupation and thousands more workers and visitors join the Wilton Park community.

Our 2026/27 research cycle will see us finalise this important research and share findings which we believe will provide useful learnings for the wider industry and a range of other stakeholders across the city. We hope that our findings will also encourage others to embrace the delivery of quality as a value strategy. In the meantime, we will continue to invest in and enhance the offer at Wilton Park to ensure it reaches its full potential.

Niall Gaffney
Chief Executive
IPUT Real Estate Dublin

> **"It is particularly encouraging that over 90% of those interviewed as part of research in Year Four believe that Wilton Park epitomises great placemaking. This is our highest ranking to date.**

Development overview

Wilton Park – A vibrant, integrated, resilient neighbourhood in the making



A legacy in motion

Wilton Park is a central Dublin neighbourhood in constant evolution.

Ninety years ago, you could have enjoyed a game of tennis here. Sixty years ago, you would have bumped into literary giants like Patrick Kavanagh and Mary Lavin. Thirty years ago, you may have worked in one of the neighbourhood's office buildings. And just three years ago, you would have encountered construction cranes as redevelopment began in earnest.

Today, Wilton Park bridges its rich cultural heritage with a modern mixed-use vision – setting a new benchmark for integrating workplace innovation and neighbourhood placemaking.

Since 2018, we have delivered 580,000 sq ft of premium workspace, 20,000 sq ft of retail and community use, 13,000 sq ft of residential space, and 73,000 sq ft of public realm – anchored by the restoration of the historic one-acre park that gives the area its name.

We have also invested significantly in community and cultural initiatives and helped restore 350 metres of the Grand Canal. Almost from the start of our work on-site, visitors have enjoyed open-air art exhibitions, public events, and upgraded amenities, while behind the scenes we continue to build lasting partnerships with artists, makers, and local institutions.

2025/26 milestones

As major works tapered off, construction this year focused primarily on fitting out office and commercial units.

The visitor experience was shaped by three major milestones during the study year:

1. **The Grand Canal reopening:** In a public-private partnership with Waterways Ireland, we helped upgrade the Grand Canal between Baggot Street and Leeson Street – a stunning improvement that reopened in August 2025.
2. **Office occupation:** LinkedIn consolidated its footprint on one end of the site, while Stripe moved into One Wilton Park in October 2025, bringing additional occupiers and enhanced footfall to the area.
3. **Streamlined operations and activation programming:** Following the completion of the public realm, we have been finetuning site operations and delivering popular activities for the local community on a more regular basis.

Completing the vision

While the physical transformation of Wilton Park is largely finished, its day-to-day life is still coming into focus. EY have joined LinkedIn and Stripe to complete our anchor office lineup. At street level, our coffee truck has been a staple for several years, and last year's retail pop-up gave a taste of what's ahead. Now, we are curating the permanent retail, dining, and cultural partners who will enable the neighbourhood to thrive every day.



Pictured: Grand Canal towpath upgrade at Wilton Park.



2025/2026 Key Findings

In this section

The Pulse of Wilton Park
Measuring the overall health of the public realm and public life

THEMATIC FINDINGS

Social
Creating inviting public spaces

Cultural
Contributing to the city's creative scene

Environmental
Championing a healthy environment

Economic
Shaping a world-class commercial destination

Holistic view

Pictured:
Wilton Park, Dublin 2

The pulse of Wilton Park

Measuring the overall health of the public realm and public life

Bridging public realm completion and occupancy

The 2025/26 reporting year provides our first complete baseline of public life across the upgraded, integrated public realm. This follows key milestones in August 2025, including the reopening of the canal towpath and the addition of a new signalised crossing connecting the canal to our site.

In October 2025, Stripe moved into One Wilton Park, while LinkedIn completed its relocation to Four Wilton Park, consolidating a major commercial footprint at the northern end of the estate. Meanwhile, EY began fitting out their accommodation in advance of their move in September 2026.

With the exception of a six-week festive pop-up and select evening programming, we deliberately paced the rollout of our ground-floor retail units this year. As a result, our coffee van remained our anchor F&B operator throughout the period.

Together, these baseline conditions capture Wilton Park at a unique juncture: a fully completed public realm operating just ahead of full commercial occupancy.

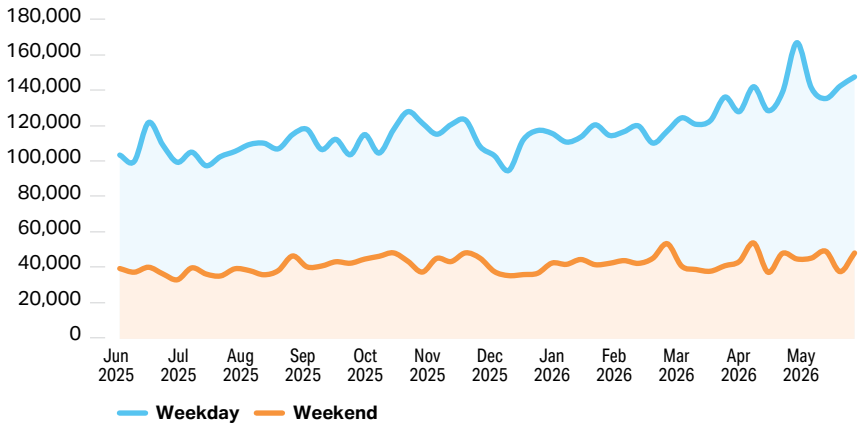
Site vitality & footfall dynamics

Against the backdrop of phased occupancy, annual footfall across the neighbourhood remained steady year-over-year. Footfall in the reporting period's second half outpaced the first half by more than 10% (Chart 1).

Crucially, the public realm has transitioned from a novel attraction into an ingrained daily habit for the surrounding community. Reflecting this deepening local adoption, data from 2026 recorded a lower proportion of first-time visitors and individuals travelling from outside a 15-minute walking radius compared to the 2023–2025 period. While 74% of activity remains concentrated during the workweek, the site's baseline is increasingly defined by a loyal, local constituency.

> **"I really love the park; they did a fantastic job with it. I especially like the sculpture and the fact that the space feels so connected to the local area.**
>
> Local employee (Female 25–44)

Chart 1: Weekday and weekend footfall



Source: Geolocation data provided by HUQ.IO via SDKs. The sample area encompasses the Wilton Park estate and its immediate surroundings.

10%+

increase in footfall in the second half of the Year Four study period

2,500+

ATTENDEES

of events and serialised activities

10+

PARTNERS

of programme delivery

110+

HOURS

of active programming

Strategic programming and partner-led activation

Targeted placemaking has served as a primary catalyst for boosting regular footfall and dwell time, drawing over 2,500 attendees across a series of planned events and activities throughout the year.

The power of this strategy peaked in June 2026, when weekly lunchtime concerts coincided with the regular Thursday Grand Canal market. These events generated peaks of up to 300 individual visitors within the park around 1 PM – the highest single-hour activity counts recorded across all survey years.

This synergy demonstrated a clear "spillover effect," successfully converting brief, functional lunch runs into extended social stays.

Importantly, as Wilton Park has matured, the scale and variety of activation activities has increased. A broader network of external partners now leads regular programming with minimal direct intervention from the IPUT team, successfully engaging a diverse audience.



Pictured:
Lunchtime concert at Wilton Park



Pictured: Yoga at Wilton Park



Diversity of activity and increased resilience

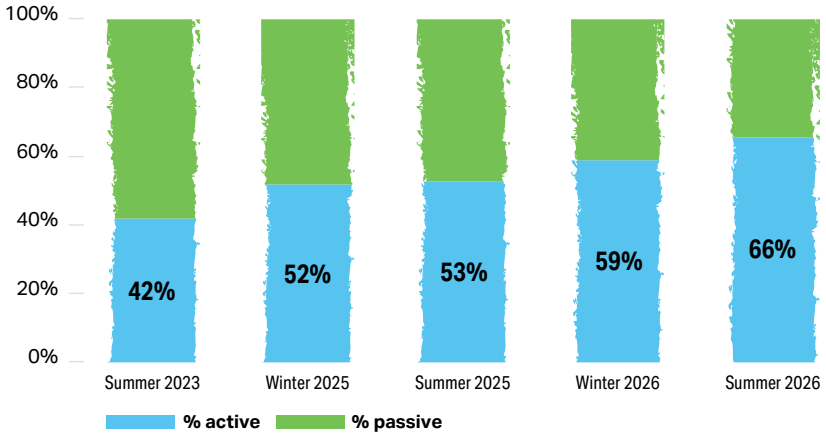
Parallel to programmed events, the spectrum of everyday public life has broadened significantly. In 2023, site activity was predominantly passive – people resting in deck chairs, spending time on their phones, or merely standing about. By 2025 and 2026, everyday uses expanded to include more active pursuits, from dog-walking and yoga to live performances and play.

In summer 2026, two-thirds of visitors were found to be engaged in some form of active recreation, highlighting how the upgraded spaces cater to a much broader range of community activities (Chart 2).

At the same time, record weekend visitor numbers in summer 2026 confirm that Wilton Park does not rely solely on curated events to thrive. Supported by its everyday spatial qualities, the park has established a multi-layered rhythm that functions as a well-loved civic space for both workers and residents throughout the entire week.

In the next sections, we examine these dynamics in detail through the lenses of social, cultural, environmental, and economic impact

Chart 2: Active vs passive recreation



Source: Public life observations across Wilton Park's main public spaces (the park and Mary Lavin Place), covering 8:00 AM–8:00 PM on one Thursday and one Saturday in both Winter and Summer. 2024 is omitted due to public realm closures.

> **Mandala Yoga is fantastic. The atmosphere is incredibly welcoming and friendly.**
>
> Local resident (Female 25–44)

Social
Creating inviting public spaces

It starts with feeling safe

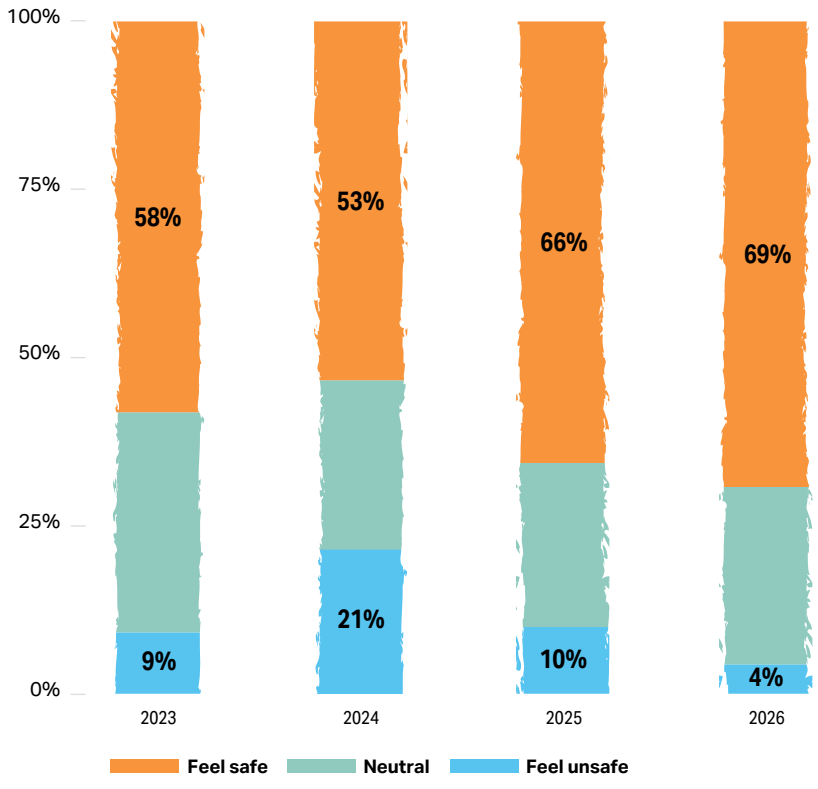
Safety is the cornerstone of any successful public realm; if people do not feel safe, they simply will not linger. While safety was a persistent concern for the area in decades past, this year recorded our strongest results to date.

The impact of completing the public realm works has been remarkable: during major renovations in 2023/24, 21% of visitors felt unsafe after dark.

As canal works completed last year, that figure dropped to 10%, before reaching a historic low of just 4% this reporting year (Chart 3).

These results show what happens when a space is well-connected and clearly cared for, while reinforcing the need for proactive safety measures during active construction phases.

Chart 3: Night-time sense of safety



Source: Audience Intercept Survey, combined winter and summer responses.

Welcoming a broader community

Data on public life consistently shows that women experience a higher sense of vulnerability in shared public spaces than men. Against this benchmark, Wilton Park's increasingly balanced gender split reflects an environment where women feel noticeably more comfortable, showing that investments in safety and amenities can make a difference.

Our summer 2026 all-day observations[1] saw significant demographic shifts in park visitors compared to 2025. Partly driven by scheduled events, female representation increased from 46% to 51% and the share of children under 15 increased from under 2% to almost 15%.

Crucially, this safety baseline has fostered new patterns of community life – most notably, parents gathering with young children. In field interviews, mums noted they specifically choose Wilton Park because the grass is clean and secure enough for babies to play freely. This is a non-trivial observation: when it comes to looking after public spaces, the gap between 'good enough' and 'great' is usually what decides if a family feels comfortable enough to stay.

1 Full day observations (8:00 AM–8:00 PM) on one Thursday and Saturday.
2 Daily spot observations at 9 AM, 1 PM, or 5 PM.



Pictured: Mary Lavin Place at Wilton Park

Comfort as a catalyst for year-round engagement

Building on the documented success of Wilton Park's year-round deck chairs, this year's data offers deeper insight into how physical comfort directly shapes the intensity and character of public life.

On Mary Lavin Place, introducing movable tables, chairs, and blankets in autumn 2025 – complementing the square's existing photo benches and coffee truck – transformed the space into an inviting refuge, particularly during colder weather. Between November and February, daytime lingering activity[2] increased by 85% year-over-year (2025/26 vs. 2024/25). All-day observations in February 2026 further illustrated this shift: twice as many people chose to spend time using the square's shelter and amenities compared to the main park, which remains a significantly more exposed space.

> **The young people were thrilled to have their work on display in a public art installation, and they are always amazed at the size of the photo benches. Previous winners have gone on to study photography and visual arts so winning the award can have a long-term impact.**
>
> Tanya Kiang, Senior Curator of Photo Museum Ireland

Conversely, when the photo benches were removed in March 2026, the square's share of overall site activity fell from over half to under a third – underscoring just how reliant sustained, year-round engagement is on having comfortable places to linger.

85%

SURGE IN WINTER LINGERING

Far more visitors stopped to linger at Mary Lavin Place from November 2025 to February 2026 than in 2024/25

Everyday activities for everyday visitors

Many visitors come to Wilton Park simply to enjoy a tranquil green space – alone, with friends, or with their pets. We love supporting these daily routines. Over the past year, several of our most popular regular activities have taken on a life of their own, allowing us to step back into a lighter facilitation role.

Knowing how central dogs are to our local community, we partnered with the National Society for Prevention of Cruelty to Animals (NSPCA) to host regular dog-training sessions, completing three full courses this study year.

In the spring, we also brought back exercise with Mandala Yoga, expanding to free, drop-in classes every Thursday evening and Saturday morning. These sessions proved hugely popular, with over 1,000 participants during 2025/26.

Ultimately, these initiatives highlight the power of a reliable routine: not every activation needs to be a headline spectacle. Sometimes, having consistent, low-key activities to count on is exactly what a community needs.

> **"The dog park is a huge success. There's a rare sense of sociability here that makes it a perfect bridge for office workers and local residents alike.**
>
> Programming partner
> (Female 25–44)



Pictured: The Dog Park at Wilton Park

A growing sense of community attachment

The community's attachment to Wilton Park is up for the second year in a row. We saw steady gains across all three areas we track: how much people care for the space, how important they think it is, and whether they feel they belong. Year-over-year, 2026 results show a 4 to 8 percentage point increase over baseline measurements (2023), which predated the 2023/24 public realm transformations (Chart 4). These figures offer evidence that physical investment in the park's infrastructure and public space is yielding measurable long-term social value.

Care remains the strongest metric, with an overwhelming 86% of respondents agreeing that they care for Wilton Park and only 3% disagreeing, alongside 75% who feel Wilton Park matters to their community. However, a smaller majority (64%) report a personal sense of belonging. This tells us something important: while physical transformations can quickly boost pride, true social belonging takes longer to cultivate – presenting both a challenge and an opportunity for a privately owned public space like Wilton Park.

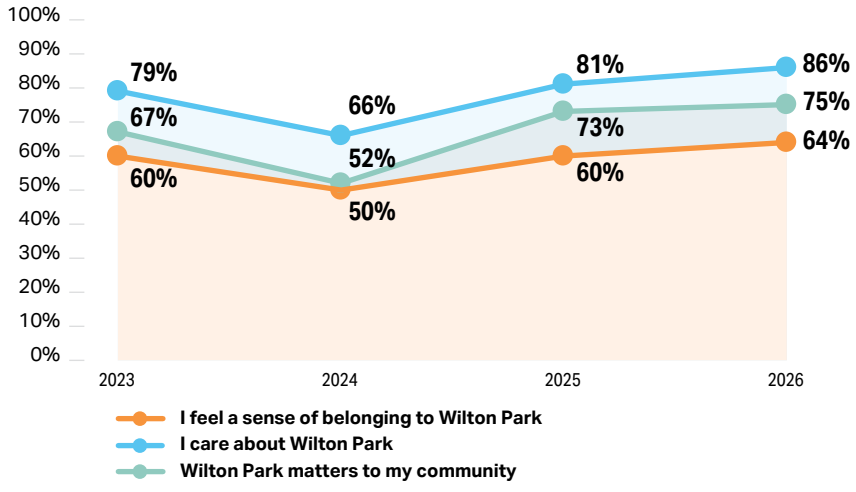


Pictured:
Mary Lavin Place, Wilton Park

> **I like coming to Wilton Park to destress, relax, and collect my thoughts after a meeting.**

International visitor (Male 65–79)

Chart 4: Tracking community attachment



Source: Audience intercept survey, combined summer and winter responses.

> **Wilton Park has created a genuine community where you see familiar faces returning day after day.**

Local resident (Male 45-64)

Cultural Contributing to the city's creative scene

This year, we have continued to expand our breadth of cultural programmes, championing writers, artists, and creatives.

Working alongside key cultural partners, we delivered seven free and ticketed cultural events, drawing 950+ participants during the study year. Highlights included National Concert Hall lunchtime performances, Photo Museum Ireland's Young Photographer of the Year exhibition, and flagship literary events featuring renowned Irish voices as part of both the Dublin Book Festival 2025 and the International Literature Festival Dublin 2026.

Restoring the Grand Canal has also brought more art to the neighbourhood, marked by the reinstallation of John Coll's beloved Patrick Kavanagh statue and the addition of "Man on Trestle", a sculpture by Armagh-born Carolyn Mulholland.

Culture drives visitor engagement

Visitors are increasingly drawn to Wilton Park for its cultural offerings. According to this year's audience survey data, respondents visiting specifically for art and culture reported an average satisfaction score of 9.5 out of 10.

Observational tracking further highlights this momentum: while active engagement with cultural programming – such as concerts, public art installations, and live performances – was minimal in 2023, data from this past summer indicates that cultural activity has become an integral and visible component of the daily Wilton Park experience. The summer lunchtime concerts alone attracted over 600 spectators across three events in the study period.



Pictured: Man on Trestle by Carolyn Mulholland



Pictured: Photo benches at Mary Lavin Place, Wilton Park



Pictured: Members of the Cór Linn Choir at Wilton Park, Dublin 2

3

"WRITING DUBLIN AT WILTON PARK" EVENTS

with around 100 attendees at each one

600

SPECTATORS

across three National Concert Hall's Festival of Voice 2026 lunchtime series

8

YOUNG PHOTOGRAPHERS

featured in Photo Museum Ireland's Young Photographer of the Year

9.5

OUT OF 10

average satisfaction score reported by visitors seeking art and culture

> **"The lunchtime concerts at Wilton Park are so enjoyable. I time my lunch break to build this hour of relaxation and culture into my day.**
>
> Local employee (Female 25-44)

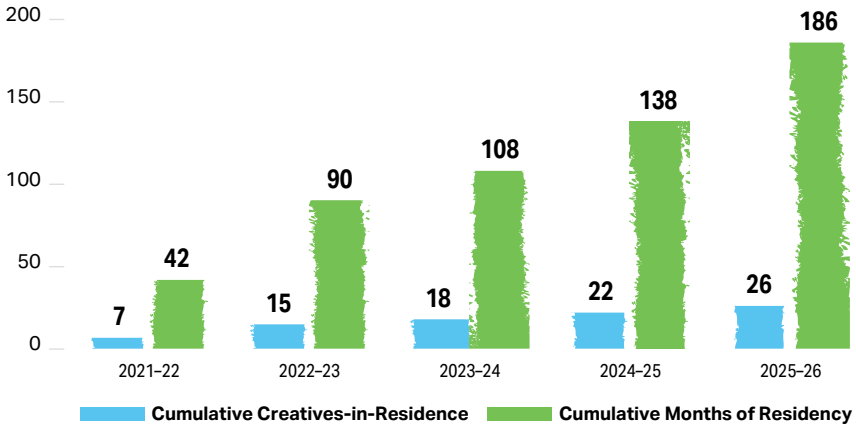
Making space and time for creative pursuits

Wilton Park's ongoing residency programmes provide much-needed space and stability for Dublin's creative community – cumulatively delivering 186 months of dedicated studio and living space to date (Chart 5).

Last summer, three purpose-built artist studios launched at Two Wilton, extending our ongoing partnership with the Royal Hibernian Academy. The inaugural residencies were awarded to Aoife Dunne, Bassam Issa Al-Sabah, and Siobhán O'Callaghan.

Chart 5: The residency legacy

Cumulative creatives supported and total months



Building on feedback that opportunities like this are often too short term in nature, we have designed these as two-year residencies, an evolution from our original six month model in previous years.

Amid broader urban challenges – including dwindling studio availability, rising housing costs, and short-term tenure models – artists frequently struggle to pursue long-term, ambitious commissions. Now at the midpoint of their tenure, the inaugural cohort reports that the guaranteed space at Wilton Park has established a genuine foundation for their practice.

Concurrently, the Writer-in-Residence programme entered its second year, hosting acclaimed author Patrick McCabe at Wilton Park throughout 2026. Beyond offering McCabe a dedicated space to live and write in Dublin, the residency fosters direct engagement with the local community; his appearance at the Writing Dublin event in March 2026 sold out almost immediately upon announcement.

Meet the artists-in-residence



Aoife Dunne

Innovative digital artist whose immersive environments merge sculpture, video, costume, sound and performance. Her commissioned work Brain Chamber premiered on IPUT's Living Canvas at Wilton Park.



Bassam Issa Al-Sabah

An artist who works across digital animation, painting and sculpture to explore memory, war, resistance and perseverance. His films have been screened both in Ireland and internationally.



Siobhán O'Callaghan

Dublin-based visual artist whose work investigates identity, the human form and art's potential for storytelling and commentary. She has exhibited at the RHA Annual Exhibition and the Royal Ulster Academy and has won multiple awards.



"The Writer-in-Residence is a marvellous venture; I can't praise it highly enough. A property developer supporting the arts and society in the way IPUT is doing is sophisticated and important. It is good for society, good for artists and I applaud them.

Patrick McCabe,
2026 Writer-in-Residence



> **It's an amazing opportunity to get a two-year, fully funded studio. So many studios have closed over the last few years, and there are very limited opportunities for artists in Ireland – so the Wilton Park studios have a huge impact. IPUT are creating amazing opportunities for artists; their commitment to supporting the arts is really impressive.**
>
> Aoife Dunne, Artist-in-Residence

Pictured (from left):
Anita O'Rourke, Communications & Marketing Manager, IPUT Real Estate; Siobhán O'Callaghan; Aoife Dunne; Bassam Issa Al-Sabah; Niall Gaffney, Chief Executive, IPUT Real Estate

Environmental Championing a healthy environment

Growing roots

Like placemaking, nature takes its time, and this year, Wilton Park's planting has started to come into its own. Though some street-level planting struggled as a result of weather conditions, roof gardens across the development continued to perform well.

The results of this maturing landscape are in the data: average insect counts increased by over 70% in 2026 compared to 2025. While numbers rose across all monitored spaces, the park itself saw the biggest surge. Because park construction finished a year after the rooftops, this increase shows the ground-level greenery is beginning to take root.

Just like last year, different areas are supporting distinct wildlife, too. The park's shaded areas attracted the highest proportion of varied flies (34%), while the sunny, flower-filled rooftops are a magnet for bumblebees (39%).

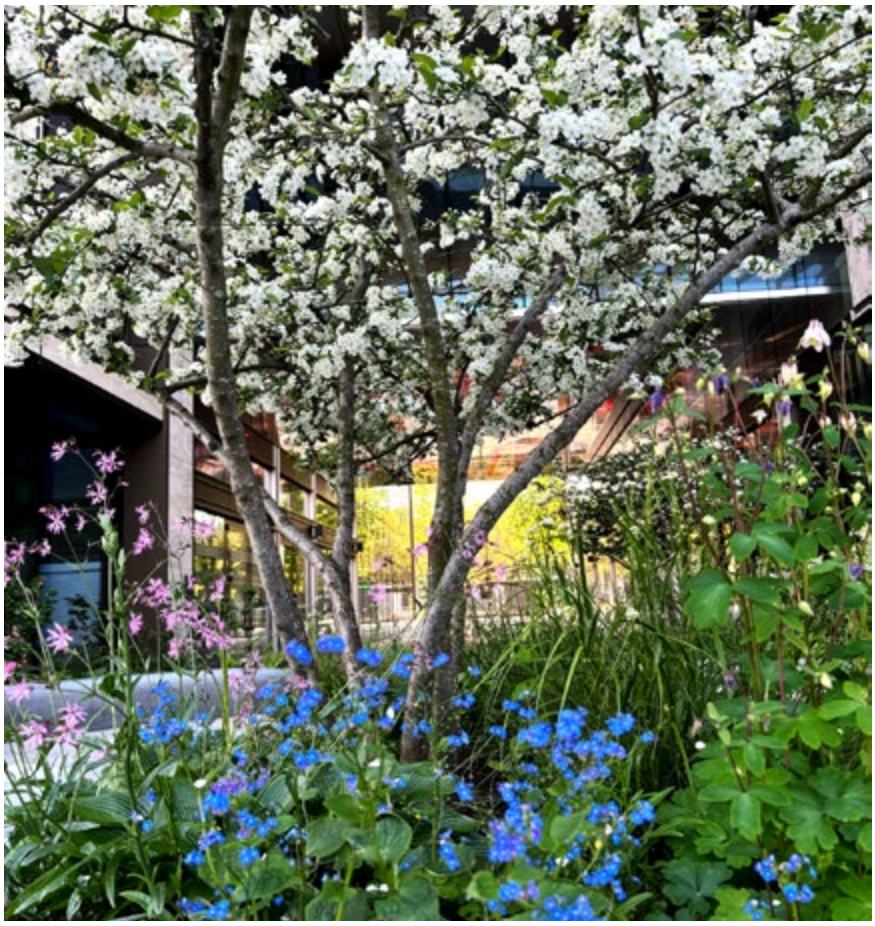
Maintaining excellence

This ecological progress builds on growing national recognition. In September 2025, the Irish Green Building Council featured Wilton Park as a showcase for sustainable urban regeneration during World Green Building Week, followed by landscape contractor Maylim winning a Principal Award at the BALI Awards later that winter.

Maintaining this standard requires ongoing care. Long-term stewardship – safeguarding the longevity of the public realm rather than just at its launch – remains an active priority. The effort is paying off: among visitors who have frequented the area since before 2020, the vast majority have noticed widespread improvements across both streets (96%) and green spaces (93%) (Chart 6). These are our best results yet.

Of course, neatness in public spaces is a fine line. While many visitors – particularly parents with young children – appreciate the high standard of cleanliness, a pristine environment can occasionally feel overly manicured. Our ongoing challenge is keeping Wilton Park well cared for, without tidying away the natural character people come to enjoy.

Pictured below:
Planting at Wilton Park

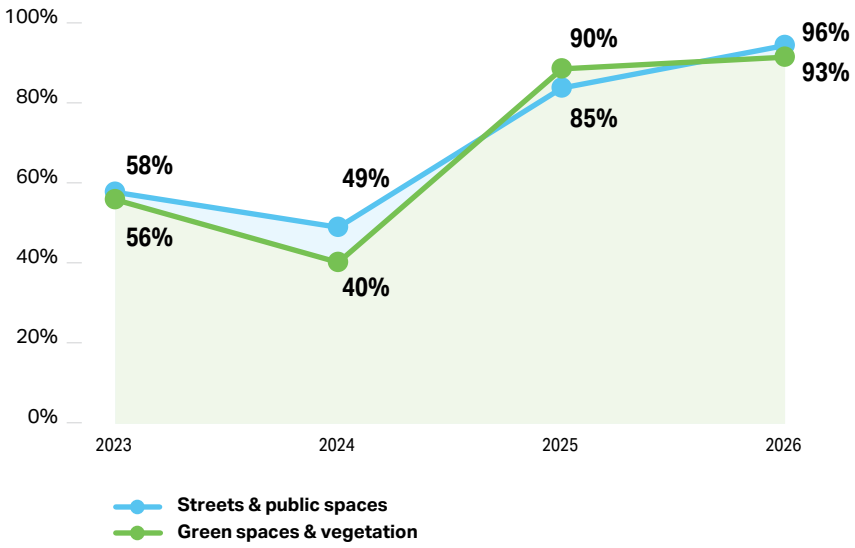




> **Successful gardens come from working with nature rather than against it; patience, consistency, and careful planning are essential because the best results are achieved over time rather than overnight.**
>
> Brian Lambe, Wilton Park Gardener

Pictured:
Brian Lambe, Wilton Park gardener at roof terrace at Wilton Park

Chart 6: Perceived improvements to the built and natural environment



Source: Audience Intercept Survey, combined summer and winter responses. Percentage of respondents who agree or strongly agree that the aspect has improved since 2020.

> **I really appreciate what IPUT has done in terms of the planting at Wilton Park. It is clear that they care. The planting has been well considered. The effect is restful with each season bringing new delights.**
>
> Local employee (Female 50–64)



The Grand Canal: From thoroughfare to linear park

In August 2025, works were completed on an upgrade of the Grand Canal towpath between Leeson Street and Baggot Street. Unlike the park, the canal is outside our ownership, so the project was undertaken in partnership with Waterways Ireland.

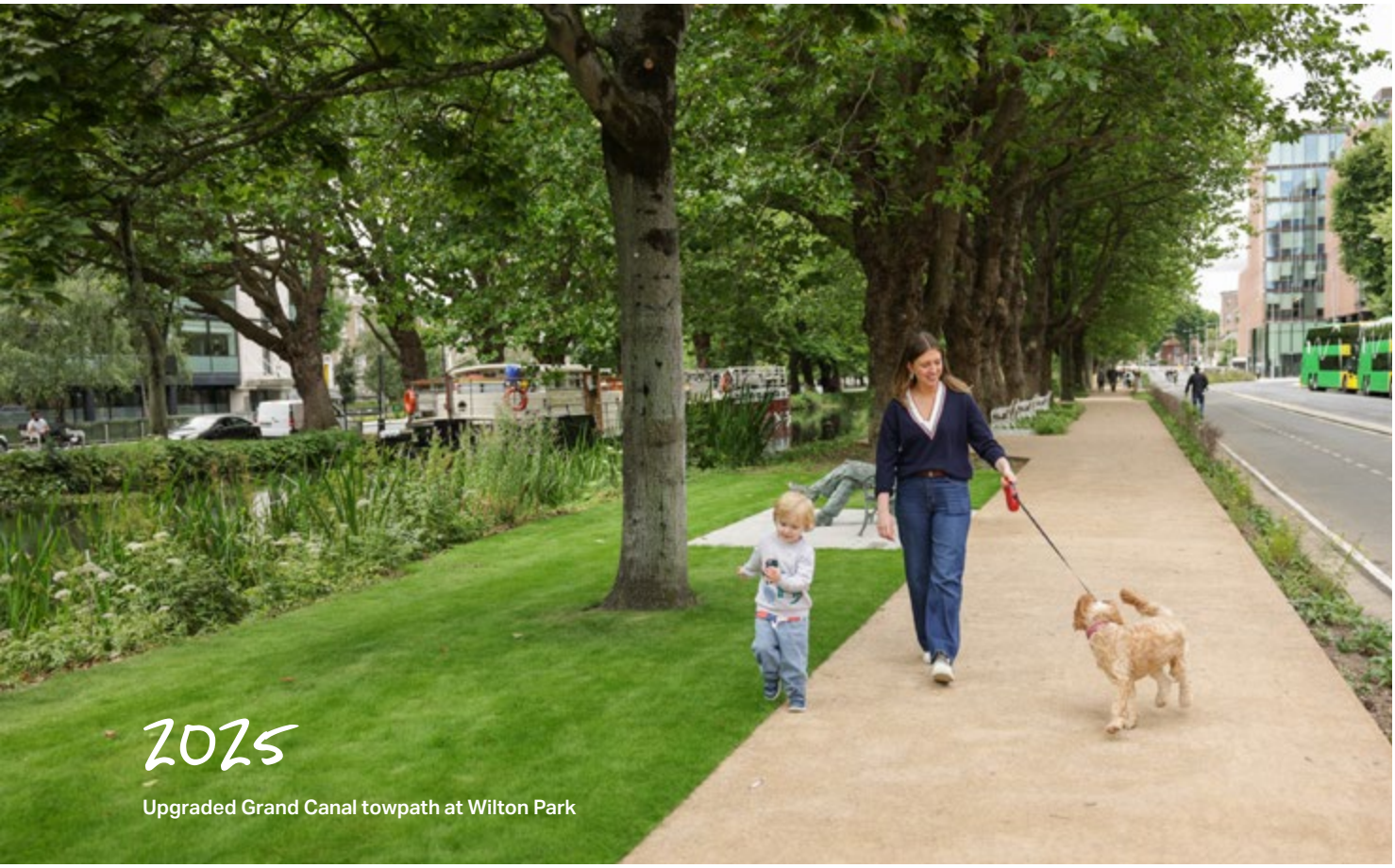
The project has significantly enhanced public amenities along the 350-metre stretch, providing diverse seating options including six restored historic benches and three new larger wooden benches designed for group seating. The area was further upgraded with public art, information boards, and an enriched natural landscape featuring native trees and wildflowers.

These improvements have transformed the canal from a movement corridor into an inviting linear park.

In 2023, visitor retention along the stretch stood at 7.6%, with lingering activity heavily concentrated around the weekly Thursday food market (accounting for 53% of the total) (Chart 7). By summer 2026, retention had increased by 18% (to 9.0%), with visitors spreading more evenly along the corridor throughout the week – and nearly half (46%) now using the new seating to rest and socialise.

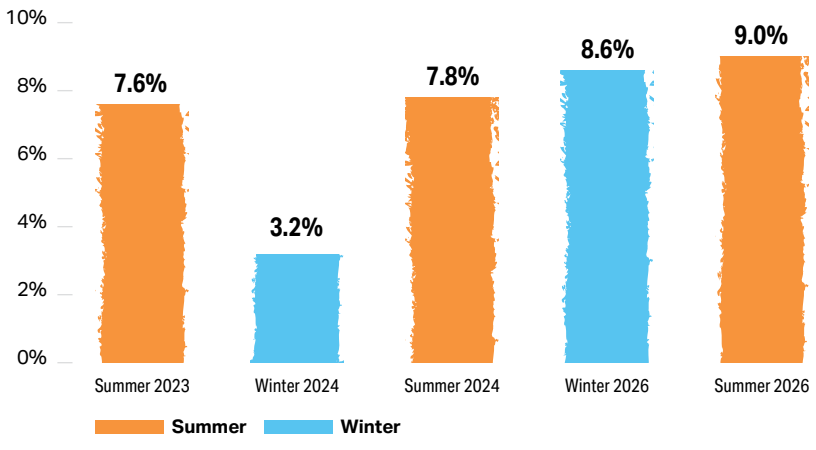
Combined with the reopened Canal Locks restoring north-south walking routes for nearly 350 pedestrians per hour, the canal now functions as both a seamless pedestrian link and a peaceful place to rest.

> **"The canal wildflowers look beautiful. It would be fantastic to see this quality restoration extended to both sides of the canal.**
>
> Local resident (Female 45–64)



Upgraded Grand Canal towpath at Wilton Park

Chart 7: Canal stickiness
(% of people staying put versus moving through)



Source: Full day observations (8:00 AM–8:00 PM) on one Thursday and Saturday. People staying on the renovated north canal bank as a percentage of people moving along Wilton Terrace. Market visitors excluded. Winter 2025 and Summer 2025 excluded (canal closed for renovation).

“

The restoration enhances a much-loved part of the Grand Canal, balancing improved accessibility and amenity with the protection of biodiversity and heritage. Stakeholder feedback has been overwhelmingly positive, and we trust the works will be enjoyed by Dubliners and visitors alike for many years to come.

John McDonagh
(CEO Waterways Ireland)

Economic

Shaping a world-class commercial destination

From placemaking to leasing momentum

Wilton Park is established as one of Dublin's premier commercial developments. Previous reports in our Making Impact research series have charted its success in securing three major corporate occupiers – LinkedIn, Stripe, and EY – during a period of significant market uncertainty.

Feedback from both occupiers and commercial agents directly attributes this success, at least in part, to IPUT's attention to quality, investment in the public realm, green space, and placemaking. Both Stripe and EY were drawn by the scheme's standout amenities and the opportunity to join a prestigious corporate cluster.

These foundations are now driving the activation of Wilton Park's ground-floor spaces. Strong interest from prospective occupiers highlights key differentiators: the quality of the space, the distinct character of the environment, and measurable growth in footfall, vibrancy, and brand recognition.

This momentum is delivering tangible results. At the end of the Year Four reporting period, three units were leased and negotiations were underway for the remaining units.

Positive impacts for local businesses

Following years of challenging trading conditions, local businesses report growing optimism. Anecdotal evidence suggests Wilton Park is beginning to positively influence neighbourhood footfall and commercial activity.

Around half of surveyed businesses attribute recent increases in customer volume and sales to the growing local workforce, while others highlight rising weekend footfall driven by residents and tourists who increasingly view the neighbourhood as a destination.

The future outlook remains positive: over 70% of surveyed businesses state that the developments at Wilton Park have improved their overall satisfaction with operating in the area. This measure is set to increase further in Year Five of our analysis as remaining occupiers take occupation, and the scheme reaches full capacity.

9.1

OUT OF 10

How local employees score their experience of Wilton Park

Source: Audience Intercept Survey, Winter 2026 & Summer 2026 combined

93%

Percentage of local employees rating their satisfaction with Wilton Park 8 or above on a scale from 1 to 10

Source: Audience Intercept Survey, Winter 2026 & Summer 2026 combined



Evolving meanwhile activation

Building on previous temporary art exhibitions, Wilton Park launched its first retail-focused pop-up shop, 'Form & Fable,' between November and December 2025. Hosted in partnership with renowned craft and design brand J Hill's Standard, the six-week initiative connected Irish makers directly with domestic consumers in a historically underdeveloped market for contemporary crafts.

The pop-up delivered strong commercial results: hosting 15 events, showcasing 50 makers, and selling 70% of its inventory.

This success demonstrates that targeted support can unlock commercial demand for contemporary Irish design. For Wilton Park, the project generated valuable market exposure for local makers while strengthening the neighbourhood's reputation as a destination and building footfall ahead of permanent ground-floor launches. It proved a meaningful meanwhile use for Wilton Park.





Pictured above:
'Form & Fable' pop-up at Wilton Park

"

'Form & Fable' was very effective in building new relationships with fellow makers, designers and Irish brands. We've received several inquiries from potential new customers and seen substantial growth on our social media platforms. The prominent location was a real plus; all our brands were elevated by this association. Financially, we made around 7% of our yearly sales – a real bonus at the end of the year.

Fermoyle Pottery, Form & Fable maker

From office campus to neighbourhood destination

We are carefully curating our ground-floor mix to align with visitor demand while strengthening the wider neighbourhood economy. Developing a distinct, high-quality food and beverage (F&B) offering is central to this strategy.

We know demand is high and expectations are growing; in this year's audience survey, only 46% of respondents expressed satisfaction with the area's food and drink options, down from 65% in 2023 (Chart 8). This makes hospitality amenities our primary area for improving visitor satisfaction, overtaking previous priorities like enhanced green space.

The ongoing success of the on-site coffee van, which we have supported since 2021, is further evidence of this demand: over the first 6 months of 2026, total sales were 55% higher than the same period in 2025.

Our aim is to embed and scale this learning across our ground floor space. Confirmed retailers include Scéal Bakery and Mark Moriarty, with further food and drink outlets in the pipeline. Complemented by Perpetua Fitness, these lettings will anchor Wilton Park as a genuinely unique neighbourhood destination for this part of the city and put it on the map as a dining experience.

All occupiers secured to date are locally owned SME's, reflecting our continued efforts to embed Wilton Park in the local neighbourhood and create opportunities for local businesses.

> **We are proud of the fact that all retail occupiers secured to date are locally-owned SME's.**



Scéal Bakery

As one of Ireland's leading artisan bakeries, Scéal remains committed to showcasing the best of seasonal Irish produce and working closely with farmers, millers and producers who share its values of quality, craft and care.



Perpetua Fitness

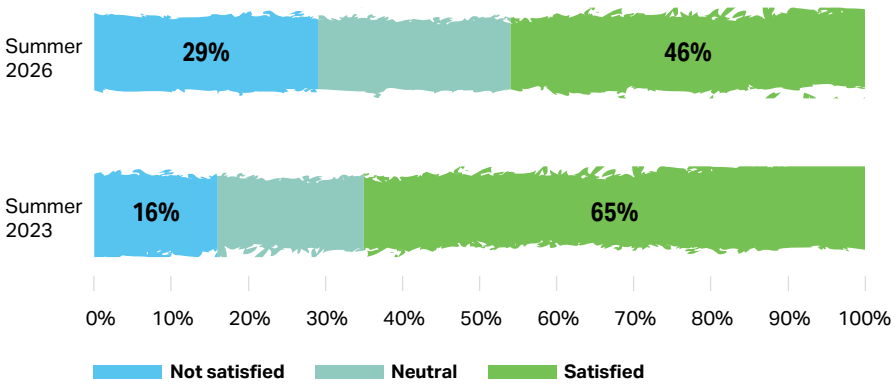
Founded by brothers David and Michael Price, Perpetua Fitness has grown from Ireland's first CrossFit affiliate into an award-winning, 100% Irish-owned fitness business with a loyal and growing membership base.



Mark Moriarty Studios

Led by Irish chef Mark Moriarty, the Studio is a creative culinary space, serving up immersive dining experiences and private events, alongside a range of collaborations and takeovers throughout the year.

Chart 8: Satisfaction with the availability & variety of F&B offers



Source: Audience Intercept Survey.



The coffee van at Wilton Park is a great place to meet and catch up with colleagues. I like the fact that I'm supporting a local business.

Local employee (Male 25-44)

Pictured:
Coffee Van at Wilton Park

Holistic view

Realising our placemaking vision one small step at a time

Creating a sticky destination

"Stickiness" measures the proportion of pedestrians who choose to linger in a space rather than simply pass through. Because stickiness is a relative percentage, a surge in overall footfall will naturally dilute this figure unless the space gives significantly more people a reason to stay.

In summer 2023, baseline stickiness across Wilton Park's central public spaces stood at 17%. When the park subsequently closed for renovation, stickiness dropped to virtually zero due to the total lack of available amenities (Chart 9).

Following the park's transformation and the inauguration of Mary Lavin Place, stickiness not only recovered but reached a new high of 39% in summer 2026 – more than doubling the pre-renovation baseline. This growth demonstrates that despite rising pedestrian volumes, the site is converting a far greater share of passersby into lingering visitors, establishing Wilton Park as a premier destination in its own right.

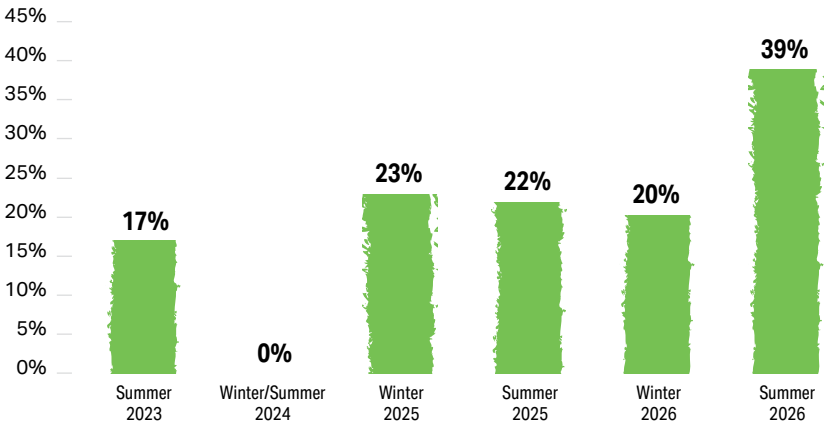
> **I love the park and appreciate how well it's maintained – the grass is always mowed and the chairs are clean. It's a complete haven during lunchtime, giving me a calming break from a stressful workday.**

Local employee (Female 25–44)



Pictured:
Wilton Park, Dublin 2

Chart 9: Stickiness (% of people staying put versus moving through)



Wilton Park's central public spaces: The park & Mary Lavin Place

Stickiness measures the percentage of people staying versus moving.

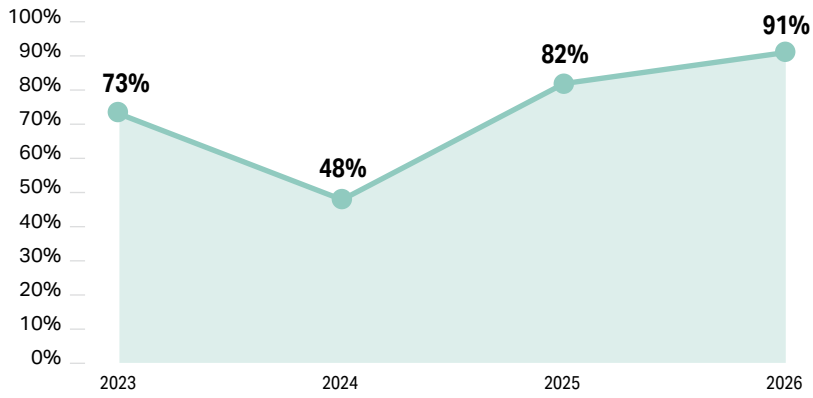
Source: Public life observations across Wilton Park's central public spaces, covering 8:00 AM–8:00 PM on one Thursday and one Saturday in both Winter and Summer.

Setting a benchmark for placemaking in Dublin

We are thrilled to see our placemaking strategy resonate so deeply with the community, with public perception tracking seamlessly alongside the development's staged delivery.

Back in 2023, a strong 73% of visitors recognised Wilton Park as a benchmark for great placemaking, though sentiment predictably dipped to 48% in 2024 when essential works required us to temporarily close the park (Chart 10).

Chart 10: Percentage of visitors who think Wilton Park is a good example of placemaking



Source: Audience Intercept Survey, combined Winter and Summer results.

> **Wilton Park is very well-kept and certainly stands out. I would love to see this formula repeated across the country.**
>
> Local resident (Male 45–64)

Watching that approval leap to 82% when we reopened the park in 2025 was incredibly rewarding, but seeing it hit an all-time high of 91% this year following the full reopening of the canal has been the ultimate validation of our efforts.

Beyond these compelling metrics, community feedback suggests an overwhelming appetite for expansion, with visitors frequently urging that this placemaking approach be applied to the wider urban fabric.

It is deeply gratifying to know that our vision for a fully integrated green and blue public realm is not only being realised but genuinely celebrated by the people who experience it every day.



> **I would like what we see here at Wilton Park to stretch further into the wider neighbourhood – the whole area could do with a facelift like this.**
>
> Local resident (Female 25–44)

Pictured:
Wilton Park, Dublin 2

Reflections



Pictured:
Visitors enjoying the reopened Wilton Park



In this section

Behind the scenes
Rethinking value, proof, and portfolio strategy.

Our team's view
Perspectives from the IPUT team.

The operational reality
From ambitious strategy to active stewardship.

From the people on the ground
Perspectives from the operational team.

REFLECTIONS

Behind the scenes

Rethinking value, proof, and portfolio strategy



Pictured:
School children enjoying ice-creams at Wilton Park

Supporting intuition with empirical proof

For nearly 60 years, our approach to real estate has been guided by a simple truth: Dublin thrives when investments deliver long-term social, cultural, environmental, and economic benefits. Over this time, our commitment to the triple bottom line has sharpened our instincts for effective placemaking, but intuition alone cannot easily be shared or scaled.

The Making Impact study has helped validate and formalise what we inherently knew to be true. Over the past four years, it has united our teams around clear, objective metrics while demonstrating the tangible value of placemaking to a range of stakeholders.

By grounding subtle community impacts in solid data, the research brings a new depth of clarity to our work – offering empirical proof that the spaces we care about truly matter and that quality endures.

Broadening the stakeholder lens

While our history as a commercial developer has given us a clear framework for engaging corporate occupiers, Making Impact encouraged us to broaden our view. Opening a dialogue with local residents, neighbourhood employees, nearby businesses, and cultural institutions has proved to be an eye-opening process. It reveals the immense value of gathering feedback from the people who experience the area outside standard office hours.

No estate can thrive as an isolated commercial enclave. The study has equipped our team with the methodologies and tools needed to listen not only to our occupier base but to communities across our wider portfolio. This ensures that as our schemes evolve, they are better equipped to become embedded in the ecosystems they inhabit.

Translating Wilton Park into a portfolio-wide blueprint

Wilton Park was always envisioned as a landmark project, but running a multi-year research study alongside it has given us a unique vantage point. The data has provided us with vital information – showing us how people interact with our on-site team, what activates a ground floor, and how public spaces are used throughout the week. This has enabled us to learn and adjust our approach as we go.

These practical insights are now helping us refine schemes across our wider portfolio. At 29 Earlsfort Terrace, we are adapting our approach to greening and cultural activation for a tighter plot. At Nexus Logistics Park, we are applying what we learned about outdoor amenities to an industrial logistics setting. Capturing real-world evidence at Wilton Park has helped us sharpen our playbook, ensuring high-grade hospitality and customer experience are embedded across everything we build.

Leading through changing winds

The real estate landscape is in constant evolution, and the past decade has been no exception. When we conceived Wilton Park, working from home was rare. When we launched Making Impact, sustainability dominated industry headlines. Today, stakeholder preferences are continuing to evolve, shifting between demands for greater activation on one hand and quieter, uncluttered spaces on the other.

Whether navigating macroeconomic shifts or balancing day-to-day preferences, we recognise our responsibility to lead with conviction. Sustainable principles matter through every market cycle, exceptional workplaces remain vital regardless of hybrid work trends, and communities deserve high-quality spaces at all times. Ultimately, undertaking Making Impact has not only supported our intuition, but sharpened our priorities.

“

Capturing real-world evidence at Wilton Park has helped us sharpen our playbook, ensuring high-grade hospitality and customer experience are embedded across everything we build.



Pictured:
Restored Grand Canal towpath at Wilton Park

REFLECTIONS

Our team's view

Perspectives from the IPUT team



"

The real power of Making Impact isn't just proving our commercial success with hard data – it's using the findings to inform our approach. Taking responsibility for shaping a place is an intensive process that requires determined leadership. Actively engaging in this research encourages a purposeful culture that is committed to making a positive contribution to society.

Niall Gaffney
Chief Executive Officer

"

Making Impact gives us the evidence to refine our investments, manage risks, and confidently apply our learnings elsewhere. Beyond proving our commercial value, this research underpins our credibility with investors and the city. It cements our reputation as thought leaders, winning hearts and minds while raising the bar across the entire industry.



Michael Clarke
Chief Investment Officer

"

Our commitment to high-quality placemaking is setting a new industry benchmark – giving us a distinct brand edge and market-leading occupier retention. By embedding sustainability credentials and responding to community needs, we are building long-term, resilient value capable of outlasting short-term market cycles.



Zara Walsh
Head of Fund Management



Ellen McKinney
Head of Sustainability

"

The Making Impact study provides the data and evidence we need to facilitate tough conversations, refine our asset management, and shape our long-term strategy. By incorporating broader community insights as well as occupier and investor feedback, we are far better equipped to deliver tailored social value, improve programming, and learn from real outcomes.

“

Making Impact gives us live, data-backed checkpoints rather than relying on intuition or hindsight. It proves our approach to the public realm drives real footfall and commercial success – enabling us to outperform, even in a tough market. Beyond validating pre-lets and record rents, it helps us to listen to subtle community needs, giving us the credibility to shape future developments.



Adam McCormack
Director of Investment

“

Good management directly impacts how safe and comfortable people feel. Maximising asset value and investing in public amenities go hand in hand when we balance shareholder returns with genuine community value. People care about personal touches, like being greeted by name. By staying approachable and listening early, we build spaces where everyone feels that they belong.



Glenn Cran
Head of Asset Services



Anita O'Rourke
Communications & Marketing Manager

“

Being a good neighbour means maintaining open, honest dialogue and subtly enhancing what already exists. True impact comes from simple, thoughtful additions like comfortable seating, good coffee, and carefully selected local partners. By addressing genuine community gaps, we can build lasting destinations with a strong sense of place and purpose.



Marie Hunt
Head of Research

“

This study clearly demonstrates that creating quality places is an evolving process. We can already see that taking a patient long-term approach and focussing on quality positively impacts the financial value of underlying real estate but also delivers other benefits in terms of occupancy, covenants, lease duration, rental and capital values and community and stakeholder support. We are also learning that small details matter, and that taking a curated approach builds real community – with almost nine in 10 people now saying they genuinely care about Wilton Park. This study gives us real evidence to set a new market standard and prove our conviction that investing in the public realm pays off.

REFLECTIONS

The operational reality

From ambitious strategy to active stewardship

The human anchor

While architecture and landscape design set the stage, the daily reality of placemaking is sustained by people and processes. This ongoing commitment relies on a dedicated 18-person team, with nine team members on site, supported by another nine overseeing the estate from HQ.

The study has highlighted the immense value of familiar faces over time – a dynamic first observed in the community's warmth toward our coffee truck operator, Chris Masterson, and now reflected in their daily interactions with our security, cleaning, and gardening teams. This daily presence represents the core of our operational focus, with park management costs directed largely toward long-term care: 52% allocated to maintenance, 19% to security, and 17% to cleaning (Chart 11).

Shifting relationships

These lessons did not come without a learning curve. Early research feedback noted that our on-site presence initially felt heavy-handed. Thankfully, that perception shifted through consistent, positive interactions, replacing friction with a shared sense of community.

We have also noticed a shift in how our occupiers view themselves in relation to the neighbourhood. The atmosphere evolved when Stripe moved in, and it has shifted again as EY and retail occupiers move in.

We are now taking a more proactive approach to collaborating with our occupiers on neighbourhood engagement initiatives. As we continue to curate the estate's hospitality offerings, these lessons have guided our search for operators who share our – and the community's – genuine care for the long-term life of the neighbourhood.

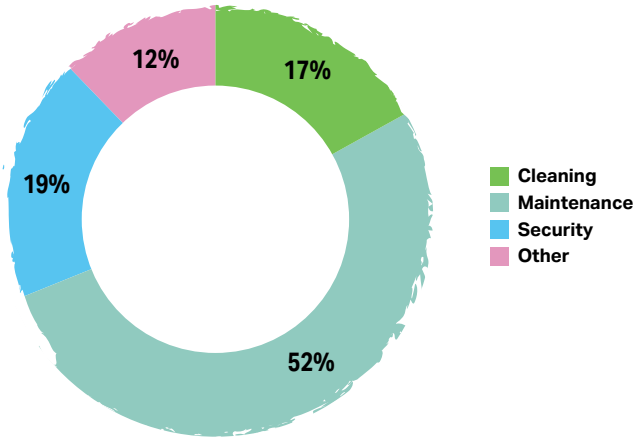
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full-time on-site staff dedicated to Wilton Park's public realm and placemaking

9

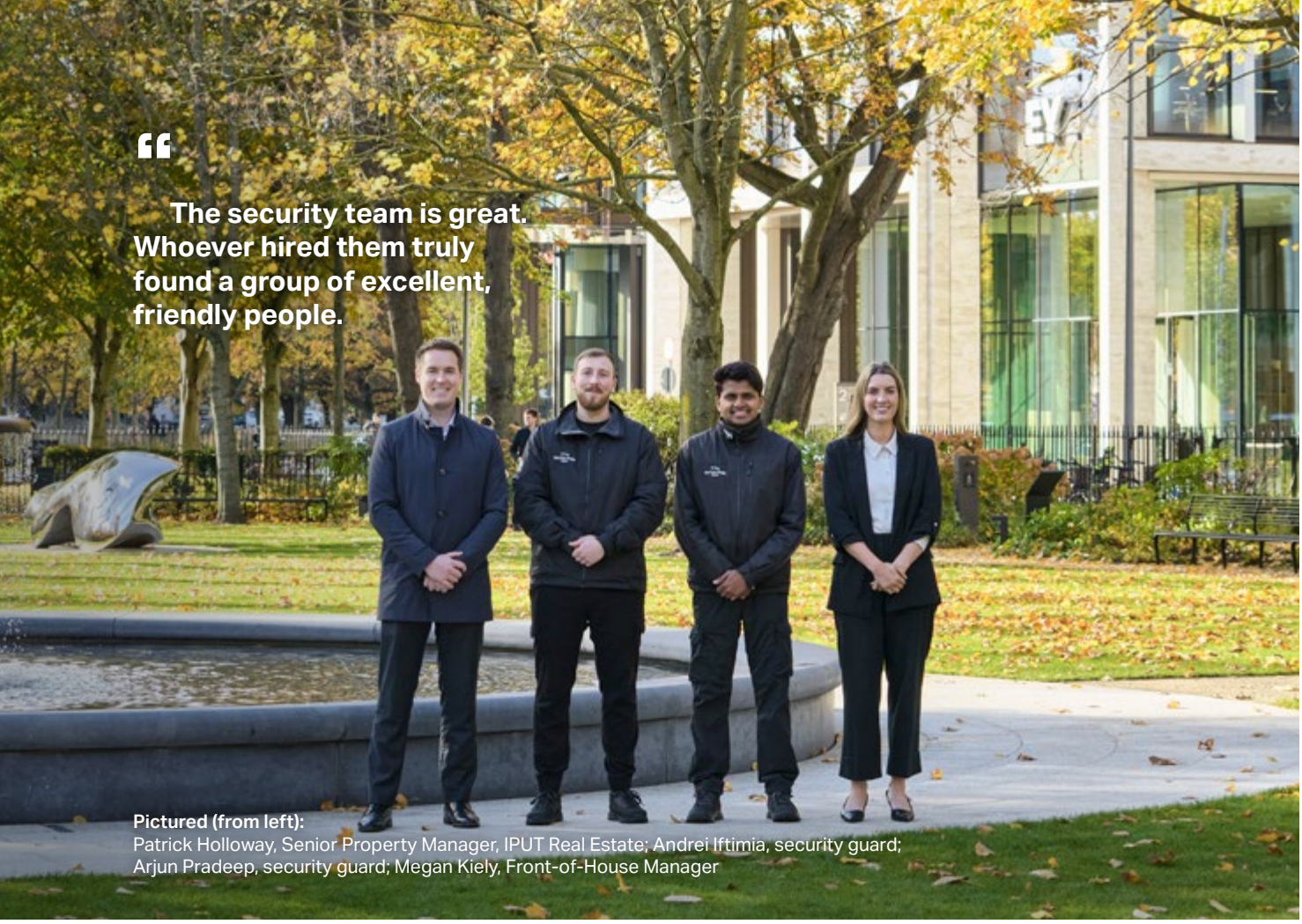
team members overseeing the Wilton Park estate from IPUT HQ

Chart 11: Profile of park management costs



Estimated park expenditure by category, 2025–2026.

> **The familiar faces of the on-site team make the park such a happy place. Having people you know and can chat with is exactly what you need to build a community.**
>
> Non-local visitor (Female 25–44)



Pictured (from left):
Patrick Holloway, Senior Property Manager, IPUT Real Estate; Andrei Iftimia, security guard; Arjun Pradeep, security guard; Megan Kiely, Front-of-House Manager

Embracing trial, error, and operational flexibility

Managing a dynamic public destination requires accepting that perfect plans rarely survive real-world use. Embracing this style of research has been a new experience for us, requiring our team to get comfortable with positive, neutral, and negative findings surfacing from objective data.

Timelines drift, decisions are rolled back, and good intentions occasionally bring unintended consequences. We strive to view this reality as a feature, not a failure, of our placemaking approach – a mindset shift that takes deliberate effort when excellence is one of our core organisational values.

Crucially, we've learned that we can never over-communicate. The community deeply values transparency and feeling included; even with an active Instagram channel, on-site signage, a visible grounds team, and a regularly updated website, communication remains an area where we can always do more.

What we would do differently

Introspection requires interrogating our own processes, and the Making Impact study has revealed several areas where our approach can be refined for future projects and in other parts of our portfolio.

One key learning is that baseline research and stakeholder engagement should ideally begin in the pre-development phase, allowing local feedback to inform design decisions from the outset.

Designing around a community's actual needs turns a project into a place far more naturally.

Another takeaway is that a structured five-year research framework can rarely align perfectly with every milestone of a live development project. While Making Impact captures insights we never possessed before, the full story of a place is ultimately lived, not just documented.

For any organisation considering placemaking as a vehicle for long-term impact, our advice is clear: start early, measure consistently, adapt willingly, and keep listening. Places are constantly evolving, and so must we.

REFLECTIONS

From the people on the ground

Perspectives from the operational team

"Pride of place" shapes how we run Wilton Park. We manage the park and the estate around the needs of users and visitors, so that everyone can enjoy it as originally designed, along with new additions such as the dog park, children's play area and events throughout the year.

Patrick Holloway
Senior Property Manager

It is heartening that Wilton Park is so valued and loved and that the local community's attachment to the place is increasing all the time. I think that the real magic will happen when the development is fully occupied and the spillover effects from our investment really start to materialise.

Megan Kiely
Front-of-House Manager

Moving from construction to an active park has been an amazing journey. By solving daily challenges and getting to know the locals, I've built real friendships and grown my career here.

Andrei Iftimia
Security guard



Pictured:
Wilton Park, Dublin 2



“Starting at Wilton Park while studying business was the best masterclass I could have asked for. Working with the engineers and managing the park taught me how top-tier teams operate, shaping my whole career direction.

Raj Tamang
Security guard

“We’re treated like part of a team, not just security. Learning the ropes, building soft skills, and seeing our feedback improve the park in real-time has made working here rewarding.

Arjun Pradeep
Security guard

“Managing everything from shaded woodland to sunlit rooftops across this estate is a proper lesson in landscape design. Nature takes patience – you can’t rush it overnight. But watching these diverse, biodiverse gardens mature and flourish with the seasons is easily the most rewarding part of the job.

Adrian Rizea
Head gardener

Conclusion



Pictured:
Wilton Park, Dublin 2



In this section

Six lessons from Year Four
What have we learned in the study's fourth cycle?

Final year considerations
Integrating stakeholder input into our evolving place management strategy.

Coming up next
Making Impact is entering its final year, but Wilton Park is continuing to evolve.

Six lessons from Year Four

What have we learned in the study's fourth cycle?



1 Determination and leadership drive longevity

Creating meaningful impact requires sustained leadership – especially when results accrue over multi-year horizons. Taking ownership of our vision for Wilton Park has required us to stay the course and remain accountable.

As we complete Year Four of this five-year study, our consistent approach continues to build institutional credibility, while advancing our core thesis: prioritising social, cultural, and environmental value directly strengthens the bottom line – driving financial performance, leasing momentum, and occupier calibre. While the final results have yet to materialise, this year's data validates our baseline assumptions, confirming that our approach delivers outperformance and is built to endure.

2 The public realm ignores physical boundaries

Building on our Year Two findings on the value of investing beyond our immediate footprint, this year confirmed that public realm impact rarely respects property lines. True placemaking flows seamlessly into surrounding urban spaces and natural landscapes rather than stopping at a site boundary.

Projects like our canal towpath upgrade demonstrate that evaluating real impact requires looking at how a development integrates into the city's broader ecosystem. Taking this wider view reinforces our reputation as a long-term landlord genuinely invested in the area, ensuring our investments create shared value across entire neighbourhoods.

3 Place activation turns visits into experiences

While quality design creates welcoming spaces, active curation gives them a soul. Over the past year, we have transformed our event strategy into a cohesive, year-round calendar that turns routine visits into memorable experiences – fundamentally changing how the space functions day-to-day.

In practice, this means evaluating impact through dwell time, visitor diversity, and qualitative satisfaction rather than raw footfall alone. Delivering varied programming gives broad audiences a clear reason to visit, fostering inclusive participation and accelerating a genuine sense of belonging at Wilton Park.



4

Raising standards spills over and elevates the whole city

Wilton Park is now recognised as a placemaking benchmark, creating a positive ripple effect beyond the immediate neighbourhood. This holds particular weight given the growing focus on city-centre regeneration and public realm enhancements across Dublin.

Survey feedback and stakeholder interviews consistently indicate that the development has set a new expectation for what the city's real estate sector should deliver. Holding ourselves to high standards reinforces our market leadership and demonstrates that public realm excellence can raise the bar for an entire city.

5

Long-term cultural investment shapes identity

Our arts and culture strategy increasingly prioritises long-term depth and continuity over transactional, short-term sponsorships. Expanding multi-year initiatives like "Writing Dublin at Wilton Park" and sustaining key residency programmes provides essential stability for artistic partners while embedding creative experiences directly into the fabric of daily life on-site.

This strategy delivers dual benefits. Externally, it strengthens Dublin's broader creative ecosystem. Locally, it ensures cultural collaborations actively define Wilton Park's identity. Our 2026 Festival of Voice lunchtime series with the National Concert Hall stands as a prime example of this approach in action.

6

Placemaking is an ongoing balancing act

As Wilton Park matures into an established destination, our community of invested voices is naturally expanding. Managing this growth means navigating competing priorities: balancing requests for a tranquil green oasis against demands for activation and events or aligning preferences for manicured grounds with naturalised landscapes.

Satisfying every stakeholder group simultaneously is unrealistic. Success lies in transparent, accountable decision-making – making balanced trade-offs that respect community needs while continuing to drive long-term value for shareholders.

CONCLUSION

Final year considerations

Integrating stakeholder input into our evolving place management strategy

Balancing diverging requests

As major opportunities for improvement have been delivered over the years, community feedback has become increasingly nuanced, sometimes highlighting competing priorities.

Managing these differing expectations and requests requires an ongoing balancing act. From our perspective, we remain committed to listening, adapting, and finding solutions that ensure the park continues to bring joy to the widest possible audience.

Three key areas generate ongoing debate:

1 **Activity levels**
Some visitors cherish Wilton Park for its peace and quiet, while others hope to see a busier, more energetic atmosphere.

2 **Maintenance**
While many appreciate the exceptionally high standards of care – making green spaces clean and safe for everyone – others feel the frequency of maintenance can be intrusive or unnecessary for a natural setting.

3 **Facilities**
Requests for new additions, such as outdoor gym or play equipment, contrast with a desire to keep the park open, simple, and uncluttered.

On one hand...

I love how quiet and untouched this space feels.
Local employee (Male 15–24)

For a small park, it's great to see it so well-maintained.
Local resident (Male 65–79)

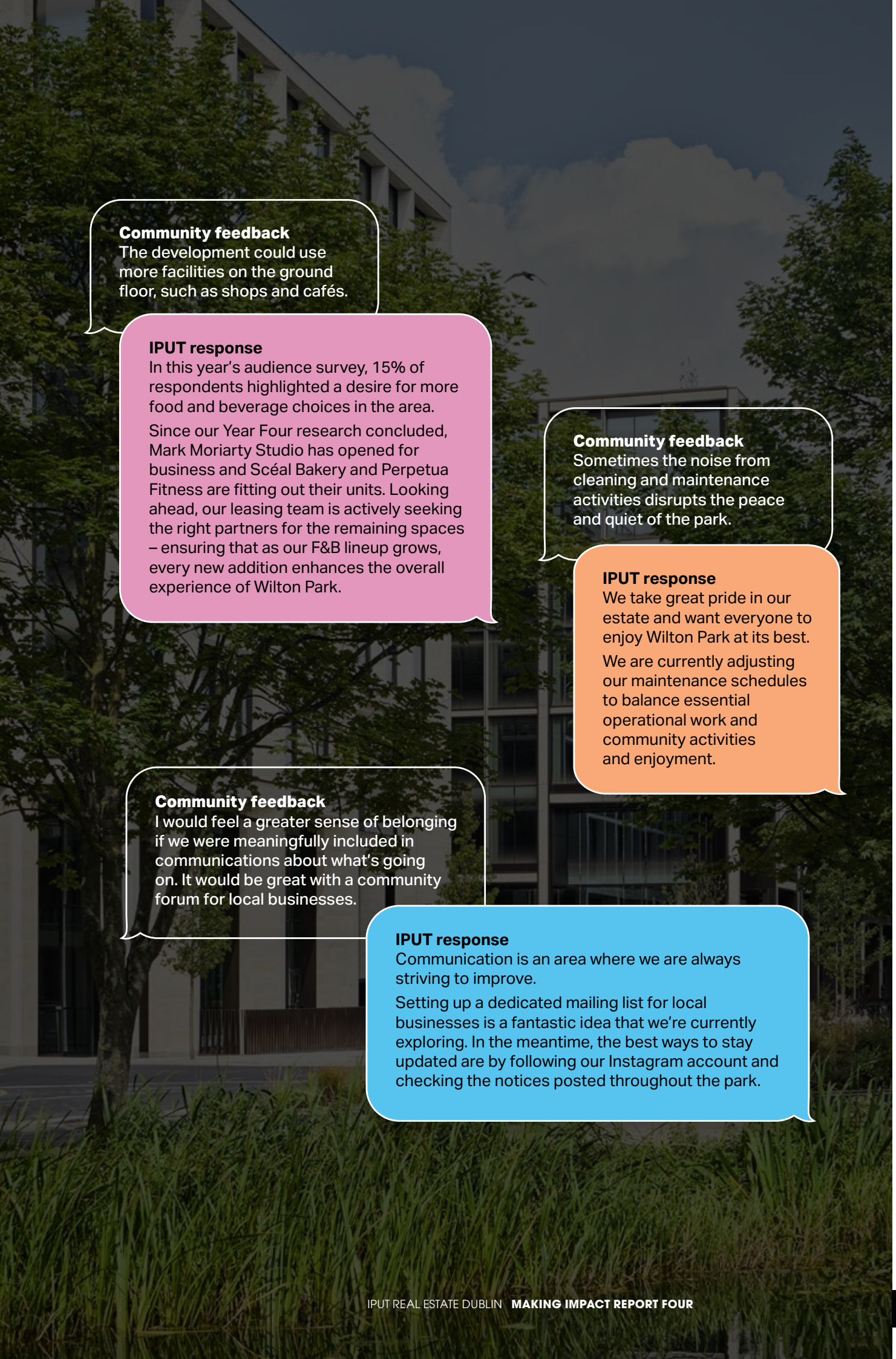
Could we add some callisthenics equipment or an outdoor gym?
Local employee (Male 25–44)

On the other...

Hopefully it will get busier and more energetic in the coming months.
Local employee (Female 25–44)

There's too much constant maintenance.
Local employee (Female 25–44)

The park is too small for play or exercise equipment.
Local employee (Male 15–24)



Community feedback
The development could use more facilities on the ground floor, such as shops and cafés.

IPUT response
In this year's audience survey, 15% of respondents highlighted a desire for more food and beverage choices in the area.

Since our Year Four research concluded, Mark Moriarty Studio has opened for business and Scéal Bakery and Perpetua Fitness are fitting out their units. Looking ahead, our leasing team is actively seeking the right partners for the remaining spaces – ensuring that as our F&B lineup grows, every new addition enhances the overall experience of Wilton Park.

Community feedback
Sometimes the noise from cleaning and maintenance activities disrupts the peace and quiet of the park.

IPUT response
We take great pride in our estate and want everyone to enjoy Wilton Park at its best.

We are currently adjusting our maintenance schedules to balance essential operational work and community activities and enjoyment.

Community feedback
I would feel a greater sense of belonging if we were meaningfully included in communications about what's going on. It would be great with a community forum for local businesses.

IPUT response
Communication is an area where we are always striving to improve.

Setting up a dedicated mailing list for local businesses is a fantastic idea that we're currently exploring. In the meantime, the best ways to stay updated are by following our Instagram account and checking the notices posted throughout the park.

CONCLUSION

Coming up next

Making Impact is entering its final year, but Wilton Park is continuing to evolve

Over the coming year, the final pieces of our vision for Wilton Park will be falling into place. For the first time, we expect all spaces in the development to be fully activated.

EY's arrival has brought thousands of additional office workers to the area. And our new hospitality and wellness offerings, including Scéal Bakery, Mark Moriarty Studio, and Perpetua Fitness, will soon give visitors even more reasons to explore and enjoy the neighbourhood. We look forward to announcing occupiers for the remaining retail spaces in due course.

We will continue to elevate the public realm. In partnership with Stripe, the plaza in front of One Wilton is being redesigned to feature more seating and greenery.

We will also keep investing in our evolving cultural and social programme, bringing life, energy, and connection to our communities.

Beyond Wilton Park, we are using our estate as a launch pad to support placemaking across Dublin. As our permanent hospitality operators settle in, we are enabling Chris Masterson to relocate the popular coffee van to Earlsfort Terrace, helping us cultivate a new community at another landmark development.

Measuring our impact

Next year, we will publish the final Making Impact report, concluding a five-year research journey launched in 2022. This final cycle will continue tracking how local communities interact with Wilton Park's spaces and programming, while capturing how the area's vitality evolves as worker and visitor numbers continue to grow.

Looking back across all five years of data, the report will tell the story of those who have engaged with our placemaking efforts. Ultimately, it will measure the long-term impact of sustained place investment – offering key lessons for us, and several stakeholders, to shape future development and stewardship across Dublin and beyond.

Pictured:
Wilton Park, Dublin 2



IPUT REAL ESTATE DUBLIN

About IPUT

We are Dublin's leading property investment company

For nearly six decades, we have been shaping Dublin's real estate landscape and delivering long-term value for our investors.

We are passionate about shaping our city

We own, develop and manage some of Dublin's most sought-after workplaces, providing homes for leading Irish and global businesses.

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Occasio

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

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

Gehl

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



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