

Mr Owen Keegan,  
CEO Dublin City Council,  
Dublin City Council  
Civic Offices  
Wood Quay  
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D08 RF3F



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18<sup>th</sup> April 2019

Re: Consultation on Height Guidelines within the Strategic Planning Zone in the Docklands.

Dear Mr Keegan,

The American Chamber of Commerce Ireland wish to communicate to Dublin City Council our support for measures that support appropriate higher density (including reforms in height restrictions) within the North Lotts and Grand Canal Dock Strategic Development Zone (NLGCDSDZ) to encourage both the commercial and residential vibrancy of this urban centre of Dublin.

The American Chamber of Commerce Ireland has welcomed the publication of 'Project Ireland 2040- Our Plan' (PI2040) as a long-term strategic planning framework for the country to guide development and the capital investment strategy for the next two decades, one which supports Ireland as a unique transatlantic trade and investment gateway and a location of choice for US inward investment to Europe.

The American Chamber appreciated the changes introduced in the Guidelines for Planning Authorities on "*Urban Development and Building Heights*" (Planning Guidelines). In particular, the recognition that setting guidelines on building heights and appropriate density has an important role to play in the development plans for urban centres of scale that encourage innovation, higher density and high standards of urban design and architecture aligned with strategic policy objectives. In the American Chamber's submission to the Department of Housing, Planning and Local Governments' Consultation on the Draft Guidelines, we strongly supported efforts to identify and provide policy support for specific geographic locations of 'precincts' where increased building heights and appropriate density is to be actively encouraged, given the proximity to public transport, the possibility of community regeneration, emergency access and egress, safety compliance, environmental impact and visual aesthetic of the area.

The American Chamber members believe that the NLGCDSDZ is one such area. As the Guidelines state "increased building height is a significant component in making optimal use of the capacity of sites in urban locations where transport, employment, services or retail development can achieve a requisite level of intensity for sustainability". As a key economic zone for the city (and country as a whole) it is vital to optimize the space available the NLGCDSDZ in a sustainable and environmentally friendly manner.

Furthermore, the Planning Guidelines identified the ability of taller buildings to promote “much needed additional housing and economic development to well-located urban areas”. This is consistent with report “*Growing Great Teams in Ireland: The Role of the Residential Rental Sector*” (include/attached) the American Chamber highlighted the need for more apartments in the Dublin, given the preference of many younger workers for apartment living. The adoption of Planning Guidelines for the NLGCSDZ will encourage the development of additional housing in a city centre location.

The American Chamber promotes policies that enhance Ireland's competitiveness to be the location of choice for US FDI into Europe. The Chamber welcomes the opportunity to contribute to the development of the new National Planning Framework and its implementing guidelines and continues to strongly support the process of setting long-term strategic parameters for planning and investment.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Redmond', is written over a horizontal line.

Mark Redmond

CEO