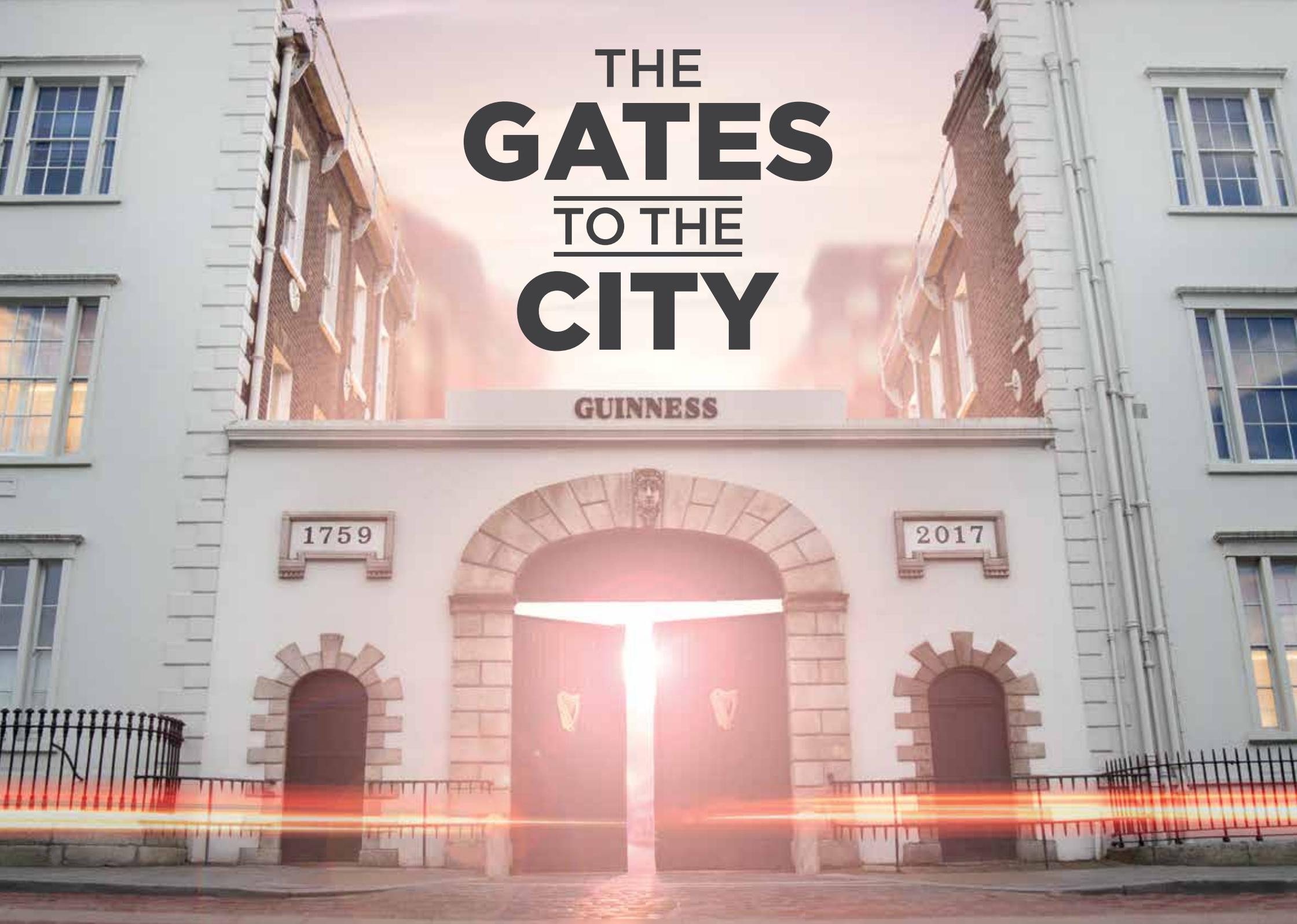


# THE **GATES** TO THE **CITY**

GUINNESS

1759

2017



RAINFORD STREET  
1794  
SÁD MARIUS RAINFORD



“ IF I CAN GET TO THE  
**HEART OF DUBLIN**  
I CAN GET TO THE HEART OF  
ALL THE CITIES OF THE WORLD.”

James Joyce



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# JOIN US IN MAKING HISTORY

## EXECUTIVE SUMMARY

.....

Located at the heart of the Liberties area of Dublin 8, St. James's Gate has been the centre of Guinness brewing activities for over 250 years. Following significant investment and advances in technology, Diageo can now brew more beer with less space at St. James's Gate. That consolidation has created the opportunity for us to share the structures and spaces of our heritage and to open up St. James's Gate for the next chapter in its history.

Diageo is seeking a world-class development partner who will work with us to regenerate St. James's Gate - to open streets and create spaces amongst the buildings we no longer need for brewing. Our aim is to transform and re-purpose the historic fabric of these buildings in a venture that embraces new and old, residential and commercial, to create one of the most dynamic urban quarters in Ireland and Europe.

It's the unique relationship between Guinness and Dublin, and between past, present and future, that makes St. James's Gate Quarter an historic opportunity. Join us in writing a new chapter in our long and remarkable story of transforming the city of Dublin and our home in the Liberties. A story that will continue to be written for years to come.



# VISION

.....

The home of Guinness is about to be a home to much more. We are looking for a partner to join us in creating a new chapter in our long history at the heart of the community at St. James's Gate.

We want to open the gates to those who dare to dream big. Our vision is for St. James's Gate Quarter to define the future of urban development, creating a new world-class dynamic city quarter. Transforming our centuries-old vat houses, brew houses and cooperages into incredible spaces that will house and inspire a new generation of entrepreneurs, residents, visitors, dreamers and doers.

Working with the right partner, we will make St. James's Gate Quarter a seamless union of residential living, entrepreneurship, commerce, creativity, sustainability and community.

The vision is to forge a new development that opens streets, creates spaces and generates opportunity – St. James's Gate Quarter.



# OUR PARTNERSHIP

.....

Diageo has a clear and ambitious vision for St. James's Gate Quarter, and we now need a world-class development partner who can match, even exceed, our aspirations.

This partner will be uniquely placed to share in the future success of the scheme, repurposing the area into an urban centre of truly global distinction.

The parties will need to work through the development process together, collaboratively and flexibly, in a lasting, well integrated partnership.

The developer will bring their best in class expertise and creativity to optimise the vision and delivery for the benefit of all. Together we will create a new legacy for the next 250 years of the site.

It is our intention that the partnership will be contracted by a development agreement formalising the roles and responsibilities for each party, with the developer able to draw down title over time. The detail of the development agreement, including total consideration, will be the subject of negotiations throughout the proposed tender process.

This is an opportunity to join us in a long-term relationship, making full use of your commercial expertise and creativity; an opportunity to act with us as custodians for the delivery of an exemplary development that re-imagines the heritage of the site for the next chapter in its history.



# WELCOME TO THE LIBERTIES, THE HEART OF DUBLIN, CAPITAL OF IRELAND.

## LOCATION

.....

Ireland, located at the western edge of Europe, is the perfect bridge between the EU and US. Not just geographically, but culturally and economically too, with a young population and the European Union's fastest growing economy.

Dublin is Ireland's historic and vibrant capital city, located on the East Coast, home not only to Guinness but to the European headquarters of some of the world's most dynamic global firms, including Facebook, Google, Twitter and Airbnb. And at the heart of Dublin is the Liberties, one of the city's most iconic and oldest neighbourhoods, situated on the banks of the River Liffey and less than 2km from the city centre.

The area's unusual name goes all the way back to the 12th century. Although part of the city, these neighbourhoods kept their own jurisdiction, and so were known as "liberties".

800 years on and the Liberties retains its unique sense of freedom and character, a vibrant, distinctive neighbourhood, full of amenities and cultural attractions. The area is experiencing significant investment, including development of the new €1 billion National Children's Hospital.

The Liberties is also home to a new breed of entrepreneurs and innovators – not to mention a certain historic brewery. This is an area steeped in heritage but with a clear eye to the future, from the Guinness Enterprise Centre to the Digital Hub.

There is now an opportunity to join us in a partnership that will create an additional destination on the map. One that will draw attention from all over the world.

**WELCOME TO ST. JAMES'S GATE QUARTER.**



# THE SITE

.....

The St. James's Gate Quarter development opportunity extends to over 12 acres, bounded to the north by James's Street, to the west by Canal Place, to the south by Bond Street and to the east by Crane Street and Bellevue. It is surrounded by a mix of residential and commercial space, alongside future development opportunities.

The historic use of the site is evident everywhere, from Arthur Guinness's original house to 20th century modern brewing facilities. The buildings vary in age, quality and condition but are rich in heritage, history and architectural merit. Internally, sweeping staircases and steelwork speak of industrial grandeur and intrinsic historical redevelopment value. These vat houses, brew houses, cooperages, hop and grain stores that were once the pulse of the Guinness brewing operations are now a blank canvas to be re-imagined. Tunnels, cobbled streets and train tracks add further opportunity to create a unique development proposal.

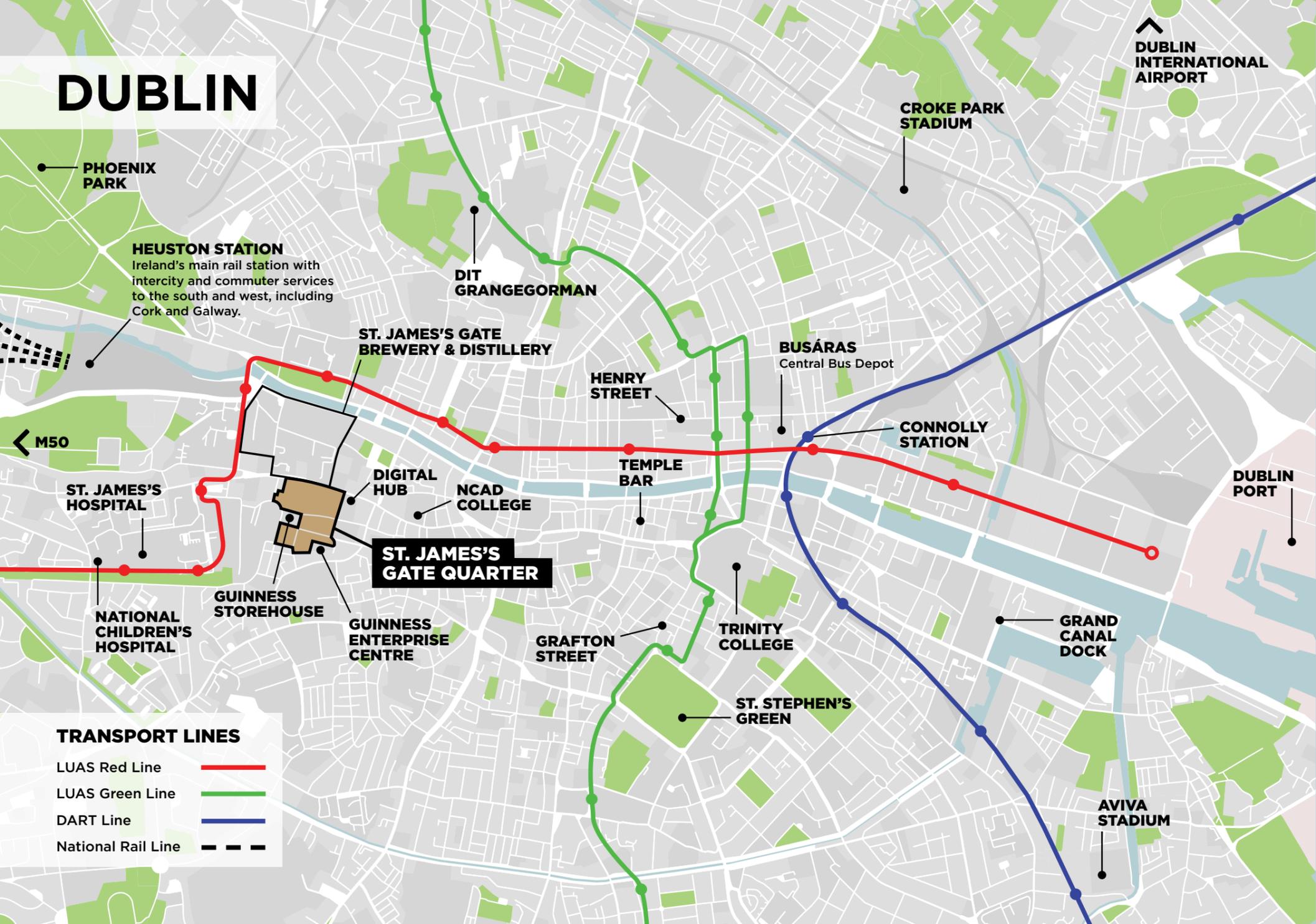
Diageo's operations at the site have largely moved to land to the north of James's Street, making up one of the biggest and most sustainable breweries on the planet. A relocation plan is being developed for the remaining onsite facilities and the development partner will be part of the phased consolidation.

However, Diageo remains firmly at the heart of the area. The Guinness Storehouse, Ireland's and Europe's leading tourist attraction is an immediate neighbour with over 1.6 million paying visitors in 2016, while the new Roe & Co distillery is under development at the old Guinness Power Station across the street.

The urban and industrial fabric of St. James's Gate will be opened up to new ideas, imagination and creativity. This will be a Quarter with history, home to many and open to the world.

# WE. ARE. HERE.

# DUBLIN



## TRANSPORT LINES

- LUAS Red Line
- LUAS Green Line
- DART Line
- National Rail Line

# AT THE HEART OF A COMPACT CITY

## TRANSPORT

- AIRPORT:** 30 minute drive to Dublin International Airport
- LUAS:** 700m to light rail (Luas) with connections across the city
- BUS:** Connections from James's Street to City Centre, Busáras, Dublin Docklands & Dublin Port
- TRAIN:** 900m to Heuston Station
- CAR:** 13 minute drive to M50 Motorway
- SEA:** 30 minute drive to Dublin Port

## LEISURE & SHOPPING

- 2km** to Grafton Street and Henry Street (shopping)
- 1.5km** to Temple Bar (bars and entertainment)
- 3.7km** to Croke Park Stadium
- 2km** to Phoenix Park
- 4.6km** to Aviva Stadium
- 30min** by bus to Grand Canal Dock (restaurants and theatre)

## WORK & EDUCATION

- 100m** to the Digital Hub and Guinness Enterprise Centre
- 400m** to National College of Art and Design (NCAD)
- 650m** to St. James's Hospital and new National Children's Hospital
- 1.6km** to Dublin Institute of Technology Grangegorman
- 2km** to Trinity College Dublin
- 12min** drive to Grand Canal Dock (Facebook, Google, Convention Centre)

## CULTURE

**A wide range of cultural attractions within walking distance, including:** Guinness Storehouse, Christ Church Cathedral, Irish Museum of Modern Art (IMMA), Kilmainham Jail, St. Patrick's Cathedral, National Gallery of Ireland and National Museum of Ireland.



# OPENING THE GATES TO THE WORLD

## FEASIBILITY STUDY

.....

Diageo and RKD Architects have created a framework to articulate our vision for the new Quarter. The study envisages how, in partnership, we could transform St. James's Gate, while maintaining the manufacturing and social heritage Guinness has given Dublin.

The framework has been developed around a set of core design principles - recognising the value of heritage and conservation, exemplary design, improved permeability, better connectivity, new public spaces and delivery of truly mixed-use development. This Feasibility Study will be made available to shortlisted bidders.

This is just a starting point. Our partner will bring their own ideas, creativity and ambition, built on the concept that this new, vibrant Quarter will open up the gates to residential living, commerce, creativity, entrepreneurship, culture and community.



# THE OPPORTUNITY

**IT'S IN THE DETAIL**

**48,000 m<sup>2</sup>**

**RESIDENTIAL FLOOR SPACE**

**5,000 m<sup>2</sup>**

**RETAIL ACCOMMODATION**

**500**

**NEW HOMES**

**12.6**

**DEVELOPABLE ACRES**

**63,000 m<sup>2</sup>**

**OFFICE ACCOMMODATION**

**22,000 m<sup>2</sup>**

**HOTEL & LEISURE USE**

All figures and unit numbers are indicative only and are generated from the Feasibility Masterplan. The development use mix is indicative only and is subject to future agreement and design development. These figures and unit numbers may not be representative of future site capacities and will be subject to change.

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the street layout  
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# PLANNING FRAMEWORK

St. James's Gate falls within the jurisdiction of Dublin City Council, with the policies, objectives and requirements of the site addressed in the Dublin City Development Plan 2016-2022, and more specifically the current Liberties Local Area Plan (valid until May 2020), which compares the significant development opportunities at St. James's Gate to those previously provided by the city's docklands.

The site is zoned Z5 "City Centre" with the objective to "consolidate and facilitate the development of the central area, and to identify, reinforce, strengthen and protect its civic design character and dignity".

Both the Dublin City Development Plan and Liberties Local Area Plan provide a positive planning framework for realising significant redevelopment of the site and supporting intensive mixed-use development (including retail, digital/media, office, leisure, tourism and residential) to provide a dynamic mix of uses which interact with each other, help create a sense of community, and sustain the vitality of the inner city, both by day and night. Both plans also endorse the retention, conversion and innovative re-use of significant industrial buildings within the Quarter.

# DYNAMIC GROWTH

## MARKET OVERVIEW

Ireland continues to be amongst the strongest performing economies in Europe, with the highest GDP growth in the Eurozone, falling unemployment, low inflation and rising incomes. Dublin is fuelling this growth, attracting significant global investment across a wide range of sectors and industries. The city is uniquely positioned, with a highly globalised economy, significant multi-national presence and access to a young, educated workforce. Dublin has consolidated this position over recent years and is now considered a European financial centre, and a number of blue chip institutions have recently transacted on strategic real estate assets, targeting Dublin as a European trading hub post-Brexit.

Occupier statistics and demand are strong, particularly in the technology, media and telecoms sectors, with Facebook, Google, Amazon and Twitter all occupying considerable floor space across the city. Positive headline rental growth has been spurred on by increasing requirements for high quality centrally-located office accommodation.

In Dublin 8, the success of the start-ups and entrepreneurs within the Guinness Enterprise Centre (GEC) and Digital Hub is igniting regeneration on a local level. This is set to continue with the GEC targeting additional expansion space and the identification of the Liberties as a potential innovation corridor for the city.

**“Another decade before property supply meets demand...”**

A compelling occupational market, growing economy, low interest rates and measured supply dynamics mean that commercial property continues to perform strongly with investors targeting the city for rental growth and high yields relative to other international markets.

The performance of Dublin’s residential sector has also attracted headlines in recent months for positive performance across both the owner occupier and private rental investor markets. Despite the sector continuing to see a chronic undersupply of units, with Standard and Poor’s quoted as saying it will be “another decade before property supply meets demand” in Ireland, new home completions continue to rise, in part supported by a changing policy framework.

A culmination of these market movements has meant that Dublin is experiencing steadily growing capital values and strong investor activity, with investors targeting high yields and opportunity for value uplift looking forward.

# TENDER PROCESS

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Diageo is now beginning the tender process for the appointment of a development partner. This partner will be selected by way of a structured process during which the partner's credentials, vision and ambitions will be tested.

In the first stage, organisations wishing to participate will be expected to demonstrate their ability to deliver world-class regeneration schemes of scale and importance, alongside the ability to form successful and long lasting partnerships.

Interested parties who consider themselves to have the necessary skills and expertise will be asked to complete and submit a Pre-Qualification Questionnaire (PQQ). A consortium of parties will also be considered.

Following this, a shortlist of bidders will be taken forward to the next stage. It is expected that the tender process will take approximately 12 months to complete prior to the appointment of a preferred bidder.

For further information, please see our website where you can also register your details and request access to the PQQ documentation.

## CONTACT

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