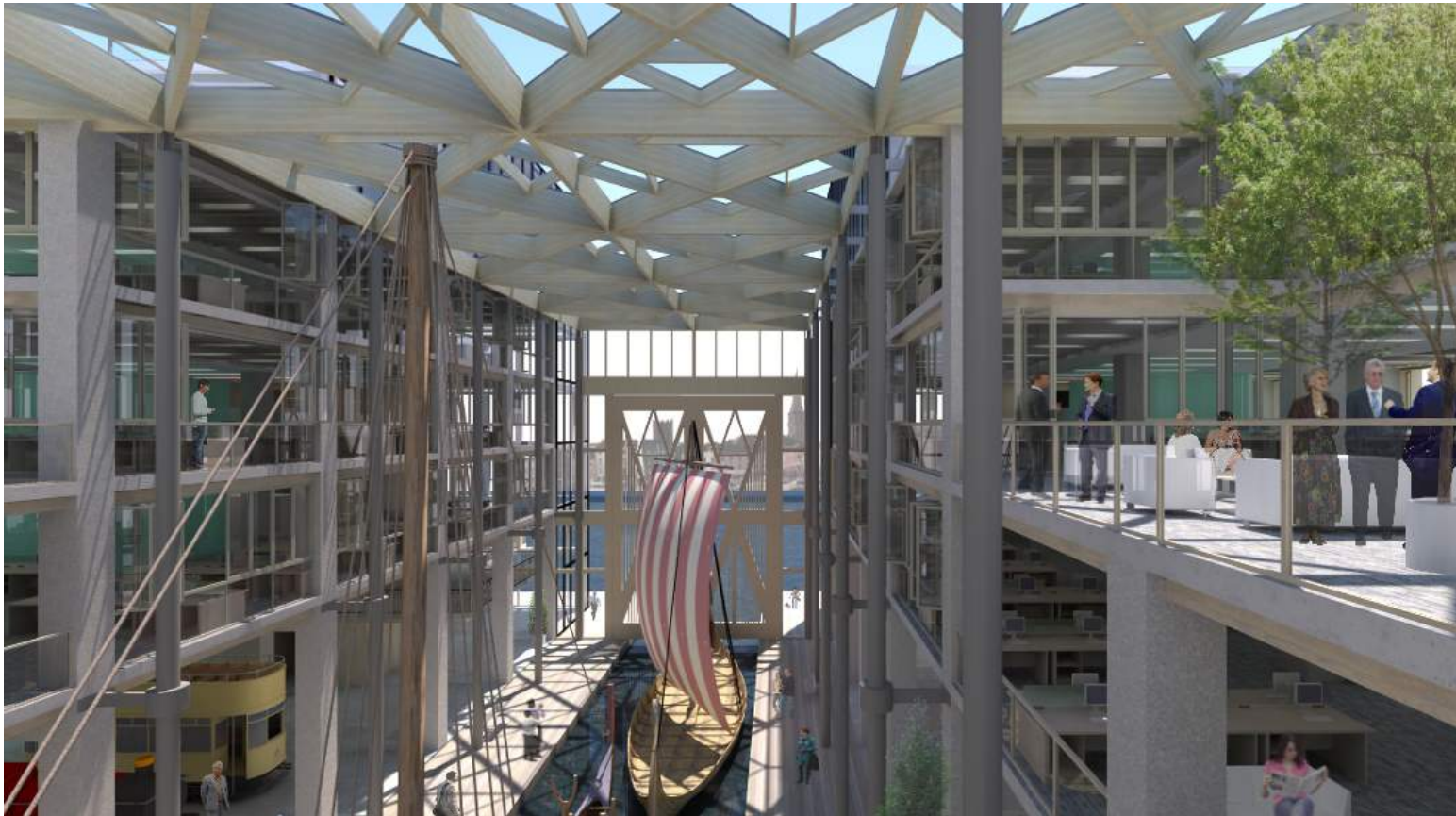


Urban Design | Workplace | Civic | Culture | Leisure | Retail | Tall | Propositions
 City Housing | Country Housing | Bespoke House | Country House | Interiors



Projects / Imagineering / Waterford North Quays SDZ

Location : North Quays Special Development Zone (SDZ), Waterford City, Ireland

Client : Irish Govt / Developer JV

Brief and Design Concept : Darragh Murphy Jan 2016

Submission Date : Submitted to Waterford City Council - May 2016

Waterford North Quays Submission : Project Description and Development Proposition

An Office Campus Hybrid Comprising Workplace / Maritime + Vintage Transport Heritage Exhibits

North Quays Background

Waterford City North Quays Site was recently designated Special Development Zone Status (SDZ). The Site in question is currently undergoing Demolition and Survey Works, and has been the subject of several previous Masterplanning proposals. This Proposal puts forward the case for a Vintage Transport themed Cultural Attraction dispersed within the Future Office Element of the North Quays Site to create a Unique Hybrid Work / Tourism focused Environment. This could include a significant Maritime Theme drawing upon the Existing Heritage associated with Waterford. There is an Economic Sensibility behind this as the exhibition of Large Transport / Maritime Exhibits on a stand alone basis would likely not be economically viable. There is however due to economies of Scale, an Opportunity presented when constructing Large Office Buildings to Utilise the Space Between and Below these Buildings in an Innovative way.

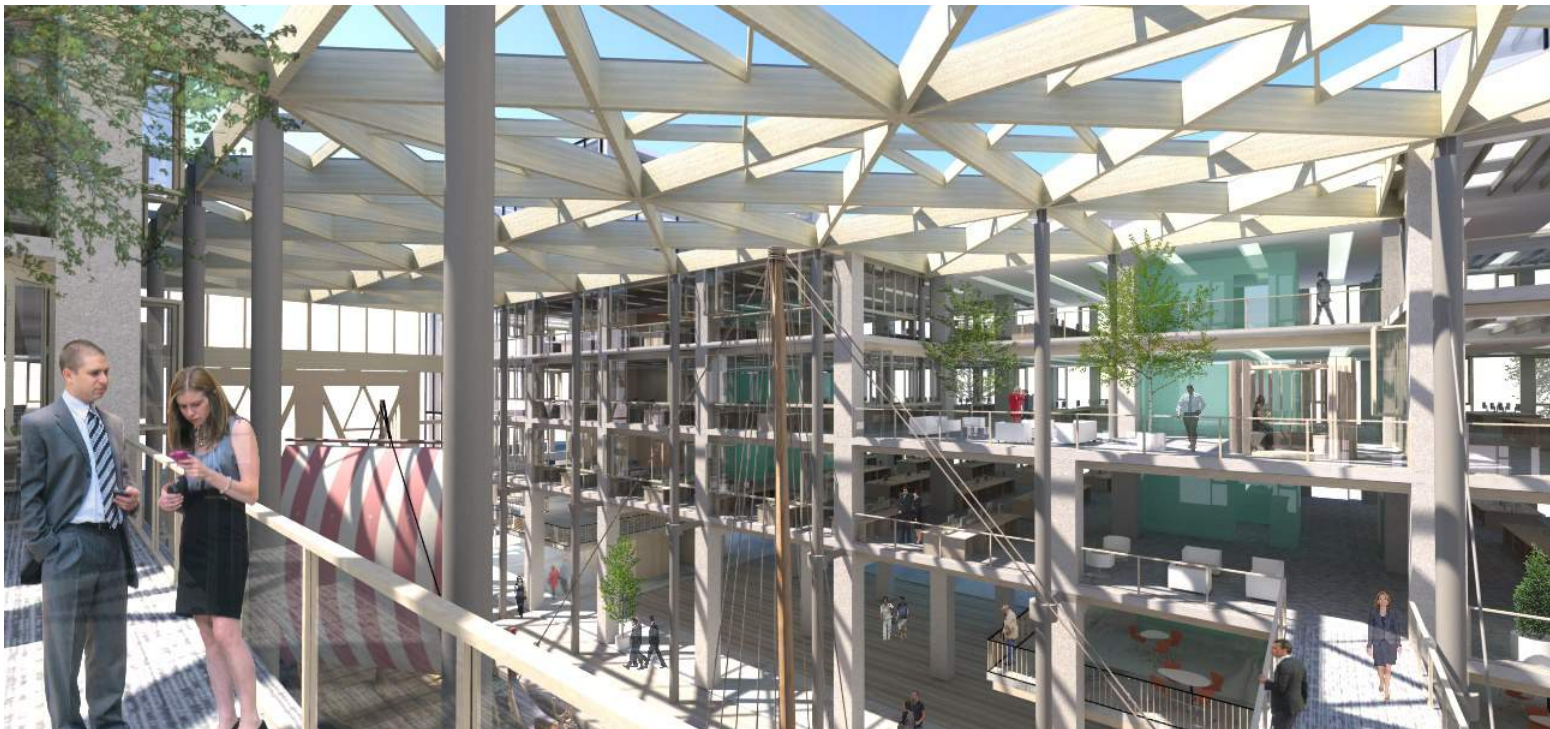
There is potential to realise one of Irelands most interesting Office Campuses whilst contributing to the South East Region's list of Civic / Tourist Attractions. The Intention is to create a vibrant and Innovative Work Environment which is enlivened by an everpresent Cultural attraction below and between. This Hybrid arrangement may have the potential to attract Multinationals and prominent companies to Waterford and South Kilkenny. A series of Office Buildings running along the Quay Front with a Social and Cultural Zone at their Base.



Example of Public Area with Restored Viking Ships on Permanent Display. Other Bays could contain Vintage Schooners / Locomotives etc. Lock/s to Manage Access and Egress for Maritime Exhibits to and from the River Suir is not currently illustrated and is subject to Hydrographic Engineering Surveys and Studies.

A Vintage Transport Museum within the SDZ allows for Synergies with the Tall Ships Festival and the Viking Heritage of Waterford. It could ideally generate a Significant new Tourist Attraction for the South East whilst providing valuable sustainable employment potential via the integration of Craft and Restoration activities associated with the actual Transport Exhibits

Waterford North Quays are suitable for the incorporation of a Transport Museum within a Broader Development. The River Suir is Navigable for Ships. There is extensive Quay frontage for either temporary or permanent mooring. A former Railway Line runs through the site which could provide for vintage rail stock mobility. The scope of a Museum Element could expand to include Workshop Space for ongoing Restoration Projects providing valuable long term craft and cultural employment potential. Novelty Exhibits as illustrated show a Fully restored Viking Ship and Longboat. In adjacent Atria there might be another Seafaring vessel such as a Vintage Schooner or a Rail related Exhibit such as a Steam Locomotive. There is an opportunity for a satellite offshoot of the National Transport Museum in Howth subject to their approval



View from Social Zone within a Typical Office Block overlooking Transport Exhibit Display Zones at Ground and First Floor Levels. A Mix of InterConnected Atria and Stand Alone Office Blocks is Proposed.

The groundswell of Public Interest in recent years toward Waterford's Cultural Heritage boosted by the success of the Tall Ships Festivals and the work on the Viking Triangle could be harnessed to make a case for an enlarged Cultural and Tourist focused attraction. The Propositions also presents an opportunity for a portion of the National Vintage Transport Stock to be displayed on a rotating basis in a Spacious Comfortable Environment within the Workplace Element of the SDZ.

There is a World Trend emergant in Office Design which suggests that many Companies place increasing value in a more open and interesting environment for their employees as opposed to the conventional Office cubicle Layouts. Workplaces which are inspiring places to work can result in increased productivity. A Unique Campus with a compelling layout might have the potential to draw some of the Major International Corporations to the SDZ Site (ie. a satellite office for Irish Technology Companies etc). The idea being to Foster Innovation and Creativity in a Unique Working Environment.



View of a Typical Bay looking South. Typical Office Blocks range from 4 to 8 Levels with a limited number of 10-12 Level Blocks . Scope for Exterior Display between Higher Level Blocks eg. Tall Ship

Economic Case , Spin Off Opportunities etc

The Suitability of the Riverfront Location, nearby Rail infrastructure and Dual Carriageway Road access allows for synergies with any integration of Vintage Transport Stock or Historic reconstructions. A Unique Cultural attraction could contribute to the viability of a significant 5 star Hotel development on the long vacant Ard Ri site. The development might comprise a section dedicated to the restoration and upkeep of Exhibits or indeed even full reconstruction of Historic Seafaring Vessels. Redirecting the local skill base of former craft workers. Cultural employment opportunities or voluntary participation opportunities for Pensioners seeking active engagement in the Community. Public Interaction is envisaged with 'Finishing' Workshops being open for viewing or as part of guided tours. Heavy duty or noisy work might be located more remotely. Interactive semi public restoration workshops. An immersive experience where Tourists see the restoration process and might even participate in Craft based Activity holidays.

New tourist markets could be courted - from Asia , Middle East and a resurgent American Tourist Market. The Development might become a departure point for River Tours along the Suir - for example in an authentic Viking Ship , under the New Bridge , past the Norman Castle en route to the recently unearthed Woodstown Viking settlement. There could be spin off ventures such as the Lending of Exhibits to other Museums in other countries - cross cultural opportunities with Great Britain , Scandanavia etc.

Various micro attractions such as Cafes and Gift shops could be interspersed among the Exhibits. There could be for example Novelty themed Cafes or a Dining Experience located in a vintage Steam Locomotive, Ship or Barge. Docking for functioning Maritime Exhibits could be provided directly accessible from the River subject to Hydrographic Engineering studies and Rail Stock could be brought in via connections to the Railtracks nearby. Permanent or semi permanent mooring of a Full sized Tall Ship is an option on the Quay itself or externally between 2 Large Office Blocks.

Environment / Sustainability

Extensive use of Wood is envisaged where possible in line with sustainable Construction principles with local employment oportunities (Glulam roof structure / Timber Doors / Windows .)

Renewable Energy - Possibly Harness a Supplementary Power source for the Buildings via the Suirs Tidal movements in the form of old Wooden Mill Wheels. Make a Design Feature out of this to the Quay

Potential Connection with Existing National Transport Museum at Howth

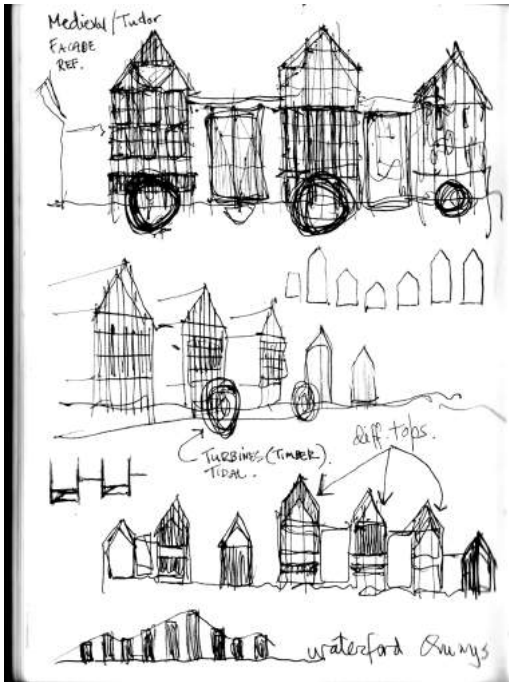
There is Potential for the Display of a number of items from the National Transport Museum in Howth on a rotating basis. In return any dedicated Workshop facilities within a Vintage Transport Museum on the SDZ Site could be used to assist the operations of the National Transport Museum. Lending of Howth Stock inventory could act as a catalyst for the appreciation of the Howth Collection and the work of the National Transport Museum volunteers.

Conclusion

- Waterford needs something Unique within the SDZ and should focus on its Strengths - River, Quays, The Tall Ships success , Associated Seafaring Heritage , the Viking Triangle , Medieval Quarter etc.
- There exists an Opportunity for a Complimentary and a Counterpoint attraction to Kilkenny's Medieval Sites and its Design Workshops. An incentive for more of the Tourists visiting Kilkenny to continue onward to Waterford. The SDZ should move beyond a conversation about Waterford versus Kilkenny.



Suggested Architectural Language to Barronstrand Street Vista



Excerpt from Sketch Book - Thoughts on Building Profiles

I envisage that the Exterior Treatment to certain Aspects of the SDZ would be Consistent with the Intention to Create a Development which is both Economic and Sympathetic to the Inclusion of Cultural Heritage and Craft based Activities.

Aspects of the SDZ Development should be relatively Porous in terms of their Contiguous Elevational Treatment. The existing Ferrybank / Airmount backdrop should be considered when Planning for a Series of Office blocks. Contemporary Gable Forms at the Building Apexes would be Preferable to Blocky Rectilinear Rooftops.

Rooftop MEP should be concealed from all viewpoints. Elevational treatments could make subtle reference to notable Eras in Waterfords history by way of Variance in Structural and Fenestration Motifs - ie. Medieval Scandanavian , Tudor etc.

Experiential / Immersive Tourism for Waterford North Quays SDZ

Experiential tourism involves active participation, involvement, even immersion. Experience and learn rather than merely stand back and gaze. Waterford and South Kilkenny should Focus on strengths - natural and cultural resources that others don't have - River and Estuary, Rail tracks adjacent River , nearby Viking / Norman Heritage attractions on the River Suir accessible by day trip - ie. Woodstown Viking Settlement + Grannagh Castle. Etc Etc

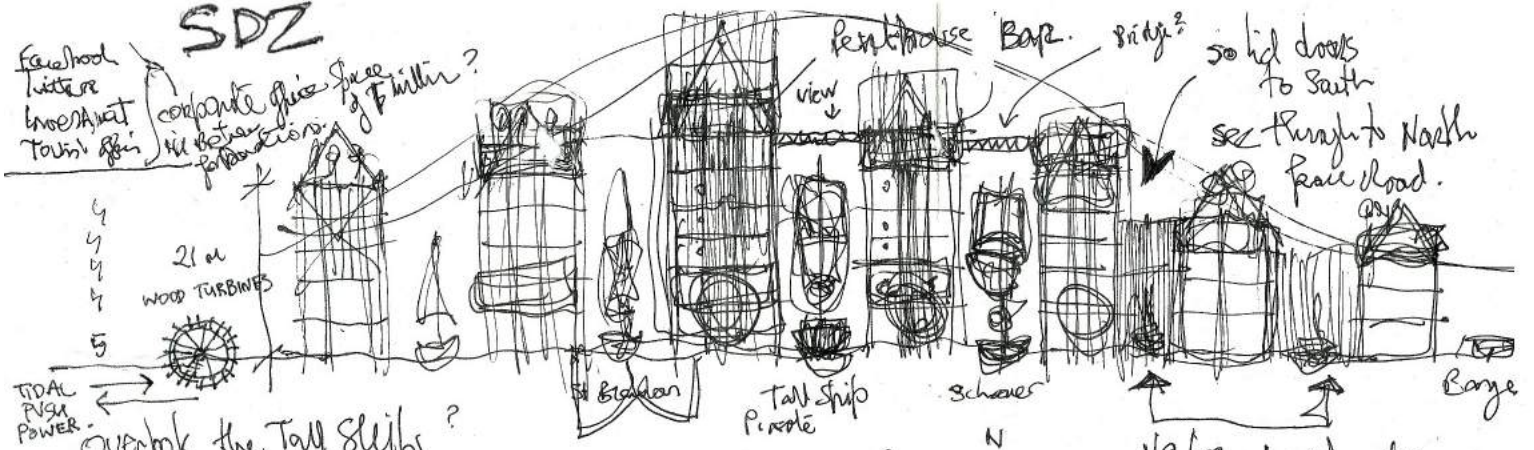
Experiential tourism draws people into local nature, culture and history, personal, unique and individual for each visitor. Quality, memorable visitor experiences are a shared outcome between the visitor and the experience provider.

The Recent Medieval Museum already successfully covers much of Waterford Citys History. A series of full size Exhibits would have a wow factor - but could only be accommodated both in terms of Project Economics and Physical Space required, by placement within or between Large Scale Commercial Office Development.

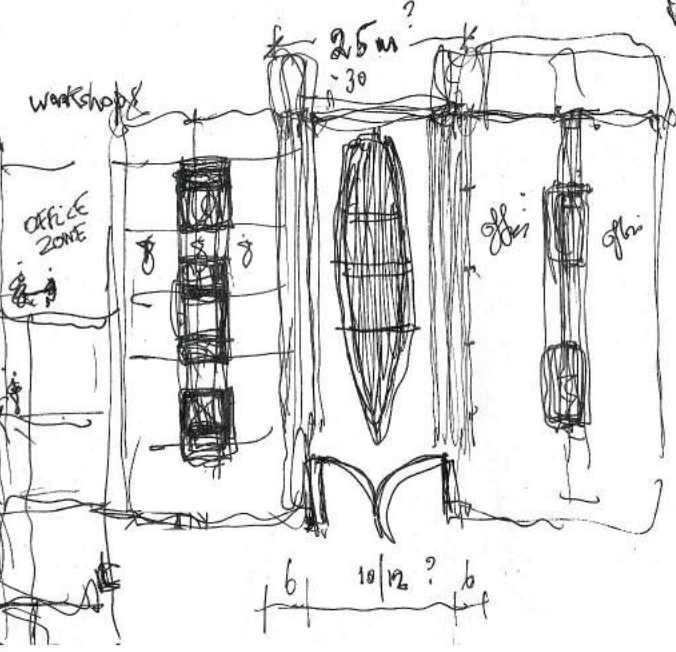
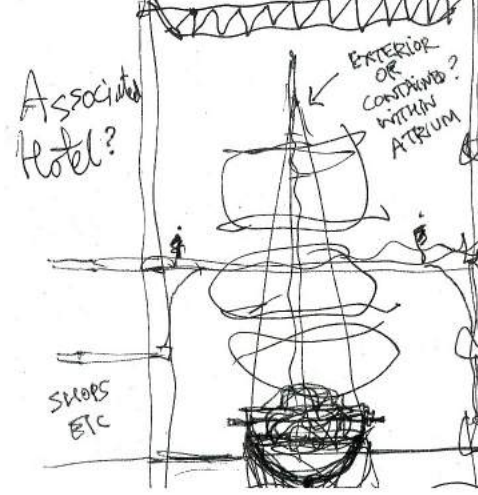
Experiential tourism attracts people to places, attracts markets to merchandise. Experiential tourism engages all five senses and includes "the story of the place. Experiential tourism opportunities include learning new skills or engaging in a new activity

Project Concept Sketch Sheet shown below

SDZ



overlook the Tall Ships?
 Dining, Lounge, Cafes, Souvenir craft shops, office library, workshop, viking museum?



Viking longboats
 Crystal Ship?
 Typical Tall Ship length = 50-90 m
 60-70 m average
 height = 90-105 m = too large

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