

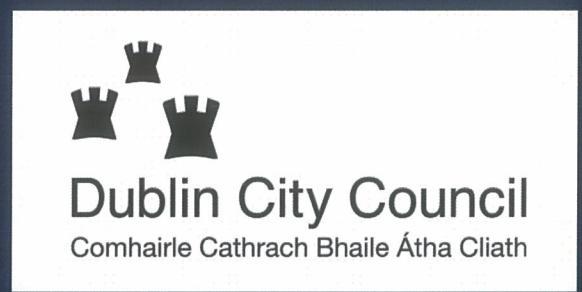
# Use Strategy for Newmarket

## Discussion paper



Dublin City Council

Planning Department



2003

start 1

**C**reating new civic spaces or renewing older spaces is a key element of urban regeneration strategies throughout the world. Dublin City Council has recognised this and has taken a range of initiatives across the city to create new civic spaces such as the Broadwalk or to renew older spaces such as Smithfield.

Newmarket, formerly a vibrant market place dating from 1673, is now little used but has great potential as a key civic space. The significance of Newmarket is stressed by Niall Mc Cullough in: *Dublin - An Urban History*:

*“Dublin has remarkably few buildings formally made for trade; most transactions must always have been carried out in private offices and warehouses, a flexible system without a formal envelope. It's greatest commercial monuments are the Quays and docks; similarly, Smithfield and Newmarket, important within the structure of the city, also had national significance.”*

This discussion paper proposes a range of possible new uses and events for Newmarket in order to reintegrate it into the public life of the city. The paper aims to develop a new awareness of Newmarket in the public consciousness and to encourage discussion amongst various communities, interest groups and agencies such as the National College of Art and Design, the Digital Hub and others.

Events have a key role in renewing and revaluing public spaces. According to Richard Mac Cormac, an advisor to the City Council:

*“it is people and events that are the most important factors of our great public spaces....events memorialise places and give them significance that adds to and even refines their original meaning”*

(Guardian 3.9.03)

The following is a list of possible uses and events:

Theatre, Open-Air-Cinema  
Food Markets,  
Festivals/Pageants  
Music events, Street Painting  
Car shows , Fireworks  
Trade shows  
Sports events like:  
Volleyball, Skating/Ice-skating

The Cork Street/Coombe Relief Road proposal had a negative effect on the area for many years but now that the road scheme is complete significant regeneration is possible. To encourage and guide this process the city council is finalising a regeneration strategy for the road corridor entitled "Recreating a City Street" and Newmarket will have a critical role in this regeneration process. Already the area around New-market is changing rapidly, there are three large mixed-use developments underway in the immediate vicinity and with a number of other significant sites coming up for redevelopment.

One of the central elements of this proposal is flexibility; to avoid imposing a rigid urban design framework now but rather to encourage a range of new uses and events and through this process to discover the personality of the space. In a rapidly changing environment, a flexible and adaptable approach will also allow for new needs and uses to be accommodated.

The goals of the renewal process are:

- to create a flexible, adaptable public space that can change with public demand and perceptions over time.
- to allow the overlap of different interests and with a minimum of conflict.
- to involve different interest groups in the renewal process.

## Infrastructure

In order to deliver this adaptable framework for Newmarket some development works and infrastructure provision will be necessary. The ESB substation would need to be relocated to allow for a new structure providing for necessary facilities and also providing a landmark and a prominent symbol of the renewal of Newmarket during its initial stages. Possible uses for the new building include café, administration building/office, storage area, toilets, mounting position for an outdoor screen etc.

It would be desirable to have some removable benches, a removable stage, new public lighting and a canopy for shelter.

Another important issue is management to ensure effective promotion and organisation of events, marketing and maintenance of the space.

## Newmarket - One Space, Two Places

One outcome of retaining the ESB substation footprint in any regeneration strategy is the division of Newmarket into two places with different character and qualities. The west end could be the location for bigger events, like concerts or sports events. The smaller east end would complement the existing residential use adjacent to it with, for example, the provision of an outdoor café. In order to differentiate it from the west end it could be landscaped in a different way. There is an important relationship between the east end and St. Luke's Church and graveyard (see forthcoming conservation report by Shaffrey and Associates for the City Council and the Heritage Council)

## Conclusion

This discussion paper proposes a range of uses and events for Newmarket in the short-medium term. The solutions proposed in this paper allow Newmarket to function as a key public space, whilst its environs are redeveloped and regenerated. The changing demands and needs of the public over this period will be accommodated by the provision of an adaptable space.

It should be an integrated strategy developed with the needs of a multitude of different interest groups in mind, such as various communities, businesses and current/future users. The strategy integrates principles of urban renewal with marketing to develop a new identity for Newmarket - One Space, Two Places.

“Dublin has remarkably few buildings formally made for trade; most transactions must always have been carried out in private offices and warehouses, a flexible system without a formal envelope. It's greatest commercial monuments are the Quays and docks; similarly, Smithfield and **Newmarket**, important within the structure of the city, also had national significance.”

“A grand civic space”

Source:

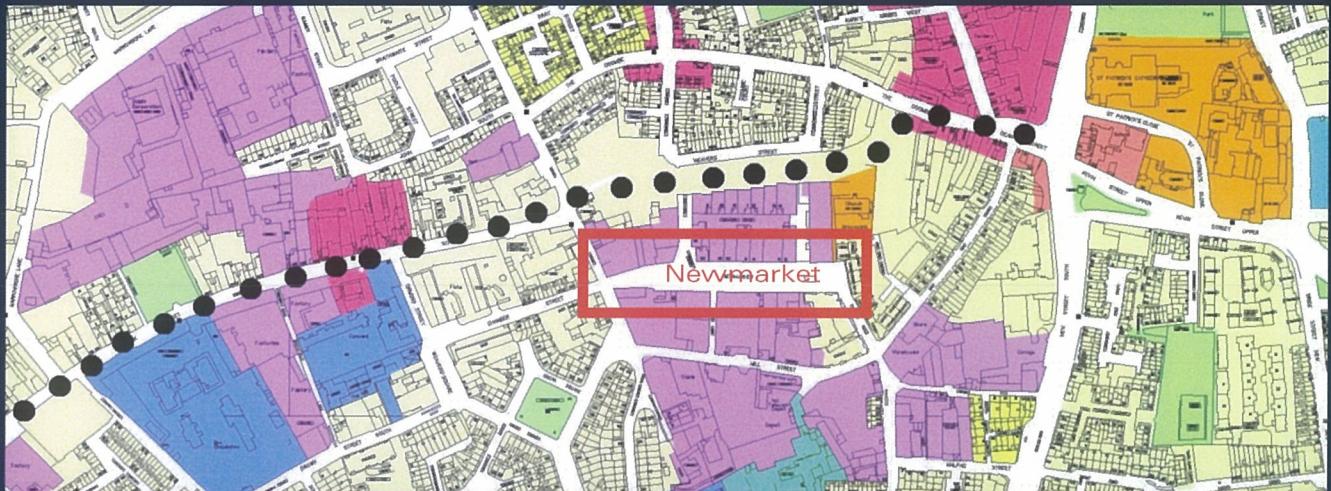
McCullough, N. “Dublin - An Urban History”, p. 127, 59

“In 1674 the Earl of Meath applied for a Charter to hold bi-weekly markets and bi-annual fairs [on Newmarket]...”

Source:

Bennett, D. “Encyclopaedia of Dublin”, 1994, p. 146

# Dublin City Development Plan 1999

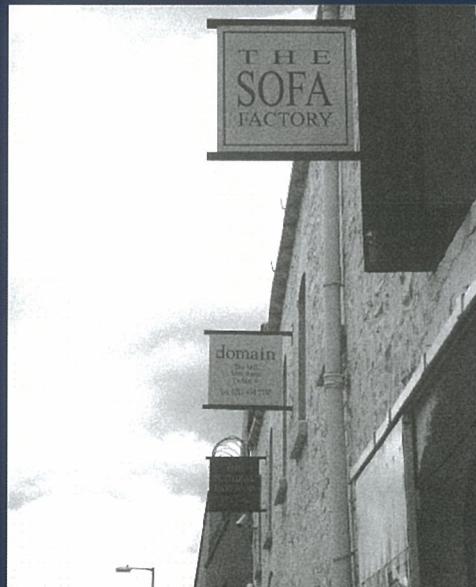


- Z1  to protect, provide and improve residential amenities
- Z2  to protect and/or improve the amenities of residential conservation areas
- Z3  to provide for and improve neighbourhood facilities
- Z4  to provide for and improve mixed service facilities
- Z6  to provide for the creation and protection of enterprise and facilitate opportunities for employment creation

- Z8  to protect the existing architectural and civic design character, to allow only for limited expansion consistent with the conservation objective. To allow primarily residential and compatible office and institutional uses
- Z9  to preserve, provide and improve recreational amenity and open space
- Z12  to ensure that existing environment amenities are protected in any future use of these lands
- Z15  to provide for institutional and community uses



position Coombe relief road

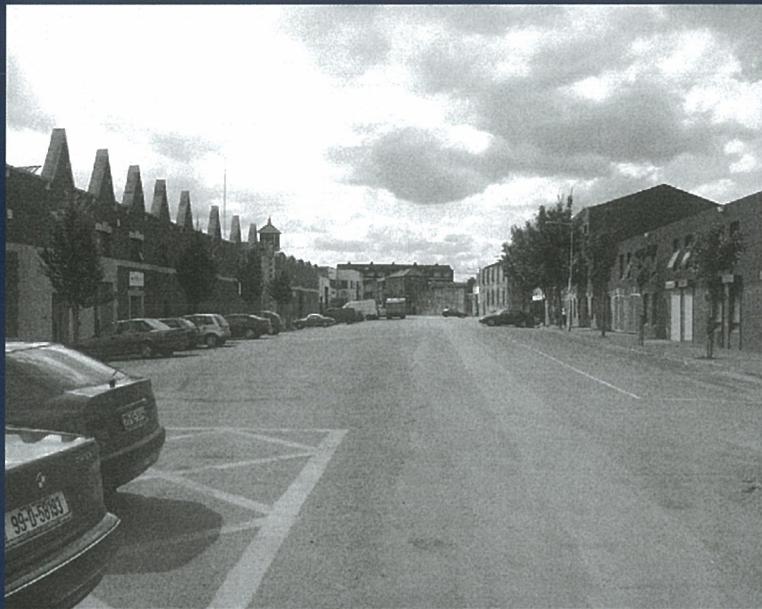


housing

new  
development

commercial

around\_newmarket 8

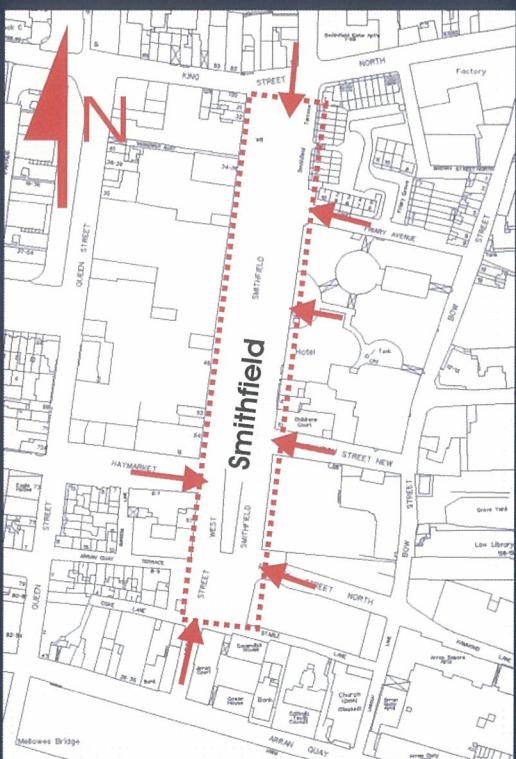
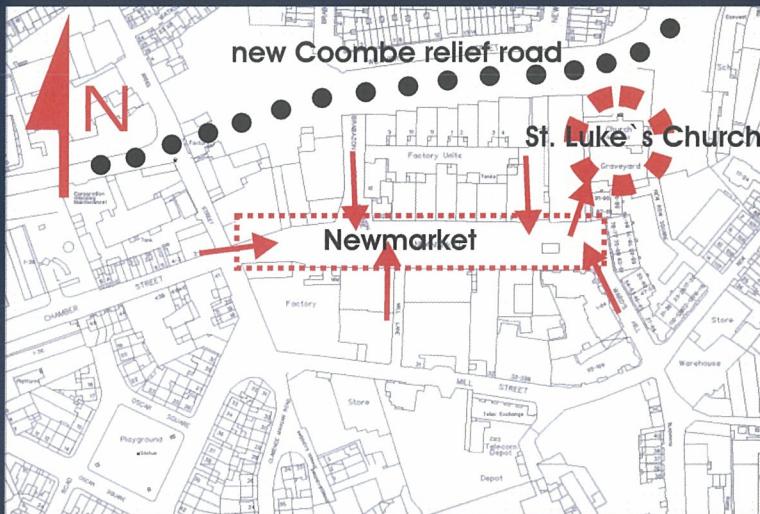


■ an under used space...



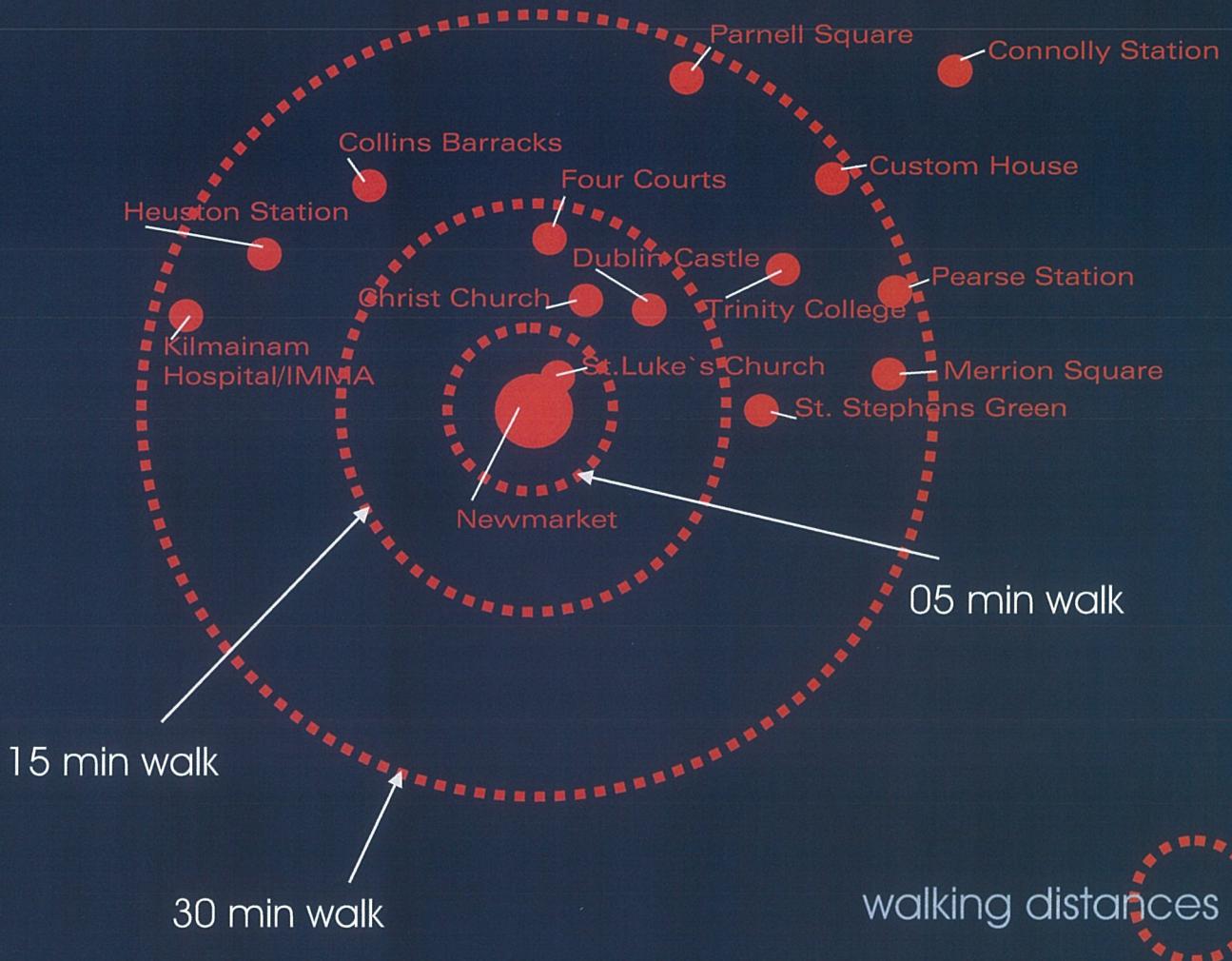
■ but not far from the city centre with very good access

Newmarket\_is...9



Newmarket

Smithfield



## Dublin

- is a city “under construction”
- most available sites are intensively used
- has a great need for new public spaces



## Result

it is difficult to predict what impacts these factors will have on the future of Newmarket



## Proposal

- Newmarket as a city space for different kinds of uses
- people with different interests could come to Newmarket and enjoy the place
- an event place
- “Rent a space”
- strategy should be flexible and adjustable to new uses and needs

## possible uses

- Film /Open Air Cinema
- Music/Concerts
- Street painting events
- Market for Food, Paintings, Books
- Antiques
- Theatre
- (Vintage) Car Show
- Pageants
- Festivals
- Cultural Celebrations
- Fireworks
- Art Events
- Trade Show
- Sport Events like
  - Volleyball
  - Basketball
  - Exhibitions of Gymnastics, Dance,  
Ice skating, Skating



open air  
cinema

uses 15



- café
- facilities
- centre

- screen /
- projector

- new
- landmark

extension\_esb substation 16

The proposed use of the ESB Substation divides Newmarket in two parts :



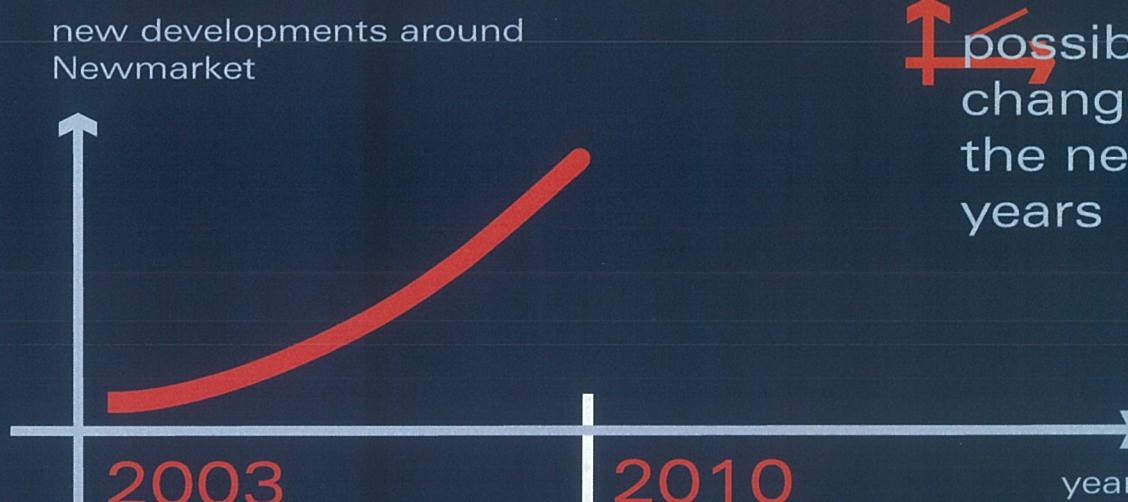
- large events
- canopy / benches
- removable stage



- residential related
- outdoor Café area
- smaller events
- different road-surface
- ante-room for St. Luke's Church

## Conclusion

- Newmarket should become a place for everybody
- Newmarket should be recognized by the public as an important and new part of and for the city
- future options for Newmarket should be kept open - “open end development”



possible  
change over  
the next 7  
years

use as a multipurpose city space

use as a multipurpose city space  
possible use as green space  
use as ....

“Urban space has to be designed to allow for conviviality, for adaption, for uncertainty and for change.”

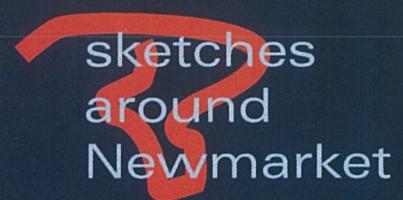
Source:

Cregan, M., Mitchell, G. “Public space and the city” in “Tracings Vol.2”, p.25

# NEW Market

**...the event space**

one space - two places !



sketches  
around  
Newmarket



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■ **Sources**

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