



## OVERVIEW OF PLAN B PROJECT

**Plan B is a joint initiative between BRL and AXIS to reuse vacant units in Ballymun.**

There has been negative impacts on commercial activity due to the economic downturn, leading to an increase in the number of vacant retail and commercial properties across the city. These empty properties are often hoarded up or left unattended, creating a dead streetscape.

BRL ([www.brl.ie](http://www.brl.ie)) and AXIS ([www.axis-ballymun.ie](http://www.axis-ballymun.ie)) have worked together to develop the Plan B project to promote the use of vacant properties for temporary artistic and creative uses in order to breath vibrancy and energy back into these units. The project itself and the temporary use(s) must accord with the principles of the aims of the regeneration process, 'the physical, social, economic and environmental regeneration of the area.

The aims of the Plan B project are very simple and extremely positive: -

- (a) To create active and vibrant street frontages
- (b) Promoting the work of the creative / artistic industries
- (c) Attract new visitors to Ballymun - 'Destination Ballymun'
- (d) Through association with local arts, culture and design, the area will prosper and grow

A pilot project is commencing in Unit no. 4, Shangan Neighbourhood Centre in March. The unit will be utilised to construct a recycled playground. It is hoped that the project will be successful and can expand into additional vacant properties.

If you are landlord / owner and would be interested in making your vacant unit available under the Plan B project, please do not hesitate to contact us. Or if interested in participating in the Plan B project, from the artistic/creative/occupancy side, please do not hesitate to contact us: -

**Pamela Connolly, Planning Dept, BRL**  
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**01 222-5659**

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**01 222-5611**

Additional details on how the project works in principle for both landlords/owners and occupants will be added shortly – **stay tuned!**

## PILOT PROJECT INFORMATION

In collaboration with the Rediscovery Centre ([www.rediscoverycentre.ie](http://www.rediscoverycentre.ie)), the Market Development Group for Waste Resource (rx3) and the National College of Art and Design two MA Design Sustainability scholarships commenced in January 2010.

Having identified sustainable design as an area of focus the two projects aim to exploit the potential of waste resource through sound design practice.

Darragh Kirby, one of two students currently completing this MA, is participating in the pilot project for Plan B. Darragh will be constructing a scale model of a playground he has designed to educate children about reuse and recycling.



Ballymun's Arts & Community Resource Centre