

Conservation Section, Planning & Development Department
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24th March 2021

Initiation of Proposed Addition to the RPS

Initiation of the Statutory Process for the Proposed Addition of Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8, to the Record of Protected Structures in accordance with Section 54 and 55 of the Planning and Development Act, 2000 (as amended).

The initiation of the statutory addition process was agreed by the South Central Area Committee of Dublin City Council at its monthly meeting on the 17th of February 2021.

PHOTOGRAPH OF STRUCTURE



Introduction

It is proposed to initiate procedures under Section 54 and Section 55 of the Planning & Development Act 2000 (as amended) to add the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 to Dublin City Council's Record of Protected Structures.

Request for Addition

- Minister for Housing, Local Government and Heritage on the 9th of August 2017.
- Councillor Rebecca Moynihan on the 21st November 2018.

Summary of Reasons for Seeking Addition

- *Minister for Housing, Local Government and Heritage:* List of recommendations for inclusion on the RPS of structures deemed as being of 'Regional' significance or higher identified during Stage 2 of the Dublin Survey carried out by the National Inventory of Architectural Heritage. The Player Wills Factory, South Circular Road has been assigned a Regional rating. The Stage 2 recommendations were issued to Dublin City Council on the 9th of August 2017.
- *Councillor Rebecca Moynihan:* A motion from Cllr. Moynihan for the proposed addition of the Player Wills factory was agreed by the South Central Area Committee at its meeting on the 21st November 2018, with a subsequent Emergency Motion agreed at the South Central Area Committee meeting on the 16th January for referral to the City Council and the Planning SPC.

Addition of Significant 20th Century Structures:

Policy CHC3 of the Dublin City Development Plan 2016-2022 provides as follows: *To identify and protect exceptional buildings of the late twentieth century; to categorise, prioritise and, where appropriate, add to the RPS. Dublin City Council will produce guidelines and offer advice for protection and appropriate refurbishment.*

Site Location & Zoning Map

The former Player Wills factory is located on the north side of South Circular Road with the site backing onto St Teresa's Church on Donore Avenue.

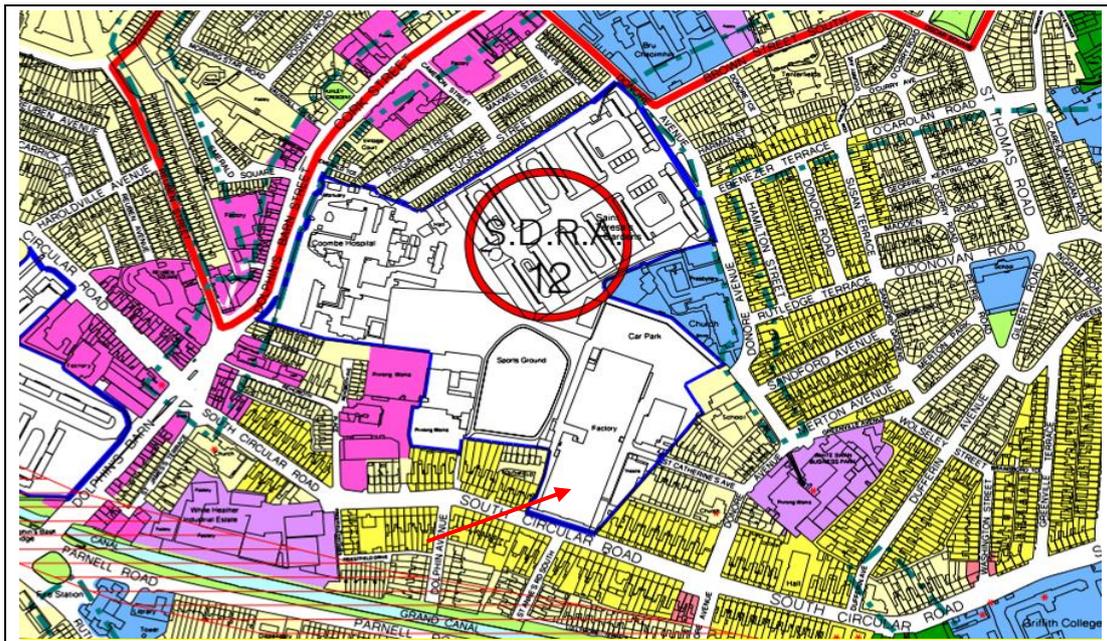


Fig 1: Site location and zoning map for former Player Wills Factory

Zoning map: The subject site is zoned Z14: *To seek the social, economic and physical development and/or rejuvenation of an area with mixed use of which residential and 'Z6' would be the predominant uses. The site is also located within Strategic Development & Regeneration Area 12. SDRAs represent significant areas of the inner and outer city with substantial development capacity and the potential to deliver the residential, employment and recreational needs of the city. A Development Framework for SDRA 12 has been prepared by Dublin City Council. This provides for the retention and refurbishment of the front building back to the junction with St Catherine's Avenue and the 1960s building along the southeast corner of the site.*

Recent Planning History

Planning Ref	Description	Decision
5250/04	<p>National Association of Building Co-Operatives (NABCo) Society Ltd. intend to apply for a 10 year Planning Permission for a mixed use development located at South Circular Road, adjacent to Rehoboth Place, the Coombe Maternity Hospital, St Teresa's Gardens, Donore Avenue, and St Catherine's Avenue, South Circular Road, Dublin 8. The development includes for the creation of new public streets and squares with associated public lighting. NABCo is an Approved Housing Body under section 6 of the 1992 Housing Act. The National Association of Building Co-Operatives is the representative, promotion and development organisation for housing co-operatives and has aims concerned with the relief of housing needs for the community benefit. The Association has acquired the Players/Bailey Gibson Site to promote more co-operative housing in a mixed residential and commercial urban renewal development. This is intended to include affordable ownership and social rental housing to help meet local community needs. The site measures 6.18 hectares and is in three parts formed by the 'Bailey Gibson Site' (1.52 Hectares) and the 'Player Wills Site' (2.80 Hectares) linked by parkland in the ownership of Dublin City Council known as The Boy's Brigade Playing Fields (1.86 Hectares).</p>	<p>REFUSE PERMISSION 23-Dec-2004</p>
3130/06	<p><i>(Summary Description)</i> Players Square Ltd. intend applying for a 10 year planning permission for mixed use development located at South Circular Road, adjacent to St Teresa's Gardens, Donore Avenue, St Catherine's Avenue, South Circular Road and Southfield, Dublin 8, (Player Wills Site). The development includes for the creation of new public streets and squares with associated hard and soft landscaping and public lighting. The Player Wills Site measures 2.80 hectares in area, includes John Player House and occupies 276 to 288 South Circular Road. The proposed development has a gross floor area of 65,604.8 sqm incorporating a total of 11 buildings ranging in height from one to eleven stories (over basement). A 'podium' forms a 2 storey base on the ground and first floor to 6 buildings (Blocks C,D,E,F1,F2,F3). The proposed development consists of the following development class uses: Own Door Office Units (2071.6sqm), 13 No. Retail Units (4696.4sqm), Anchor Food Retail Supermarket (1756sqm) with textile department (1373sqm) and associated staff and service facilities (1357sqm), 2 No. Restaurant/ Cafes (529sqm), School building (2420sqm), Creche (630sqm), Community Centre (145sqm) including works and service areas (824.5sqm) and ancillary infrastructure (954.8sqm). The residential component of the development comprises 484 apartment units comprising. Further provision is made for 670 underground car parking spaces and 636 bicycle park spaces. The Player Wills single level basement carpark (22,347sqm) provides for 454 private car spaces accessed from Donore Avenue and 216 public car spaces accessed from South Circular Road. Public open spaces are defined by new pedestrian and vehicular streets and the formation of new public squares and pocket parks. The proposed development includes 11 buildings is broken down as follows: building A - (10925sqm) 1 storey and 10 storey residential apartment block. Building B - Primary School - (2420sqm) a 4/5 storey, 16 classroom multi-denominational primary school building with roof terrace play areas and associated administration and support spaces. Buildings C - F - Comprising 6 individual blocks together with public and private open space on a podium space. Building C (10/11 stories including podium) - (4331.3sqm). Building D (10/11 storeys including podium) - (4331.3sqm). Building E (10/11 storeys including podium) - (4214.8sqm). Building F1 (7/9 stories including podium) - (3415.9sqm). Building F2 (8/9 storeys including podium) - (3358.6sqm). Building F3 (7/8 storeys including podium) - (3185.6sqm). Building G (4/8 storeys) - (6566.3sqm). Building H (6/9 storeys) - (8498.5sqm). Building J (5/7 storeys) - (7641sqm).</p>	<p>GRANT PERMISSION 29-Nov-2006</p>

Planning Ref	Description	Decision
	<p>Note: On appeal of the decision to An Bord Pleanála (Ref. PL 29S.221190), permission was granted subject to conditions including the following:</p> <p>3. The proposed development shall be amended as follows:</p> <p>a) The front three bays of the existing John Player building shall be retained, as shown on drawing number G-H-J (03)01 received by An Bord Pleanála on the 22nd day of October, 2007.</p> <p>b) The front façade of the existing John Player building shall be retained except that a two-storey high opening shall be created through the central stone-faced section only (approximately five metres wide).</p> <p>c) The two new penthouse floors proposed over the front three bays of the existing building shall be omitted.</p>	
3130/06/x1	EXT OF DURATION OF ABOVE PLANNING PERMISSION: Players Square Ltd. intend applying for a 10 year planning permission for mixed use development located at South Circular Road, adjacent to St Teresa's Gardens, Donore Avenue, St Catherine's Avenue, South Circular Road and Southfield, Dublin 8, (Player Wills Site), as above.	REFUSE EXT. OF DURATION OF PLANNING 04-Jul-2013
ABP-307178-20	Strategic Housing Development - Demolition of all buildings excluding the Former Player Wills Factory, construction of 331 no. shared living units, 466 no. Build to Rent residential units, childcare facility and associated site works.	A decision has not yet been made on this application

Recent Planning Enforcement History

Re. No.	Opened	Reason	Closed	Reason
DS0006/14	15-Jan-2014	Factory	07-Jul-2017	Referred to another department

Site Access

A site inspection was carried out by Dublin City Council's Conservation Section on 5th July 2019; with access to the exterior only for health and safety reasons. Internal images were supplied by the owners of the site and others obtained from the Dublin City Industrial Heritage Record for the site (Ref 18 14 0110; Surveyed 31/07/2006).

The property owner provided access for an internal inspection of the building on March 16th 2021 and the entire of the former factory building was inspected. As a result of the internal inspection the initiation report has been revised to reflect the findings on site. Images of the structure, including its interior, are provided in Appendix 1.

Summary Description

Detached nine-bay three-storey factory having projecting end-bays and central breakfront to front (south-west) elevation, built 1935¹, arranged around central courtyard, now with glazed roof over basement. Three-storey extension to rear (north-east) elevation, extensive multiple-pile single-storey warehouse adjoining rear. Flat roof to factory, sawtooth roof to warehouse to rear. Red brick parapet to front, having render coping, stepped render parapets to end-bays and breakfront, and carved insignia panels to parapets over breakfronts. Yellow brick parapet having render coping to side elevations. Yellow brick laid in English garden wall bond to walls, with render eaves course, moulded plinth course, lined-and-ruled render to central breakfront, moulded render cornice over first floor comprising cornice and frieze, fluted and having roundels to projecting bays, over red brick and render platband punctuated by raised blocks. Yellow brick pilasters flanking bays, with red brick quoins. Rendered wall to rear (north-east)

¹Historic research has revealed that the factory was originally built between 1924 and 1927, significantly extended c.1935 including addition of third storey to south block with further storey added to north and east blocks in 1949.

elevation of warehouse. Bracket clocks to front and rear elevations. Square-headed window openings having cornice forming continuous render sill course to second floor windows to front, tripartite arrangement of windows to ground and first floors with shared render sills and render lintels. Square-headed window opening to first floor centre bay, having granite sill, stepped reveal, and decorative entablature. Timber, steel and replacement uPVC windows. Square-headed window openings to rear building, having render sills and surrounds, steel, timber and replacement uPVC windows. Loading bay to rear of east elevation comprising square-headed openings, render lintel, timber shelf, yellow brick piers and steel roller shutters to openings. Steel canopy over corrugated sheeting. Square-headed door opening to front, having decorative render surround with corbelled cornice, double-leaf timber panelled door, sidelights, overlight, approached by render step. Cast-iron gate screen having double-leaf gates flanked by square-profile open-work columns, having matching pedestrian gates and railings to north-west and south-east of façade.

Internally the former factory is laid out around the central lightwell, with a largely open plan. Concrete open well staircase to north range with polished concrete treads having coarse aggregate and grip strips and metal handrail with balusters having later rail extension. Concrete staircases to east and southwest, with with cast concrete recesses for handrail making same flush with the spine walls. Concrete hoods to door openings off stairs. A carved timber open well staircase located to the south, served the main entrance to the factory and the offices previously located on the south end of the first floor. A passenger lift is located beside the timber staircase. The steel structural frame is visible to all floors comprising a mix of circular steel columns and welded I beams, with various foundry names including FRODINGHAM IRON & STEEL CO. LTD at second floor level and LANARKSHIRE STEEL CO. LTD. ENGLAND at first floor level. Reinforced concrete floors throughout with diagonal timbers embedded in the floor at second floor level. Square-headed window openings with curved concrete cills (third floor), concrete stepped cill (second floor), dressed red brick cills (first floor) and some carved timber cills (ground floor). Chamfered concrete pillars to courtyard roof lantern with Duplex gear/twin screw opener system for opening lights still intact along with lever openers to other casements. Tiled fireplace to south wall of third floor and tiled fireplaces to south wall of first floor where offices were previously located. Terrazzo toilet cubicles to third floor with remains of terrazzo cubicles visible to first floor.

Historical Background

The tobacco company William Clarke & Son, Tobacco and Snuff Manufacturers was founded on South Main Street, Cork in 1830, with manufacturing side of the business transferred to Liverpool in 1870. The establishment of the Irish Free State and the subsequent implementation of a separate customs system led to a transfer of manufacturing back to Ireland c.1924 with new premises sought in Dublin. A site was chosen on South Circular Road for the construction of a new factory. This site is shown as a greenfield site on the c.1837-1842 Ordnance Survey Map Edition and on the c.1910 map revision.

The premises on South Circular Road was developed in two phases. Factory No.1, the single-storey section of the complex, was constructed at the northern end of the site in 1923 with Factory No.2 incorporating offices fronting onto South Circular Road constructed from 1924. Both Factories were designed by the architectural practice Beckett & Harrington, together with R. Earle, the chief engineer of the Imperial Tobacco Company (of which William Clarke & Son was a subsidiary).

Factory No.1 was constructed as a single-storey structure with northlights. The Bill of Quantities for Factory No.2 outlines some of the materials used including brick for the front elevation laid in English bond with cement mortar and Chester firebrick quoins, alternating in size on face. Parapets were mentioned as being of concrete and artificial stone was also used for dressings to the front elevation. The windows were steel casements of varying types, depending on location. The Bill of Quantities also implies that this building was two storeys in height originally.

Visual examination of the front façade revealed a change in brick to the second floor of the building including the use of a different bonding style, pointing to this floor being a later addition. The NIAH assigns a date of 1935 for the construction of the entire factory but the work at this time, which was also carried out by Beckett & Harrington, appears to have comprised extensions of the building, an assertion which is reinforced by an article by Beckett in 1939 and borne out by examination of the surviving fabric. Beckett also discussed factory design in his article, emphasising the need for natural light, appropriate materials and recreation facilities. An image accompanying the article shows pleasure grounds at the north end of the site which are no longer present.

The *Irish Builder* of 1949 records permission being granted by Dublin Corporation for a new Staff Restaurant, also to designs by Beckett & Harrington. This was constructed on the north and east blocks of Factory No.2.

In the 1960s John Player & Sons, who were based in a purpose-built factory on Botanic Road, Drumcondra, amalgamated with Wills and the factory's name became Player Wills. This required further additions to the site including the construction of a new office block located on the site of the buildings along the east flank of the site in the 1960s. There is also reference to a theatre on the site.

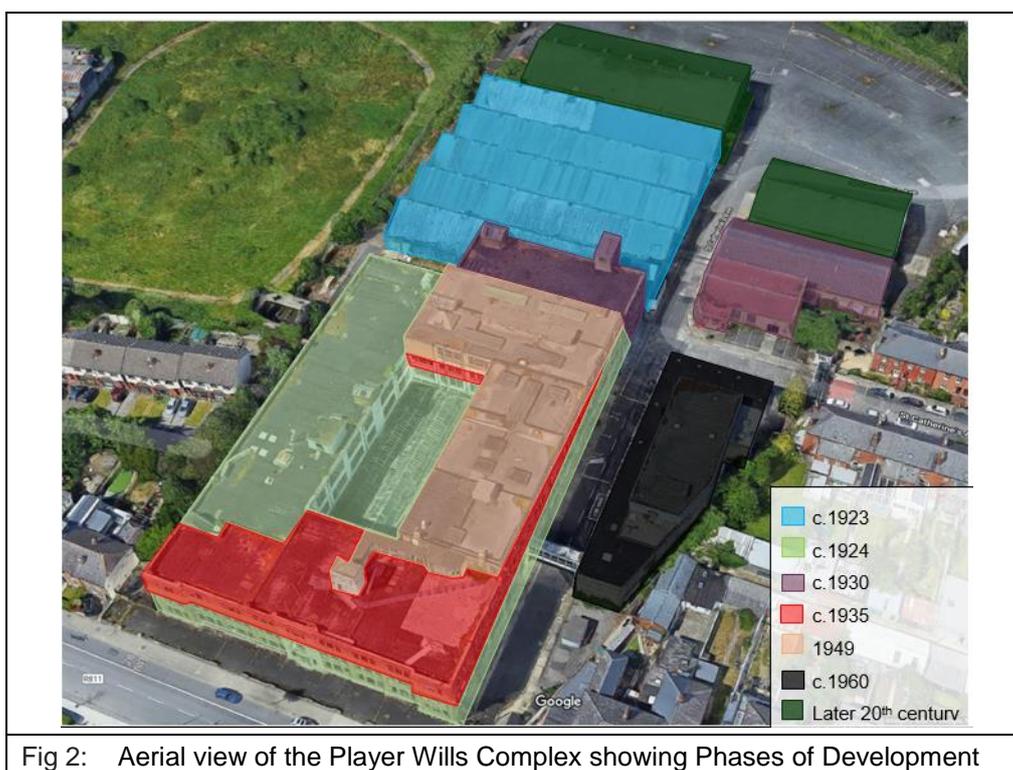


Fig 2: Aerial view of the Player Wills Complex showing Phases of Development

References

- (Digital records accessed 26/04/19)
 - <http://map.geohive.ie/>
 - <http://archiseek.com/2017/1935-player-wills-south-circular-rd-dublin/>
 - <http://builtdublin.com/former-player-wills-factory-south-circular-road-dublin-8/>
- George F. Beckett, 'Impressions of Recent Factory Development in Ireland' in *Architecture Yesterday & Today, Issued in Commemoration of the Centenary of the Royal Institute of the Architects of Ireland*. Architectural Supplement to the Irish Times, 21st June 1939.
- Casey, C. *Dublin: The City within the Grand and Royal Canals and the Circular Road with the Phoenix Park*, New Haven, CT, and London, 2005
- Dublin City Industrial Heritage Record, Site Reference 18 14 011 31/07/2006

- *Irish Builder* 91 29th October 1949, 1008
- The National Inventory of Architectural Heritage Survey of Dublin City, Stage 2 Ministerial Recommendations issued on the 09/08/17.
- Patterson, Shortall & Kempster papers in the Irish Architectural Archive - Bill of Quantities and Final Accounts for the construction of Factory No.2, Ref. IA PKS 0062 & 0115
- Rowley, Ellen (editor), *More than Concrete Blocks; Dublin city's twentieth-century buildings and their stories* Vol. 1 1900-40, 2016, Dublin (Outline Survey, Site No. 54)

NIAH Significance/Rating

The National Inventory of Architectural Heritage (NIAH) has been carried out for this area. The NIAH uses eight categories of special interest (architectural, historical, archaeological, artistic, cultural, scientific, technical & social) and identifies five categories of rating in seeking to rank buildings. The NIAH rating values are International, National, Regional, Local and Record Only (I, N, R, L, O). Structures which are considered of International, National, and Regional significance are deemed worthy of inclusion on the RPS.

The NIAH record provided in Appendix 2 of this report has assigned the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 a 'Regional' rating. *These are structures or sites that make a significant contribution to the architectural heritage within their region or area. They also stand in comparison with similar structures or sites in other regions or areas within Ireland. Examples would include many Georgian terraces; Nenagh Courthouse, Co. Tipperary; or the Bailey Lighthouse, Howth. Increasingly, structures that need to be protected include structures or sites that make a significant contribution to the architectural heritage within their own locality. Examples of these would include modest terraces and timber shopfronts.*

As a result, the building was included in the list of Ministerial Recommendations for inclusion on the RPS of structures deemed as being of 'Regional' significance or higher identified during Stage 2 of the Dublin Survey. The Stage 2 Ministerial Recommendations were issued to Dublin City Council on the 9th of August 2017, in accordance with Section 53 of the Planning and Development Act, 2000 (as amended).

The NIAH record is limited to the exterior of the structure, with the interior not accessed at the time of survey.

Assessment of Special Interest under the Planning & Development Act 2000

The former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 is considered by the Conservation Section of Dublin City Council to be of special interest under the following headings:

- **ARCHITECTURAL:**
 - The former Player Wills factory is a remarkable example of a purpose-built early twentieth century factory building. High-quality architectural design and detailing are apparent throughout. The balanced form of the street-fronting elevation is highlighted by the subtle use of projecting end bays and a central breakfront with the use of pilasters to emphasise the building's bays to both front and side elevations adding a further sense of symmetry. A modernist influence on the building's design can be seen in the flat roof and extensive glazing to all elevations while the render consoles and frieze to the 1920s storeys indicate an Art Deco influence on elements of the design.
 - The former factory was built to designs by Beckett & Harrington who designed the initial factory on the site for William Clarke & Sons in the early 1920s, the extensions carried out in the 1930s (for W.D. and H.O. Wills) and in 1949. This architectural practice were noted industrial architects in Dublin at that time with Beckett contributing an article on current factory design as part of an Architectural

Supplement to the Irish Times in 1939. In the article he emphasised the need for natural light, appropriate materials and recreation facilities so as to cheer the worker. This philosophy is evident in the design of all phases of the factory with the blocks of the front section ranged around a central lightwell with large windows along both elevations of the blocks.

- The totality of the (main factory) complex in its design and the use of a similar brick to all historic elements is a fundamental component of the site's significance. The consideration of the interrelationship between the different buildings and how materials harmonise these different components creates a complex whose significance very much lies in the sum of its parts. This is particularly pertinent for the southern ranges where the design intent of providing natural light and the harmonising use of materials are fully demonstrated.
- The relationship of form to function is evident in the building's design. The use of steel, concrete, timber and glazing throughout is characteristic of early twentieth century industrial architecture and allowed for the internal spaces to be unencumbered with structural concerns.
- The form and scale of the complex gives it an imposing presence on South Circular Road with its obviously industrial function creating a striking contrast to the predominantly domestic architecture of the street. The use of brick to the building allows harmonisation with the prevailing architectural composition of its surroundings. In addition the factory is set back slightly from the road, and largely respects the building lines of the surrounding domestic terraces with the provision of a low boundary wall to the front site further complementing the domestic site boundaries of the neighbourhood.
- ARTISTIC:
 - The juxtaposition of materials including different brick to highlight elements of the façade and the contrast between the brick walling and concrete decorative detailing add artistic significance to the building. The use of materials appears to have been considered with a view to the totality of the complex, with the brick and concrete detailing harmonising the different building components and creating a pleasing whole across the large site.
 - The decorative nature of the wrought- and cast-iron gate screens to the east and west of the south (front) elevation add artistic interest to the site.
- HISTORICAL:
 - The construction of the factory in the early 1920s was dictated by the changing political landscape in Ireland at the time. The establishment of the Irish Free State and the changes this brought in relation to customs led a number of the larger tobacco companies to seek new manufacturing premises in Dublin. Thus the development of this site was influenced by historical events of the time.
 - The factory was designed by the architectural practice of Beckett and Harrington, who were well-known factory architects in Dublin in this period. In addition to designing this premises, they also designed a premises for William Clarke & Sons at Grand Canal Quay in 1923.
 - Though the building has been largely stripped out, removing much of the features and fittings relating to its industrial processes, the survival of the original design intent of providing natural light is representative of factory design at the time of its construction. The structure is an important surviving example of a purpose-built early twentieth-century factory building.

- SOCIAL:
 - The building remained in use as a tobacco factory until 2005 and was a major and well-respected employer in the area.

Conclusion

Dublin City Council Conservation Section has carried out an assessment of the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 and considered the NIAH record for the structure (see Appendix 2), the Ministerial recommendation and the applicants' reasons for seeking the addition. The Conservation Section concludes that the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8 merits inclusion on the Record of Protected Structures.

Therefore, it is proposed to initiate the statutory process for the proposed addition of this structure to the Record of Protected Structures. This includes undertaking a statutory public consultation process in accordance with Section 55 of the Act. Following the statutory consultation process, a further report will be prepared taking any submissions and observations received into consideration, with a recommendation to the City Council to proceed or not with the proposed addition, or with a recommendation including amendments to the proposed addition.

The extent of the proposed Protected Structure status and curtilage is outlined in Fig.3 of this document (below).

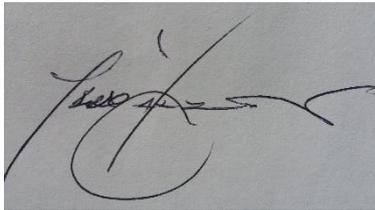
The initiation of the statutory addition process was agreed by the South Central Area Committee of Dublin City Council at its monthly meeting on the 17th of February 2021.

Following that meeting, the property owner provided access for an internal inspection of the former factory structure on the 16th March 2021. As a result of that inspection this initiation report has been revised and updated.

Recommendation

It is recommended that the statutory process be initiated for the proposed addition of the former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8, to the Record of Protected Structures, in accordance with Section 54 and 55 of the Planning and Development Act, 2000 (as amended).

Recommendation	
Address	Description (to appear on RPS)
Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8	South section of complex comprising the four three-storey blocks ranged around central lightwell and gates/railings to South Circular Road



24/03/2021

Paraic Fallon
Senior Planner

Date

Extent of Protected Structure Status

The extent of protected structure status & curtilage is shown on the map below in red.



Fig 3: Former Player Wills Factory, Nos. 276-288 South Circular Road, Dublin 8: proposed extent of Protected Structure status and curtilage outlined in red.

Appendix 1: Short Photographic Record



Fig 4: South elevation from southwest



Fig 5: South elevation from southeast



Fig 6: View of east elevation looking south



Fig 7: Section of west elevation of c.1924 block, looking south



Fig 8: View of lightwell



Fig 9: First floor, west range looking north



Fig 10: Steel column enclosed within brick wall



Fig 11: Concrete staircase to north range

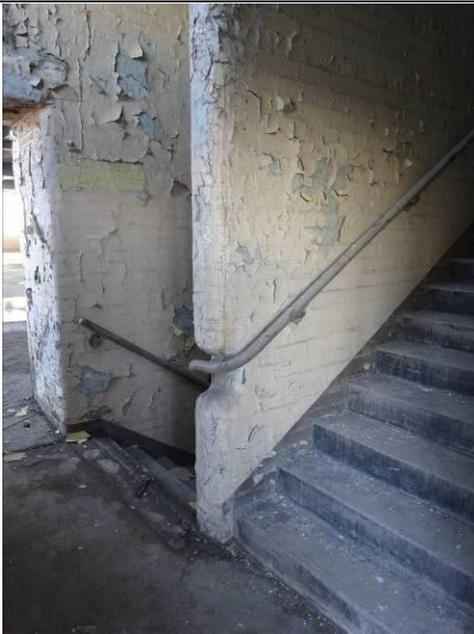


Fig 12: Concrete staircase to east with handrail recess



Fig 13: Timber staircase to south range

Appendix 2: NIAH Record

NIAH Assessment for 148-160 (Player Wills Factory) South Circular Road, Saint Catherine's Avenue, Dublin 8*

	<table> <tr> <td>Reg. No.</td> <td>50080768</td> </tr> <tr> <td>Date</td> <td>1930 - 1940</td> </tr> <tr> <td>Previous Name</td> <td>Player Wills Factory</td> </tr> <tr> <td>Townland</td> <td></td> </tr> <tr> <td>County</td> <td>Dublin City</td> </tr> <tr> <td>Coordinates</td> <td></td> </tr> <tr> <td>Categories of Special Interest</td> <td>ARCHITECTURAL ARTISTIC HISTORICAL SOCIAL</td> </tr> <tr> <td>Rating</td> <td>Regional</td> </tr> <tr> <td>Original Use</td> <td>Factory</td> </tr> </table>	Reg. No.	50080768	Date	1930 - 1940	Previous Name	Player Wills Factory	Townland		County	Dublin City	Coordinates		Categories of Special Interest	ARCHITECTURAL ARTISTIC HISTORICAL SOCIAL	Rating	Regional	Original Use	Factory
Reg. No.	50080768																		
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Categories of Special Interest	ARCHITECTURAL ARTISTIC HISTORICAL SOCIAL																		
Rating	Regional																		
Original Use	Factory																		
<p>Description: Detached nine-bay three-storey factory having projecting end-bays and central breakfront to front (south-west) elevation, built 1935, arranged around central courtyard, now with glazed roof over basement. Three-storey extension to rear (north-east) elevation, extensive multiple-pile single-storey warehouse adjoining rear. Flat roof to factory, sawtooth roof to warehouse to rear. Red brick parapet to front, having render coping, stepped render parapets to end-bays and breakfront, and carved insignia panels to parapets over breakfronts. Yellow brick parapet having render coping to side elevations. Yellow brick laid in English garden wall bond to walls, with render eaves course, moulded plinth course, lined-and-ruled render to central breakfront, moulded render cornice over first floor comprising cornice and frieze, fluted and having roundels to projecting bays, over red brick and render platband punctuated by raised blocks. Yellow brick pilasters flanking bays, with red brick quoins. Rendered wall to rear (north-east) elevation of warehouse. Bracket clocks to front and rear elevations. Square-headed window openings having cornice forming continuous render sill course to second floor windows to front, tripartite arrangement of windows to ground and first floors with shared render sills and render lintels. Square-headed window opening to first floor centre bay, having granite sill, stepped reveal, and decorative entablature. Timber, steel and replacement uPVC windows. Square-headed window openings to rear building, having render sills and surrounds, steel, timber and replacement uPVC windows. Loading bay to rear of east elevation comprising square-headed openings, render lintel, timber shelf, yellow brick piers and steel roller shutters to openings. Steel canopy over corrugated sheeting. Square-headed door opening to front, having decorative render surround with corbelled cornice, double-leaf timber panelled door, sidelights, overlight, approached by render step. Cast-iron gate screen having double-leaf gates flanked by square-profile open-work columns, having matching pedestrian gates and railings to north-west and south-east of façade.</p>																			
<p>Appraisal: Built to designs by Beckett & Harrington for W.D. and H.O. Wills in 1935, this building remained in use as a tobacco factory until 2005. Its form, scale and design make it an imposing presence on South Circular Road, and it's obviously industrial function creates a striking contrast to the predominantly domestic architecture of the street. One of the rare surviving examples of the Art Deco style in Dublin, the render consoles and frieze are typical features of this style. A modernist influence can be seen in the expansive glazing to the front, and a strong sense of symmetry is created by projecting end-bays and a central breakfront. Cast-iron gate screens flanking the building are of technical and aesthetic interest, adding to the overall character of the composition.</p>																			

*The building was incorrectly numbered on the NIAH record. The correct street number for the property is 276-288 South Circular Road, Dublin 8.