

# *How we get there*

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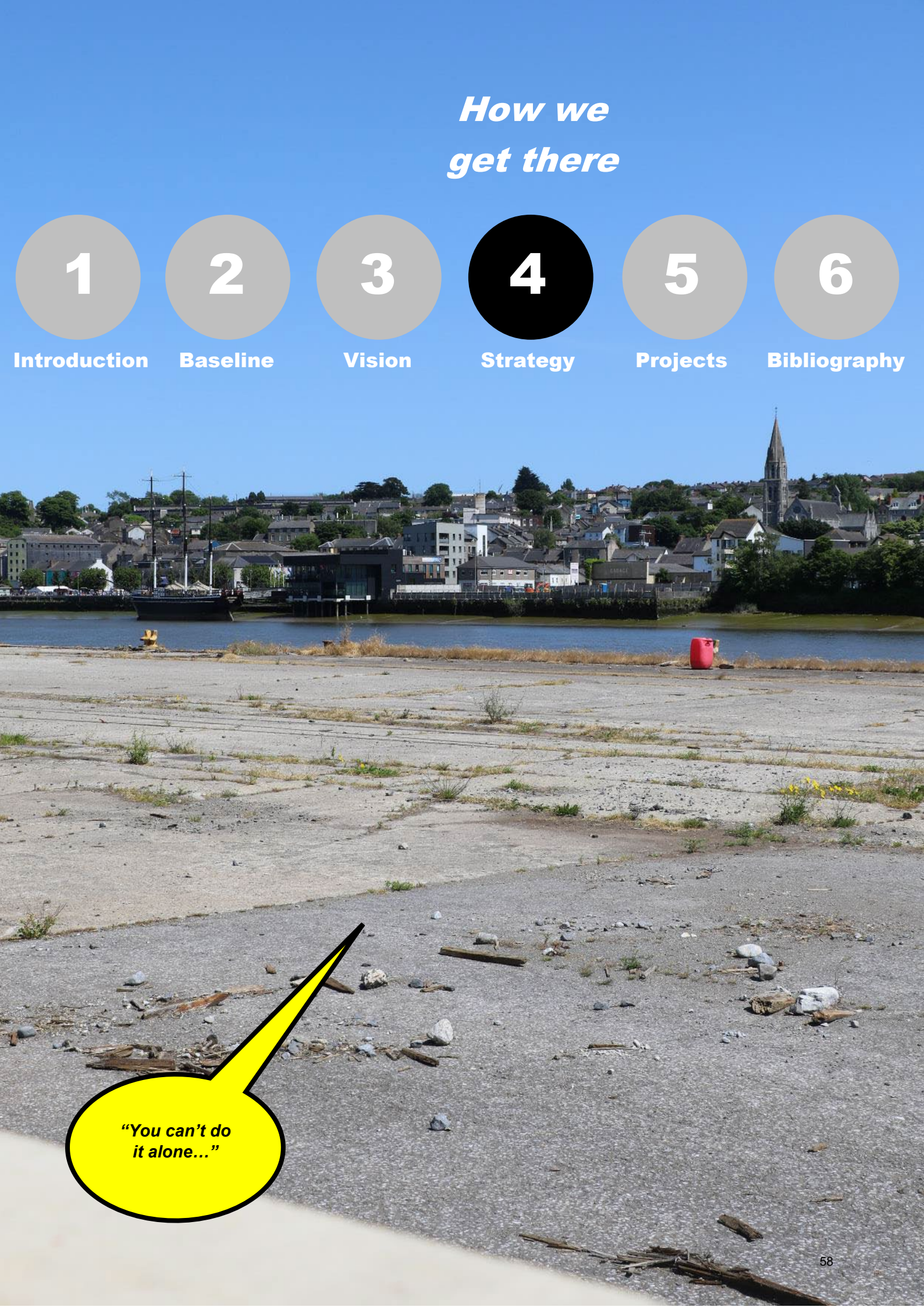
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***"You can't do  
it alone..."***

**This Strategy establishes Principles for Change.**

From the **Baseline**, we have gathered solid information.

From the **Vision**, we have a very good idea what New Ross we want.

What needs to change?

This is **not** a finite Masterplan, with a simple and linear beginning-to-end route.

This is a **Holistic Approach**, to address the various issues we have identified with the **Community**. The Strategy is multilayered, like the problems it tries to resolve. We are suggesting, in no particular order, with projects that overlap and depend on one another, on the **Stakeholders**, and on the **Community**:



**Create a Virtuous Cycle – a Safe & Attractive Town Centre**



**Apply Place Making & form a Sense of Place**



**Reimagine the Town's Heritage**



**Reinvent the Port for Living & Recreation**



**Strengthen Community Arts, Activities & Education**



**Provide for a Digital New Ross**



**Promote Tourism & activate the Hinterland**



**Make Transport sustainable – the 10 Minute Town**

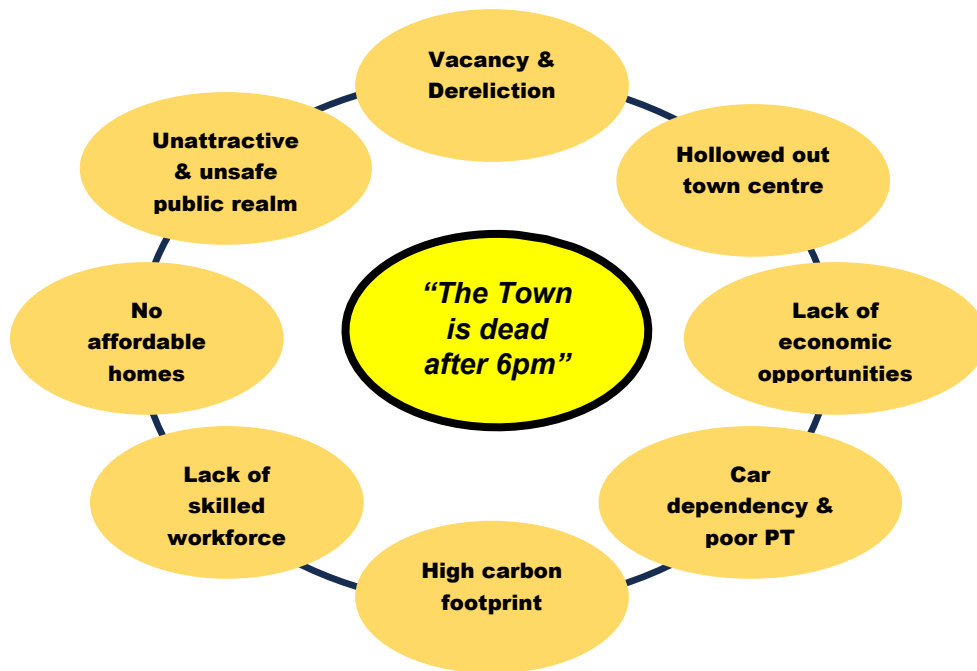


**Introduce Green – Blue Infrastructure**

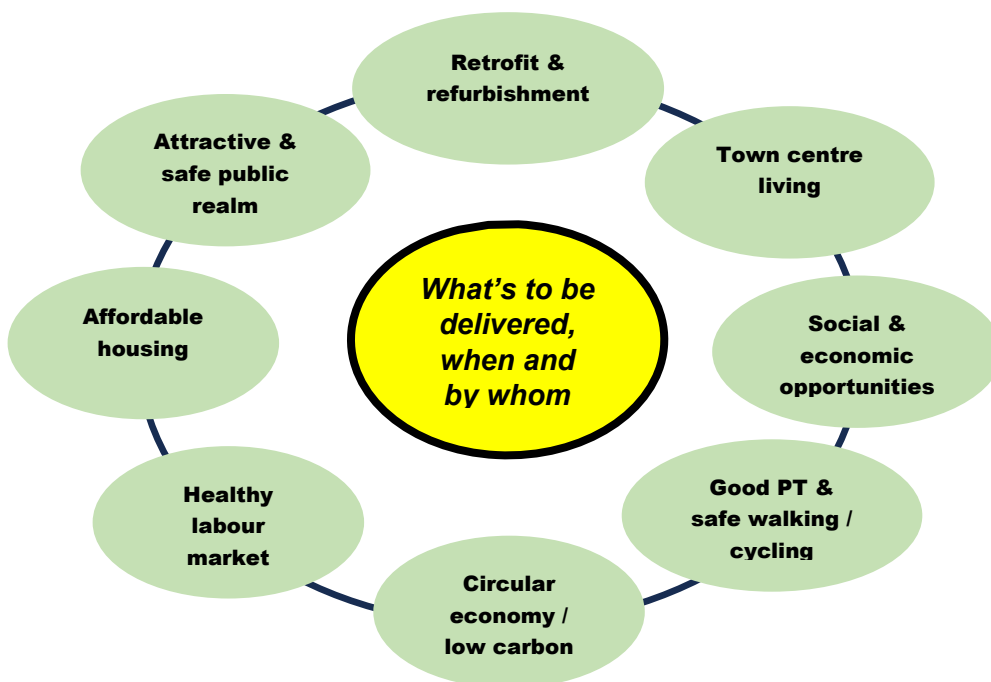


**Create a Virtuous Cycle – a Safe & Attractive Town Centre**

What keeps the Vicious Cycle in place needs to be tackled and turned to become part of a Virtuous Cycle. Critical in **breaking this Catch 22** is to provide enough incentives from the public side to make private investment attractive. Simply speaking, the town centre has to offer something before people decide to want to live, work and socialise here.



**Break The Vicious Cycle of low Footfall and Socio-Economic Activity**



**Create The Virtuous Cycle of high Footfall and Socio-Economic Activity**



**Create a Virtuous Cycle – a Safe & Attractive Town Centre**

Apply the Principles of Urban Design:

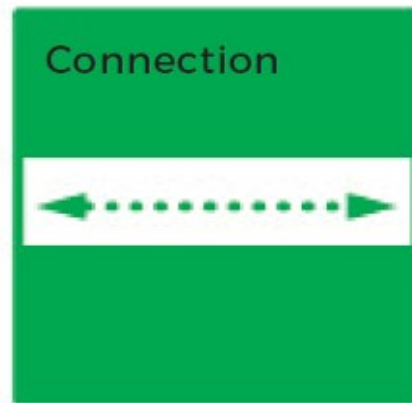
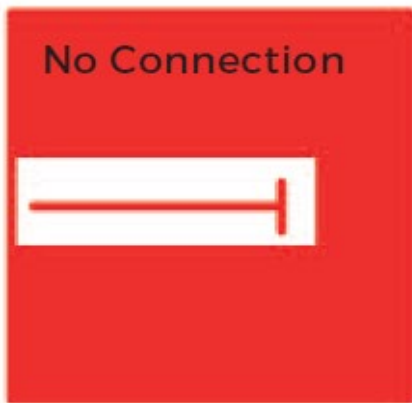
Increase **Footfall**, **Connectivity**, and **Passive Surveillance**, as illustrated below.

**UNSAFE**

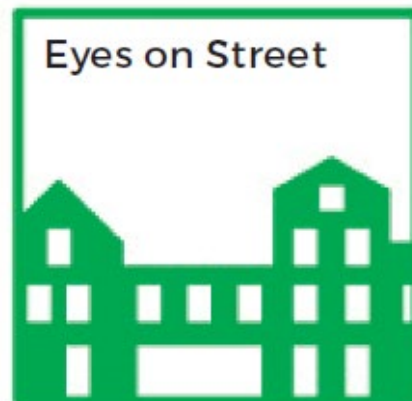
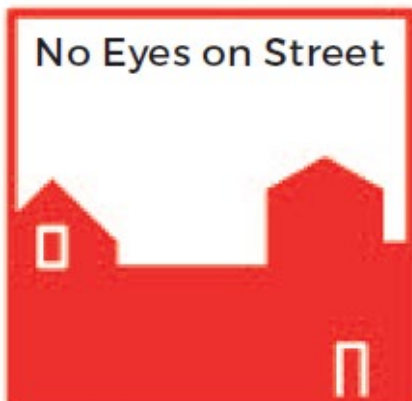
**SAFE**



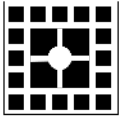
**VS**



**VS**



**VS**

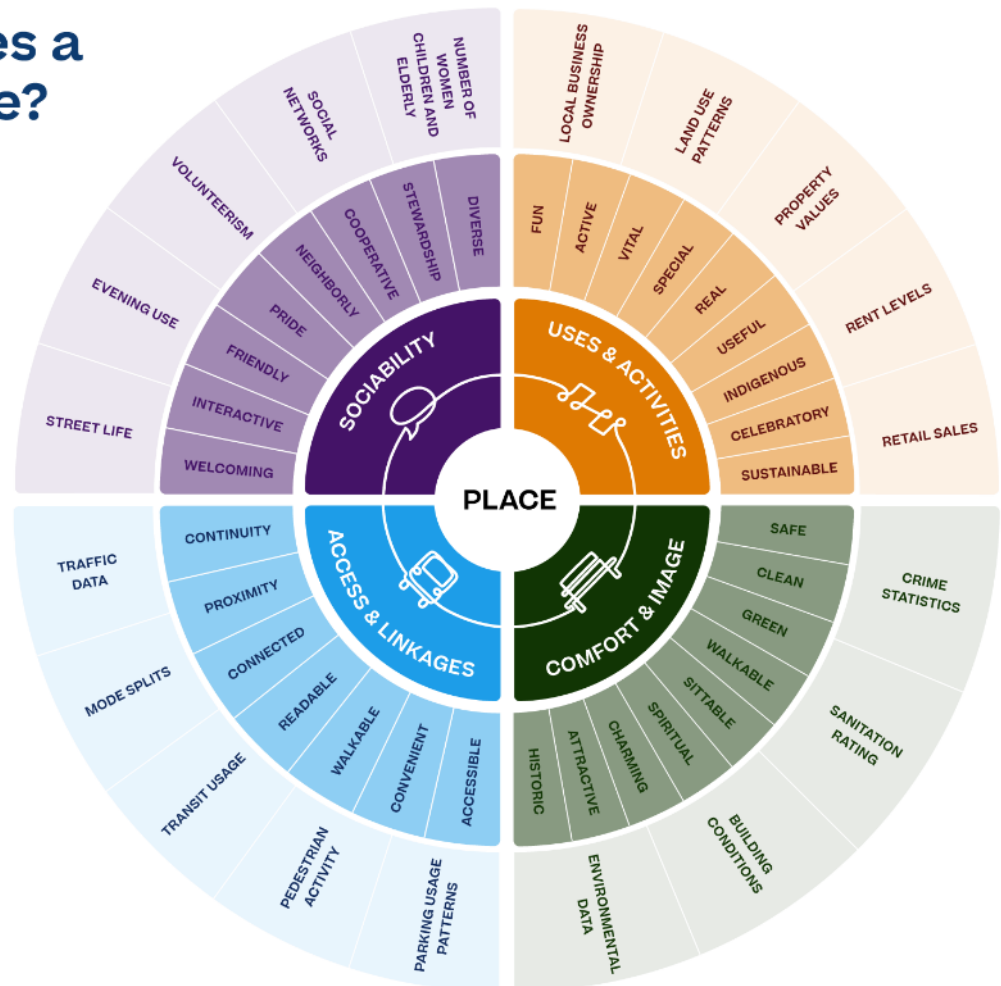


**Apply Place Making & form a Sense of Place**

Applying Place Making and Sense of Place is about applying Best Practice Examples and Guidance. The Art of Place Making – How to make a place that is **vibrant, safe, comfortable and accessible** for every visitor and community member, regardless of age, ability or background.

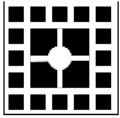
The multidisciplinary team takes insights from own project experience and from best practice guidance such as Irish Urban Design Manual, The UK National Design Guide for successful places, from Gehl’s well-established spatial quality criteria assessment, and from Placemaking guidance by Project for Public Spaces PPS.

**What Makes a Great Place?**



**Project for Public Spaces**

*Place Making Diagram by Project for Public Spaces (PPS.org)*



### Apply Place Making & form a Sense of Place

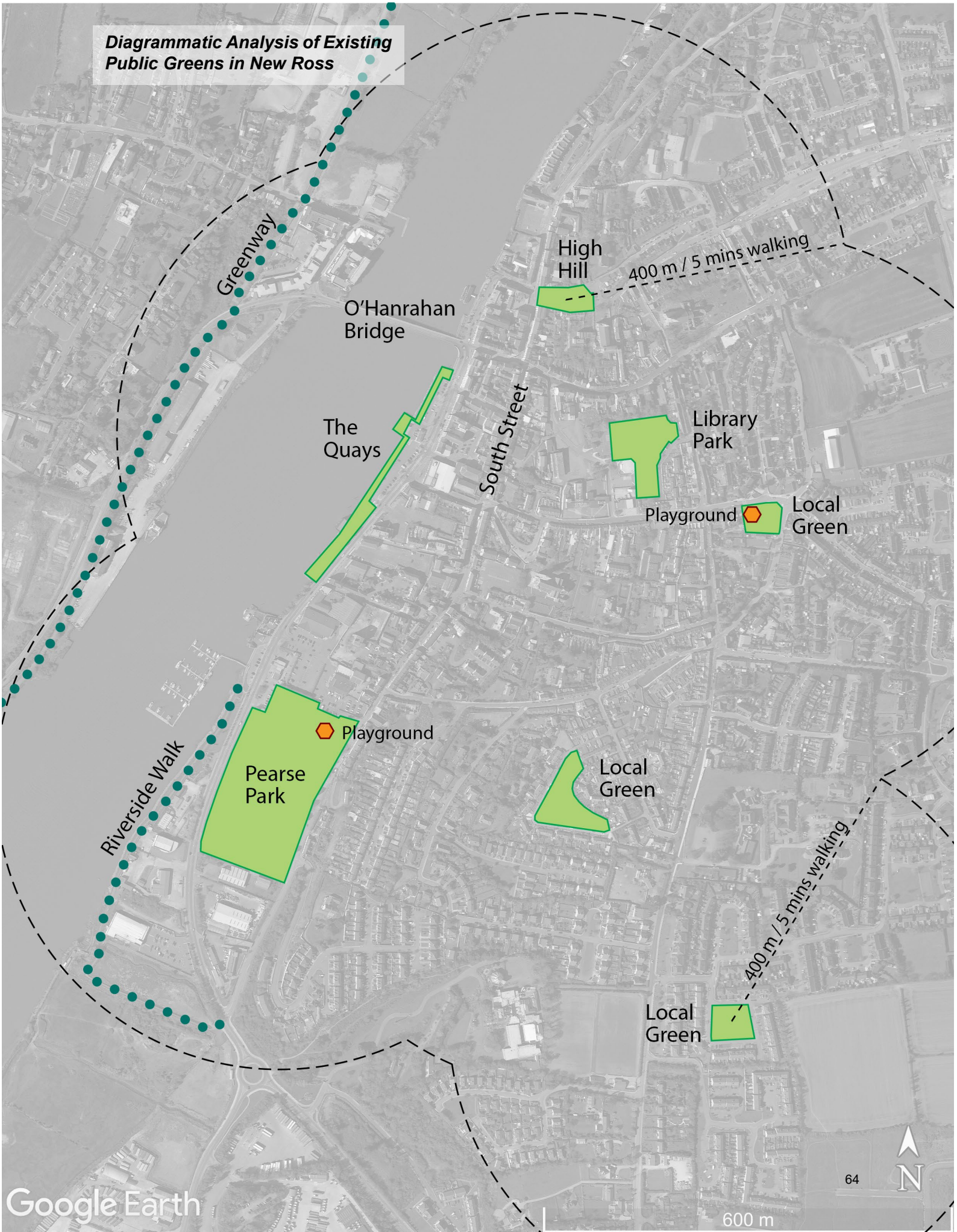
An Analysis of existing public realm in New Ross gives insights about their **Spatial Quality**. The multidisciplinary team perceive these to be good. However, an overall connecting greening concept for the town is required to consolidate existing public realm developments.

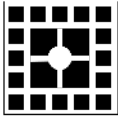
The New Ross Public Realm projects are consistently National award winning developments:

1. New Ross Quayfront re-development was the Chambers Ireland's winning entry under **Enhancing the Urban Environment** in 2015
2. New Ross Quayfront re-development was the winner of Engineers Ireland Excellence Awards in 2014 in the Category **Local Authority Initiative Award**
3. The Library Park was winner of **Best Public Park** in the Community and Council Awards in 2017
4. The Library Park Was also a finalist in the Chambers Ireland Awards in 2018 For **Best Public Park**
5. The High Hill Norman Gardens was a finalist and highly commended in the **Best Innovation in Urban Planning 2023**
6. The last time IBAL included New Ross in their deliberations was 2012 when the town attained the status **Clean to European Norms**
7. Pearse Park, The Library Park and New Ross Marina have all been awarded **Green Flags** and **Blue Flags** for each of the last seven years.



Diagrammatic Analysis of Existing Public Greens in New Ross



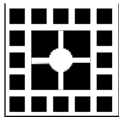


**Apply Place Making & form a Sense of Place**

Assessing what spatial qualities can be improved at High Hill, O’ Hanrahan Bridge, and on South Street.

Location		High Hill Norman Garden	O’ Hanrahan Bridge	South Street
Date & Time		16:20 20/6/2023	16:00 20/6/2023	16:40 20/6/2023
Weather		Sunny, warm and humid	Sunny, warm and humid	Sunny, warm and humid
P R O T E C T I O N	Protection against traffic and accidents			
	Protection against harm by others			
	Protection against unpleasant sensory experience			
C O M F O R T	Options for mobility			
	Options to stand and linger			
	Options for sitting			
	Options for seeing			
	Options for talking and listening / hearing			
	Options for play, exercise, and activities			
E N J O Y M E N T	Scale			
	Opportunities to enjoy the positive aspects of climate.			
	Experience of aesthetic qualities and positive sensory experiences			
Observations / Notes		This is a well designed space with high-quality materials and planting. Due to topography there is less options for mobility.	One can enjoy views of the town and river. The bridge is perceived to be unsafe.	It’s a busy street with both pedestrian and vehicular traffic. This space lacks comfort.





**Apply Place Making & form a Sense of Place**

Assessing what spatial qualities can be improved at The Quays, Pearse Park, and Library Park.

Location		Quayside (south bridge)	New Park (Pearse Park)	Ross Park (Library Park)
Date & Time		16:50 20/6/2023	16:30 20/6/2023	16:000 20/6/2023
Weather		Sunny, warm and humid	Sunny, warm and humid	Sunny, warm and humid
P R O T E C T I O N	Protection against traffic and accidents	●	●	●
	Protection against harm by others	●	●	●
	Protection against unpleasant sensory experience	●	●	●
C O M F O R T	Options for mobility	●	●	●
	Options to stand and linger	●	●	●
	Options for sitting	●	●	●
	Options for seeing	●	●	●
	Options for talking and listening / hearing	●	●	●
	Options for play, exercise, and activities	●	●	●
E N J O Y M E N T	Scale	●	●	●
	Opportunities to enjoy the positive aspects of climate.	●	●	●
	Experience of aesthetic qualities and positive sensory experiences	●	●	●
Observations / Notes		One can enjoy views of the river and sunset. This space has the capacity to include diversity of uses, such as a playground.	Large public park in former flood lands along riverbank. There is no protection against noise.	Park in the middle of the town. This space has the capacity to include diversity of uses, such as a children playground.



### Reimagine the Town's Heritage

The town's Cultural and Built Heritage have been well assessed during our surveys, and have been documented in Appendix C – History, Heritage, Character. New Ross owns a **treasure chest of historic buildings, structures and places**, that are idle and can come back to contribute hugely to the daily life in town, for example, among many others:



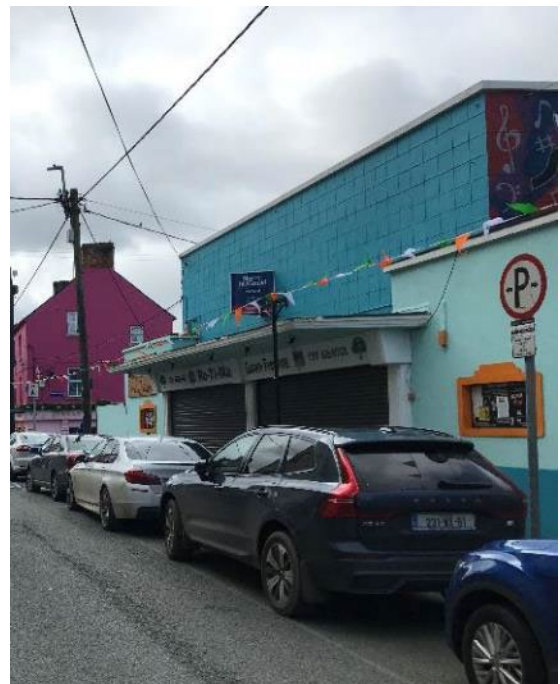
*Augustinian Friary*



*Historic Quay Walls*



*Court House*



*Cinema*



### Reimagine the Town's Heritage

It is not always the single outstanding historic building, but often the ensemble and setting of the ordinary in a compact town centre that mark the value. Many of these 'ordinary' historic buildings have huge potential for **Adaptive Urban Reuse**, particularly for residential use. This should be explored in the context of the Town Centre Living Initiative 2020 (Space Engagers for Dept. Rural and Community Development).



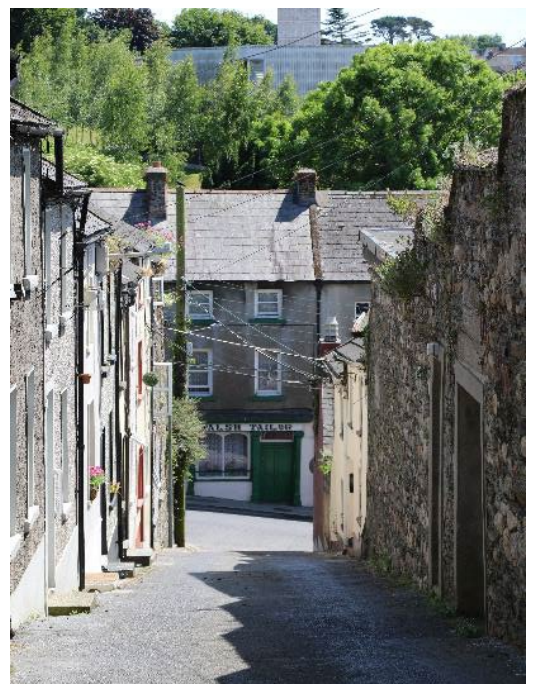
*Warehouses on the Quays*



*Derelict terraced townhouse*



*The Shambles*



*Sloped terraced row of houses*



### Reimagine the Town's Heritage

New Ross has a **strong independent retail scene**. It consists of a large variety of small shops and enterprises that are often unique in their field and that already attract a selected clientele.

Experience of the last decades, and surveys have shown that New Ross' town centre is not very suited for large scale retail. The existing small-scale intact fabric of medieval blocks and sites are not suited for shops which demand a minimum floor plate and unlimited access. The result of which is twofold: a) large-scale retail has located on the edge of town, or on available port brownfield sites, b) the town centre core has remained considerable intact (with a few exceptions such as the SuperValu development and its car park).



*Green Door pub and bar on Mary Street*



*Vibrant, safe and accessible street life between retrofitted Victorian buildings, Dublin*



### Reinvent the Port for Living & Recreation

Signs of past economic recessions are most visible along the riverfront that formed, and still forms the Port of New Ross. Vacant and abandoned brownfield sites are awaiting a renaissance, for a new life and lease. They are very attractive and suitable locations for residential and recreational use, best in combination in order to add vibrancy and quality of life on people's doorsteps, and in the centre of town. The previous section illustrates **Living on the Waterfront** and **Port Regeneration** very well in Best Practice Examples.



*Rosbercon Apartments on the Riverfront*



*New Ross Port 1924 (Poole Studio)*



*Vacant Stafford site*



*New Ross Boat Club (New Ross Boat Club | New Ross | Facebook)*



### Strengthen Community Arts, Activities & Education

Public art, in the form of murals, sculptures and landscaping are a great driver for a Healthy Community. More Colour uplifts the scene, for residents and visitors alike!– More Art!



*Some examples of the many painted house walls in New Ross*



**Strengthen Community Arts, Activities & Education**

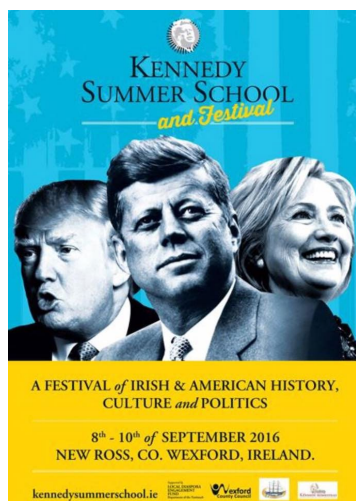
The existing festival calendar for New Ross is already impressive. The Piano Festival, The Theatre Festival, The Guitar Festival and several other add significant value to the town as a destination to visit, and as a place where a lively community is having fun! The annual Kennedy Summer School adds another layer of education and information for all interested parties. **More buildings and locations** should be identified and retrofitted that are suitable for youth centres, all sorts of community activities, and for training and education.



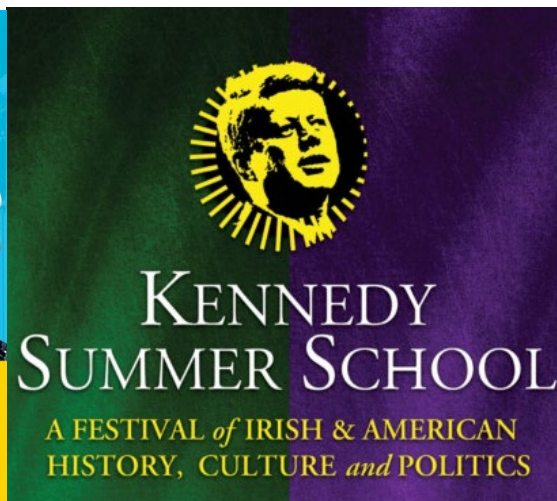
*BIG GAME – New Ross as a potential host for a tall ship festival*



*SMALL GAME – regular live music*



*Kennedy Summer School*





### Strengthen Community Arts, Activities & Education

**Children are excellent drivers for town activities, vibrancy and prospect!** The Zipit project, for example, in combination with other facilities that particularly (but not only) children find attractive, will drive large parts of the community into the town centre, creating footfall, activity and all positive effects that come with it.



*Floating Family Fun Day (A Playful City 2021)*



*Zipit Adventures Ireland*





### **Provide for a Digital New Ross**

Digitise the town! Make **Digital Technology** accessible and normal to use for everyone who wishes to use it in public. It is not rocket science.



*Smart Bench installation in park area, London, UK*

### Digital Town Blueprint

The Digital Town Blueprint (DTB) town report was prepared for the Department of Rural and Community Development by the Irish Institute of Digital Business, DCU Business School and .IE. The DTB was conducted as part of the Town Centre First initiative to understand the current digital readiness of New Ross.



The DTB was designed to help towns rapidly and cost effectively:

1. *Understand their current digital town readiness and digital competitiveness;*
2. *Compare their town against Irish and international benchmarks;*
3. *Stimulate stakeholder engagement on digitalisation.*

The Town Centre First Policy 7 (p.19) states:

*“There is also the opportunity to utilise technology to enhance the experience of living and working in towns, and to integrate digital technology into daily commercial and social life. Digital technology can improve the quality and accessibility of services, and can be used to address challenges faced by our towns, providing them with new roles in the digital economy.”*

### Digital Town Score

New Ross received an overall Digital Town Score of 49. Below is an extract of Table 53 of the DTB report that provides a guideline for interpreting the readiness score.

Readiness Score	Dimension Level	Readiness	Guideline Description
40-59	3	<p><i>Defined</i></p> <p><i>Competitive</i></p>	<p><b><i>Digital Readiness is Clearly Defined and Documented</i></b></p> <p><i>There is clear evidence of digital readiness. Use and sophistication of digital technologies and capabilities are documented and planned. KPIs are competitive relative to peer towns and regional, national and EU averages.</i></p>

### What this means for New Ross?

The Town’s Digital Score is competitive and relative to peer towns and regional, national and EU averages. The town has the digital readiness, and the capacity to further improve its digital competitiveness.

The town scores the highest in ‘Infrastructure and Connectivity’ even though there is no presence of a Rural Digital Hub and co-working spaces. It also scored well on digital public services in terms of e-Government readiness, with opportunities to improve on e-health.

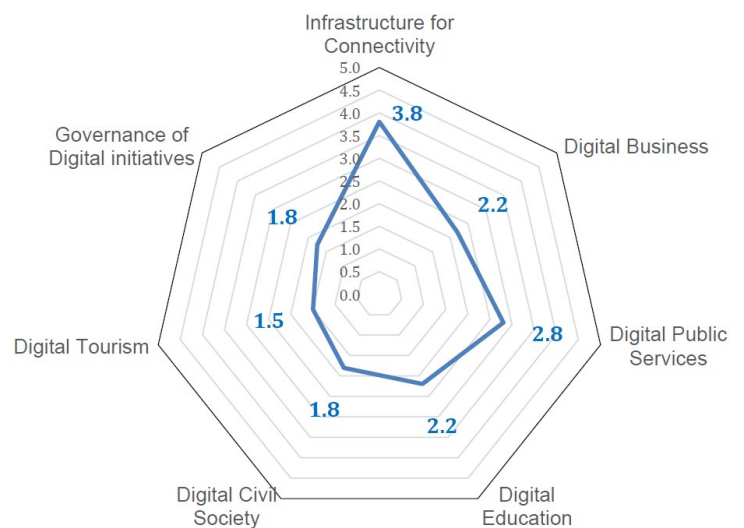
The audit highlight a low level of digital readiness under three key categories: Digital Tourism, Governance and Digital Civil Society.

Given that infrastructure is in place in terms of high speed broadband and connectivity, the town has the potential to invest and improve on other areas such as tourism, governance, education and business.

### Proposed Digital Enhancement Opportunities for New Ross

To further improve the digital competitiveness of the town, the town can;

1. Introduce a Rural Digital Hub with co-working spaces;
2. Introduce CoderDojo or similar initiatives to improve the digital capacity of the wider community; and
3. Utilise ‘Digital Placemaking’ as a tool to improve digital tourism through;
  - Launch of New Ross Heritage Trail App;
  - Introduction of smart street furniture with free wi-fi and device charging points for visitors in tourist attractions, events and destinations; and
  - Digital Installations.



**New Ross Digital Town Readiness Dimension Scores**

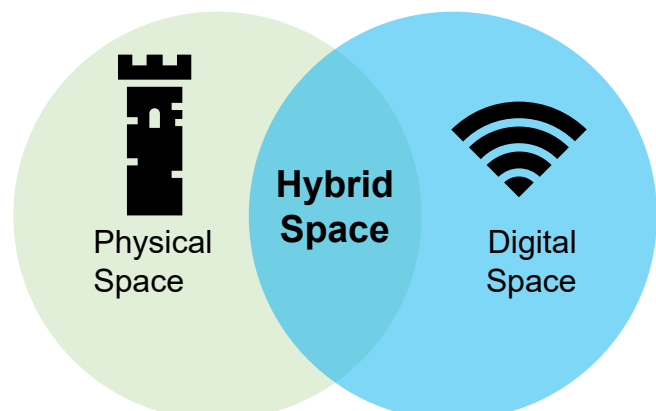
### What is Digital Placemaking?

***“The augmentation of physical places with location-specific digital services, products or experiences to create more attractive destinations for all.”***

Calvium (Source: <https://calvium.com/resources/digital-placemaking/>)

### How Digital Placemaking Works?

Digital placemaking creates meaningful experiences for people in public spaces. These inclusive and authentic experiences foster a sense of belonging and can be delivered through fixed means – like digital kiosks and other types of connected street furniture – or via mobile and personal devices, including smartphones and wearable products.



**“Digital placemaking is concerned with improving relationships between people and places.”**

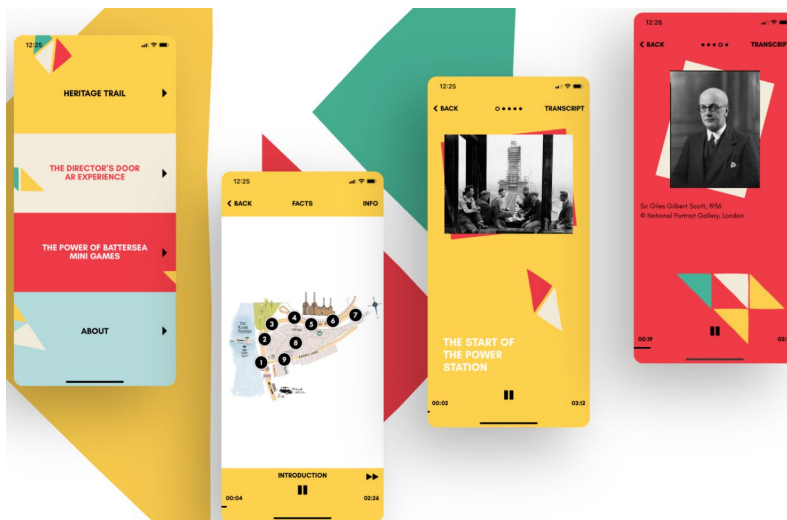
- Calvium (Source: <https://calvium.com/resources/digital-placemaking/>)

Spatially, the public realm is conceived as a mix of physical space and digital space; in other words, hybrid space. When a person is located in public space, their attention can therefore be focused on the point at which physical and digital space interconnect. This new hybrid space expands the range of ways a person can experience the physical space around them.

**Best Practice Examples**

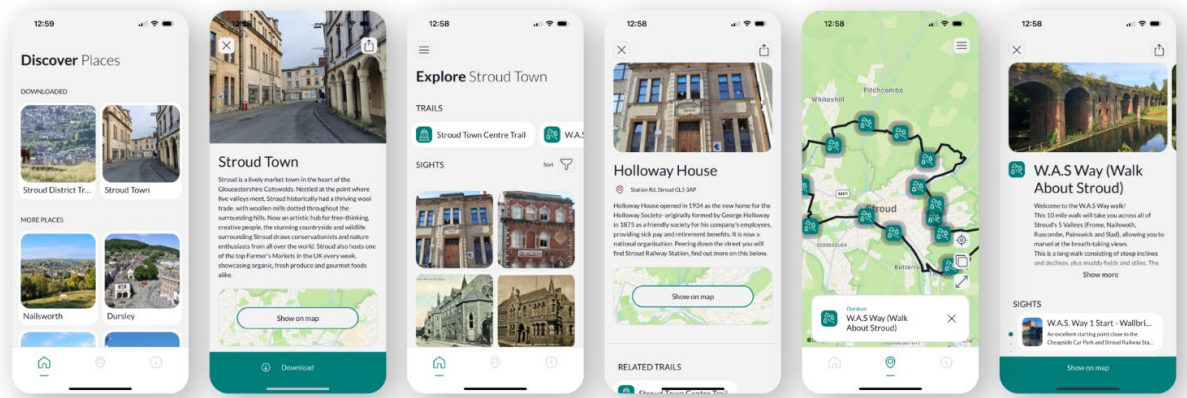
The Battersea Power Station Heritage Trail app

The Battersea Power Station Heritage Trail is a freely available mobile app with three key elements: a location-based heritage trail for older visitors, a game for younger visitors, and a stunning augmented reality (AR) experience which allows people the chance to access parts of the building still under construction.



Discover Stroud Trails App

The Discover Stroud Trails app uses technology to accommodate all users with regard to accessibility. This app allows to highlight different aspects of a destination that might not be good for somebody with a particular disability, such as raised areas or cobbled streets.



### Bringing tales of Clifton Suspension Bridge to life

The Bridge Tales App combines dramatic reconstructions, voice overs, photography, short films and interactions to display the history and untold stories of the bridge.



### Digital Installations

'Past and Future Views' installation is an augmented reality seaside-style binoculars created by Zubr for 'Ideascape'. This installation is similar to a seaside-style binoculars but enhanced through digital technology. One can see the projection of the past and future of a place / area through them. (Image Source: Paul Blakemore)



### Smart Benches

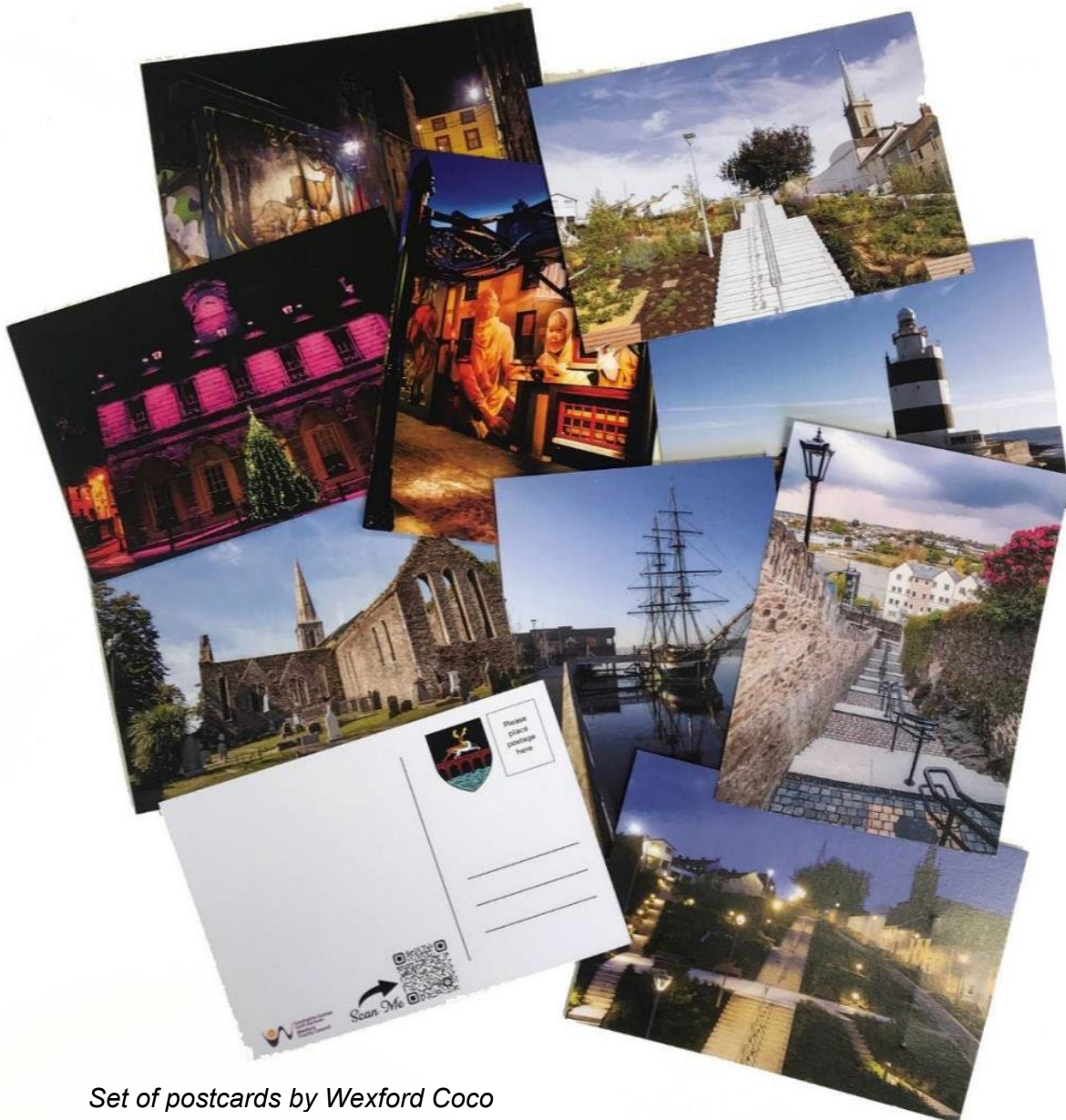
The solar-powered benches offer free Wi-Fi, USB charging ports for mobile phones and sensors which record weather and environmental information. (Source Image: Smart Bench, London).



### Promote Tourism & activate the Hinterland

New Ross is located in a strategically very good place of the Southeast. The rivers Barrow and Nore connect the town to Waterford, Kilkenny and Carlow. New Ross is only 30km upstream from the southeast coast, with Dunmore East, the Hook Head Lighthouse and other seaside destinations. Also, New Ross is on a route to Rosslare Harbour for a ferry crossing to the continent.

With plenty of tourism around New Ross, the town has a lot to offer to make visitors stay for longer than a coffee. As described in our Vision, the Norman Heritage, Famine & Emigration, and the unique setting along the river are among the key drivers. The assets are there and need to be mapped in a more choreographed way, easy to understand for local and foreign tourists. What the town clearly needs to attract tourists to stay are B&Bs and hotels for bed nights.



Set of postcards by Wexford Coco



### **Promote Tourism & activate the Hinterland**

Strengthen the connection between New Ross and its immediate and wider hinterland particularly for recreational, environmental and tourist projects, simply because it is very beautiful! Its quality can be physically and visually experienced from almost every location in the town centre – one of the benefits of an intact and compact town centre with little suburban sprawl.

**The South East Greenway** already takes full advantage of this available, valuable asset. Its proposed route along a disused railway line across the Red Bridge and through the Mountelliot Tunnel is spectacular and will attract large volumes of tourists, for walking and cycling. The project is shared between different authorities who will need to coordinate individual sections of the town loop. The success of this projects is not only important for tourists, but critical for the New Ross community, and the **town's social and economic performance**.

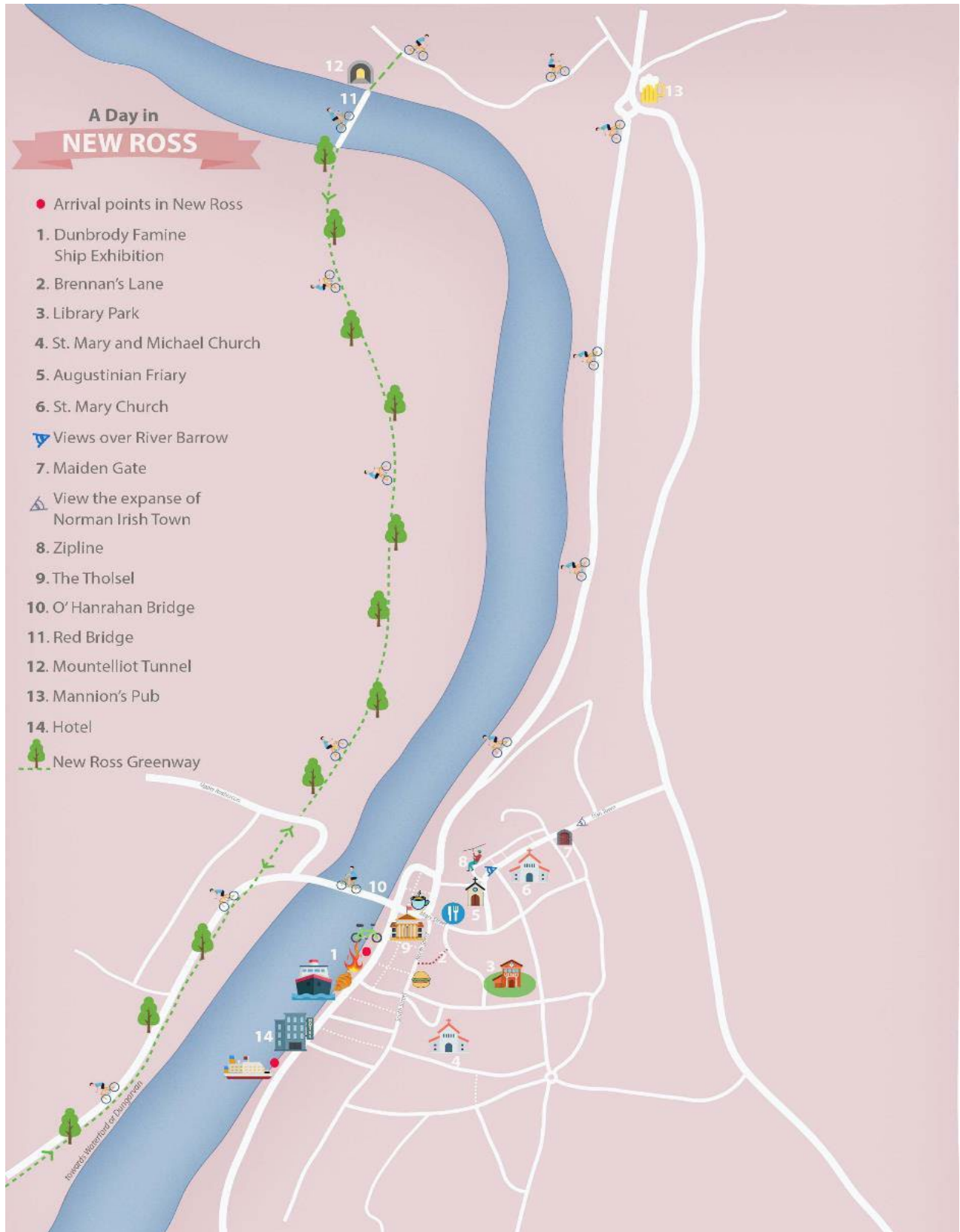


*Red Bridge across the River Barrow, forming a section of the Greenway loop for New Ross*



Promote Tourism & activate the Hinterland

A Day in New Ross - An Imaginative Itinerary for a day visit to the town.







**Make Transport sustainable – the 10 Minute Town**

A key objective of Sustainable Development for Urban Regeneration is **Sustainable Transport**. The Town Centre First policy promotes Active Travel – prioritising walking, cycling and the use of public transport over the private car. The benefits are undisputed, for a vibrant urban life, and for healthy communities and for the protection of our environment.

The Strategy of this Town Centre First Plan follows the available policy guidance, in particular the:

**Permeability Best Practice Guide 2015 (NTA)**

**National Sustainable Mobility Policy 2022 (Dept. of Transport)**



*Your Journey Counts – Government Campaign for Sustainable Transport (Dept. of Transport)*



*Space requirement per transport mode (Muenster City Council)*

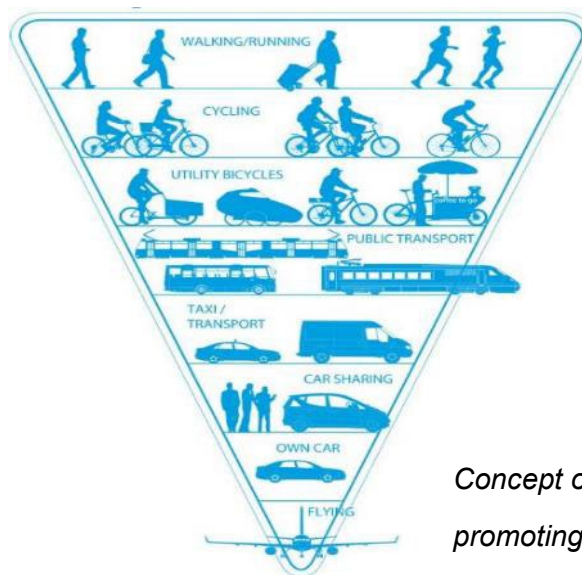


### Make Transport sustainable – the 10 Minute Town

The N25 Bypass has fortunately reduced commuter traffic through New Ross. The N25 road has been technically downgraded to a regional road, the R723. This change has left a vacuum of space, particularly along the Quays. We suggest redistributing the streetscape to suit pleasant and safe living, working and socialising in the town centre. To do so, the following concepts and projects should be considered and tested, in close dialogue with the community.

- **Filtered Permeability** (Pedestrian priority over cyclists over bus over cars)
- **Shared Space** (arrangements for loading, deliveries & residents)
- **30km/h speed limit (or lower in sections if advisable)**
- **Universal Design / Access for All**
- **Manage, relocate and reduce car parking in the town centre**
- **Pedestrianisation of selected streets (Quay Street / North Street / South Street)**

Wexford CoCo have progressed this project with feasibility studies undertaken in 2022



*Concept of the modal pyramid promoting Active Travel*



*Explore how much the river can contribute to sustainable transport (Barrow Princess ferry)*



**Make Transport sustainable – the 10 Minute Town**

We suggest to attempt the principles of the 15 Minute City concept to New Ross. A 10 Minute Town concept could reduce car dependent mobility and encourage the modal shift that we need for a vibrant, attractive and safe town centre.



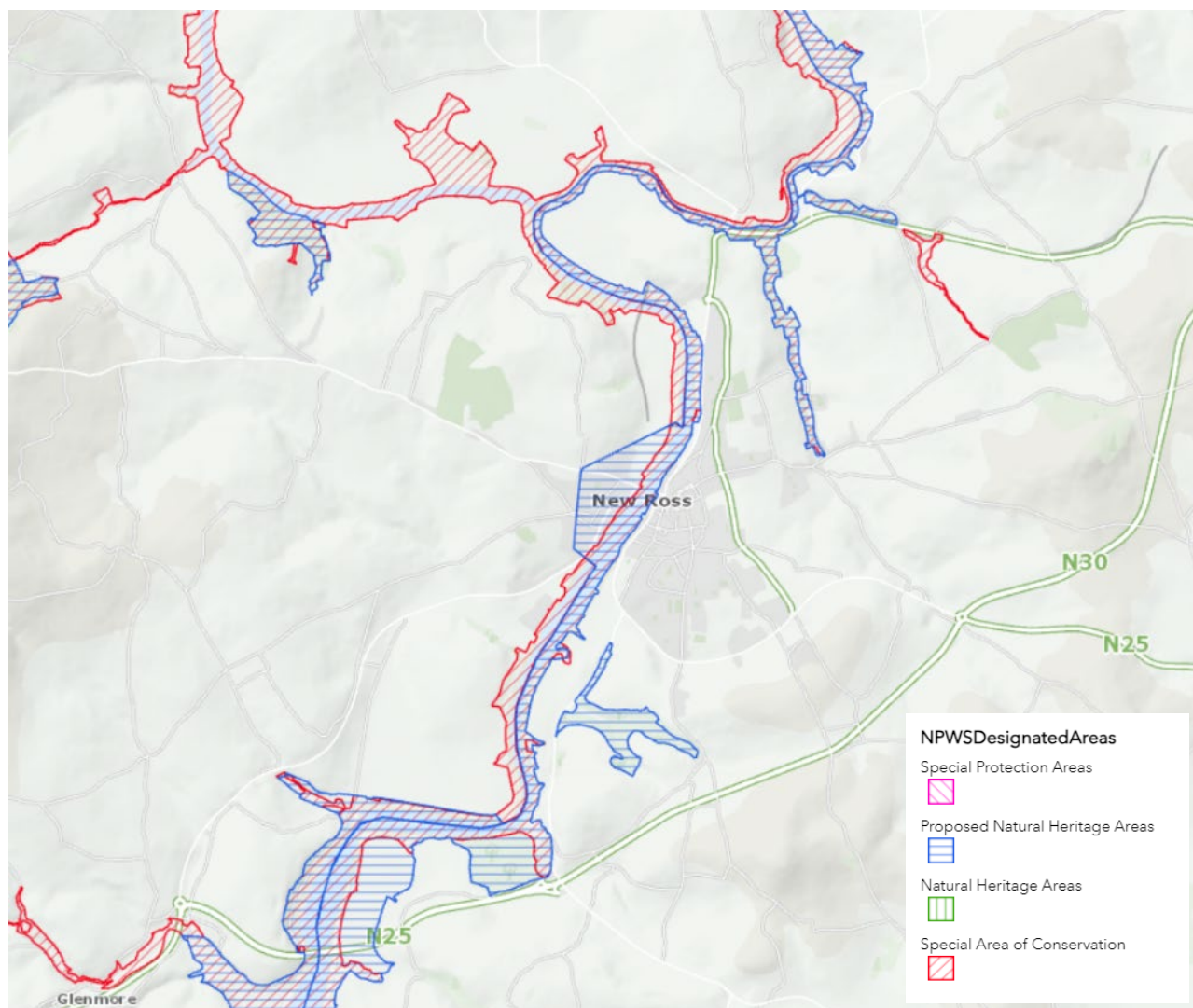
*Study report on the 15 Minute concept in Ireland (Hassell)*



**Introduce Green – Blue Infrastructure**

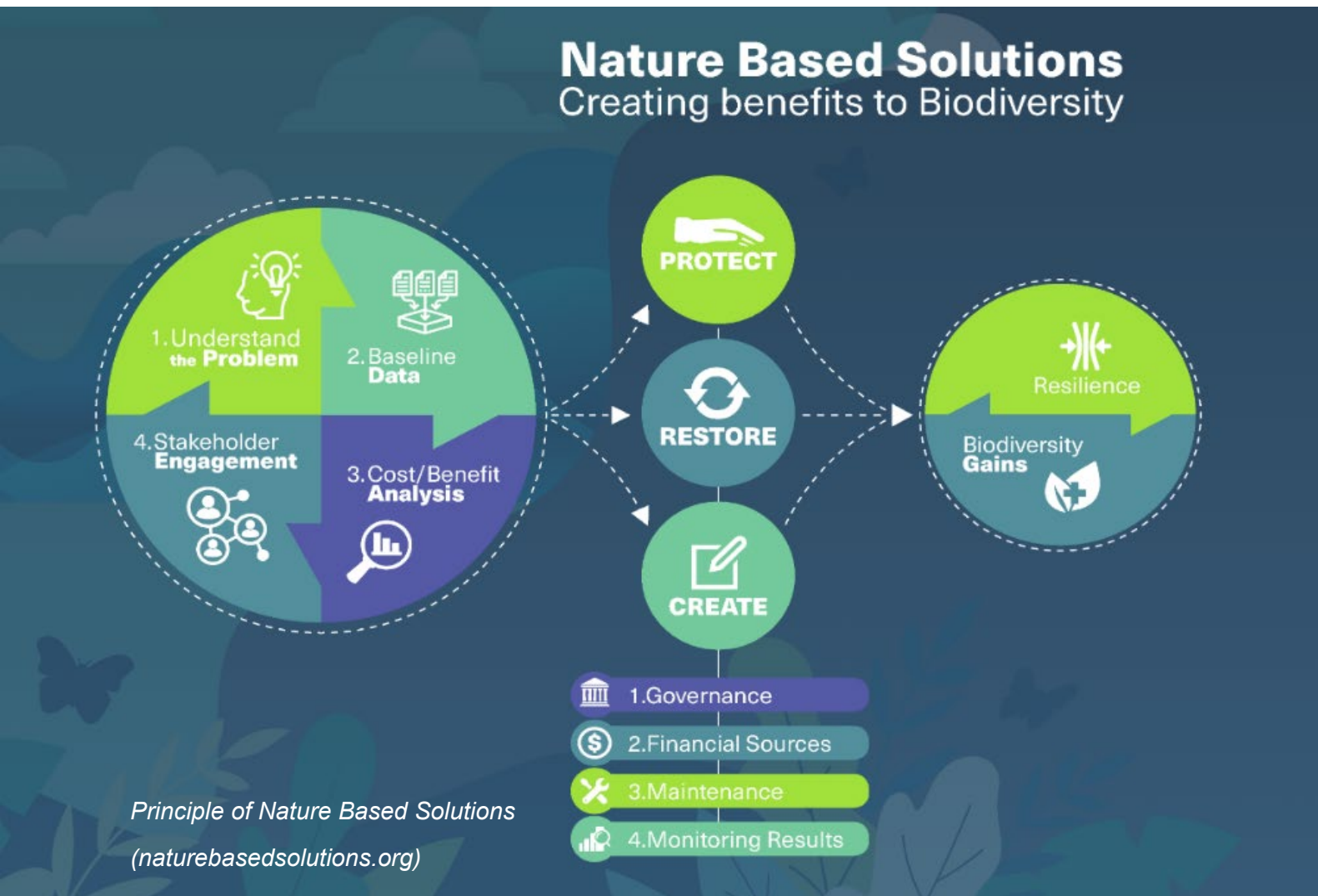
The town of New Ross is embedded into a landscape rich of natural beauty and quality. The Town Centre First Plan makes sure to reap the benefits of the abundance of Natural Heritage on the town’s doorstep.

The map below illustrates the variety of protected sites, such as Natura 2000 sites and Natural Heritage Areas. These are located predominantly along the rivers Barrow and Nore and characterise the immediate hinterland of New Ross. The combination of protected sites and waterbodies makes an ideal base for Green – Blue Infrastructure to enhance them and to make them attractive and accessible for the community of New Ross. The multidisciplinary team advise that development within and around New Ross shall be carefully managed to ensure protection of these designated sites. Furthermore, the Town Centre First Plan includes projects and activities that improve the town’s Green Infrastructure, and hence its quality of the community and the environment.



Map of designated Sites in the New Ross Area (Source: NPWS)

Nature-Based Solutions / SUDS / Biodiversity / Rewilding



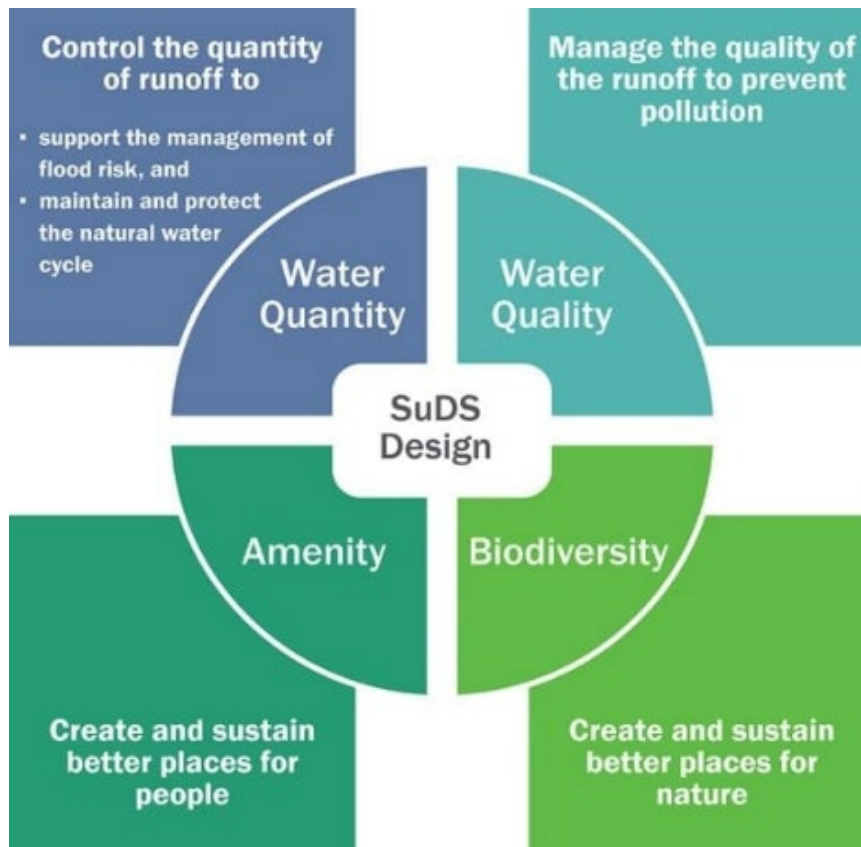
Nature-Based Solutions (NBS), Sustainable Drainage Systems (SUDS), Rewilding and the introduction of Biodiversity are **Green Infrastructure** measures. They are introduced into cities and towns to act as an interconnected network of natural space that conserves natural ecosystem values and functions and provides associated benefits to residents and visitors alike.

Nature-Based Solutions (NBS) are interventions are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience. Such solutions bring more, and more diverse, nature and natural features and processes into our built environment, with its greens, rivers, lakes and coast lines.

### Sustainable (Urban) Drainage System

Sustainable (Urban) Drainage Systems (SUDS) is the management and design of rainfall that aims to mimic natural drainage. SUDS reduces flood risk, improves water quality and provides biodiversity. In addition, SUDS improve the public realm with permeable paving, swales, green roofs, rain water harvesting, detention basins, ponds and wetlands.

SUDS are not limited to new developments and can be easily retrofitted into the existing built environment.



#### The Four SUDS Pillars – and the Outcomes:

- **Less Flood Risk**
- **Better Water Quality**
- **More Biodiversity**
- **Attractive Public Realm**

Provision of high quality open space, protection of biodiversity, wildlife and existing green infrastructure assets, and Nature-Based Solutions (NBS) and Sustainable Urban Drainage Systems (SUDS) incorporated into new developments are some of the key criteria for protection and enhancement of the natural environment in our towns.

Sustainable (Urban) Drainage System – Best Practice Examples



*Witham, Essex, UK*



*Southend-on-Sea, UK*

*Aberdare, Wales*





***“We always say it can  
be done...”***



*If you could do one thing for the town centre, what would that be?*



***What we plan to do, and when***

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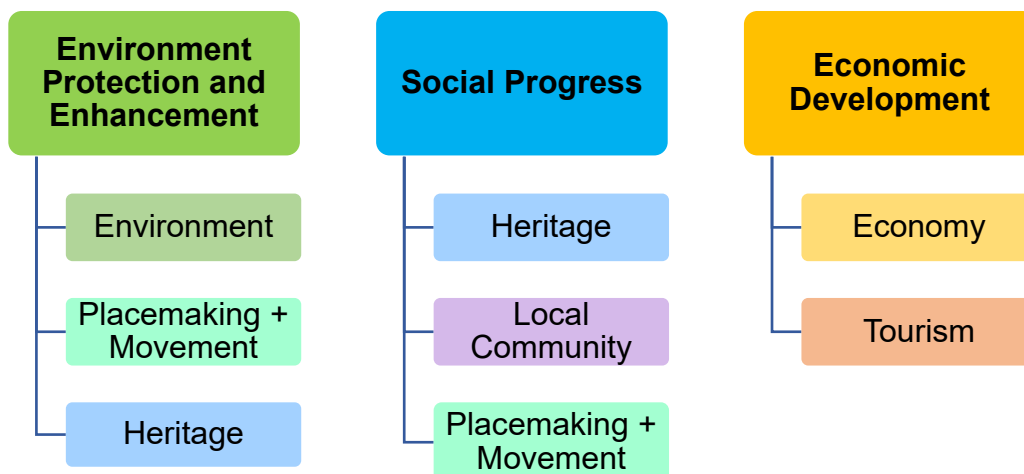
**Sustainable Development Themes**

The ‘Themes’ set out below are a result what “*we read, what we were told and what we saw*”. The six themes identified are Environment, Heritage, Economy, Placemaking + Movement, Tourism and Local Community. Theme objectives are particularly important as they provide an overarching framework for addressing the individual challenges facing the Town Centre and delivering the Vision. These themes also becomes a foundation for projects and actions, and form the basis for a delivery strategy.



**Sustainable Development Pillars**

The three pillars of sustainable development as set out in UN Sustainable Development Goals are ‘Environmental Protection and Enhancement’, ‘Social Progress’ and ‘Economic Development’. The six themes identified are a sub-set of these sustainable development pillars.



**The six themes identified broadly relate to the three sustainable development pillars above.**

## 5 Projects & Action Plan

*What we plan to do, how and when*

Imagine the beside image as a wheel with complementary themes connected at each end and aimed to drive New Ross in a sustainable nature.



**New Ross Sustainability Wheel**

### Actions

Actions have been derived from what we read, what we were told and what we saw. The actions are presented in a schedule below as per overarching theme and each action is identified with an I.D. That ID is then superimposed on a map of the actions below.

### Timeframe and Priority

All actions are prioritised according to need, availability of resources, which may fluctuate from time to time, potential impact and deliverability. Actions may be brought forward depending on changing priorities, deliverability, funding and enthusiasm. Constant monitoring of implementation of policies and actions is required. Priorities are identified according to three time horizons.

Term	Timeframe / Year
Short-term	2 years (up to 2026)
Medium-term	3-4 years (up to 2028)
Long-term	5+ years (up to 2040)

Priorities are indicated in a star system contained in the schedule of actions below. The more stars an action has the greater the level of priority, up to a maximum of five. Every project has at least one star to be included in the schedule of actions. Priorities are allocated on the basis of achieving the vision, aligning with the aims and objectives of this report and community support. Priority and timeframe of delivery are shown separately because a priority might take 5 years to complete and an equal priority may only take 1-2 years to implement.

### THEME 1: ENVIRONMENT

**To uplift the environmental quality of the town and create a vibrant and welcoming town centre.**

- Reimagine and reactivate riverfront and increase its visibility from the Main Road and interaction with the town.
- Tackle vacancy and dereliction, and improve character and appearance of the town.
- Improve wayfinding.
- Introduce Urban Greening, Nature-based Solutions (NBS) and Sustainable Urban Drainage Systems (SUDS) while protecting and enhancing natural heritage.
- Ensure streets are clean and safely surfaced, and accessible to all (see Theme 4).

#### EN1 Expose and Utilise Riverfront

- Clean-up sites and buildings along the riverside.
- Improve access to the Barrow River and views along and across it.
- Provide flood protection and necessary infrastructure, where required.



Cork Flood Defence Plans

#### EN2 Wayfinding / Signage

Improve traffic signages and tourism related wayfinding totems.



Dodder Buoy artefact with world signage

#### EN3 EV Charging Spaces

Explore locations and install Electric Vehicles Charging Points in public parking areas.



ESB Public EV Charging Network

#### EN4 Nature-based Solutions and SUDS

All new developments to incorporate nature-based solutions (NBS) and sustainable urban drainage systems (SUDS).



Sustainable Urban Drainage System

## 5 Projects & Action Plan

## What we plan to do, how and when

### EN5 Biodiversity and Urban Greening

Seek opportunities to reduce large hardstanding areas, and introduce trees and pollinator friendly planting, especially along the riverfront.



Build-out areas between parking to sit, dine, meet, watch the world

### EN6 Lighting / Safety

Review existing lighting in the town centre and improve with modern energy efficient lighting. Increase CCTV presence to ensure the evening economy is supported by a public realm that is clear, well light, protected, and secure in the town centre. Review appropriate lighting of key historic features, quays and the O’Hanrahan Bridge.



Appropriate lighting is key to safety

### EN7 Green-Blue Network

Connect key attractions and locations through green and blue networks. Liaise with Blueways Ireland and Kilkenny County Council.



Create a connecting green and blue ways i.e., greenway and the River Barrow. Explore potential of “Grey Ways” i.e., Zipline alternative.

### EN8 Engage with landowners

Continue to actively engage with private landowners and property owners.



Engage with landowners

### EN9 Clean Streets

Ensure streets are clean, free from litter, graffiti, vandalism and safely surfaced and free from impediment.



## THEME 2: HERITAGE

**To strengthen and celebrate the identity of New Ross and safeguard heritage assets.**

- Conserve, repair, restore adapt and reuse heritage assets.
- Safeguard existing heritage assets through proactive maintenance, repair and conservation, with technical assistance if necessary.
- Explore the use digital technology as a means to tell the stories of New Ross through the New Ross Heritage Trail App.
- Appointment of a dedicated Conservation Officer(s) and a County Archaeologist.

### H1 New Ross Heritage Trail App

The New Ross Heritage Trail will be a freely available mobile app with three key elements: a location-based heritage trail for older visitors, a game for younger visitors and a set of historic and untold stories of New Ross.



*Visit Dublin: Dublin Docklands Discovery App*

### H2 Shopfront Improvements

Undertake a high level survey of buildings within the town centre to identify existing historic shopfronts and premises that are in need of expert conservation, repair and refurbishment.



Reads Cutlers on Parliament Street, Dublin

### H3 Expert Conservation, Repair and / or Refurbishment of Heritage Assets

Undertake a survey of heritage assets within the town centre to identify assets that are in need of conservation, repair or refurbishment.



The Church Café Bar, Dublin

### H4 Reuse of existing buildings of interest

Explore the possibility of adaptive reuse / rehabilitation of buildings such as the 'Shambles', the old Christian Brothers School, the former courthouse, St Joseph's Primary School, St. Micheal's Theatre. This action also relates to Action LC1.



Romelton Quayside repurpose and reuse

## 5 Projects & Action Plan

## What we plan to do, how and when

### H5 New Pedestrian bridge at the location of historic bridge

Explore the reconnection from Rosbercon to the Town Centre through architecturally / structurally playful new bridge designed for pedestrians and cyclists. This action also relates to Action PM3.



New Ross Historic Bridge

### H6 The Quay / River

Further explore ways to celebrate and appreciate and tell the story of the town, such as the surviving historic quay walls, the former fortifications and associated Port features / machinery. Interactive engagement / activities will be encouraged. In line with Actions EN1, PM2 and T3.



Berth of Ships in New Ross Port c.1920

### H7 Create an Exemplar Street

Explore the possibility of creating an exemplar street in the historic core where best conservation practice is ensured and reinstatement of historic features (such as windows) takes place under expert guidance. In line with Action PM5.



South Street, New Ross

### H8 Living above the shops

Draw on the experience of other towns where successful re-establishment of residential as a principal town centre use has been achieved and has led to reinvigoration of historic town centres and people 'living above the shop.'



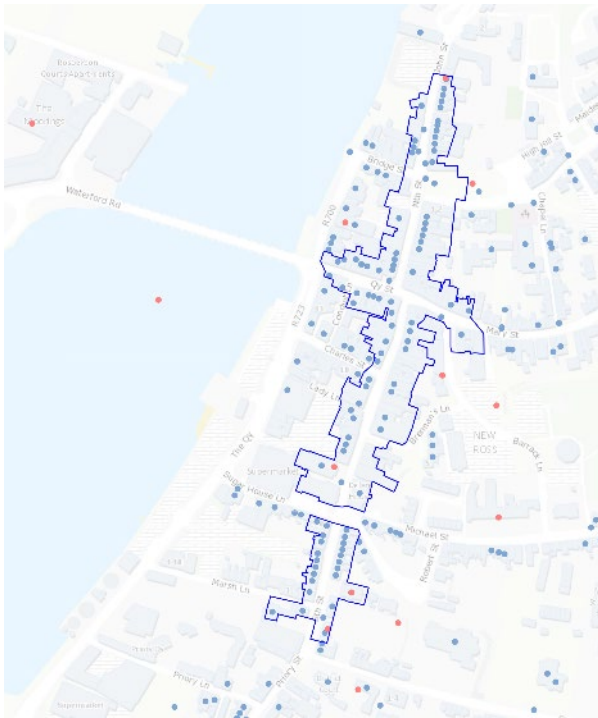
Ramelton, Co Donegal – a successful town to reuse historic buildings & conserve historic shopfronts

## 5 Projects & Action Plan

## What we plan to do, how and when

### H9 Alterations to Architectural Conservation Areas (ACA) boundaries

Alter the existing boundaries of two ACAs into one ACA that also includes significant elements of streetscape / designated historic buildings not currently included within the boundary, including the Quay area. Boundary to be agreed with Wexford County Council.



ACA boundary to be agreed with WCC

### H10 Heritage Events and Activities

Leverage National Heritage Week and Open House weekend to further nationally showcase the town's wealth of built, natural, tangible and intangible heritage. Create a critical cultural mass.



Open House Dublin



### THEME 3: ECONOMY

**To create a vibrant and resilient local economy and attract investment within the town.**

- Encourage investment opportunities.
- Introduce 'Digital Hub' with co-working spaces.
- Promote the extension of opening hours of shops through collaboration of shop owners and service providers.
- Encourage street furniture and pavement / café culture.
- Promote and support new accommodations, B&Bs and bedsits in the town centre.
- Regenerate and reuse vacant / derelict buildings and under-utilised floorspace within the Town Centre.
- Utilise digital technology as a means of promoting existing businesses and attracting new business to the Town.

#### EC1 Riverfront Development – Rosbercon

Potential for a mixed-use development along with riverside walk, cafes and water sport activities in line with Actions EN1 and T3.



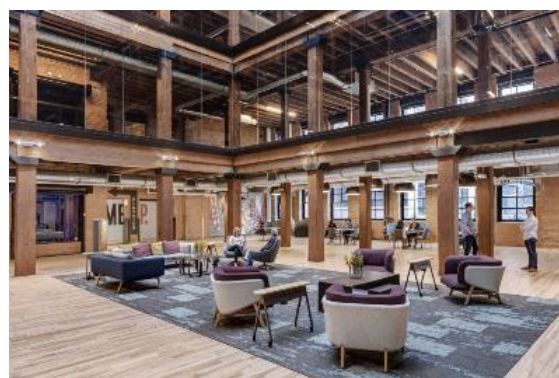
Proposed Waterford North Quays Masterplan



Cork City Docklands is Ireland's largest regeneration project. Over 146ha of land will be developed over a period of 20 years. This will accommodate a population of c.25,000 and a workforce of c.29,000 along with a student population of c.3700.

#### EC2 Digital Hub

Identify a central and accessible location for a digital hub with co-working spaces through re-use of an existing building.



Factory 603 in Dallas started as a cookie factory in the early 1900's. Now it is a creative office environment in the urban core.



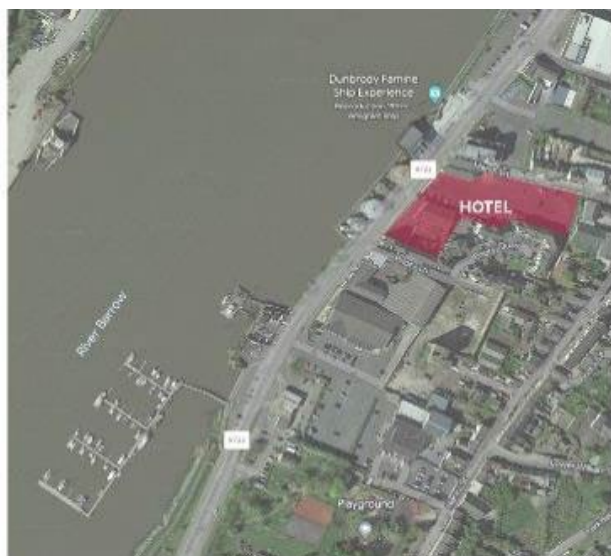
The George Roe Whiskey Distillery was established in 1757 on the site now occupied by The Digital Hub's OneFiveSeven, Gatelodge, Digital Depot and Grainstore

## 5 Projects & Action Plan

## What we plan to do, how and when

### EC3 Hotel / Accommodation

An appropriate location for an hotel is identified. The Hotel is expected to be a significant town centre hotel with destination status.



Location of the Hotel

### EC4 Repurpose / Reuse Derelict Sites and Disused Buildings

Encourage the refurbishment and reuse of the disused sites and buildings, prioritise:

- Grain Store Enterprise Centre and Lands
- Dock's Hotel Refurbishment
- Former Courthouse and Lands and
- Lands at Sugar House Lane



Bodmin Jail is a historic former prison situated in Bodmin, England. A large part is converted into a hotel.

### EC5 Marina Upgrade and / or Pontoon Development

- Explore expanding the Marina.
- Explore the pontoon's central location behind Harbour Master's office for marine tourism offerings like the 'Barrow Princess' and berthing opportunities for larger yachts.
- Explore Zipline opportunities over the river as per action T3.
- Link marina and pontoon with the Greenway.
- Link "Green", "Blue" and "Grey" Networks.



Newark Marina, River Trent, Nottinghamshire

### EC6 New Retail Shops

Improve diversity of retail shops and identify lands within the town centre for high-end, and craft niche and boutique shops. Collaboratively extend shopping hours.



Explore locations for high-street shops

## 5 Projects & Action Plan

## What we plan to do, how and when

### EC7 Evening and Night Town Centre Use

- Support and provide venues for artists.
- Explore New Ross as a 'foodie' destination.
- Expand the current 100+ theatre events in St. Michael's Theatre and linking to local cafes and restaurants to provide enhanced visitor experience.



Galway Town Centre

### EC8 Advance Factory Butlersland

- Provide a modern, state of the art Advance Factory building on Council owned land at Butlersland.
- Capable of adaptation to meet the requirements of business / industrial companies wishing to invest or relocate.



Site Location: Butlersland, New Ross

**THEME 4: PLACEMAKING + MOVEMENT**

**To reimagine and reactivate the town centre as a place for all.**

- Create a safe, friendly and accessible pedestrian environment.
- Provide new river crossings, and circular and connected riverside walks with greenway.
- Reimagine car parking arrangements and traffic flow in the town centre.
- Provide dedicated bicycle lanes and bicycle parking.
- Consider provision of a funicular (cable car) system of “tuk tuks / buggies”.
- Have a dynamic and integrated network of movement by different travel means i.e., greenway, boats, pedestrian network, including pedestrianisation, Zipline & possibly Tuk Tuk.

**PM1 New Town Square / Market Square**

Prepare feasibility and a concept plan for a new town square / market square at the location of car park behind the Norman Centre.



Location of New Town Square

**PM2 Reactivate Quays**

- The River Barrow and its historic setting is a pivotal asset to the town. Enhance the riverfront and riverside in line with Actions EN1 and H6.
- Review parking arrangements, pedestrian connectivity and accessibility, and flood defence along the Quays.
- Reduce carriageway of the existing road, introduce bicycle lanes, parallel parking and urban greening as per standards set out in DMURS.
- Bring activities to the quays is key.



Union Quay & Beasley Street, Cork

**PM3 New Pedestrian and Cyclists Bridge**

Prepare a feasibility study for a new pedestrian and cyclist bridge at the location of the old bridge directly connecting the greenway to the town centre.



Athlone New Greenway Bridge

**PM4 New River Crossing**

Prepare feasibility study in liaison with Kilkenny County Council for a river crossing between Marshmeadows and Raheen.



New Ross Bypass

## 5 Projects & Action Plan

## What we plan to do, how and when

### PM5 Pedestrianisation of Streets and creation of an Exemplar Street

- Explore the possibilities of pedestrianisation of streets in the town core, especially Quay Street, North Street and South Street.
- Create an Exemplar Street in line with Action H7.
- Identify a suitable street or streets to create an interesting and sheltered pedestrian environment i.e., overhead awning and provision for year round events including dining and evening economies.
- Potential for undergrounding services and other necessary infrastructural works.
- Reduce hardstanding areas and introduce urban greening.



Pedestrianised South William Street, Dublin

### PM7 Review Parking Arrangement

- Reduce car parking in the town centre while enhancing walking and cycling infrastructure.
- Reduce hardstanding areas and introduce urban greening.
- If possible relocate town centre parking.

### PM6 Review Traffic Flow and Introduce Traffic Calming Measures

- Further investigate traffic flow and pedestrian movement in the town centre.
- Potential for traffic calming measures, junction improvements and incorporation of universal accessibility, to create a safe pedestrian environment.
- Recommend reducing the speed limit to 30 kmph in the town centre, so to create a safe environment for pedestrians.
- Consider one-way system on Cherry's Road to close proposed loop from Rosbercon over Redbridge, through Mountelliot tunnel up onto R700 and back into town.
- Potential for reducing hardstanding areas, introducing urban greening, undergrounding services and other necessary infrastructural works.



Traffic Calming Measures

### PM8 Extend and connect Riverside Walks

- Explore the possibility of new river crossings and boardwalks on both sides of the river to create a connected and looped riverside walks.
- Liaise with Kilkenny County Council to create looped walks incorporating Pink Rock Road and R723 and links to Greenway.
- All riverside developments shall consider flood defence works.

## 5 Projects & Action Plan

## What we plan to do, how and when



Existing parking areas with lack of planting.



Boyne Valley

### PM9 Universal Accessibility & Age Friendly Strategy

- Develop a plan with timeframe and programme to align the Age Friendly strategy with the installation of street furniture for mobility impaired and elderly residents who are walking in the Town Centre Area.
- Improve pedestrian network and infrastructure to support all ages in the town centre. All new developments shall be designed for universal accessibility and shall comply with Part M Building Regulations.
- Provide tuk tuks and buggies all season if an anchor all year round activity can be linked.



### PM10 Augustinian/CBS/Mary Street links

Explore the opening of historic pedestrian link route connecting Goat Hill through top of High Hill through Augustinian site to Mary's Street.



Existing condition of stairs from Mary Street to Augustinian Church

### PM11 Bicycle Lanes and Infrastructure

Provide bicycle lanes and bicycle infrastructure to support greenway.



Amein Street Cycleway, Dublin

### THEME 5: LOCAL COMMUNITY

**To strengthen and celebrate the people and culture of New Ross.**

- Enhance existing community facilities.
- Provide new and improved outdoor spaces and facilities for children and young adults.
- Improve quality and diversity of public open space and community spaces.
- Improve and provide inclusive and safe open spaces.
- Encourage active travel.
- Upskill through digital technology.
- Take a pro-active approach to tackling anti-social behaviour.

#### LC1 Reuse of disused / derelict buildings for use by the local community

Identify buildings for refurbishment and reuse to provide additional uses such as to provide alternative nighttime culture, performance spaces, space for young entrepreneurs and community hubs. See Action H4. For example;

- Former Courthouse
- Augustinian Church
- St. Micheal's Theatre



St Luke's Church, Dublin was refurbished and converted to offices.

#### LC2 Local Community Hubs

Explore locations for multiple smaller community hubs in the town centre.



#### LC3 Reactivate Community Hub / Youth Centre

Reactivate Community Hub / Youth Centre at youth centre at Nunnery Lane.

#### LC4 Community Notice Board with a Community Wayfinding Physical Signage

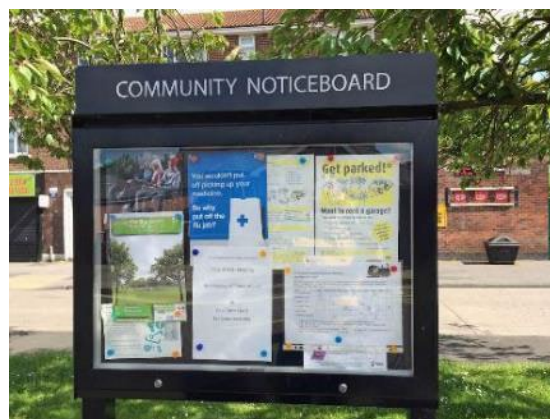
Choose a town centre location for a local community notice board and a community wayfinding physical and digital signage. This would be a long term effort to update community wayfinding in the town as and when new community assets/buildings/places become available (i.e., communal mixed use facilities.)

## 5 Projects & Action Plan

### What we plan to do, how and when



Existing New Ross Youth Centre



Community Notice Board

Create a New Ross website / app for the community, residents and visitors.

#### LC5 Rosbercon Skate Park and Greenway Link

Acquire the site between trail head of Greenway and Boat Club and access to river. This key site acts as synergies between Greenway and new and extended Boat Club activities and facilities. Propose a skate park and outdoor sports facilities.



Site location

#### LC6 Library Refurbishment

Digital uses and vocational training.



New Ross Library

#### LC7 Playgrounds

The TCHC identified that many of the public open spaces lack quality play areas and playgrounds.

- Provision of new playgrounds in key public open spaces and improvement of existing playgrounds in the town.
- Introduce natural play areas and safe and secure playgrounds.

#### LC8 Encourage Active Travel

In line with other actions, encourage Active Travel, Bikeshare and Healthy Living strategies.



### THEME 6: TOURISM

**To capitalise on the greenway and enhance the town's programme of events and activities.**

- Capitalise on the Greenway as an asset.
- Complete the Greenway Loop back to the town.
- Introduce adventure / adrenaline related activities catering for children and youths in particular.
- Use digital technology as a means to tell stories of New Ross through the New Ross Heritage Trail App.

#### T1 South East Greenway Loop

Connect the greenway to town centre and complete the Greenway Loop to capitalise on the greenway. Engage with Kilkenny County Council and relevant stakeholders.



Recently opened South East Greenway stretch

#### T2 Norman Experience Centre

Location and plans for the Norman Experience Centre including the Ros Tapestry are prepared. Engage with relevant stakeholders for completion of the project.



Ros Tapestry

#### T3 Urban Zipline

Identify appropriate locations for Urban Zipline lines in the town centre. Locations may include – High Hill Norman Park and River crossing. The latter can be linked to boating, swimming, kayaking, canoeing, cycling and running.



Zipline in an urban environment

#### T4 Motorhome Park

Site has been identified for a Motorhome Park. Engage with relevant stakeholders for commencement of the project.



Site location of Motorhome Park

## 5 Projects & Action Plan

## What we plan to do, how and when

### T5 Water-based Tourism and Water Sports Activities

- Explore utilising River Barrow as a tourism and leisure asset.
- Prepare a feasibility study to identify appropriate locations for water sports activities avoiding conflict with fishing and commercial port traffic.
- Promotion of paddling, snorkelling, dinghy cruising and open water swimming in accordance with Sport Ireland “Water Trails Criteria for Ireland”.
- Investigate opportunities for paddling trails, snorkelling trails, dinghy cruising trails and open water swimming trails, and the necessary changing areas, slipways etc.



Viking Ships Event / Tall Ships Event

### T6 ‘Past and Future Views’ installation

Explore digital technology as a means to showcase past and future. The location of the old bridge and high hill are natural spots for such an installation.

Consider Zipline as a means of providing an interactive experience of heritage in the town (i.e., Zipline for a town).



‘Past and Future Views’ installation is an augmented reality seaside-style binoculars created by Zubr for ‘Ideascape’. This installation is similar to a seaside-style binoculars but enhanced through digital technology. One can see the projection of the past and future of a place / area through them. (Image Source: Paul Blakemore).

### T7 Digital Furniture and Technology

Integrate the use of technology and data usage through the Living Lab initiatives and European funding stream. Explore locations to install smart solar-bench / hi-tech street furniture providing 24/7 charging for electronic devices.



Smart Bench, London - This solar-powered benches offer free Wi-Fi, USB charging ports for mobile phones and sensors which record weather and environmental information.

### T8 Events and Festivals

Encourage cultural, tourism, and arts events, with activities and festivals throughout the year. Strengthen and expand the existing boutique festivals which occur in the shoulder season. Explore a town centre location for a permanent bandstand and venues for live performances.



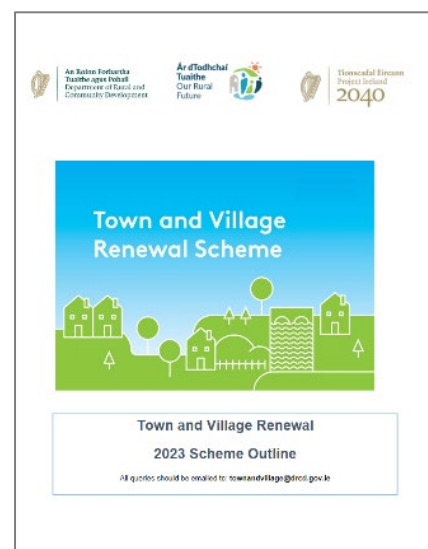
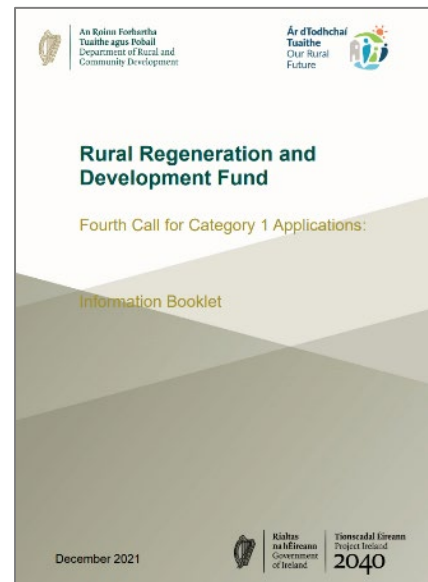
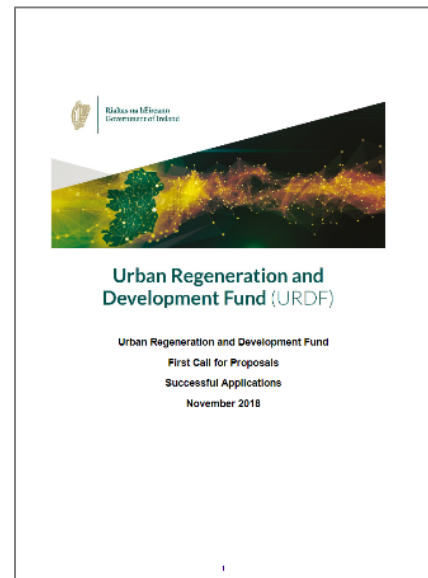
Cobh, bandstand along the Quays

## 5 Projects & Action Plan

## What we plan to do, how and when

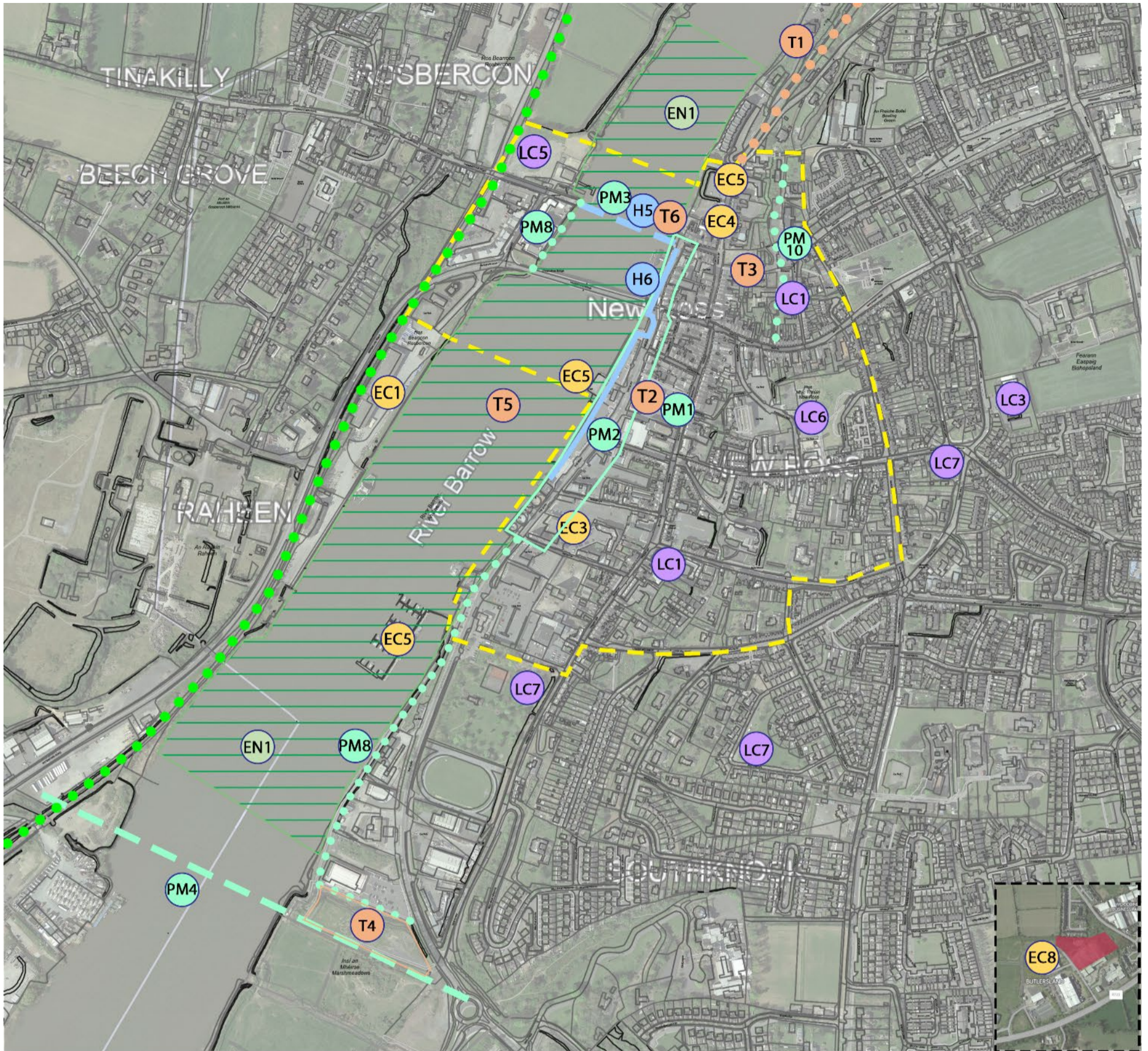
### Funding Options

- Urban Regeneration and Development Fund (URDF)
- Rural Regeneration and Development Fund (RRDF)
- Housing for All Crói Cónaithe (Towns) Fund
- Town and Village Renewal Scheme (TVRS)
- LEADER Community Led Local Development (CCLD)
- Outdoor Recreation Infrastructure Scheme (ORIS)
- Just Transition Funding (JT)
- European Regional Development Fund
- Active Travel Grants Programme
- Historic Towns Initiative
- Climate Adaptation / Retrofitting Initiatives
- Other Funding Scheme:
  - Destination Towns
  - Community Centre Investment Fund
  - Built Heritage Investment Scheme
  - Historic Structures Fund
  - Heritage Council Community Grant Scheme
  - Play and Recreation Funding Scheme
  - Sports Capital Funding



PROJECTS AND ACTION LIST – PRIORITY, TIMEFRAME, OWNER AND MAIN FUNDER					
<b>THEME 1: ENVIRONMENT</b>					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
EN1	Expose and Utilise Riverfront	★★★★★	Short	WCC / P	N / WCC / P
EN2	Wayfinding / Signage	★★★★★	Short	WCC	WCC
EN3	EV Charging Spaces	★★★★	Short - Medium	WCC / P	WCC / P
EN4	Nature-based Solutions and SUDS	★★★★	Short - Medium	WCC / G	WCC / G
EN5	Biodiversity and Urban Greening	★★★★★	Short - Medium	WCC	WCC / G
EN6	Lighting / Safety	★★★★★	Short - Medium	WCC	WCC
EN7	Green-Blue Network	★★★★★	Medium	WCC / G	WCC / G
EN8	Engage with landowners	★★★★★	Short	WCC / P	WCC / G
EN9	Clean Streets	★★★★★	Short-Medium	WCC	WCC / G
<b>THEME 2: HERITAGE</b>					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
H1	New Ross Heritage Trail App	★★★★★	Short - Medium	WCC	WCC
H2	Shopfront Improvements	★★★★★	Medium	WCC / P / G	WCC / P / G
H3	Expert conservation / repair / refurbishment of Heritage Assets	★★★★★	Medium - Long	WCC / G	WCC / G
H4	Reuse of existing buildings of interest	★★★★★	Medium - Long	WCC / P	WCC / P
H5	New bridge at the location of historic bridge	★★★★	Medium - Long	WCC / G	G
H6	The Quay / River	★★★★★	Short	WCC	WCC
H7	Create an Exemplar Street	★★★★★	Medium - Long	WCC / G	WCC / G
H8	Living above the Shops	★★★★★	Medium - Long	P	P
H9	Alterations to Architectural Conservation Areas (ACA) boundary	★★★★	Short-Medium	WCC	WCC
H10	Heritage Events and Activities	★★★★★	Short-Medium	WCC / P	WCC / P
<b>THEME 3: ECONOMY</b>					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
EC1	Riverfront Development – Rosbercon	★★★★★	Medium - Long	P	P
EC2	Digital Hub	★★★★★	Short - Medium	WCC / G	WCC / G
EC3	Hotel / Accommodation	★★★★★	Short - Medium	WCC / P	P
EC4	Repurpose / Reuse Derelict Sites and Disused Buildings	★★★★★	Short - Medium	WCC / P	P / WCC
EC5	Marina Upgrade and / or Pontoon Development	★★★★★	Medium - Long	WCC	WCC / G
EC6	New Retail Shops	★★★★★	Short - Medium	P	P
EC7	Evening and Night Town Centre Use	★★★★★	Short - Medium	WCC / P	P / WCC
EC8	Advance Factory Butlersland	★★★★★	Medium - Long	WCC / P	P / WCC
<b>THEME 4: PLACEMAKING + MOVEMENT</b>					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
PM1	New Town Square / Market Square	★★★★	Long	WCC	G / WCC
PM2	Reactivate Quays	★★★★★	Short - Medium	WCC	WCC / G
PM3	New Pedestrian and Cyclists Bridge	★★★★★	Medium - Long	WCC / G	G
PM4	New River Crossing	★★★	Long	WCC / G	G
PM5	Pedestrianisation of Streets and creation of Exemplar Street	★★★★★	Short - Medium	WCC / G	WCC / G
PM6	Review Traffic Flow and Introduce Traffic Calming Measures	★★★★★	Short	WCC	WCC
PM7	Review Parking Arrangement	★★★★★	Short	WCC	WCC
PM8	Extend and connect Riverside Walks	★★★★	Short - Medium	WCC	G / WCC
PM9	Universal Accessibility & Age Friendly Strategy	★★★★★	Short - Medium	WCC	WCC
PM10	Augustinian/CBS/Mary Street links	★★★★	Medium	WCC	WCC
PM11	Bicycle Lanes and Infrastructure	★★★★★	Short - Medium	WCC	G / WCC

PROJECTS AND ACTION LIST – PRIORITY, TIMEFRAME, OWNER AND MAIN FUNDER					
THEME 5: LOCAL COMMUNITY					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
LC1	Reuse of disused / derelict buildings for use by the local community	★★★★★	Short-Medium	WCC / P	G / P
LC2	Local Community Hubs	★★★★★	Short-Medium	WCC	WCC / G
LC3	Reactivate Community Hub / Youth Centre	★★★★★	Short	WCC / P	G / P
LC4	Community Notice Board with a Community Wayfinding Physical Signage	★★★★	Short	WCC	WCC
LC5	Rosbercon Skate Park and Greenway Link	★★★★	Short-Medium	WCC	G / WCC
LC6	Library Refurbishment	★★★★	Short-Medium	WCC	G
LC7	Playgrounds	★★	Medium	WCC	WCC
LC8	Encourage Active Travel	★★★★	Short-Medium	WCC	G
THEME 6: TOURISM					
ID	ACTION	PRIORITY	TIMEFRAME	OWNER	MAIN FUNDER
T1	South East Greenway Loop	★★★★★	Short-Medium	WCC / G	G
T2	Norman Experience Centre	★★★★★	Short-Medium	WCC / G	WCC / G
T3	Urban Zipline	★★★★★	Short-Medium	WCC	WCC / G
T4	Motorhome Park	★★★★	Short-Medium	WCC	WCC / P
T5	Water-based Tourism and Water Sports Activities	★★★★★	Medium-Long	WCC / P	WCC / P
T6	'Past and Future Views' installation	★★	Medium-Long	WCC	WCC / G
T7	Digital Furniture and Technology	★★★	Medium-Long	WCC	WCC / G
T8	Events and Festivals	★★★★	Short-Medium	WCC / G	G
<b>Abbreviations:</b> <b>WCC = Wexford County Council</b> <b>G = Government/National Funding</b> <b>P = Private sector</b>					



MAP OF ACTIONS

Specific Actions (Site / Location Specific Actions)

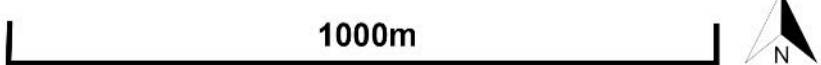
- EN1 Expose and Utilise Riverfront
- H5 New Pedestrian bridge at the location of historic bridge
- H6 The Quay / River
- EC1 Riverfront Development
- EC3 Hotel / Accommodation
- EC4 Repurpose Derelict Sites & Disused Buildings
- EC5 Marina Upgrade & / or Pontoon Development
- EC8 Advance Factory Butlersland
- PM1 New Town Square
- PM2 Reactivate Quays
- PM3 New Pedestrian & Cyclists Bridge
- PM4 New River Crossing
- PM8 Extend & connect Riverside Walks
- PM10 Augustinian/Mary Street link

- LC1 Reuse of disused / derelict buildings for use
- LC3 Reactivate Community Hub / Youth Centre
- LC5 Rosbercon Skate Park & Greenway Link
- LC6 Library Refurbishment
- LC7 Playgrounds
- T1 South East Greenway Loop
- T2 Norman Experience Centre
- T3 Urban Zipline
- T4 Motorhome Park
- T5 Water-based Tourism & Water Sports Activities
- T6 'Past and Future Views' installation

●●●● South East Greenway  
 ——— Town Centre Boundary

Town Centre Specific Actions (Within Town Centre Boundary)

- EN2 Wayfinding / Signage
- EN3 EV Charging Spaces
- EN4 NBS & SUDS
- EN5 Biodiversity & Urban Greening
- EN6 Lighting / Safety
- EN7 Green-Blue Network
- EN8 Engage with landowners
- EN9 Clean Streets
- H1 New Ross Heritage Trail App
- H2 Shopfront Improvements
- H3 Expert Conservation & Repair of Heritage Assets
- H4 Reuse of Existing Buildings
- H7 Create an Exemplar Street
- H8 Living above the Shops
- H9 Alterations to Architectural Conservation Areas (ACA)
- EC2 Digital Hub
- EC6 New Retail Shops
- EC7 Evening & Night Town Centre Use
- PM5 Pedestrianisation of Streets
- PM6 Review & Manage Traffic
- PM7 Review Parking Arrangement
- PM9 Universal Accessibility
- PM11 Bicycle Lanes & Infrastructure
- LC2 Local Community Hubs
- LC4 Community Notice Board
- LC8 Encourage Active Travel
- T7 Digital Furniture
- T8 Events & Festivals



***“You are never  
finished”***





**Where you find  
more  
information**

**1**

**Introduction**

**2**

**Baseline**

**3**

**Vision**

**4**

**Strategy**

**5**

**Projects**

**6**

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**NEW ROSS**  
**MAIN REPORT**  
*A Reference Document*

**2023**



**NEW ROSS**  
**TOWN**  
**CENTRE**  
**FIRST**  
**PLAN**