



Introduction



Baseline



Vision



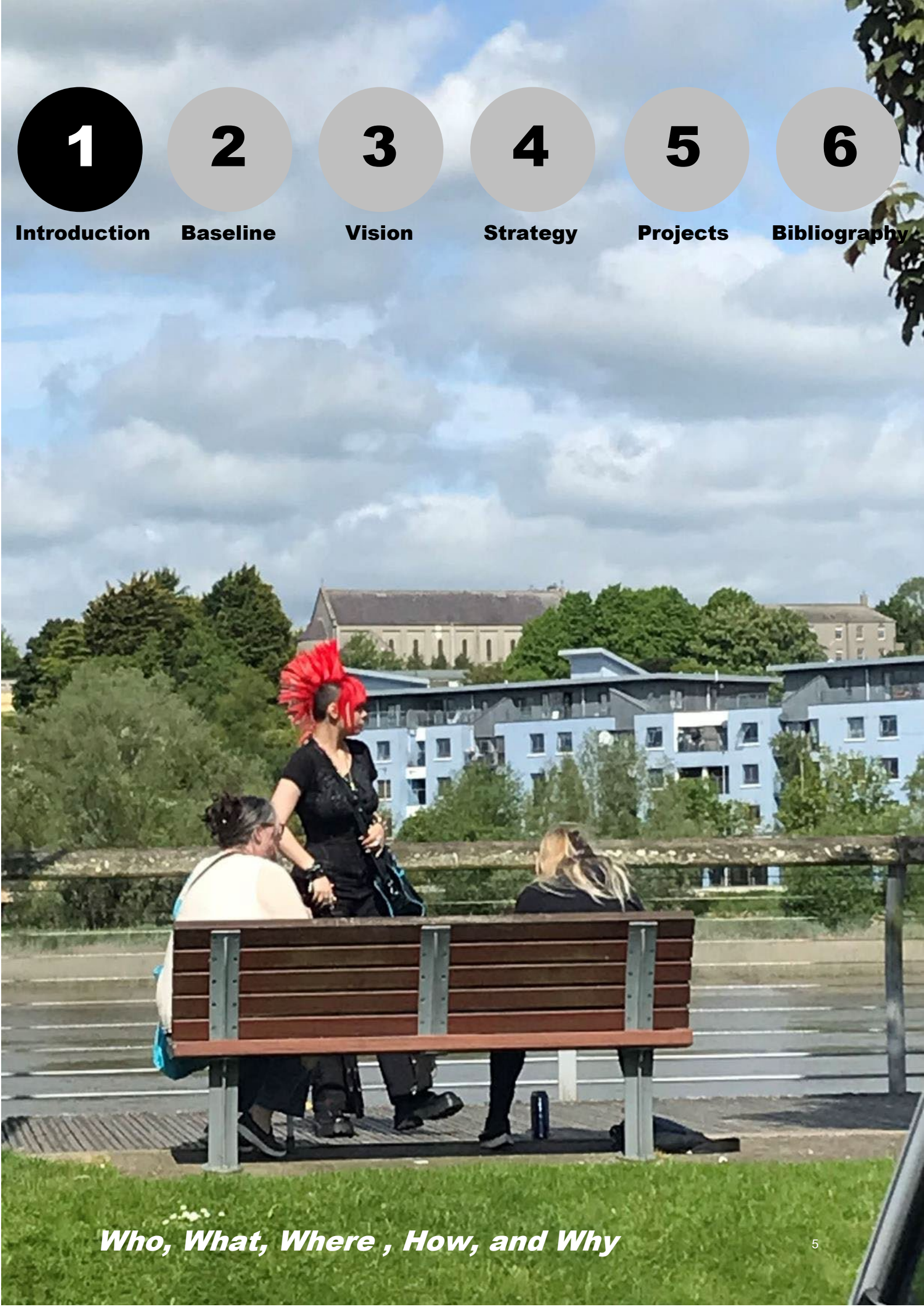
Strategy



Projects



Bibliography

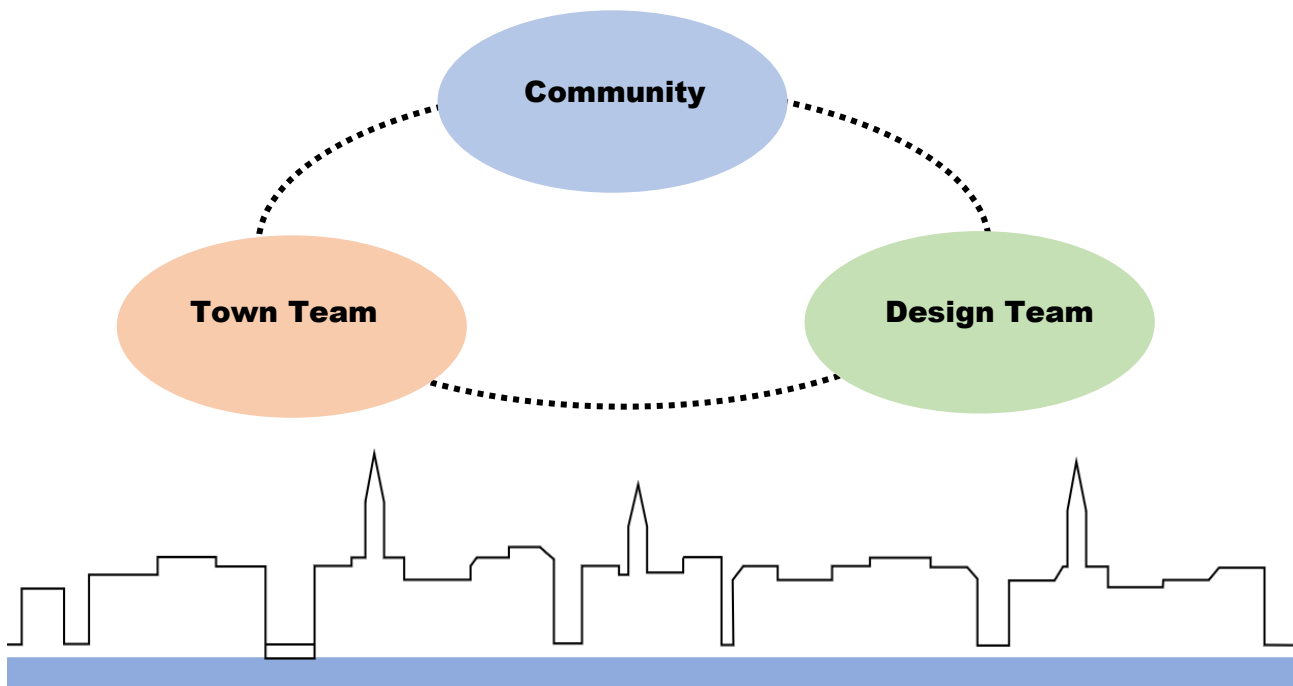


Who, What, Where , How, and Why

Who – The Team

Wexford County Council have appointed the Multidisciplinary Team of Cunnane Stratton Reynolds (town planning, urban design, landscape and townscape), Optimize (demographics, economics, tourism), Howley Hayes Cooney (heritage), Tobin (engineering and access) and A Playful City (consultation and community engagement) in May 2023 to prepare a Town Centre First Plan for New Ross. This urban regeneration plan for the town will be the first of its kind for New Ross to bundle various strands of future development in a collaborative and holistic approach.

A Town Team and a Town Regeneration Officer have been nominated to steer the Town Centre First process and to coordinate the preparation of the Plan in collaboration with the multidisciplinary team. The Town Team represents the various key stakeholders for New Ross in order to address all social, cultural, economic and environmental aspects of future development in the town.



What – The Brief

This is an urban regeneration project that focusses on the town centre of New Ross. The Vision, Strategy and Action Plan of the Town Centre First Plan must achieve what is set out in the brief as follows:

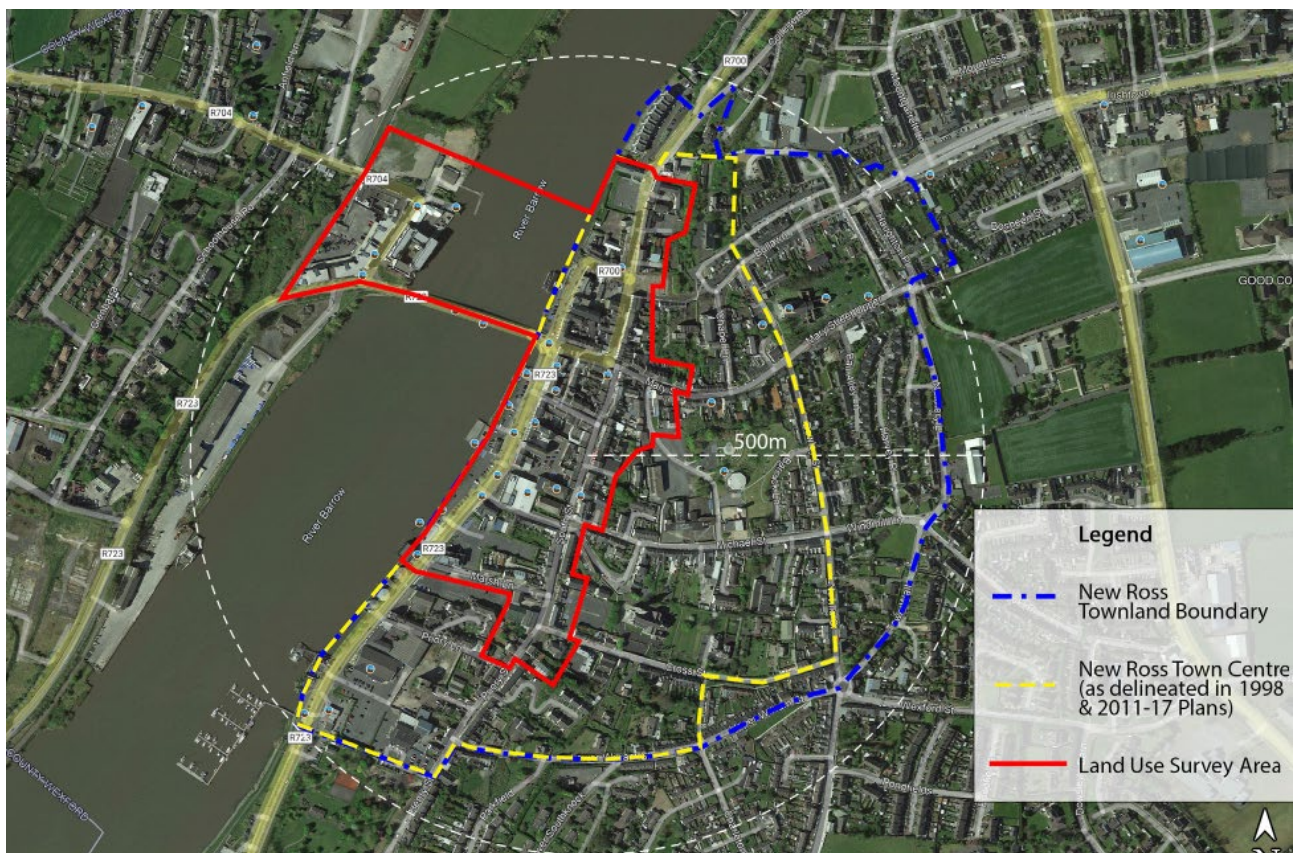
“The Plan must promote the process of strengthening social, cultural, economic and environmental life in the town by addressing the opportunities and challenges which New Ross presents. It must also reference the cultural, economic and social history of the town.”

In the context of New Ross, the Town Centre First Plan should assist to consolidate recently completed public realm projects, as these have become successful places for the community.

Where – The Urban Context

This Plan contains proposals and actions directed to the town centre which are consistent with the Town Centre First policy. The focus on the town centre in terms of proposals and the emphasis of the assessments on the centre does not mean the outer areas and the catchment outside the town have not been considered. A broader assessment of the needs of the town and its hinterland, well beyond the town centre, have been carefully considered in the formulation of strategy and generation of proposals and actions.

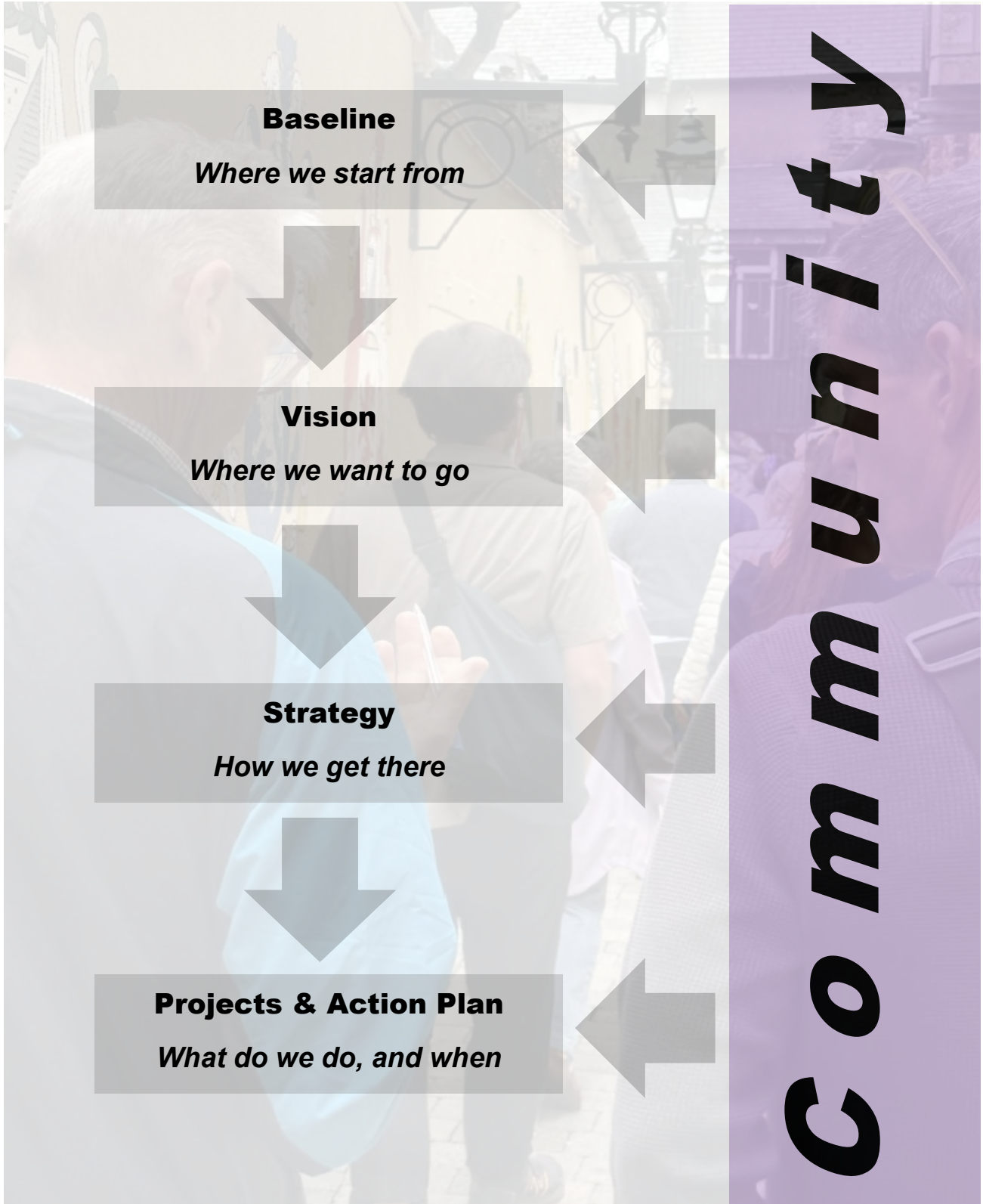
The definition of a general boundary for projects is helpful to keep the Action Plan focussed. However, it was agreed that the regeneration of the town centre cannot be treated in isolation. Physical surveys were contained within a feasible boundary while community engagement and sustainable proposals were reaching beyond any physical town centre boundary – in the sense of a holistic approach to issues of urban regeneration – which generally do not start or stop at boundaries, neither does the community involved.



Survey and Research Area Map for the Town Centre First Plan

How – With the Community

Key to this document is the process, from working with the community and from town surveys to establish a **Baseline** of what exists and what needs to improve, to agreeing a **Vision**, to developing a **Strategy** to achieve it, and to working out an **Action Plan** to structure and manage future development.



Why - Town Centre First Policy

This urban regeneration plan has been prepared in accordance with the Government's *Town Centre First Policy*, under the *Our Rural Future Policy* to support the regeneration and development of rural towns and villages in Ireland. *Town Centre First - A Policy Approach for Irish Towns* aims to improve our town centres, so they can become vibrant and attractive places for people to live, work and visit, while the local community can enjoy better social, cultural and economic services.

The *Town and Village Renewal Scheme (TVRS 2023)* has been a guiding scheme for this Plan as it directly supports the objectives of *Our Rural Future* and *Town Centre First*. The TVRS seeks to support the revitalisation of rural Ireland through a renewed focus on social and economic recovery / regeneration in town centres. Projects will focus on enhancing streetscapes and bringing vacant and derelict buildings back into use and make them available as multi-purpose community spaces.

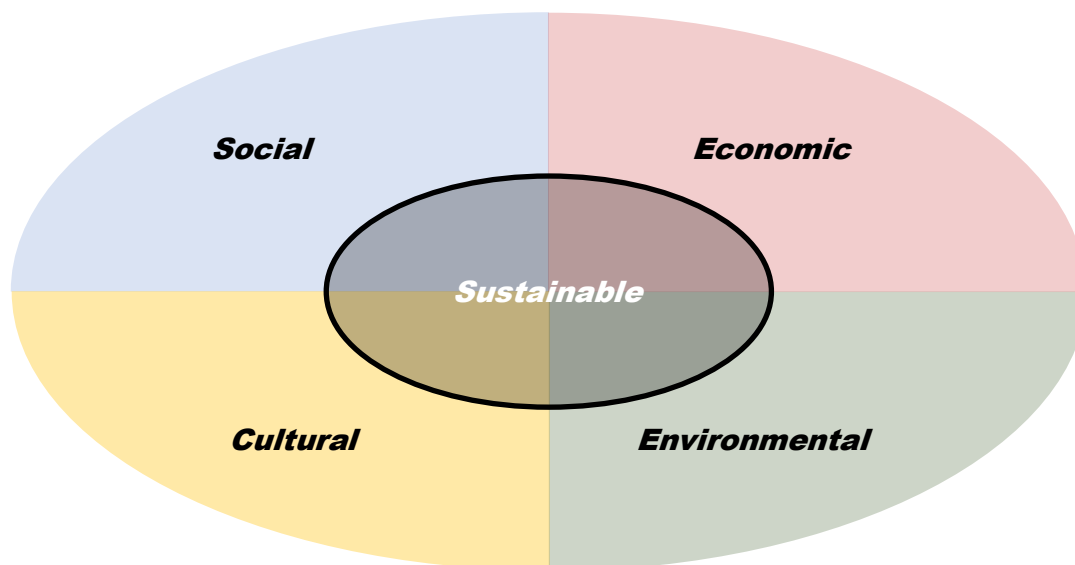
We envisage this *Town Centre First Plan* to become a useful Reference Document for future development in New Ross, and comparable development elsewhere. It provides planning and design guidance, advice and direction over a planned timeframe and process.

In the ambit of the policy, proposed projects will represent a variety of Strands:

- **Reusing vacant buildings & repairing derelict buildings**
- **Connecting & reviving built and cultural Heritage**
- **Strengthening the local Community & Activities**
- **Improving Tourism & its Infrastructure**
- **Optimising conditions for Commercial activity**
- **Enhancing the Public Realm & Environment**
- **Making Transport Mobility more sustainable**
- **Introducing Digital Development and Progress**

Sustainable Development

Urban regeneration in the ambit / remit of the Town Centre First Policy is a form of Sustainable Development, deriving from the Brundtland Report in 1987, and meaning development that is **socially, economically, culturally and environmentally** truly viable and acceptable for all, now and for the future.



The Critical Overlap to achieve Sustainable Development

Socially sustainable for Town Centre First New Ross means projects which address the community in its entirety, are inclusive for all ages, abilities, beliefs and backgrounds, and are based on equitable distribution of means and efforts.

Economically sustainable for Town Centre First New Ross means projects which are most efficient, effective and realistic in their use of material and human resources, most ethical in their goals, supportive for the local economy while not negatively impacting social, cultural or environmental objectives.

Culturally sustainable for Town Centre First New Ross means projects which encapsulate the community's ideas, traditions and evolving lifestyles that are reflected in the town's history, built heritage and character, today, and in the past.

Environmentally sustainable for Town Centre First New Ross means projects which have regard to current environmental guidance and best practice to protect and enhance vulnerable habitats and sites, flora and fauna, minimise human induced climate change, avoid the use of finite resources and contribute to a Circular Economy.

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Who, What, Where, How and Why

These four principles listed above always work in accordance and with one another, never in isolation or in breach of one principle over the other. In essence, While one principle could be the initial objective, the other three will be addressed and will experience a positive impact. Sustainable Development is achieved when projects can clearly indicate a **synergy of social, economic, cultural and environmental** interests and outcomes.

This Town Centre First Plan is aligned with the core principle of Sustainable Development as described above. The 17 Sustainable Development goals set by the UNESCO and listed below will be applied in the larger scale of urban regeneration objectives, in a holistic process, and with strong community involvement.



UNESCO Sustainable Development Goals