



Some Things Need to Change
Some Things Should Stay
A Lot can get Better

*Where we
want to go*

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The Community's Vision for the Town Centre is manifold – A good thing!

- + *More Affordable Apartments & Houses*
- + *More Shops, Bigger Shops where appropriate*
- + *More Restaurants & Cafés*
- + *More Hotels & Tourists*
- + *More Services, Jobs & Entertainment*
- + *More Trees, Planting & Seating*
- + *More Public Places to meet, mingle & rest*
- + *More Evening and Nighttime Activities*
- + *Safer Streets & Better Connections between Public Greens*
- + *More Activities & Places for Young People*
- + *Better Bus Service*
- + *Better Footpaths & Cycle Lanes*
- + *Better Access to all Buildings & Public Areas*
- + *More attractive River & Quays*
- + *Better Community Ties between different groups*
- + *More Inclusion of Minorities*
- + *Better Wayfinding & Connections for Residents & Visitors*
- *Less Vacant & Derelict Sites & Buildings*
- *Less Traffic & Cars*
- *Less Antisocial Behaviour & Drugs*
- *Less Social Deprivation & Poverty*
- *Manage Expectations*
- *Propose realistic Projects*
- *Consolidation of the existing public realm projects*
- *Compromised Accessibility due to existing terrain*
- *Identify Pilots that the Community can identify with*

**Creating a Vision for a Place is like painting an Image,
With Colours, Forms, Meaning, and a Canvas!**

What is our joint-up Vision for New Ross?

Here again, the Community is the expert in the forming of a vision for their town!

It is based on feedback from:

- The Community, including the Town Team
- Key Stakeholders, including Wexford County Council
- Observations and Surveys from the Multidisciplinary Team



In general, a very strong overlap can be found, between Community ideas, Key Stakeholder advice, and conclusions and recommendations from the Multidisciplinary Team – They pretty much all want a similar future for New Ross:

A Vision of Place Making:

A vibrant,

safe,

comfortable,

attractive

and accessible

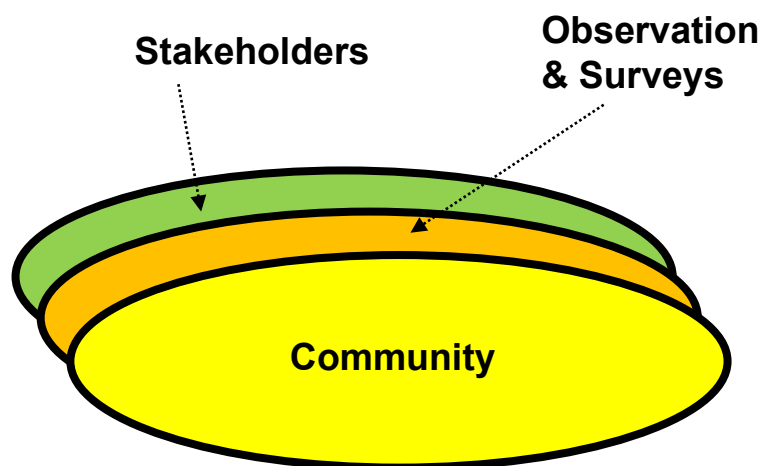
town centre,

to live,

to work,

to meet

and to visit, for everyone.



The Community's Vision for the Town Centre is about Quality of Life

The multidisciplinary team is presenting a vision for a better New Ross that is in full accordance with the objectives of the Town Centre First policy. Some conflicting interests arose in the process to find one common voice and direction. These are normal, and to be expected when it comes to a complex task of forming a Vision for your own place and lifestyle.

The main questions for the community (and perhaps most contested matters among urbanists) are how a town like New Ross should look like in the future:

- ***The redistribution of public space – simply speaking, how much road and parking will be relocated and reduced, where, and how would the community like to use this reclaimed space?***
- ***How can the Virtuous Cycle be started, to attract both, more town centre living, and more town centre business & amenities at the same time?***
- ***How can we create a stronger Sense of Place for the Community in the Town Centre?***
- ***Who is responsible?***

New Ross owns 5 outstanding assets of immense value for Quality of



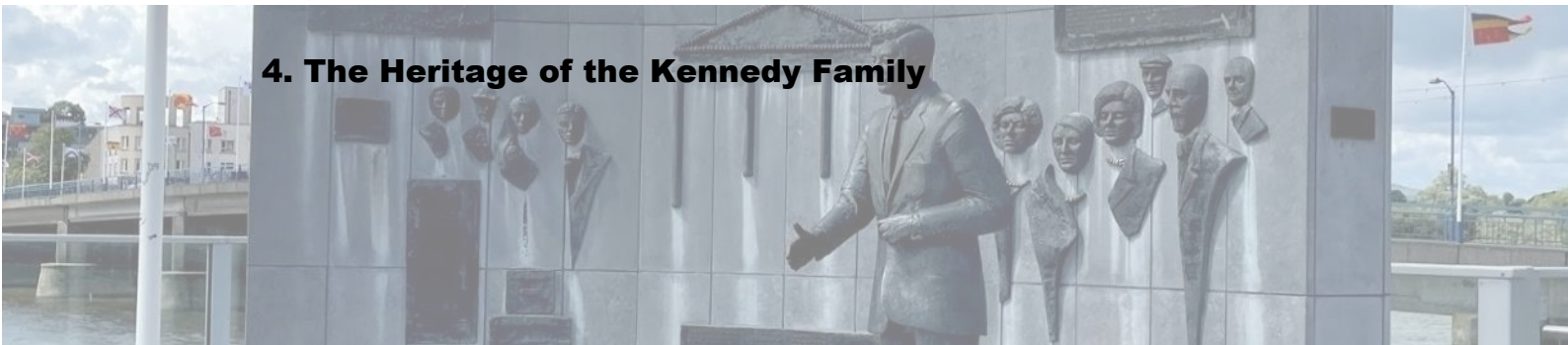
1. The River Barrow



2. The Heritage of the Normans



3. A Compact Town Centre



4. The Heritage of the Kennedy Family



5. A very Creative & Strong Community

These 5 are essential for the Town's Values, Reputation & Place in the Southeast

They are vital for the Town's IMAGE

1. The River Barrow

The river is over 200m wide when it flows through the town – one of the widest river stretches in the country! The river is tidal which makes for a constantly changing shoreline, with a unique flora and fauna. A living and healthy waterbody on the town's doorstep is a major asset:

- **Natural Beauty & Biodiversity**
- **Exciting everchanging Landscape**
- **Source of the Town's Existence as a Norman Port**
- **Great Opportunity for Sustainable Connection to Waterford, Coast, Inland**
- **Great Opportunity for Recreational and Sports Activities**

We are fully aware of the flood risk that a tidal river creates.

With Climate Change and rising sea levels the town needs to protect itself better from future floods. Therefore, expectations how to make the River Barrow an active and attractive part of the town have to be managed.

Also, the river is a clear physical divide between the main town and Rosbercon.

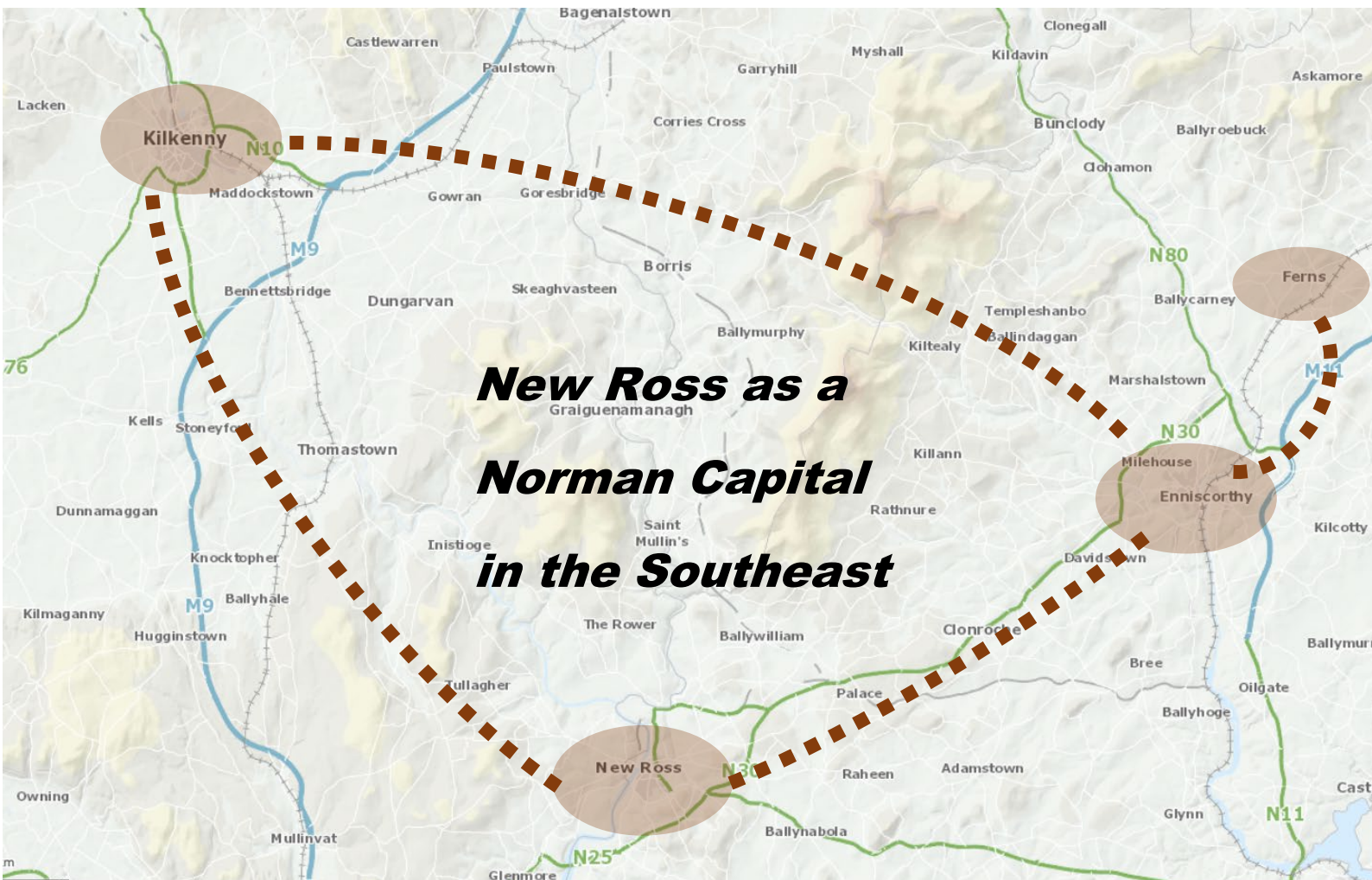
Therefore, to enhance the river means having more, better opportunities to cross it.

2. The Heritage of the Normans

Norman history has shaped New Ross, starting with William Marshal and Isabel de Clare who founded the town more than 800 years ago. Norman heritage, in the form of the town layout, buildings, walls and the cultural narrative of New Ross like The Ros Tapestry can be seen and sensed everywhere in town. The Vision for New Ross is taking the town’s rich heritage on a journey into the future. The Vision for New Ross has to include:

- An almost intact Town Wall (and the ITWN support & background)
- The impressive structure of St Mary’s Church & The Norman Way
- Remains of the Historic Port
- The Ros Tapestry returning to New Ross
- The Development of the Norman Experience Centre on the Quays
- The Strengthening of a Norman Heritage Triangle:

Kilkenny – New Ross – Enniscorthy



3. A very Intact Building Stock in a Compact Town Centre

New Ross has not undergone the process of suburban sprawl to the same extent as many other Irish towns. One reason might be the established medieval setting of streets and places that worked well then, and now. Another reason might be the economic advantage of the riverfront while the terrain rises from the river in every direction.

The building stock in the town centre consist mostly of 'ordinary' terraces houses, with a few more outstanding grander buildings interspersed among them. However, the ensemble value of these buildings is an outstanding physical quality that is unique to New Ross. It undoubtedly adds to the urban density, character and charm of a historic town – a quality we often appreciate so much when abroad in mediterranean villages and towns!

An aerial photograph of New Ross, Ireland, showing the town's layout and the river. A large, semi-transparent yellow oval is overlaid on the map, highlighting the central town area. The river is visible on the left side of the image.

***The Quality of the
Medieval Vernacular***

4. The Heritage of the Kennedy Family

The Kennedys emigrated from New Ross to the US in the 19th century, long before John F. Kennedy. JFK came on an epic visit to Ireland, and New Ross in 1963. His visit to his family's hometown wrote national history and has put New Ross on the map for many since. The Kennedy Family are the most famous emigrants having left New Ross during the Great Famine in 1848. The Vision for New Ross clearly evolves around Emigration and Immigration, Leaving and Arriving, Loss and Gain. The Kennedy Family from New Ross display this so well:

- **The John F. Kennedy Trust – Dunbrody Famine Ship Experience**
- **The Kennedy Summer School - a Festival of Irish-American History & Politics**
- **The Kennedy Arboretum & Homestead near New Ross**
- **Strengthening Heritage Tourism**

***Make New Ross a Place
that remembers Emigration,
and welcomes Immigration!***

5. A Creative & Strong Community

New Ross has a population of over 8,000 which makes it a mid-size town for Irish standards. CSO data and statistics show one side of the coin. The other side is the sensual, the character and vibe of the place. We hear from the Community that the will and energy to change things for the better are there and strong – bring it on! We hear from locals and visitors alike that the town has so much going for it and that it needs a stimulus to ‘awaken’ from a depression that hasn’t left the town for quite some time.

- Annual Festivals & Events
- The Inclusion of Newcomers
- Theatre – Arts – Music
- Safe & Comfortable Streets & Places
- New & Fresh Businesses like Shops, Services, Food & Beverages
- Local Sports Clubs – from Rowing to Cycling to Boxing and More
- People’s Pride in their Town, and how they show it

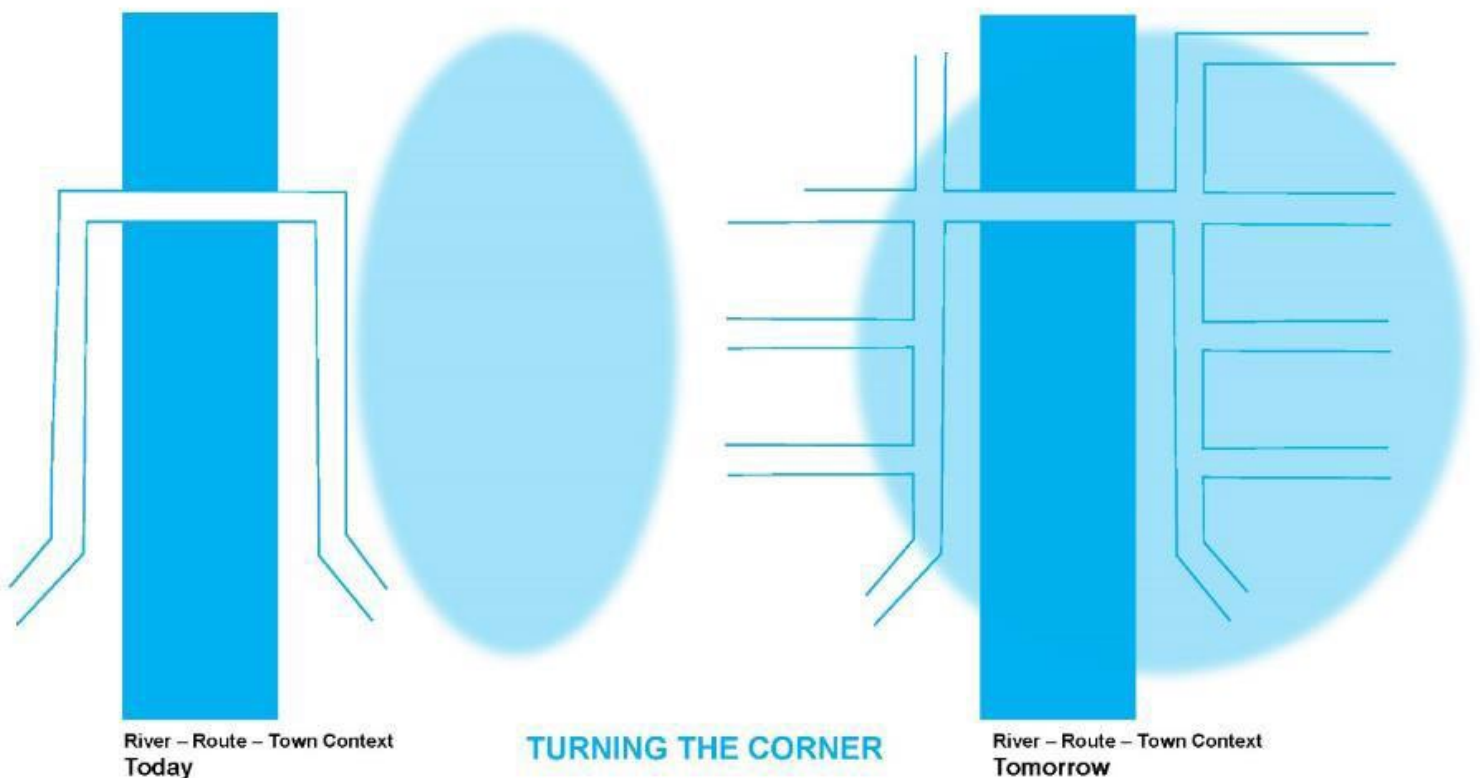
***Break the Vicious Cycle of Depression.
Start the Virtuous Cycle of More Life –
more Living, Working and Socialising
in the Town Centre,
and in the Evenings and at Weekends!***

Reactivating / Reimagining / Reintroducing the river into the town

The current flow of traffic and general movement through New Ross is still set by the main thoroughfare along the Quays. This was the N25 with a higher traffic volume and traffic speed until this section was bypassed in 2020 and the road downgraded to a regional road, the R723.

The bypass has been well intentioned as it reduced the negative impact of through traffic on the historic town centre and has increased economic activity. However more importantly left a legacy of wide roads with car engineered infrastructure and design, in a vacuum – we are experiencing **the Bypass Dilemma**.

The town’s Vision has to include a better version of this space, predominantly by reclaiming road space and making it available as quality public realm, for walking, cycling, for planting & trees, and for sitting and resting, with the best views one can have of New Ross, across the River!



Activating the Quays will pump new Life into the Streets and Laneways that are leading to the river, on both Sides!

Best Practice Examples of Urban Regeneration that inspire our Vision



The River Walk

Cork City Docklands and Haulbowline Island



Best Practice Examples of Urban Regeneration that inspire our Vision

Reviving the Port



Titanic Quarter, Harland & Wolff Shipyards, Belfast



Best Practice Examples of Urban Regeneration that inspire our Vision



Sabarmati Riverfront, Gujarat, India

The Linear Park



Best Practice Examples of Urban Regeneration that inspire our Vision



Reimagining Industrial Heritage

Borneo-Sporenburg Docks, Amsterdam, Netherlands

Living on the Waterfront



Best Practice Examples of Urban Regeneration that inspire our Vision



Amsterdam, Netherlands

Living over the Shop

Best Practice Examples of Urban Regeneration that inspire our Vision



Dawson Street, Dublin

Living over the Shop

Best Practice Examples of Urban Regeneration that inspire our Vision



Rye River Café, Kilcock, Co Kildare

Adaptive Urban Reuse

Best Practice Examples of Urban Regeneration that inspire our Vision

Adaptive Urban Reuse



Retrofitted Warehouse for Living, Shanghai, China



Retrofitted Warehouse for Living, New York, USA

Best Practice Examples of Urban Regeneration that inspire our Vision



*Greenway Bridge, Athlone
Co Westmeath & Roscommon*



A Shared Surface Bridge

*Bridge serving as Public Space
Providence, USA*

Best Practice Examples of Urban Regeneration that inspire our Vision





***“If you plan for traffic and cars,
you get traffic and cars. If you
plan for people and places, you
get people and places.”***

***Fred Kent, Project for Public
Spaces (PPS.org)***

***Illustrations of pedestrianised Quay Street
(Wexford CoCo)***



***The Vision for a better New
Ross needs to be constantly
nurtured and supported by the
Community and the Local
Authorities – with the Town
Team as the Task Force for the
Town Centre First Plan!***