

How we get there

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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

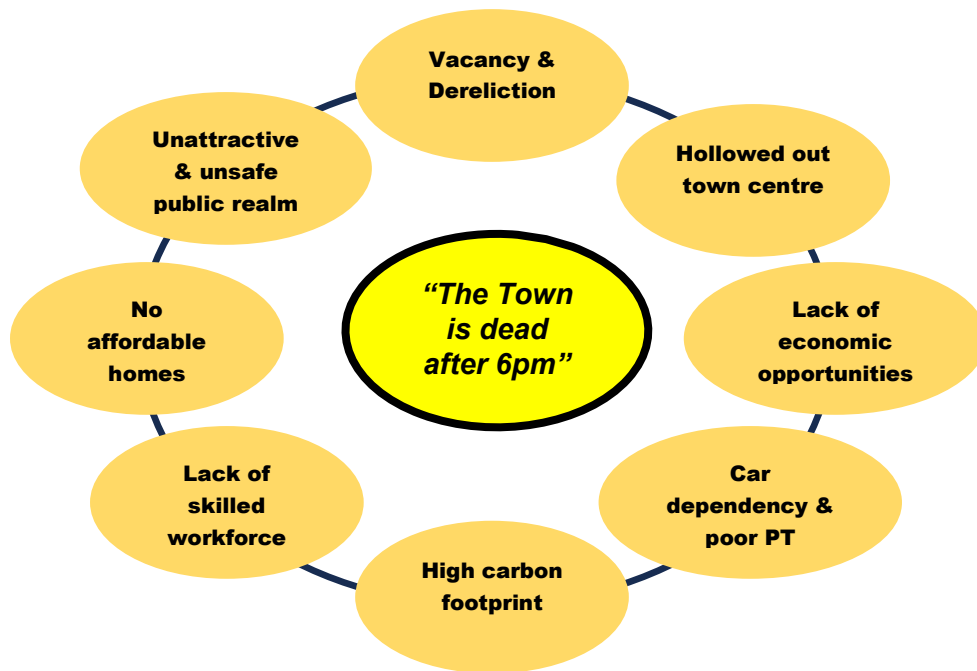


Introduce Green – Blue Infrastructure



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:

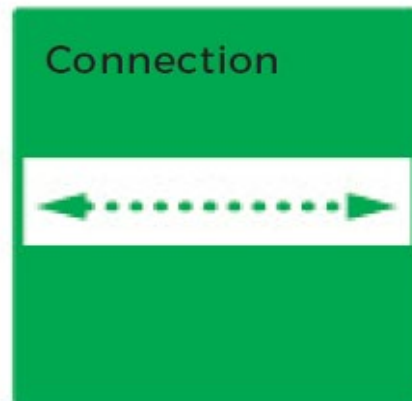
Increase **Footfall**, **Connectivity**, and **Passive Surveillance**, as illustrated below.

UNSAFE

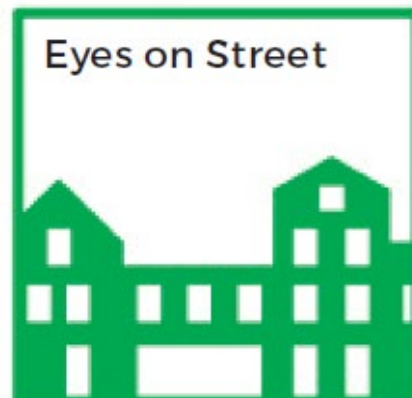
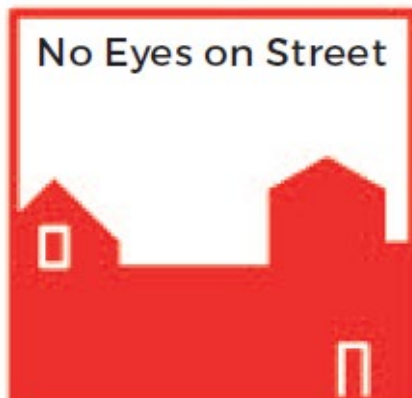
SAFE



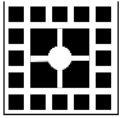
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VS



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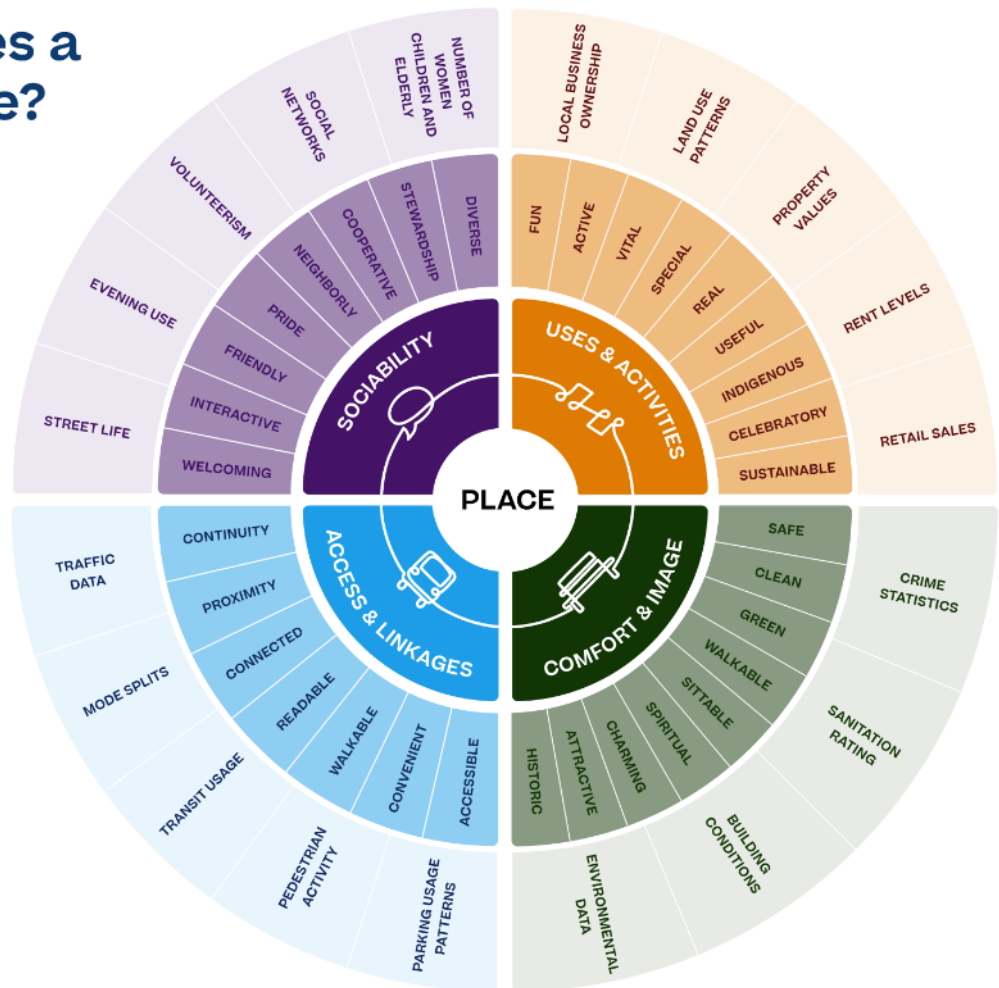


Apply Place Making & form a Sense of Place

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.

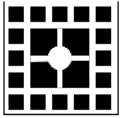
The multidisciplinary team takes insights from own project experience and from best practice guidance such as Irish Urban Design Manual, The UK National Design Guide for successful places, from Gehl’s well-established spatial quality criteria assessment, and from Placemaking guidance by Project for Public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

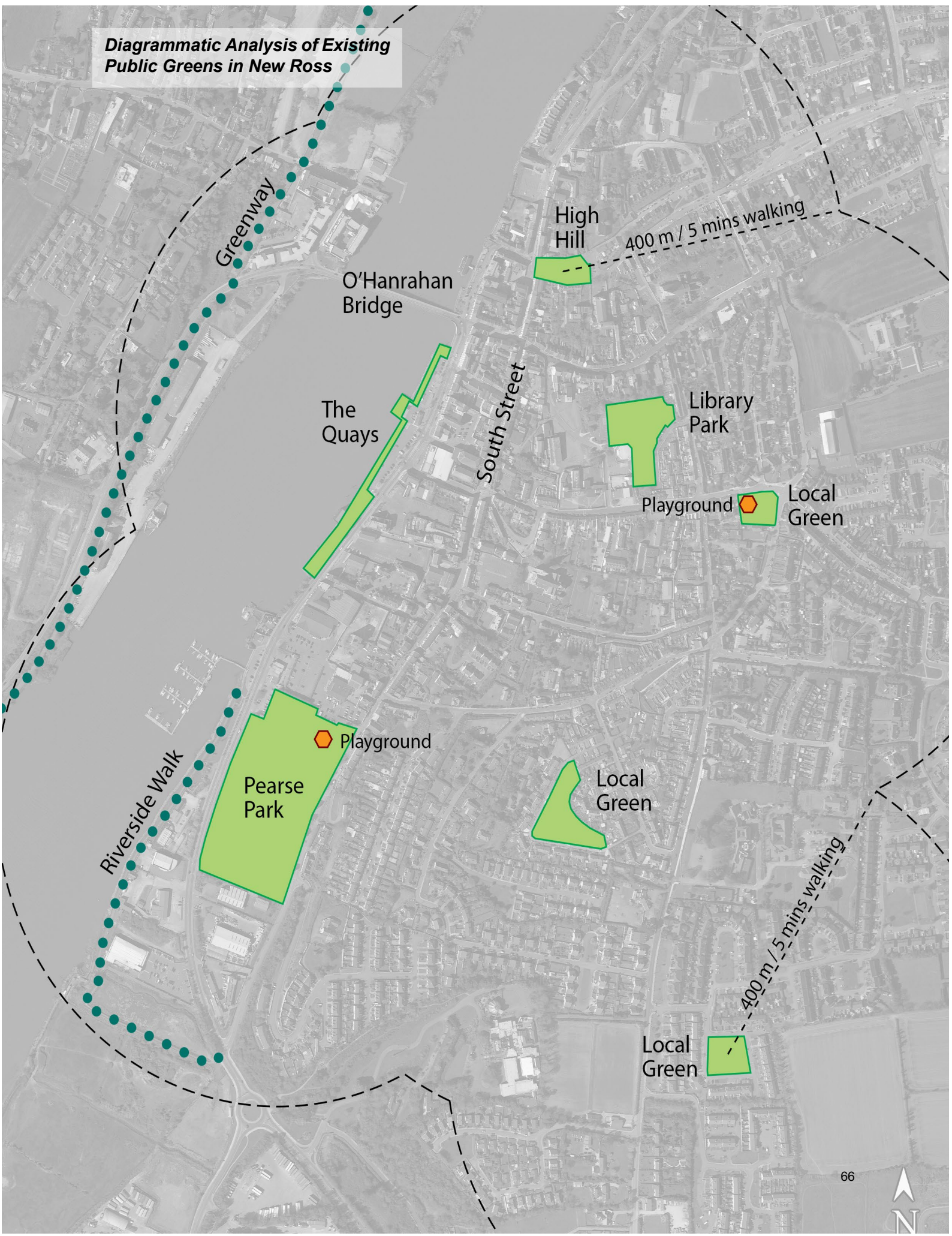
An Analysis of existing public realm in New Ross gives insights about their **Spatial Quality**. The multidisciplinary team perceive these to be good. However, an overall connecting greening concept for the town is required to consolidate existing public realm developments.

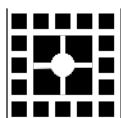
The New Ross Public Realm projects are consistently National award winning developments:

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

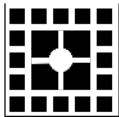




Apply Place Making & form a Sense of Place

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 Ross Park (Pearse 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 play ground.



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:



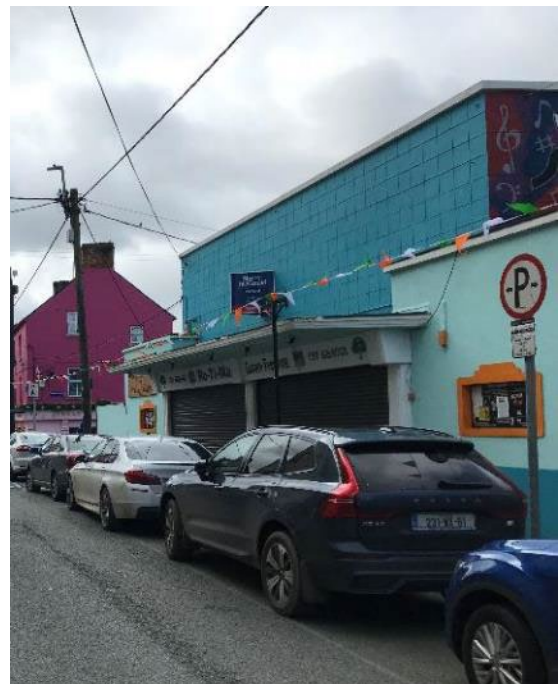
Augustinian Friary



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).



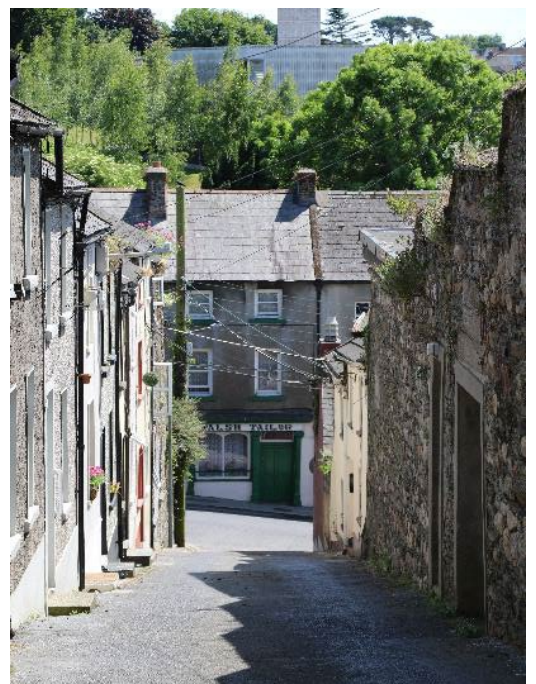
Warehouses on the Quays



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 space 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

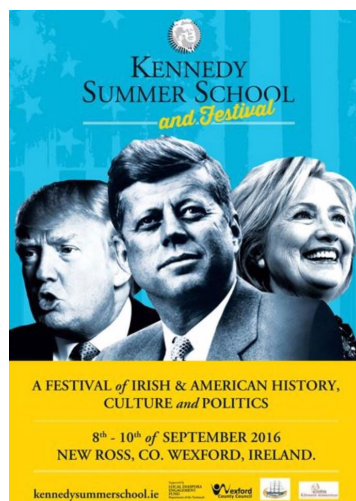
The existing festival calendar for New Ross is already impressive. With 4 festivals that are internationally recognised, the New Ross Guitar festival, Kennedy Summer School, the New Ross Piano Festival, and the Eugene O'Neill International Festival of Theatre. New Ross has established itself as a unique boutique festival venue. These festivals have the potential to leverage additional and added value events, such as a Tall Ships Festival, marrying the Dunbrody Famine Ship to the current festival programme, and other water based events linking the river and its wonderful heritage to the festivals. The annual Kennedy Summer School adds another layer of education and information for all interested parties. **More buildings, spaces and locations** should be identified and retrofitted that are suitable for performance spaces, 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



Provide for a Digital New Ross

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><i>Digital Readiness is Clearly Defined and Documented</i></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>



Provide for a Digital New Ross

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 limited 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.

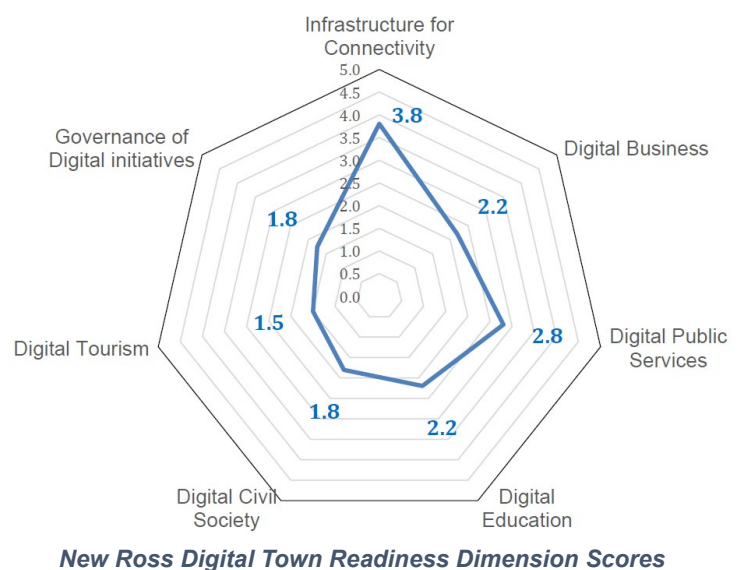
The audit highlight a low level of digital readiness under three key categories: Digital Tourism, Governance and Digital Civil Society.

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.



What is Digital Placemaking?

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

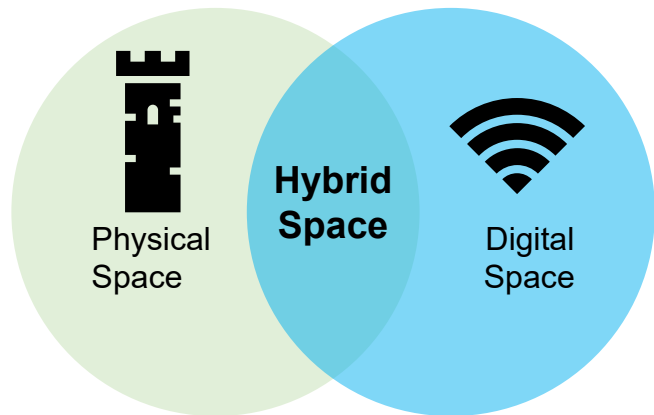
Calvium (Source: <https://calvium.com/resources/digital-placemaking/>)



Provide for a Digital New Ross

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.”

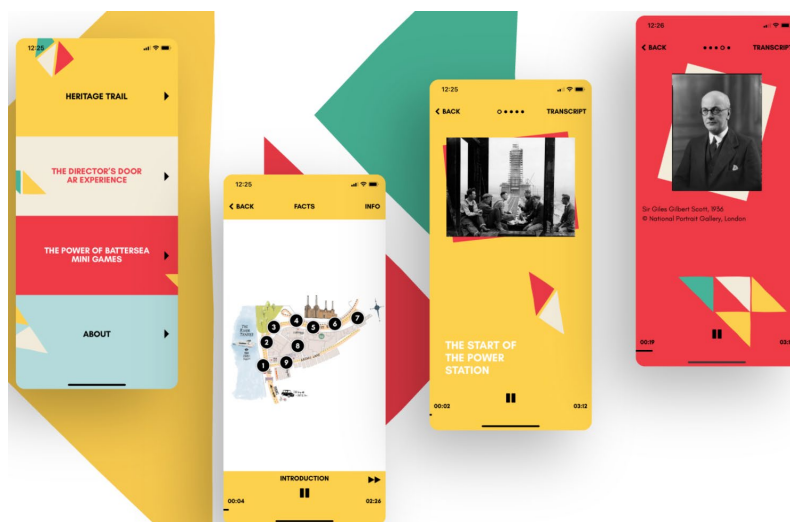
- Calvium (Source: <https://calvium.com/resources/digital-placemaking/>)

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.

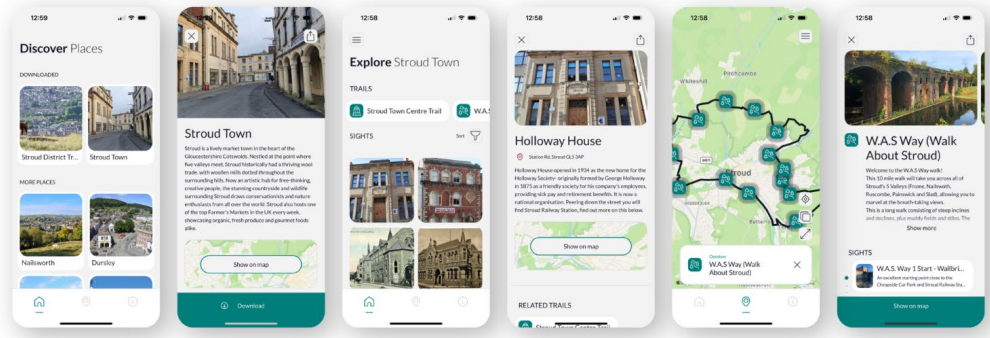




Provide for a Digital New Ross

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).

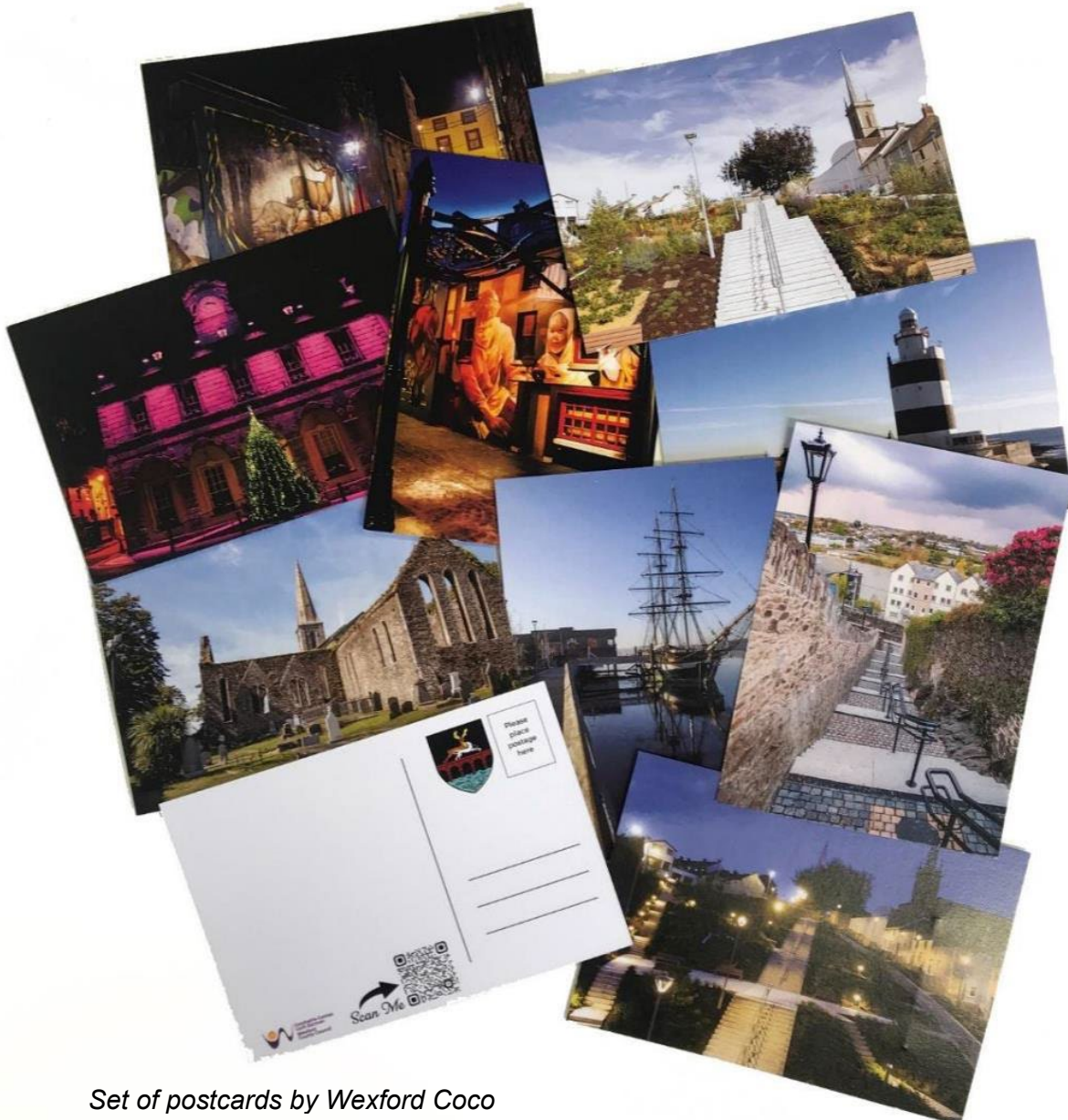




Promote Tourism & activate the Hinterland

New Ross is a town in southwest County Wexford, Ireland. 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 project is not only important for tourists, but critical for the New Ross community, and the **town's social and economic performance**.

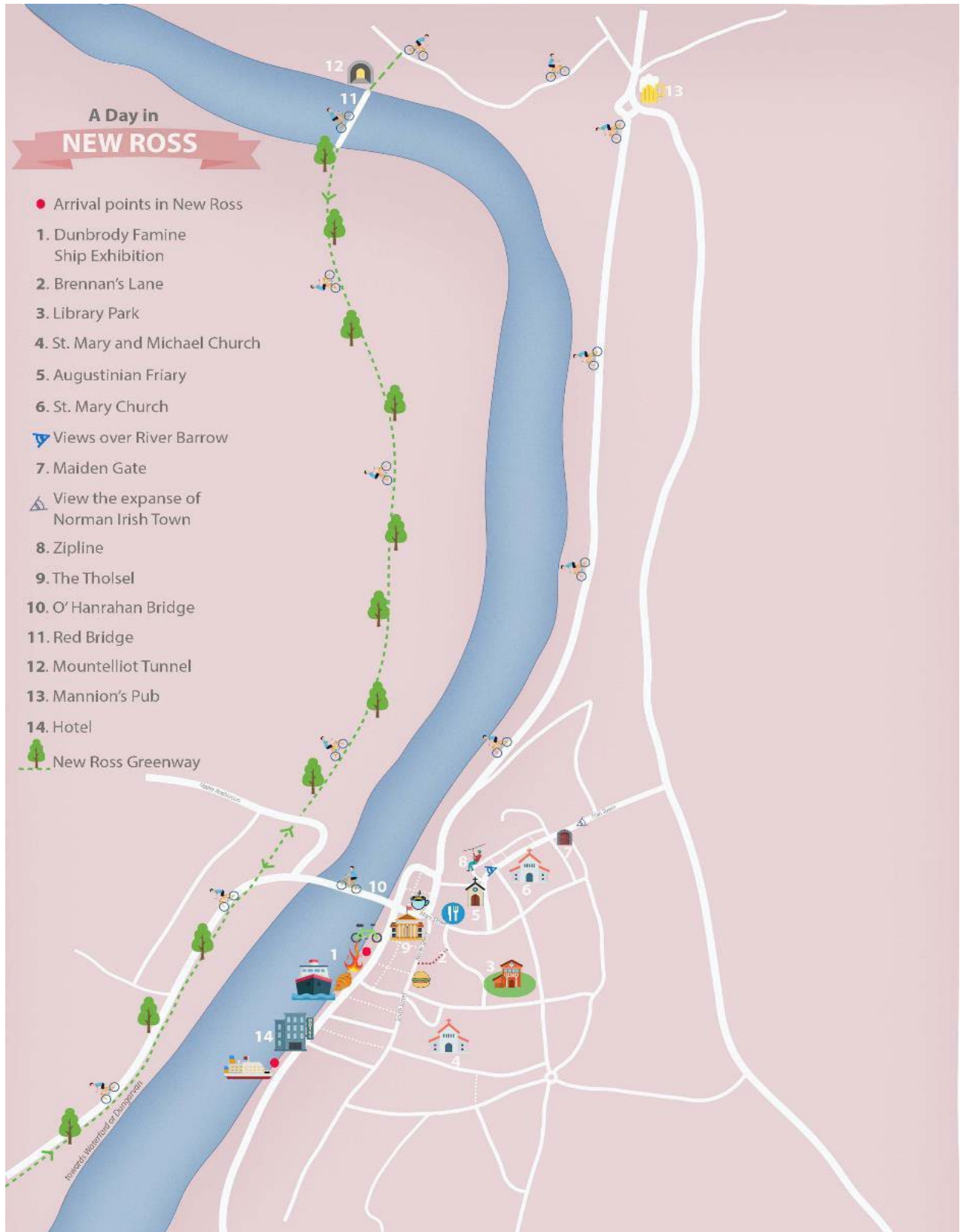


Red Bridge across the River Barrow, forming a section of the Greenway loop for New Ross



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)

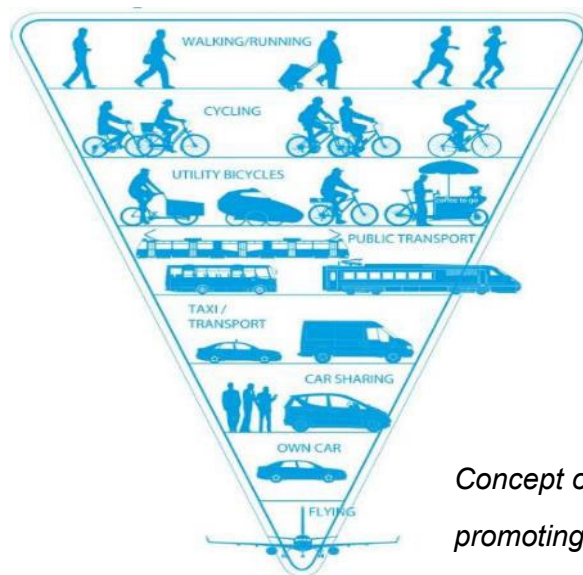


Make Transport sustainable – the 10 Minute Town

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.



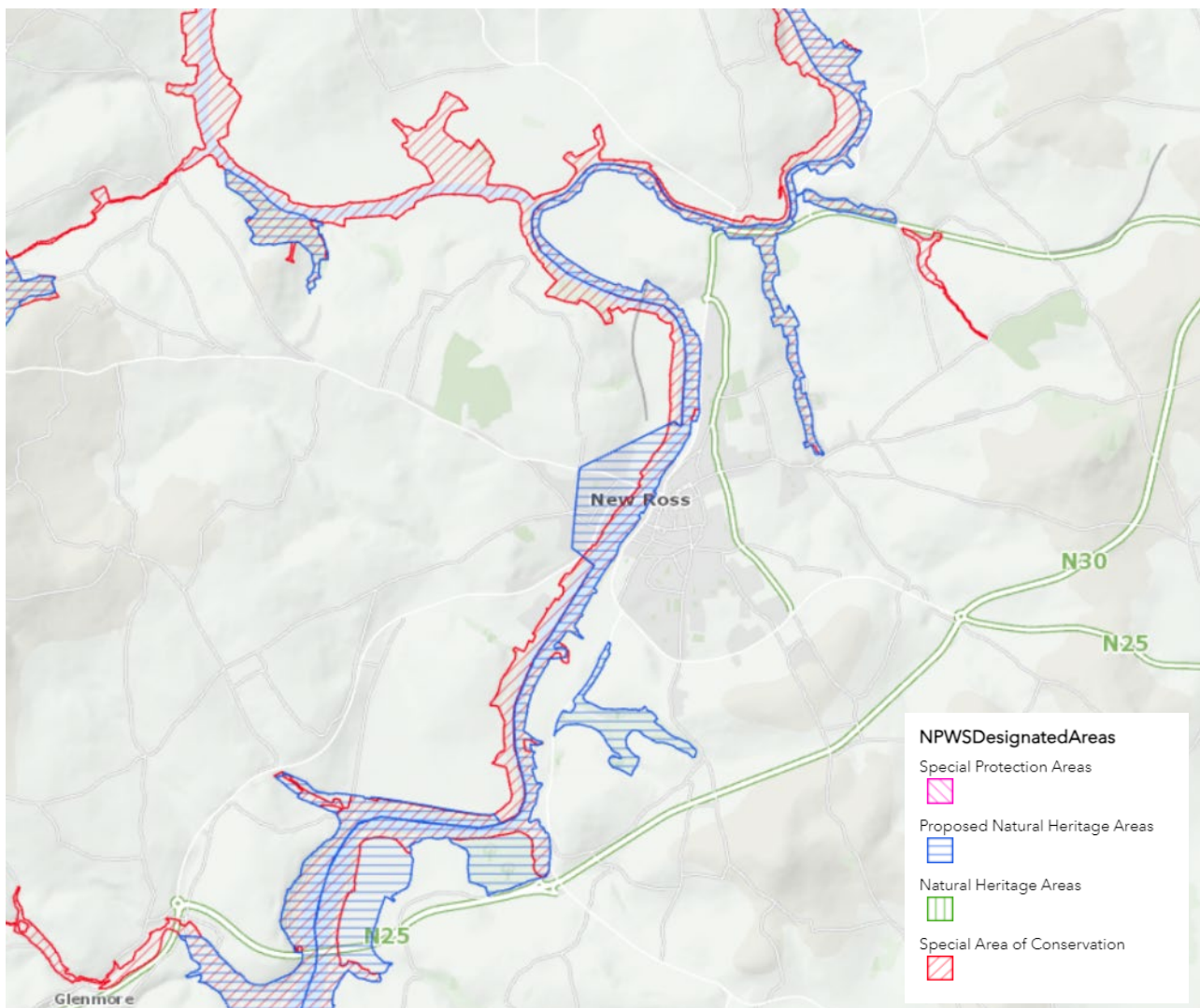
Study report on the 15 Minute concept in Ireland (Hassell)



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)



Introduce Green – Blue Infrastructure

Nature-Based Solutions / SUDS / Biodiversity / Rewilding

Nature Based Solutions
Creating benefits to Biodiversity



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 that 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.

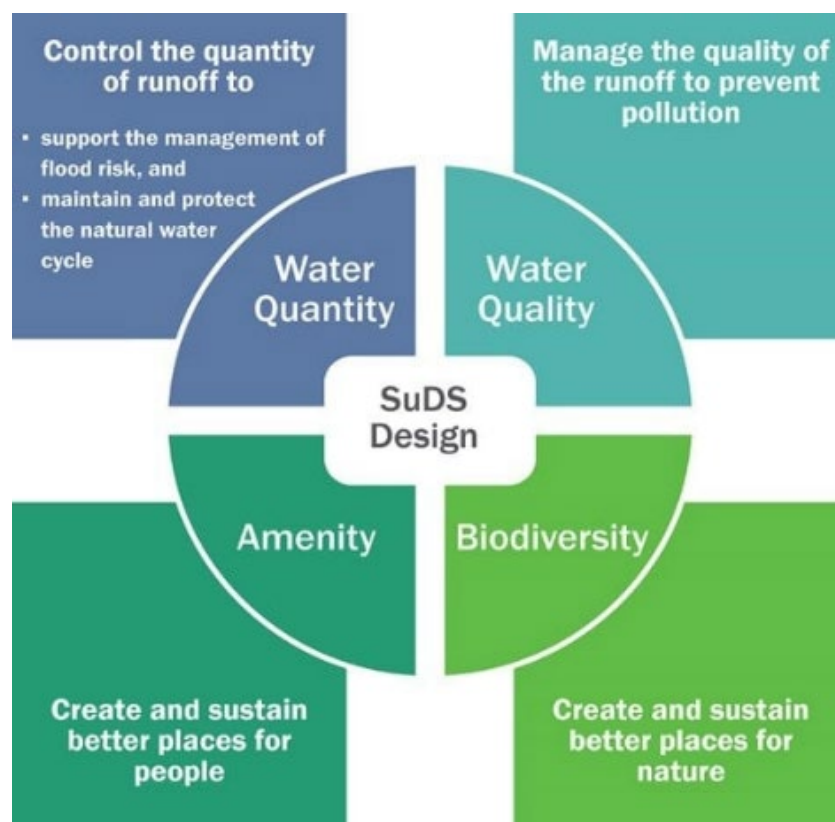


Introduce Green – Blue Infrastructure

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.

4 Strategy

How we get there



Introduce Green – Blue Infrastructure

Sustainable (Urban) Drainage System – Best Practice Examples





***"We always say it can
be done..."***