

Overview of Area

The town centre area stretches from the edge of the woodland along Craywell Road to the junction of the N25 and R733 at Aldi and the Garda Station. This zone includes the main streets of Mary Street, Priory Street, North Street, South Street, Quay Street, Charles Street, Barrack Lane and the Quays.

The town centre zone incorporates an extensive quayside area along the River Barrow. The Dunbrody Ship, which is berthed opposite Marsh Lane, has become the focal point on the Quays.

The Town Park is also located in this area. This is an important recreational facility that provides for a range of activities including a multi-user games area. Recent works along the Quay have also improved the attractiveness of the area as a public open space/linear walk albeit adjacent to a public car parking area. A small civic square is also located at the junction of Quay Street and North Street.

Unfortunately the town centre has suffered significant amounts of dereliction and has a high rate of vacant buildings. This can be contributed in the main part to declining levels of activity, in particular retail, in the town centre. However, the town centre has outstanding character and enormous potential.



New Ross Town and Environs Development Plan 2011-2017

Area 1: Town Centre

Character

The topography of steep hills together with its riverside location has helped to shape the physical characteristics of the town. The town centre is characterised by a medieval street pattern with pedestrian laneways, historic buildings and a rich archaeological heritage dispersed throughout it.

The main streets are enclosed by three and four storey buildings traditional in form and plot widths.

There are many landmark buildings throughout the zone. St. Mary's Church, the Augustinian Friary and adjacent Church and the Catholic Church of St. Mary and St. Michael on Cross Street all occupy prominent sites and make a positive contribution to the townscape. The former Royal Hotel site also forms a focal point at the end of Bridge Street. The Dunbrody Visitor Centre is a modern building which makes a positive contribution to the Quay.

Access and Movement

Traffic congestion is a threat to a town centre as it can impact negatively on the economic vitality of its commercial life and the attractiveness of the town as a place to visit and live. The town centre is traversed by busy national primary roads (N25 and N30) and is the subject of large volumes of traffic passing through the town on a daily basis. Plans to bypass the town are now well advanced. However, in the interim, traffic management is a key to ensuring that the town continues to thrive. The construction of the roundabout on the Quay has significantly improved the flow of traffic coming over the bridge and along the Quay. The narrow medieval streets and deficient car parking facilities present difficulties for vehicular traffic in the town centre.

While the town centre has good pedestrian linkages in the form of narrow streets and laneways, many of these are steep in nature with limited passive supervision and as a result are underutilised and ineffective. A key objective of this plan is to make the town centre more pedestrian friendly. In particular the pedestrianisation of South Street would encourage more activity in this area. Redevelopment of brownfield sites will be required to deliver pedestrian linkages as a key feature of design proposals.

Constraints

There are constraints to development in this zone:

- Flooding: The Quayside is located within Flood Zone A with most of the area to the west of the N25 in Flood Zone A. To the east of the N25 Flood Zones A and B cover part of Lidl car park, the Town Park, Quayside Service Station and a small area between the Quay, Marsh Lane and Sugarhouse Lane (Billy Foley's Yard)
- The River Barrow SAC/pNHA bounds the western boundary of this zone.
- The town centre is a 'Zone of Archaeological Potential'
- There are four proposed Architectural Conservation Areas within this zone.

Urban Design

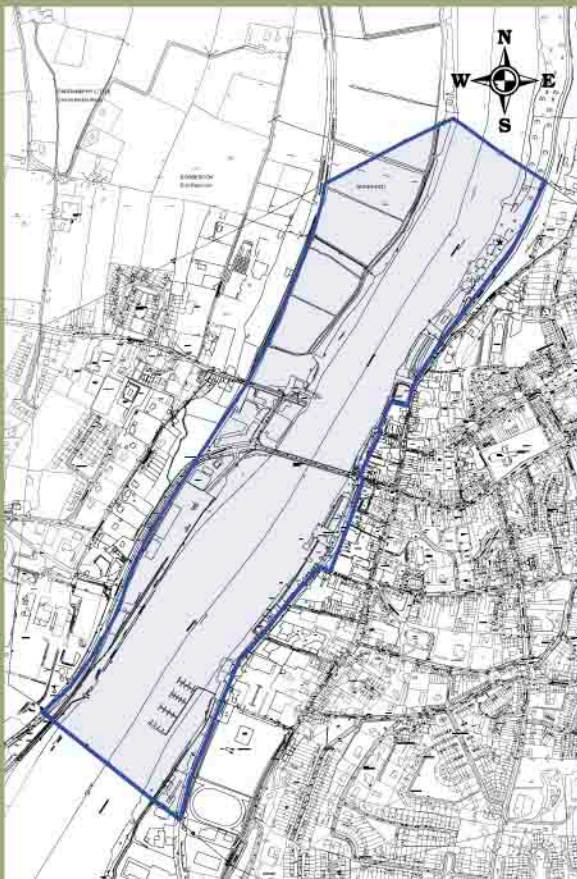
The Councils recognise the historic structure of the town of New Ross and the urban design elements which give the town its own character. The Councils also recognise the role that quality urban design can play in enhancing the vibrancy and visual quality of the town, making it an attractive place to live, work and visit. Good urban design creates areas where people want to spend time and money.

There are key opportunity sites within this zone, which through good urban design, could independently and collectively contribute to the enhancement of the area. The Councils will seek high quality schemes that display innovative approaches to architectural design while respecting and enhancing the town's structure and built heritage.

There should be a collective effort between the Councils and property owners to carry out environmental improvements to the town centre. Street furniture, public art, lighting, tree and shrub planting, paving, maintaining buildings and shopfronts are all examples of improvements that could be undertaken to enhance the attractiveness of the town centre as a place to visit and live.

The following key urban design opportunity sites have been identified:

1. Waterfront Area

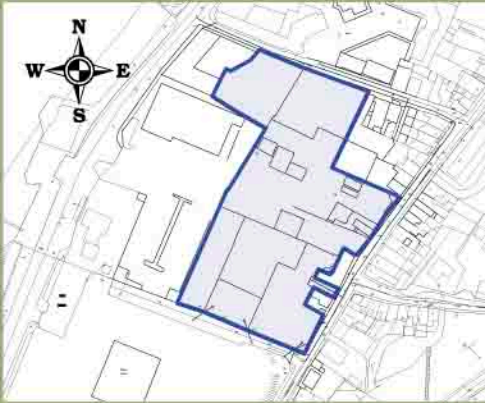


In November 2006 NRTC adopted an Urban Design Waterfront Study for the waterfront area in the town centre. This study provides a development framework for an improved public realm and design guidance for new buildings in this area. It proposes the development of an attractive boardwalk and linear park system with links to the Town Park, the River Valley Woodland and the northwest riverbank at Annefield. Development proposals within this area shall have regard to the requirements of this study.

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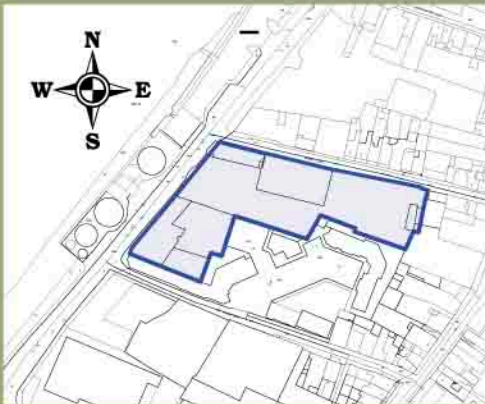
Area 1: Town Centre

- 2. The site of the Old Malthouse and lands currently occupied by Steele and Company (bound to the north by Priory Lane, the west by Lidl).**



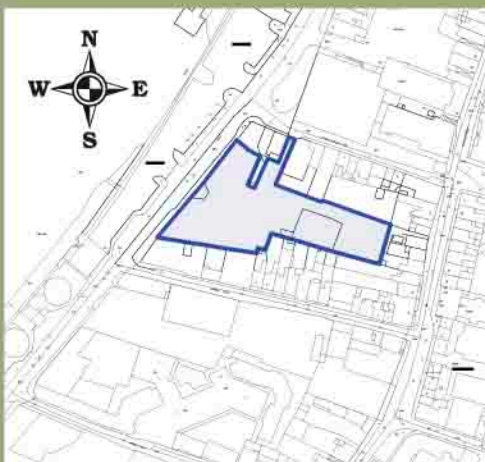
There is planning permission on this site for a mixed use development. The site offers an opportunity to deliver a contemporary mixed use development with linkages to the main commercial core, the Quayside, marina and the Town Park.

- 3. The site of the 'Campus' garage and 'Billy Foley's' yard. These lands are bound to the north by Marsh Lane, to the south by Priory Lane and front onto the Quay to the west.**



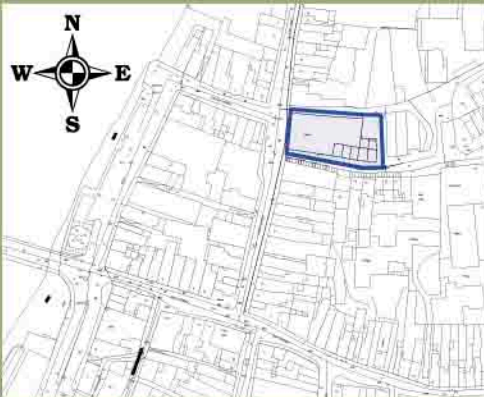
This is a brownfield quayside site. It has permission for a mixed use development. This site offers the opportunity to deliver a contemporary mixed use development.

- 4. Lands bound to the north by Sugarhouse Lane and to the south by Marsh Lane (across the Quay from the Dunbrody Ship and Visitor Centre).**



The site is opposite the Dunbrody ship and could be used to develop tourism related services such as cafes, restaurants, art galleries and exhibition areas. The development of a pedestrian linkage onto Sugarhouse Lane will provide an important connection to South Street.

5. The site of the Royal Hotel located at the junction of North Street and Bridge Street



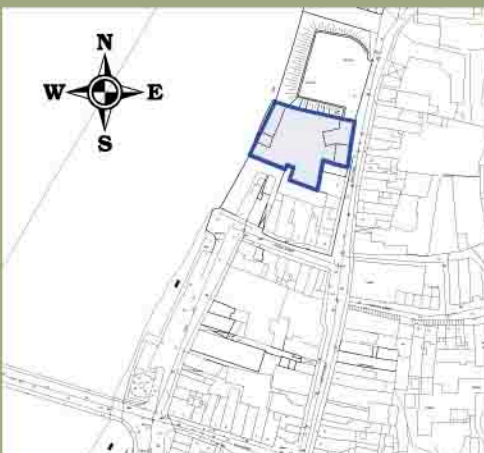
The site of the former Royal Hotel is a key site at an important junction in the town centre. Its redevelopment and reuse is a key objective for the planning authority.

6. Barrack Lane



This site offers huge potential for redevelopment. In June 2008 NRTC adopted an Action Area Plan (AAP) for Barrack Lane. It provides detailed design guidance on the distribution of civic uses around the site and key urban design considerations. Development proposals within the area shall have regard to the requirements of this AAP.

7. Warehouse on John's Street



This building is a protected structure. Its renovation and reuse will be encouraged for residential and commercial uses.

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8. Site of the old Good Counsel school bound to the north by Hill Street, to the south by Mary Street and the east by the Augustinian Friary and Church.



The location of this infill site close to the town's core offers development potential.

Services

Sewerage This zone is serviceable by the public WWTP.

Water The zone is serviceable by the public water system.

Storm Water Attenuation Development proposals shall include detailed proposals for storm water attenuation which shall be carried out by the developers to the standards required by the Local Authority.

Attenuation proposals shall not give rise to significant adverse direct, indirect or secondary impacts on the integrity of the River Barrow and River Nore SAC having regard to the conservation objectives of the SAC.

Roads: Objective TM02
To provide a traffic control/junction improvements at the Junction of N25/R733 to facilitate the development of the Port-related and Industry land use zonings on the R733.

The Council shall apply a special levy to applications on these lands as the works are required to facilitate the development of these lands.

Future Requirements for New Development

Proposals for new developments in Flood Zone A and B for developments that are vulnerable to flooding shall be accompanied by an appropriate flood risk assessment carried out in accordance with The Planning System and Flood Risk Management Guidelines for Planning Authorities (DEHLG, OPW November 2009).