

Overview of Area

This area is located at the edge of the town in the south-eastern section of the plan boundary. It is bound to the south by the N25, to the east by agricultural lands and to the west and northwest by the built up residential areas of Southknock and Chambersland. The topography of the area is mixed with relatively flat land at Portersland and Hewitsland sloping gradually down towards Butlersland. The predominant uses in this area are light industry, retail parks and Tesco supermarket. The excellent New Ross Household Recycling Centre is located at Hewitsland.

Access and Linkages

This area is very accessible to both the N30 and N25 and pedestrian links are well developed. The new roundabout at Kent's Cross (junction of the N25 and N30) has greatly assisted traffic movement and safety.

Land Use Zoning Objectives

The primary goal for this area will be to expand upon the enterprise, employment and business uses that have developed in this area. There is a need to provide sufficient serviced lands to attract new employers and business to the town. This area is considered suitable given its good transport links and availability of large tracts of undeveloped land. The principal land use zoning objectives for this area are;

- Light Industry and Office
- Commercial
- Retail Park for Bulky Goods

There are established residential uses on part of the lands zoned for retail warehousing and Light Industry and Office. The provision of a residential dwelling unit for occupation by an immediate member of the landowner's family will be open for consideration on the proviso that it does not conflict with the overall zoning objective for the lands.



New Ross Town and Environs Development Plan 2011-2017

Area 5: Portersland and Butlersland

Urban Design

There are two areas which offer urban design opportunities; Portersland and Redhouse.

At Portersland the development of campus style accommodation is envisaged on the lands zoned for Light Industry and Office. A master plan for the site should be developed to incorporate individual buildings of a high quality modern design surrounded by highly landscaped areas, pedestrian ways, cycle ways, areas of passive open space and landscaped/buffer zones along the N25. A landmark building should address the junction of the N25 and N30. Car parking shall be provided in screened areas to ensure minimum visual impact from within the campus and from the N25.

A landmark building is envisaged at the junction of Redhouse and the N30. New buildings shall be of a high quality modern design and shall positively address the N30.

Services

Sewerage	Additional pipe infrastructure will be required to service lands at Redhouse. Pumping of wastewater may be required for some of these lands.
Water	Additional pipe infrastructure required to service lands at Redhouse.
Storm water	Detailed storm water attenuation proposals shall form part of development proposals and shall be carried out by the developer to the standards required by the Local Authority.
Roads	Objective to upgrade the following section of road: L-8042 road (Redhouse) from junction with N30 to junction with N25. Objectives to carry out roundabout/junction improvements at the (i) N25/Ballylane East Junction (ii) N25 and L-8042 junction (iii) N30/Wexford Street Junction

