



2011-17

NEW ROSS

New Ross Town and Environs
Development Plan 2011 - 2017



**The Development Plan was adopted by
New Ross Town Council on the 7th February 2011
and Wexford County Council on the 14th February 2011.**

New Ross Town Council



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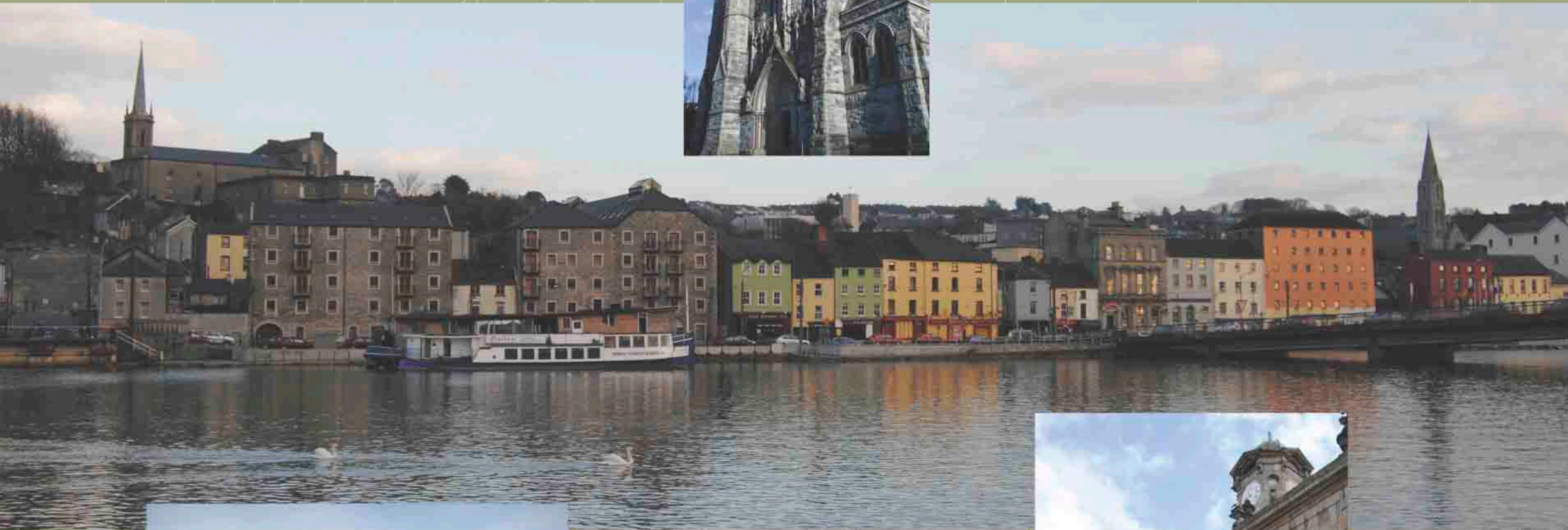
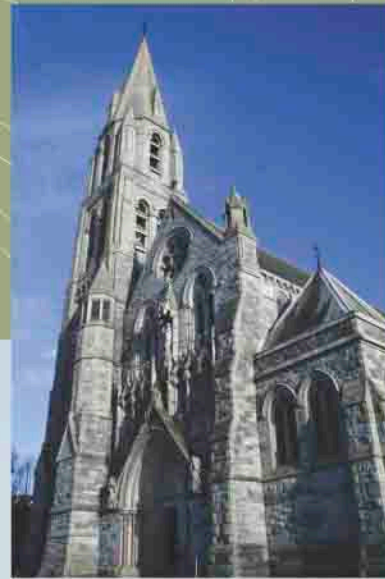
Eddie Breen

New Ross

Vision Statement

Planning for Your Future

'To create a compact town which has a distinctive character, a vibrant culture and a diverse economy. The town will be socially inclusive with good linkages between neighbourhoods, open spaces, town centre and areas of employment. It will be an attractive place where people will seek to live, work and experience as a matter of choice.'



New Ross Brief History

New Ross is strategically located in the heart of Ireland's Sunny South East Region. It is the first major town on Euroroute E30 (N25) from Rosslare Europort to Waterford, Cork and the West of Ireland. New Ross is also located just south of the confluence of the River Barrow and the River Nore at the head of an extensively navigable river system. New Ross acts as a transport hub to connect four main centres of population: Wexford, Kilkenny, Enniscorthy and Waterford City and is the gateway to the counties of Carlow, Kilkenny and Waterford.

The earliest settlement in this area dates back to the 6th Century when St. Abban founded a monastery in Irishtown. The next important development in the history of the town is referred to in the chronicles of Ross in the British Museum. It records that in 1189, Isabella, daughter of Strongbow and wife of the Earl of Marshal, set about "building a lovely city on the banks of the Barrow." Her husband, William, Earl Marshall of England, built a fortress and bridge, which led to the establishment of the town.

The Seal of the Earl Marshall shows an incident where a hound attacked a stag while both were crossing the bridge. The Earl Marshall and King Henry III were purported to have been present when the incident occurred. This crest subsequently became the town seal and is still the official seal of New Ross Town Council.

New Ross was a semi-circular walled town, due to its position on the river. The construction of the wall commenced in 1265 and covered an area of approximately 39 hectares. Around this time, the Normans also built a monastery in Rosbercon. Trade in the Port increased greatly during the second half of the 13th Century and New Ross was for a time the premier port in Ireland. All the major European languages could be heard on the quays during this time.

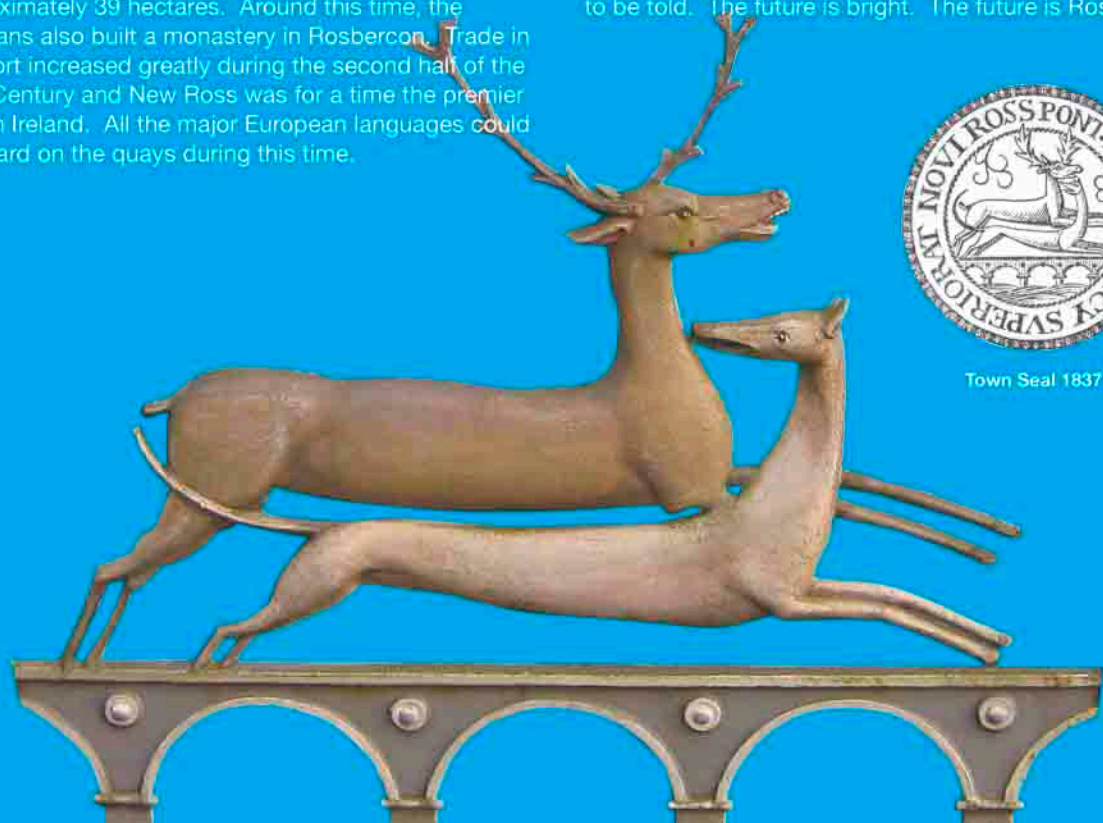


Ros Tapestry panel depicting the thriving port in medieval times.

From its foundation in the 13th Century, the layout of the streetscape has remained virtually unchanged. North, South and Priory Streets are still the main commercial streets where goods were once sold from stalls in front of the merchant's premises. Shops began to emerge in the late 17th Century, together with the shop fronts, which are a distinctive feature of New Ross. However, a considerable part of the town was destroyed during the Rebellion of 1798 and had to be rebuilt.

The eighteenth and nineteenth centuries were prosperous times for New Ross with the colonisation of North America. Local merchants sailed their own ships back and forth to America often carrying Irish emigrants. A replica of one of those ships, the Dunbrody, is now berthed on the quay in New Ross and offers visitors to the ship an insight into life as a passenger during the late 1800's.

The mighty River Barrow continues to flow through New Ross while much of the 'new' town grows away from its banks. Still the old river defines New Ross and the modern story and future history of the town remain to be told. The future is bright. The future is Ross.



Town Seal 1837

New Ross Waterfront Development



In November 2006 New Ross Town Council 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.



2011-17

Development Plan

New Ross Town and Environs Development Plan 2011 - 2017

The Development Plan sets out the Councils' policies and objectives for the proper planning and sustainable development of the New Ross Town and Environs area for the period 2011 to 2017. The Plan seeks to develop and improve in a sustainable manner the social, economic, cultural and environmental assets of the town and environs. It continues the tradition of the previous New Ross Town and Environs Development Plan 2004 in seeking to balance the needs for redevelopment, expansion and growth in the environs with strong policies for the conservation and protection of the natural and built environment while ensuring a high quality life for its inhabitants.



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Acronyms

AA	Appropriate Assessment
AAP	Action Area Plan
ACA	Architectural Conservation Area
BER	Building Energy Rating
CDP	County Development Plan
DAC	Disability Access Certificate
DEHLG	Department of the Environment, Heritage and Local Government
DES	Department of Education and Skills
EIA	Environmental Impact Assessment
EIS	Environmental Impact Statement
ELC	European Landscape Convention
EPA	Environmental Protection Agency
EPBD	Energy Performance of Buildings Directive
HDA	Habitats Directive Assessment
HSA	Health and Safety Authority
IRPA	International Radiation Protection Association
KCC	Kilkenny County Council
MUGA	Multi-User Games Area
NIS	Natura Impact Statement
NPWS	National Parks and Wildlife Service
NRTC	New Ross Town Council
NSS	National Spatial Strategy
NHA	Natural Heritage Area
pNHA	Proposed Natural Heritage Area
OPW	Office of Public Works
RAPID	Revitalising Areas by Planning Investment and Development
RLD	Residential Low Density
RMD	Residential Medium Density
RMP	Record of Monuments and Places
RPGs	Regional Planning Guidelines for the South-East Region 2010-2022
SAC	Special Area of Conservation
SERBMP	South Eastern River Basin Management Plan 2009-2015
SFRA	Strategic Flood Risk Assessment
SPA	Special Protection Area
SuDS	Sustainable Urban Drainage Systems
WCC	Wexford County Council
WFD	Water Framework Directive
WWTP	Wastewater Treatment Plant



Introduction

1.1 Introduction

The Development Plan sets out the Councils' policies and objectives for the proper planning and sustainable development of the New Ross Town and Environs area for the period 2011 to 2017. The Plan seeks to develop and improve in a sustainable manner the social, economic, cultural and environmental assets of the town and environs. It continues the tradition of the previous New Ross Town and Environs Development Plan 2004 in seeking to balance the needs for redevelopment, expansion and growth in the environs with strong policies for the conservation and protection of the natural and built environment while ensuring a high quality life for its inhabitants.

New Ross Town plays a supportive role to the larger urban centres in the region and is designated for growth under the National Spatial Strategy (NSS) and the Regional Planning Guidelines (RPGs) for the South-East Region 2010-2022. The Development Plan seeks to achieve this role while also creating a self-sufficient town. There are opportunities to benefit from the town's central location in the southeast region, i.e. between the Gateway of Waterford and the hubs of Wexford and Kilkenny.

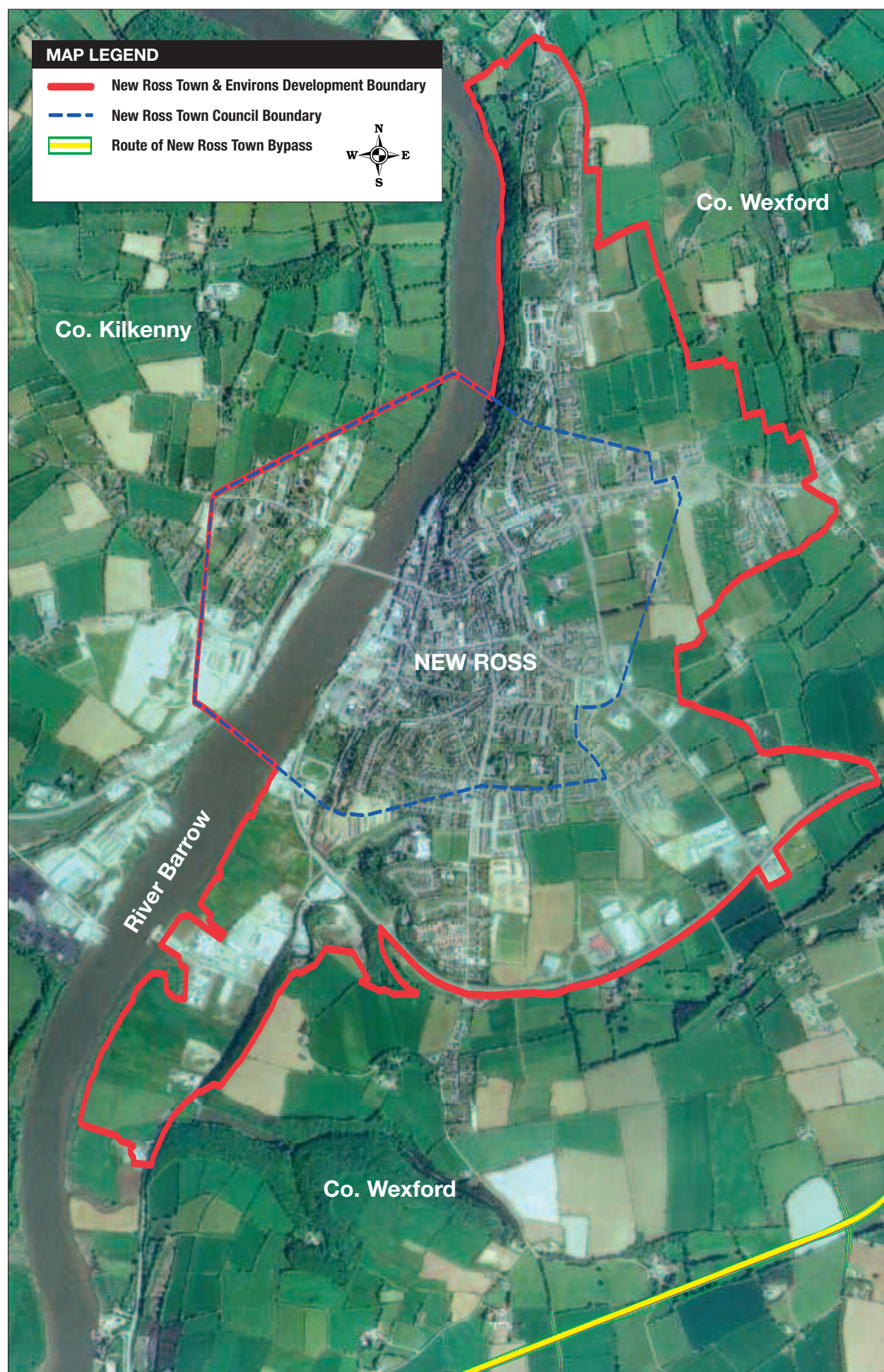
1.2 Legal Status

The New Ross Town and Environs Development Plan 2011-2017 has been prepared in accordance with the requirements of the Planning and Development Acts 2000-2010, the Planning and Development Regulations 2001-2010 and the Planning and Development (Strategic Environmental Assessment) Regulations 2004. The Plan sets out the policies and objectives for the sustainable development of New Ross Town and Environs to 2017 and beyond. These policies and objectives have been formulated having regard to national and regional guidelines, with particular reference to the NSS and the RPGs. The Development Plan has been formulated following a period of public consultation on issues to be included in the Plan. These issues have been taken into consideration and are addressed in the relevant sections of the Plan.

1.3 Area to which Plan Relates

New Ross Town extends beyond the boundaries of New Ross Town Council's functional area and into the administrative areas of Wexford County Council (WCC) and Kilkenny County Council (KCC). This Plan covers the Electoral Districts of New Ross Urban, Rosbercon Urban and part of New Ross Rural. New Ross Urban and Rosbercon are within the functional area of the New Ross Town Council (NRTC) and New Ross Rural is in the functional area of WCC. In the interests of the proper planning and sustainable development of the area, NRTC and WCC, collectively referred to as the Councils, have come together to make a joint plan for the area.

Part of the environs of New Ross is located within the jurisdiction of KCC. This area does not form part of this plan but is subject to The Environs of New Ross Local Area Plan adopted by KCC in 2005. The Councils liaised with KCC when preparing this plan, to discuss transboundary issues and to ensure the compatibility of adjoining land uses. WCC and NRTC are committed to full co-operation and co-ordination with KCC with regard to the preparation, implementation, monitoring and review of this plan.



1.4 Structure of Plan

The Plan comprises of a Written Statement, a volume of Appendices and a set of Maps. The Written Statement contains the strategies, policies and objectives for the plan area and also includes the development standards which are used to assess planning applications. It must be noted that each section is not a stand-alone section, but should be read in conjunction with all other sections and policies. In assessing any development proposed in the plan area, the overall context will be informed by all relevant policies. The Maps provide a visual representation of the proposals contained in the Written Statement, indicating land use zoning and other control standards together with various objectives of the Councils.

The Written Statement is divided into the following sections:

- Section 1 outlines the background, legislative requirements and policy context for the Development Plan.
- Section 2 sets out the town profile using latest available census information. This section also identifies the main functions of the town, how it has evolved to date and the main challenges it faces.
- Section 3 sets out the overall Core Strategy for the proper planning and sustainable development of the town and environs for the plan period.
- Sections 4–12 set out detailed policies and objectives under a range of specific topic headings which the Councils seek to achieve over the plan period and beyond.
- Section 13 sets out a series of Land Use Zoning Objectives – and accompanying definitions - which are given graphic representation on the Zoning Objectives Map. The Masterplan Zones are also identified in this section and the specific local objectives and development criteria that apply to each area are outlined.
- Section 14 contains the Urban Design Guide.
- Section 15 sets out Development Management Standards to be applied to future development proposals in the plan area. Their purpose is to help guide and assist the formulation of development proposals and to regulate the impact of development on the environment in pursuance of policies.

The Volume of Appendices contains supporting and background data/documents that help inform and clarify the broad context of the Written Statement. The Appendices include:

- I. Retail Strategy
- II. Housing Strategy
- III. Record of Protected Structures
- IV. New Ross Town Walls Conservation Plan
- V. Strategic Flood Risk Assessment
- VI. Strategic Environmental Assessment
- VII. Appropriate Assessment
- VIII. Statement of how the planning authority has implemented Ministerial Guidelines

1.5 Aims of the Development Plan

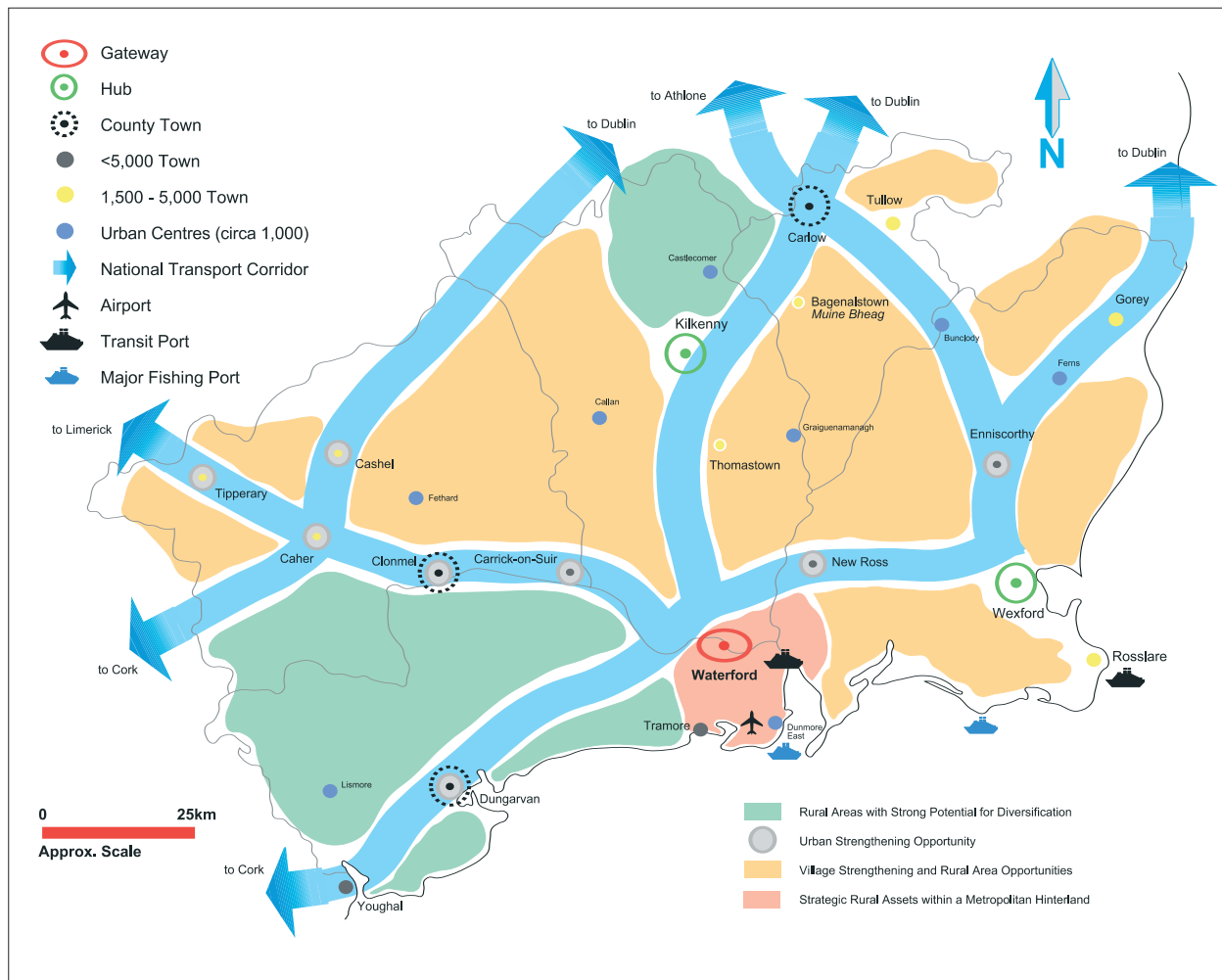
- Ensure that the town is developed in a manner which is sustainable in environmental, economic and social terms;
- Provide a strong and coherent town structure in which land uses are organised in a manner which is attractive, efficient, facilitates ease of movement and protects the amenities of the residents;
- Ensure that the town can realise its full potential and maximise its locational advantages;
- Protect and promote the unique heritage of New Ross Town and Environs for the benefit of the existing population, future generations and the tourist industry;
- Promote tourism development which builds on the unique characteristics and distinctive elements of the town's history, culture and environment;
- Maximise the benefits of all new development to the people of the town, its environs and adjoining areas;
- Foster social and physical links across the administrative boundaries and across the River Barrow.

1.6 National, Regional and Local Policy Context

National Spatial Strategy 2002-2020

The National Spatial Strategy (NSS) is a twenty-year strategy designed to achieve a better balance of social, economic, physical development and population growth between regions. The aim of the NSS is to enable every part of the country to grow to its full potential. To achieve this aim it identifies a number of 'gateways' and 'hubs' as well as recognising that many county and larger sized towns in Ireland also play a key role in achieving balanced regional development. New Ross is identified as a larger town with urban strengthening opportunities. It is recognised that the town provides a good base for population and services which will attract investment and employment activities additional to those that need to be located in or near a gateway.

Map 1: National Spatial Strategy – South East Region



National Development Plan 2007-2013:

The National Development Plan 2007-2013 entitled *Transforming Ireland – A Better Quality of Life for All*, sets out the roadmap to Ireland's future. The €184 billion Plan represents another major milestone in building a prosperous Ireland for all the people, characterised by sustainable economic growth, greater social inclusion and balanced regional development.¹ The Plan is the largest and most ambitious investment programme ever proposed for Ireland. It builds on, and consolidates, the achievements of the previous Plan, and provides investment for economic infrastructure, social inclusion measures, social infrastructure, human capital and enterprise, science and innovation.

¹ www.ndp.ie

Ministerial Guidelines

Planning Authorities are required by the Planning and Development Acts 2000-2010 to have regard to Ministerial Guidelines issued by the Department of the Environment, Heritage and Local Government (DEHLG). The Planning and Development (Amendment) Act 2010 strengthens this by requiring planning authorities to include a statement in Development Plans which demonstrates how the planning authority has implemented the policies and objectives of the Minister contained in the guidelines when considering their application to the area or part of the area of the Development Plan. The guidelines include the following:

- Appropriate Assessment of Plans and Projects in Ireland
- Architectural Heritage Protection
- Architectural Heritage Protection for Places of Worship
- Best Practice Urban Design Manuals
- Childcare Facilities Guidelines
- Design Standards for New Apartments
- Development Management Guidelines
- Development Plans Guidelines
- Landscape and Landscape Assessment
- Provision of Schools and the Planning System
- Quarries and Ancillary Activities
- Retail Planning Guidelines
- Spatial Planning and National Roads (Consultation Draft)
- Strategic Environmental Assessment
- Sustainable Rural Housing
- Sustainable Residential Development in Urban Areas
- Telecommunications Antennae and Support Structures
- The Planning System and Flood Risk Management
- Wind Energy Development

Regional Planning Guidelines for the South-East Region 2010-2022

The Regional Planning Guidelines (RPGs) are a long-term strategic planning framework for the development of the south-east region up to 2022. The guidelines have an important role in the implementation of the NSS. The key principle of the Regional Development Strategy is to achieve sufficient critical mass in towns and cities to make them self-sufficient and to compete with urban centres in other regions. The guidelines set out an urban hierarchy with development roles for different types of urban centres in the region. New Ross is identified as a Large Town which should continue to be an attractive location for new development.

The RPGs identify Urban Consolidation Priorities for Large Towns which includes the following:

- Identify under-utilised, derelict or undeveloped lands within the built-up area through the development plan process.
- Realise opportunities using, for example, the Derelict Sites Act, 1990 and acquisition of key sites.
- Where sufficient development opportunities within the urban area are not available, consider appropriate extension options having regard to infrastructural constraints and the availability of community services.

Joint Waste Management Plan for the South-East 2006-2011

The purpose of this Plan is to promote waste prevention and minimisation through source reduction, producer responsibility and public awareness; and to manage the recovery/ recycling/ disposal of waste arising on a regional basis. The statutory period for which the Plan provides is 2006–2011. The Plan is reviewed every five years in accordance with the Waste Management Act 1996.

Wexford County Development Plan 2007-2013

The Wexford County Development Plan 2007-2013 (CDP) sets out a spatial settlement strategy for the county, the primary objective of which is to encourage housing, industry and other development to locate on suitably zoned lands or in existing towns and villages that have appropriate social, community and physical infrastructure. As part of this settlement strategy the CDP establishes a settlement hierarchy. Within this

hierarchy New Ross is identified as a 'Secondary Growth Area' which should attract a high level of employment activity, high order shopping and a full range of social and educational facilities so that the town can become self-sufficient and not develop into a dormer town.

Remodelling the Model County 2002-2012

The Wexford County Development Board's document "Remodelling the Model County 2002-2012" is a ten year strategy for the Economic, Social and Cultural development of County Wexford. The document aims to implement strategies on a countywide basis through a broadly based partnership approach. In 2009 a review of the Strategy was carried out to incorporate socio-economic changes and identify a limited number of priorities for the period 2009-2012. The Review is published in the document Action for Change: Wexford County Development Board Strategy 2009-2012. Priorities for 2009-2012 include objectives to encourage business development and job creation, to promote civic participation, to co-ordinate County Wexford's response to climate change and develop a Recreation Strategy.

1.7 Implementation of Plan

The primary function of the New Ross Town and Environs Development Plan is to promote, facilitate and guide the sustainable development of the plan area and it will be used as a basis for guiding investment decisions for both the public and private sector. The Councils are committed to securing the implementation of the strategies, policies and objectives of the Plan. They will engage with all relevant stakeholders, both statutory and non-statutory agencies and organisations to secure the implementation of the Plan.

Implementation of the Plan will be achieved through:

- The development of a programme for the implementation of the Plan's Specific Objectives
- Application of the standards and objectives of this Plan in the assessment of all planning applications
- Development partnerships with other agencies
- On going management of the Plan and
- Regular monitoring and reviewing of the Plan.

Within two years of making the Development Plan, the Members of the Councils will be given a report on the progress achieved in securing the objectives of the Plan in accordance with Section 15(2) of the Planning and Development Act 2000, as amended.



Above: Memorial at Three Bullet Gate.

Town Profile

2.1 Introduction

This section sets the context for New Ross Town and Environs describing how the town has evolved to date and its main functions as a larger town within the southeast region. It gives a profile of the existing population and socio-economic status of the town and environs based on the latest available census figures. From here it outlines the main challenges that are facing the town and the opportunities and strengths on which it can build. Section 3 will then outline a development strategy for the town and environs for the period 2011-2017 having regard to the national and regional policy context described in Section 1.

2.2 Function

New Ross is identified as a larger town in the RPGs. Larger towns are classified as those which have a population in excess of 5,000 and which have experienced high levels of population growth with community, social and retail development slow to follow. They have been targeted for growth having regard to their strategic locations, capacity for growth and potential to deliver on the core objectives of critical mass and balanced regional development. It is an objective of the guidelines to strengthen and consolidate the larger towns while maintaining their supportive role to the Regional Gateway of Waterford and the hub towns of Wexford and Kilkenny.



Left: The Tholsel -
New Ross Town Council Offices

In addition to supporting the regional gateway, New Ross plays an important role in providing a range of services for its surrounding rural hinterland. It is an employment centre with a range of industry, warehousing and distribution centres. Manufacturing has suffered somewhat in recent years and New Ross has lagged behind in the office and service based industry. The town has a range of convenience goods stores with bulky goods retail parks located on the outskirts of the town. Retail in New Ross competes with larger centres including Waterford, Wexford and Kilkenny.

Tourism is also an important element in the town's activity, with a wide range of tourist attractions in the area. New Ross has the potential for tourism development based on its rich natural and built heritage, river amenities and proximity to major tourist attractions such as the Hook Peninsula.

2.3 Form

The built fabric of New Ross is influenced by its rich medieval history. The town was first established as a port during the 13th century and the old town wall was built in 1265. Sections of the wall remain standing, their original line still largely defining the urban core. North Street, South Street and Priory Street have remained the main commercial streets since the 13th century. Following the Rebellion of 1798 much of the town was destroyed and had to be rebuilt. As a result many of the buildings in the town are post – 1798, with many fine architectural structures dating from the Georgian period. The medieval street pattern is still evident however.

The topography of steep hills together with its river side location has helped to shape the physical characteristics of the town. Irregular and steep streets radiate from the river, presenting a number of challenges for future development. Narrow streets and long narrow plots are prevalent in the town centre, with some larger brownfield sites occurring where old mills and warehouses have become obsolete.

Recent commercial and industrial development has been mainly focused around the N30 to the east of the town. Industrial development has taken place to the south of the town in the Butlersland area and also to the southwest of the town at Marshmeadows. New residential development has taken place mostly in the form of



Above: The medieval street pattern of New Ross is still evident.

riverside apartment schemes in the Rosbercon area, along Craywell Road and in renovated warehouse buildings along the quays. To date the built form has been contained by the N25 ring road to the south and by geographical features and woodlands to the north.

Rosbercon, to the west of the bridge, has large tracts of industrial lands and a few commercial premises and residential areas are loosely dispersed in the vicinity of O'Hanrahan Bridge and Thomastown Road. The disused Waterford-New Ross railway line runs through this area. A number of mixed use developments in the form of shops/restaurants and large apartment blocks have been constructed adjacent to the bridge and railway line in recent years.



Above: Aerial photograph shows the industrial development along the N25 and N30 to the east of the town.



Above: Aerial photograph shows the topography of the town with Rosbercon in the foreground.

2.4 Population

The population of New Ross Urban decreased by 8.4% over the period 2002-2006 whilst Rosbercon Urban and New Ross Environs increased by 57.6% and 78.2% respectively. The population increase in Rosbercon is due to the number of apartment schemes built and occupied between 2002 and 2006, while the increase in the environs of the town reflects the broad national trends of population movement out of town centres to the outskirts and environs. This movement of population to the environs is attributed to a number of factors including a reduction in family size units, the availability of appropriate accommodation in town centre locations and a continued desire to relocate to more modern housing in the suburbs.

Table 1: Population New Ross 2002-2006

	2006	2002	Change 2002-2006	% Change
New Ross Urban	4,034	4,402	-368	-8.4%
Rosbercon Urban	643	408	+235	+57.6%
New Ross Environs	2,873	1,612	+1,261	+78.2%
Total	7,550	6,422	+1,128	+17.6%

Source: CSO Statistics, 2006

The age profile for the town and environs shows an above average of 15-24 and 25-44 year olds when compared to the County and the State. 10.5% of the population are aged 65 or over while 20.2% of the population is made up of 0-14 year olds. The 25-44 group forms the largest proportion of the population at 32.4% or one third of the total population.

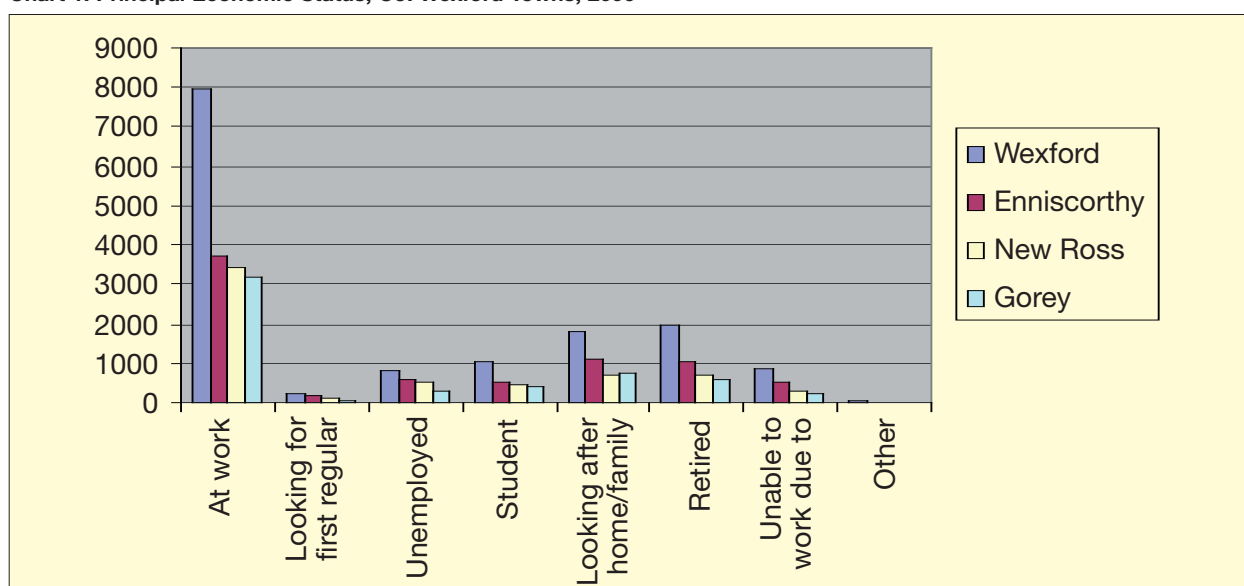
Table 2: Age Profile for New Ross Town, County and State

Age	0-14	15-24	25-44	45-64	65+	Total
New Ross	1,560 (20.2%)	1,220 (15.8%)	2,494 (32.4%)	1,630 (21.1%)	805 (10.5%)	7,709 (100%)
Co. Wexford	29,238 (22.2%)	17,530 (13.3%)	39,919 (30.3%)	29,738 (22.6%)	15,324 (11.6%)	131,749 (100%)
State	864,449 (20.4%)	632,732 (14.9%)	1,345,873 (31.8%)	928,868 (21.9%)	467,926 (11.0%)	4,239,848 (100%)

Source: CSO Statistics, 2006

2.5 Economic Profile

Chart 1 below shows the principle economic status of the population of New Ross Town compared with other towns in the County. 55.2% of the population in New Ross Town was classified as being 'at work' in 2006 which is similar to the economic profile for Wexford and Gorey towns but higher than that for Enniscorthy. 8.4% of New Ross Town's population was classified as being unemployed in 2006. This is significantly higher than the three other towns (Wexford 5.4%, Gorey 5.7% and Enniscorthy 7%). The remainder of the population is spread between those classified as students (7.4%), those looking for first regular job (1.5%), those looking after the home or a family member (11.3%), retired persons (10.9%) and those who are unable to work due to illness or disability (4.9%). The plan has been prepared in advance of the 2011 census data which, having regard to recent socio-economic changes, will likely show a significant change in the economic profile of the town.

Chart 1: Principal Economic Status, Co. Wexford Towns, 2006

Source: CSO Statistics, 2006

2.6 Socio-Economic Profile

Socio-economic group status defines each person aged 15 years or over according to their employment, occupation or qualification. The classification aims to bring together people on the basis of similar skills or educational attainment. In defining the socio-economic group, no attempt is made to rank groups in order of socio-economic importance.²

Table 3 gives an indication of the socio-economic groups in New Ross Town compared with the County and the State. The town has a significantly lower representation of employers, managers and professionals, while manual-skilled, semi-skilled and unskilled workers are significantly higher than the State average. The percentage of own account workers has decreased from 4.5% in 2002 to 3% in 2006, which may represent a decrease in the number of small owner-run retail/commercial premises in the town between those years.

Table 3: Socio-economic Groups, New Ross Town, County and State

	New Ross		Co. Wexford		State	
Socio-economic Group	No.	% Total	No.	% Total	No.	% Total
Employers & managers	608	9.9%	19,762	14.3%	650,552	15.3%
Higher professionals	166	2.7%	4,609	2.9%	245,170	5.8%
Lower professionals	440	7.2%	12,185	8.1%	451,865	10.7%
Non-manual	1,037	16.9%	25,615	16.4%	818,573	19.3%
Manual Skilled	933	15.1%	16,186	11.5%	429,779	10.1%
Semi-skilled	750	12.2%	12,163	8.8%	355,441	8.4%
Unskilled	357	5.8%	6,439	6.2%	159,904	3.8%
Own account workers	186	3.0%	7,132	6.0%	180,500	4.3%
Farmers	23	0.4%	7,660	8.8%	166,864	3.9%
Agricultural Workers	31	0.5%	1,742	2.1%	27,407	0.6%
All others	1,618	26.3%	18,256	14.9%	753,793	17.8%
Total	6,149	(100%)	131,749	(100%)	4,239,848	(100%)

Source: CSO Statistics, 2006

² Census 2006 Principal Socio-economic Results Appendix 2 - Definitions

Occupational Status

The Occupation classification used in the Census is based upon the UK standard Occupational Classification with modifications to reflect Irish Labour market conditions. In this system, the occupation of a person is classified by the kind of work he or she performs in earning a living, irrespective of the place in which, or the purpose for which, it is performed. The nature of the Industry, business or service in which the person is working has no bearing upon the classification of the occupation.³

Table 4 below indicates the Occupational Status of New Ross Town compared with the County and State. The proportion of the workforce involved in farming, fishing, forestry, building construction, communication and transport is considerably lower in New Ross Town compared to the County and State, while the proportion of the workforce involved in sales, commerce, service and other sectors is considerably higher. New Ross has a lower proportion of its population working in the manufacturing sector than in the County but a similar proportion to the State. Those involved in the clerical, management and government sector, as well as professional, technical and health workers, are higher in New Ross than the County but slightly lower than the State average.

Table 4: Occupational Status for New Ross Town, County and State

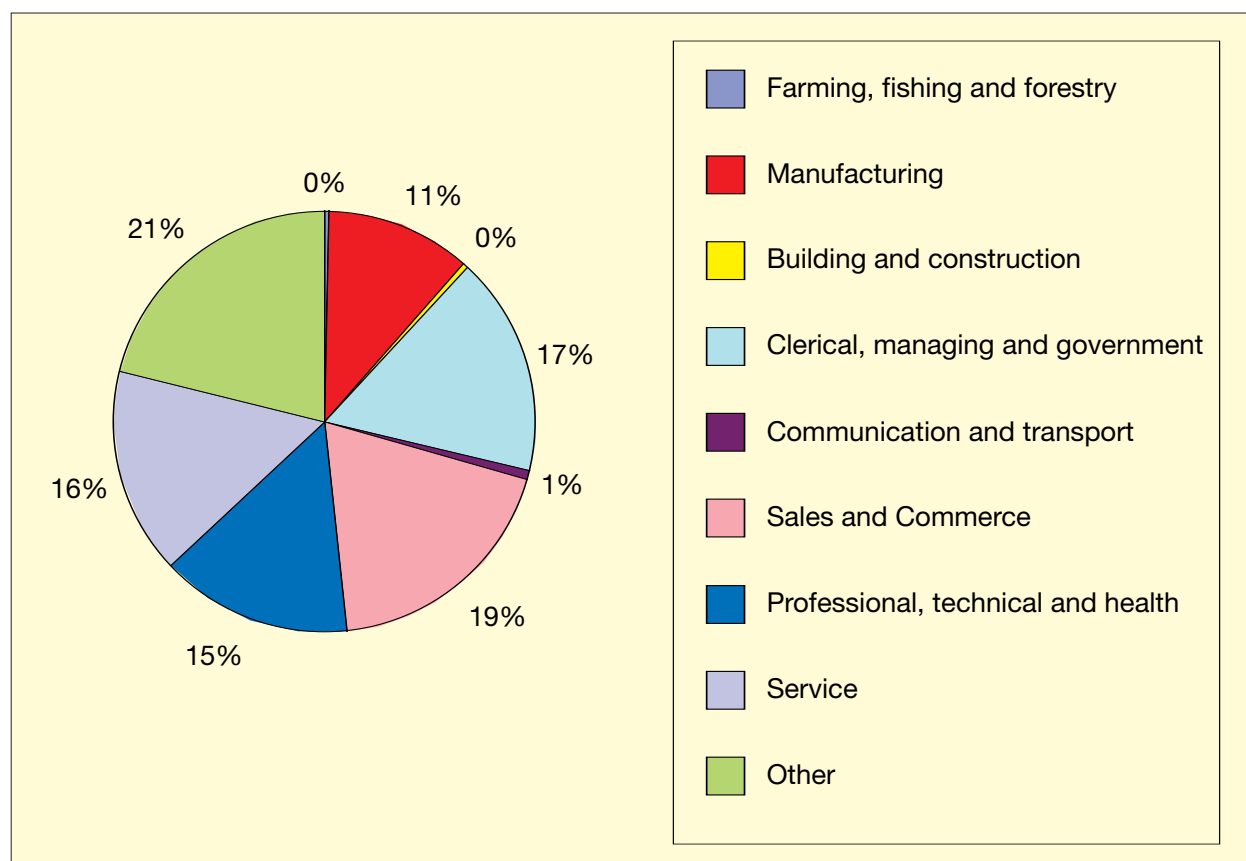
	New Ross		Co. Wexford		State	
Occupation	No.	% Total	No.	% Total	No.	% Total
Farming, fishing and forestry	5	0.3%	4,175	6.9%	88,414	4.3%
Manufacturing	182	11.1%	8,084	13.3%	245,234	11.8%
Building and construction	8	0.5%	8,004	13.2%	183,429	8.8%
Clerical, managing and government	272	16.7%	8,955	14.7%	365,670	17.6%
Communication and transport	16	1.0%	3,381	5.6%	114,919	5.5%
Sales and Commerce	308	18.8%	8,406	13.8%	284,164	13.7%
Professional, technical and health	239	14.6%	7,703	12.7%	342,414	16.5%
Service	261	16.0%	7,159	11.8%	224,964	10.8%
Other	343	21.0%	4,898	8.0%	230,918	11.0%
Total	1,634	(100%)	60,765	(100%)	2,080,126	(100%)

Source: CSO Statistics, 2006

³ Census 2006 Principal Socio-economic Results Appendix 2 - Definitions

Chart 2 below shows that the majority of the workforce in New Ross Town is made up of service, sales, professional, technical, health, clerical, management, government, manufacturing and other workers while those working in farming, fishing, forestry, construction, communication and transport make up only a fraction of the workforce. Manufacturing decreased by 4.6% between 2002 and 2006 while the service and sales sectors increased by 9.2%. Professional, technical and health also grew by 1.3%. The decline in manufacturing industries in the town follows the trend of the shift towards services based employment in the southeast region.

Chart 2: Occupational Status, New Ross Town, 2006



Source: CSO Statistics, 2006

Live Register

Table 5 below shows that the number of persons on the live register in New Ross has increased dramatically over the past year and a half. The figures represent the broader electoral area of New Ross and are not available for the town and environs area alone. Nevertheless, the figures are indicative of the current scale of unemployment and economic challenges facing the town.

Table 5: Live Register for New Ross

Office of Registration	Jun '09	Dec '09	Jun '10	Dec '10
Enniscorthy	4,323	4,333	4,617	4,718
Gorey	3,635	3,847	4,099	4,164
New Ross	3,185	3,347	3,554	3,504
Wexford	6,249	6,629	6,642	6,892

Source: CSO – Live Register Additional Tables

Disadvantaged Area

The 2006 Census indicates that New Ross is a disadvantaged area in terms of social/occupational class composition, level of education, level of unemployment, proportion of lone parents and other socio-economic factors. At the 2006 Census the unemployment rate in New Ross was 8.4% which was well above the State average of 4.4%. 4.9% of the workforce were also unable to work because of disability or ill health which was slightly above the State average of 4.09%. Many workers in New Ross were employed in manufacturing (11.1% of the workforce), which is generally lower paid employment. Lone parents made up 24.4% of all households in New Ross which was well above the national average. 18.8% of the people living in New Ross were only educated to primary school level or had no formal education at all which was higher than the national average of 18.03%. People with a third level degree or a higher qualification also made up just 11.43% of the workforce, which was significantly lower than the national average of 18.52%. Community involvement in New Ross is just below the average for the country with 14.2% of the over 15s stating that said they carry out some sort of voluntary work compared to the national average of 16.42%.

2.7 Opportunities for the Town

The Development Plan aims to realise in a coherent and sustainable spatial fashion the opportunities that have presented themselves to New Ross Town and Environs. The policies and objectives of the plan have been formulated to maximise the strengths and opportunities of the town while protecting its residential amenities and rich natural and built heritage.

The Development Plan aims to realise the following opportunities:

- Deliver a town which is self-sufficient in terms of housing, employment and retail, while also supporting the regional gateway and hubs rather than competing with them for growth;
- Improve linkages to Waterford, Wexford, Kilkenny and Rosslare Europort to facilitate the economic, social and cultural development of the town and the region as a whole;
- Introduce an efficient transport system which offers a choice of transport modes, reducing congestion and car dependency in the town centre and developing a pedestrian and cycle friendly environment which will achieve a reduction in CO² emissions;
- Target dereliction and vacancy in the town centre and encourage renewal of existing derelict and brownfield sites;
- Manage and reduce flood risk within the town;
- Expand the tourism product in the town and provide the necessary support facilities to grow this sector;
- Facilitate consolidated growth and renewal while also protecting the rich architectural and natural heritage of the town;
- Protect existing open spaces and community facilities and create new ones to serve the needs of the existing and future population of the town and environs.
- Build strong, inclusive communities that have a sense of place and belonging, with adequate provision of, and access to, education, health, community support services and amenities for all members of the community.

Core Strategy

3.1 Introduction

The Core Strategy sets out the Councils' vision and overall development strategy for the New Ross Town and Environs area. The content of the Core Strategy has regard to the requirements of the Planning and Development (Amendment) Act 2010. The Core Strategy:

- Defines the vision statement for the plan area and outlines the key policies and objectives which are necessary to achieve this vision,
- Outlines how the Plan is consistent with key policies in the NSS and the RPGs.
- Details the spatial strategy for the plan area and how it evolved having regard to population projections for the plan period and beyond, existing residential land availability, future residential land requirements and other primary land use requirements.

The key factors and issues arising from the Core Strategy are expanded upon in the remainder of the Plan and the accompanying appendices.

3.2 Vision Statement

'To create a compact town which has a distinctive character, a vibrant culture and a diverse economy. The town will be socially inclusive with good linkages between neighbourhoods, open spaces, town centre and areas of employment. It will be an attractive place where people will seek to live, work and experience as a matter of choice'.



Above: Three Sisters Marina.

This vision will be achieved by:

- Maximising the town's strengths and opportunities and providing a coherent town structure through sustainable balanced development;
- Providing key infrastructure to facilitate development and investment;
- Promoting the town as an attractive place to live with an appropriate mix of housing and adequate services and facilities to serve the local community;
- Promoting tourism development which builds on the unique characteristics and distinctive elements of the town's history, culture and environment;
- Protecting the environment for a green future.

3.2.1 Key Objectives

The key objectives considered necessary to achieve this vision relate to five broad topics as follows:

Economic

Industry/Office

- Build on the existing industrial resource base in a sustainable fashion;
- Provide necessary infrastructure to attract new business and investment to the town;
- Provide sufficient suitably zoned land for these uses;
- Reduce dependence on private transport, through the support of mixed use zones, and home based activity and the linking of industrial locations with the overall transport network;
- Attract high technology industries with low environmental impact by ensuring that there is suitable zoned land and an adequate skills base.

Retail Development

- Retain and increase the town's retail market share;
- Promote a self sufficient town centre better able to meet the shopping needs of its existing and future population and those of its catchment area;
- Provide for a variety of floor spaces in the retail core, without compromising the architectural quality or heritage;
- Provide modern floorspace in the town centre that is sufficient in size and quality to attract national and international retailers;
- Continue to concentrate retail warehousing at Hewitsland and Portersland;
- Require the sequential approach to the location of retail development in accordance with the Retail Planning Guidelines 2005;
- Support the development of neighbourhood centres at Irishtown and Rosbercon to serve the day to day shopping needs of the local resident and working population.

Tourism

- Encourage the development of primary tourist attractions and secondary support facilities (such as transport/accommodation) to enhance these attractions;
- Realise the tourism potential of existing archaeological and natural heritage features within the town, while also ensuring their protection;
- Realise the full recreational potential of the town's riverside location adjacent to the River Barrow and its estuary.

Transport

- Build on existing strategic infrastructure, by seeking to develop good transport links with other urban centres in the southeast region and within the plan area;
- Encourage a modal shift from private modes of transport, to public transport, cycling and walking, in particular, encourage the re-opening of the New Ross-Waterford railway and support the expansion of bus services to/from New Ross;
- Facilitate integration of land use and transportation by co-coordinating particular land uses with their accessibility requirements;
- Facilitate ease of movement, minimise car journeys and CO² emissions and provide a pedestrian friendly environment.

Environment

- Protect the natural and built environment;
- Implement sustainable waste management strategies;
- Manage flood risk by actively pursuing flood risk management strategies and sustainable urban drainage systems;
- Prohibit development which would give rise to significant adverse impacts on the integrity of the River Barrow River Nore SAC unless imperative reasons of overriding public interest can be established and there are no feasible alternative solutions;
- Seek to protect the landscape, character, quality and distinctiveness of New Ross;
- Require existing developments that discharge directly into the River Barrow to connect to the town's wastewater treatment system.

Social

- Provide sufficient amounts of residential land to accommodate the projected population growth;
- Seek to ensure the provision of sufficient community, educational and recreational facilities to serve the existing and future population of New Ross;
- Protect the amenities of existing residents while creating new sustainable neighbourhoods and communities;
- Promote and encourage young people to play an active role in the development of their communities;
- Provide quality homes that are suitable for residents throughout their lives and are adaptable to people's changing circumstances;
- Where possible develop green corridors and linkages between areas.

Urban Form

- Develop the plan area in a sustainable compact manner;
- Protect and create a vibrant town centre;
- Investigate methods to incentivise vibrancy in the town centre;
- Revitalise under-utilised brownfield and derelict sites;
- Create and maintain a sense of place through good urban design;
- Maintain the character of the historic core and ensure that new development does not negatively impact on this character.

3.3 National and Regional Context

The Plan, its policies and objectives are consistent with the development objectives of the NSS and the RPGs. The key objectives, which the Plan is consistent with, are

- Achieve balanced regional development by developing an integrated sustainable transport system involving road, rail, air, sea, bus, cycling and walking.
- Prioritise urban consolidation in larger towns and consider appropriate extension options only where sufficient development opportunities within the urban area do not exist.
- Provide sufficient residential zoned land to accommodate projected population growth, which has been informed by the population targets identified in the RPGs.
- Provide sufficient suitably zoned land to develop Industrial parks, Enterprise Parks and Enterprise Centres, which is considered to be the role of the larger towns in supporting sustainable economic activity in the region as per the RPGs.
- Support the appropriate future development of the port at Marshmeadows, subject to the findings of a Habitat Directive Assessment (HDA).
- Develop strategic tourism opportunities contained in the NSS, which recognises the opportunities for tourism growth based on heritage and natural landscapes, inland waterway circuits, development of tourism clusters and urban generated rural recreation.
- Develop a Joint Development Programme for the River Barrow and its catchment for development of water-based activities on the river.

3.4 Land Use Spatial Strategy for the Plan Area

The spatial strategy aims to ensure that the plan area develops as a sustainable balanced settlement with appropriate amounts of residential, economic, tourism and recreational developments. The strategy aims to provide a strong coherent town structure, in which land uses are organised in a manner which is attractive, efficient, and which facilitates ease of movement and protects its residents. The existing pattern of development, an assessment of future residential and economic land requirements and a feasibility study of growth direction scenarios have informed the proposed spatial strategy.

The emerging spatial strategy is a combination of two development approaches. Preference will be given to the development of brownfield and infill sites, but where such sites are considered unsuitable or unavailable for development, the strategy allows for the sequential development of greenfield lands to the east, and northeast of the town. This is consistent with the Urban Consolidation Priorities for Large towns outlined in the RPGs, which states that under-utilised, derelict or undeveloped lands within the built-up area should be identified and opportunities realised. Where sufficient development opportunities within the urban area are not available, appropriate extension options may be considered having regard to infrastructural constraints and the availability of community services.

3.4.1 Population Projections

The residential land requirements are based on the population projections for the plan area. The projections have been informed by the population targets outlined in the RPGs. Table 6 indicates the relationship between the RPG population targets for the County and the consequent growth allocated to New Ross. The projections for the Environs follow 100% of RPG Population Targets for the County and are consistent with the RPGs. The projections also take into account a number of key factors including existing planning approvals, the availability of zoned lands and increased sewerage capacity in the town and environs, as well as the fact that New Ross is identified as a larger town which can accommodate population growth. Population projections are also based on the assumption that there will be an improvement in the housing market within the lifetime of the plan and on improved access to Waterford.

Table 6: Population Targets for the South-East Region, County Wexford and New Ross Town

	2010	2016	2022
South East Region	507,900	542,200	580,500
County Wexford	146,139	156,065	166,083
New Ross Town & Environs	8,697	9,018	9,559

Table 7: Population Projections for the Plan Area to 2019

(Projections for Environs follows 100% of RPG Population Targets for the County)

	2002	2006	2009	2011	2016	2019
New Ross Town	4810	4677	4612	4580	4548	4516
New Ross Environs	1612	2873	3993	4209	4470*	4631*
Total Town and Environs	6422	7550	8606	8789	9018	9147

*Follows 110% of county growth

3.4.2 Existing Residential Land Requirements

An assessment of existing zoned residential land and other zoned land where residential development was permitted under the 2004 Development Plan concluded that it could accommodate approximately 1,557 residential units. This figure was based on the amount of undeveloped residential and mixed use zoned land (74.25 ha.) and did not take into account brownfield sites. It was calculated using the average permissible density for each site in the New Ross Town and Environs Development Plan 2004 as shown in Table 8 below.

Table 8: Existing Residential Land Availability¹

	No. of hectares	Average no. of units per hectare ²	Potential no. of housing units
Residential • R1	47.02	17.5units	822.85
• R3	18.72	32.5 units	608.40
• R4	4.52	12.5 units	56.50
Mixed Use	3.99	17.5units	69.82
Total	74.25ha		1,557

Notes:

1. This assessment refers to undeveloped lands zoned for residential use or a mixture of residential and other uses.

2. The density/units per hectare are calculated based on the density provisions of the New Ross Town and Environs Development Plan 2004.

R1: 15-20units/ha average 17.5 units/ ha

R3: 25-40 units/ha average 32.5units/ha

R4: 12.5 units /ha average 12.5 units/ha

There are no specific density provisions for mixed use sites. An average density of 17.5 units/ha was applied.

3.4.3 Future Residential Land Requirements

The Development Plan Guidelines state that planning authorities should ensure that sufficient land is zoned to meet the expected demand for three years beyond the six-year plan period. This will ensure that enough land will be available to meet residential needs for the next nine years. The Settlement Strategy contained in the RPGs also states that more land should be zoned for residential development than is required to meet population targets, having regard to the history of population development in the area, the likelihood of any major development taking place that would increase the demand for housing and land ownership patterns in the area. An excess of 50% should be allowed for.

Table 9 below details the future residential land requirements based on the proposed population growth of 541 persons by 2019.

Table 9: Future Residential Land Requirements¹

Population Target	No of units required ²	No of ha required ³		No of ha required including 50% excess ⁴	
		RMD	RLD	RMD	RLD
541	193.2	9.2ha	14.3ha	13.8ha	21.45ha

Notes:

1. This assessment refers to undeveloped land zoned for residential use.
2. This figure is calculated using an average household size of 2.8 persons per household-Census 2006.
3. The density/units per hectare are calculated based on the average of proposed density provisions in the New Ross Town and Environs. Development Plan 2011-2017.
Residential Medium Density (RMD) 21 units per ha (17-25 units/ha).
Residential Low Density (RLD) 13.5 units per ha (10-17 units/ha).
This calculation assumes that only RMD or RLD lands are developed.
4. This figure provides for the 50% excess required by the RPGs and Development Plan Guidelines.

It is proposed to provide a mix of Residential Medium (RMD) and Residential Low Development (RLD) zoned land. To provide 193 units this is broken down as:

- 7ha at medium density (147 units)
- 3.5ha at low density (46 units).
- These, combined with an excess of 50% equates to 15.75ha.

The Plan will have 39 ha. of undeveloped residential zoned lands. However, this is considered appropriate so as to ensure that sufficient land will be available should additional population growth occur above that projected with a ready supply of residential land to accommodate it.

3.4.4 Economic Development and Future Land Use Requirements

The RPGs define the role of the larger towns in supporting sustainable economic activity in the region as developing Industrial Parks, Enterprise Parks and District Enterprise Centres. The Plan has provided for this and while it is not possible to predict with certainty the amount of land that may be required for these uses, it is considered that the spatial strategy has provided adequate amounts of appropriately zoned land to suit the needs of small, medium and large industries/enterprises that may look to set up in the plan area.

3.4.5 Direction of Growth

To inform the growth direction that the plan area would follow, a review of brownfield lands and undeveloped lands within and adjoining the 2004 plan boundary was undertaken. The first scenario considered, as shown in Map 2 below, involves the redevelopment and renewal of brownfield sites within the town centre and surrounding area. The existing development boundary would not be altered. This is considered the most sustainable development strategy for the town and environs. It is consistent with national and regional guidelines and promotes the efficient use of infrastructure and services. It also targets derelict sites and aims to improve the overall townscape. This strategy promotes the development of a compact urban form that will maximise the efficient use of land while promoting a mix of uses to make best use of proximity to transport and services. However, it was considered that this scenario alone would not provide sufficient amount of land for residential and economic development.

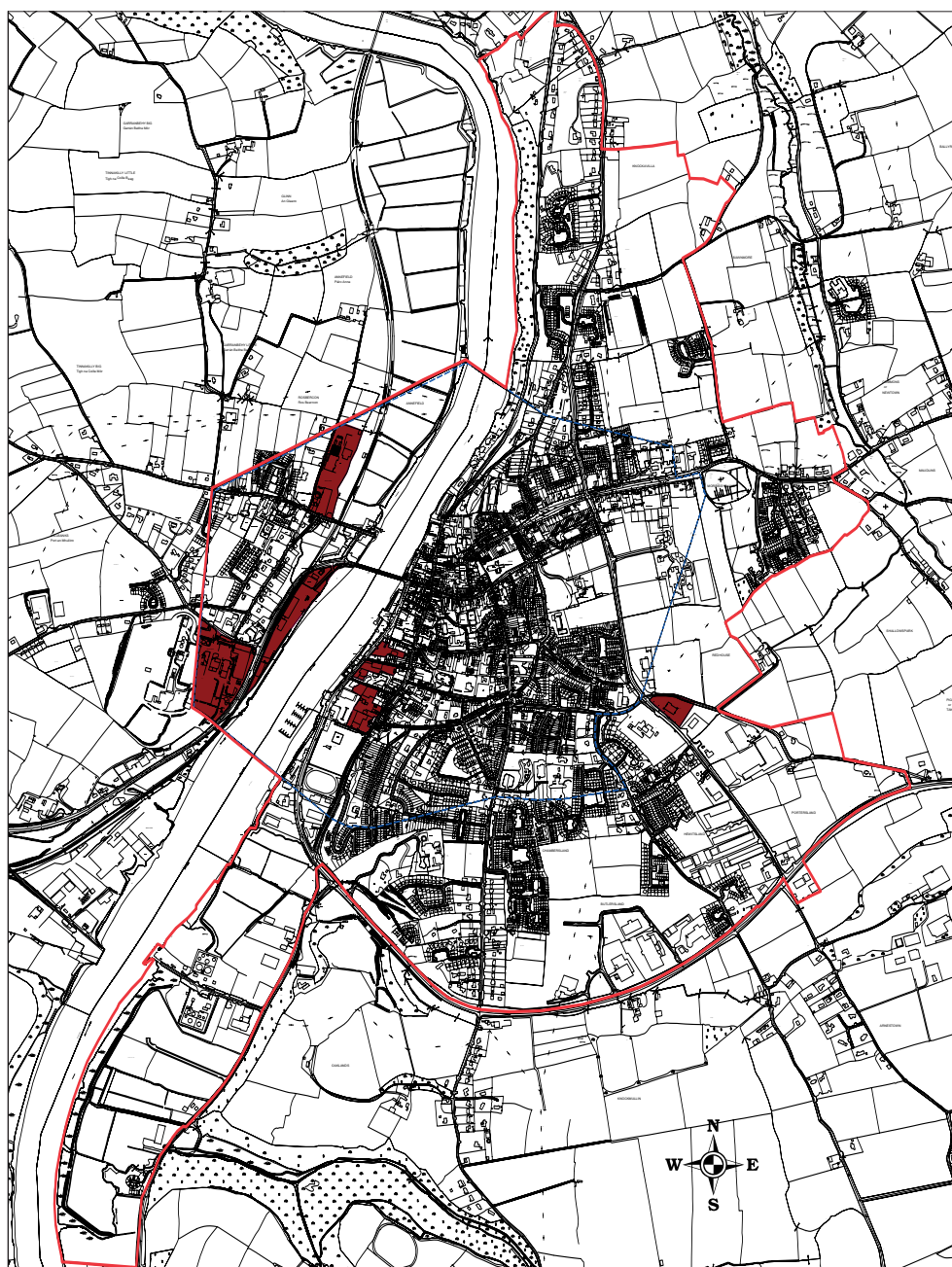
The second option considered is shown in Map 3 below. This option would see greenfield lands south of the N25 zoned for residential development with a commensurate allocation of lands for open space, community and education uses. The future growth of the town in this direction represents a logical progression and these lands are serviceable and strategically located with good access to the N25. The N25, however, is a strategic road in the national primary road network. The zoning of these lands could generate significant levels of traffic negatively impacting on the strategic role of this national route. Having considered this, it was concluded that unless significant amendments to the N25 are undertaken, it is not an option to expand the town in this direction, as the future occupants of residential developments in this area would be physically and socially segregated from the town by a heavily trafficked national primary route.

The third option considered is shown in Map 4 below and involves extending the eastern boundary of the plan area. These lands are serviceable and are located close to amenities, retail areas and employment centres. This area is well served by community and educational facilities which will increase its desirability as a place to live. The development of lands at this location would extend upon the existing and recently developing structure of the town and would utilise existing infrastructure in terms of the road network, wastewater and water.

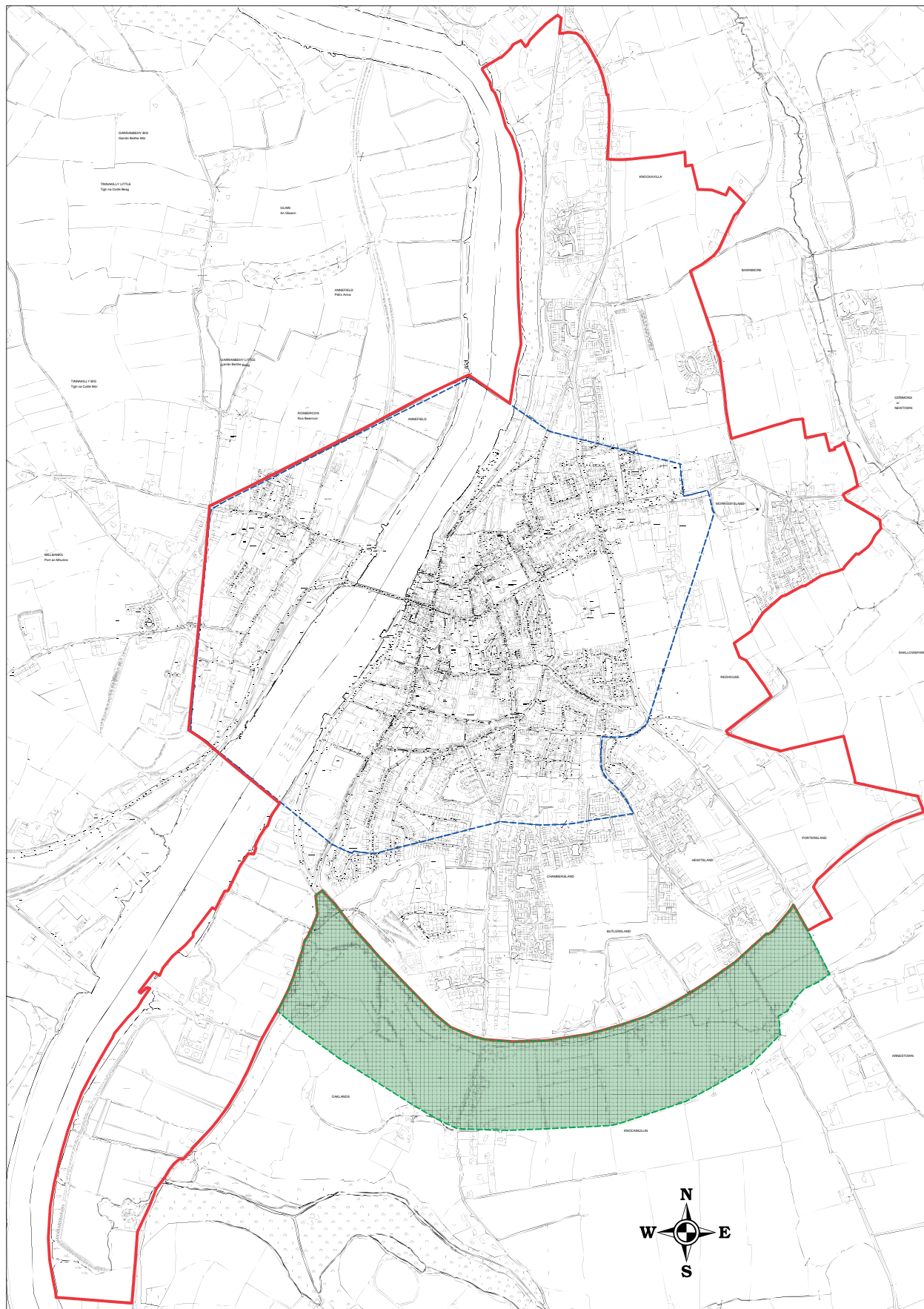
The development of greenfield lands to the north of the town was discounted due to topographical constraints. The fact that lands zoned for the residential development in this area remained undeveloped for the lifetime of the 2004 Plan was also a consideration.

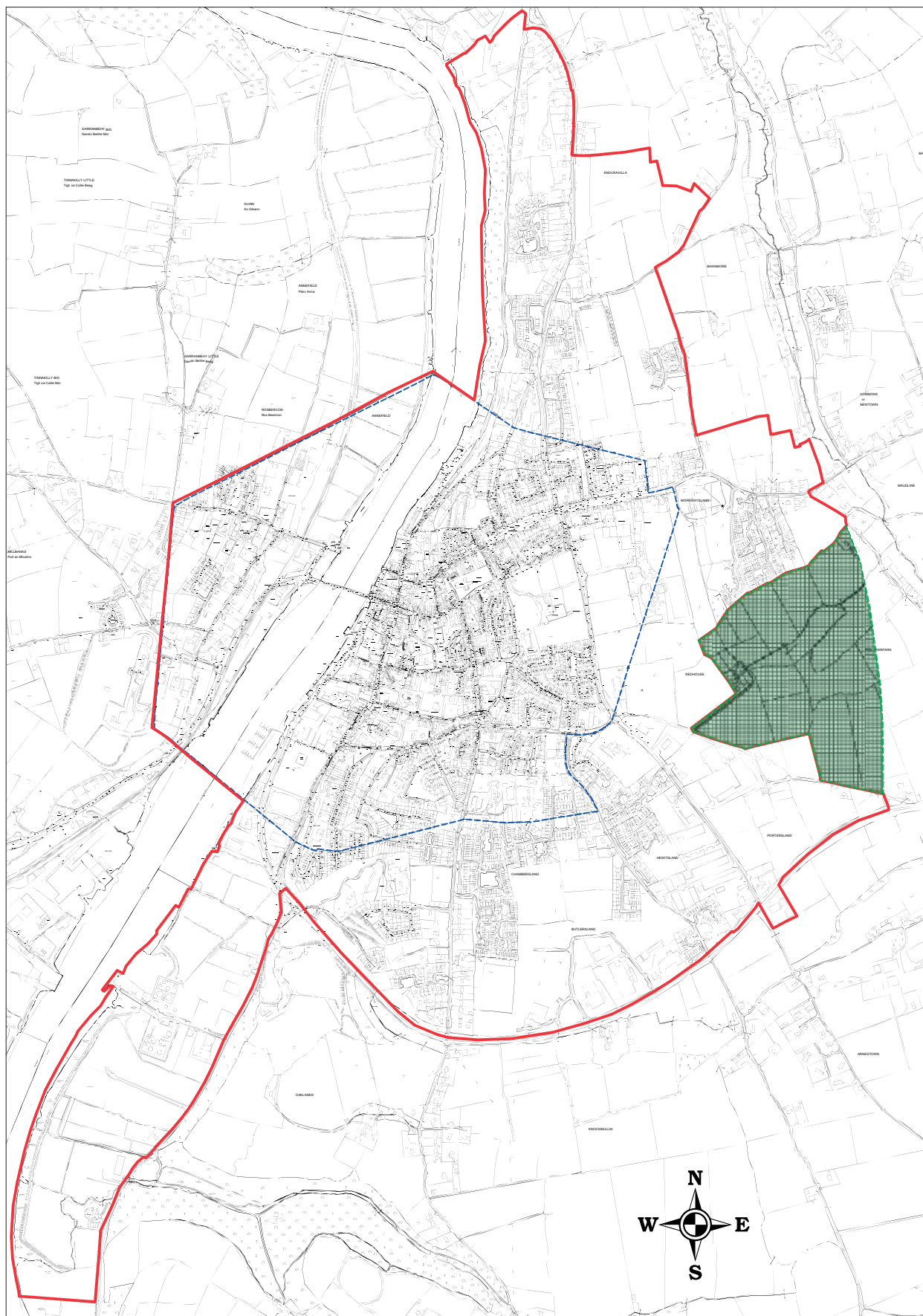
In relation to lands zoned for economic development it was decided to continue to concentrate on existing locations with additional lands identified for Light Industry and Office in the southeast of the plan boundary. The lands zoned for Industry, Light Industry and Office and Commercial are all strategically located with good access to the national primary network and infrastructure, making them attractive for businesses.

Map 2 Scenario 1: Redevelopment of Brownfield Sites



Map 3 Scenario 2: Extend development boundary to south of N25

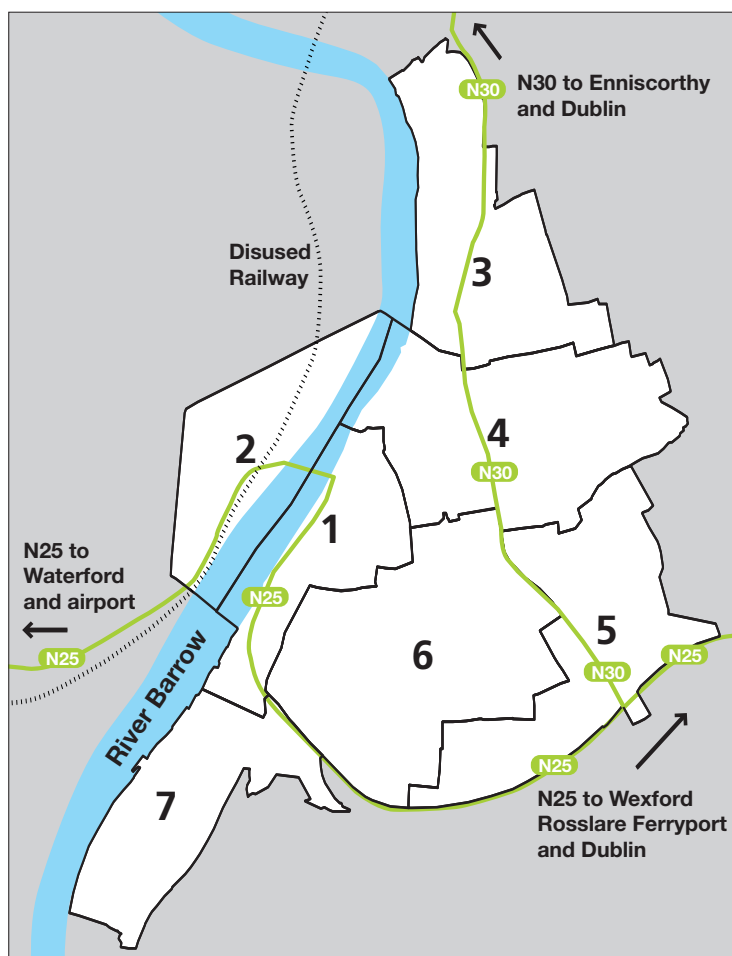


Map 4 Scenario 3: Extend development boundary to east

3.5 Masterplan Areas

The implementation of the Core Strategy and the associated land use spatial strategy will be underpinned by the use of masterplan areas. The overall plan area has been divided into seven individual areas. These areas are identified on Map 11 and further discussed in Section 13. This development approach aims to facilitate contiguous development where demand arises whilst maintaining an overall coordinated approach to achieving the Core Strategy.

The physical characteristics of each area have been examined, as have the opportunities offered by its location or the constraints that exist. Having regard to this, the most appropriate land uses for each zone were determined. Each zone is accompanied by a statement outlining the type of land use that the Councils consider most appropriate, urban design criteria, access and linkages, infrastructural requirements for development and phasing if necessary. It is anticipated that the use of this micro planning approach will contribute to a high quality built environment which is a key consideration for any business or individual deciding to locate there.



MASTERPLAN AREAS

Area 1: Town Centre

Area 2: Rosbercon

**Area 3: Castlemoyle/Mountgarrett/
Knockavilla**

Area 4: Irishtown

Area 5: Portersland and Butlersland

Area 6: Southknock

Area 7: Marshmeadows

3.5.1 Areas for Significant Development

Map 5 illustrates the areas that have been identified for significant development, including retail development. Both brownfield and greenfield lands are identified. Specific objectives and design guidance for these areas can be found in the relevant Masterplan Areas, Section 4 of the Plan and the Retail Strategy.

3.5.2 Phasing of Development

It is the policy of the Councils to consider future residential expansion sequentially subject to infrastructural provision. This approach is consistent with the policy of the NSS and the RPGs to prioritise urban consolidation in larger towns and consider appropriate extension options only where sufficient development opportunities within the urban area do not exist.

Economic Development

4.1 Introduction

The Councils are limited in their actions in support of economic development, which will be determined in the first instance by market forces, and secondly by agencies with a remit for specific intervention in this area. Factors that make a town attractive for both firms and their employees are the key to a successful economic development strategy. This section contains strategies and policies in relation to the economic development of New Ross Town and its Environs including policies in relation to offices, industry and retailing.

4.2 Economic Strategy

The Councils believe that the key elements in promoting a sustainable economic development strategy involve the following:

- Building on the existing industrial resource base in a sustainable fashion;
- Building on existing strategic infrastructure, by seeking to develop good transport and energy links with other urban centres in the southeast;
- Encouraging best environmental practice in existing industries including the promotion of the following:
 - Use of cleaner technologies
 - Operation of the Polluter Pays Principle
 - Reduction of energy consumption
 - Prevention of, or reduction in, the production of waste
 - Increase in recycling and reuse;
- Supporting businesses which utilise the natural resource base in a sustainable fashion, including, food and agribusiness, arts and crafts, and sustainable tourism;
- Reducing private transport, through the support of mixed use zones, home based activity and the linking of industrial locations with the overall transport network;
- Nurturing innovation and the development of small scale indigenous manufacturing and services; and
- Attracting high technology industries with low environmental impact to locate in the town, through ensuring that there is suitable zoned land and an adequate skills base.

Economic Strategy

It is the **policy** of the Councils:

- ED01 To ensure that sufficient and appropriately located lands are zoned for industrial and commercial development.
- ED02 To ensure the provision of necessary infrastructure such as roads, sanitary services, housing, telecommunications, energy supply and generation and the clearance of derelict land where feasible to facilitate new enterprises and existing enterprises wishing to expand. The Councils shall seek to ensure the provision of adequate and appropriate wastewater treatment, water supply, surface and storm water drainage, transport, waste management, community services and amenities on a planned and phased basis in advance of new development where feasible.
- ED03 To facilitate the provision, in conjunction with other agencies, of enterprise centres and training infrastructure related to small and medium sized enterprises.
- ED04 To ensure the zoning of adequate residential lands and the creation of an attractive urban environment to facilitate residency of the projected labour force.
- ED05 To develop the public realm and amenities of New Ross so that the quality of life of employees and residents can be improved.
- ED06 To ensure the provision of an adequate and efficient transportation system.
- ED07 To facilitate the provision of an accessible and free WiFi zone in the town centre.

4.3 Industry & Port

Industrial uses have different requirements in terms of land type, location, accessibility and availability of a skilled workforce. Transportation, warehousing and distribution are among the main industries located in New Ross. It is necessary to target investment that could benefit from the town's locational advantages, such as its good road network and port. The facilitation of new and existing indigenous industries is also crucial to provide for economic and employment opportunities in the town.

The promotion of economic activity within the town can only be undertaken if there is sufficient land ready to accommodate it. There are a number of existing Industrial Estates in the town, and the Plan should aim to provide for sufficient land in the vicinity of these Estates to accommodate the consolidation of existing industry and the development of new industry during the plan period.

The relocation of industrial uses within the town centre to more appropriate zoned lands can have a significant impact on the attractiveness and functioning of the town centre. Such relocation frees up key sites that can be re-developed as retail or mixed use developments which contribute to the vitality and growth of the town centre. Since the implementation of the New Ross Town and Environs Development Plan 2004, New Ross Port Company has relocated from The Quays to industrial zoned lands at Marshmeadows. Stafford's Shipping yard remains in operation at Rosbercon, to the west of the town centre.

Industry & Port

It is the **policy** of the Councils:

- IN01 To ensure that sufficient land is zoned within the functional areas of the planning authorities to meet the differing requirements of industries.
- IN02 To encourage and facilitate the development of warehousing and distribution uses on the lands zoned for industrial use.
- IN03 To seek to ensure that the impacts of any industry on adjoining uses and the environment are minimised.
- IN04 To encourage and facilitate the industries located in the town centre to move to land that is zoned for industrial development so as to free up town centre lands for more appropriate mixed commercial and residential uses.
- IN05 To support New Ross Port Authority in developing the commercial port by facilitating the future development of the port at Marshmeadows, including the facilitation of an additional wharf and construction of warehousing and open storage, subject to the findings of an Appropriate Assessment in compliance with Article 6 of the Habitats Directive. Any development of the port and/or wharf shall ensure the protection of the Waterford Harbour Shellfish Area and shall be monitored and assessed to ensure compliance with the Water Framework Directive.

Industry & Port

It is the **objective** of the Councils:

- IN01 To implement, through the Development Management process, a transition zone between industrial zones and adjoining non-industrial zones.
- IN02 To work with state agencies to create strategies which will attract new industries to and facilitate the expansion of existing industries in New Ross.

4.4 Offices & Professional Services

The most ideal location for office based development is within the town centre, provided it does not detract from the retail core. It is acknowledged that town centre services could benefit from such revitalisation and additional use of services. There is a significant level of vacancy, dereliction and under-utilisation of land and premises in New Ross that is well located and would be capable of accommodating substantial modern office floorspace. Greenfield development will be considered where town centre sites are unavailable or unsuitable to accommodate new office development.

Offices & Professional Services

It is the **policy** of the Councils:

OPS01 To encourage business, office and professional services to locate in the town centre in existing derelict buildings, brownfield sites and under-utilised sites and buildings where such services would not detract from the retail core.

Offices & Professional Services

It is the **objective** of the Councils:

OPS01 Planning applications for office developments on lands zoned for Commercial and Light Industry and Office shall be accompanied by a sequential analysis which clearly demonstrates that there are no alternative/suitable sites available for the proposed development in the town centre.

4.5 Retail

Retail provision is a key component of town centres and makes a significant contribution to their vitality and viability and as such it is important that town centres retain retailing as one of their core functions. New Ross 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. This plan aims to regenerate the town centre by encouraging and channelling new development into it. Retailing will play a major role in this.

4.5.1 Retail Hierarchy

The Retail Planning Guidelines for Planning Authorities published by the DEHLG, 2005, classifies New Ross town as a third tier shopping location. In terms of retail floorspace and activity New Ross Town is significantly less vibrant than the county's other third tier towns Wexford and Enniscorthy. This can be largely attributed to its proximity and accessibility to higher order centres of Waterford City, Kilkenny City and Wexford Town. The retail challenge for New Ross is to ensure that the town becomes an improved and more self sufficient centre better able to meet the shopping needs of its existing and future population and those of its catchment area.

The town centre predominantly comprises independent retailers with the exception of Super Valu on the Quay. Comparison shopping is provided by specialised retailers and there is an obvious lack of large comparison national and international multiples. There is a recognised need to increase the comparison profile of the town. However, the limited floorspace sizes in the primary and secondary retail areas and the national trend to locate high order comparison shopping in regional centres may affect the town centre's ability to attract comparison shopping.



Above: South Street.

4.5.2 Retail Strategy

In accordance with the Retail Planning Guidelines a Retail Strategy has been prepared for New Ross in tandem with the preparation of the Development Plan. It is contained in Appendix I of the Plan.

The aim of the Retail Strategy is to sustain and enhance the town's role as a third tier centre within the context of the Retail Planning Guidelines and seek to minimise leakage of expenditure to competing retail centres. It will aim to enhance the vitality, viability and vibrancy of the town centre and ensure that new retail development is appropriately located, is accessible to all sections of society and is of a scale which allows the town centre to prosper.



Above: North Street.



Above: The Quay.

The Retail Strategy identifies that the town's primary retail area (where the main concentration of retail activity is undertaken) is centred on the streets of; South Street, North Street, Charles Street and Quay Street, with the secondary retail area (which at present contains a significant level of vacant retail units) focused on the peripheral streets of Mary Street, John Street, the Quays and a small shopping area to the rear of South Street. The Strategy recommends that future retail development be directed into the town centre so as to;

- Ensure a vital and viable town centre
- Encourage regeneration of areas in the town centre
- Increase the environmental attractiveness of the town centre
- Achieve the quantum and quality of retailers necessary to minimise spending outflow
- Meet the criteria for sustainable development
- Prevent the loss of retail uses at street level within the primary retail area in the town.

The Retail Strategy also identifies a number of key opportunity sites close to the town centre which have the capacity to absorb future retail development and to provide the size and quality of floorspace required by major national and international retailers. These opportunity sites are brownfield or derelict sites that have the potential to deliver medium-large scale mixed use developments that will not only expand the choice of shopping available for New Ross and its catchment area but also enhance the physical attractiveness, environmental quality, public realm and vitality and viability of the town centre by improving environmental quality. These key opportunity sites are:

- Bond Store Car Park, The Quay
- Billy Foley's Yard, The Quay
- The former Campus Garage, The Quay

The preferred location for retail development is within the town centre. Where it is not possible to provide the form and scale required within the town centre, consideration may be given to a site on the edge of the town centre so as to facilitate journeys serving several purposes. Edge of town centre sites are defined as those within 300-400m of the main retail area. Having assessed the size, availability, accessibility and feasibility of development sites firstly within the town centre and secondly on the edge of town centre, alternative out of centre sites may be considered. This approach is commonly known as the Sequential Approach. Having regard to the level of vacancy, under utilisation and dereliction within the main retail areas in the town any such retail developments shall be accompanied by a detailed Retail Impact Statement.

Retail Strategy

It is the **policy** of the Councils:

- R01 To ensure that the majority of retail development shall be located within the town centre. The areas designated as Primary and Secondary Retail frontages shall be retained as key locations for retail development.
- R02 On Primary Shopping Frontages permission will be favourably considered for banks and other professional services, office uses, restaurants, bars, off licences, takeaways and other entertainment uses provided:
 - (i) The proposals would not individually or cumulatively cause demonstrable harm to the function, character or appearance of the frontage concerned or to the town centre as a whole.
 - (ii) There would be no significant loss of residential accommodation at upper floor levels. While residential use is the preferred use upstairs it is accepted that it is not always possible to accommodate appropriate units in these buildings. Therefore other commercial uses will be considered but the Planning Authority will have regard to the amount of residential uses retained in the area to ensure that a balance of residential and commercial uses are maintained in the town centre.
 - (iii) The use, taken together with existing or permitted uses, would not result in an unacceptable multiplicity of such uses in any one area.
- R03 On Primary Shopping Frontages, applications for planning permission which will result in net loss of convenience and comparison shopping floorspace at ground level will be resisted as this would affect the vitality and viability of these streets.
- R04 To prioritise the reuse of vacant and derelict buildings in the town centre for uses including retail development.
- R05 To encourage the use of ground floors of buildings fronting onto The Quay for retail and related uses. Proposals which result in uses other than retail and related uses at ground floor level will be resisted. New buildings should integrate such uses at ground floor level and provide for active frontages.
- R06 To continue the environmental improvement of the town centre in order to enhance its attractiveness, vitality and viability.
- R07 To require a Retail Impact Assessment to be carried out for large scale developments or for developments, which the planning authority considers may impact on the vitality and viability of the town centre. Such statements shall include, at minimum, the criteria set out in Annex 4 of the Retail Planning Guidelines (DEHLG, 2005).
- R08 To provide pedestrian facilities in the prime retail area.
- R09 To encourage and facilitate the use of unoccupied retail outlets in the town centre as Retail Incubation Centres.

4.5.3 Neighbourhood Centres

The neighbourhood centres at Irishtown and Rosbercon are intended to accommodate 'local shops' to serve the needs of the local resident and working population. Local shops, which include small foodstores and important non-food outlets such as pharmacies, have significant social and economic value, particularly for the less mobile. Development within the neighbourhood centres shall complement, rather than compete with the established town centre.

Neighbourhood Centres

It is the **policy** of the Councils:

- R10 To ensure that new retail development in the neighbourhood centres shall be for convenience goods with suitable comparison goods open for consideration to provide for the day to day shopping needs of the local community.

Neighbourhood Centres

It is the **objective** of the Councils:

- R01 To provide for and encourage high levels of access and good quality pedestrian facilities to connect neighbourhood centres to their surrounding neighbourhoods. Facilities for cycling shall also be provided.



Above: Neighbourhood Centre, Irishtown.