WEXFORD TOWN LOCAL TRANSPORT PLAN SUMMARY

Wexford Town is growing. Over the last two decades the population has grown by approximately 25%, with further expansion anticipated to 2040. This growth brings economic opportunity and supports the vitality of the town centre, but it also intensifies pressure on the existing transport network. The Wexford Town Local Transport Plan (WTLTP) provides a structured, evidence-based response aimed at supporting sustainable mobility, efficient movement and high-quality urban living. Its purpose is to guide investment and action so that the town's transport system remains fit for purpose as development progresses and climate commitments intensify.

Plan Foundation and Strategic Direction

The WTLTP has been developed through the Area-Based Transport Assessment methodology, which provides a structured approach for understanding existing transport conditions, identifying future challenges and opportunities, and shaping a coordinated multimodal response. The process involved a review of ongoing projects and anticipated growth, a modelling exercise to stress-test the network under future idealised scenarios, and the establishment of objectives capable of guiding a practical, climate-aligned transport strategy.

While the formal assessment steps provide the analytical backbone, the direction of the plan has been shaped equally by extensive engagement with Wexford County Council, the National Transport Authority, Transport Infrastructure Ireland, bus operators and other key stakeholders, ensuring that the emerging measures reflect operational knowledge and local priorities.

A detailed baseline and Strengths, Weaknesses, Opportunities and Constraints (SWOC) analysis highlighted the conditions shaping Wexford Town transport future. Strengths include a compact urban structure that naturally supports shorter trips, a town-centre rail station located close to key destinations, strong regional connections via the N11 and N25, and a well-established policy environment that promotes compact growth and sustainable mobility.

Weaknesses were also clear: high levels of car dependency, particularly for work trips; fragmented and inconsistent active-travel infrastructure; limited bus-priority measures; and pressures created by constrained town-centre streets and an increasing pressure on available street space, parking provision and transport infrastructure as the town continues to grow.

Opportunities arise from active-travel investment programmes, upcoming regeneration projects such as Trinity Wharf, and potential regional public-transport enhancements, while constraints include the narrow character of historic streets, topographical gradients in parts of the town and the need to balance movement and placemaking in the town centre. Together, these findings reinforced the need for a strategic shift towards more space-efficient, low-carbon modes of travel.

Within this context, the plan is guided by a vision for a connected, inclusive and low-carbon transport system that supports a compact and accessible town. The vision emphasises the development of a 10-minute town supported by coherent walking, cycling and public-transport networks, the creation of streets and public spaces that prioritise safety, comfort and universal access, and the delivery of a strategic road network that functions reliably without detracting from the urban environment. These ambitions are grounded in national climate policy and reinforced by the town's regeneration prospects.

The strategic direction of the WTLTP is shaped by principles that favour sustainable movement and integration. A vision-led “decide and provide” approach establishes the desired future mode share and identifies the measures required to achieve it. Decisions across the plan follow the modal hierarchy set out in national guidance, placing walking, cycling and public transport at the centre of investment and design considerations. Safety considerations underpin interventions, while multimodal integration guides proposals for mobility hubs and interchange improvements.

The strategy in brief: a people-first network that keeps Wexford moving

At the heart of the WTLTP is a co-ordinated package of measures that work together to make sustainable choices the most convenient ones for short and medium trips, while protecting the strategic function of the national and regional network. The measures are phased in three cumulative stages, early “quick wins”, a second phase that completes the town-wide active travel and bus network, and a third phase that consolidates town-centre liveability and demand management, so delivery can track funding opportunities and community readiness. This approach performed best across accessibility, safety, climate and place-making criteria when assessed using the Transport Appraisal Framework.

Active Travel First

Active travel sits at the top of the transport hierarchy and forms the foundation of the WTLTP. Walking is a primary way for people to move, and the strategy places clear priority on enhancing walking routes so that they are safe, direct and comfortable for everyday journeys. Improvements focus on strengthening permeability within neighbourhoods, upgrading junctions and crossings, and applying universal-design principles so that routes serve children, older residents and people with disabilities. Routine walkability audits will guide these enhancements and ensure that access to schools, bus stops, shops and services reflects the needs of all users.

Cycling is supported through a comprehensive Enhanced Cycle Network that transforms currently fragmented links into a connected, town-wide system. This network integrates residential areas, schools and further education, health services, major employers, the town centre, the waterfront and the emerging greenway corridors. It builds on CycleConnects proposals and committed schemes at Newtown Road, Beechlawn–Clonard and Roxborough, with designs that prioritise safe junction layouts, consistent protection at conflict points and clear, legible routes. Secure cycle parking will be expanded at key destinations, while shared-mobility options such as e-bikes and e-scooters will support longer or hillier trips

These active-travel networks are closely integrated with public-transport corridors and mobility hubs, enabling seamless transitions between modes and reinforcing the 10-minute town concept. As these networks expand and become more coherent, walking and cycling emerge as convenient and attractive options for everyday trips. This shift strengthens local accessibility, reduces reliance on private cars and supports the creation of a more vibrant, resilient and inclusive Wexford Town.

Reliable Buses and a Better Rail Interchange

Public transport is expected to play a significantly role in medium-length trips as Wexford Town grows, supported by a proposed local bus network that will be refined through subsequent planning and design stages. The emerging network emphasises simpler, more legible routes with improved coverage across key residential areas, employment clusters and education sites. A high-frequency spine is identified along the town’s principal corridors, supported by bus-priority measures at key junctions to improve journey times and overall reliability.

Infrastructure improvements are an integral part of this shift. Bus stops will see upgrades including high-quality shelters, lighting, seating, real-time information and enhanced accessibility. The surrounding walking environment will also be improved so that more households fall within an easy five-minute walk of bus services, supporting greater everyday use.

These enhancements create the foundation for a network that is easier to understand, more dependable and more attractive for regular travel.

At the regional level, the strategy aligns with Connecting Ireland and the All-Island Strategic Rail Review, ensuring that Wexford Town is equipped to benefit from future increases in service frequency, improved regional connections and long-distance rail enhancements as they are delivered. This positioning ensures that both local and regional public transport networks can grow in tandem.

To support smooth transfers between local and regional services, the strategy identifies O'Hanrahan Station as the town's principal rail-bus interchange. Relocating the town bus terminal to the Redmond Road car park creates the conditions for a more coherent interchange arrangement, relieving pressure on Redmond Square and simplifying connections between modes without duplicating the broader mobility-hub functions outlined elsewhere in the plan. This reinforces O'Hanrahan Station's role as the central public-transport gateway and supports the reliability and legibility of the wider bus network.

Together, these measures support the establishment of a public-transport system that is more efficient, easier to navigate and capable of supporting the sustained shift toward sustainable mobility envisioned in the WTLTP.

Roads and Streets that Support the Hierarchy

National and regional routes around Wexford Town will continue to perform their essential strategic function, including progression of the N11/N25 Oilgate–Rosslare Harbour scheme. Within the town, however, the focus shifts from moving vehicles to managing the network in a way that supports people and place. The strategy applies the NIFTI hierarchy, giving priority to walking, cycling and public transport, while ensuring that access for business, servicing and those who need to drive is maintained. This approach reflects the town's compact structure and the need to make the best use of limited street space.

The proposed Inner Orbital Route is framed as a corridor that supports sustainable movement. Selective modal filters, speed-management measures and improved crossings create a route that helps distribute necessary access while reducing the dominance of traffic on the most constrained town-centre streets. This rebalancing allows streets nearer the core to function more effectively as public places while maintaining reliable access for trips that have no practical alternative.

The Strategy focus on making more efficient use of the existing network by aligning street function with street context, reducing unnecessary through-movements, and supporting the shift toward more space-efficient modes. In doing so, it strengthens the performance of the strategic network, improves local accessibility and contributes to the creation of streets that better support Wexford Town's economy, its communities and its public realm.

A Town Centre that is Easier to Get to

Wexford Town Centre remains the civic, cultural and commercial heart of the county. As the principal destination for shopping, employment, education, services and leisure activities, it attracts a significant number of daily trips from across the town and wider hinterland.

The long-term success of the town centre depends on maintaining and improving accessibility while creating a high-quality environment for residents, businesses and visitors. The Wexford Town LTP supports this objective by improving how people access and move around the town centre, particularly by walking, wheeling, cycling and public transport.

The Strategy supports the Town Centre First Plan and recognises the important role it will play in guiding the future enhancement and regeneration of the town centre. The transport measures identified in the LTP are intended to complement and support the Town Centre First Plan by improving connectivity, accessibility and movement throughout the town.

A key focus of the Strategy is improving connections between the town centre, Redmond Square, Trinity Wharf, the railway station and surrounding neighbourhoods. This includes enhanced walking and cycling links, improved public transport interchange opportunities, upgraded public spaces and better connections to key destinations.

The Strategy also supports the preparation of complementary plans and studies, including parking management, mobility hubs and public transport improvements, which will help shape future investment decisions and support the ongoing development of Wexford Town Centre.

Mobility Hubs and Parking Management

Delivering a more efficient and accessible transport system in Wexford Town relies on creating places where moving between modes is straightforward and intuitive. The WTLTP therefore proposes a network of mobility hubs, anchored by a central hub at O'Hanrahan Station/Redmond Square and supported by strategically located hubs on the edge of the town, including a potential hub north of Wexford Bridge. These hubs are intended to provide additional travel choices and facilitate convenient connections between private vehicles, public transport and active travel.

Each hub is envisaged as a high-quality interchange space, bringing together frequent bus services, shared mobility and secure cycling facilities in a coherent layout. High-quality waiting areas, shelters, real-time information and clear wayfinding will shape hubs into attractive arrival points, supporting easy transfers between bus routes and between active travel and public transport. As shared mobility schemes such as Bolt expand, mobility hubs offer natural locations for rebalancing and charging e-bikes and e-scooters, strengthening their role as viable options for short and intermediate journeys.

The WTLTP identifies the need for a Parking Management Plan as a long-term action to guide future decisions around town-centre parking. Its role within this section is simply to ensure that parking is managed in a manner that supports accessibility, town-centre vitality and the efficient operation of the wider transport network. As this work progresses, it will be essential that the principles governing future parking considerations reflect the needs of residents, fairness in how parking is provided and managed, and the careful phasing of any changes. Embedding these principles from the outset will help ensure that parking policy evolves in a balanced and equitable way, fully aligned with the town's transition toward a more sustainable, efficient and people-focused transport system.

Alongside the physical infrastructure, a set of complementary measures will help embed sustainable travel into daily life. These include Safe Routes to School interventions around clusters of schools, an Age-Friendly programme that improves comfort and accessibility for older residents, upgraded wayfinding, and Mobility Management Plans for major employers and trip generators.

Why this package is the right one for Wexford Town

When tested against national appraisal criteria, this package delivers the strongest overall benefits. It improves access to jobs, education and services across the town; it reduces collision risk through better junctions, calmer streets and safer facilities for people walking and cycling; it strengthens integration between land-use and movement, particularly around town-centre regeneration sites like Trinity Wharf; and it advances the county's climate and air-quality goals by enabling a sustained shift away from private vehicles. The options analysis shows that the more ambitious phase produces significantly greater gains in accessibility, safety and liveability than a light-touch approach.

This is also a strategy that supports local business. By easing pressure at Redmond Square, improving flow for buses and deliveries at key times, and curating short-stay parking for shoppers while diverting long-stay demand to the edges, it will make it easier for people to get in, move around and spend time (and money) in the centre. High-quality public realm on Main Street and along the Quays will improve dwell time and footfall, which international and Irish case studies alike associate with healthier town-centre retail and hospitality. And by aligning with national funding priorities for active travel, public transport, universal design and decarbonisation, the WTLTP positions Wexford Town to access investment when budgets are allocated.

Delivering the Plan: phasing, governance and funding

The measures are organised in three cumulative stages to allow early benefits while building towards the mode-share targets A full list of measures and proposed timeframe is provided at the end of the document. Stage 1 (short term) focuses on “quick wins”: safer junctions, targeted permeability fixes to shorten walking routes to schools and bus stops, bus-stop and interchange upgrades, and detailed planning for the central mobility hub. Stage 2 (medium term) completes the town-wide cycle network, rolls out bus-priority at the most important junctions and corridors, and planning of the peripheral mobility hubs. Stage 3 (long term) consolidates town-centre public-realm changes and the development of the parking-management programme, supported by a mature bus and active-travel offer so that the shift feels like an upgrade, not a restriction. Delivery will leverage the established statutory routes for transport and public-realm schemes, and monitoring will focus on a small set of indicators—mode share, journey times and reliability, collisions, parking occupancy and turnover—so elected members and the public can see what is working and where to adjust

Funding can be drawn from established sources—NTA Active Travel, Safe Routes to School, urban regeneration funds and, for strategic links, TII and Department of Transport programmes—with local match where appropriate. Packaging schemes so that each step unlocks the next will help Wexford Town compete strongly for investment while minimising delivery risk. The plan’s governance model is collaborative, recognising the roles of Wexford County Council, the NTA, TII, transport operators, schools, employers and community groups. Continued partnership between these organisations will be essential to the successful delivery of the Plan.

A Balanced Approach to Sensitive Issues

The WTLTP includes a range of measures intended to improve accessibility, connectivity and the quality of life in Wexford Town. Many of these measures will require further development, assessment and engagement before they can be progressed. Individual projects will be subject to future feasibility, design, consultation and funding processes as appropriate.

The Strategy seeks to achieve a balanced approach that supports economic activity, maintains accessibility for residents, businesses and visitors, and provides greater travel choice through improvements to walking, cycling and public transport. The implementation and timing of individual measures will be guided by future funding opportunities, stakeholder engagement and ongoing monitoring of transport conditions within the town.

The Town Centre First Plan will play an important role in guiding the future development and enhancement of Wexford Town Centre. The transport measures identified in this Plan are intended to complement and support the objectives of the Town Centre First process by improving access to the town centre and strengthening connections between key destinations.

Parking is recognised as an important element of the transport system, supporting residents, businesses, employees and visitors. The WTLTP therefore supports the preparation of a dedicated Parking Management Plan to guide future parking provision and management decisions in a coordinated and evidence-based manner. This process will help ensure that parking continues to support the needs of the town while responding to future transport and accessibility requirements.

As investment in walking, cycling and public transport infrastructure continues, Wexford Town will be well placed to provide people with greater travel choice while maintaining accessibility and supporting the continued growth and vitality of the town centre.

What Success Looks Like

Success will be visible in the way people experience Wexford Town streets every day. Routes to schools will feel safer and more intuitive, enabling children and families to travel with confidence. Shoppers and visitors will find it easier to

reach and move through the town centre, supported by streets that feel more welcoming, less dominated by traffic and designed to encourage people to stop, rest and spend time. Active-travel routes will form a connected, legible network where cycling feels safe, obvious and enjoyable, while public-transport users will benefit from clearer, more reliable services and more comfortable waiting environments. Those who need to drive will experience a strategic network that operates more predictably and efficiently because local streets are no longer required to carry every type of movement at once.

The success of the Fleadh Cheoil showcased how several measures embedded in the WTLTP can work effectively in practice. During the event, an expanded people-focused town-centre area was supported by peripheral parking locations and dedicated shuttle-bus services linking the outskirts to key arrival points. These arrangements demonstrated how coordinated management of car access, strengthened public-transport connections and enhanced pedestrian movement can significantly improve town-centre accessibility and safety. They also resulted in increased levels of active travel within the town, highlighting how a more balanced transport network encourages walking and cycling, and providing valuable insight into how the WTLTP's integrated approach can enhance the everyday experience of Wexford Town.

The town centre will evolve into a place that reflects the principles of healthy, people-focused streets: cleaner air, calmer conditions, easier and safer crossings, and environments where people feel relaxed, welcome and safe throughout the day. Improvements to public realm and walking routes will strengthen connections to regeneration areas such as Trinity Wharf and to the waterfront, turning under-used assets into lively destinations and supporting social and economic activity. As sustainable modes account for a growing share of trips, congestion and emissions will decline, freeing capacity for essential journeys and contributing to healthier, fairer and more resilient urban neighbourhoods. This is the type of transport system that supports a thriving local economy, stronger communities and streets that people of all ages and abilities can enjoy.

Full List of Measures and Timeframe

The full list of measures is set out in the consolidated table below. Together, these measures form the complete implementation portfolio required to deliver the Wexford Town Local Transport Plan and progress toward the targeted mode-share outcomes. The pace at which individual measures can be delivered will depend on factors such as funding availability, statutory approvals and the sequencing of complementary projects, ensuring that interventions are introduced in a coordinated and achievable manner.

	Measure	Short Term	Medium Term	Long Term
AT-01	Upgrade junctions throughout Wexford Town	■	■	
AT-02	Facilitate permeability on the existing network	■	■	■
AT-03	Ensure permeability near residential areas, schools and bus stops and other key trip attractors	■	■	■
AT-04	Upgrade existing permeability links to facilitate access for all users	■	■	
AT-05	Secure filtered permeability in new developments	■	■	■
AT-06	Deliver active travel committed schemes: Newtown Road, Beechlawn to Clonard and Roxborough schemes	■		
AT-07	Develop an integrated cycle network in Wexford Town	■	■	
AT-08	Integrate the national cycle network with existing and planned networks in Wexford Town - Priority 1 schemes	■		
	Integrate the national cycle network with existing and planned networks in Wexford Town - Priority 2 schemes		■	
	Integrate the national cycle network with existing and planned networks in Wexford Town - Priority 3 schemes			■
AT-09	Increase the availability of secure and convenient bike parking	■		
AT-10	Ensure new developments include high-quality and secure bike parking	■	■	■

AT-11	Promote and expand shared mobility options within the town
AT-12	Conduct regular walkability audits in the town
PT-01	Enhance the bus service network in the town by supporting improvements to the existing services
PT-02	Implement bus priority along proposed bus corridors in key radial routes and junctions
PT-03	Enhance the regional bus network
PT-04	Improve public transport connectivity to locations where demand exist
PT-05	Continue to support the enhancement of bus services to remote locations where Local Link services are suitable
PT-06	Ensure adequate bus stop infrastructure is provided
PT-07	Enhance the overall rail passenger's experience
PT-08	Improve cycle parking provision at the rail station
PT-09	Support improvements on the Dublin-Rosslare rail line in accordance with proposals set out in the AISRR
RD-01	Protect the strategic function of the national roads
RD-02	Support the development of the N11/N25 Oilgate to Rosslare Harbour Scheme
RD-03	Support the delivery of the Orbital Inner Route prioritising sustainable modes movements
RD-04	Balance the use of the existing road network and any proposed new road
MM-01	Investigate the feasibility of developing a mobility hub at a location closer to O'Hanrahan railway station
MM-02	Investigate the potential for developing mobility hubs on the outskirts of the town and investigate the feasibility of a mobility hub to the north of Wexford Bridge
MM-03	Implement speed limit zones in the town
MM-04	Support the implementation of the Wexford Town Centre First Plan and other relevant town centre initiatives
PM-01	Prepare and implement a Parking Management Strategy for Wexford Town
PM-02	Identify suitable locations for park and stride, particularly within walking catchment of schools
SM-01	Improve active travel infrastructure near to schools
SM-02	Support the County's Age Friendly Programme
SM-03	Improve wayfinding to enhance the active travel experience within the town
SM-04	Support the implementation of Mobility Management Plans (MMP) for major trip generators within the town