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Comhairle Contae Loch Garman
Wexford County Council

Local Transport Plan

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WEXFORD TOWN LOCAL TRANSPORT PLAN



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INTRODUCTION

AtkinsRéalis has been commissioned by Wexford County Council (WCC) to prepare a Local Transport Plan (LTP also referred to as “The Plan”). The Plan will guide the transport requirements for the future development of Wexford Town and its environs. The LTP follows the Area Based Transport (ABTA) methodology and set out a framework for investment in transport for Wexford Town up to 2040.

The aim of The Plan is to support the sustainable development of Wexford Town through the “avoid, shift, improve” principles outlined in national policies. More specifically, the goal is to reduce overall transport emissions and achieve a modal shift towards sustainable modes, optimising opportunities to make sustainable travel choices, providing a high-quality transport network and system which is effective, accessible, and responsive to technological change.

Wexford Town’s development to 2040 is guided by the population growth target of 45% set out in the Wexford County Development Plan (CDP). This level of growth is expected to increase further through Proposed Variation No. 1 to the County Development Plan, which reflects updated national housing requirements. based upon population growth of 45% as set under the County Development Plan. Under the Housing Growth Requirements Guidelines for Planning Authorities (2025), County Wexford has been allocated 1,622 housing units per annum, with Wexford Town anticipated to accommodate approximately 33% of this allocation.

The future growth of the town is based around investment in sustainable transport and a regeneration agenda predicated on the redevelopment of accessible town centre sites and the 10-minute city concept articulated in the RSES. The Plan must, therefore, articulate these ambitions in a robust and evidence-based fashion to provide Wexford Town with a framework for prioritising and obtaining transport investment. A key challenge is ensuring that the methodology applied to The Plan is technically suitable, scale appropriate, fit for purpose, promotable to key decision makers and acceptable to stakeholders and to the public. Developing the Wexford Town LTP is necessary to prevent the potential consequences of a “business as usual” approach that would continue with auto-centric transport policies. Continuing this path would mean that the expected future population growth paired with the current level of motorisation in Wexford Town would lead to unmanageable levels of congestion, hindering economic growth, and producing poor outcomes for all users as well as failure to meet Ireland’s climate action goals.

The Plan includes proposals to enhance the cycle network, improve bus services and infrastructure, and a range of other measures related to walking/wheeling, roads and streets, parking, and the enhancement of the public realm. These proposals aim to encourage a shift to sustainable transport, thereby helping Wexford Town achieve the objectives and proposed mode share targets outlined in this Plan.

The Wexford Town LTP provides a strategic framework to guide transport investment, project development and decision-making in Wexford Town. The Plan establishes a coordinated approach to improving accessibility, connectivity and transport choice, while supporting the sustainable growth objectives of the CDP. The Plan will also provide an important evidence base to support future funding applications and investment decisions by WCC and partner agencies. As Wexford Town continues to grow, the Plan will be reviewed and updated to respond to changing circumstances, emerging opportunities and evolving transport needs.

BASELINE ASSESSMENT

The section outlines the policy context relevant to developing the Wexford Town Local Transport Plan (LTP), setting out the strong policy context that supports its development. Additionally, it describes the LTP study area and outlines the town's characteristics in terms of demographics, existing transport infrastructure, transport demand, travel patterns and mode split. Ultimately, it identifies key Strengths, Weaknesses, Opportunities, and Constraints, providing an overview of Wexford Town transport system performance and its potential for improvement. All this information has been integral in shaping the LTP strategy. The Baseline Assessment section is structured as follows:

- Policy Context
- Study Area
- Demographics
- Existing Transport Network
- Existing Travel Patterns
- Accessibility
- Strengths, Weaknesses, Opportunities, and Constraints

Policy Context

This section provides a summary of policy, guidance, and studies relevant to the development of the Wexford Town Local Transport Plan (LTP), setting out the strong policy context that supports its development.

National Level

Project Ireland 2040 - National Planning Framework: First Revision (Department of Housing, Planning and Local Government, 2025)

The National Planning Framework (NPF) First Revision sets out the Government's long-term strategy for the sustainable growth and development of Ireland to 2040. The revised NPF plans for a national population of approximately 6.1 million people by 2040 and seeks to accommodate this growth in a manner that supports compact development, sustainable mobility and climate resilience. A key objective of the NPF is to move away from dispersed and car-dependent patterns of development by focusing a greater proportion of growth within existing settlements and in locations that support walking, cycling and public transport.

Wexford Town is located within the Southern Region, which is planned to accommodate approximately 330,000 additional people by 2040. The NPF identifies compact growth, sustainable mobility and the regeneration of existing urban areas as critical components of achieving balanced regional development. In particular, National Policy Objective 9 seeks the delivery of at least 30% of all new homes in settlements outside the five cities within their existing built-up footprints, while National Policy Objective 37 promotes the integration of walking, cycling and other sustainable transport modes into the design of communities.

In this context, the continued growth of Wexford Town should be supported by the consolidation and regeneration of existing urban areas, the creation of connected and walkable neighbourhoods, and investment in sustainable transport infrastructure that reduces reliance on private car travel and enhances accessibility for residents, businesses and visitors.

National Development Plan 2021-2030 (Department of Public Expenditure and Reform, 2021)

The National Development Plan (NDP) will drive Ireland's long term economic, environmental, and social progress across all parts of the country over the decade and will underpin the successful implementation of the NPF. The NDP outlines several transport investment priorities starting from active travel, public transport, and national roads.

Under the heading "NSO 4 – Sustainable Mobility", the NDP highlights the importance of significant investment in sustainable mobility networks if the NPF population growth targets are to be achieved. Investing in high-quality sustainable mobility will improve citizens' quality of life, support the transition to a low-carbon society and enhance Ireland's economic competitiveness.

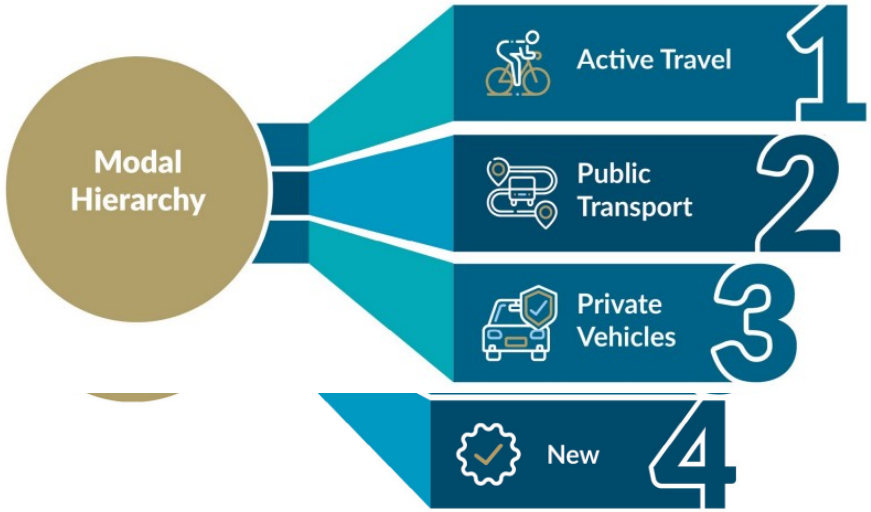
National Investment Framework for Transport in Ireland (Department of Transport, 2021)

The National Investment Framework for Transport in Ireland (NIFTI) was published in 2021 as part of Project Ireland 2040 to support the NPF in delivering the ten NSOs. Within NIFTI it is recognised that the country's transport system will be a key enabler of Project Ireland 2040 over the coming decades. A key objective of NIFTI is to protect and renew existing transport assets to safeguard the value of past investment and ensure that the network is resilient to the impacts of climate change and evolving uses and travel patterns. NIFTI sets out the following investment priorities, which future schemes must align with:

- Decarbonisation
- Mobility of People and Goods in Urban Areas

- Protection and Renewal
- Enhanced Regional and Rural Connectivity

The NIFTI sets out a hierarchy of travel modes to be accommodated and encouraged when investments and other interventions are made, as well an the intervention hierarchy, which places emphasis on enhancing and utilising existing infrastructure, rather than the construction of new facilities.



(Source: National Investment Framework for Transport in Ireland - Department of Transport, 2021)

Climate Action Plan 2025 (Department of Environment, Climate and Communications, 2025)

The Climate Action Plan 2025 (CAP 2025) is the third statutory annual update to the CAP under the Climate Action and Low Carbon Development (Amendment) Act 2021. It sets out clear targets to reduce transport emissions up to 2030 and reach net-zero no later than 2050, which includes a 51% reduction for the transport sector. This will be achieved by improving town, cities, and spatial/land-use planning, as well as by adopting the Avoid-Shift-Improve approach: reducing or avoiding the need for travel, shifting to public transport, walking and cycling and improving the energy efficiency of vehicles. Key transport measures include:

- 20% reduction in total vehicle kms. relative to 2030 business as usual scenario.
- 50% reduction in fuel usage.
- 50% increase in daily active travel journeys.
- 130% increase in daily public transport journeys.
- 25% reduction in daily car journeys.
- Shift in Daily Mode Share. 2018: 72% (Car), 8% (Public Transport), 20% (Active Travel). 2030: 53% (Car), 19% (Public Transport), 28% (Active Travel).
- Battery Electric Vehicle (EV) share of total passenger car fleet (30%) EV share of new registrations (100%) 845,000 Private EVs;
- 20% EV share of total Large Goods Vehicle fleet; 95,000 commercial EVs; 30% Zero Emission share of new heavy duty vehicle registrations; 3,500 Heavy Goods Vehicles.; and
- 1,500 EV buses in Public Service Obligation bus fleet; Expansion of electrified rail services.

National Sustainable Mobility Plan (Department of Transport, 2022)

The National Sustainable Mobility Plan (NSMP) sets out the strategic framework for more environmentally friendly travel up to 2030. This includes journeys made by walking, cycling, and public transport. It seeks to assist Ireland to meet its climate obligations to achieve a 51% reduction in greenhouse gas emissions by 2030. The aim of the Plan is to provide infrastructure, services, and measures that enable and encourage more people to choose sustainable modes of travel. At least 500,000 additional daily active travel and public transport journeys and a reduction of 10% in

the kilometres driven by fossil fuelled cars are to be achieved by 2030. Safe and green mobility is to be supported through:

- Continuing to protect and maintain the safety of existing walking, cycling and public transport networks and ensuring that new sustainable mobility infrastructure meets the highest safety standards.
- Developing pedestrian enhancement plans and cycle network plans to guide investment in new active travel infrastructure and retrofitting of existing infrastructure.
- Expanding walking and cycling options across the country, including greenways.
- Developing an enhanced bus stop programme for regional and rural services.
- Rebalancing transport movement in metropolitan areas and other urban centres away from the private car and towards active travel and public transport; and
- Identifying a pathway for the implementation of suitable demand management measures at national and local level to reduce reliance on the private car.

National Remote Working Strategy (Department of Enterprise, Trade and Employment, 2021)

The National Remote Work Strategy sets out the long-term strategy to promote home and remote working for public and private sector employees. The strategy mandates that 20% of the public sector workforce moves to home and remote working in 2021. The Regional Working Analysis study carried out in 2020 shows that more than 25% of the private sector workers in Ireland can work remotely. This longer-term change in working patterns will help achieve a longer-term fundamental change in travel behaviour by reducing the need travel to work daily.

Alternative Fuel Infrastructure for Transport in Ireland (Department of the Environment, Climate and Communications, 2020)

The National Policy Framework on Alternative Fuels is the first step in communicating the Government's long-term national vision for decarbonising transport by 2050, the cornerstone of which is the ambition that by 2030 all new cars and vans sold in Ireland will be zero-emissions capable.

Connecting Ireland: Rural Mobility Plan (National Transport Authority, 2021)

The Connecting Ireland Rural Mobility Plan is a major national public transport initiative developed with the aim of increasing connectivity for people living outside major cities and towns by providing better public transport connections between villages and towns through:

- Improvement of the existing services,
- Introduction of additional services,
- Enhancing the current Demand Responsive Transport (DRT) network which meets the transport needs of people who live in remote locations.

Some of the key public transport Improvements related to Wexford Town are listed below.

Regional Services	Local Services
Waterford – Wexford – Rosslare Harbour	Bunclody - Wexford
Wexford – Enniscorthy – Gorey Arklow – Dublin	Gorey - Wexford
Wexford – Enniscorthy – Portlaoise	Wexford – Bridgetown

Road Safety Strategy 2021-2030 (Road Safety Authority, 2021)

Ireland's fifth Road Safety Strategy adopted a strategic, coordinated, and multi-sectoral approach to road safety across government and key stakeholders. The strategy sets out ambitious goals to reduce deaths and serious injuries by 50% until 2030, with the main goal of achieving vision zero – no deaths or seriously injured on Irish roads by the year 2050. The new strategy was framed in line with holistic Safe System approach including seven priority intervention areas:

- Safe roads and roadsides
- Safe vehicles
- Post-crash response
- Safe work-related road use
- Safe speeds
- Safe road use
- Safe and healthy modes of travel

Town Centre First Policy (Department of Local Government and Heritage, 2022)

The Town Centre First Policy aims to ensure guidance and policy for tackling vacancy and dereliction and breathe new life into Irish town centres. Town centres need to function as viable, vibrant, and attractive locations for people to not only live, work and visit but also to be effective as the service, social, cultural, and recreational hub for the local community. The policy recognises that town centres have the best transport connectivity and are therefore more likely to encourage sustainable travel patterns helping to achieve climate action goals.

Area Based Transport Assessment (ABTA) How to Guide, Pilot Methodology (Transport Infrastructure Ireland and the National Transport Authority, 2018)

The Area Based Transport Assessment (ABTA) Guidance Note outlines an overview of the key stages of the process to develop an ABTA. It is intended to establish and give expression at the local level, to integrated land use and transport planning policies and objectives, at the national and regional levels. It sets out the principal parts of the ABTA process. The Wexford Town Local Transport Plan has been developed in line with this Guidance Note.

Design Manual for Urban Roads and Streets – DMURS (Department of Transport, 2019)

The Design Manual for Urban Roads and Streets (DMURS) promotes an integrated street design approach within urban areas (i.e. cities, towns and villages). The holistic design-led approach is predicated on a collaborative and consultative design process. And the importance of creating secure and connected places that work for all is recognised as crucial, along with creating new and existing streets as attractive places with highest priority treatment for pedestrians and cyclists while balancing the need for appropriate vehicular access and movement.



(Source: Design Manual for Urban Roads and Streets - Department of Transport, 2019)

Cycle Design Manual (NTA, 2023)

The Cycle Design Manual (CDM) replaces the previous National Cycle Manual and is guided by the need to deliver safe cycling infrastructure for people of all ages and abilities, by building on experiences gained from a decade of delivering cycling infrastructure in Ireland and international best practices. The emphasis is on segregating cyclists from traffic wherever possible, especially where speed and volumes make roads unsuitable for sharing. The CDM provides new types of infrastructure such as protected junctions, Dutch style cycle-friendly roundabouts and parallel crossings. The five main requirements for a cycle-friendly infrastructure are: Safety, Coherence, Directness, Comfort and Attractiveness.

Permeability Best Practice Guide (NTA, 2013)

Permeability: A Best Practice Guide sets out guidance on how to ensure that new developments and existing urban areas can be designed to maximise permeability and movement with the aim of encouraging, promoting and increasing active travel as a main mode particularly for shorter journey.

The document outlines four key guiding principles for creating and maintaining permeability, as follows:

- Origins and destinations, such as schools and shops, should be linked in the most direct manner possible for pedestrians and cyclists;
- Greater priority should be given to pedestrians and cyclists;
- The physical design of links should be fit for purpose in terms of capacity and security; and
- Junctions in urban and suburban areas should cater for pedestrians and cyclists safely and conveniently.

Safe Routes to School Design Guide (NTA, 2020)

The Safe Routes to School (SRTS) Programme was developed with the goal increasing walking and cycling to school. The Programme aims to:

- Improve safety at the school gate by providing 'front of school' treatments to alleviate congestion and improve access;
- Improve access routes to school by improving walking and cycling infrastructure; and
- Increase the number of students who cycle to school by expanding the amount of cycle parking.



(Source: SRTS Design Guide – Appendix – Alternative School Zone Treatments)

Spatial Planning National Roads (Department of Housing, Local Government and Heritage, 2012)

Spatial Planning and National Roads: Guidelines for Planning Authorities protects the strategic function of the national road network and sets out planning policy considerations relating to development affecting national

primary and secondary roads, including motorways and associated junctions, outside the 50-60 km/h speed limit zones for cities, towns and villages. The guidelines aim to facilitate a well-informed, integrated and consistent approach that affords maximum support for the goal of achieving and maintaining a safe and efficient network of national roads in the broader context of sustainable development strategies, thereby facilitating continued economic growth and development throughout the country.

Local Authority Climate Action Plan Guidelines (Department of the Environment, Climate and Communications, 2023)

The legally binding target to reduce greenhouse gas emissions in Ireland by 51% by year 2030 is just one part of the pathway local authorities must follow to achieve the national climate objectives set for the transition into a climate resilient, biodiversity rich, environmentally sustainable and climate neutral economy by the end of 2050. Regarding the transport sector, local authorities have significant potential to directly support national climate action by taking both an inward (organisational) and an outward (community) focus in promoting and implementing sustainable settlement patterns and compact growth. Measures that Local Authorities can use include:

- Playing a key role in delivery of active travel programmes and public realm enhancements for both new and existing infrastructure;
- Facilitating the integration of safe and convenient alternatives to the private car into the design of local communities in line with Transport-Orientated Development principles;
- Decarbonising their own vehicle fleets; and
- Developing local area networks for EV charging infrastructure to meet the needs.

Regional Level

Regional Spatial and Economic Strategy for the Southern Region (RSES, 2020)

The RSES is a long-term framework guiding the development of the Southern Region. The strategy aims to achieve a balanced regional growth and to implement Project Ireland 2040 (NPF). The document outlines a significant growth experienced in Wexford between 2006 and 2016 and the projected growth the Southern Region will experience by 2040 (NPF), with population grow expected to increase by circa 340,000 to 380,000 people. The role of transport in supporting regional growth is critical. The following relevant Policies are identified in *Section 6.3.3.1-The Role of Transport*:

- *To reduce congestion.*
- *To support improved strategic and local connectivity.*
- *To provide for the safe and most efficient movement of people and goods.*
- *To manage sustainably the existing and future demand for travel, in particular by private car… primarily through integrated land use planning to reduce the distance between origin and destination*
- *To provide for the integrated development of sustainable transport infrastructure, including walking, cycling (including emerging e-modes) and public transport to accommodate the necessary switch from the private car, for the travel needs of all individuals in the Region.*

Section 6.3.5. states that Local Transport Plans (LTP) are to be prepared based on the ABTA guidance by NTA and TII in order to:

- *Maximise the opportunities for the integration of land use and transport planning;*
- *Plan for the efficient and sustainable movement of people, goods and services*
- *Identify the transport interventions required within the plan area and in the wider context, to effectively accommodate the anticipated increase in demand.*
- *Prioritise the delivery of sustainable and active travel infrastructure.*
- *Plan and target actions for modal shift to sustainable transport modes to facilitate a modal shift away from car dependence.*
- *Plan and target actions to retrofit permeability for green modes (walking and cycling);*
- *LTPs shall include the perspectives of vulnerable road users (e.g., wheelchair users) to be taken into account.*
- *LTPs shall include provision for infrastructure for electric vehicles.*

Wexford Town is recognised as a key town in the RSES. The RPO 16 of the RSES lists goals to achieve targets for sustainable growth for Wexford Town, the most relevant to the LTP are listed below:

c. *To strengthen 'steady state' investment in existing rail infrastructure and seek investment for improved infrastructure and services including increased line speeds to ensure its continued renewal and maintenance to a high level in order to provide quality levels of safety, service, accessibility and connectivity including improved frequency and journey times;*

f. *To support the delivery of the infrastructural requirements identified for Wexford subject to the outcome of the planning process and environmental assessments;*

g. *To improve the public realm and attractiveness of the Town Centre through urban regeneration of key locations;*

h. *Transport measures through a Local Transport Plan including retention and expansion of the town bus network, improvements to cycling and walking infrastructure and rural transport services into the town.*

Local Level

Wexford County Development Plan 2022-2028 (Wexford County Council)

The document outlines the strategy and objectives for the planning of the County. The Plan's relevant objectives for County Wexford by 2028 are to:

- *Be a self-sustaining, low carbon, climate resilient county where people want to live, work and play.*
- *Have sustainable urban and rural environments supported by excellent physical and social infrastructure.*
- *Continue to value its unique natural environment, built and cultural heritage, and which offers a range of high-quality experiences to both residents and visitors.*

It aims to provide an effective, accessible, and sustainable transport system. The main priority of national transport strategy is to encourage a modal shift to more sustainable and active modes of transport. The Council aims to achieve this modal shift through the following measures:

- *Reducing demand for travel by integrating land use planning and transport planning and ensuring that new development is compact and connected and located in proximity to existing services and employers and/or at locations with the highest levels of accessibility for public transport and optimise potential for sustainable modes such as walking and cycling.*
- *Prioritising sustainable modes of transport such as walking and cycling by ensuring that the development of our towns and villages and the respective route networks are designed in a manner which is permeable, attractive, and safe for those users.*
- *Reducing the carbon generated by the movement of people and goods by prioritising the development of appropriate infrastructure such as public transport, rail freight, cycle paths, electric vehicles etc.*
- *Ensuring that international, national, and regional connectivity is developed to adequately serve the needs of the people and economy and ensure that transport infrastructure and services for all modes of travel is enhanced on the Eastern Economic Corridor from Belfast to Dublin to Rosslare Europort including Gorey, Enniscorthy and Wexford.*
- ***Preparing Local Transport Plans for the towns of Wexford**, Gorey, Enniscorthy and New Ross.*
- *Setting standards to ensure that development takes place in a manner which is efficient, sustainable, safe, and universally accessible and requiring that infrastructure is incorporated in new developments to accommodate alternative fuels to diesel and petrol.*
- *Responding in a pro-active and collaborative matter to ensure that the county is ready for, and can fully benefit from, technological changes in transport including in the provision of electric and other alternative fuels infrastructure.*

The Plan's Core Strategy sets an ambitious growth target of 45% up to 2040 for Wexford Town. This growth is to be supported by investment in sustainable transport and enhancements to road and rail infrastructure. The Core Strategy identifies Wexford Town as an important regional centre in terms of retail, education and health services.

The Wexford Town Local Transport Plan has been developed in close alignment with the Wexford County Development Plan. The Local Transport Plan will place an emphasis on the promotion of sustainable modes of transport and will aim to reduce carbon emissions and pollution within the county.

Wexford Climate Action Plan 2024-2029

The Built Environment and Transport (BET) component of the Climate Action Plan outlines Wexford County Council's commitment to reducing greenhouse gas emissions by 51% and energy consumption by 50% by 2030 which includes transport (21%). The transport strategy promotes a shift away from private car use toward more sustainable modes such as active travel and public transport. It also emphasizes the electrification of the Council's fleet and expansion of EV infrastructure. These efforts are aligned with national climate targets and aim to build resilience into the Council's assets while supporting energy efficiency.

In BET6 the plan provides for the Wexford Town Local Area Plan to promote the reduction of potential environmental impacts linked to active travel infrastructure. In addition, facilitate the promotion of environmental and biodiversity enhancements throughout the development of active travel initiatives. Efforts are underway to encourage a shift toward more sustainable modes of travel in (BET9) through the following actions:

- **Pathfinder Projects**: Implementation of three interconnected schemes in Wexford Town—Newtown Road, Beech Lawns/Clonard, and Roxborough.
- **Safer Routes to School Schemes**: Initiatives across County Wexford involving 26 schools, in collaboration with the National Transport Authority and An Taisce.
- **Infrastructure Development**: Installation of a segregated cycle path and footpath as part of the Oaklands to Kents Cross Active Travel Scheme in New Ross, with careful consideration of environmental factors such as water quality, biodiversity, European sites, air quality, and cultural heritage.

Wexford Town Energy Master Plan

The Wexford Town Energy Master Plan (EMP) plays a pivotal role in shaping the direction of the Wexford Transport Plan by providing a clear, data-driven understanding of the town's current energy and emissions profile. With transport accounting for over 35% of total energy use and 36,206 tonnes of CO_2 emissions annually—primarily from private car use—the EMP identifies transport as a critical area for intervention. The plan outlines a roadmap for reducing these emissions through a combination of infrastructure, behavioural, and policy measures. Specifically, the EMP recommends:

Promoting a shift from private cars to more sustainable modes such as walking, cycling, and public transport.

- Expanding electric vehicle (EV) infrastructure and encouraging EV adoption through awareness campaigns and incentives.
- Supporting carpooling and ridesharing schemes to reduce single-occupancy vehicle trips.
- Enhancing public transport accessibility and frequency to make it a viable alternative for more residents.

These recommendations directly inform the Local Transport Plan's priorities, ensuring that future mobility solutions are aligned with Wexford's broader climate goals. By integrating the EMP's findings, the transport plan supports the town's ambition to become a decarbonization zone and meet its 2030 emissions reduction targets, while also improving air quality, accessibility, and community well-being.

Study Area

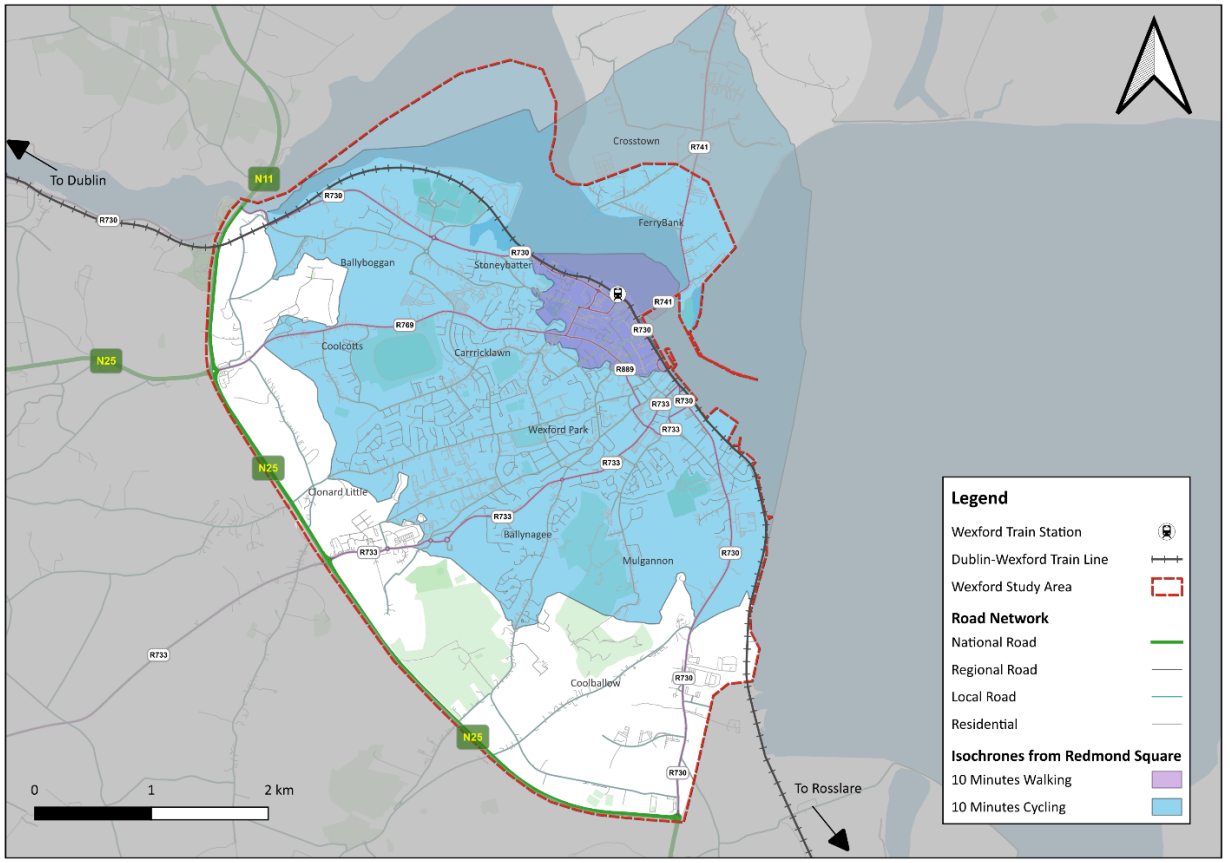
Wexford is a key town located in Wexford County, in the south-east of Ireland. It is located at the River Slaney's mouth and contains a network of narrow streets. Wexford has a strong retail sector and is home to a number of significant historic sites.

It is designated as a self-sustaining key town within the RSES. Wexford is the county's largest town and given the extent of existing and planned investments, the town should continue to be the county's primary settlement in terms of growth. It acts as a significant regional centre for education, employment, health and retail, boasting the county's only hospital and part of the SETU campus.

The town is connected to Dublin by the M11/N11; and to Rosslare Europort, Cork and Waterford by the N25. The National Rail Network also links the town to Dublin and Rosslare. The Study Area is mostly encapsulated by Wexford Bay on the east, N11 and N25 from northwest to south, river Slaney and the Bay on the north and east with an extension to Ferrybank area via Wexford Bridge.

Wexford is a compact town, with most of its developed urban area within 3 km and the entire study area well within 4 km away from the centre. It is characterised by hilly topography with coastal and the town centre at lower elevations closer to the sea surface level. Elevation gradients become higher towards the inland.

Figure 1 - Wexford Town Study Area



Despite the town's topographical challenges, its compact nature provides excellent opportunities to maximise active travel and implement the "10 minutes town concept". Unlocking this concept in Wexford could position the town as a model for sustainable living by promoting sustainable transport, reducing the need to travel, and reducing carbon emissions.

Demographics

Population

Wexford Town is the largest town in Wexford County, with a population of 21,524, according to the latest census data from 2022. Over the past two decades, the town has seen a significant increase in population of approximately 25%, averaging a growth rate of 6.35% per year.

Population density in Wexford town is highest in the central area, as shown in Figure 2, decreasing towards the outskirts. Some suburbs, such as Whiterock and Coolcotts, also have a relatively high density compared to the rest of the town, as illustrated in Figure 2. In contrast, areas such as Drinagh, Kerlogue and Ferrycarrig have the lowest population density ratios within the town.

Age Profile

Wexford Town's latest population age profile, based on the 2022 Census, presents a diverse demographic. Approximately 23% of the population is in the young age group (0-19 years), while a similar percentage is over 60 years old. Around 53% of residents fall within the working-age group, categorised as those aged 20-59 years for this analysis. These results show similarities to national averages, particularly in the working-age group (20-59). National levels are slightly higher for those aged 0-19 (approximately 26%) and marginally lower for those over 60 (about 20%).

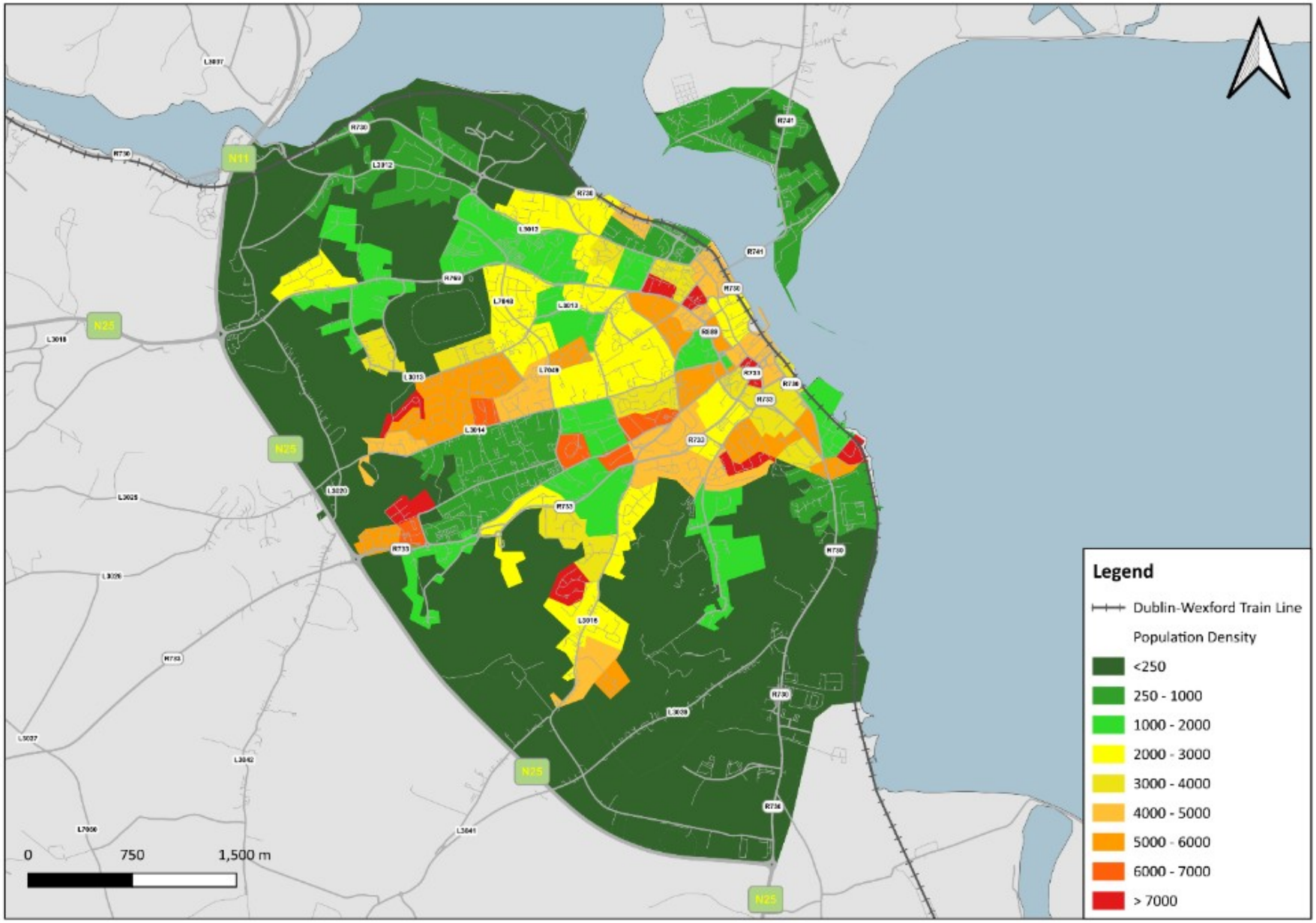
Notably, 4.4% of Wexford Town's population is aged 80 and over, which is marginally higher than the national level of 3.5%. This segment represents a growing demographic trend in the town, highlighting the need for Wexford to adapt to the requirements of its ageing population.

Comparisons between the 2016 and 2022 censuses (Table 1) indicate that the most significant population increase has occurred among those over 60, with a rise of 48.6% in total. The working-age population (20-59 years) increased by 39.5%, while the number of residents aged up to 19 showed the smallest growth at 11.9%.

Table 1 - Population Age Profile - Census 2022 & 2016

Age Range	2016	2022	Diff	%diff
0-9	2,621	2,533	-88	-6.6%
10-19	2,355	2,602	247	18.5%
20-29	2,349	2,325	-24	-1.8%
30-39	3,322	3,089	-233	-17.4%
40-49	2,688	3,244	556	41.6%
50-59	2,493	2,722	229	17.1%
60-69	2,078	2,363	285	21.3%
70-79	1,479	1,706	227	17.0%
80+	803	940	137	10.3%
Total	**20,188**	**21,524**	**1,336**	**6.6%**

Figure 2 - Population Density in the study area



Employment

Wexford Town is an important hub of employment for both the county and the surrounding region, hosting a number of large employers[1]. Additionally, the town stands as a primary retail centre to the county. The Wexford's Retail Strategy[2] outlines that 61% of the county's population see Wexford Town as their destination of choice when it comes to purchasing bulky goods.

The highest job densities are located in the town centre and its immediate surroundings. There are concentrations of employment in the vicinity of the Wexford General Hospital and County Council buildings, as well as in the Clonard area, which is house to many industries and businesses. Danone, one of the largest employers in the town is situated in the Rocklands area, to the west of the town. Furthermore, a cluster of industrial states are located in Drinagh, to the southwest of Wexford Town.

Education

Wexford is home to a number of schools and educational facilities, primarily located closer to the town centre and immediate surroundings. Three of the largest institutions in close proximity to the town centre are St Peter's College, the CBS School and Selskar College. There are a few schools located around the edge of the town in the vicinity of residential areas, the most notable being the Loreto Secondary School.

The South East Technological University (SETU) has two campuses based in Wexford Town, namely the Summerhill Road Campus and the Hill Street Campus. There is also a proposal for a new SETU Campus at Killeens/Whiterock.

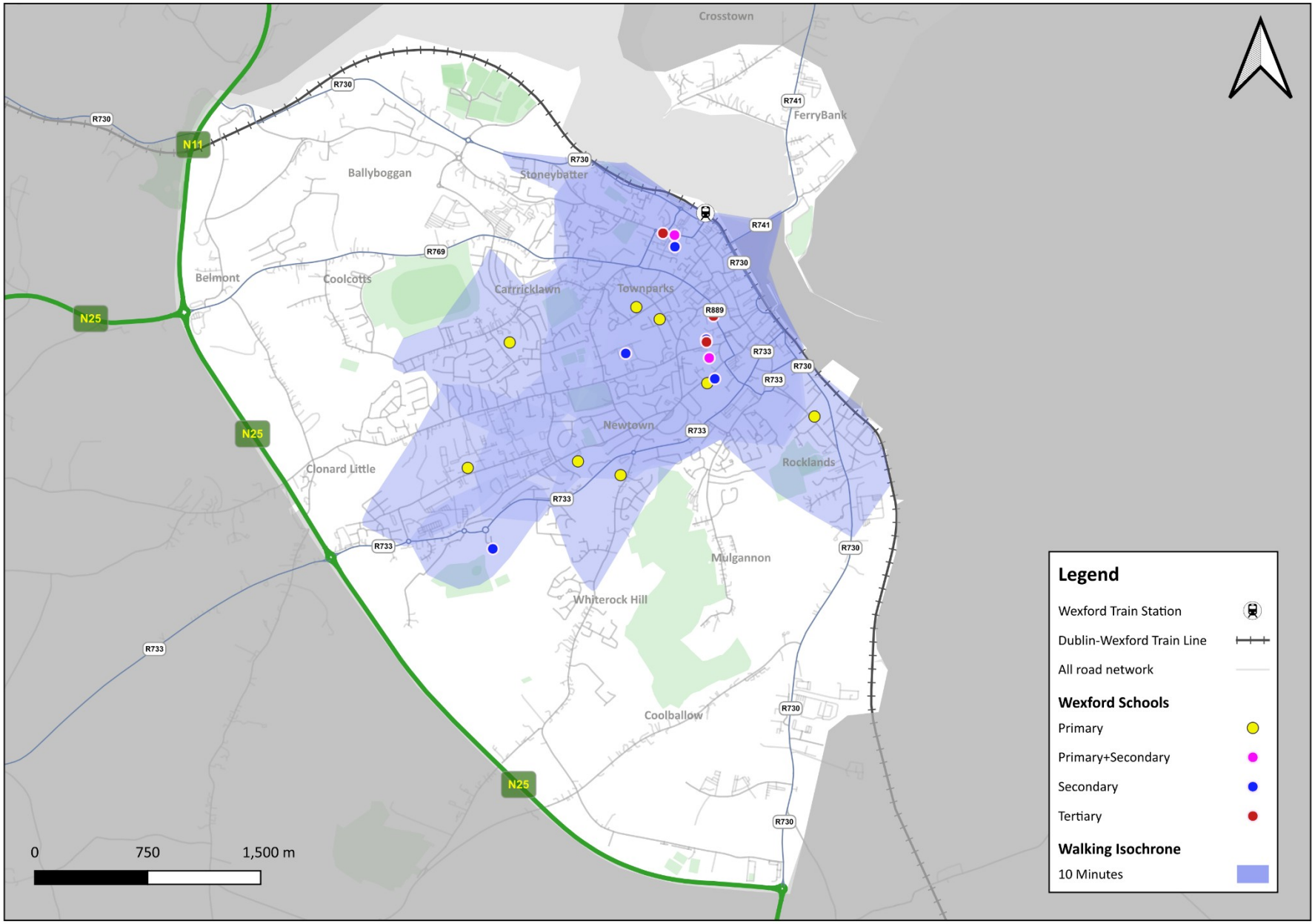
Educational facilities attract a significant number of trips in any town, which can lead to significant challenges when sustainable modes of transport are not prioritised. Escorting trips can generate significant congestion, especially in areas where multiple schools are clustered together. A lack of designated drop-off and pick-up zones can result in safety concerns.

Improving safe and accessible active travel facilities around schools can help to alleviate this congestion, reduce the number of vehicles on the streets, and encourage an uptake in active travel among students. Figure 3 illustrates a 5- and 10-minute walking catchment to existing schools in Wexford Town. High-quality and safer active travel infrastructure particularly in those areas are important to promote walking/wheeling and cycling as viable alternatives to driving.

[1] With over 100 employees. Chapter 6: Economic Development Strategy, Wexford Town County Development Plan (2022-2028).

[2] Wexford County Development Plan (2022-2028) – Volume 8

Figure 3 - Spatial Distribution of Educational Facilities

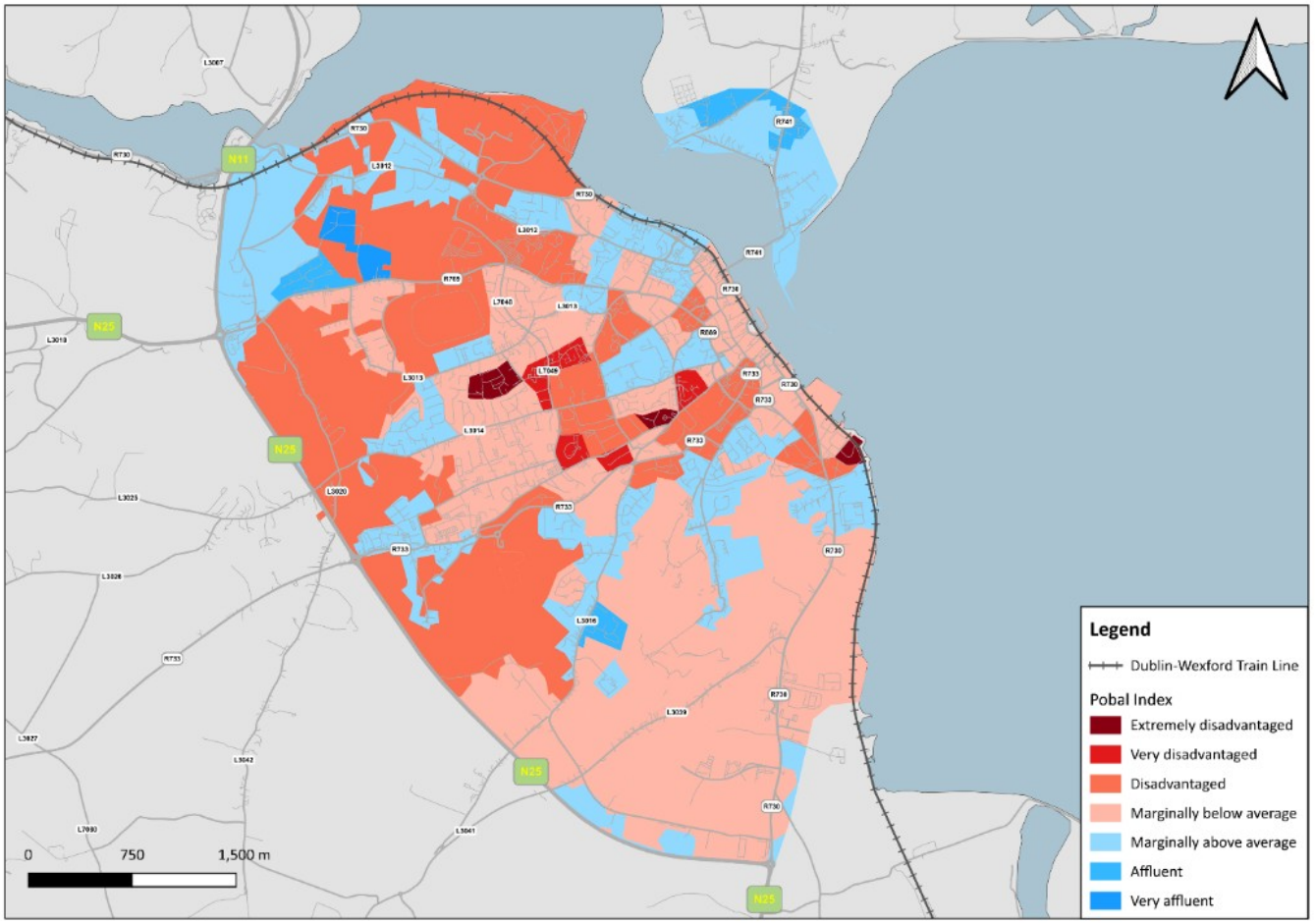


Pobal Deprivation Index

The Pobal HP Deprivation index is a social gradient metric, which scores each small area in terms of affluence or disadvantage. The Pobal Deprivation Index of Wexford Town shows that a major part of the study area including Drinagh, Clonard and the Town Centre, have the deprivation index “marginally below average” and “disadvantaged”, as shown in Figure 4. A smaller part of the study area including part of Coolcotts has a deprivation index “very disadvantaged” and “extremely disadvantaged”. A significant number of scattered areas are deemed “marginally above average” including parts of Carricklawn and Maudlintown. To the north-west of the study area a few areas are classified as “affluent” and “very affluent”, as well as at Ferrybank.

Access to a good quality and affordable transport network will assist in improving access to education and employment services for the majority of Wexford’s population.

Figure 4 - Pobal Deprivation Index of the Study Area



Existing Transport Network

Pedestrian Network

Wexford Town's pedestrian network is predominantly centred around the town centre area, with the vast majority of high quality facilities being located in its vicinity and Wexford's only pedestrianised street running through it. The quality of the network decreases as you move further from the town centre with issues linked to permeability and low quality footpaths arising. The majority of junctions across the study area have been designed for cars rather than pedestrians

The key corridors within Wexford town connect residential areas such as Whiterock Hill and Clonard to key trip attractors such as educational institutions and the town centre. These tend to experience high levels of footfall when compared to other routes. The R730 runs along the entire length of the study area passing through Redmond Square and along the quays and is an important corridor for the movement of pedestrians. There are a number of other key radial corridors within the study area including the R733 and the R769 which connect areas such as Clonard and Carricklawn to the town centre. A comprehensive assessment of the existing footpath provision along key corridors is presented in Table 2.

Two-sided footpaths are generally provided in dense residential areas, especially closer to the town centre, where they become narrower due to residential on-street parking. Residential areas on the outskirts of the town mostly have one-sided footpath provision, while many areas on the outskirts lack footpaths public lighting. The network becomes less permeable towards the edge of the study area, increasing pedestrian journey times.

On average, most of the footpaths do not comply with minimum widths indicated in DMURS. Pedestrian crossings at priority and other types of junctions such as roundabouts are mostly unmarked leaving pedestrians without priority and creating safety issues. It was noted during the site visit that most of the schools, especially those closer to the town centre area, provide drop-off areas for vehicles without providing any type of pedestrian crossings, rendering unsafe conditions for pupils and students.

WCC is preparing schemes to tighten junctions at Glenbrook, Brendan Corish Gardens and Newtown Court estates to reduce vehicle speed and improve pedestrian safety in line with national policy and guidelines, particularly the DMURS. Plans are also underway in Clonard and Main Street, to enhance pedestrian safety through Safe Routes to School (SRTS) and pedestrian crossing upgrades.

Figure 5 - Pedestrian Network



Table 2 - Pedestrian Network Assessment of Regional and Local Corridors

Road Name	Length (approx.)	Footpath Provision	Junction Treatment
R730 North – Carcur/Redmond Road/1798 Street/Wellington Place/Slaney Street/Commercial Quay/Custom House Quay/Crescent Quay	4.3 km	• One-sided DMURS compliant footpath from N11 junction to Parkside estate • Two-sided narrow footpath from Parkside to Redmond Square • Most of the corridor is without public lighting	• Multiple uncontrolled pedestrian crossings (mostly raised table/Belisha). • Controlled pedestrian crossing (train station) • Dropped kerbs and tactile pavement are provided only around train station
R730 South – Paul Quay/Trinity Street/William Street/Maudlintown/Rosslare Road	4.0 km	• Two-sided DMURS compliant footpaths along R730 (south) • Narrow section between Fisher's Row and Dolphin Road	• Inconsistent dropped kerb/tactile paving provision. • Most priority junctions are without marked crossings
R769 – Newtown Road/Hill Street/Cabbage Row/Spawell Road	3.5 km	• One-sided footpath from N11 to Glenville Road • Two-sided mostly DMURS compliant footpath from Glenville towards the end	• Inconsistent dropped kerb/tactile paving provision. • Most priority junctions without marked crossings
R733 – New Line Rd/Distillery Rd/Upper King St./King St./Lower King St including Mill Rd/Faythe Lane/Swan View/Parnell St	3.7 km	• Two-sided mostly DMURS compliant footpaths • Narrowing down closer to the town centre (Faythe)	• Inconsistent dropped kerb/tactile paving provision. • Most priority junctions without marked crossings
R889 – Upper John Street/School Street/Roches Road/Bride Place/Joseph St	1.2 km	• Two-sided narrow footpaths (non-compliant with DMURS) with many pinch-points and on-street parking	• Controlled crossings and Belisha/zebra provided with dropped kerbs and tactile paving
R741 – Wexford Bridge/Ferrybank/Crosstown	1.7 km (Study area)	• One-sided footpath from Crosstown up to Hertz building • Two-sided mostly DMURS compliant footpaths towards the end of the bridge	• No marked pedestrian crossings • Inconsistent dropped kerb/tactile paving provision.
L7048 – Wexford Inner Relief Route (north)	550 m	• Two-sided footpaths mostly DMURS compliant but with some narrow parts	• Dropped kerbs with tactile paving only at big junction and roundabout. • No marked crossings at priority junctions
L3014 – Clonard Road	2.0 km	• No footpath until Ard Na Dara, then one-sided until fuel station • Two-sided mostly DMURS compliant footpaths until Summerhill roundabout	• Mostly without marked pedestrian crossings. • Dropped kerbs and tactile paving provided only at roundabouts

Town Centre Pedestrian Network

Wexford Town's commercial centre is approximately 0.5km wide and 1.5km long, which makes it entirely walkable in 10-minutes. The highest levels of footfall occur along fully pedestrianised sections of Main Street, namely South Main Street and North Main Street. These sections are very lively with shops on both sides of the street. The pedestrianised area is disrupted by roads catering for through traffic, parking lot/garage accesses and on-street parking. There are vacancies within the town's core centre that negatively impact the attractiveness and liveliness of the area.

Along the Quays there is a pedestrianised public realm about 500 meters long and 35 meters wide in its widest part. The space is occasionally used for one-off events and festivals but is largely under-utilised. This public space has a high potential however is hindered by the high volume of through traffic along the R730, car parking and the presence of the railway line. Several pedestrian crossings facilitate access to the town centre, however, an adequate level of integration is not achieved.

Figure 6 - Town Centre Pedestrian Network



Cycle Network

Current cycling infrastructure in Wexford Town is characterised by sections of cycle lanes and tracks scattered throughout the town, lacking continuity and connectivity to key areas, as shown in Figure 7. The longest sections of cycle lanes and tracks include the R730 South (2.4 km), R769 (1.7 km) and R741 (1.3 km).

The existing gaps in the cycle network reduce its safety, therefore discouraging cyclists. The existing cycle facilities have problems including poor surface quality, faded markings and a lack of cyclist protection at junctions. The existing cycle infrastructure is classified as following:

Cycle Lane	Cyclists are side-by-side with traffic segregated only by lane markings
Cycle Track	Cyclists are side-by-side with traffic physically segregated by kerb or bollard,
Shared Path	Cyclists are sharing the surface with pedestrians.

There is currently no dedicated cycling infrastructure provision in the core town centre area. However, cyclists can be seen sharing the footpath along Main Street. Table 3 summarises the existing conditions of the cycling infrastructure in Wexford Town.

Figure 7 - Existing Cycle Network

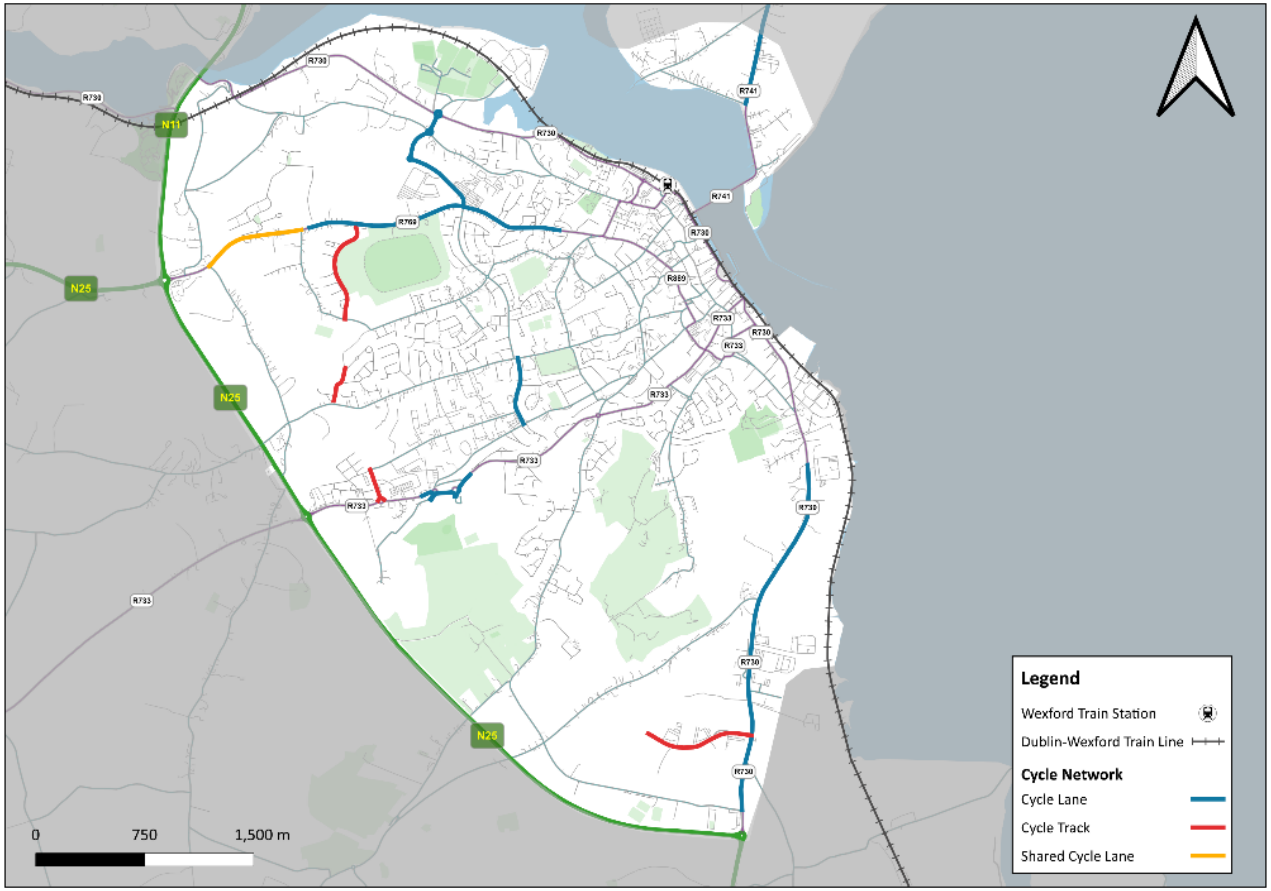


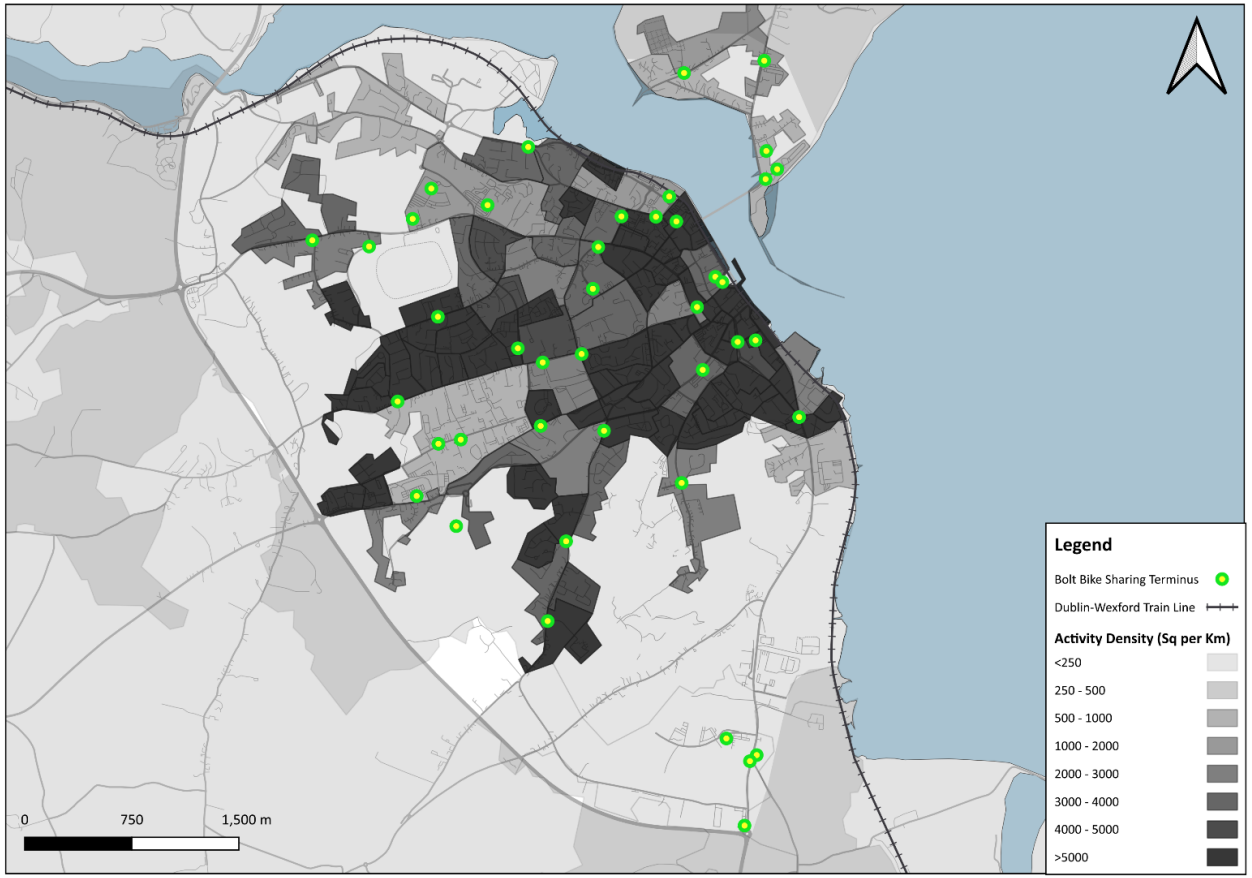
Table 3 – Existing Cycle Network Assessment

Section Name	Length (approx.)	Type	Description
R730 South – Glanbia access road/Sinnottstown Lane roundabout	2.4 km	1,5m cycle lane for each direction	• Southbound lane continuous, separated from traffic by a 0,5 m hatch buffer • Northbound lane interrupted with shared areas with pedestrians at narrow sections
R769 – Coolcotts Lane to Sisters of St John of God	1.7 km	1,5m cycle lane for each direction	• Lane marking separation, sharing the carriageway with traffic, unprotected • Bike boxes provided at junction with Inner Relief Road, no red lane guides thru junction
R733 – Whitemill Roundabout to Pinewood Estate	379 m	1,5m cycle track for WB direction	• One-way cycle track at grade with footpath, discontinued at crossings without cycle priority
R741 – Wexford Bridge to Crosstown	1.3 km (700 m study area)	1,5m cycle lane for each direction	• Southbound and northbound lanes at grade with traffic, separated by 0,5 m hatch buffer • Lanes marked in red colour at priority junctions with access roads
L30122 – Wexford Inner Relief Route	647 m (+ 280 m)	1,5m cycle lane for each direction	• Lane marking, sharing the carriageway, unprotected • Section from WCC to R769 with lane markings for cycles but no width provided • Southern footpath from L3020 junction to Applegreen gas station shared with bikes
Coolcotts	720 m	1,5m cycle track for each direction	• Fully segregated from traffic, but without cycle priority at T-junctions
Whitemill Industrial Estate	220 m	1,5m cycle lane for each direction	• Dropped kerbs at grade with traffic partially segregating cyclists, no priority at junction
Wexford Business and Technology Park	750 m	1,5m cycle track for EB direction	• Fully segregated track, Westbound missing
Ard Na Dara	240 m	1,5 m cycle lane for each direction	• Lane marking separation from general traffic, including cycle priority through the junction

Micromobility

WCC, in collaboration with Bolt[3], launched Wexford's first shared e-bike service in 2023 with more than 40 locations available throughout the town, as illustrated in Figure 8. The Bolt app provides users with information on bike pick-up and drop-off locations, enabling them to locate bikes and choose suitable endpoints for their journeys. Bikes are available at key trip attractors including Wexford General Hospital and Wexford Park GAA Stadium. A E-Scooter scheme has also been launched in the town, the first of this kind in Ireland. Over 50 scooters have been made available offering people enhanced micro-mobility options.

Figure 8 - Bolt Bike Sharing Terminal Locations



[3] https://bolt.eu/en/cities/wexford/

Public Transport Network

Rail

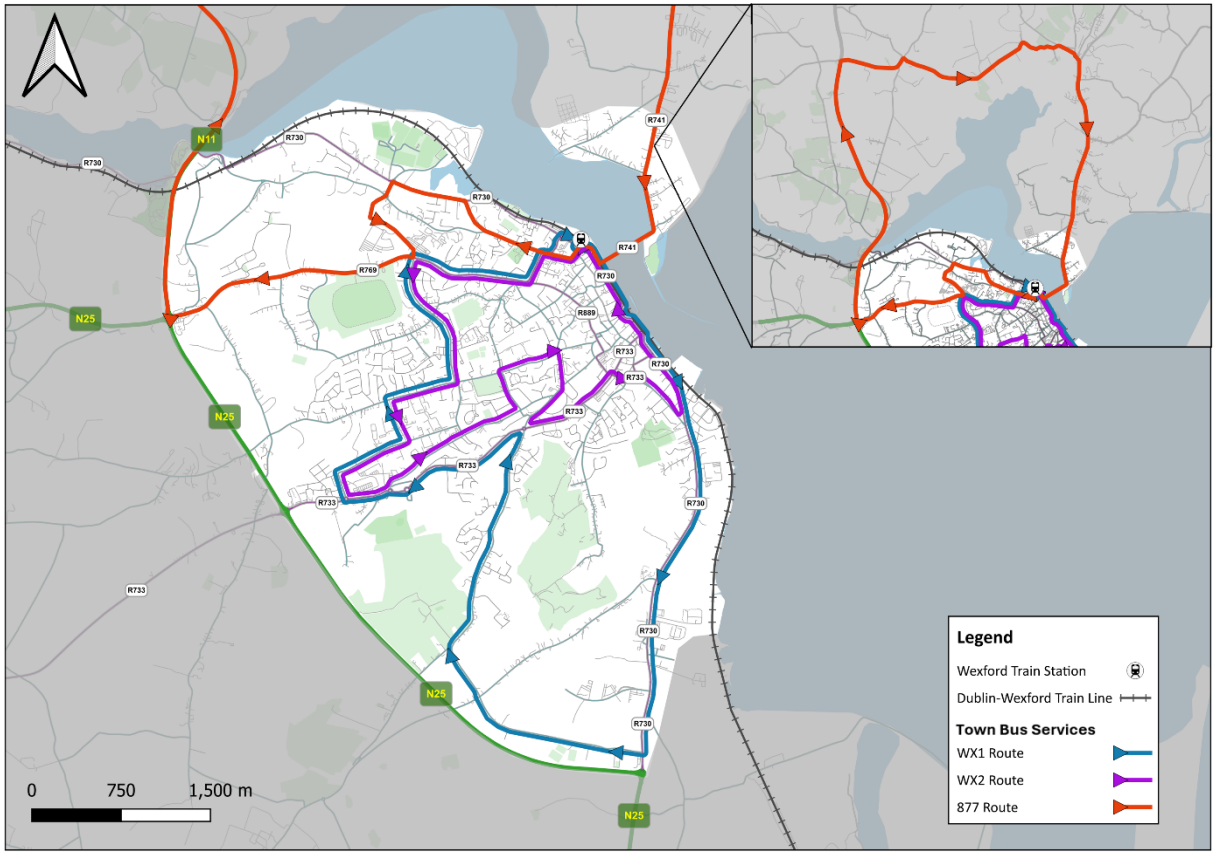
Wexford O'Hanrahan train station is located at Redmond Square, close to Wexford Bridge, and is within easy walking distance of the town centre. The station is lies along the existing Dublin to Rosslare railway line, which generally runs parallel to the R730 regional road stretching from the north to the south of the town.

Wexford O'Hanrahan is the sole train station in the town. It is served exclusively by the Dublin Connolly to Rosslare service, which runs five times per day on weekdays and three times per day on weekends. This service connects Wexford to Rosslare, Enniscorthy, Gorey, Arklow, Wicklow, Bray and Dublin. There are two morning peak services towards Dublin to facilitate commuters with a journey time of approximately 2.5 hours. While Wexford Town is relatively close to Waterford city, it is worth noting that there is currently no rail connection between the two towns.

Bus Network

Wexford Town is connected to Dublin, Waterford and Carlow through 9 bus routes. These routes are operated by Bus Éireann and Wexford Bus. The town also has six bus services connecting it to Enniscorthy, Gorey and Rosslare, provided by Bus Éireann, Wexford Bus, TFI Local Link and private operators such as Micheal Gray Coach Hire. The are two local bus routes serving the town: the WX1 (Drinagh Loop) and the WX2 (Clonard Loop), both running every 40 minutes. The town is also served by the 877 (Bridge Loop), connecting Wexford Town to Castlebridge, with buses running once an hour. There are also privately operated bus services such as 875 Blackwater-Clonard Village route which operates once daily on weekdays. Wexford is also Wexford offers many routes to different locations; However short operating hours make difficult for interchange opportunities. Travel times depend on traffic, especially along the quays, where congestion can cause delays. Provision of bus priority facilities would enhance existing routes and facilitate more consistent journey times.

Figure 9 - Town Bus Services



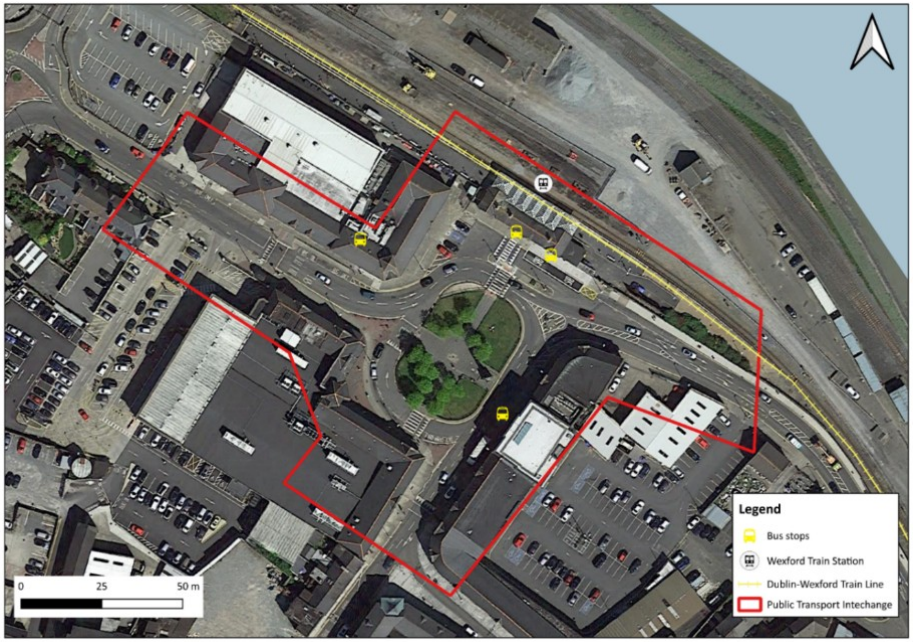
Public Transport Interchange

The area surrounding the O'Hanrahan train station serves as an interchange for both rail and multiple bus services. The majority of local, regional and intercity bus services either terminate or originate at Redmond Square, with all routes stopping there at least once. From Redmond Square it is possible to travel to Dublin, Wicklow, Waterford and Carlow as well as to key towns within the county, including Enniscorthy and Gorey.

While the area functions as a public transport hub, it lacks adequate infrastructure for a seamless interchange between transport modes. The absence of a bus station means that passengers must disembark onto the footpath, which can create conflicts with pedestrians and raise safety concerns.

Additionally, there is no dedicated sheltered space for passengers to wait, and signage providing information on services and interchange opportunities is limited. Some cycle parking is available at the entrance of the train station, allowing for some interchange between cyclists and public transport. Congestion is common in the vicinity of Redmond Square, resulting in traffic congestion in the area, particularly at peak times.

Figure 10 - Public Transport Interchange



Road Network

The study area has an extensive road network that facilitates national, regional, and local connectivity. The National Roads N11 and N25 provide connectivity to Dublin, Waterford, and Cork, and provide important orbital connectivity within the outer study area. Most key corridors in Wexford Town consist of regional roads that connect town centre. There is limited orbital connectivity, provided through the Wexford Inner Relief Route.

The road network in the town faces significant traffic congestion, particularly during peak hours. The road network layout, which includes several narrow roads such as Upper John Street and High Street, combined with the influx of vehicles attracted to key areas such as the town centre and the quays, creates challenges for traffic movement.

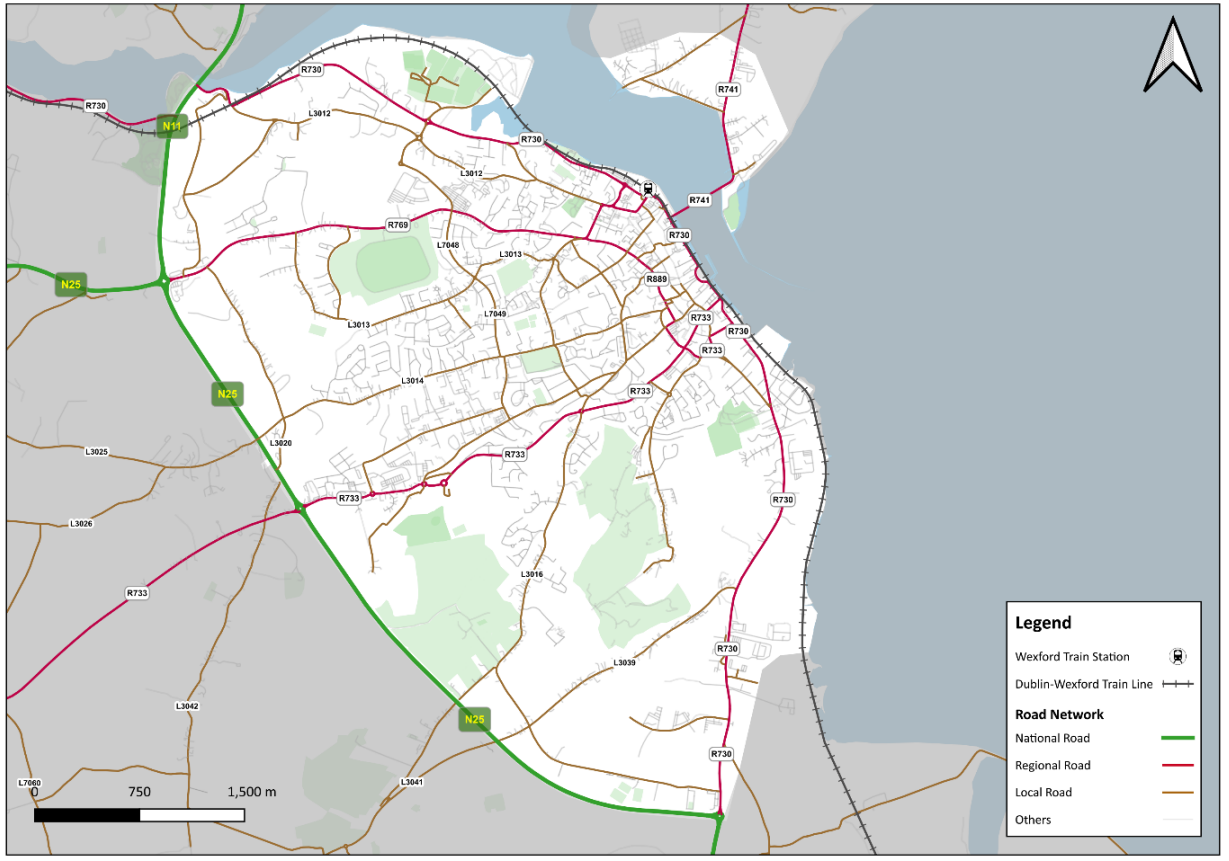
Congestion is notable in areas like Redmond Square and along regional routes close to the town centre. Traffic congestion is also prevalent on important feeder routes such as the R769 and the Wexford Bridge.

Additionally, junctions along the national road N25 (e.g. the New Ross Road Roundabout and the Duncannon Road Roundabout) experience high levels of congestion due to the mixed flow of freight traffic to and from the Rosslare Port, along with vehicles entering and leaving Wexford town.

The existing one-way system in the core town centre area allows for “rat-running” as shortcuts are used to access regional and local roads.

This current traffic management system together with high levels of parking provision contributes to congestion by attracting unnecessary trips to the town centre. As the population continues to grow, traffic congestion is expected to increase, highlighting the need for improved traffic management and effective mitigation strategies.

Figure 11 - Existing Road Network



Parking Supply

There are numerous private and public, on-street and off-streetcar parking spaces located within Wexford Town, as shown in Figure 12. Many of these car parks offer very low prices for daily parking, attracting private vehicles particularly to the town centre. Additionally, parking charges have not increased since 2018. On-street parking is available on many streets, especially in the town core centre area and adjacent residential neighbourhoods.

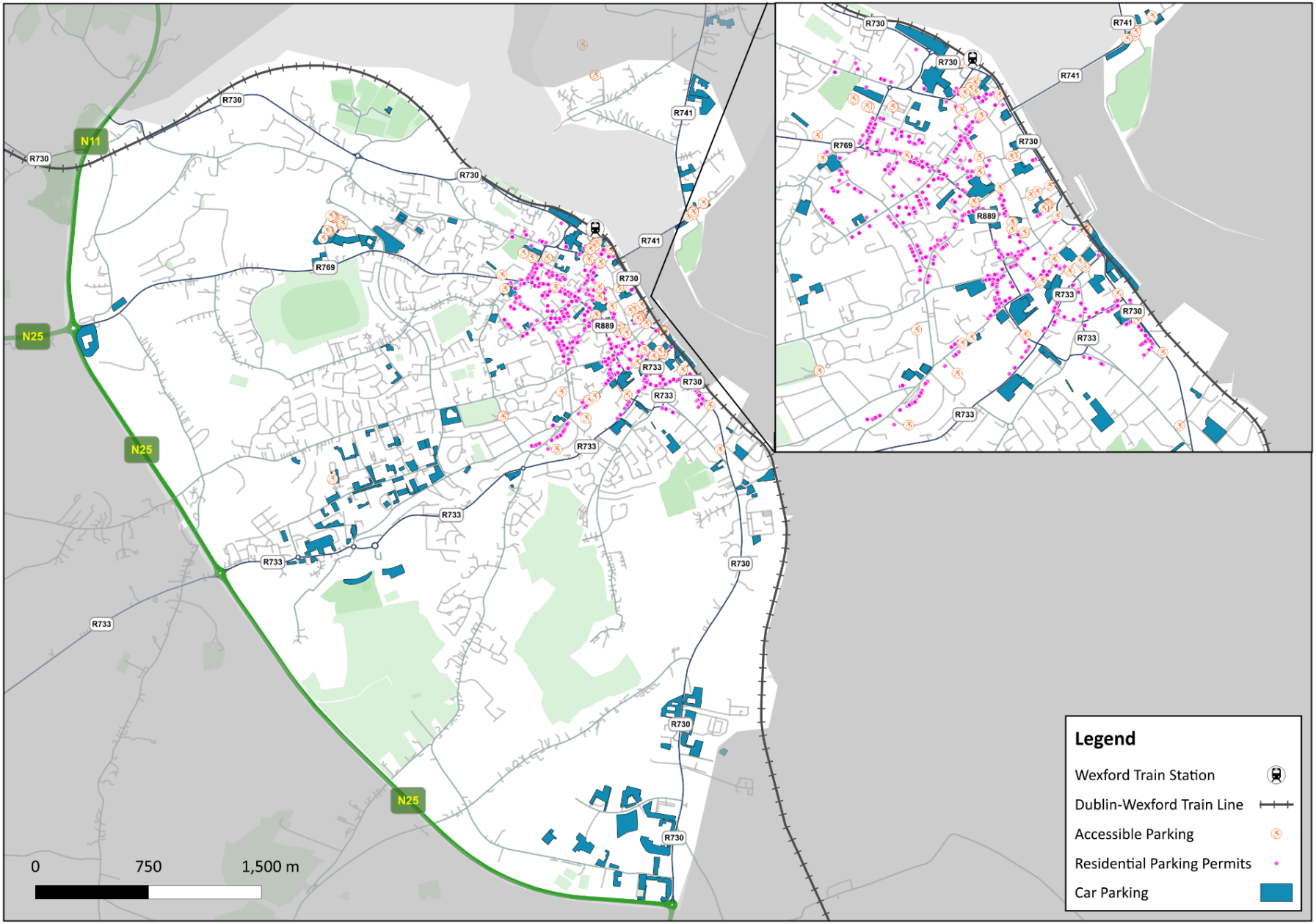
There is a total of 3,834 parking spaces (private and public, off-street and on-street) available in the town, with 31% being on-streetcar parking and the remaining 69% located off-street. Additionally, there are 996 residential parking permits recorded (WCC, December/2023) in the town. Approximately 47% of the existing car parking spaces available in the town are owned by WCC. Table 4 provides a summary of the current levels of parking provision in Wexford Town.

Table 4 - Parking Space Provision

Parking Spaces	Total	%
On-Street	1,200	31%
Off-Street	2,634	69%
Total	**3,834**	**100%**
WCC Owned	1,808	47%
Privately Owned	2,026	53%

Provision of car parking spaces encourages trips by private vehicles and discourage people from using more sustainable modes of travel. This can lead to more congestion and increased emissions. While there will be a need for car parking—especially for those with mobility challenges and for individuals who currently do not have access to sustainable travel options—it is essential to find a balance. This balance should ensure that there is adequate parking available for those who need it while managing traffic flow. Achieving this equilibrium is critical for maintaining the town's accessibility, functionality, and overall liveability.

Figure 12 - Car Parking Provision



Existing Travel Patterns

This section highlights key aspects of the travel pattern in Wexford Town, including the demand distribution throughout the day, an overview of mode share and levels of car ownership in the town. The sector-to-sector analysis provides a thoughtful examination of movement patterns in the town and to and from surrounding regions. The data sources used to analyse travel demand include Census data, the NTA South Eastern Regional Model (SERM), traffic surveys, and the National Rail Census.

Mode Share

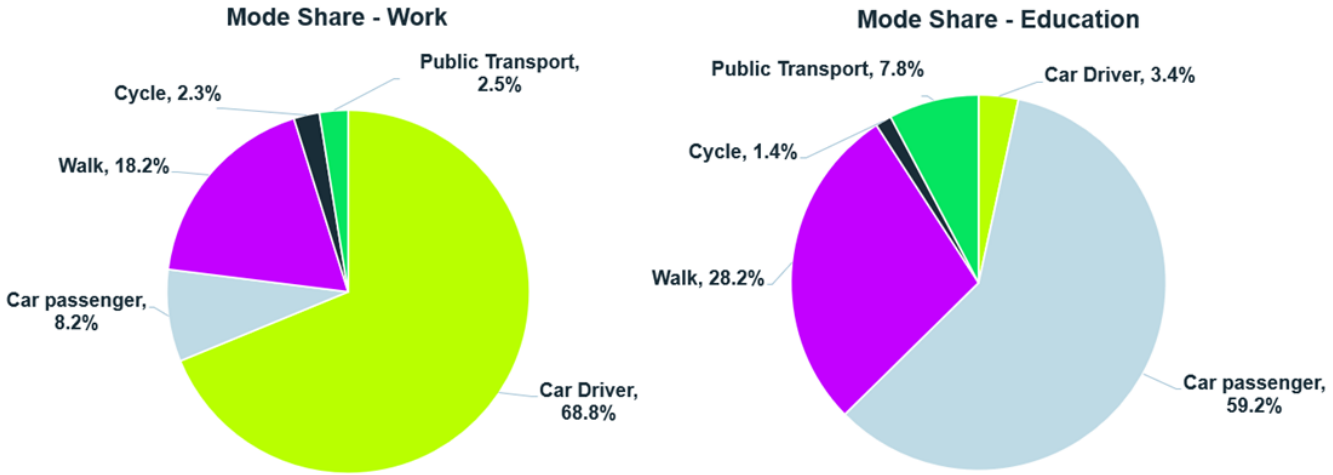
According to the latest census (CSO 2022), Wexford Town is reliant on cars, with 72.0% of trips accounting for this mode (car driver and passenger). Walking accounts for a significant 21.7% of trips, while cycling and public transport present the lowest percentages, at 2.0% and 4.4%, respectively.

The predominance of car-related trips presents several challenges, including increased congestion, which leads to increased journey times and reduced air quality. Analysing the mode share by purpose—work and education-, as shown in Figure 13, outlines the higher number of escorting trips (accounted for as car passengers-59.2%) being students travelling for educational reasons.

It is worth noting that the relatively high percentage of walking (28.2% to schools and 18.2% to work) illustrates the compact nature of Wexford Town, suggesting that trip attractors are within short reachable distances. This provides the opportunity to implement the 10-minute neighbourhood concept, which seeks to have community facilities and services within shorter distances or accessible via public transport.

The town's current mode share outlines the need to enhance active travel and public transport. Measures focused on improving sustainable modes of transport would help reduce congestion and emissions and improve residents' overall quality of life.

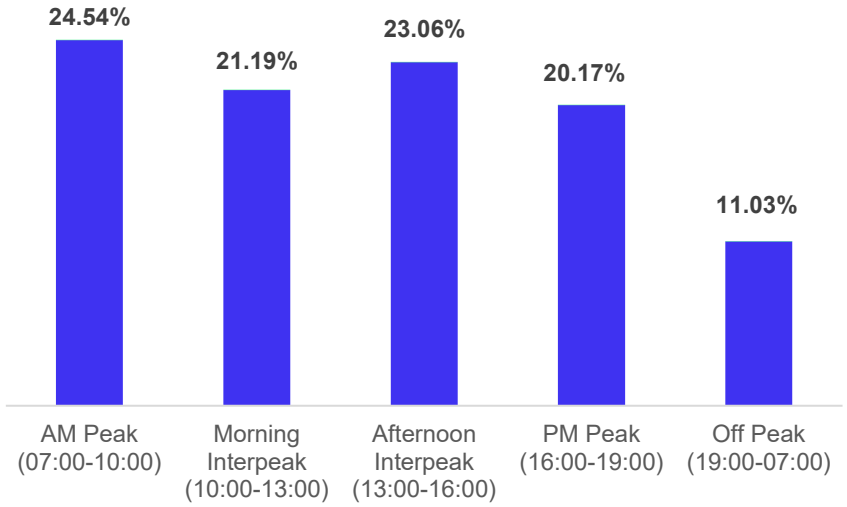
Figure 13 -Work and Education Mode Share (Census 2022)



Demand Distribution Throughout the Day

Demand data was extracted from SERM for different time periods in order to provide a holistic profile of demand throughout the day. Approximately 46,000 trips were observed originating and trespassing through Wexford Town over a typical 24-hour period. The highest demand is experienced during the AM Peak and Afternoon Interpeak periods with demand of 24.54% and 23.06% respectively. This is followed by Morning Interpeak (21.19%) and PM Peak (20.17%). As expected, the Off Peak has the least demand (11.03%) across all periods.

Figure 14 - Demand Distribution by Time Period (source: SERM)

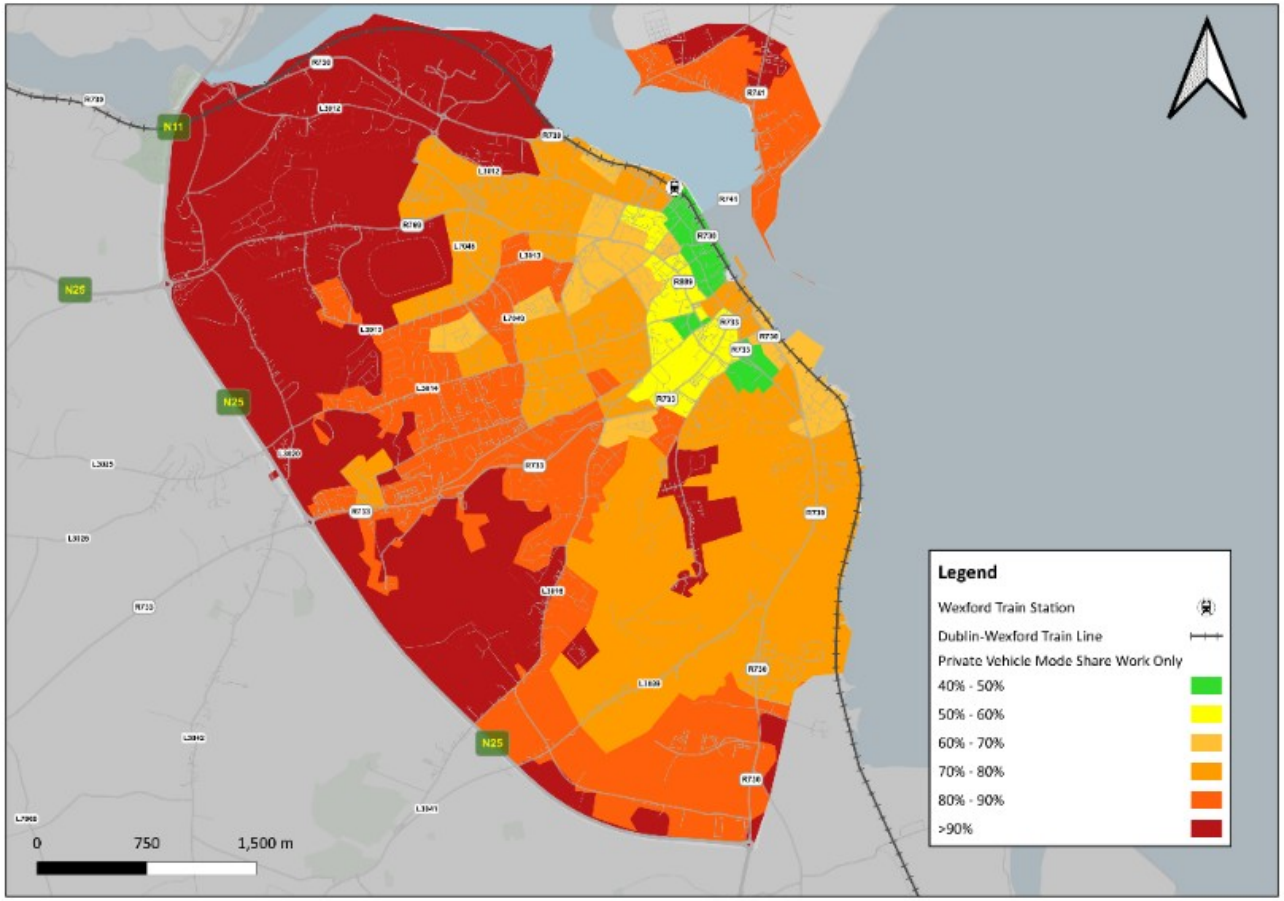


Mode Share by Area

Mode share data by place of residence was extracted from the latest census. Car usage is the most prominent mode of transportation in the outer/ suburban areas ranging from 60% to over 90% for both educational and work trips. However, there is lower car usage for work related trips in the town centre area and surroundings. Public transport (PT) mode share is low, in comparison, throughout the study area when it comes to work related trips, with the majority of the town falling between 0% to 4%. PT is more popular when it comes to education related trips with a high number of Small Areas included in the analysis scoring above 8%. The mode share for PT is higher in the areas with better availability of services.

In regard to active travel, the core town area has comparatively higher active mode share for work purposes than other parts of the town, between 30% and 40% with some areas above 40%. However, when it comes to educational trips, significantly higher mode share above 50% is observed in many small areas in the wider town centre area. Figure 15 shows the mode share by small areas for work related trips, with areas in dark red representing locations car mode share as high. More detailed information about mode share distribution by small areas, including maps for each transport mode and trip purpose can be found the Wexford Baseline Assessment Report.

Figure 15 - Private Vehicle Mode share by area - work

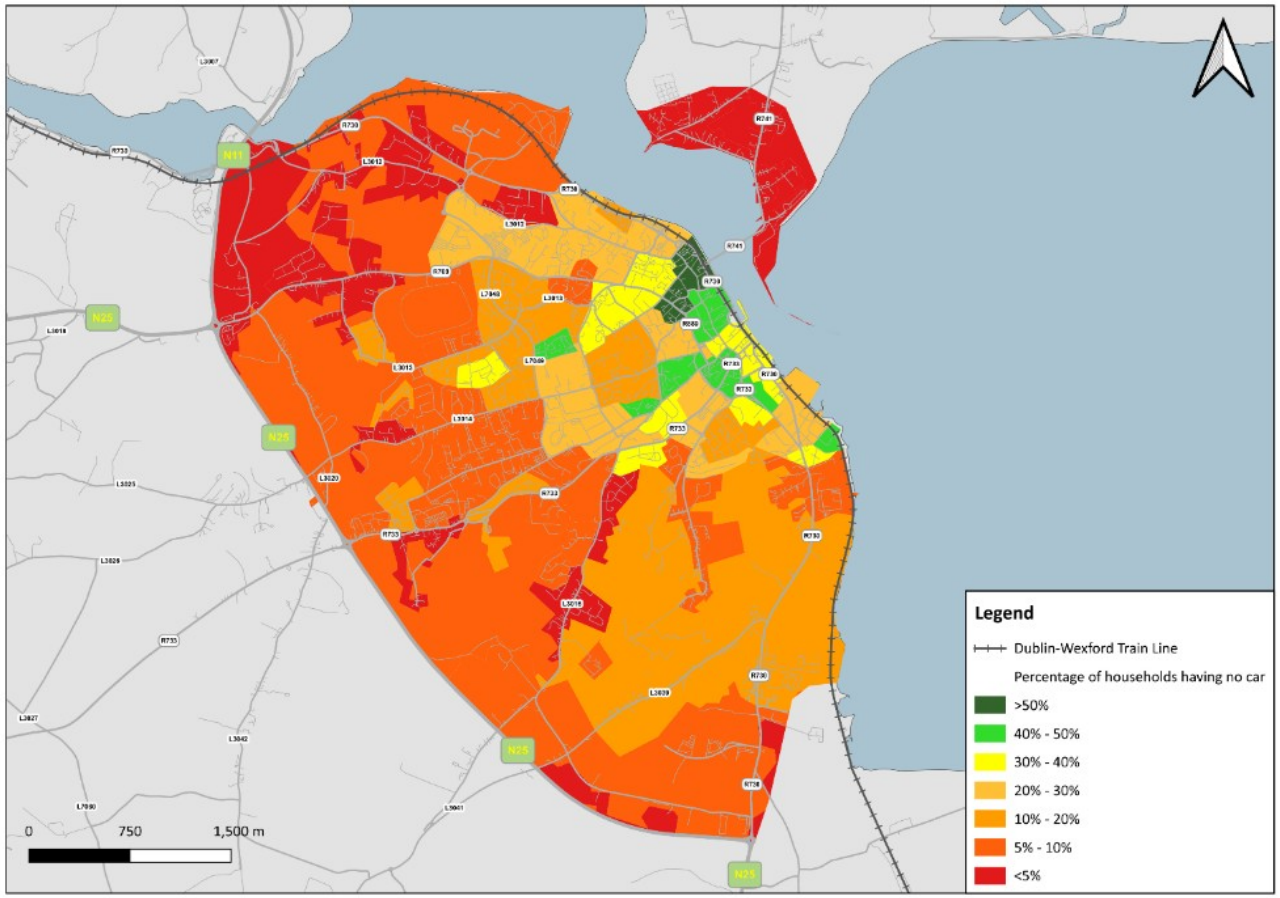


Household Car Ownership

According to the latest census data, Wexford Town has a high car ownership rate, particularly in the outskirts. Households located in remote areas of the town have the highest levels of car ownership, while those living closer to the town centre, particularly around Redmond Square and Wexford O'Hanrahan rail station, have lower car ownership rates, as can be seen in Figure 16 in dark and light green colours. .

This pattern highlights the key role public transport plays in promoting more sustainable ways of travel. Areas where people have access to frequent and reliable public transport services usually presents lower levels or car ownership. On the other hand, areas where people finds difficult to use public transport either due to the lack of services or reliability tend to have higher percentage of car ownership. Improving the public transport network and ensuring its reliability can lead to a more sustainable community.

Figure 16 - Percentage of Households Without a Car



Sector to Sector Analysis

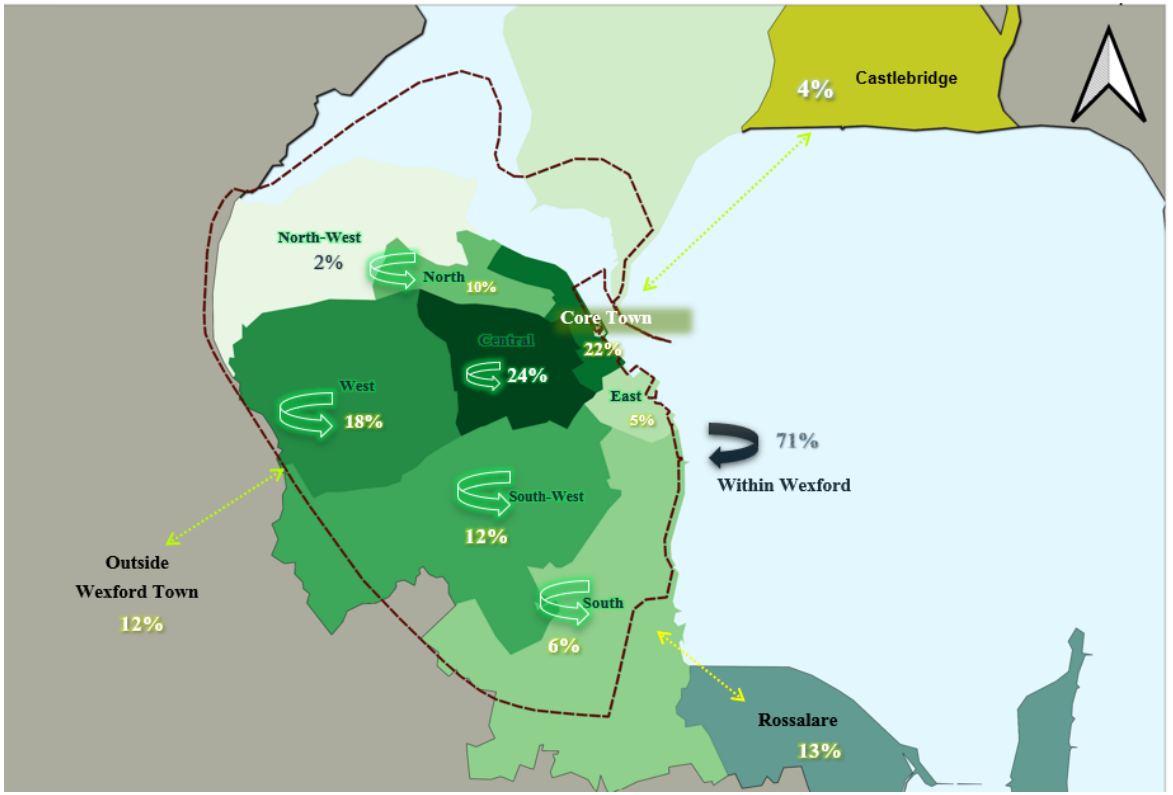
A sector-to-sector analysis exercise was conducted to understand the key strategic movements to, from and within Wexford Town. This comprehensive origin-destination pair assessment was undertaken utilising the NTA SERM zones and provided valuable insights on key trip attractors and demand corridors within the Town and other areas. More details about this assessment can be found in the Baseline Assessment Report.

The figures in the sector represents traffic flows within each sector. Major trip generating and destination sectors within the study area is the Central sector (24%), Core Town (22%), West sector (18%) followed by Southwest (12%).The lower traffic generating-destination sectors are Northern sector (10%), South sector (6%), East (5%) and North West (2%) sectors The key highlights of the analysis are summarised below.

- Approximately, (71%) of journeys start and finish within Wexford, (4%) between Wexford and Castlebridge, (13%), between Wexford and Rosslare, and (12%) between Wexford and areas outside the study area.
- Highest number of internal trips were found in the Central sector, the Core town centre followed by the West sector.
- The Core Town is the key sector for generation and attraction of trips.
- There is a larger number of trips from outside the study area towards the Core Town Centre, Central sector and the North Sector.
- The West and South sectors attract a significant number of trips, especially from locations outside the Wexford Town.
- A significant number of trips were observed from the West and South-West to the Central sector.
- Approximately 1,050 trips were observed in inbound direction through Wexford Bridge during AM peak period and over 480 trips were attracted by Ferrybank and Castlebridge during the same period.

  Major attractors of trips from Castlebridge and Rosslare are the Core Town and Central Sectors.
- Approximately 3,185 trips are generated within Wexford Town and has a destination outside the study area.

Figure 17 - Sector Analysis



24 Hour Sector to Sector Demand	Core Town	North	Central	East	North West	West	South West	South	Ferrybank	Castlebridge	Rosslare	Outside Wexford Town
Core Town	2,762	952	2,316	601	271	1,202	991	345	287	516	432	5,795
North	977	725	1,041	151	140	684	386	122	166	171	221	2,885
Central	2,272	973	3,317	484	162	1,608	1,134	406	257	407	292	4,121
East	687	181	513	359	28	220	202	186	51	78	40	646
North West	223	144	172	24	24	119	42	36	33	12	13	149
West	1,331	710	1,747	226	138	2,462	901	436	189	311	245	3,873
South West	1,103	423	1,239	210	62	972	816	406	110	197	113	2,163
South	542	196	500	198	50	507	467	383	65	378	134	3,104
Ferrybank	353	220	272	44	44	151	85	53	353	49	330	1,633
Castlebridge	596	201	446	85	18	320	183	367	53	4,329	39	2,685
Rosslare	472	301	294	35	23	209	99	102	359	37	1,042	1,462
Outside Wexford Town	6,500	3,432	4,888	685	262	3,518	1,883	2,524	1,632	2,602	1,550	1,248,769

Accessibility

Access to Opportunities and Services (ATOS)

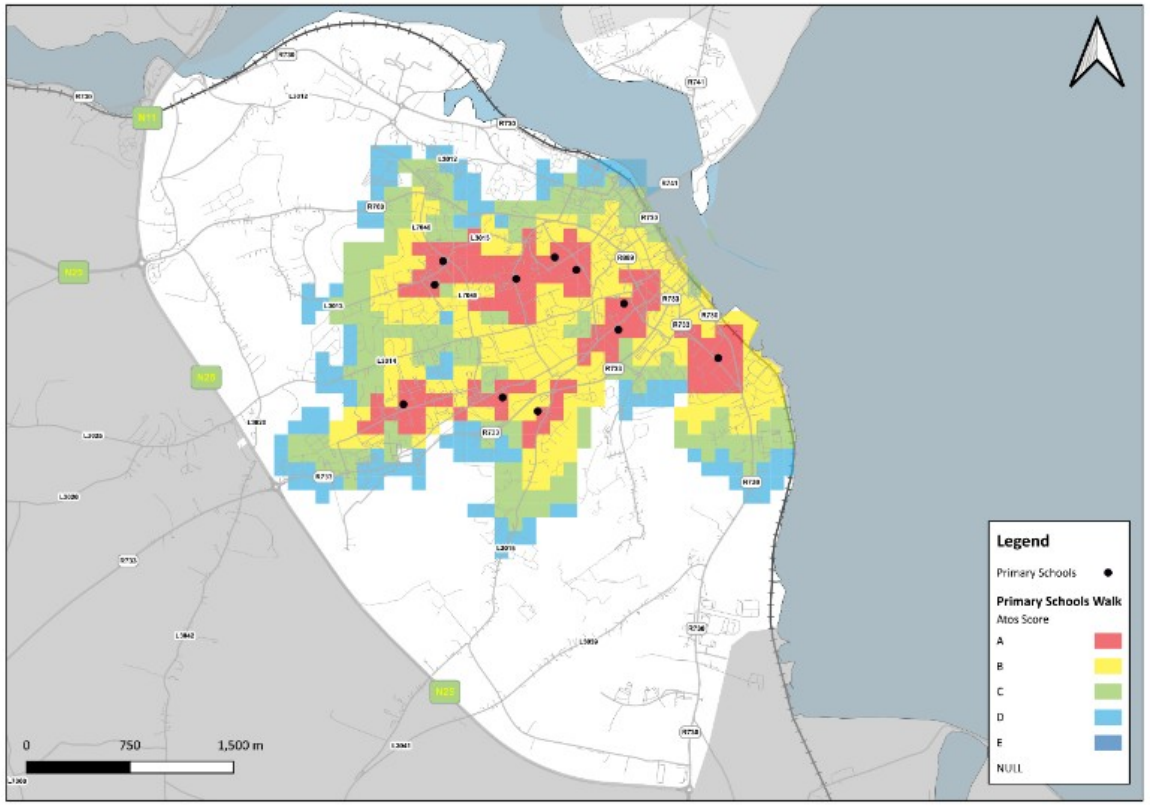
Access to Opportunities and Services (ATOS) analysis serves as an indicator of how easy it is to access essential key services and opportunities at a location using a given mode of transport. A score is given to an area based on how well it is connected to a particular service, e.g., education or shopping centre. ATOS scores range between A (red) and E (dark blue), where A indicates the best level of connectivity. An area will receive a higher ATOS score if:

- There is a high quantity of the chosen service type within proximity to the grid square.
- The network in the vicinity of the grid square is dense and well developed, reducing the time taken to travel to the service locations.

Results from the analysis indicate that permeability and access to services in the town centre and surrounding areas is generally good, with scores of A appearing frequently. Access to services becomes more difficult as one moves towards the northern and southern ends of the study area. Access is also somewhat limited for those living in the Ferrybank area.

Additionally, many parts of the study area are more than 10-minute walking or 15-minute cycling distance away from key services (schools, open spaces, etc.). These longer distances are likely to result in less sustainable travel patterns occurring. The ATOS analysis provides an indication of gaps in coverage of essential services for significant cohorts of Wexford Town's population. Measures to provide services within areas which are currently under-provided with these services should be considered as part of the future town development planning.

Figure 18 - ATOS analysis 10 minutes walking - Primary schools



Public Transport Accessibility Tool (PTAL)

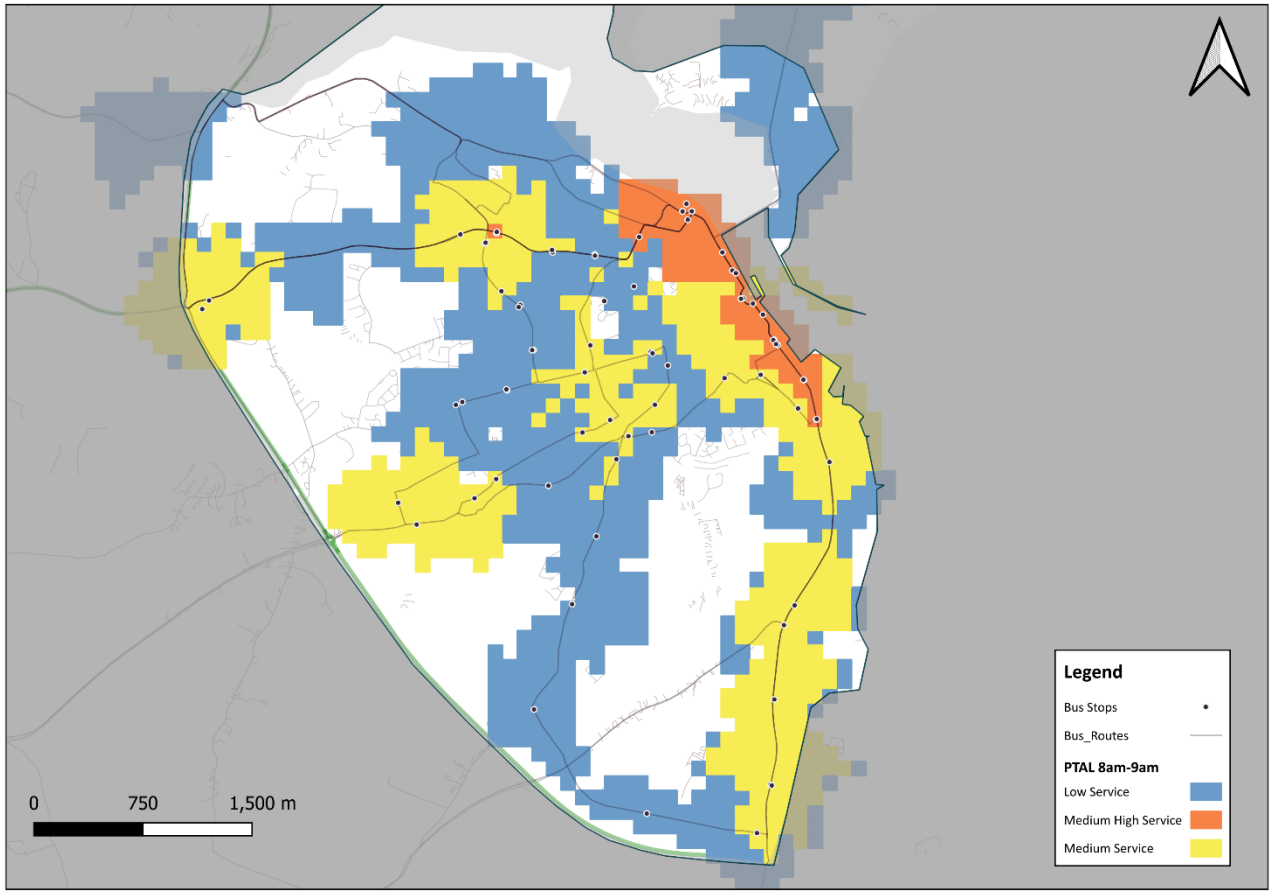
The Public Transport Accessibility Tool (PTAL) is a measure of connectivity by public transport, originally developed by Transport for London, which is reflected in the range of the scoring system applied. For any selected location, the PTAL suggests how well it is connected to public transport services, without covering trips made by car. The PTAL outcome values range from

zero to six, with the highest value representing the best connectivity. A location will have a higher PTAL score if:

- It is at a short walking distance to the nearest stations or stops.
- Waiting times at the nearest stations or stops are short.
- More services pass at the nearest stations or stops.
- There are major rail stations nearby.
- Any combinations of all the above.

Analysis was undertaken for 7-8 AM and 8-9 AM. The map shown on the right side indicates public transport coverage between 8 and 9 AM. The town centre and the areas in the vicinity of the existing bus routes have the highest scores as it is easy to access public transport from these locations. Redmond Square and the surrounding area scores the highest due to its proximity to the rail station and its frequent overlapping bus routes. Vast sections of the study area are not scoring at all due to poor/ limited access to services. Additional information about the PTAL analysis for different time periods can be found in the Wexford Options Development Report.

Figure 19 - PTAL Analysis for Wexford Town (8-9am)



Permeability Analysis

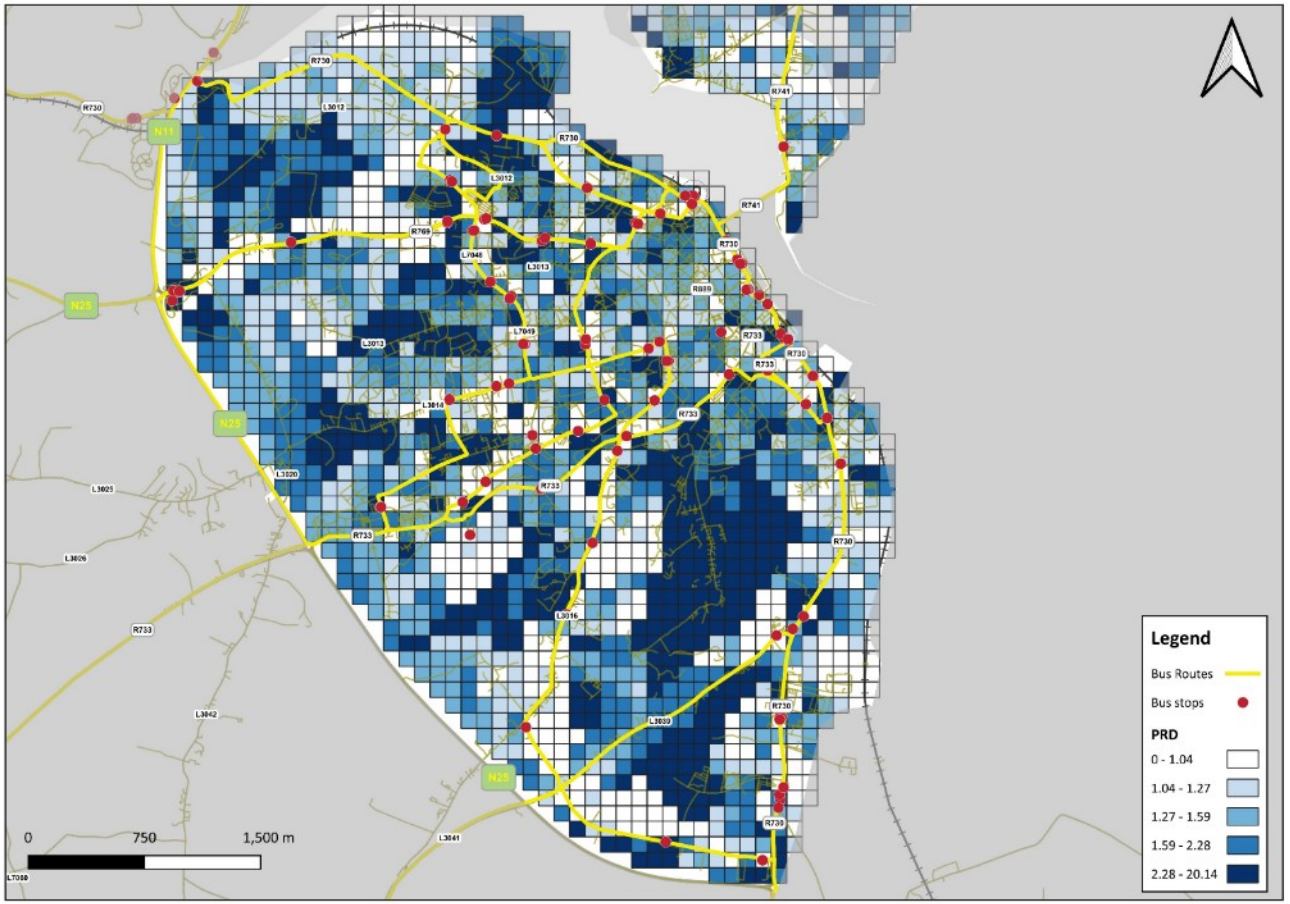
The presence of a permeable network in an area is crucial in encouraging an uptake in sustainable modes of transport, particularly walking. A lack of permeability can create unnecessarily long walking times, which can lead to an uptake in people preferring to travel via car.

To assess the quality of service within Wexford Town, a high-level analysis was carried out to determine the Pedestrian Route Directness (PRD) factor looking at the access to existing bus stops.

Results from the analysis show that significant areas in the town lack permeability, as shown in dark blue in Figure 20. These includes the residential areas of Mulgannon, Cromwellsfort, Coolballow, Whitebrook, Clonard Road West, Coolcotts, Coill Aoibhinn, Ard Na Sláine, Old Hospital Road and GAA fields in the North.

Potential measures that can be implemented to improve permeability for pedestrians and/ or enhance the pedestrian environment can include opening walled boundaries/cul-de-sacs and providing pedestrian and cycle crossings to link areas that are separated by roads or other physical barriers.

Figure 20 - Permeability Analysis - Access to bus stops



Strengths, Weaknesses, Opportunities, and Constraints

In developing the Wexford Town LTP, comprehensive information has been gathered and analysed, as detailed in the preceding sections. This includes insights into the policy context, multi-modal transport characteristics and travel patterns within the study area. The analysis of baseline data, informed by site visits, workshops with Wexford County Council departments, consultations with stakeholders such as the National Transport Authority and public feedback from the Local Area Plan consultation event, has led to the identification of key Strengths, Weaknesses, Opportunities, and Constraints (SWOC). This SWOC analysis offers a clear overview of Wexford's transport system performance and its potential for improvement. The SWOC analysis is summarised below. The strengths and weaknesses focus on the current characteristics of the area, while the opportunities and constraints address external factors and long-term planning considerations. This analysis has been integral in shaping the LTP Strategy.

STRENGTHS	WEAKNESSES
Recognition of Wexford as a Key Town in the RSES; International connectivity with direct access to Rosslare Europort, Port of Waterford, as well as Waterford airport; National roads N11 and N25 linking Wexford with Dublin and Waterford; Train station located in the Town Centre with direct train link to Dublin and Rosslare; Compact urban footprint that supports the '10-minute town' concept; Strong policy basis for compact growth and the integration of land use and sustainable transport; Existing street network provides a strong basis to provide for sustainable transport; and Existing urban bus based public transport services in place.	Heavy reliance on the private car as a mean of travel into and around Wexford, with specific dominance of cars in the core town centre area; Lack of bus priority measures and coverage of existing bus lines; Existing bus services have circuitous alignments which can increase journey times; Poor pedestrian and cyclist wayfinding and legibility; Low standard of pedestrian footpath provision; Lack of dedicated cycle provision in the Core Town Centre area and lack of full integration of cycling infrastructure network outside of the centre; and High level of existing and proposed parking in Town Centre Core attracting vehicular traffic into the core retail area and undermining sustainable modes. Bus services and frequency not very conducive for users Residential sprawl, impeding the provision for sustainable modes;
OPPORTUNITIES	**CONSTRAINTS**
Opportunity to further consolidate growth within the Town's existing built-up footprint; Integration of land use and transport through the coordinated development of the Variation to the CDP and LTP ensuring that future development lands are served by sustainable transport; Limiting car accessibility within core town centre area due to low car ownership rates; Expansion and integration of the Quays into the Town Centre Potential to significantly improve sustainable transport mode share and network priority measures; Build on and complete the Pedestrian and Cycle Network; Implementation of public bike sharing system; Expand public transport services, connections, and frequencies; Good employment base within the study area; and Sufficient space to develop improved Transport Interchange (Mobility Hub) at the existing bus terminal location. Significant funds available to develop sustainable transport solutions.	Existence of a single river crossing. Unfavourable topography with hills and rock formations preventing more direct and attractive connections for active modes; Numerous pinch-points at key regional and local road corridors due to narrow street widths in the wider core town centre area present a challenge in providing road space for all modes; A 'Business as Usual' approach to land use, transport planning, sustainable transport provision and parking policy; Proliferation of out-of-town retail and commercial uses; and High car dependency and ownership, especially outside the Town Centre;

OBJECTIVES

The Wexford Town LTP aims to implement key transport improvements that promote sustainable travel choices for residents and visitors, addressing needs in the short, medium, and long term. These enhancements are designed to meet sustainable transport targets outlined in existing national, regional and local level policies. A set of ten objectives has been established, aligning with important strategies, including the National Planning Framework and the Climate Action Plan. This section outlines these objectives and their role in shaping a multi-modal transport framework for the town.

Wexford Town Local Transport Plan Objectives

The primary aim of the Wexford Town LTP is to implement transport improvements in the short, medium, and long term that will promote and facilitate more sustainable travel choices within Wexford Town, as well as for travel to and from the town. These improvements will contribute to achieving the transport targets set out in the Climate Action Plan.

A set of 10 objectives has been developed in alignment with key national and regional strategies, including the National Planning Framework (NPF), the Regional Spatial and Economic Strategy for the Southern Region (RSES), the Climate Action Plan (CAP 2025), the National Investment Framework for Transport Infrastructure (NIFTI), the Wexford County Development Plan (WCDP), and the recently published Transport Appraisal Framework (TAF). These objectives are also closely aligned with the findings of the SWOC analysis. These tailored objectives have served as a foundation for assessing multi-modal transport options within the Local Transport Plan. The table on the next page presents the correlation between the Wexford Town LTP and the policies mentioned above.

Wexford Town Local Transport Plan Objectives
Integrate land use and transport planning to create compact growth in line with 10-minute town principles.
Support a long-term transition toward a balanced and sustainable transport system where sustainable modes account for the majority of trips within Wexford Town.
Develop an enhanced pedestrian network focusing on providing connections between key trip attractors including schools and Wexford Town Centre.
Complete a coherent, safe and extensive cycle network in Wexford Town that provides adequate levels of service for all users.
Improve, develop and provide a safe, reliable and accessible public transport network for Wexford Town at a local, regional and national level.
Identify potential locations for park and ride and or mobility hubs within the study area.
To reduce the harmful impacts of transport including congestion and emissions, to enhance air quality and public health.
To create an inclusive transport network for all users.
To align the function of the road network within the study area with the NIFTI modal hierarchy and principles, while protecting the strategic function, capacity and safety of the national road network in accordance with the Spatial Planning and National Roads Guidelines for Planning Authorities (2012).
Prepare mobility management plans to encourage the use of sustainable modes

No.	Objective	CAP 2025	NIFTI	NPF	RSES	TAF	WCDP	SWOC Link
1	**Integrate land use and transport planning to create compact growth in line with 10-minute town principles**	Reducing or avoiding the need for travel	Modal Hierarchy, Intervention Hierarchy, Investment Priority: Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society, Compact Growth	Support the Transition to Low Carbon, Integrated Transport and Land Use, Compact Growth and Urban Regeneration Sustainable Settlement Patterns	Climate Change Impacts, Land Use Impacts	TS01,TS02 TS09, TS11, TS15,TS16, TS24,TS26, TS27 TS32,TS34 TS46	Integration of land use and transport through the coordinated development of the Variation to the CDP and LTP ensuring that future development lands are served by sustainable transport; A 'Business as Usual' approach to land use, transport planning, sustainable transport provision and parking policy.
2	**Support a long-term transition toward a balanced and sustainable transport system where sustainable modes account for the majority of trips within Wexford Town.**	Walking, cycling and public transport to account for 50% of our journeys	Modal Hierarchy, Investment Priority: Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society	Support the Transition to Low Carbon and Clean Energy, Integrated Transport and Land Use	Climate Change Impacts, Safety Impacts, Local Environmental Impacts	TS02, TS07, TS09, TS24 TS32	Heavy reliance on the private car as a mean of travel into and around Wexford, with specific dominance of cars in the core town centre area.
3	**Develop an enhanced pedestrian network focusing on providing connections between key trip attractors including schools and Wexford Town Centre.**	Increase walking and cycling networks	Modal Hierarchy, Intervention Hierarchy, Investment Priority: Decarbonisation, Protection and Renewal	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society, Enhanced Amenities	Support the Transition to Low Carbon and Clean Energy, Integrated Transport and Land Use, Enhanced Green Infrastructure	Climate Change Impacts, Safety Impacts, Local Environmental Impacts, Accessibility Impacts	TS02, TS03, TS09, TS10 TS22, TS27	Poor pedestrian wayfinding and legibility; Low standard of pedestrian footpath provision; Numerous pinch-points at key regional and local road corridors due to narrow street widths in the wider core town centre area present a challenge in providing road space for all modes.
4	**Complete a coherent, safe and extensive cycle network in Wexford Town that provides adequate levels of service for all users.**	Increase walking and cycling networks	Modal Hierarchy, Investment Priority: Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society, Enhanced Regional Accessibility	Support the Transition to Low Carbon and Clean Energy, Integrated Transport and Land Use, Enhance Regional Connectivity	Climate Change Impacts, Safety Impacts, Local Environmental Impacts, Accessibility Impacts	TS02, TS09, TS10 TS23	Lack of dedicated cycle provision in the Core Town Centre area and lack of full integration of cycling infrastructure network outside of the centre; Unfavourable topography with hills and rock formations preventing more direct and attractive connections for active modes.
5	**Improve, develop and provide a safe, reliable and accessible public transport network for Wexford Town at a local, regional and national level.**	70% of people in rural Ireland will have buses that provide at least 3 trips to the nearby town daily by 2030	Modal Hierarchy, Investment Priority: Decarbonisation, Enhanced Regional and Rural Connectivity	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society, Enhanced Regional Accessibility, Strengthened Rural Economies and Communities	Support the Transition to Low Carbon and Clean Energy, Integrated Transport and Land Use, Enhance Regional Connectivity	Climate Change Impacts, Accessibility Impacts	TS05, TS09 TS10, TS11, TS15, TS31 TS34, TS35 TS36, TS37 TS38, TS40	Lack of bus priority measures and coverage of existing bus lines; Existing bus services have circuitous alignments which can increase journey times; Sufficient space to develop improved Transport Interchange (Mobility Hub) at the existing bus terminal.
6	**Identify potential locations for park and ride and or mobility hubs within the study area**	Reduce the total distance driven across all car journeys by 20%	Modal Hierarchy, Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society	Support the Transition to Low Carbon	Climate Change Impacts	TS01, TS03 TS10	Heavy reliance on the private car as a mean of travel into and around Wexford, with specific dominance of cars in the core town centre area.
7	**To reduce the harmful impacts of transport including congestion and emissions, to enhance air quality and public health**	Change the way we use our road space	Mobility of people and goods in urban areas, Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society	Support the Transition to Low Carbon, Sustainable Settlement Patterns	Climate Change Impacts, Safety Impacts, Local Environmental Impacts	TS02, TS09	High level of existing and proposed parking in Town Centre Core attracting vehicular traffic into the core retail area and undermining sustainable modes.
8	**To create an inclusive transport network for all users**	Providing improved access to transport services	Modal Hierarchy, Intervention Hierarchy, Investment Priority Mobility of people	Sustainable Mobility, Resilient Society, Enhanced Regional Accessibility, Access to services	Supporting access to services and facilities. Enhanced Regional Connectivity,	Accessibility Impacts, Social Impacts	TSO2, TSO3 TSO5, TSO7 TS10, TS11 TS16, TV56	Poor pedestrian facilities and wayfinding. Fractured urban realm and seating opportunities. Limited access to public transport. Reliance on private car to access services and facilities.
9	**To align the function of the road network within the study area with thee NIFTI modal hierarchy and principles**	Change the way we use our road space	Mobility of People and Goods in Urban Areas	Enhanced Regional Accessibility, Strong Economy	Enhanced Regional Connectivity, Strong Economy	Other Economic Impacts	TS01, TS09 TS11, TS13 TS15, TS16 TS25 TS44, TS45	International connectivity with direct access to Rosslare Europort, Ports of Dublin and Waterford, as well as Waterford and Dublin airports; National roads N11 and N25 linking Wexford with Dublin and Waterford.
10	**Prepare mobility management plans to encourage the use of sustainable modes.**	Walking, cycling and public transport to account for 50% of our journeys	Modal Hierarchy, Investment Priority: Decarbonisation	Sustainable Mobility, Transition to Low Carbon and Climate Resilient Society, Enhanced Regional Accessibility	Support the Transition to Low Carbon and Clean Energy, Integrated Transport and Land Use	Climate Change Impacts, Accessibility Impacts	TS02, TS11, TS15, TS19 TS28	Strong policy basis for compact growth and the integration of land use and sustainable transport;

FUTURE CONTEXT

This section sets out the future context that will influence the Wexford Town LTP. It includes ongoing projects and existing proposals within the study area, the expected population growth and an exercise undertaken to help set out Wexford Town mode share targets, which are outlined at the end of this section. The Future Context section is structured as follows:

- On-going Projects and Existing Proposals
- Population Growth
- Demographics
- Future Travel Demand
- Mode Share Target

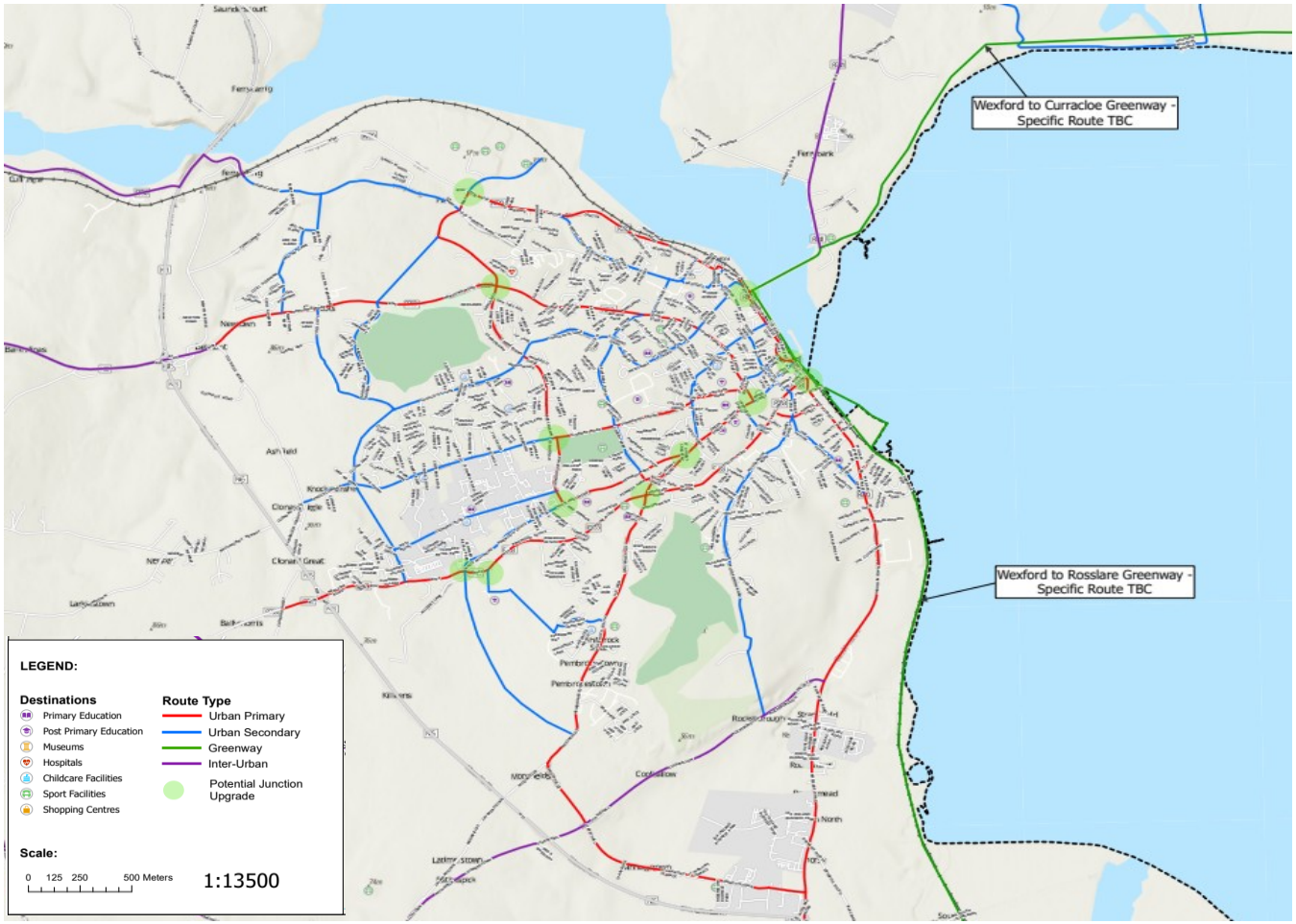
On-going Projects and Existing Proposals

Active Travel

CycleConnects

Ireland's Cycle Network was developed by the NTA with the overall goal to improve active travel by providing opportunities for more sustainable trips on a safe, accessible and convenient cycling network, which connects more people to more places. Wexford Town's proposed network, shown in Figure 21, covers all main regional and local road corridors, including several orbital corridors. Primary routes are envisaged mostly radially along regional roads, while secondary routes are mainly covering orbital movements and local residential areas. The proposed cycle network is indicative and has been revised as part of the LTP to form a comprehensive cycle infrastructure that meets the developing needs of Wexford Town.

Figure 21 - Cycle Connects: Proposed Cycle Network



Other Active Travel Schemes

WCC is currently progressing a number of cycle schemes including:

Newton Road Scheme – consists of off road cycle lanes, on road cycle lanes and footpaths. The project is proposed to complete the cycling and footpath infrastructure and create a link from Wygram (junction between R769 and R889) to the junction of the N25 at Maldron Hotel.

The Beechlawn to Clonard Scheme is a proposed project which involves cycle lanes in both directions from Wexford General Hospital junction, through Clonard Road and ending at Whitemill Road; and

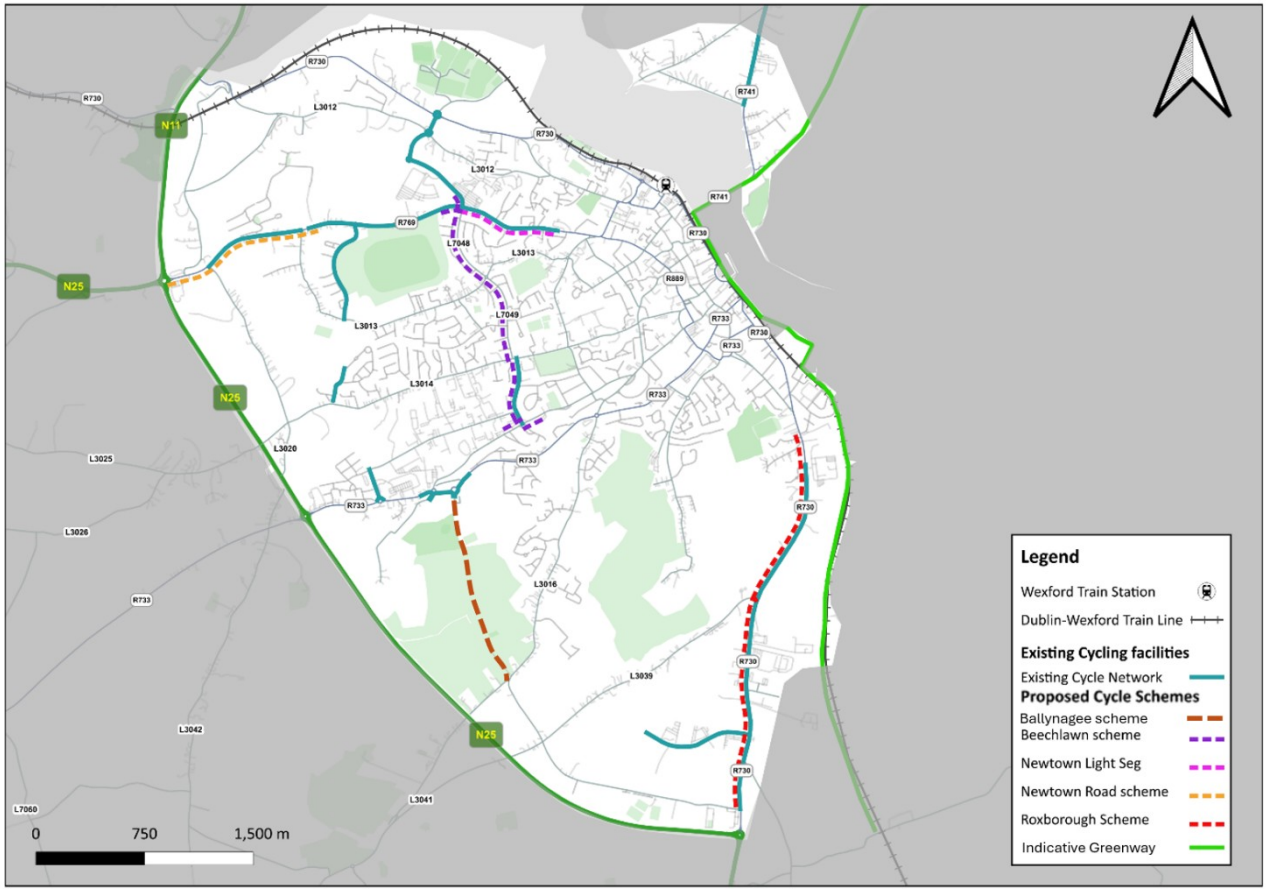
The Roxborough Scheme involves the installation of cycle lanes in both directions on the Rosslare Road, extending from McDonalds to The Faythe junction.

The Ballynagee Scheme incorporates dedicated active travel infrastructure alongside the proposed inner relief road, including continuous footpaths and segregated cycle facilities. The scheme will improve walking and cycling connectivity between the proposed education campus, residential and community lands, and Wexford Town Centre.

An indicative greenway facility connecting Wexford and Rosslare has been proposed by WCC. The greenway would commence at Ferrybank, cross the Wexford Bridge and run along the quays before continuing to the south of the study area.

Figure 22 illustrates the existing cycle network and ongoing cycle projects in Wexford Town.

Figure 22 -Ongoing Cycling Projects and Existing Proposals



Public Transport Network

Bus Network Improvements

The Connecting Ireland Rural Mobility Plan is a major NTA's public transport initiative developed with the aim of increasing connectivity for people living outside major cities and towns by providing better public transport connections between villages and towns. Proposed public transport improvements that have an impact in Wexford Town are outlined below and in Figure 23.

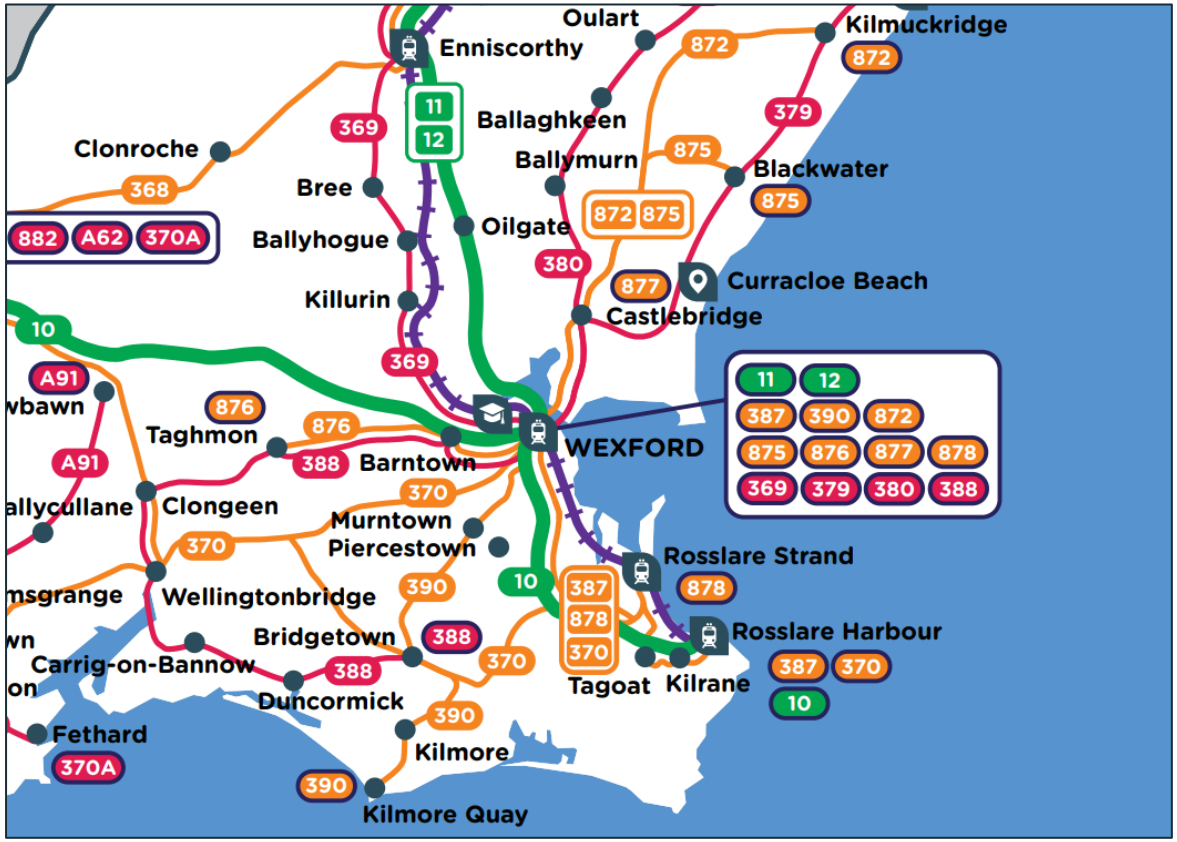
- **Regional Corridor Proposals:** (10) connects Wexford to Waterford (1 hour frequency) and Rosslare (2 hour frequency), (11) a minimum service frequency of 30 minutes is proposed between Wexford and Dublin & (12) new corridor connecting Portlaoise and Wexford with a 2h frequency.
- **Local Route Proposals:** new routes from Wexford to Enniscorthy, extending existing route 388 from Carrig-on-Bannow to Bridgetown (via Wexford) (min. 4 return trips Monday-Saturday and 3 return trips on Sunday), extension of the 369 from Enniscorthy to Bunclody via Ballyhogue, introduction of the 379 and 380 routes to Gorey via Courtown and Oulart respectively.

Railway Network Improvements

All Ireland Strategic Rail review proposes the following recommendations that will have an impact to Wexford Town:

- Introduce an hourly shuttle service between Wexford and the end of the DART route at Greystones;
- Reinstate the railway between Waterford and Rosslare (including a chord/curve to the south of Wexford);
- Extend some Dublin – Waterford intercity services to a new station to the south of Wexford O'Hanrahan .

Figure 23 - Connecting Ireland: Wexford Public Transport Network



Road Network

N11/ N25 Oilgate to Rosslare Harbour Scheme

The N11 / N25 Oilgate to Rosslare Harbour Scheme[4] is a key proposal that will influence travel patterns in the region, including Wexford Town. The scheme includes approximately 30km of upgrades to the existing section of road linking Rosslare Europort/Wexford with both Dublin via the M11 and Cork/Waterford via the N25. The ongoing project is investigating the existing N11 to the south of this motorway, through Oilgate village and on to Wexford, as well as the connecting N25 road from Wexford to Rosslare Harbour. These routes form part of the European Designated E01 Route and provide a direct link to both mainland Europe and the United Kingdom via Rosslare Europort.

Phase 3 process has been in progress since February 2022 and includes undertaking the Design and Environmental Evaluation of the selected route. Major junction improvements are proposed for three key junctions, likely including grade separations to facilitate continuous traffic flows on this key national road, reducing congestion and improving air quality. It is expected the project will be submitted to the Department of Transport in Q1 2026 and planning application submission anticipated in Q3 2026.

Orbital Inner Route

The Inner Orbital Route serves as an inner relief road, intended to divert through-traffic away from the core of Wexford Town. It links key residential and development areas, including the Coolcots Lane area, and is planned to integrate with new neighbourhoods and mixed-use developments. The route is also expected to support improved access to community facilities, schools, and public open spaces. The route is being delivered in phases, including the continuation of the route as part of larger mixed-use developments.

New Developments

Trinity Wharf Development

Trinity Wharf is a landmark investment located at the Wexford Harbour and is expected to significantly enhance its profile as an attractive environment for international companies seeking to locate their business in the county, or for existing companies looking to expand. The 10-acre town centre provides a development and commercial opportunity to create:

- A mix of modern office space with 200,000 sq ft commercial office space;
- Hotel accommodation;
- Restaurants and retail units;
- Landmark cultural and events building with conference facilities;
- 64 berth marina, a new boardwalk linking Trinity Wharf with Paul Quay and the Crescent, and an urban greenway;
- High quality public realm;
- Residential apartments.

Figure 24 - Trinity Wharf Development



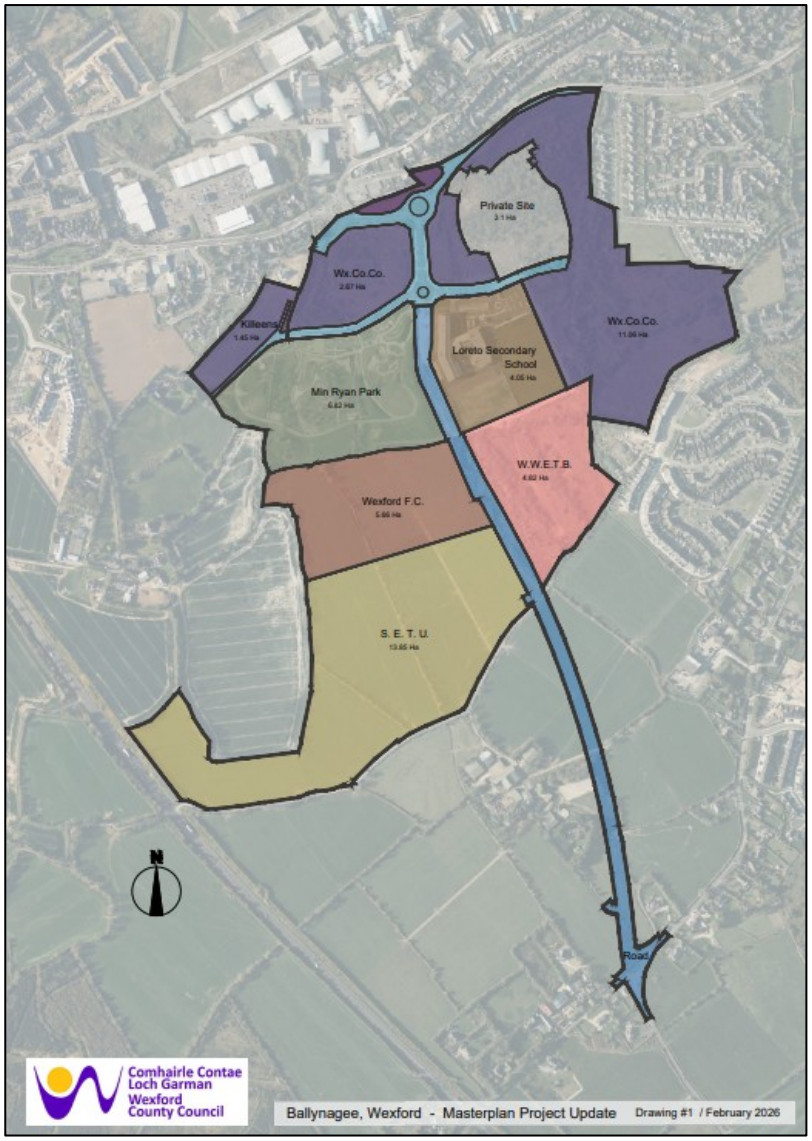
[4] https://oilgate2rosslareharbour.ie/

Ballynagee Masterplan

The Ballynagee Masterplan is a strategic development framework for lands at Ballynagee, Wexford Town, being advanced by Wexford County Council. The masterplan seeks to create a sustainable mixed-use development area that will accommodate a range of community, educational, transport, recreational, and infrastructure uses.

A key component of the masterplan is the proposed tertiary education campus, to be developed jointly by South East Technological University (SETU) and Waterford and Wexford Education and Training Board (WWETB).

The wider masterplan also includes proposals for sports and recreational facilities, improved transport infrastructure such as active travel facilities and new bus routes, and an inner relief road to support the future growth of Wexford Town.



Population Growth

Wexford County experienced one of the highest growth rates in the country noted by the latest census with 9.5% increase in population to 163,919 people. Comparably, Wexford Town experienced a 6.6% growth in the latest census. Table 5 shows the population growth for both Wexford county and town over the period between 1996 to 2022. It can be seen that the town's population has increased by approximately 35% within the period, an average growth rate of 6.3% across the period.

Table 5 - Population Growth - Wexford County and Town

Wexford Town						
Year	**1996**	**2002**	**2006**	**2011**	**2016**	**2022**
Total Population	15,862	17,235	18,163	20,072	20,188	21,524
Growth	N/A	+8.67%	+5.4%	+10.5%	+0.6%	+6.6%
Wexford County						
Year	**1996**	**2002**	**2006**	**2011**	**2016**	**2022**
Total Population	104,371	116,596	131,749	145,320	149,722	163,919
Growth	N/A	+11.7%	+13%	+10.3%	+3%	+9.5%

The Wexford County Development Plan (WCDP) 2022-2028 forecasts transitional population projections for the Southern Region allocate the following population to County Wexford:

- By 2026: a population of between 163,000 and 166,000;
- By 2031: a population of between 169,000 to 172,500.

The WCDP allocates 45% of the county's projected growth to Wexford Town, a figure that is significantly higher than what is stated in the NPF and RSES. Over a 19-year period (2019-2040), the town's population is expected to grow by 28% compared to the 2021 base year, as shown in Table 6. It is worth mentioning that the WCDP's Core Strategy allocation is based on forecasted figures from 2021. According to the latest Census 2022 data, the total population of Wexford Town is 21,524, while the WCDP had projected a population of 22,849 in 2021. This indicates that the actual population is falling slightly behind the projections.

Table 6 – Core Strategy - Wexford Town allocation of population (source: WCDP 2022-2028)

Year	2021	2027	2031	2040
Population	22,849	26,043	27,036	29,273
Projected Growth *(compared to 2021 base year)*	N/A	14%	18.3%	28.1%

Future Travel Demand

Modelling Approach

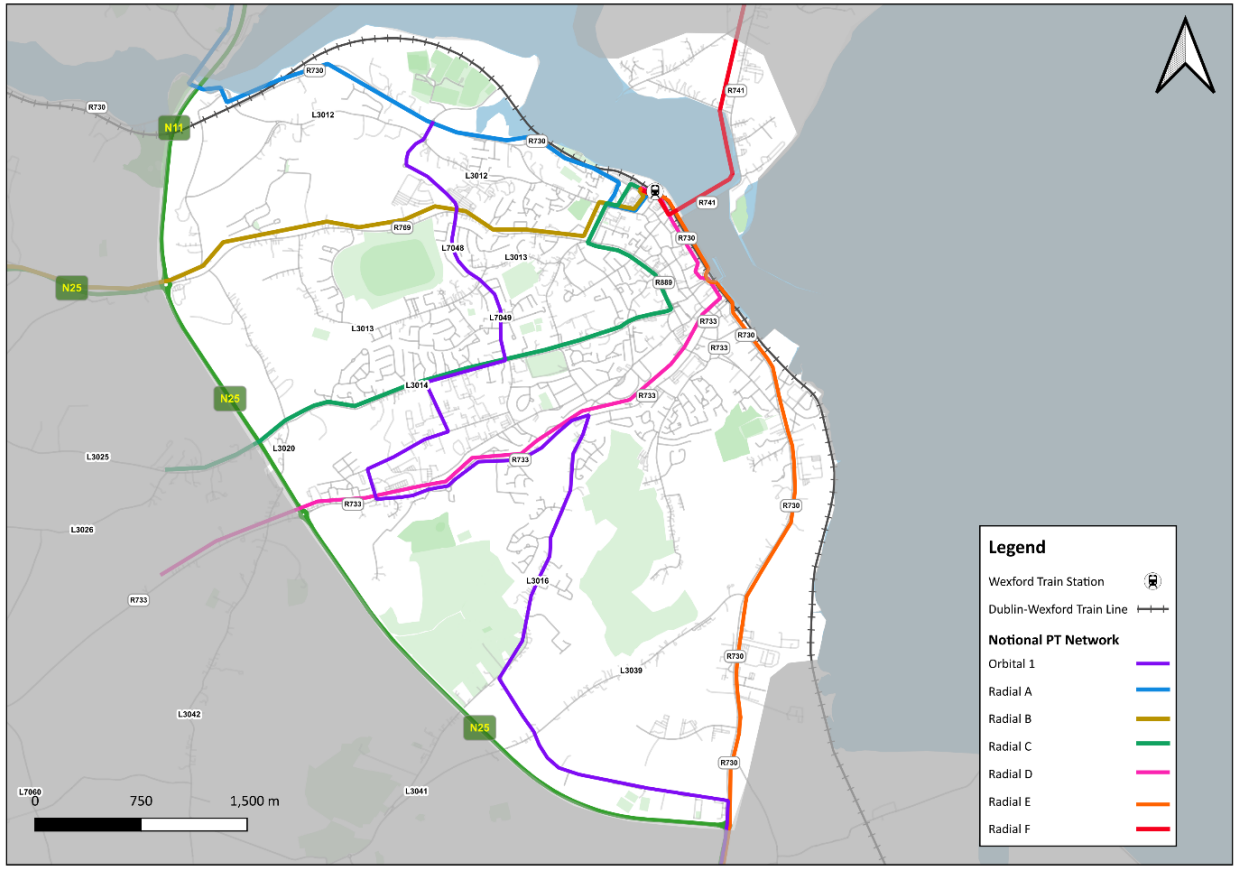
To build a robust context for the development of the Wexford Town LTP, the NTA SERM has been utilised to understand travel patterns in a future scenario. It is important to note that the modelling exercise's purpose was to help understand the area's traffic and transport conditions while delivering a vision led approach rather than a forecast led one. Both the road and active travel model networks were reviewed and refined to represent the existing transport infrastructure.

Wexford Town is part of the SERM buffer road network, meaning that it is represented in a more simplistic manner than the core part of the network (simulation road network); junctions are not detailed, and traffic conditions are modelled on a link basis using speed-flow relationships or fixed speed elements. Therefore, the model was used for a high-level assessment of the study area and the model's outputs have been used to understand potential mode shift in an idealised scenario. The NTA Reference Cases for years 2028 and 2043 has been utilised for this modelling exercise.

Future Idealised Scenario

A future scenario featuring a high-quality public transport network and high levels of cycling was used to assess the public transport demand and evaluate the potential mode shift towards sustainable transport. This idealised public transport network comprises a high-frequency bus network (shown in Figure 25) running on roads with dedicated bus lanes, no fares and seamless interchange. More details about this modelling exercise can be found in the Wexford Context Report.

Figure 25 - Idealised Public Transport Network



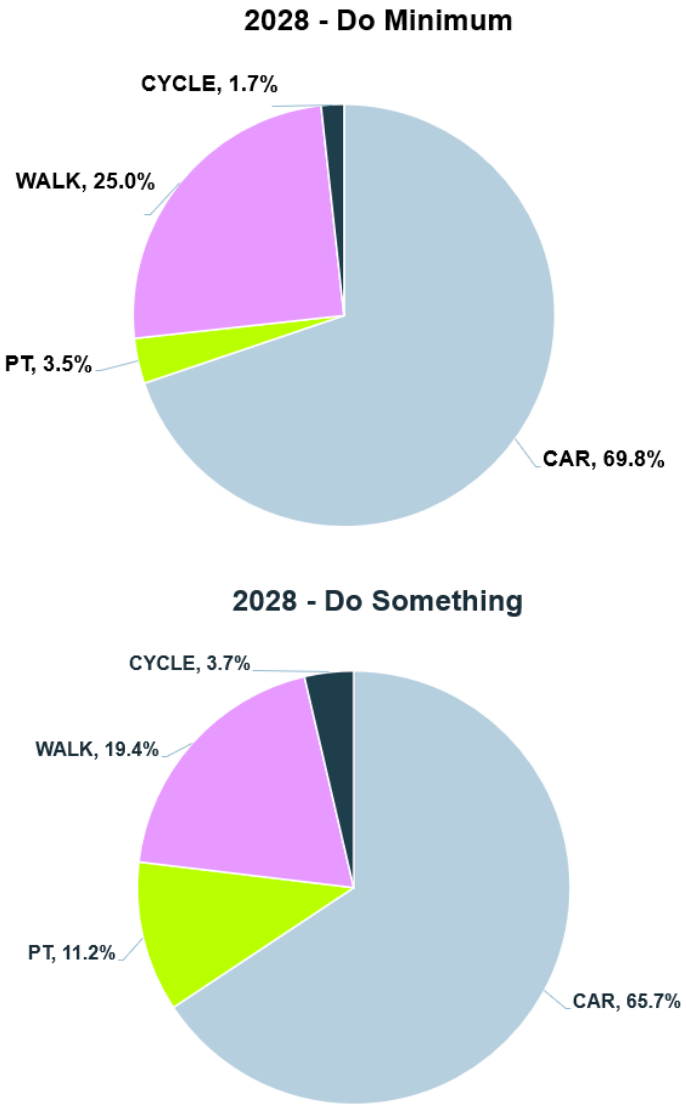
Mode Share

Mode shares from the modelling exercise indicates an increase in public transport by (+7.7%) largely due to the implementation of an idealised public transport network, which offers increased frequency and improved connectivity. Consequently, there is a decrease in walking (-5.6%) and car mode share (-4.1%), likely because people are shifting from walking to public transport due to its enhanced frequency and no costs associated. Additionally, there is a slight increase in cycle mode share (2.0%), possibly linked to the introduction of new active travel links in the study area. The 2043 scenario presents similar outcomes as the 2028 forecasted scenario. More details about the assessment and results can be found in the Context Report.

According to the results, there is a positive adoption of public transport in both 2028 and 2043 scenarios. However, despite the introduction of the idealised public transport network and an increase in the propensity towards cycling, the mode shift to public transport and cycling was relatively low and the private vehicle mode share remains significantly high, with over 65% in both scenarios. It is important to note that these analyses did not consider the introduction of any demand management measures such as reducing speed limits, reduced parking availability, or increased parking costs.

The results show a minimal shift from driving, indicating that improved public transport and active travel facilities alone are not enough to reduce private vehicle usage. This underscores the need for systematic demand management measures, such as the ones outlined in the Five Cities Demand Management Study, are needed to be implemented alongside sustainable transport infrastructure measures and services to facilitate modal shift towards sustainable modes.

Figure 26 - SERM - 2028 Mode Share



Mode Share Target

Ambitious mode share targets has been set under this Plan. These are aligned with WCC continued commitment in improving sustainable transport modes in the town and existing policies such as the Climate Action Plan. The towns compact nature provides an excellent opportunity to set Wexford Town in the forefront of sustainable transport in the country.

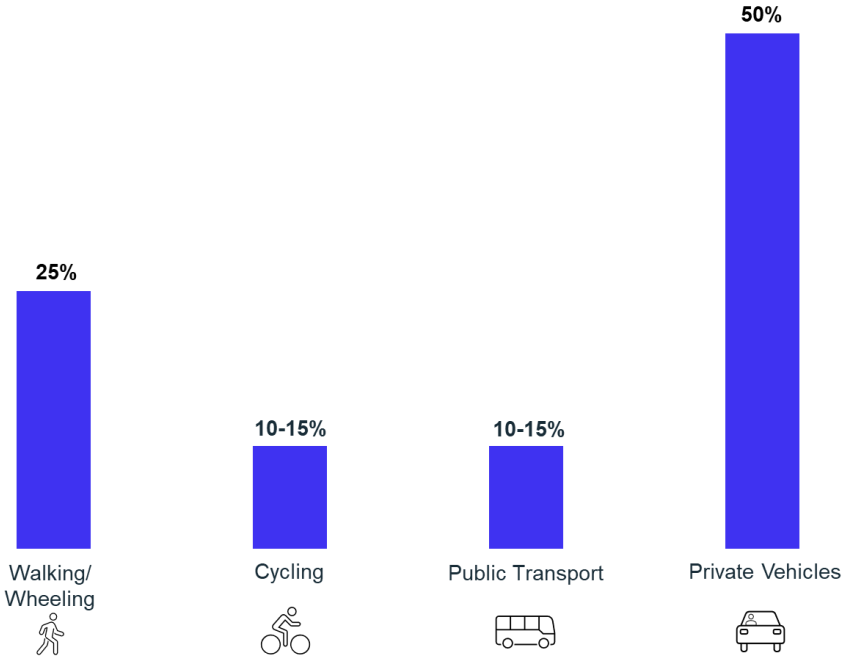
The mode share target not only aligns with climate action goals but also reinforces the commitment to reducing the reliance on private vehicles. A more accessible and healthier town can be created by achieving these targets, improving the community quality of life. The mode shares targets were set considering the following:

- Vision Led Strategy;
- Climate Action Plan sets a 50% mode share for Public Transport and Active Mode use combined, along with 50 % maximum for private vehicles, including 20% reduction in veh/kms;
- Benchmarking studies focusing on sustainable transport; and
- Mode share outputs from modelling exercise with idealised public transport network and increased cycle propensity tool;

Based on the above-mentioned, it was set that Wexford Town should work towards increasing its sustainable mode share to 50% and decrease private vehicles mode share to 50%. This marks a significant shift from the current scenario, where over 70% of trips are made by private vehicles. It is also proposed a significant increase in both public transport and cycling mode shares.

Wexford Town already have a significant percentage of trips made by walking (over 20%), despite issues in the infrastructure outlined in the baseline section. This highlights the town's potential for promoting active travel.

Figure 27 - Wexford Town Target Mode Share



LOCAL TRANSPORT PLAN VISION AND DEVELOPMENT

This section presents the vision and guiding principles for the development of the Wexford Town LTP. It also summarises the stages of options development and assessment that have been completed to establish the emerging preferred strategy for the town. The Local Transport Plan Vision and Development section is organised as follows:

- Vision Led Approach
- Guiding Principles
- Options Development Approach
- Options Assessment Approach

Vision Led Approach

The Wexford Town LTP will be implemented using a "Decide and Provide" approach. The Plan is driven by vision rather than forecasts, aiming to enhance the resilience of planning decisions. Central to this approach is the determination of a preferred future and the development of a pathway that best supports achieving those goals. "Decide and Provide" empowers decision-makers to set mode share targets and implement the necessary improvements to fulfil these ambitions.

The vision for Wexford Town is to create a more balanced transport network that reallocates road space and redesigns streets to prioritise sustainable modes and users. To achieve this vision, Wexford Town will focus on providing high-quality, high-capacity active travel routes and improving public transport services, alongside supportive transport demand measures to promote modal shift. This transformative approach has the potential to revolutionise transport systems by rethinking the allocation and design of road space.

The vision-led approach calls for a significant shift in public mindset, encouraging acceptance of changes to the environment, street network, and transport systems. It aims to foster a shared vision of what constitutes a desirable and optimal transport network for Wexford Town. This approach is fully aligned with existing strategic policy frameworks, including the Climate Action Plan, NIFTI investment priorities, DMURS, the Cycle Design Manual, and the Baseline Assessment SWOC analysis. The bold vision for the study area prioritises sustainable mobility through active travel and public transport network improvements, with the goal of meeting ambitious yet achievable climate action targets.

Three interconnected frameworks, namely Compact Urban Growth, Transport Orientated Development and 10-minute neighbourhood principles are central to the strategies development and success. These principles advocate for maximising the use of existing and planned transport infrastructure, reducing car dependency, and creating vibrant, accessible communities. By adhering to these models, the development of the Wexford can occur in a sustainable manner.



Guiding Principles

The Wexford Town LTP has been developed in collaboration with Wexford County Council and the National Transport Authority to establish a transport network that supports the population, employment, and educational growth projected for Wexford Town, as outlined in the National Planning Framework (NPF), the Regional Spatial and Economic Strategy (RSES), and the Wexford County Development Plan (WCDP).

This strategy addresses the challenges posed by the historical development patterns in Wexford Town, where low-density land uses have expanded to suburban and peri-urban areas that are poorly connected to existing and planned public transport services. To overcome this legacy and ensure sustainable growth, it is essential to align land use and transport planning closely. In accordance with the objectives of the NPF, RSES, and local land use planning policies, development in Wexford Town should focus on the following principles:

- **Compact Urban Development**: Wexford County Council should target the development of a more compact town by increasing densities and promoting mixed-use developments based on a concentric city model. These developments should be located in areas where sustainable transport options can be effectively integrated, ensuring that transport provision aligns with demand.

- **Consolidated Development and Transit-Oriented Growth**: Development should be consolidated in areas that can leverage existing transport infrastructure and services, as well as nearby amenities. This approach follows the principles of Transit-Oriented Development (TOD), aiming to create a critical mass of population and employment that will support investment in high-capacity public transport services in Wexford Town.

- **Increased Densities**: Future residential and employment developments should focus on increasing densities, contributing to a more compact urban footprint. This will bring people closer to key destinations and public transport services, reducing the need for long commutes and car dependency.

- **Mixed-Use Development**: Prioritize mixed-use development that reduces the need for travel. New developments should be integrated with essential services such as schools, shops, and community facilities, enabling residents to use more sustainable modes of transport like walking and cycling.

- **Permeability for Active Travel**: All new development areas should be designed to be fully permeable for pedestrians and cyclists, with opportunities to improve connectivity in existing developed areas. The principle of filtered permeability will be applied, ensuring that through traffic by private cars is restricted while allowing pedestrians and cyclists to move freely.

- **Wak ability, Cycling, and Public Transport**: The layout of new developments must prioritise walking and cycling, while also facilitating the efficient provision of public transport services. This approach ensures that active travel and public transport are integrated into the fabric of new and existing communities.

Options Development Approach

The Wexford Town LTP Options Development stage followed the Part 2b of the ABTA process[5]. This phase primarily involves creating a longlist of feasible transport/ land use measures to help achieve the objectives set out in Part 2a Establish Context.

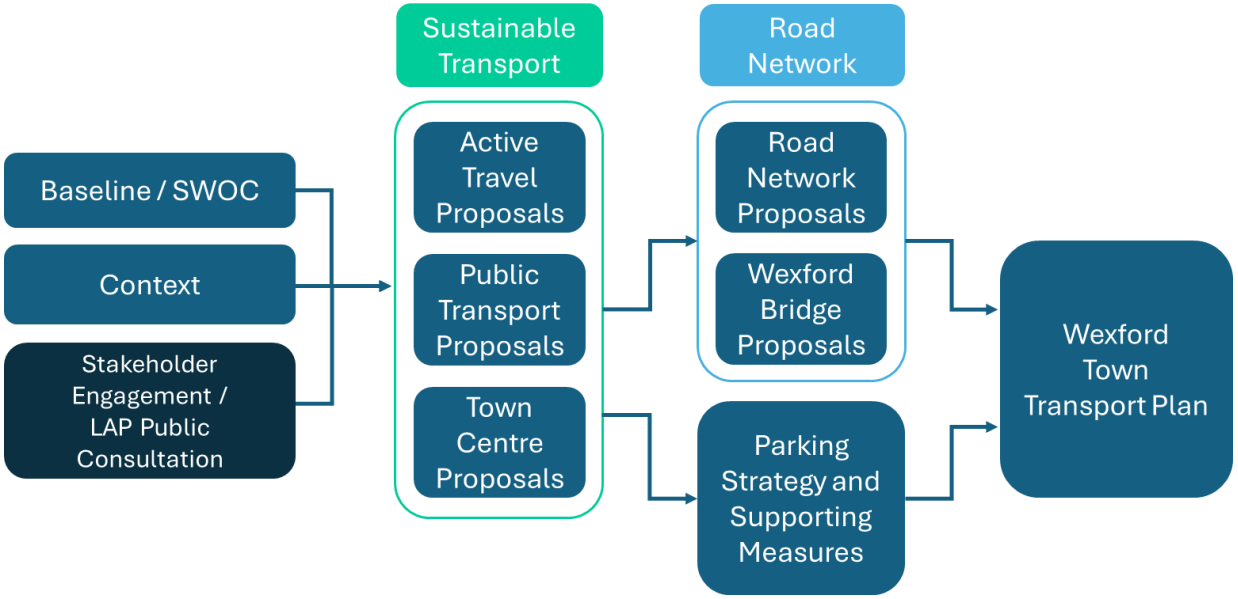
The approach taken in developing the multi-modal transport measures was based on a high-level assessment of existing active travel and public transport infrastructure provision, as well as the future mode share targets supported by a strategic modelling exercise.

The South East Regional Model (SERM) was used to help identify key transport corridors, key trip attractors and sensitive areas with competing demand where interventions are needed to achieve sustainable development in the face of projected population growth in Wexford Town and associated national climate action goals. It is important to highlight that strategic modelling was used only as a supporting tool to facilitate the vision led Decide and Provide approach being adopted for WTLTP.

The sustainable transport elements of the network have been prioritised and developed first. Considerations for private motor vehicles and the wider road network have been developed to support the sustainable proposals and climate action targets. Therefore, the development of the measures follows both the NIFTI mode hierarchy and the DMURS road user hierarchy

A variety of sources contributed to the development of the longlist of measures, including the Wexford County Development Plan 2022-2028 and submissions made in relation to the Pre-Draft Issues Paper for the Wexford Town Local Area Plan.

A review of existing policies and on-going projects were also taken into account, which was undertaken as part of the Baseline and Assessment stages. Engagement with WCC Road and Planning departments, Councillors, the NTA and bus operators has been fundamental to identifying a long list of options that could help achieve the Wexford Town LTP objectives. Options Development Report provides details about the options development stage.



[5] ABTA How To Guide (NTA)

Options Assessment Approach

The Options Assessment stage is the third stage on the ABTA process for the development of the LTP. It includes the screening of options long list, packing of land use and transport options, multi-criteria analysis and the refinement of the emerging preferred scenario. The expected outputs of this stage are outlined below in Table 7.

Table 7 - Options Assessment Outputs

Steps	Context for the ABTA Output
Screening of Options Long List	Screening of measures against the Part 1 SWOC analysis to identify any that do not address identified weaknesses in the baseline.
Packing of Land Use and Transport options (Scenarios)	Combination of individual measures (transport and demand management) that are compatible with one another into packages. These in turn will support one or more associated land use scenarios that contribute to achieving the ABTA objectives.
Multi-Criteria Analysis	Multi-Criteria Analysis of alternative transport and land use scenarios.
Refinement of Emerging Preferred Scenario	Further development and refinement of the emerging preferred scenario, which may be a combination of previously assessment scenarios (particularly if there are similarly well performing scenarios)

After finalising the options development stage outlined in the previous section, the long list of measures underwent a screening process. This process aimed to “screen out” any measure deemed to be against policy, not feasible or not within the scope of the LTP.

As a result of the screening, a shortlist of measures were created. These were initially consolidated where they were deemed to be very similar to each other. For example, multiple park and ride options were consolidated into a single measure, and proposals that represented already committed projects were also omitted.

The remaining measures were then assessed using Multi-Criteria Analysis (MCA), which scored each measure relative to each other based on how they would achieve the objectives of the Wexford Town LTP. This step aimed to ensure that only measures aligned with the LTP objectives progressed to the next stages. Proposals that were aligned with the Wexford Town LTP objectives were then packed into scenarios as follows:

- **Do Minimum:** Focussed on committed schemes that WCC is currently progressing, including active travel schemes and junction improvements;
- **Do Something Scenario 1:** Do Minimum Scenario plus the implementation of quick wins active travel options;
- **Do Something Scenario 2:** Builds on Scenario 1 by adding a larger number of active travel measures, establishment of a comprehensive cycle network and related road network changes. The scenario also includes the delivery of an improved public transport network and the implementation of the mobility hubs;
- **Do Something Scenario 3:** Combines Scenario 2 with improvements to the Town Centre and full pedestrianisation of Main Street and the implementation of car parking management measures.

The scenarios where then assessed via a MCA against the Transport Appraisal Framework (TAF) criteria: accessibility, social, land use, safety, climate change and local environment. The scenarios were evaluated on a seven-point scale ranging from highly negative to highly positive as per TAF. Refer to the Options assessment report for more information on the options assessment stage.

EMERGING PREFERRED STRATEGY

This section outlines the Emerging Preferred Strategy for Wexford Town, highlighting the transport measures to be implemented that will support the town in achieving the Plan's objectives and mode share targets. Details on the measures for each relevant mode of transport are outlined, and their extents are mapped, where applicable. Together, these interventions will create a balanced and integrated transport network, promoting the sustainable growth of Wexford Town while enhancing the quality of life for its community. The section is structured as follows:

- Active Travel
- Public Transport
- Road Network
- Multimodal
- Parking Management
- Supporting Measures

Active Travel

A key objective of The Plan is to implement measures that encourage more sustainable travel choices in the town. As the most sustainable transport mode, active travel can play a key role in helping Wexford Town achieving this objective. The town's compact nature provides an excellent opportunity for promoting active travel and for implementing the 10-minute town concept. This section outlines active travel measures that can enhance the attractiveness of active travel, helping the town meet its proposed mode share targets.

Junction Improvements

Junction improvements, particularly from a safety point of view, are critical for promoting active travel as a safe and accessible junction can facilitate the movement of pedestrians and cyclists and serve as a key element in building supportive infrastructure for active travel. Safety at junctions can be enhanced by reducing potential hazards and increasing visibility for vulnerable users. This can encourage people to choose active travel as their preferred mode of transport, minimise unnecessary trips by private vehicles—particularly those within a short distance—and contribute to creating a more sustainable town.

The Wexford Town LTP recommends that all junctions be improved in accordance with existing guidance, such as DMURS, the Cycle Design Manual (CDM) and TII related publications. These improvements should prioritise the safety, including pedestrian and cyclists and should follow the principles of universal design. Thirty priority junctions (Table 8) have been identified based on turning flow analysis, proximity to schools, and inclusion in CycleConnects proposals. These will be addressed in the short and medium term, but improvements should not be limited to this list; the approach must remain flexible to respond to emerging needs.

It is acknowledged that some junctions already include accessible crossing features. At these locations, the focus will shift toward enhancing safety, ensuring consistency across the network, and implementing a robust maintenance strategy to preserve and improve existing infrastructure. Upgrades should aim to standardise design quality, reduce variability in crossing treatments, and maintain compliance with best practice standards.

Where public transport services operate or are planned, bus priority measures should be incorporated. This includes features such as signal priority and dedicated turning lanes. Where possible, junction improvements should include tactile paving, dropped kerbs, and appropriate crossing widths, alongside cycle priority measures such as advanced stop lines, protected junction layouts, and clear markings, all aligned with national standards. Traffic calming interventions, such as tighter corner radii, raised tables, and reduced approach speeds, can be considered where feasible to improve safety for pedestrians and cyclists.

The priority list of junctions should be reviewed regularly to reflect changes in travel patterns, new development areas, and feedback from monitoring and community engagement. This iterative approach will ensure that junction improvements continue to support a coherent, safe, and inclusive transport network, contributing to the delivery of the 10-minute town concept and the wider objectives of the Local Transport Plan.

AT-01

Upgrade and maintain junctions across Wexford Town to ensure safe, accessible, and consistent conditions for all users. Priority will be given to the junctions identified in Figure 28, with works following DMURS and Cycle Design Manual guidance. Improvements should include cycle and pedestrian safety features, universal design elements, and public transport priority measures where applicable.

Figure 28 - Active Travel Junctions

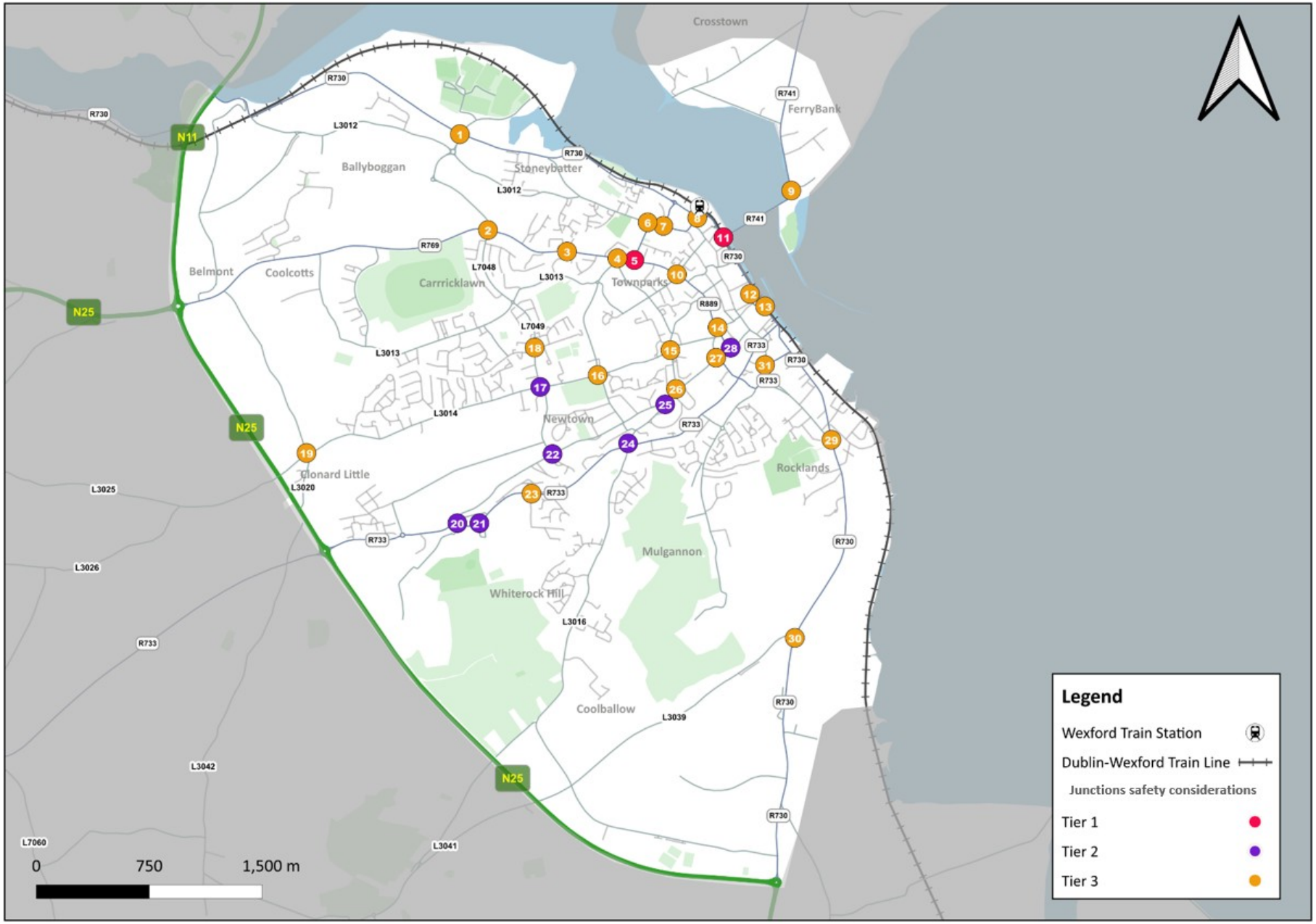


Table 8 - Priority List for Junction Safety Considerations

ID	Junction	Assessment	Safety Considerations
Priority 1			
11	Wexford Bridge/ R730 Junction	CycleConnects, Turning Flow Analysis	Pedestrians and cyclist movements
5	Newtown Rd/ Upper John Street/ R889/ Hill St Junction	Turning Flow Analysis, SRTS	SRTS and safety around Town parks area
14	School St/ St Peter's Square Junction	SRTS, Turning Flow Analysis	Pedestrian and cyclist access in Wexford Town
15	Summerhill Rd/ Talbot Green/ Davitt Rd S/ Grogan's Rd Junction	SRTS, Turning Flow Analysis	Pedestrian and cyclist access along Summerhill Road area
16	Summerhill Rd/ Belvedere Rd/ Clonard Rd/ Corish Park Junction	SRTS	Safe Routes to school
26	Green St/ Talbot Green	SRTS, Turning Flow Analysis	Pedestrian and cyclist access
27	Bride Pl	SRTS, Turning Flow Analysis	Pedestrian and cyclist access
Priority 2			
17	Clonard Rd/ Beechlawn Roundabout	SRTS, Cycle Connects, Turning Flow Analysis	Safe Routes to school
24	Bishops water Roundabout	SRTS, Cycle Connects, Turning Flow Analysis	SRTS for Scoil Charman Primary
25	White Mill Rd/ St Aidan's Rd/ St Aidan's Crescent Junction	SRTS, Cycle Connects, Turning Flow Analysis	Safe Routes to school
28	Roche's Rd/ Bride St/ R889 Roundabout	SRTS, Cycle Connects, Turning Flow Analysis	Safe Routes to school
20	Whitemill Roundabout	SRTS, CycleConnects	Pedestrian and cyclist access
21	Drinagh Roundabout	SRTS, CycleConnects	Pedestrian and cyclist access
22	White Mill Rd/ Clonard Ave/ Ard Carman	SRTS, CycleConnects	Pedestrian and cyclist access
Priority 3			
7	Spawell Rd/ Westgate/ 1798 St/ R730 Junction	SRTS, Turning Flow Analysis	Safe Routes to school
6	Hill St/ Spawell Rd Junction	SRTS, Turning Flow Analysis	Safe Routes to school

8	Redmond Rd/ Redmond Pl/ R730 Junction	SRTS, Turning Flow Analysis	Safe Routes to school
23	R733/ McClure Meadows	SRTS, Turning Flow Analysis	Pedestrian and cyclist access
29	The Faythe/ R730	SRTS, Turning Flow Analysis	Safe Routes to school
12	Crescent Quay/ Harper's Lane Junction	CycleConnects, Turning Flow Analysis	Pedestrian and cyclist access in Wexford Town
2	Inner Relief Road/ Newtown Road/ Carriglawn Junction cross	CycleConnects, Turning Flow Analysis	Pedestrian and cyclist access in Wexford General Hospital & Carricklawn
18	Mansfield/ Belvedere Grove	SRTS	Pedestrian and cyclist access
10	Upper John St/ St John's Rd/ Upper George's St Junction	SRTS	Safe Routes to school
1	Seamus Kelly Roundabout	CycleConnects	Pedestrian and cyclist access around Park area and Stoneybatter
13	Crescent Quay/ Paul Quay/ Car Park Junction	CycleConnects	Pedestrian and cyclist access in Wexford Town
9	R741/ Tincone Junction	Turning Flow Analysis	Pedestrian and cyclist access towards Wexford Bridge in Ferrybank
3	Newtown Road/ Brendan Corish Gardens Junction	Turning Flow Analysis	Pedestrian and cyclist access around Towns Park
4	Newtown Road/ R769/ Belvedere Road Junction	Turning Flow Analysis	Pedestrian and cyclist access
19	Clonard Rd	Turning Flow Analysis	Pedestrian and cyclist access
30	Rosslare Rd/ Coolballow Rd	Turning Flow Analysis	Pedestrian and cyclist access

Permeability Improvements

A permeable street network is key to supporting a more walkable and cyclable environment. In contrast, an impermeable network can increase journey times and act as a barrier to active travel. In recent decades, much of the residential development layout across Wexford Town has favoured impermeable cul-de-sac layouts, leading to circuitous routes to local services, schools, and public transport stops.

To enhance permeability for active travel and improve the overall active travel environment, several measures can be implemented, including:

- Opening walled boundaries and cul-de-sacs;
- Requiring quality design and pedestrian accessibility audits in planning applications for new residential areas;
- Providing pedestrian and cycle crossings to link areas that are separated by roads or other physical barriers;
- Ensure that planning and design that ensures accessibility for persons with mobility challenges.

Permeability improvements should be targeted throughout the town, particularly to shorten distances between residential areas, schools, and public transport. Creating a permeable residential area can facilitate easier and shorter movements to the existing public transport services, while enhanced permeability around schools can contribute to reducing traffic congestion, especially during peak school hours.

An example of potential permeability improvements is shown in Figure 30, where the introduction of a connection route could reduce the walking distance to the existing school and bus stop.

The NTA's Permeability Best Practice Guide and DMURS are available to support local authorities and other organisations in tackling the issues that impact permeability, providing a basis for addressing the legacy of severance.

Furthermore, it is important to ensure that all new development layouts are permeable and that internal and external desire lines are provided to ensure appropriate connectivity to existing and future adjoining land uses.

Figure 29 - Potential Permeability Improvement

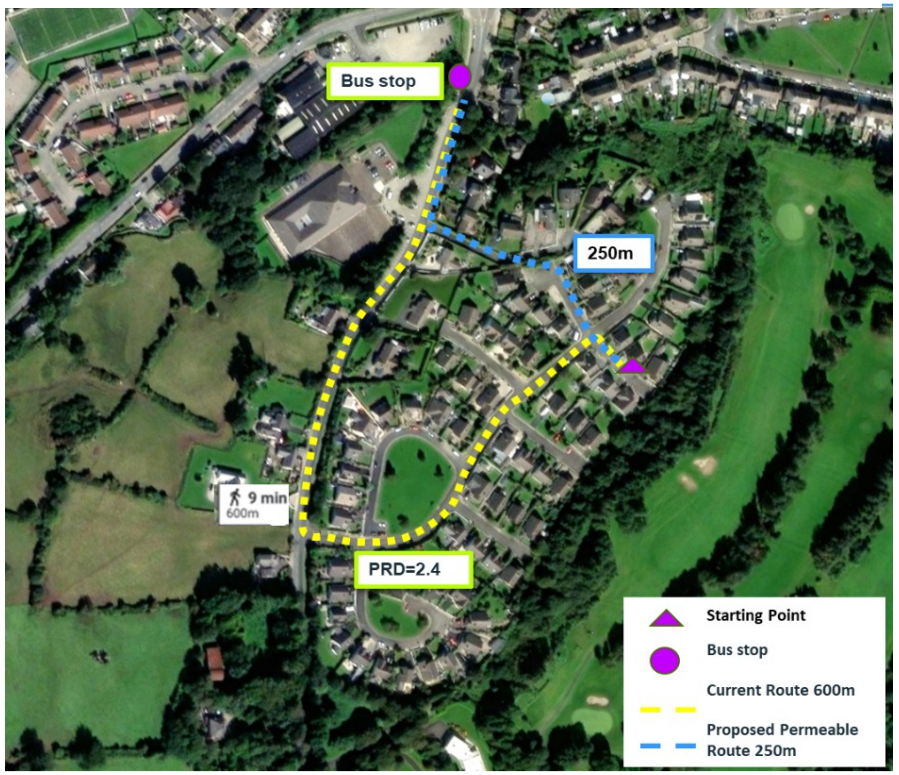


Figure 30 illustrates a number of areas recommended for permeability improvements in Wexford Town, including Carricklawn, Coolcotts, Stoneybatter, Ballyboggan, Clonard Little, Whitemill Industrial Estate, Whiterock Hill, Sinnottstown, Cromwellsfort, Whiterock South and Newtown.

AT-02

Facilitate permeability on the existing network by creating links where the demand exist.

AT-03

Ensure permeability near residential areas, schools, bus stops and other key trip attractors.

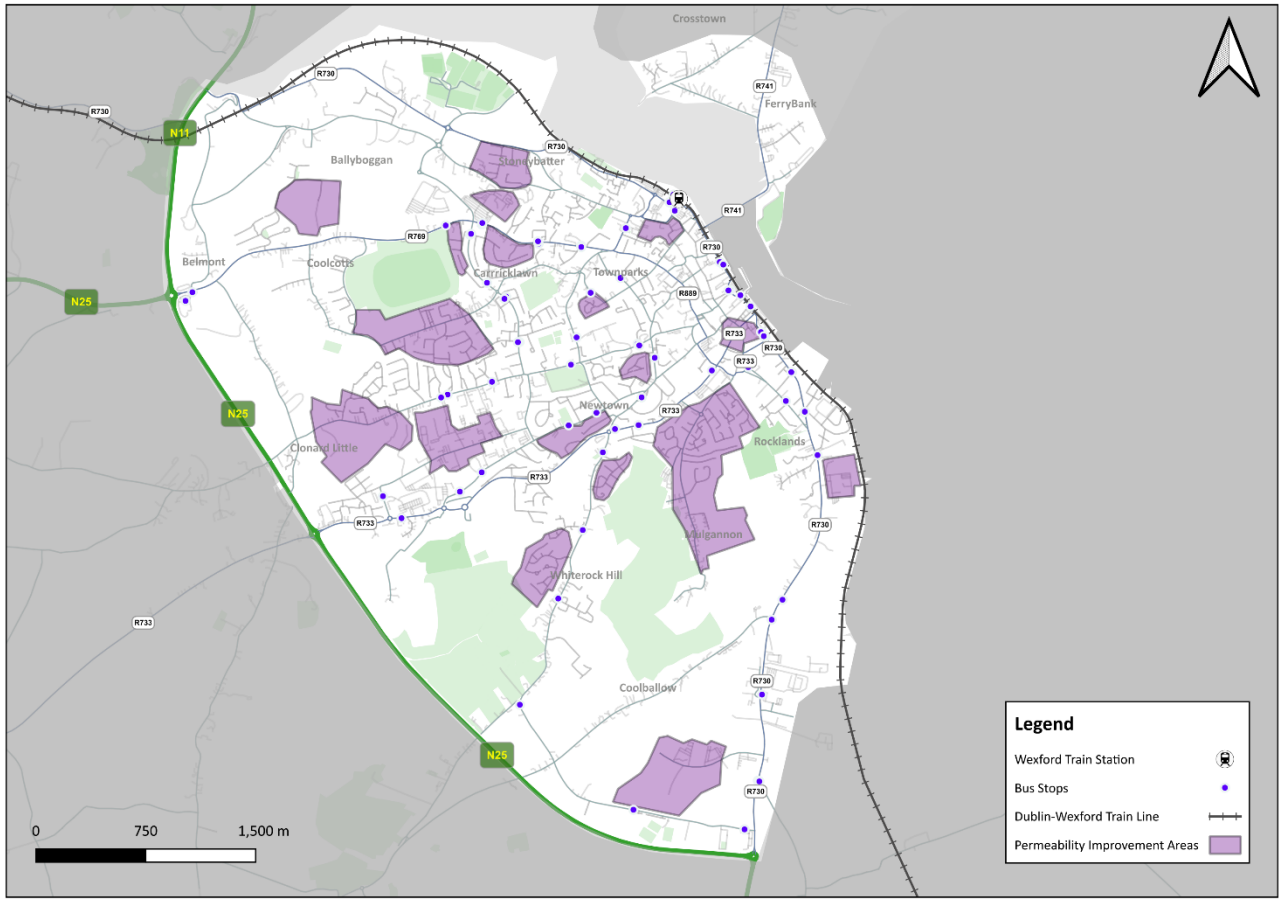
AT-04

Upgrade existing permeability links to facilitate access for all users.

AT-05

Secure filtered permeability in new developments.

Figure 30 - Proposed Permeability Improvement Areas



Enhanced Cycle Network

Cycling represents the second highest priority transport mode on the NIFTI Modal Hierarchy. Providing a coherent, interconnected and widespread cycle network will significantly improve cycle provision in Wexford Town, ensuring connections to and for communities, services and key trip attractors.

WCC is currently progressing with a number of cycle schemes across the town, such as the Newtown Road, the Beechlawn to Clonard and the Roxborough schemes (illustrated in Figure 22). These are ongoing schemes deemed to be delivered in the short term.

AT-06

Continue to improve cycle infrastructure within the town by delivering the following committed active travel schemes on the short term:

- Newtown Road
- Beechlawn to Clonard Scheme
- Roxborough Scheme

Key Principles and Standards

The Wexford Town LTP proposes a high-quality cycle infrastructure throughout the town to create a connected cycling network that addresses gaps in continuity and connectivity identified during the baseline assessment.

A safer and more connected cycling network will encourage more people to cycle, leading to an increase in cycling rates and ultimately assisting the town in achieving its targeted mode share goals and supporting the implementation of the 10-minute town concept.

The proposed cycle network, shown in Figure 34, builds upon the CycleConnects and should be implemented following the standards set in the Cycle Design Manual, providing the highest feasible level of segregation as possible.

The cycle design manual recommends segregated cycle facilities separated from vehicular traffic by a full height kerb on roads in urban areas with speed limits of up to 60km/h and raised segregated facilities (60-75mm above the carriageway) in roads with speed limits up to 50km/h. At-grade cycle facilities physically separated from vehicular traffic are recommended in roads with speed limits up to 50km/h depending on traffic volumes passing on the peak hour. Mandatory cycle lanes, which are not physically separated from motor traffic are only recommended on roads with low traffic volumes and speeds (up to 30km/h). This type of infrastructure is also suitable for implementing contra-flow cycle lanes on one-way streets, which is essential for maintaining sustainable transport connectivity within areas commonly found in Wexford Town Centre area.

The network has been prioritised as follows:

- **Priority 1:** Urban Primary Network.
- **Priority 2:** Urban Secondary Network.
- **Priority 3:** Remaining inter-urban links and greenway connections

Table 9 sets out the schemes identified as Priority 1, reflecting their role in establishing the core cycle network. The prioritisation and associated scheme list are subject to change and will depend on future funding availability and delivery programming.

Urban Primary Network

The urban primary routes, shown in red in Figure 34, form the backbone of the proposed cycling network in Wexford Town. These routes connect the town's key origins and destinations and are intended to support a substantial shift away from private car use by providing safer, more direct and more comfortable cycling options. Prioritising delivery of these routes will help reduce congestion and emissions while supporting a more sustainable and accessible transport system.

Wherever feasible, the Plan recommends delivering two-way segregated cycling infrastructure on primary corridors to provide continuity and a high level of safety for people cycling.

To enable this level of provision within constrained street environments, the Plan proposes one-way traffic operation for general vehicles on selected segments of the primary network. These streets include:

- John Street
- Summerhill Road
- Grogan's Road (between Davitt Road South and the R889)

On these streets, it is recommended that contra-flow cycle lanes be introduced alongside the one-way arrangement. This will maintain direct and convenient access for cyclists in both directions, ensuring network continuity and supporting the wider objectives of the LTP: creating a high-quality, connected, and user-friendly cycle network that enables more everyday trips by bike.

Future connections to mobility hubs, as the ones proposed in the multimodal section and illustrated in Figure 39, have the potential to unlock Wexford's potential as a sustainable town and help achieve the objectives and mode share targets set in this Plan.

Urban Secondary Network

The urban secondary network, which is represented in blue in Figure 34, plays a vital role in enhancing overall cycling connectivity within Wexford Town. It serves two key functions: linking primary cycle routes and connecting local neighbourhoods to these main corridors. To maximise its effectiveness, it is essential that the secondary network is designed to offer a safe, coherent, and comfortable cycling experience.

As with the urban primary routes, it is recommended that priority be given to connections serving schools during the implementation phase. This targeted approach will support safer routes to school and encourage cycling from an early age, contributing to long-term behavioural change and more sustainable travel patterns.

AT-07

Develop an integrated cycle network in Wexford Town following the proposals outlined in this Plan to support safe and convenient cycling throughout the town. The standards set in the Cycle Design Manual should be adhered to whenever possible.

Greenways

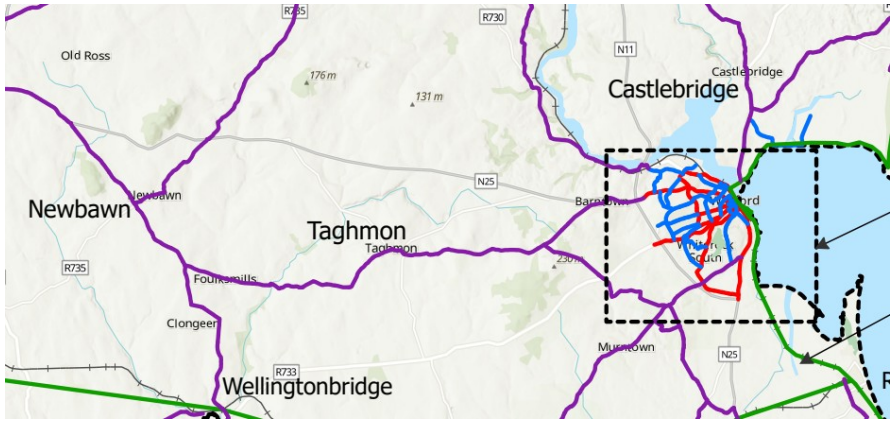
Greenways are predominantly off-road walking and cycling routes that can provide both recreational and everyday travel opportunities. Within the Wexford Town area, a proposed greenway corridor has been identified to improve active travel connectivity between Wexford Town and Rosslare. Subject to further development, assessment and statutory approvals, the route could commence at Ferrybank, utilise a dedicated active travel crossing of Wexford Bridge, continue along the Quays through Wexford Harbour, and extend southwards towards Rosslare. The corridor has the potential to connect key destinations, including the proposed Trinity Wharf development, residential areas, employment locations and public transport

services, while supporting a broader network of walking and cycling links within the town and surrounding area.

Inter-Urban Cycle Network

These are rural routes connecting settlements to each other and to other key destinations outside urban areas. According to the Cycle Design manual, these links may have potential to provide off-road/segregated routes parallel to existing areas such as schools and other services. An important proposed inter-urban connectivity under CycleConnects is to Castlebridge. Further connectivity to areas such as Rosslare, Murntown, Barntown, Tagmon, Wellingtonbridge and Newbawn are also proposed under the CycleConnects County cycle network.

Figure 33 - CycleConnects: inter-urban cycle network



National Cycle Network

The National Cycle Network (NCN) is a plan aiming to develop an inter-urban cycle network with a view to facilitating increased cycling and walking nationwide. It is aligned with the NTA's CycleConnects programme of urban and county-level cycle network in various stages of development. Wexford Town is classified as a primary node under the NCN, and will make part of a broader cycle network infrastructure providing safer routes to areas such as Enniscorthy and Rosslare.

AT-08

Collaborate with stakeholders such as TII and NTA to successfully integrate the National Cycle Network with existing and planned urban networks in Wexford Town.

Figure 32 - National Cycle Network



Figure 34 - Proposed Enhanced Cycle Network

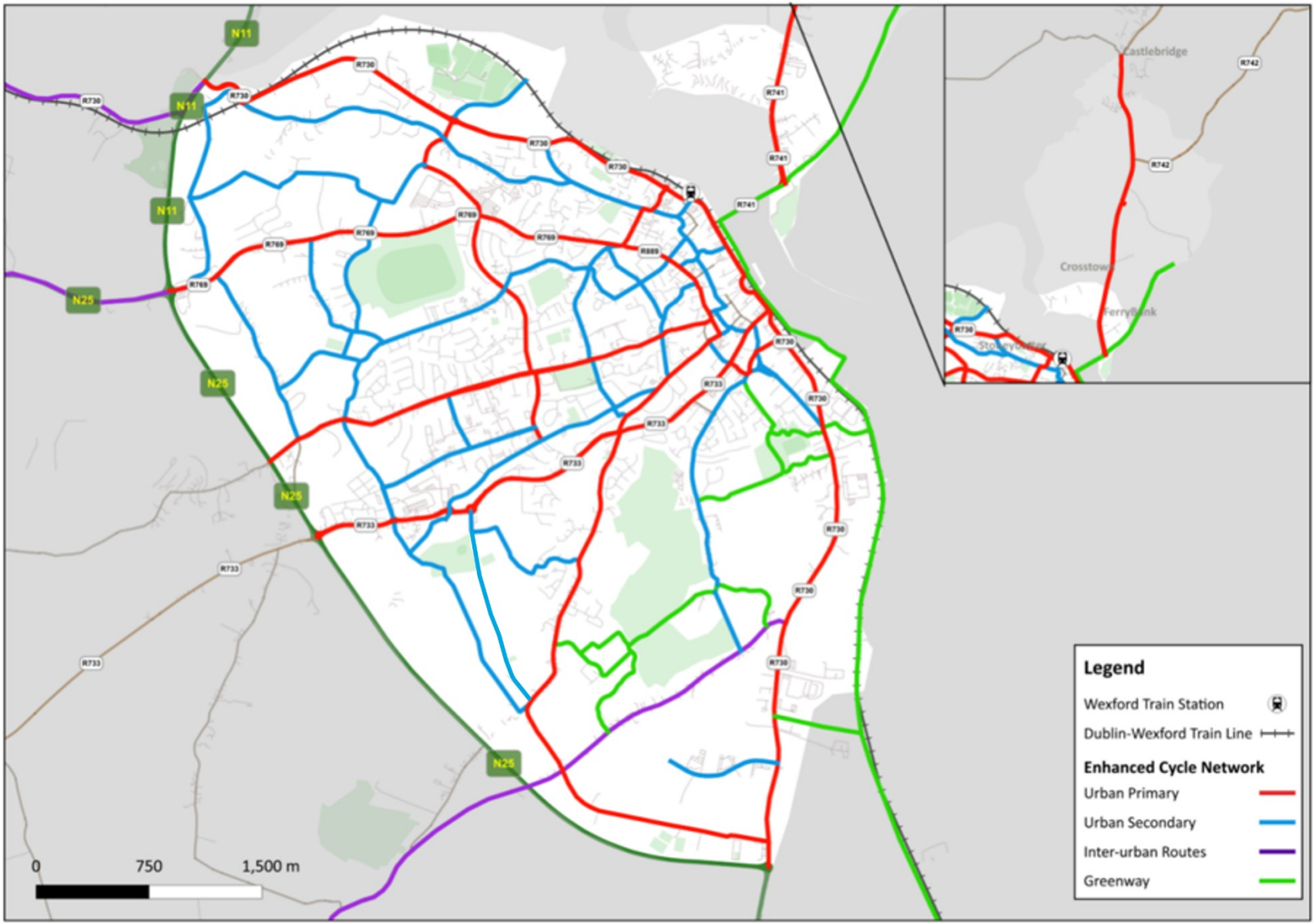


Table 9 – Priority 1 List for Cycle Infrastructure

ID	Cycle Scheme	Length	Description
		Priority 1	
1	R730- Ferrycarrig Bridge-Town Centre-Drinagh	8.4 Km	This scheme will connect Ferrycarrig Bridge through O'Hanrahan train Station and the town centre to Drinagh -Rosslare Road Roundabout, providing active travel access to several trip attractors.
2	R41(Ferrybank – Castlebridge)	4.4km	This scheme will provide a connection between Castlebridge Village and Wexford Town. It has potential to encourage active travel use along a busy commuter route prone to congestion.
3	R69-Newtown Road	3.2 Km	Scheme consisting of off-road cycle lanes, on road cycle lanes and a footpath. The project will complete the cycling and footpath infrastructure and create a link from Wygram (R769 and R889 junction) to the N25 Maldron Hotel junction.
4	Clonard Road-Summerhill	3.2 Km	The scheme will improve active travel access to major trip generators in Clonard and Newtown including retail centres, residential areas, schools, parks such as Chadwicks Wexford Park
5	R33-Duncannon Road Roundabout – Distillery Road King Street	3.5km	Scheme providing a connection from the N25 Duncannon Road Roundabout along the R733 as far as Distillery Road to Kings Street. This would provide active travel access to housing developments and schools as well as a future third level campus.
6	R889- (Saint John St/Roche's St/School St/Upper/Lower John Street)	1.2 Km	This scheme provides an active travel connection from St. John Street through Roche's Street, School Street, Upper to Lower John Street. The cycle lanes will provide access to residential areas, schools, commercial areas and churches.
7	Sinnotttown Lane- WhiteRock Hill Road-Saint Aidan's RD-Green St-Thomas Street	4.9 Km	This scheme involves implementing cycle lanes from Sinnottstown Lane in Drinagh through WhiteRock Hill Road, Saint Aidan's RD, Green Street to Thomas Street providing access to residential, commercial areas and schools.
8	Ballynagee/University/Schools/Stadium	1.2Km	The project comprises new schools, a university campus, a stadium, a new inner relief road, and a number of residential developments in the Ballynagee area on the outskirts of Wexford Town.

Cycle Parking

The provision of high-quality cycle parking is key to support the development of the cycle network in Wexford Town. People will be encouraged to cycle more if they have cycle parking consistently available, convenient, secure and weather-proof where applicable. According to the NTA's Cycle Design Manual, the five core principles of designing cycling infrastructure also applies to cycle parking:

Safe	cycle parking should be secure for the cycle and users should feel safe from the risk of personal crime
Direct	cycle parking should be near to the cycle route and/or as close as possible to the final destination
Coherent	cycle parking should be well-connected to routes and buildings, well-signed and easy to find
Attractive	cycle parking areas should be of good quality design and well-maintained
Comfortable	cycle parking should be easy to use and accessible to all

Cycle parking facilities must be safely located away from adjacent live traffic lanes, pedestrian thoroughfares and emergency access points, adequately lit, weather-protected where applicable, integrated with placemaking, and with a level access.

To provide safe and convenient cycle access, all cycle parking facilities within multi-storey car parks should be provided at the entry level, as well as designated entry and exit routes for cyclists. Individual bike lockers, cycle hubs and shared on-street hangars offer security to cyclists and provide an innovative solution to cycle parking requirements for longer periods of time, particularly where internal storage space is limited in both residential and commercial settings.

An increase in the quantity and quality of cycle parking will further encourage people to cycle in Wexford Town. A mix of safe and secure short and long stay spaces can be made available so that all cyclists can be catered for. New spaces should be located as far from live traffic lanes, pedestrian walkways and emergency access points as possible.

Figure 35 - Example of cycle parking (source: CDM, 2023)



Cycle parking will be integrated with placemaking/ urban design, weather protected and well-lit in order to make cycling more attractive. A range of bicycle types including cargo bikes, family bikes and adapted bikes will be facilitated and catered for to accommodate people with a variety of needs.

AT-09

Increase the availability of secure and convenient bike parking at key locations, such as public transport terminals, commercial areas, schools, and recreational spaces, to encourage cycling as a viable mode of transport.

Cycle Parking on New Developments

All new developments should be required to provide high quality bike parking. In order to encourage and facilitate modal shift towards active modes, cycle parking provision should be abundant. Volume 2 of the Wexford County Development Plan highlights the importance of cycle parking and sets out robust standards for new developments.

AT-10

Ensure that new developments include high-quality and secure bike parking, following the standards outlined in the County Development Plan. The goal is to ensure that there is well-designed bike parking available to accommodate the needs of residents, employees, and visitors.

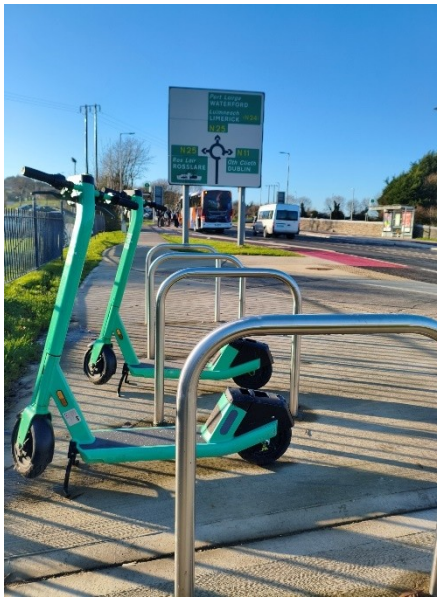
Bicycle Sharing Scheme Expansion

Bike share schemes allow people to experience the benefits of owning a bike without having to worry about maintenance or storage. The extension of this scheme would further encourage Wexford's residents to travel via active modes rather than by car. The scheme could be rolled out to more locations in order to increase coverage and availability of the bikes. In order to facilitate further modal shift towards active travel, it is recommended:

- Bike sharing scheme should be expanded to new locations including potential locations with new residential developments and schools;
- Bike sharing scheme should be made more inclusive by introducing ways to rent without a mobile phone;
- Electric bike fleet should be expanded to cater for users in areas with unfavourable topography;
- More pick up/ drop off locations should be added around the Town Centre, at bus stops and at Park & Ride locations; and,
- New locations should align with the new proposed cycle network.
- E-scooters to be included in the bike sharing cycle scheme

AT-11

Collaborate with key stakeholders to promote and expand shared mobility options, such as e-bikes and electric scooters, making them accessible throughout the town.





Universal Design Walkability Audit Toolkit for Roads and Streets

The NTA's Universal Design Walkability Toolkit for Roads and Streets was developed as a collaboration between the NTA, Age Friendly Ireland, Green-Schools and the National Disability Authority's Centre for Excellence in Universal Design. This Audit was created to help check that neighbourhoods and streets are places where people of all ages and abilities can walk safely, conveniently and independently. To check all the above, the Audit can be used to capture the existing conditions of a specified walking route in relation to its 'Walkability', which relates to the extent to which the built environment is supportive of pedestrians living, shopping, visiting, engaging with or spending time in an area.

The Audit is intended to be undertaken by a wide range of people of various ages and abilities, as well as Local Authority officers. The outcomes of the Audit would then be compiled and analysed to determine whether improvements should be made to the study area. The Walkability Audit for Wexford Town should be focused primarily on high pedestrian demand corridors such as the ones outlined below:

- Summerhill Road;
- Upper John Street/Lower John Street/School Street;
- Distillery Road;
- Saint Aidan's Road/Green Street/Thomas Street;
- Upper King Street/King Street/Lower King Street;
- Redmond Square and the Quays

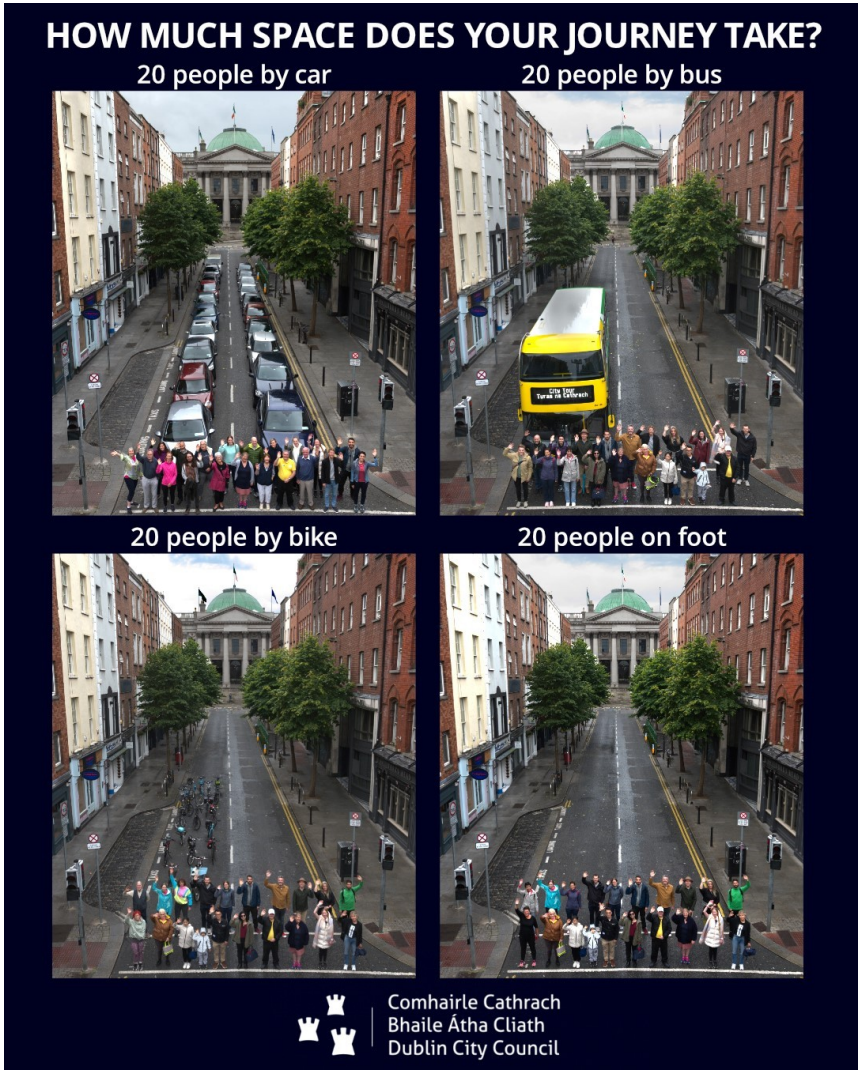
AT-12
Conduct regular walkability audits in the town, focusing on areas with high pedestrian demand and locations known to lack adequate pedestrian infrastructure.

Public Transport

Public transport plays is an vital component of any urban transport strategy as it can move more people than personal motorised vehicles without negatively impacting the network capacity. It also plays an important role in providing sustainable transport alternative for transport users with diverse mobility needs. Developing a high quality local public transport network can help reduce private vehicle usage and encourage people to choose sustainable transport for their daily commutes.

The Wexford Town LTP aims to improve, develop and provide a safe, reliable and accessible public transport network at a local, regional and national level. It also aims to provide an enhanced public transport network that will cater for expected population growth and that play a key role in achieving national climate action targets in reducing transport emissions.

The public transport proposals under this plan aims to support Wexford Town achieving these objectives. Following the vision-led approach, the public transport proposals were developed to meet the anticipated mode share target of 10-15% set for the town.



Bus Network Improvements

The proposed improvements on the local bus network have been developed in accordance with the NTA's Town Service Design Principles. These principles provide guidance for the planning and development of effective town bus services. By following these principles, a more reliable, accessible and efficient bus network can be provided to the community, improving mobility and enhancing the quality of life for Wexford town residents.

Town Service Design Principles
Town services will typically operate within the urban demand catchment.
Town service should serve key trip generators and attractors where possible.
The service should integrate with the wider transport network (including the active travel network) serving the town at key locations.
Strong bi-directional bus path through the main thoroughfare of the town should be identified.
Stops should be provided at regular intervals within reasonable walk (maximum 400m) to a significant proportion of the town's population
Routes should be as direct as possible so as to offer competitive journey times with respect to the car.
Where more than one route is planned, a spine and branch design should be applied.

In addition to the above, the future bus network should consider a range of elements that reflect best practice for urban bus operations and support the delivery of a reliable public transport system. This includes ensuring that services operate for extended hours, ideally spanning eighteen hours a day across all seven days of the week. A consistent timetable pattern throughout the week is also essential, as it enhances legibility and makes the service more predictable.

Furthermore, the network should offer higher frequencies to remain competitive with private car travel, with a minimum of two buses per hour in each direction throughout the day. Departures should follow a clear and predictable clock-face pattern, ensuring passengers can remember services times. The fare structure should be integrated across town services, enabling free interchange between routes, youth and student card and Department of Social Protection concessions.

The future network should also ensure that all urban buses are fully accessible, incorporating low-floor designs and appropriate internal layouts. In parallel, a long-term transition towards a fully electric urban bus fleet should be facilitated, supported by proactive planning for the necessary EV infrastructure, particularly at the proposed future mobility hubs. To further strengthen service legibility and reinforce a unified public transport identity, consistent branding should be applied across stops, fleet and passenger information systems, creating a coherent and recognisable network for Wexford Town.

Wexford Town Local Bus Network

Wexford Town currently benefits from existing local bus services, which will remain in operation. As part of this plan, two key routes have been identified for enhancement and are illustrated in Figure 36. These two services are designed to operate as a main spine along the Quays, proving frequent services in the area and facilitating changes between local, intercity and regional services, as well as with rail services at Redmond Square.

The potential future network coverage would reach approximately 81% of the total population and 86% of total employment within walking a 400-metre catchment. Further discussions are required to adjust existing local services in order to expand catchment and increase service frequency. A review of bus stop location will be required and new ones should be provided in appropriate areas where the demand exists and following the recommendations set by the NTA.

It is worth noting that the proposed bus services illustrated overleaf represent conceptual alignment. All final routing, service frequencies, stops and operational details will be subject to detailed design and technical assessment.

In addition to these two routes, the Plan recommends exploring a potential third route crossing Wexford Bridge in the future. This would strengthen connectivity by capturing demand from the northern side of the river while safeguard the bridge's strategic function as a key connector. Collaboration with the NTA will be essential to assess feasibility and design this route in a way that complements the existing network.



Route 1- Belmont to Drinagh Business Park

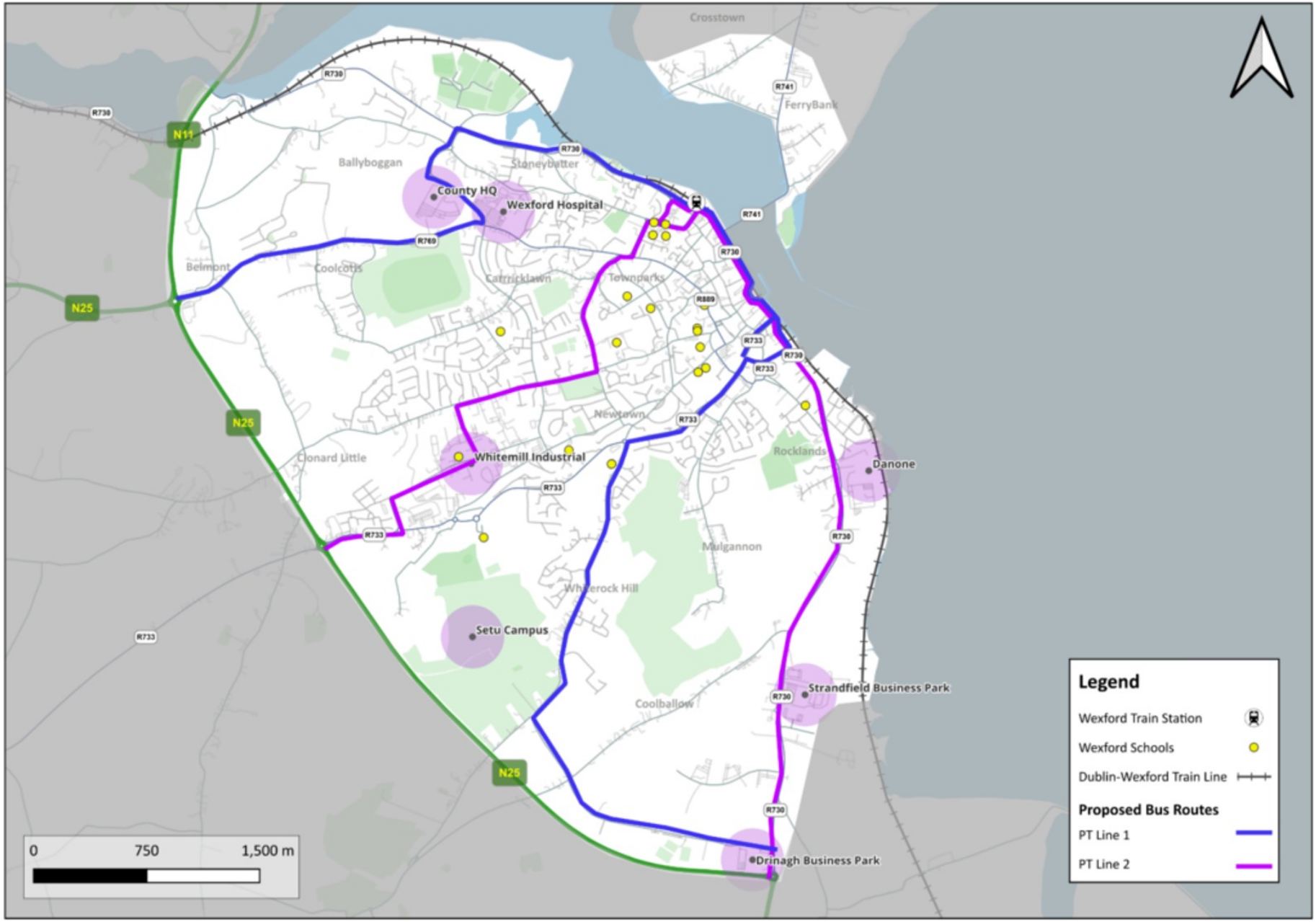
The route begins at Belmont, near the New Park Hotel, passes through the town centre and terminates at Drinagh. There is potential for the route to be extended to serve the SETU campus, depending on the implementation of the inner orbital link road and the development of the SETU campus. A number of key trip attractors are served by the route including Wexford County Council, Redmond Square, Main Street and Whiterock Hill. The route also has a potential to be extended through the Ballynagee Masterplan area.



Route 2 - Clonard to Drinagh Business Park

The route starts at Clonard Great and passes through the Whitemill Industrial Estate. It continues toward the town centre via Belvedere Road, serving Redmond Square before running along the Quays and the R730. The route then proceeds until it reaches the Drinagh Business Park. It serves key trip attractors, including Wexford Retail Park, Redmond Square, Main Street and Drinagh.

Figure 36 - Indicative Bus Routes



PT-01

Collaborate with the NTA and bus operators to enhance the bus service network in the town by supporting improvements to the existing services in line with the NTA guidelines. Additionally, WCC will work with key stakeholders to explore the potential for implementing two new bus services in the town as identified in this Plan, subject to detailed design and technical assessment.

Supporting bus measures that protect key road links where public transport services operate is essential for maintaining service frequency and reliability, thereby enhancing bus services attractiveness and promoting sustainable transport in the town. The efficiency of bus services is significantly impacted by traffic congestion. The implementation of supporting measures for buses may require road reallocation but are critical for promoting a balanced use of the road network and prioritising the movement of people over vehicles.

PT-02

Collaborate with key stakeholders to implement bus priority along proposed bus corridors in key radial routes and junctions.

Regional Bus Services

Regional connectivity is critical for supporting nearby villages and small towns that rely on Wexford town as their main hub for education, employment, healthcare, and retail services. It also plays an important role in connecting the town to key urban centres. The existing regional services operating in Wexford town provides connectivity to major cities such as Dublin and Waterford, as well as towns such as Carlow, Gorey, Enniscorthy, Rosslare and Castlebridge.

PT-03

Work with the NTA and bus operators to enhance the regional bus network, including the delivery of Connecting Rural Ireland services and the development of additional routes where gaps in connectivity exist.

Under Connecting Ireland Rural, new bus services and improvements to existing ones are being proposed. Connecting Ireland aims to improve mobility in rural areas by providing better connections between villages and towns. It will link people living outside major cities and towns by linking these areas with an enhanced regional network connecting cities and regional centres nationwide.

PT-04

Engage with relevant stakeholders to improve public transport connectivity not only to areas already served by public transport but also to other locations where there is a demand for public transport service.

Wexford Town is also served by a number of Local Link services, which provides additional connectivity from local towns and villages in rural Ireland. Local Link provides accessible buses across the day operating on fixed routes and scheduled, with routes being diverted to attend residents with mobility difficulties (pre-booked service).

PT-05

Continue to support the enhancement of bus services to remote locations where Local Link services are suitable. The Council will work in collaboration with the NTA, bus operators and other relevant stakeholders to identify areas where the service is in need.

Bus Stop Infrastructure

Bus stops are a key element in the public transport network as they provide access to bus services. A high-quality bus stop infrastructure is critical for enhancing public transport attractiveness and improving passenger experience. Features such as seating, shelter, clear signage, and real-time information, can encourage more individuals to choose public transport over private vehicles, making waiting experience more pleasant and the public transport accessible to the community.

The NTA recommends that, at a minimum, a bus stop flag should identify the bus stop location, should contain information regarding the bus services serving the stopping and that passengers should be able to await the next bus safely and that they should also able to board and alight the bus or coach safely. Where a shelter cannot be provided (e.g. space constraints), the authority recommends the installation of a bus stop pole with route information.

Where feasible, bus stop design should prioritise inline bus stops, as they support efficient bus operations, reduce dwell-time delays, and contribute to a more reliable public transport services.

In terms of bus stop locations, the guideline published by the NTA, Planning Cities and Towns for Successful Bus Services[8] recommends the following:

- Stops should not be less than 400m apart in new development. Shorter spacing can be justified in existing areas due to a lack of pedestrian infrastructure, but new areas should be planned to this standard;
- Each stop should be located at nodes in the walking network, such as at four-way junctions or places where footpath provide access to an area; and
- There must be a safe place to cross the street near every stop.

WCC has been collaborating with the NTA to improve the bus stop infrastructure across the town. The LTP recommends continuing this partnership to ensure that bus stop facilities evolve in tandem with future service enhancements, demand levels, and network changes.

PT-06

Work with the NTA to ensure adequate bus stop infrastructure is provided in the town. Where feasible, bus stops should include the following features:

- Standard design following the NTA guidelines;
- Shelter, seating and lighting;
- Real-time passenger information;
- Cycle and micro-mobility parking in close proximity to provide first and last mile connectivity;
- Safer crossing near the bus stop;
- Prioritise inline bus stops.

[8] Planning Towns and Cities for Successful Bus Services

Rail

Wexford O'Hanrahan Station is located within walking distance of the town centre and forms an important transport hub at Redmond Square, where local and regional bus services interchange with rail services. While the station is well positioned to support sustainable travel, there are opportunities to improve the overall user experience through enhanced passenger facilities, improved wayfinding and information, and better management of movement within the station environs.

Particular consideration should be given to the arrangement of pedestrian, cyclist, taxi and private vehicle movements around the station entrance and forecourt. Improvements should seek to reduce potential conflicts between different users, create a safer and more attractive arrival experience, and strengthen integration between rail, bus, walking and cycling modes.

PT-07

Work in collaboration with Iarnród Éireann and the NTA to improve Wexford O'Hanrahan Station as a multimodal transport hub, enhancing passenger facilities and information while improving the management of pedestrian, cyclist, taxi and vehicle movements around the station.

There are limited spaces available for secure and weather protected cycle parking at the train station. Increase the provision of good quality cycle parking spaces is essential for promoting sustainable transportation options and enhancing commuter convenience.

PT-08

Improve cycle parking provision at the rail station by providing safe and secure spaces for short and long-term cycle parking.

The introduction of hourly services between Wexford Town and Greystones, as outlined in the All Island Strategic Rail Review (AISRR), can potentially increase regional connectivity to the town, which is recommended under this Plan. The AISRR also outlines long-term aspirations such as the restation of the railway between Waterford and Rosslare and the extension of some Dublin – Waterford intercity services to a new station south of Wexford O'Hanrahan. While those aspirations fall outside the scope of the LTP, the Plan recommends supporting Irish Rail in delivering improvements to the rail network.

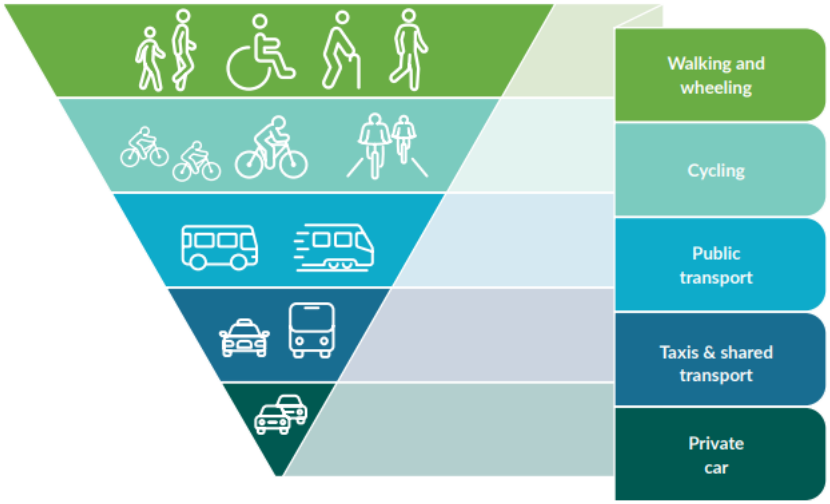
PT-09

Support improvements on the Dublin-Rosslare rail line in line with proposals set out in the AISRR.

Road Network

The roads will continue to have a significant role in facilitating access to and from Wexford Town for all users, including residents, businesses and visitors. However, currently the road provision overly prioritises cars over public transport and active travel. The Wexford Town LTP is guided by a vision that emphasises sustainable mobility. This vision is in harmony with the existing strategic policy framework and guidelines, including the Climate Action Plan (2024), NIFTI, and NPF objectives. This Plan prioritises sustainable mobility for the town, focusing on active modes and public transport networks. Private vehicles are given the least consideration in this modal hierarchy.

Figure 37 - Modal Hierarchy (Source: National Sustainable Mobility Policy)



National Roads

National Roads play a key role in the country by providing strategic transport links between the main population and employment centres, including key international gateways, and facilitating access between all regions. In Wexford Town, both N11 and N25 National Roads are critical for connecting to major cities such as Dublin, Waterford and Cork. They also serve as important freight corridors, providing access to the Rosslare Harbour.

According to the Spatial Planning and National Roads Guidelines, any local transport function of national road bypasses and relief roads, in respect to the urban areas they pass through is, and must continue to be, secondary to the role of these roads in catering for strategic traffic. The document outlines that planning system must ensure that the strategic traffic function of national roads is maintained by limiting the extend of development that would give rise to the generation of short trip traffic on national roads or alternatively by ensuring that the trip demand from future development will primarily be catered for on the non-national network.

As such, any proposed measures under this Plan that interact with the National Road Network should comply with existing guidelines, particularly the Spatial Planning and National Roads Guidelines (DoECLG) and Standards and Technical documents published by the Transport Infrastructure Ireland (TII).

RD-01

Protect the strategic function of the National Roads, in accordance with the Spatial Planning and National Roads Guidelines. The Council will ensure that any measures proposed under this Plan interacting with the N11 and N25 National Roads complies with existing TII Publications.

WCC, in association with TII, is working to develop the N11/N25 Oilgate to Rosslare Harbour Scheme, which includes an approximate 30km section of road linking the Rosslare Europort/Wexford with both Dublin via the M11 and Cork/Waterford via the N25. Within the study area, the proposed scheme will along approximately 5km of the existing N25 Wexford Bypass between the N11/N25 roundabout and the N25 Rosslare Roundabout at Drinagh.

The scheme is envisaged to upgrade the existing infrastructure, including grade separations to facilitate continuous traffic flows on this key national road, reducing congestion and improving air quality. It is expected the project will be submitted to the Department of Transport in Q1 2026 and planning application submission anticipated in Q3 2026.

Regional Roads

RD-02

Continue to protect the national roads scheme route corridor and collaborate with TII to support development of the N11/N25 Oilgate to Rosslare Harbour Scheme, ensuring it meets the scheme objectives and complies with existing national and regional policies and TII Publications, including provision for sustainable transport modes.

The Regional Road Network needs to function as multi modal corridor with priority given to the sustainable modes of transport such as walking, cycling and public transport. There are multiple proposals for active travel and public transport that will impact on a number of regional roads within the town. This may require some forms of road reallocation to facilitate NIFTI modal hierarchy.

Inner Orbital Route

The expired Wexford Town and Environs Development Plan 2009-2015, envisioned an orbital relief route – Orbital Inner Route to facilitate inner orbital movements within Wexford Town. In line with the sustainable mobility objectives of this Plan, the design of the route should prioritise walking, cycling and public transport, ensuring that sustainable modes are provided with safe, attractive and direct connections. Measures such as dedicated active travel facilities, enhanced crossing opportunities and public transport priority should be incorporated as part of the route design.

New road links

RD-03

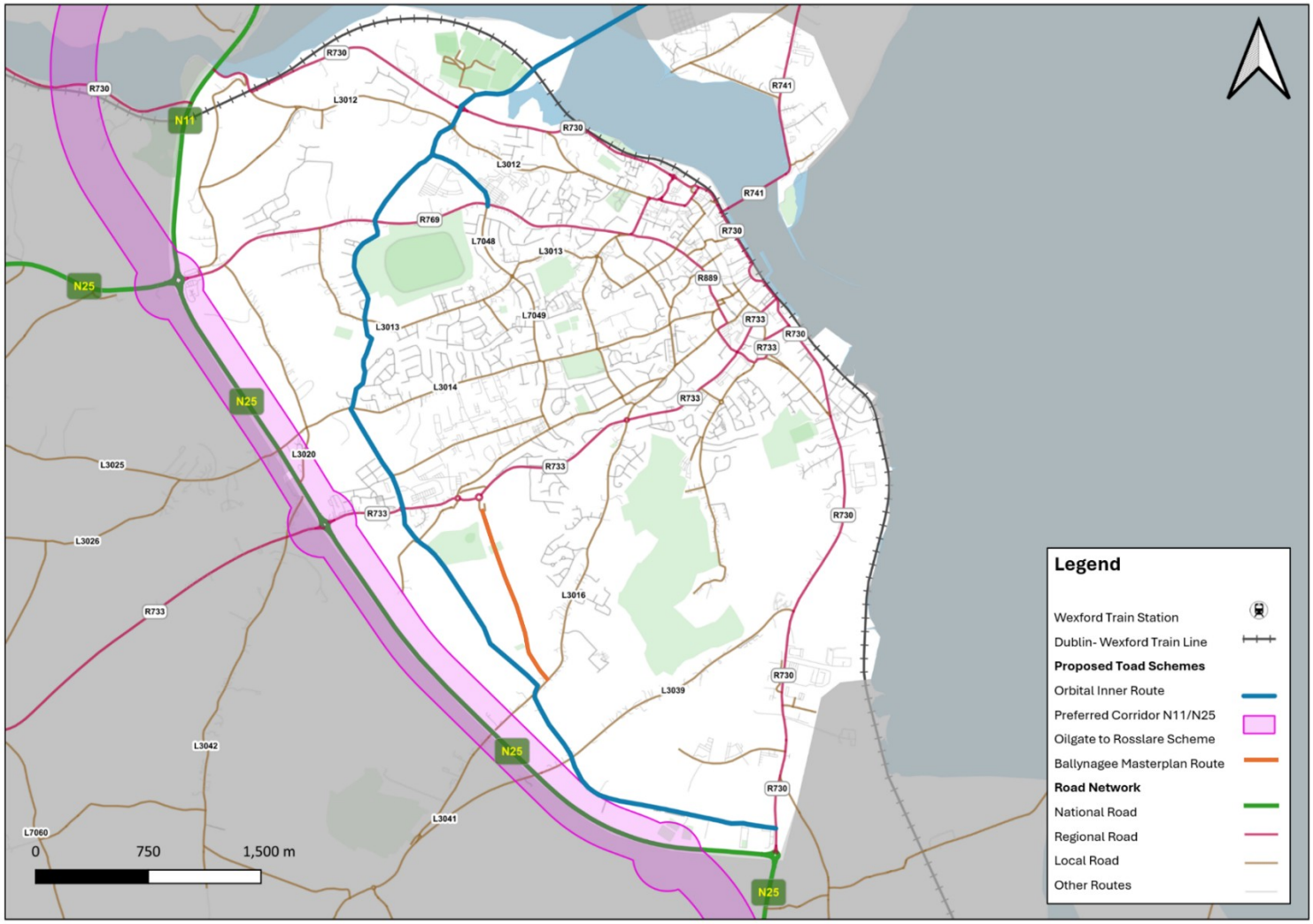
Support the delivery of the Orbital Inner Route to serve existing and future development lands. The route should prioritise walking, cycling and public transport through the provision of dedicated active travel infrastructure, high-quality crossing facilities, and public transport priority measures, creating a sustainable movement corridor that improves connectivity across Wexford Town.

The provision of new transport links is at the lower level of the NIFTI intervention hierarchy and would be recommended primarily from an accessibility perspective and should incorporate high-quality active travel facilities. Additionally, they should be an opportunity to enhance the safety of the junctions where they connect to the existing road network. The primary objective of new road links would be to release strategic lands for development.

RD-04

Work with the NTA, TII, and other relevant stakeholders to balance the use of the existing road network and any proposed new road. This will follow the NIFTI Modal Hierarchy principles of prioritising sustainable transport modes, facilitating people's movement, and not compromising the town road's function. Any proposed new road link will also adhere to these principles.

Figure 38 – Proposed Road Network Schemes



Multimodal

Because mobility is multidimensional and journeys can be made of separate legs on different modes of transport, this plan includes a list of multimodal measures. These measures are providing solutions to help people choosing more sustainable modes of transport as part of their journeys.

Mobility Hubs

Mobility hubs are a key component of this Plan by allowing transfer between modes and proposing sustainable transport alternatives. They are generally situated at strategic locations, providing seamless interchange and supporting the role of high frequency public transport. The benefits of a mobility hub include:

- Improving public realm by reorganising spaces for the benefit of active travel modes;
- Promote smarter sustainable transport planning;
- Provide convenience with seamless switches for multi-modal trips;
- Provide multiple choice of modes which helps reduce car usage;
- Plugging in the gap for public transport networks;

This Plan has identified a number of locations within the town with potential for the implementation of a mobility hub. These sites are strategically situated either in the central area, where existing public transport services converge, or on the outskirts of the town, where they could serve as intermediate transfer points.

O'Hanrahan Railway Station

The area in front of and around O'Hanrahan train station presents good opportunities for public transport interchange, facilitated by rail and multiple regional and local bus services serving the area. Despite this potential, the area is currently deficient in comfortable and safe infrastructure, which undermines the ability to provide a seamless experience for transport users. Wexford Town can create a safe, efficient, and user-friendly public transport hub in the area, encouraging sustainable transport usage and enhancing the vitality of the area.

Implementing a Mobility Hub at Redmond Square could present challenges due to space constraints and the need to balance transport functions with its potential as a high-quality public realm and civic space. The existing public car park to the west of the railway station offers a suitable alternative location, with sufficient space to accommodate a bus terminal, active travel facilities and shared micro-mobility services. The site also provides the opportunity for direct access to the rail station, either via the existing pedestrian connection or through a future platform extension, facilitating a seamless interchange between bus, rail, walking, cycling and micro-mobility modes.

The Wexford Town LTP recommends further investigation of the area to determine the feasibility of developing a key central mobility hub at the location mentioned above. The focus of this hub would be to provide seamless interchange opportunities between sustainable transport modes, including rail, buses, cycling, walking/wheeling and other micro-mobility modes. Given its central location and focus on multimodal connectivity, the hub is not currently envisaged as a Park & Ride facility, with any parking provision to be considered as part of future feasibility and design studies.

MM-01
Investigate the feasibility of developing a mobility hub at the existing car park to the west of the train station.

Strategic Mobility Hubs

In addition to the mobility hub located closer to the rail station, several locations on the outskirts of the town have been identified as potential for the implementation of mobility hubs. Differently from the one proposed in the central area, the primary focus of those hubs is to provide a seamless interchange experience to private vehicle users, offering frequent and high-quality sustainable transport options for people travelling to Wexford Town.

CoMoUK[9], a UK-based organisation for shared transport, outlines a wide range of components a mobility hub can have depending on its location and context. Components are categorised into key categories: mobility components (public transport and non-public transport), mobility related components and non-mobility and urban realm improvement. A selection of components included in those categories are outlined in Figure 39.

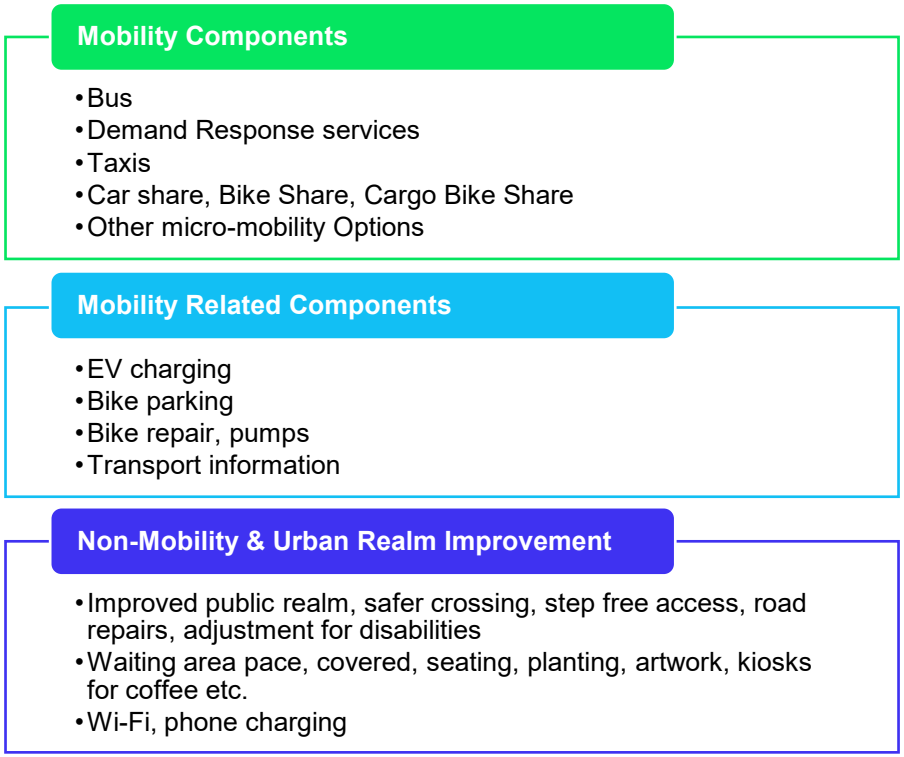
This Plan has identified three potential locations for developing mobility hubs, as shown in Figure . It is important to note that the Wexford Town LTP outlines a wider area for the potential development of mobility hubs. These should be placed on the outskirts of the town and where public transport, bicycles and other micro-mobility options are available. The hub should offer a competitive price when compared to parking closer to the town centre. At this stage, no specific site has been determined, and further assessment is needed to identify potential sites.

Additionally, another hub could be placed north of Wexford Bridge, to intercept trips heading towards Wexford Town. These hubs would facilitate mode shifts for travellers from the neighbouring regions, encouraging the adoption of more sustainable transport modes and helping to reduce traffic volumes within Wexford Town.

MM-02

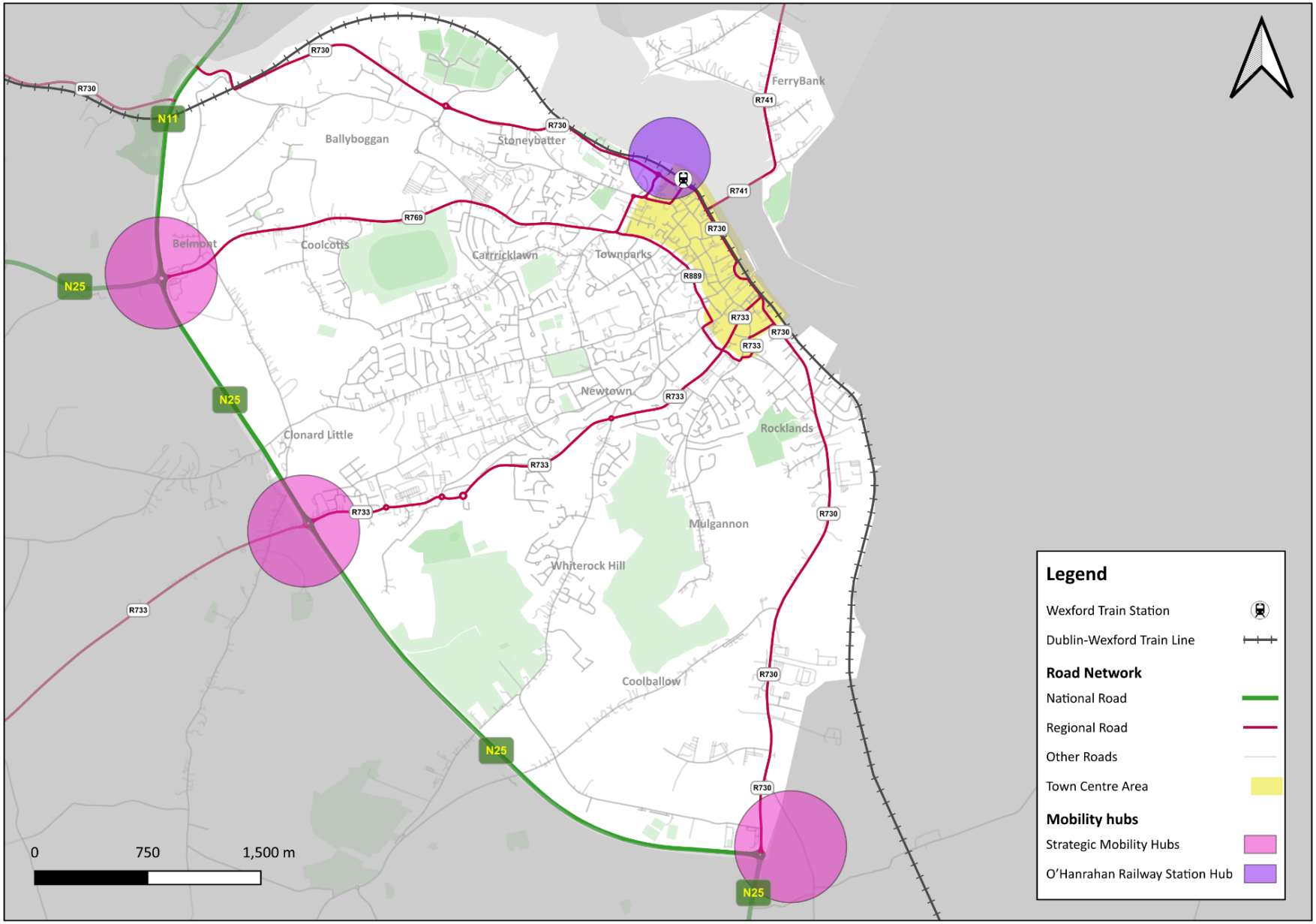
Investigate the potential for developing mobility hubs on the outskirts of the town, aiming to provide a seamless interchange experience for transport users. And investigate the feasibility of implementing a mobility hub to the north of Wexford Bridge.

Figure 39 - Components of mobility hubs (source: CoMoUK)



[9] CoMoUK - supporting shared transport

Figure 39 - Mobility Hubs potential locations



Speed Limit Zone

Implementing speed limit zones can create an attractive environment, particularly for active travel, as it supports creating a safer environment for vulnerable users. It is a relatively low-cost measure that can directly benefit the town, promote walking/wheeling, cycling and other forms of micro-mobility, support reduction in air and noise pollution, contribute to adopting a more healthy lifestyle and promote more liveable spaces.

WCC has plans to implement speed limit zones within Wexford Town, as illustrated in Figure 41. These are primarily focused on reducing the speed limits in the town centre area and immediate surroundings, implementing 30km/hr zones within residential areas, and reducing the overall speed limit within the town. The proposals follow the recommendations of the Department of Transport's Speed Limit Review, which recommends introducing a speed limit of 30km/hrs for all urban centres, residential roads and locations with a significant presence of vulnerable/active road users. WCC proposals includes the following:

- Extension of the urban 30 km/hr zone, which includes the town centre and surrounding areas;
- Adoption of 30km/hr speed limit within residential areas including Stoneybatter, Ballyboggan, County headquarters, Carricklawn, Coolcotts, Newtown, Ballynagee and Whiterock Hill;
- Extension of Wexford Town built up-area speed limit to 50km/hr.

The Plan recommends the implementation of speed limit zones within Wexford Town. This should be followed by the implementation of traffic calming measures such as the provision of traffic signs, road markings, bollards, shared surfaces, and tighter corner radii, among others, particularly within residential estates.

MM-03
Work in collaboration with relevant stakeholders to implement speed limit zones following the recommendations set by the Department of Transport in the Speed Limit Review Report.

Figure 40 - Impact of vehicle speeds (source: DMURS)

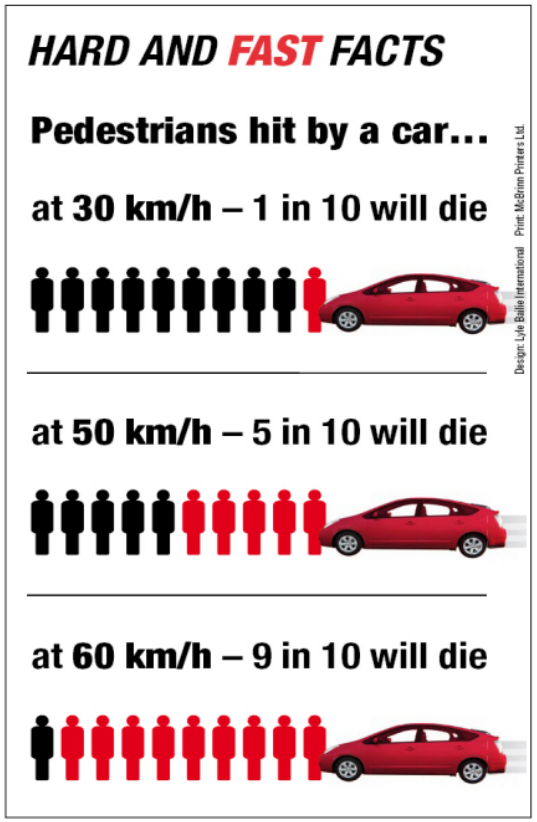
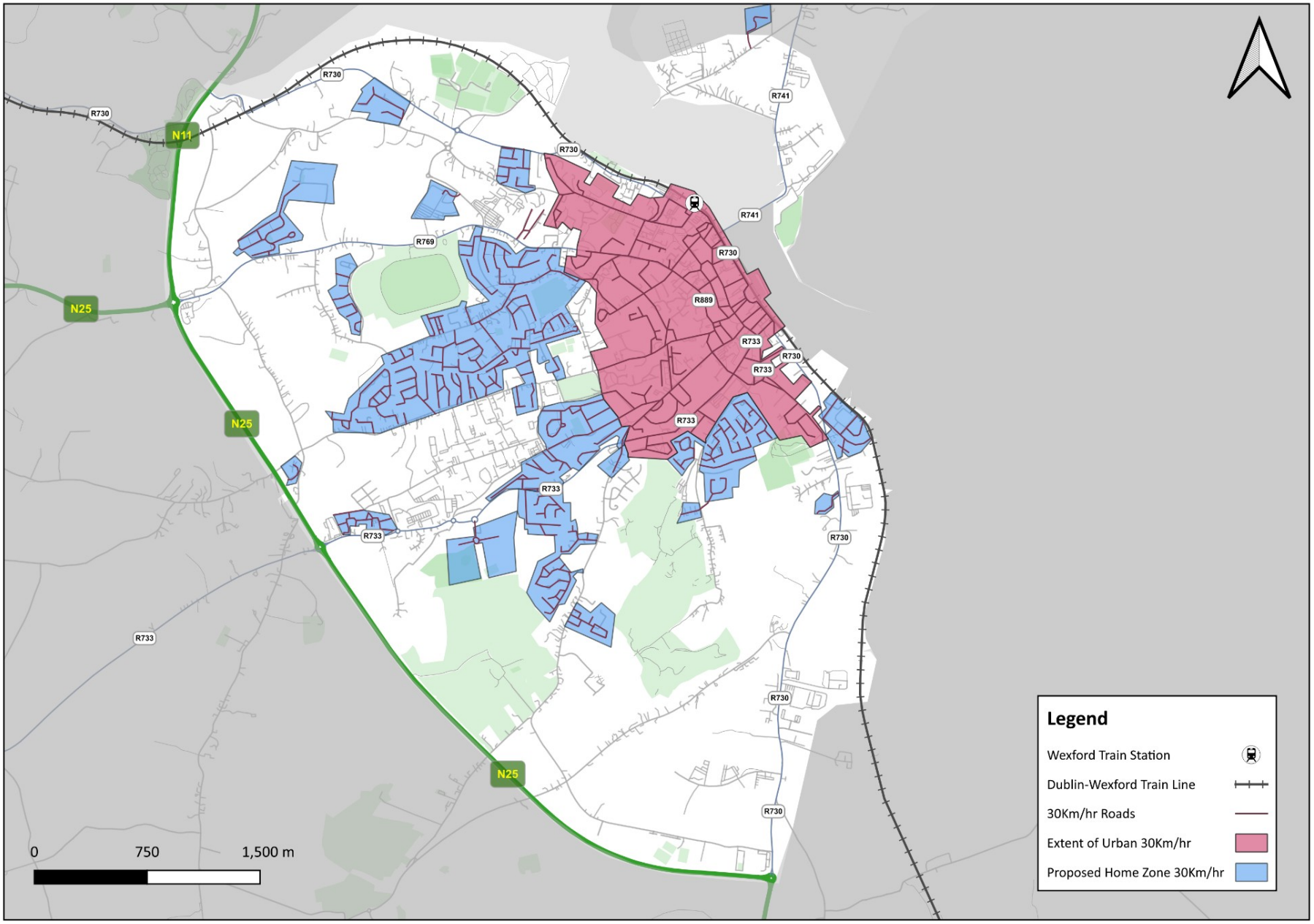


Figure 41 - Proposed Speed Limit Zones



Town Centre

Wexford Town Centre is the principal commercial, cultural and civic destination within the town and accommodates a high concentration of retail, employment, educational and community activities. As a key trip attractor, the town centre plays an important role in the movement of residents, visitors and businesses.

The town centre is also the focus of a number of complementary initiatives, including the Wexford Town Centre First Plan, which is being developed to guide the future regeneration, enhancement and management of the town centre environment.

MM-04

Support the implementation of the Wexford Town Centre First Plan and other relevant town centre initiatives that enhance accessibility, connectivity, public realm quality and the overall vitality of Wexford Town Centre, in line with the wider objectives of this Local Transport Plan.

The LTP supports the development and implementation of transport-related measures that contribute to the Town Centre First Plan, including improvements to walking, wheeling, cycling, public transport accessibility, public realm quality and traffic management where appropriate.

Future town centre interventions should be developed through detailed design, assessment and stakeholder engagement, taking account of the recommendations of the Town Centre First Plan, planning policy, funding opportunities and local priorities.

Guiding Principles

Guiding principles have been developed to provide a clear framework for decision-making and design in the town centre. They set the direction for future interventions, ensuring that all actions contribute to a sustainable, accessible, and attractive urban core. These are outlined below:

- **Sustainable Mobility:** Prioritise walking, wheeling, cycling and public transport to reduce car dependency, improve air quality and support climate targets.
- **Public Realm Enhancement:** Reallocate space to create safer, more attractive and inclusive streets and squares that encourage social interaction, footfall and dwell time.
- **10-Minute Town Concept:** Plan and design so that key services and amenities are within a short walk or cycle, supporting compact growth and reducing the need for long trips.
- **Universal Accessibility:** Ensure streets and spaces work for all ages and abilities, with step-free routes, clear wayfinding and inclusive seating.
- **Placemaking & Green Infrastructure:** Strengthen town centre identity with high-quality design, planting, shade, seating and opportunities for cultural activation and events.
- **Safe Speeds:** Support a calmer, safer street network through appropriate speed environments and traffic calming consistent with an urban centre.

Strategic Measures

Strategic measures have been identified to translate these principles into practical outcomes. They represent high-level actions that will shape the town centre's evolution, without prescribing detailed operational changes.

- **Pedestrianisation:** Expand pedestrian-priority areas to create a more vibrant, accessible and safe environment for residents and visitors, reducing car dominance and enhancing the quality of public space. A key opportunity is the extension of the pedestrianised area along Main Street, transforming it into a welcoming corridor for safe movement, social interaction and active travel, supported by high-quality public realm improvements.

- **Public Realm Improvements:** Transform under-utilised spaces into welcoming places for everyday use and occasional events, supporting the local economy and town identity. Key locations include Redmond Square and the Crescent Quay waterfront, where enhancements can create attractive and accessible destinations.
- **Active Travel Network Integration:** Deliver coherent, direct, and safe walking and cycling routes into and through the centre (see Active Travel section).
- **Mobility Hub:** Provide clear, user-friendly interchange point that knit together public transport, walking, cycling, improving legibility and first/last-mile choice while reducing reliance on private cars. A Strategic location to the west of the existing station has been identified under the Plan key location (see the Mobility Hub section).
- **Car Parking Management:** Apply a balanced, phased approach that manages demand, supports short-stay access for shoppers and services, prioritises accessible parking for those who need it, and discourages long-stay commuter parking in the core.

Future Vision

To facilitate the pedestrianisation and support sustainable mobility, a suite of traffic and demand management measures will be required. These include street network changes, traffic rerouting, and reduction in both on-street and off-street parking within the town centre.

The reallocation of road space and reduction of through-traffic will enable significant improvements in the public realm at Redmond Square. In a future scenario where active travel and public transport mode share increase and car mode share decrease, the urban environment of Wexford Town Centre will undergo a transformative shift.

As car dependency declines, traffic volumes will reduce, allowing for the reallocation of road space to more sustainable and inclusive modes of transport such as walking, cycling, and public transit. In this context, the rerouting of traffic, which may be a concern under current conditions, is unlikely to result in significant congestion or displacement of traffic onto adjacent roads.

This transition is supported by the provision of public transport services, the development of mobility hubs, and the expansion of active travel infrastructure, which together provide viable and attractive alternatives to private car use. As more people opt for these sustainable modes, the need for extensive car access and parking within the town centre diminishes.

As a result, the reduction in car traffic will lead to quieter, safer and more vibrant streets, enhancing the overall quality of life for residents and visitors. Vulnerable road users, such as pedestrians, cyclists, and those with mobility impairments, will benefit from a more accessible and human-scaled environment, while increased footfall will contribute to the economic and social vitality of Wexford Town Centre.

Parking Management

Car parking plays an important role in supporting access to Wexford Town for residents, businesses, employees and visitors. The availability of both public and private parking contributes to the vitality of the town centre and recognises the important role that the private car continues to play, particularly for journeys originating in the wider rural hinterland.

As Wexford Town continues to grow, it will be important to ensure that parking is managed in a way that supports accessibility, economic vitality and the efficient operation of the transport network. Future parking provision and management should balance the needs of residents, businesses and visitors while supporting wider transport, placemaking and sustainability objectives.

The Parking Management Strategy should consider current and future parking demand, the role of short- and long-stay parking, accessibility requirements, town centre vitality, emerging development proposals and opportunities to support sustainable travel choices. Any future changes to parking provision, tariffs, permits or management arrangements should be informed by evidence, stakeholder engagement and ongoing monitoring.

Potential measures for consideration through a future Parking Management Strategy may include:

- Review of parking supply and utilisation;
- Review of parking tariffs and permit arrangements;
- Improved management of short-stay and long-stay parking;
- Consideration of Park and Ride opportunities;
- Review of residential parking arrangements;
- Controlled Parking Zones where appropriate; and
- Measures that support sustainable travel choices and town centre accessibility.

PM-01

Prepare and implement a Parking Management Strategy for Wexford Town to guide future parking provision, management and investment, ensuring that parking continues to support residents, businesses and visitors while aligning with wider transport and town centre objectives.

Residential Car Parking

There are a number of residential parking permits are currently allocated within Wexford Town. Future reviews of residential parking permits should seek to ensure that parking provision remains fair, transparent and responsive to the needs of residents. Particular consideration should be given to households with accessibility requirements, older residents and those who rely on private vehicles as part of daily living.

Permit allocations should be reviewed periodically to reflect changing demographics, accessibility requirements and transport conditions.

PM-02

Identify suitable locations for park and stride, particularly within walking catchment of schools.

Park and Stride

Park and Stride facilities encourage commuters to park their cars near their destination and then complete their journey on foot. The inclusion of Park and Stride sites within walking distance of schools in the town would provide parents with the opportunity to park free of charge for a short period, walk their children to school and then return to their cars. Park and Stride would help reduce traffic in the vicinity of schools, complementing the Safe Routes to School programme. The Mobility Hub sites identified in the previous section would not be appropriate for Park and Stride due to their distance from the town centre/ schools. Therefore, additional sites should be considered to facilitate walking.

Park and Ride

Appropriately located and designed Park & Ride facilities can enable people to access public transport and enhance their options to reach a wider range of destinations in a sustainable manner and increase the usage of public transport.

Opportunities for Park and Ride should be considered at appropriate locations outside the town centre where they can support public transport and active travel objectives. The mobility hubs section within Multimodal Measures outlines proposals for hubs including park and ride on the outskirts of Wexford Town.

New Developments

The Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities indicates the quantum of car parking in new developments should be minimised in order to manage travel demand and to ensure that vehicular movement does not impede active modes of travel or have undue prominence within the public realm. Chapter 5 Development Standards includes a specific planning policy requirement (SPPRs) that addresses car parking rates in new residential developments. The SPPR 3 – Car Parking, states that in accessible locations and key towns car-parking provision should be minimised or substantially reduced.

Wexford County Development Plan 2022-2028 sets out that reduced parking standards shall apply as a measure to tackle urban decline and promote investments into the town centre. Development of central urban areas should ensure to maximise existing public infrastructure. The Planning Authority will require car parking to be provided at the rates set out in Table 6.7 of the Development Management Manual, Volume 2 of the Wexford County Development Plan. These rates need to be reviewed according to “Sustainable Residential Development and Compact Settlements”, to ensure that the climate action targets and WTLTP sustainable mobility measures are not compromised.

Applicants for residential development should be required to provide a rationale and justification for the number of car parking spaces proposed (based on proposed development site attributes such as location, accessibility, public transport provision, etc.) and to satisfy the Planning Authority that the parking levels are necessary and appropriate, particularly when they are close to the maximum provision set in the County Development Plan. This will likely lead to a reduction in the provision of residential car parking for new developments at certain locations in Wexford Town.

Supporting Measures

A range of supporting measures can be implemented to assist Wexford Town in reducing its over-reliance on private vehicle trips and in promoting more sustainable transport options. These are outlined in this section.

Safe Routes to School

The national Safe Routes to School (SRTS) programme[10] was developed in partnership with the National Transport Authority (NTA), in order to increase walking and cycling as a means of travelling to and from schools. The SRTS programme aims to:

- Accelerate the delivery of walking/scooting and cycling infrastructure on key access routes to schools;
- Alleviate congestion and vehicular traffic near schools, therefore increasing safety at the school gate;
- Provide “front of school” treatments which will enhance access to school grounds; and
- Expand the amount of bike parking available at schools.

SRTS Design Guide provides technical guidance on design principles and considerations that will enable the creation of safer and more attractive routes to school and front of school environments. It also includes a set of design concepts, including examples of successfully implemented schemes.

Implementation of SRTS is advised, especially in the surrounding areas of the schools, which are located nearby high demand corridors. Interconnectivity to the key active travel corridors is also important to ensure a coherent network. These corridors require significant private vehicle trip reduction by implementing active travel infrastructure and traffic calming measures.

Significant funding is available from the NTA using cost-effective methods both to maximise the number of Safe Routes to School infrastructure schemes delivered within available budgets and to increase the speed of their delivery.

SM-01
Continue to improve active travel infrastructure near to schools, in line with the Safe Routes to School programme objectives.

[10] Safe Routes to School (SRTS) Programme - National Transport Authority

Age Friendly Towns

The public realm and transport network will need to further adapt to consider the needs of elderly people in Wexford Age Friendly Strategy (WAFS). The strategy sets out following transportation related goals:

- Provide safe, accessible and reliable public transport;
- Develop active travel for older people; and
- Ensure people are informed about available transport options including Real Time Passenger Information.

From Wexford Age Friendly Strategy 2022-2026,older people highlighted the comfort of travelling with trains with access to toilet facilities and would request for more train services. WAFS also sets out four transportation objectives and solutions to issues addressed:

- Better rail services / upgrade physical appearance or some stations;
- Improve people's access to medical appointments;
- Further expand the public transport network;
- Invest in safe walking and cycling infrastructure;
- Establish a network of Community Champions to promote public transport and active travel options within their locality;
- More bus shelters & stops where needed;
- Better pedestrian crossings and ramps;
- Construct more footpaths and cycleways; and
- Increase parking for older people with accessibility issues in towns, beaches and hospital.

The resolution of issues highlighted earlier in the Wexford Town LTP would enhance the walking environment for people of all ages, particularly older people. Enhanced pavements, junction improvements, new crossings and better lighting would all make the town more walkable, benefitting people of all ages

Frequent walkability audits 800m-1km routes are required especially on busy streets to understand how Wexford Town works for older people and how it can be improved. These assess how easy or difficult it is to cross the road, bus stops conditions and the level of the road.

SM-02

Support the County's Age Friendly Programme by ensuring that transport improvements are aligned with the needs of older people.



Wayfinding

Uncertainty around the length of route or its destination can act as a barrier to walking for tourists, visitors and neurodivergent people. Wayfinding can address these issues through creating information systems that can guide people through a physical environment. Examples of wayfinding include the development of signage and information systems for both pedestrians and motorists. Comprehensive wayfinding information systems often combine signage, maps, symbols, colours and other communications. These signs can allow people to create “mental maps” of their terrain and simplify their routes. These information systems can enhance an individual understanding and experience of each destination in Wexford Town.

SM-03

Improve wayfinding to enhance the active travel experience within the town, providing a seamless experience for cyclists and improving the attractiveness of key destinations.

Mobility Plans

It is an objective of the Wexford LTP to “Prepare mobility management plans (MMPs) to encourage the use of sustainable modes”. An MMP is a collection of measures designed to address transport management issues at a particular site. The primary goal of these plans is to reduce car usage and promote the attractiveness of sustainable modes of transport. Each plan should consider all travel associated with the particular site and serve as a dynamic document, with measures being monitored on an ongoing basis. WCC will collaborate with major trip generators in the town—such as businesses, schools, and sports or leisure venues—during the development and implementation of these MMPs.

SM-04

Support the implementation of Mobility Management Plans (MMP) for major trip generators within the town

IMPLEMENTATION AND MONITORING

This section sets out how these measures could be delivered, including priority actions to be taken within the short-term. It also sets out the strategy for monitoring the implementation of the Wexford Town LTP. The section is structured as follows:

- Implementation
- Monitoring Strategy and LTP Review

Implementation

The Wexford Town LTP contains a range of measures to support the development of all modes of transport including active travel, public transport, and roads. It is the aim of this plan to bring change by providing existing and future residents of Wexford Town with sustainable transport choices.

This LTP is not a definitive document but a guidance document on how to approach the development of a transport planning framework for Wexford Town. As such, this document is flexible and will evolve over time, as plans of different scales, and in different spatial context develop, which will feed into future revisions of the Plan.

A collaborative approach between key stakeholders and community engagement will be required for the successful delivery of the measures set under this plan. Stakeholders expected to be involved in this process include a number of departments within Wexford County Council, the National Transport Authority, Irish Rail, Transport Infrastructure Ireland, the Southern Regional Assembly, local bus operators, local business, local advocacy groups and the local community.

Delivery Process

A number of delivery mechanisms would be used to implement the measures set out in this LTP. The delivery mechanisms depend on the type and scale of the project. Each individual project would need to be delivered in accordance with the relevant guidance and standards, including project management guidelines, appraisal guidelines, design manuals and other technical standards. Smaller interventions within the Plan Area with the aim of improving safety for pedestrians, cyclists and other road users may be delivered under Section 38 of the Road Traffic Act 1994 (as amended). For larger projects, these may be delivered through the Part 8 process or require a planning application to An Bord Pleanála, with the process depending on the scale and nature of the project. These may also involve undertaking statutory or non-statutory public consultation.

Community Engagement and Initiatives

A successful implementation of the Wexford Town LTP requires not only the delivery of infrastructure and services but also active engagement with the local community. Wexford County Council will develop and implement a comprehensive communication strategy to promote sustainable transport behaviours. This will include public awareness campaigns, educational programmes, promotional events, and stakeholder workshops. These initiatives will aim to inform residents about new transport options, encourage modal shift, and foster a sense of ownership and participation in the town's sustainable mobility transition. Engagement activities will be tailored to different user groups, including schools, businesses, and vulnerable road users, ensuring inclusivity and accessibility in all communications.

Funding Opportunities

The implementation of all measures set in the Emerging Preferred Strategy will be subject to available funding. Financial support may be sourced from a variety of funding streams, depending on the nature, scale, and cost of each project. Table 10 provides an overview of potential funding sources that may be leveraged to support the delivery of the proposed measures under this Plan.

Table 10 - Potential Funding Streams

Project Type	Potential Funding Stream
Local Authority Active Travel Projects	These projects would typically be funded by through the NTA's Active Travel Investment Grants programme.
Projects targeting at improving safe access routes to schools	Possibility of funding through the NTA's Safe Routes to School (SRTS) Programme.
Public Service Obligation (PSO) public transport	NTA's Connecting Ireland programme, improvements to bus service routes and frequencies and bus stop provision. Improvements to rural transport could be achieved through the Rural Transport Programme. NTA's Public Transport Accessibility Programme on behalf of the Department of Transport, Tourism and Sport.
Public realm enhancements	Funding may be obtained from the Department of Housing, Local Government and Heritage's Urban Regeneration and Development Fund (URDF)
Improvements to the safety of operation of the National Road Network	Typically funded and managed by TII under their capital expenditure programme in line with TII's Project Appraisal Guidelines.

Timeframes

Wexford County Council has been working to improve sustainable transport infrastructure within the town, including the progressing of a number of active travel schemes throughout the town. The pace of implementation of some of the measures will be dictated by the level of availability of funding and the requirement for planning approval.

	Measure	Responsible	Short Term	Medium Term	Long Term
AT-01	Upgrade junctions throughout Wexford Town	Roads			
AT-02	Facilitate permeability on the existing network	Active Travel			
AT-03	Ensure permeability near residential areas, schools and bus stops and other key trip attractors	Planning / Active Travel			
AT-04	Upgrade existing permeability links to facilitate access for all users	Active Travel			
AT-05	Secure filtered permeability in new developments	Planning			
AT-06	Deliver active travel committed schemes: Newtown Road, Beechlawn to Clonard and Roxborough schemes	Active Travel			
AT-07	Develop an integrated cycle network in Wexford Town	Active Travel			
AT-08	Integrate the national cycle network with existing and planned networks in Wexford Town - **Priority 1 schemes**	Active Travel/NTA			
	Integrate the national cycle network with existing and planned networks in Wexford Town - **Priority 2 schemes**	Active Travel/NTA			

	Measure	Responsible	Short Term	Medium Term	Long Term
	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	Active Travel			
AT-10	Ensure new developments include high-quality and secure bike parking	Active Travel			
AT-11	Promote and expand shared mobility options within the town	Active Travel/NTA			
AT-12	Conduct regular walkability audits in the town	Active Travel			
PT-01	Enhance the bus service network in the town by supporting improvements to the existing services	Roads/NTA			
PT-02	Implement bus priority along proposed bus corridors in key radial routes and junctions	Roads/NTA			
PT-03	Enhance the regional bus network	Roads/NTA			
PT-04	Improve public transport connectivity to locations where demand exist	Roads/NTA			
PT-05	Continue to support the enhancement of bus services to remote locations where Local Link services are suitable	Roads/NTA			
PT-06	Ensure adequate bus stop infrastructure is provided	Roads/NTA			
PT-07	Enhance the overall rail passenger's experience	Iarnród Éireann/NTA			
PT-08	Improve cycle parking provision at the rail station	Active Travel			

	Measure	Responsible	Short Term	Medium Term	Long Term
PT-09	Support improvements on the Dublin-Rosslare rail line in accordance with proposals set out in the AISRR	Iarnród Éireann			
RD-01	Protect the strategic function of the national roads	Roads/TII			
RD-02	Support the development of the N11/N25 Oilgate to Rosslare Harbour Scheme	Roads			
RD-03	Support the delivery of the Orbital Inner Route prioritising sustainable modes movements	Roads			
RD-04	Balance the use of the existing road network and any proposed new road	Roads/Planning			
MM-01	Investigate the feasibility of developing a mobility hub at a location closer to O'Hanrahan railway station	Roads/Planning			
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	Roads/Planning/ Climate Action			
MM-03	Implement speed limit zones in the town	Roads			
MM-04	Support the implementation of the Wexford Town Centre First Plan and other relevant town centre initiatives	Planning/Roads /Environment			
PM-01	Prepare and implement a Parking Management Strategy for Wexford Town	Roads/ Planning			
PM-02	Identify suitable locations for park and stride, particularly within walking catchment of schools	Active Travel			

	Measure	Responsible	Short Term	Medium Term	Long Term
SM-01	Improve active travel infrastructure near to schools	Active Travel			
SM-02	Support the County's Age Friendly Programme	Roads/Community and Age friendly Office			
SM-03	Improve wayfinding to enhance the active travel experience within the town	Roads/Active Travel			
SM-04	Support the implementation of Mobility Management Plans (MMP) for major trip generators within the town	Roads/Active Travel			

Monitoring Strategy and LTP Review

Monitoring of the Wexford Town LTP would include reviewing the progress achieved in securing the objectives of the Plan and experience in implementing the various options. The monitoring and reviewing process will be a standalone process but would complement a review of the CDP. This will aid Wexford County Council in identifying if the Plan requires an amendment to respond to any variations of the CDP or if different outcomes are achieved in relation to public transport and active travel usages, traffic flow growth levels, etc.

Using the monitoring measures set out in Table 11, an in-depth review of the LTP can be undertaken and, if necessary, the LTP will be updated in order to achieve the overarching objectives of the Plan. The performance of the LTP will be in measured based on the increased usage of active travel and public transport and the decreased usage in private car transport.

Table 11 - Monitoring Strategy and Timeframes

Monitoring Method	Description	Timeframe	Responsible
Progress Report	A progress report will be produced setting out the current status of the implementation of each of the measures for each mode of transport and the steps requiring action to complete implementation of each measure	Every 2 years	Wexford County Council – Planning Department, Active Travel Unit, Roads and Transportation Section; with input from the National Transport Authority (NTA)
Surveys / Data Collection and Review	Surveys to be conducted to understand: Pedestrian and cyclist flows / Cycle parking usage at key locations / Travel patterns / Public transport usage Public transport user surveys / Vulnerable Road user surveys Footfall / spend at businesses / Road safety and collision statistics / Car parking usage at key locations / Automatic number plate recognition (ANPR) surveys / Traffic flows and speeds on key routes Update CSO Census statistics in relation to commuting, employment, education, etc. and NTA Household Travel Survey data will also be reviewed. This data collection exercise will allow for assumptions in the LTP to be cross-checked against prevailing conditions at the time and determine whether new measures are necessary to achieve the LTP objectives. This will also allow WCC to demonstrate to citizens, business owners and other key stakeholders the success of the implemented measures.	Years 2, 5 and 10	WCC – Active Travel Unit, Roads and Transportation Section; in collaboration with NTA, And Garda Síochána (for road safety and collision data), and external consultants and academic partners

Community Engagement and Communication Review	Evaluate the effectiveness of public awareness campaigns, stakeholder engagement activities, and communication initiatives. This includes tracking participation in events, feedback from workshops, reach of promotional materials, and behavioural change indicators. Surveys and feedback mechanisms will be used to assess public understanding and support for sustainable transport measure	Every 1 year	WCC, in collaboration with the NTA and relevant local stakeholders (e.g. community groups, advocacy organisations, schools, and businesses)
Review of new local, regional and national policy	As part of the monitoring process, a review of new policies will be undertaken and where necessary the LTP will be updated to reflect these new policies.	Years 2, 5 and 10	WCC – Planning Department and Strategic Policy Committees; with data support from CSO and NTA

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